

The Billboard

The World's Foremost Amusement Weekly

MAY 17, 1941

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Vol. 53. No. 20

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BRADLEY**
And His Orchestra
Featuring
Ray McKinley

Currently Silver Theater,
International Silver Co.,
CBS, Sunday 6:30
EDST

COLUMBIA RECORD
ARTIST

Opening Hotel Astor Roof,
New York, July 16

Direction: William Morris
Agency, Inc.

GEO. A. HAMID, INC.

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GEO. A. HAMID, INC.

10 ROCKEFELLER PLAZA

NEW YORK, N. Y.

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Vol. 53
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The World's Foremost Amusement Weekly

May 17,
1941

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WARTIME CANADA SHOW BIZ

41 Ill. State Fair Contracts to Jones MCA, BC, Sun, WLS

CHICAGO, May 10.—Word from Springfield is that the Johnny J. Jones Exposition has been awarded a contract for the 1941 Illinois State Fair there. Music Corporation of America booked the revue, *Stars Over America*, for the night grandstand show. Barnum-Carruthers Fair Booking Association sold the acts for the afternoon grandstand show. Gus Sun Booking Agency was given a contract for a thrill show on opening Saturday, and WLS Barn Dance was booked for opening Saturday night. As the Amusement Corporation of America had a midway contract with the previous fair administration to present one of its units, it is said there may be a fight over the Jones contract. General Manager J. G. McCaffery, at offices of the ACA, refused to comment.

Pa. May Okeh Ban on Kids

PHILADELPHIA, May 10.—Stemming from a survey made by State agents of child labor in night clubs, Mrs. Francis H. Welzel, supervisor of the Women and Children's Division of the State Department of Labor and Industry, disclosed last week that the State Legislature has approved a ban on child performers. Check-up by Mrs. Welzel gave niterics a clean bill of health as far as women performers and employees were concerned; violations were found mostly concerning the youngsters, especially in movie houses in connection with amateur nights and in jitterbug parlors in connection with dance contests. A bill prohibiting employment of kids under 18 for singing, dancing, acting, or exhibition performances in dance houses, "concert saloons," theaters, or places of entertainment, whether or not beer or liquor is sold in such places, was passed by the House recently and goes to the Senate for concurrence.

3 Days for RB on New Pittsburgh Lot

PITTSBURGH, May 10.—Industrial plant building due to national defense orders will force Hingling Bros. and Barnum & Bailey Circus to show on new grounds here for the first time in many years when it arrives June 1. Local agreement will be for three days because millworkers are working at highest level since 1929. New grounds, necessary because former Ben Liberty grounds are now partly occupied by a warehouse, are closer to downtown on Second Avenue near Monacaehela River. Site is only one acre, providing near-by rail accommodations. Worthwhile Exposition Park, several years ago, is no longer big enough. Handicap on new grounds will be lack of parking accommodations. Only 600 cars can be handled near site, although it covers 17 acres.

Extra Performance

DETROIT, May 10.—William Parker, snake artist and snake charmer, had a chance to prove his professional mettle when he found a snake crawling a parking lot just across the street from Detroit's largest downtown theater, the Fox. Parker grabbed the reptile and stuffed it into a box, but had his hand bitten in the process.

Realism

OKLAHOMA CITY, Okla., May 10.—Larry Griswold, diving clown with the Water Folies of 1941, almost played his part too realistically at the first performance here this week.

Planted in the audience as a drunk, Griswold made himself so cordially disliked that an unknowing usher escorted him outside, where a justice of the peace eyed him suspiciously. Breaking away, the diver-comic outran the usher to the high diving board. The more portly justice of the peace didn't make the race.

"Ice-Capades of 1941" Is Held Over in Los Angeles; Biz Fair

LOS ANGELES, May 10.—Coming into the Pan-Pacific Auditorium for a limited engagement, *Ice-Capades of 1941* will have played three extra days when it closes here Tuesday night (13). Business has been fair but no new records were set. Company moves on to Republic Pictures for a film to have the same name as the show.

Show has 26 acts and approximately 60 people, and second half is most entertaining. Runs two hours and 45 minutes.

Show opened with overture by Jerry Maynard and the orchestra. Arabian Nights follows. Belita, featured skater, is introduced. Other principals include Norton Waite, Ruth Mack, Everett McGowan, Denise Benoit, Margaret Whight, and Robin Lee, Sultan.

Al Surette follows as The Straw Man and gives a real exhibition of comedy skating. Pierre and Denise Benoit offer Youth Romance, a fast act that brought plenty of applause. Vera Hrubis is next in *Comedie Light*. Steve Flash scored a decided hit with his juggling and skating. Robin Lee gives *The Champion* turn, followed by *The Jitterbugs*, featuring Lois Dworshak. Jackson and Lynum proved conclusively that ice show audiences in Los Angeles want comedy when they put on *In the Waltz Mood*. Phil Taylor, stilt walker, followed Megan Taylor and gave a real exhibition of this type of skating by moving rapidly in and out of a line of oranges placed on the ice. Red McCarthy gave a fast exhibition in *The Chinese God* stilt. Eric Waite got plenty of applause for *His First Lesson*, and first part ended with *The Garden of Roses*, featuring Belita and song, *Somebody*, sung by George Byron.

The second half of the show got off to a fast start with *To the Hounds*, fol-

Montreal, Booking Center, Sees Upped Grosses Offset by Higher Taxes; People Seek Escape Shows

By PAUL DENIS

MONTREAL, May 10.—For years Canada's most important booking center, this city of more than 30 night clubs, 60 double-feature movie houses, four French vaudeville, and several ballrooms is the Western Hemisphere's most exciting

test tube of show business under war conditions. The city's million population has been increased by soldiers quartered near by, and unemployment has virtually disappeared. The result is an increase in people wanting escape entertainment and being able to afford it. Night clubs are getting the bulk of the spending trade, which wants to drink and forget the depressing war headlines and the news of increasing income and profit taxes. Consequently, all amusement places are sure of constantly increasing grosses, but this is offset by the sad realization that sharply increasing taxes will shrink the net profit.

The fact that Canada is engaged in war has colored entertainment surprisingly little. References such as "There will always be an England" bring applause, and girl numbers occasionally include military tap routines and military costumes, but there is little else of a flag-waving nature. Night club owners and producers explain that the public wants escape entertainment and may resent too much patriotic stuff. American performers occasionally do patriotic bits and the audience appreciates this. Billy Vine, for example, did a Charles Laughton impersonation that included stirring pro-England sentiment last week at the Tivoli Club, and it went over big.

American Acts in Demand

American acts are much in demand here, but few clubs can afford attractions. (See Montreal Niterics Boom on page 17)

loved by *Horse-Sense* and *Nonparade*. Then came *Tempo*, *C'est L'amour*, with Everett McGowan and Ruth Mack, and *Rhythm Girl*. Eric Waite was a showstopper. *Sweet and Hot* pleased, as did *Blue September*.

Joe Jackson Jr., the 1941 version now on ice skates, put the audience in stitches with his bicycle act. Robert Dench and Rosemarie Stewart gave a swell demonstration of exhibition skating in *Precision*. *Yankee Rhythm*, with Jackson and Lynum, brought encores. *Americana*, a patriotic number, was one of the outstanding numbers of the entire show. Ensemble appeared in cowboy and Indian costumes made of stars and stripes material. Line numbers were especially good.

Belita was applauded well. She knows how to sell her act and her showmanship is tops.

Sam Abbott.

Citizens' Committee Supervises Camp Fun

NEW YORK, May 10.—The Citizens' Committee for the Army and Navy, headed by Robert K. Sherwood, Frederick Osborn, and Thomas J. Watson, will supervise all entertainment going into draftee encampments. This committee will approve the Four A's committee. The group will cover all entertainment activities and will provide equipment, scores, and musical instruments.

The committee will probably promote free shows with names to tout the khaki circuit. It is believed that, with a big supply of name shows, units such as *Star-Spangled Jamboree*, which folded last week in South Carolina, will have no place in the current scheme. Bookers (See *CAMP FUN* on page 16)

Australia Again Taking U. S. Acts; Ten Weeks and Options

NEW YORK, May 10.—Bookings for Australian vaude are again being made, with several American acts to sail. The international situation has not as yet affected the Pacific Ocean travel and acts, as well as bookers, feel that talent can go there in comparatively safety.

Already set to go is Joan Brandon, booked by Dick Henry, of the William Morris Agency, and set thru Sam Kramer, of Los Angeles. Miss Brandon is scheduled to leave Los Angeles June 23 and will open with an all-girl show at the Tivoli Theater, Melbourne, August 14. Several other female acts are still to be booked for this show.

Charlie Allen has set Bobby Henneaux to leave May 20 and open July 8, and

Stan Kavanagh to open September 15, both in Melbourne.

All acts going there are booked for 10 weeks and options. Each show is routed with a Melbourne opener, followed by Sydney. The show stays at each house for five weeks. Round trip fares paid by client.

The war has caused a talent scarcity there. There are several American acts playing the Tivoli circuit currently, including Raymond Battr.

One of the difficulties that will be experienced by American acts is the difficulty of getting coin out of the country. Restrictions have been eased to allow talent to get a maximum of 60 per cent out, according to Henry.

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FOUR A'S OUTMODED-REIS

Report Brands Actors' Int'l as "Cumbersome, Inefficient, and in Red"; Annual Expense \$683,530

NEW YORK, May 16.—The *Billboard* is making public, for the first time, an analysis of the "one-big-union" report compiled by Bernard J. Reis for the Associated Actors and Artists of America, in which he brands the Four A's a "cumbersome, outmoded, and inefficient set-up." This report, which was submitted to the Four A's May 30, 1940, has not been presented directly to the members of the 11 actor unions which comprise the parent organization.

Reis reveals in his report that the Four A's, as a whole, is in the red. Various unions have had to dip into their treasuries to support others. The report

Prophetic Words?

NEW YORK, May 16.—Viewing television with a prophetic eye, Bernard J. Reis, in his consolidation report to the Four A's, issued a note of warning to the performer unions. "In the development of television," Reis stated, "the entertainment industry is on the brink of changes fully as revolutionary as those which occurred with the development of the film. Television must be organized on the rest of the industry will be disorganized."

shows that for the one-year period preceding the survey the operating expenses of all of the Four A's unions totaled \$683,530 and the income was \$665,187.

"Application of the principles and the reforms herein suggested would," says the report, "even on a conservative estimate, cut \$100,000 from the present expenses of the organization, and add a very considerable amount to revenues and surplus." (How this could be accomplished is dealt with elsewhere on this page.)

The report was generally critical of the Four A's failure to bring all actor unions under one roof, for disproportionate dues payments and initiation fees among the various branches; for disregarding 10,000 unorganized performers; for operating a

WILL BRADLEY

(This Week's Cover Subject)

DESPITE the fact that his father urged him to stay away from the trombone because it was the most difficult instrument to master, Will Bradley managed to become one of the top men in his selected field. Will's first professional appearance was with the band that accompanied a Norman Tinberg vaudeville unit in the early '30s. Shortly thereafter he joined one of the famous jazz bands of the day—Milt Shaw's Detroiters.

Sitting behind Will in the band was a lanky bespectacled Texan, whose solid drumming gave the band its powerful drive. The drummer was Ray McKinley. Today Ray is featured in the Bradley band.

Leaving Shaw's band, Bradley joined the CBS house troupe in New York, and for a number of years scurried from studio to studio playing for Andy Kaye, Katinetzky, Nat Shilkret, Raymond Payne, and Freddie Rich.

Between radio shows he managed to record with Red Nichols' Five Pennies. When Ray Noble first came to America, he persuaded Bradley to join the band he planned to organize. Noble's original trombone section included another young fellow who was destined for fame in the music world—Glen Miller. When the Ray Noble band left the Rainbow Room, Bradley returned to the CBS house band, remaining until the summer of 1939, when he formed his present band.

This past year Will scored home an outstanding record, "See Me Daddy, Eight to a Bar," with Ray McKinley featured at the drums and mikes. The record sky-rocketed Bradley to popularity, and the young musician has stayed up there ever since. His current sponsored radio show for International Silver is Bradley's first commercial. Band opens at the Hotel Astor East, New York, July 16.

New York office of the Screen Actors' Guild at a cost of \$18,560 annually compared to income for the same period of \$5,180; for separate excessive rental costs, and for expending \$30,192 for separate publications annually when one would be more efficient.

Reasons Given

"There are two reasons why the 11 constituent unions of the AAAA should be merged into one big union," states the report. "One is that organized workers in the entertainment field can more successfully cope with the problems before them on the basis of unity. The other is that individual members cannot afford to carry two, three, and sometimes four cards, cannot afford—particularly in these times—to support separate unions with separate offices and separate staffs and the separate cumbersome, outmoded, and inefficient set-up."

Reis also cited the top-heavy burden

"Preconceived Ideas"

NEW YORK, May 16.—In pointing to the feasibility of amalgamating the Four A's into one big union, Bernard J. Reis, who authored the consolidation report, used the earlier words of Frank Gillmore, Four A's president emeritus, as a convincer.

"There is no reason," said Reis, "why the legitimate actor and the vaudeville performer, the screen actor and the musical artist, the radio entertainer and the chorus girl, the night club singer and—very soon—the television performer should not be in one big union, with its separate divisions for separate problems, but without heretofore sharply fencing off one kind of entertainment from another."

"As Mr. Gillmore said in a recent *Theater Arts Monthly* symposium, 'The actors must throw overboard many preconceived ideas. . . . The rigid separation of crafts within the AAAA is one of those preconceived ideas.'"

preparation, and interest on investment. Reis states that much better quarters could be obtained at one-third the cost.

Reis also pointed out that only three of the 11 unions have surpluses in their

How Your Dollar Goes

NEW YORK, May 16.—If you are a performer paying dues regularly to one or more of the Four A Unions, this financial summary on the expenses of performer unions will show what it cost you, item by item, to support the Four A's.

	Amount Spent	Pct. of Total	Average Cost Per Member On Basis of 25,000 Members
Salaries of Executives	\$138,100.00	20.33	\$ 5.51
Salaries of Representatives and Organizers (including expenses)	133,091.00	19.89	6.79
Clerical and Bookkeeping Salaries	126,400.10	18.49	6.23
Social Security and Unemployment Insurance			
Taxes	9,703.78	1.42	.49
Total Salaries	\$417,295.88	60.00	\$20.51
Rent of Offices	33,714.10	4.83	1.69
Cost of Publications	30,192.39	4.42	1.51
Legal Fees and Expenses	45,858.54	6.88	2.28
Traveling Expenses	18,198.06	2.65	.91
Office Expenses:			
Telephone and Telegraph	\$26,994.10	3.94	1.53
Stationery and Office Supplies	22,857.69	3.34	1.34
Postage	19,300.39	2.82	.87
Miscellaneous Office Expense	26,916.84	3.94	1.33
	90,118.92		
Dues to Labor Organizations Other Than Four A's	12,218.00	1.78	.61
Contributions, Testimonials, etc.	3,410.85	.50	.17
Advertising	2,263.50	.33	.12
Arbitration, Negotiation, and Strike Expenses	11,494.53	1.68	.57
Miscellaneous Expense (including expenses of various locals for which full details were unavailable at the time the report was made)	17,347.78	2.54	.87
TOTAL EXPENSES	\$683,530.18	100.00	\$26.18

of dues to performers in the lower income bracket, while top salaried artists pay a much smaller percentage of their incomes. Pointing to the Screen Actors' Guild, Reis revealed that while 127 members of the SAG earn more than \$50,000 a year, 8,050 members of the union earn less than \$500 per year. "There is no percentage of dues," he said. "There is no reason," says Reis, "why the higher paid brackets should not make a more substantial contribution to a consolidated union."

Report shows that a consolidation would also eliminate the top-heaviness and duplication of many salaries paid to various officials by different unions. Salaries of the key executives at the time of the report amounted to \$138,000 annually, of which L. B. Kornblum, West Coast representative of five affiliates, was the highest paid with an annual slice of \$14,923. Salaries of representatives and organizers amounted to \$135,091 annually.

Rental Expense

The report also charges unnecessary and excessive rentals, citing the example of Actors' Equity Building, which was built in 1909. Engineering firm of Day & Zimmerman reported that the building was 33 per cent fit for occupancy. Despite this condition, however, Equity pays \$12,000 a year in carrying charges, de-

respective treasuries. They are SAG, Actors' Equity, and Chorus Equity. As a consequence, he said, little revenue could be built up among the members as to decisive action.

Consolidation, said Reis, would have a three-fold purpose—cutting expenses, lowering membership costs for those in the lower brackets, and increasing revenues.

In subsequent issues *The Billboard* will bring to its readers, space and other conditions permitting, further analyses of the Reis Report, plus a full salary schedule of those employed by Equity, SAG, AGVA, AFNA, AGMA, and Chorus Equity when the report was compiled.

London Sundays Are Defeated

LONDON, April 6.—By a margin of eight votes, members of Parliament Tuesday shattered managerial hopes of Sunday opening for theaters and vaudeville. Opposition secured voting support of 144 M. P.'s who would not even accept the Home Department secretary's concession, favoring producers to show discretion and restraint in the sort of show put on and banning opening be-

22-Point Plan For Economy, One Big Union

NEW YORK, May 16.—Bernard J. Reis, in his report on consolidating the Four A's unions into one big union, suggests a two-year period of "comparative marriage" for the various branches, based on a 22-point plan whereby two hierarchies would be set up: a \$100,000 economy move; a change in present dues and initiation payments, and an amalgamation of costs of office expenses, rentals, and publications.

Reis prefaced his two-year consolidation plan by saying, "Factors of personal prestige and prerogative may stand in the way of the best interests of the unions and their members."

Summary of the proposed plan is as follows:

One single integrated union; one membership card; standard and uniform scale of dues based on the members' ability to pay; one consolidated office in each large city; one uniform bookkeeping system; one principal treasury; negotiators and organizers not restricted to one jurisdictional boundary; a craft basis of reorganization, with separate divisions for each craft, two regional groups for East and West, with craft members elected in each division; a plurality vote of 16 (out of a 21-vote board) for the passage of union legislation; radio, concert, and legit under legislative arm of Eastern division, and films under West Coast jurisdiction; election of an administrative council; quarterly executive board meetings; power on strike actions, dues initiatives, assessments, and budgets to rest in executive board—also final authority on policy and contracts; all dues poured into central treasury and for the "trial period," union treasuries to be turned over in escrow, to be restored if (See 22-POINT PLAN on page 18)

"Water Follies" Big In Oklahoma City

OKLAHOMA CITY, May 16.—Members of the cast of *Water Follies* of 1941—their ears ring enough to hear the applause that echoed after them—packed their bags and their portable diving tank here last Sunday and moved on to Omaha, Neb., but not before they knew they had scored a distinct hit in their four performances at the Oklahoma City Coliseum.

The show, with such headliners as Larry (Buster) Crubbe; Virginia and Marian Hopkins, 19-year-old twins; Paul Hagan, impersonator; Larry Griswold, diving clown, and many others, pulled 12,000 persons into the Coliseum for shows April 24, 25, 26, and 27, but being a Sunday matinee, Hall has capacity of 3,600, and only first performance failed to bring full house.

Gross receipts, at which scale of 33 cent, 75 cent, and \$1.50, totaled nearly \$8,000. Show was sponsored by Oklahoma Publishing Company, publisher of *The Daily Oklahoman* and *Oklahoma City Times*, for benefit of its milk and ice fund. Officials estimated the fund would receive about \$3,500 after expenses were paid.

fore 1:30 p.m. Over 100 M. P.'s shifted issue by refraining from voting.

Argued that Home Department secretary was a Londoner without any appreciation of rest of country's opinion; that war workers needed open-air recreation and not justification-Sundays; that the army did not want this "thin end of the wedge," which would soon lead to Sunday boxing, all-in wrestling dog racing; that the army was fed up with leg show; that choruses now had to compete with much better looking girls in uniform.

Home Department Secretary Maclean says he will not bring the permit legislation forward again.

Seek To Up Florida Amusement Tax

TALLAHASSEE, Fla., May 10.—House Bill No. 646, introduced last week in the Florida House of Representatives, calls for heavy increases in taxation on theaters and other places of amusement.

The measure provides the following: A tax of 1 cent for each 10 cents or fraction thereof of the amount paid for admission to amusement places; tickets sold at newsstands, hotels, and places other than ticket offices at not more than 50 cents in excess of the sum of the established price; a tax equal to 5 per cent of such excess would be levied; if sold at more than above amount, a tax of 50 per cent would be imposed; a 15-cent tax for each 10 cents or fraction thereof charged by roof gardens, cabarets, and similar amusements to which charge of admission is wholly or in part included in the price for refreshment, service, or merchandise. The measure provides that the tax would become effective June 30, 1941.

Op Scores in Atlanta

ATLANTA, May 10.—Metropolitan Opera played at the City Auditorium Monday, Tuesday, and Wednesday nights, with a sellout for Tuesday night's (28) performance of *Faust*, which was an Atlanta-All-Star Concert Series presentation.

Monday's *Pastorale*, a ballet, and *Carcellaria Rusticana* were presented to near capacity in the 7,000-seat auditorium. Wednesday's *Lothengrin* was presented to the smallest crowd in the group.

There is friction between the opera sponsors and the stagehands, and efforts are being made to straighten it out before next season. The opera people compare Atlanta stagehands are paid more than those in Cleveland, a larger city.

Possibilities

TRADE MARK REGISTERED
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

LOLAINE STUART—young legit actress caught recently with the American Actors Company in the proud of Texas Town on West 10th Street, New York. Faced with a role that was tricky in its emotional implications, she brought honesty, insight, and great ability to her characterization. In addition, she has a beautiful speaking voice; and, tho she still has to learn how to make herself up to best advantage, she's extremely attractive and should screen well.

For LEGIT

BILLY VINE—singer caught recently at the Top Club, Montreal. Still in his early 20s, Vine has been developing right along, and is now doing strong impersonations, satirical impressions, gags, mugging, and close-to-audience ad libbing. He has dropped almost all of his blue and typically cafe material, and seems ready to tackle a comedy role in a Broadway musical.

CHARLES BERTON

Man. Div. to 607 Arthur Building
NEW ORLEANS, LOUISIANA, LOCAL SOACH
OFFERS ADVICE TO BEGINNERS
2 Years Seng Hit Guild
622 LEXINGTON AVE., HOLLYWOOD, CALIF.

GEORGE SPELVIN Patrols the BROADWAY BEAT

A RADIO press agent barged into the KBC press room last week and, in passing, announced that he was joining the army. "Imagine," he said, "a broken-down guy like me guarding your homes." . . . The Sidewalk Superintendents' Club that was provided for those who wanted to watch the excavations while Radio City was being built has been copied and amended as a construction job on Central Park South. A high board fence surrounds the excavation—but large holes have been cut into it for use of sidewalk superintendents. And about three feet from the ground is a sea of smaller holes under a carefully painted legend: "For Junior Members Only."

GEORGE V. BILEY, former manager of the Hotel New Yorker, has resigned as vice-president of Seymour Weiss's Hotel Roosevelt in New Orleans, and is now Major Biley, of the U.S. Army. . . . Speaking of the New Yorker, the Terrace Room, despite the current 10 p.m. closing hour due to the jurisdictional union dispute that kept Bobby Byrne's band from opening a few weeks ago, is being redecorated for the summer, indicating a return to supper shows and the regular band and ice extravaganzas formula. The room's motif this time will be military, with wall panels "glorifying" the various services. . . . The ballet girls at the Radio City Music Hall are buying new summer outfits with their Derby winnings. . . . Four of Tom Kalland, of the *World-Telegram* staff, is writing a band series and is being haunted by every one's press agent in the business. He's getting sorry he started the whole thing. . . . New Law Dept.: The papers last week carried picture of a comely miss who had been selected to be, believe it or not, Miss Spirit of Turpentine.

WHEN Joseph A. Carr and Irene Roth, performers, were married at the NVA Clubhouse Thursday (8), the officiating minister was the Rt. Rev. Alexander A. Lowande, formerly bareback rider and theatrical manager and now Bishop of the United Christian Church and chaplain of the NVA. He's 67 now, but still district on the East Side, is getting unwell, as he officiates in a poverty-stricken area. . . . A couple of the Ben Yost singers at the Box, George Farrell and Tony Caridi, have been getting press mentions but, oddly enough, not for their work onstage. In addition to singing in the group, Farrell makes the offstage announcements preceding each scene, and Caridi sings an offstage solo. . . . My Goddard has been running a shrewd teaser campaign on Tommy Dorsey's opening at the Hotel Astor May 20. His latest gadget is a cube of glass with the notation, "Write the opening date on ice, but don't forget it." . . . Ada Hoffman, daughter of ex-Governor Harold Hoffman of New Jersey, has joined Dick Moeckler's new publicity outfit as an account executive.

BOB MICHEL, of United Press, leaves for a Western dude ranch vacation shortly. . . . Nick Patool, ace drummer-man with Ray Conniff's crew at the Hickory House, was formerly a prize fighter, campaigning under the name of Young Tucker. His most notable achievement was going three rounds to a draw with Henry Armstrong. . . . Floorshow producer Bernard Bernard has had the same secretary for 15 years. . . . Local burly house staffs have organized softball teams, the games taking place in Central Park. . . . Young & Rubicam's Bill Thomas is on his way to the West Coast.

W. E. Jackson's Post

PHILADELPHIA, May 10.—William E. Jackson, for the past four years sales manager of the KDKA, Pittsburgh, has been appointed general sales manager

for all the Westinghouse stations. He succeeds Griffith B. Thompson, resigned recently to become vice-president and general manager of the consolidated WJNY in Brooklyn, N. Y. Jackson, with Westinghouse since 1930, will locate here at the executive offices in the KYW Building.

The Billboard presents

important facts and figures on **SHOW BUSINESS and the DEFENSE PROGRAM** in the **MAY 31 ISSUE!**

A large portion of the billions of dollars being spent for defense is going toward paying the wages of workers in thousands of defense projects. These workers and their families will be spending proportionate shares of their newer and greater earnings for much-needed entertainment.

In the May 31st issue The Billboard will answer the following questions of major importance to every showman interested in playing territories most affected by the defense program:

HOW MUCH MONEY HAS BEEN APPROPRIATED FOR DEFENSE EXPENDITURES!

IN WHAT CITIES AND TOWNS IS THIS MONEY GOING TO BE SPENT!

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RADIO WANTS A MIRACLE

FCC Report Develops "Wishful Thinkers"; Involving of Sanders Case Seen; NAB Position Weighed

By EDGAR M. JONES

WASHINGTON, May 16.—Crit of the confusion which fringed immediately after the Federal Communications Commission released its findings on the monopoly report, it is apparent here that wishful thinking is coloring industry opinion to a great extent. Various reasons are being given why "they can't do that to us," but the realists among observers here believe that the FCC is going to make its orders to chain broadcasting strict, unless a miracle happens. Rules and regulations to be laid by the FCC take over greater supervision of network affiliation contracts and would force NBC to dispose of one of its two networks. Radio reaction has been (1) FCC hasn't legal authority for the move; (2) it departs from President Roosevelt's policy of radio freedom; (3) it flouts White House appointment of Mark E. Bridgman (WIAS, Louisville) to make radio survey, and (4) press, people, and Congress won't permit the drastic changes to go into effect. There isn't much room for optimism on any of these points.

Informed quarters here believe that NBC will soon move for a restraining order from the courts, and then will test legal authority in an injunction case on grounds of irreparable damage if rules are effected. Legal basis for such lies in upon Supreme Court decision of *Bancroft Brothers case*, which said the Communications Act does not give FCC power to control programs, business management, or policy of the licensee. On the other hand, the Act gives the FCC express authority to make special regulations in respect to chain broadcasting. The court would be asked to weigh dictum laid down in one specific instance against broad legislative authority given by the basic law.

Presidential Blessing

That the FCC, which more than once learned that the White House is interested in radio broadcasting, should issue such a sweeping report without Presidential blessing is fantastic. Members of the FCC have been in contact with the White House, and there is more than a suspicion that a general outline of the report was submitted to Administration authorities before last week-end. Course followed by the Commission came as no surprise to well-informed observers. Industry figures were discussing general terms of the monopoly report at least three weeks before its release. This is mentioned only to point out that people in Washington had intimation of what was coming.

Evidence Position

The position of Mark E. Bridgman, according to sources here, is outside the question of a monopoly report. His appointment is unofficial and is only in connection with a coming hearing on newspaper ownership of radio stations. Varied interpretations have been placed upon the President's letter to Bridgman. Undoubtedly the White House will give weight to anything prepared by Bridgman, but the fact remains that the appointment was not accompanied by an executive order. President Roosevelt has often had as many as five or six experts preparing identical surveys which differed in objectives and conclusions.

Broadcasters closest to the situation believe it impossible to stir up the man on the street. Congress has always preached against "monopoly," and the FCC report is dressed up as an attack on monopoly, which should make it welcome on the Hill. Only a few are expected to rally for defeat of the FCC. Only time will tell if effects of the FCC rules will contribute any substantial good to the industry or the public service. The immediate question, according to leaders here, is the matter of meeting the new situation. Majority of industry opinion is in favor of "they can't reverse the rules on non-exclusivity of network affiliation thru

court injunction. A collateral move already has been made at Congress by the networks thru distribution of a statement from William E. Paley, president of CBS. Its most immediate effect has been to increase demand for the FCC report itself.

NAB's Position

Some believe that question of industry leadership by the National Association of Broadcasters may be raised, since the broadcasters have sustained major losses or Pyrrhic victories in contests with the FCC, the Department of Justice, and the music groups. Altho credit is given for valuable incidental services, doubt has been expressed about the policies relating to the government. Undue emphasis, it is held, has been placed on trials in newspaper pages instead of before the bar. A false security generally has developed whenever the NAB moved into the fray, and the results have made defeat more difficult to accept. Blind sight now proves that round-table conferences and compromises would have paid better dividends.

MCA Gets Rights To Zane Grey Yarns; Plans ET's

CHICAGO, May 16.—Mush Corporation of America has secured the rights to all Zane Grey novels (more than 60) and such will be arranged for 13 quarter-hour recorded programs. *Light of the Western Stars* has been recorded as a sample for prospective sponsors. James Ellison, of the movies, is starred in the show, for which Jerry Coffey, of RKO, is writing the radio adaptations.

Advertisers, Agencies, Stations

NEW YORK:

VICTOR M. RATNER has resigned as director of sales promotion at CBS. He is joining Lord & Thomas. Danny Danker, of Coast office of J. Walter Thompson, took back to Hollywood this week. . . . Ben Seirin, of Associated Music Publishers, taking a flock of talent, including name bands recording for AMP, over to the opening of new Station WPAT Saturday (16). . . . Edgar Bergen, with Betty James and Douglas MacPhail will tour the country lecturing on ventriloquism while the Chase & Sanborn program is off the air during the summer. . . . Maria Cigar Company, thru Lynn Baker Company, sponsors *Rush Hughes' World on Parade* over WOR, starting Wednesday (14). . . . Charlie Brown, Red network sales production manager, has come up with a CAR Scoreboard. To be issued every two weeks, gadget will tell agencies and advertisers the latest ratings for Red net evening programs. . . . Carl Knolly, of WBAI, in town visiting friends. . . . Can You Top This? WOR's rag show, sold to Par Beverage Corporation, manufacturers of soft drinks. . . . Chester Hissler, formerly managing editor of *The Washington Daily News*, has joined the NBC News and Special Events Division.

CHICAGO:

BILL ADAMS, former writer and producer of WBAI, has joined the continuity department of WLS. . . . The Evans Per Company has a new wax to ship, *Salute to Music*, on WGN, 6 to 8:15 p.m. Monday, Wednesday, and Friday, for 36 weeks. Critchfield & Company is the agency. The Shaler Company of Wauhan, Wis., thru Kirk-Kemp Advertising Company, will sponsor a series of 150-word announcements for *Bisnone auto accessories* on WBBM starting May 23. Nelson Barbee, for the last two years announcer

Talent Bureaus Next?

NEW YORK, May 16.—While the FCC Monopoly Report has said nothing about talent and the activities of the network artist bureaus, opinion in New York is that FCC action against the bureaus may still be forthcoming. According to one well-informed source, "They (the FCC) are chomping off only one hand at a time."

Chi Loading Up on Army, Navy Shows

CHICAGO, May 16.—Defense measures of the U. S. government and the consequent interest in things military and naval are reflected in current radio programs recently launched over Chicago stations. Last Saturday (13) WGN inaugurated *Play Ask-It-Hell* quiz in which men of the U. S. military and naval forces are to be pitted against each other. First program originated at the Great States Naval Training Station. In succeeding weeks the show will be heard from various training centers in the Midwest. Paul Fogarty is in charge of production and Jack Brickhouse is emcee.

Producers of the Brown & Williamson show, *Wings of Destiny*, have obtained original authorization from the Bureau of Aeronautics and the chief of the air corps to dramatize air stories taken from the files of the U. S. Air Corps. Another B. & W. show, *College Honor*, includes a five-minute army drill by Lynn Norden.

Station WLS has begun a series of special broadcasts originating in army camps starting Illinois recruits, with interviews of recruits and their mothers, and descriptions of typical camp events by announcer Jack Stillwell. *WJXD* has two military programs, *U. S. Recruits Reporting* and *U. S. Army Handicrafts Reporting*. Chicago's eight foreign language stations are co-operating in the sale of U. S. defense bonds. Several new programs with army angle are now in preparation.

on WJMC, Rice Lake, Wis., has joined the announcing staff of WBBM-CBS. . . . Thru the George H. Hartman Company the Royal Tullon, Inc., have signed to sponsor a new show, *The Press Box*, on WGN, with Jimmy Keenan going latest *CT* two weeks. . . . *Handall MacDonnell*, of the NBC script division, is adapting 13 short story masterpieces for a weekly series, *The World's Best*, to be heard Thursdays at 7:30 p.m. over the NBC-Blue. Show will be directed by Howard I. Nussbaum. . . . John E. (Tod) Robertson has joined the production staff of WBBM-CBS. . . . Third Geary, Cornell, & Newell, the Keltinator division of Nash Motors, Inc., has extended its current contract for WBBM Musical Clock broadcasts thru June 12. . . . C. L. Menger, national NBC production director, renewed acquaintances around the Chicago studios last week. Menger was en route from New York to Columbia, O., where he attended the Institute for Education by Radio.

PHILADELPHIA:

WIBG practically a full-timer now, finishing up its daily schedule until 8:30 p.m. . . . Three Lads and a Lady, WIP vocal group formerly with Tony Pastor's band, engaged to do a series of 18 transcriptions for Yappin's, local jeweler. . . . Betty Bennett assigned to information desk at WIP. . . . Hal Tunis, former WIBG announcer, now at WFPQ, Atlantic City. Louis Littlejohn, WIBL engineer, elected pres. of the newly created Broadcast District Local 1 of the AEA, covering announcers and engineers. . . . Curtis Publishing Company sets a spot campaign on 37 stations for *The Scribner Evening Post* thru BHDO, New York. . . . Joe Handcheta, from WFPQ, Atlantic City, new engineer at WBAI. . . . WPHL running lines to the Rindesbaker showrooms for Michael

ASCAP Likely To Get \$4,500,000 From Industry

ST. LOUIS, May 16.—Mutual Broadcasting System executives today are conferring at the Chase Hotel here in an effort to persuade affiliated stations to which the ASCAP agreement and thus return the society's music to MBS before the opening of the NAB Convention Monday (17). Chase Hotel is also headquarters for John G. Payne and E. Claude Mills, ASCAP general manager and chairman of the administrative committee. At press time, word had not been received as to whether enough affiliates had signed the music terms.

Opinion is that ASCAP will shortly sign a pact even if pact is delayed until after convention. CBS and NBC, it is believed, will also ink an agreement with net, trade execs believe the society will be earning an annual income of \$4,500,000 to \$4,500,000, or just a trifle short of what ASCAP earned under the old pact which expired December 31, 1940. These pact with chains, however, will provide insurance at the source music which the nets will pay for as stipulated in the consent decree. Network affiliates will then have to decide whether it will be necessary, or worth while, to take ASCAP licenses covering local programming.

Society at a recent court estimated it had contracts with some 250 stations. Figure is disputed by other sources who claim it is closer to 185. Income from these stations, plus the chains when and if the latter sign, is figured as likely to total the \$4,500,000 approximated above.

BMI now claims some 700 stations, including renewals of 99 per cent of station members. Other sources lower this figure to 640. SESAC (Society of European Stage Authors and Composers) has developed greatly in the past couple of years and now claims 700 stations licensed—essentially the entire industry. This is figured as more stations than ASCAP had in 1939, at which time the society was credited with 678. In 1940, ASCAP stations figure fell owing to anti-ASCAP legislation in different States.

Convention will probably hear much talk as to whether the BMI adventure was worth the cost. It is hard to determine this right now. Anti-ASCAP elements point out that the contract offered to radio at the close of 1940 would have meant an annual payment of some \$4,500,000. The ASCAP always maintained the figure was an exorbitant estimate. In the event the figure was correct, it could be maintained that BMI has been somewhat successful in view of the estimated \$4,500,000 that ASCAP will take from radio once it signs the chains. Added to this figure, however, must be the cost of BMI, its extolled personnel, etc.

Blairst's new shows for that car company. . . . Ruth Whelan gets two more participants for her KYW show in the *Wax Soap Company* and *Frederick*. *Baking Company*, of Lord & Thomas, joins John Faulkner, Arndt agency here. . . . Carter-Thomson gets the Totus Manufacturing Company dog food account, with Row-Martin, New York, getting the local *Naylee Chemical Company*, Rainbow bleach.

FROM ALL AROUND:

DIXIE DOINGS: Leon Adams, of WWL, continues staff, back on job after honeymoon with former Ruth Pollen. . . . W. Howard Summerville, general manager of WWL, sticks close to business even at home. He lives on Marconi Drive in the Crescent City. . . . American Radio Producers, Inc., incorporated at Dallas, stock \$20,000; incorporators, E. Barrie, B. H. Hall, and F. E. Singleton, all of Dallas. . . . C. B. Locke, general manager of KJVD, Magnolia Pete station at Beaumont, Tex., says station will spend \$40,000 in expansion program if approved by FCC. Transmitter will be moved eight miles west of town. . . .

Radio Talent

New York

By JERRY LESSER

CAN YOU TOP THIS?, featuring SHEN-ATOR FORD, HARRY HEMPHFIELD, JOE LAURIE JR., and PETER DONALD, has been sold to Spar and will continue to be heard over WOB. The new spot is now on Tuesdays. . . . ROBERT GRAY has joined the OTTO FRAEDINGER production staff. . . . PERCY HEMUS, of "Hi-Bo Silver" fame, has stopped off in New York to see his friends while on his annual motor trip. . . . BOB EMBERY'S *Rainbow House* packs a terrific wallop. . . . BARBARA LEE of the radio has an analysis of her handwriting in the current issue of *Mademoiselle*. . . . DONALD LEE, child actor, has been drafted for commercial spots on *Truth or Consequences*. . . . Rumor is that CHARLIE CHAPLIN may do a radio series based on his early movies, proceeds to go to help Britain.

INSIDERS on radio row are talking about: GARRY HARRIS, technician for AL PEARCE'S broadcasts, turning down a trip to Alaska this week as sound engineer for Republic's film *Son of Juno* to stay at the controls of the Pearce show. . . . Now all three of NBC's luncheon at the Waldorf stars are writing books. ILKA CHASE writing on the personalities who have turned BABON on arrangers who have turned into cork leaders, and FRANK LUTHER on American music from 1820 to 1920. LUTHER'S book is finished and has 414 pages of broad reading. . . . The probability of BASIL RATHBONE and NIGEL BRUCE not continuing their berths on the *Sherlock Holmes* series, since auditions for the roles are falling to radio actors. . . . BURNS AND ALLEN signing a contract for a new sponsor. . . . That JERRY HAUBERER is doing the new baby girl cries and gurgles on the *Blonde* program, while LEONE LE DOUX remains as Baby Alexander Dumping.

CHARLES PAUL, conductor and mood musician, added another show to his schedule when *Home of the Brave* moved to the Blue network. PAUL'S

other NBC programs include *Manhattan at Midnight*, *Mother of Mine*, *The Parker Family*, *As the Twig Is Bent*, and the *Better Vision* recordings. . . . LILLI VALENTI, actress on the Columbia Workshop, has sold her first story to *American Mercury*. It's called *Mush Mush* and tells of the life and death of a cat who was affected by the Hitler regime. It will appear in the June issue. . . . Something new in music education is sponsored by Station WBSZ Saturday nights. It is *Opera in Camera*, a musical laboratory where musical students demonstrate their proficiency in standard operatic repertoire, which they study in the Musical Retreat Club under the direction of GENNARO BARBIERI. . . . HELEN YOUNG, vocalist with JOHNNY LONG'S NBC orchestra, penciled in for a NELLIE BEVILL interview date.

P MARY MARGARET McBRIDE founded a bit nervous last week when she interviewed ARNOLD HAMMER, of New York's Hammer Gallery, on her CBS program, she had a reason. HAMMER brought two pieces from the CLARENCE W. MACKAY collection to the broadcast—a pistol once owned by Maximilian of Mexico and a majolica plate made in the time of Columbus. The pistol, studded with diamonds, was valued at \$5,000, and Mr. MACKAY paid \$15,000 for the plate. HAMMER brought the valuables to the broadcast in an old drygoods box—with no bodyguards. But for her moments of nervousness MARY MARGARET was amply rewarded. She was given the opportunity to buy two of the collection's bargains—a pair of ancient jousting poles, price \$150 each. She is now wondering what a person does with jousting poles. . . . The dancing HARTMANS are such a success in their speaking roles in the movie version of *Swing* that they are being offered radio jobs. The other day a young script writer asked them, "What would you pay for a radio serial in blank verse?" The HARTMANS thought a moment before GRACE replied, "A blank check."

Chicago

By NAT GREEN

CAMPANA'S First Nighter will continue its schedule of original plays on WHM-CBS thru the summer instead of taking the usual hot weather hiatus. Co-stars BARBARA LUDDY and LES TREMAYNE will be absent for two weeks. Miss Luddy will spend some time visiting friends appearing in Eastern stock companies, and Tremayne will play a featured role in the religious pageant *A Broken Idol*, to be presented at Marshalltown, Ia., June 23-25. . . . HAPPY JACK FRANKEL, singing pianist, is heard in a new series of weekly 15-minute programs for the P. W. Pitch Company over 10 NBC-Red network stations, the show originating in the WMAQ studios. FORT PEARSON is the announcer. . . . ROSE KUMMER, of CBS's *Road to Happiness*, will be married Saturday (17) to WAYNE CAMERON. . . . JEANNE FUELLER is playing a new part on CBS's *Stepmother* series. . . . VIRGINIA FAYNE, of the NBC *Ma Perkins* cast, will speak before the graduating class of her alma mater, Eckton High School, at Chicago this month. . . . KATHERINE

CARD, of the Arnold *Grimm's Daughter* show, skidded on a rug and wound up in a doctor's office to have a broken arm set. The crippled wing hasn't interfered with her radio work. . . . HOWARD EARLOW is conducting a new summer series of symphony concerts over WHM-CBS which started Sunday (11), with JULIUS MATTFIELD as organ soloist.

L OIS WALLNER, lyric soprano, will join the Northwestern this week as featured vocalist on their WGN light concert program. . . . The Russell M. Seeds agency reports that the new *College Humor* show (Raleigh Cigarettes) is drawing heavy fan mail, heaviest being for the LYNN BORDEN arm act. . . . BEE BENADARET, new to Midwest radio but known on the West Coast, is a new addition to the *Sockette* *Wife* cast. . . . BILL VICKLAND returned to WLS last Wednesday (7) with his program, *Little Bits of Life*, which he originated and broadcast on WLS during 1933 and '34.

Hollywood

By SAM ABBOTT

SIGNED to a regular commercial spot on the Chase & Sanborn Hour is JUNE CLYDE, NBC actress. She does the singing and speaking bit with WARREN HULL. . . . Radio narrator AHT LITTLETT has moved to Hollywood. He'll commute via air for his three commercials in San Francisco. . . . KEN MURRAY signed by Universal to play lead opposite FRANCES LANGFORD in *Radio Revels of 1942*. Others signed include SKINNY ENNIS and his band, BONNIE LEE HANLEY STAFFORD, and BONNIE MILLER, who is in the show at the Pirates' Den. . . . BOB HOPE winds up the season June 17 and Lord & Thomas is searching for summer replacement crew. . . . Included in the

instrumental group accompanying AXN JAMISON, now featured on the NBC-Blue, are GORDON JENKINS, director; DICK FERSTADT, AL BURTON, and JOE LEVOTT, violin, and CYRUS BERNARD, cello.

F RANK GRAHAM has bought a home in Nicholls' Canyon in the mountains back of Beverly Hills and can now play the classical records he collects as long and as loud as he pleases. He's heard on *Nightcap Yarns*. . . . Attending the annual Tulip Festival in Holland City, Mich., are BILL THOMPSON, dialect comedian on Fibber McGee and ditty program, and HERBERT MARSHALL. LUM AND ANNEI return to NBC-Coast

Philly Newspapers, Dept. Stores Leaders in Sponsoring Live Shows

PHILADELPHIA, May 15.—In spite of the big boom at the local radio stations, the local newspapers and department stores that lead the way in sponsoring live shows instead of spots or platters. Lit Brothers' department store, which recently inaugurated a three-weekly *Shopper at the Mike* quizser on WFIL, is now sponsoring on same station the daily morning news comments of Frank Dominick, of the Philadelphia Inquirer, who parades as FXD for Mike purposes. And on WHAT, Lits this week started a twice weekly *College of Practical Knowledge*, with Kay Martin dining out household hints. FXD shots plus store's line of Leonard Eboes.

Evening Ledger has taken over sponsorship of the weekly *Teach F. Knows* quiz on WFIL. Sheet also planning on expanding its *Dorothy Dix* dramatizations, thrice weekly, on WFIL, into a daily show.

Evening Bulletin, last of the local papers to recognize radio, has set up Harold Hadley, staff feature writer, as radio director, and sponsors a daily 10-minute news period on 3CW. Sheet also has way dealt with WFSB, and soon every other station in town will make propositions, *Bulletin* being the town's circulation leader. Henry Pissantia, drama editor, at the mike.

Philadelphia Inquirer spotted five-minute dramatizations across the board on WFIL and WIP, the *Everyday Dramas* plugging the paper's accident policy premium. Also spots a daily five-minute news stanza on WCAU, expanding to a quarter-hour on Sundays, and has Fred G. Hyde, literary editor, doing weekly book reviews on WFIL.

Philadelphia Daily News, in addition to returning its Sunday *Pat 'n' Take* quiz on WFIL, has spotted a series of weekly Mrs. Ely Cuthbertson bridge talks on WFSB. Local tabloid further sponsoring horse racing results, using six five-minute periods daily with Bill Markward on WCAM and daily quarter-

hour periods for the bacchicals on WIPG. *Philadelphia Record*, first of the local papers to banner live shows, and now owner of WHAT, has Endi Hager, newspaper's radio director, adding new dramatizations for a daily series on WFIL to fill the gap left when it closed its *Nine o'Clock Showers* on WIP. Record still has WFIL carrying a Saturday dramatization of the Sunday comics.

Report Rosenbaum, WFIL Head, Leaving IRNA Job

PHILADELPHIA, May 10.—Reports are that Samuel R. Rosenbaum, WFIL proxy, will resign as head of IRNA when the group meets Tuesday (13) at St. Louis for the NAB convocation.

Pressure of other business interests here, especially in view of national defense contracts, is given as reason. He has been IRNA head since it started in 1937.

WNEW Power Upped

NEW YORK, May 10.—Federal Communications Commission last week authorized WNEW to operate on a power of 5,000 watts day and night, directional antenna, effective immediately. Station had been operating on a power of 3,000 watts daytime and 1,000 at night. WNEW figures, use of the directional antenna, with increase in power, will step up station's night power to 10 times.

New directional antenna system cost WNEW \$28,500.

NEW YORK, May 10.—Board of Directors of the Columbia Broadcasting System, Inc., this week declared a cash dividend of 40 cents per share on Class A and Class B stock of \$250 par value. Dividend is payable on June 6, 1941, to stockholders of record at the close of business on May 23, 1941.

Exchange of Talent From Legit to Radio Helps—WOR's Bob Shayon

NEW YORK, May 10.—Bob Shayon, WOR producer and director currently handling the WOR serial, *We Are Always Young*, has some interesting observations on the question of legit and film actors flooding radio. His thoughts stem from *The Billboard's* story in the May 3 issue indicating that economic necessity has forced legit actors into radio and that old-time radio actors are resentful of the crushing tide. The story also quoted opinions of various producers and directors as to whether the situation was harmful or beneficial to the radio industry.

Shayon, stating that *We Are Always Young* is WOR's first sustaining serial, says:

"When we were preparing it we naturally looked for some extra ingredient in addition to good script and production which would attract attention—in other words, a plus value. We decided stage players, fairly well known, would give us that plus value. We felt that names would not only increase our audience acceptance, but that theater people would give us fresher performances. While it isn't true of all radio actors, I think many of them who are very busy, at times, to give surface readings. It would be a mistake, however, to assume that our use of an all-legit cast in *We Are Always Young* indicates a WOR policy. It is merely our solution to a particular problem.

"In your article, you mentioned a feel-

ing among radio actors that with *We Are Always Young* we have perhaps started a trend to wider use of stage and film players. Perhaps the word trend is not exact. Isn't what really is happening a freer flow of talent from one medium to another. If it is true that more and more stage stars are appearing on the radio, isn't it also true that an increasing number of radio people are appearing on the stage and even in films? Personally, I feel that this freer interchange of talent is good for all concerned. Radio actors can learn from stage and film players, and vice versa. An actor is an actor in any medium, and should master all that are open to him.

Larger Opportunity

"In quoting opinions of radio actors on the situation you said that it was claimed that many old-timers were being deprived of jobs. May I again suggest that the shoe fits the other foot? Old-timers of the stage might claim they were being deprived of jobs by the flow of radio talent to the theater. Generally speaking, too, I think that this claim of wholesale job-taking is an exaggeration. What is actually happening is that a few radio actors who have been getting more jobs than they can handle are losing a few of those jobs. This, too, I believe is a good thing for the business. Aristocracies or cliques are as wrong in radio as in any other field. If theater people can help radio directors keep their standards of comparison fresh, the net result, I am sure, must be better performances by actors already established, and perhaps a larger opportunity for new radio actors now knocking vainly at the walls of the closed shops which some directors maintain."

Complete NAB Coverage

"The *Billboard's* next issue (May 24) will include complete coverage of the annual convention of the National Association of Broadcasters.

Development of act. stemming from the FCC's monopoly report, the radio-music situation, etc., will be fully reported.

Red network June 2 for Alka Seltzer. LOU CROSBY will announce and SEBIL CHISM will be heard at the organ. . . . BOB LEE, former director of Second Mrs. Burton for CBS-Pacific network, is on a three-week motor trip to New York, where he'll produce another radio program. . . . CBS is considering continuation of the Free Company radio drama series of the Twentieth Century-Fox.

He has signed FORTUNTO BONANOVA, NBC artist, for a part in *RAF*. . . . Paramount has lifted the option and placed DOLLY LOEBER, of NBC, under contract. . . . You'll Never Get Rich, Columbia picture, will have CLIFF NAZARRO in a major role.

SCRIPTS ROLL IN--99% BAD

CBS, NBC, WOR List Faults in Listeners' Program Ideas; Music News Wanted; Screwballs Active

NEW YORK, May 10.—There has been no appreciable drop in the great number of program ideas and scripts being peddled to chains and stations by the lay public. A check-up at Columbia Broadcasting System reveals that submissions totaled 2,600 in 1940 as against 3,352 the previous year. National Broadcasting Company execs say they continually get "shoals" of them, and WOR figures 1,600 yearly at a conservative estimate. The screwball quotient coming from "whisks" has remained constant and aggravating, so much so that when a whack comes to town program departments at network and stations warn each other to be on guard.

Number of submitted ideas or scripts that reach a schedule is amazingly low, CBS figuring that about 8 or 10 make the grade annually—mostly for use on the CBS Workshop program. WOR estimates that 12 may possibly reach a schedule, qualifying this figure with the statement that the estimate is high. One point is made by CBS, NBC, and WOR, however, that in all submissions are considered, whether the idea is sent thru the mails or presented verbally.

What Radio Wants

According to Miss Owen Jones at CBS and Lewis Titterton at NBC, outstanding need is good musical ideas—programs—not straight musical shows, but the type of program that will have a "carryover" comparable to holding power of the daytime serial. Chains figure that currently there is too much gab on the air. While the lack of music programs with "carryover" value has been noted for some time, it has been felt more acutely recently, owing to the ASCAP-radio situation. Titterton at NBC also points out that more necessary than a batch of intangible ideas is a "simple device to exploit the artist." Case to illustrate is that of Joseph Marais, who sings African songs via NBC Sunday afternoons. NBC's Fred Rate discovered Marais in London, and then figured out a program idea wherein Marais took across Africa. Again here the idea was built for the artist, not vice versa.

Faults

According to Titterton, some of chief faults of submitted scripts or ideas are: (1) Ideas submitted are general rather than specific. Fellow submitting should

Material Protection Bureau

TRADE SERVICE FEATURE

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

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

Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to: Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name. The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

be able to elaborate the program idea in detail. (3) Many so-called "ideas" are not ideas, but merely devices for distorting a prime. Entertainment value thus becomes secondary to a desire to appeal to the "cupidity" of the listener. (4) Many so-called ideas are simply re-wappings or re-namings of old parlor games which are all too familiar.

Titterton has a staff of three to examine ideas and scripts, and is cross-indexing all submissions for years back.

Mitchell Benson at WOR examines as many as 10 ideas weekly, tho his average is five. Most come from non-radio people, and on an average two a week are presented to him verbally. Situation, says Benson, is "very depressing." He claims most ideas are too similar to programs on the air. Reason for this is that the non-radio mind automatically harks back to the early days of the industry to suggest *Remember How* programs, forums, poetry, stunts, gags, etc. A tremendous number of "ideas" are on record already established.

According to Benson, the industry is receptive to ideas for the simple reason that the station is in the time-selling business and an idea is regarded as a device to sell time.

Miss Jones at CBS lists the faults as (1) Non-professionalism (she says she reads some submissions thru sheer fascination—they are so bad); (2) Lay public is not aware of production problems; (3) overlapping of ideas.

If Miss Jones passes on an idea or script at CBS, a program board decides whether the idea can be put to use in some way. Next step is to turn over a condensation of the idea to a salesman who has an account which might be interested.

The few submissions which CBS can use generally land on the Workshop, a single script here bringing from \$50 to \$100. Remuneration on commercial shows varies from \$10 weekly for use of a title to \$100 weekly for a script idea. These figures compare with script prices of between \$100 and \$250 for such half-hour shows as *Monkhanian* at *Midnight* and *Campbell's Playhouse*, which are paid by the agency handling the account.

Screwball Quotient High

Miss Jones's files at CBS are loaded with screwball suggestions for programs. Some are:

A sitcom at an insane asylum suggested a show titled *Why I Becom Insane*, talent to be furnished by the inmates.

A horseshoe-pitching contest over a Coast-to-Coast network. Fellow who submitted this said the "click of the shoes against the stakes would thrill millions." He asked \$50,000.

An ex-convict suggested *Behind Prison Bars With Jimmie the Tramp*. This included an *Im on the Level With Mother Lorraine*.

Man pointed out that radio was gradually taking over functions of newspapers and suggested an obituary titled *Death of the Week*.

One chap said his writer-friend would commit suicide if he couldn't crack the writing business. He told CBS the "least you can do is produce his program."

A fat man suggested an all-fat-man program.

The "idea" men stick close to public opinion and news. Currently, the chains are flooded with war programs and anti-war programs, programs tying in with the draft, etc.

What They Fear

Generally, people submitting ideas are afraid of two things, first, that the network will steal the idea, and second, that the ideas will not be read.

To avoid trouble, CBS has the entrant sign a release giving the network power to determine questions of priority, originality, and payment.

Titterton at NBC has been working without a release or waiver system; but he expects to inaugurate a water-form in the near future.

Program Reviews

EST Unless Otherwise Indicated

"Easy Does It"

Reviewed Monday, 10-10:10 a.m. Style—Household hints. Sponsor—Judson C. Burns. Agency—Direct. Station—WIP (Philadelphia).

Household hints, recipes and "quickies" that are time-savers are offered each noon for the lady of the household. Howard Jones is the "Helpful Henry," and he dishes out the kitchen chatter three times a week in breezy and convincing manner.

Program packs plenty of premiums to attract the listener, and Jones has no trouble holding 'em. Every item used rates the sender a dollar bill. Those that for picking up the slippery soap while wearing rubber gloves just pierce the cunning haphtha with a match, which serves as a handle. Under the recipe register, they can now all make strawberry fluff. And among the "quickies," enlightenment was provided for those in a hurry to dry out their silk stockings. Simply wrap 'em in a towel and wring.

Sponsor is local General Electric distributor and gets his message over in content bally. GE range offered in a running contest for best 100 words on the advantages of electric cooking. Jones also finds time to sneak in a kind word or two for sponsor's hot-water heaters and refrigerators. Contest entry blanks at all Burns dealers to type store traffic, but official shingle not needed to compete for the range.

Surprising how Jones crams in all the copy in 10 minutes, and for folks stanza sips to hit it's a cinch they all gush over their "Helpful Henry." Even if they don't like strawberry fluff or use silk chains on the soap, they can't help liking the gabber and his line of gab.

Oudenker.

"Barrel of Fun"

Reviewed Thursday, 8:30-9 p.m. Style—Comedy. Sponsor—Rusbam & Herrmann Brewing Company. Agency—Samuel C. Coast. Station—WOR (New York, MBS).

Barrel of Fun is a wax program designed especially for sponsorship by breweries and put together by Paul Briacher in California. It's packed with comedy, most of the gags being spilled by Charles Ruggles and Benny Rubin.

Ruggles emcees the show from imaginary nitery puppet *Barrel of Fun*. Script idea is simple to string together a series of circumstances which will produce laughs. On program tonight, scripters were eminently successful. Ruggles and Rubin going from one nut routine to another. Pay-off session had Ruggles shopping for clothes in order to prettify himself in the eyes of his girl friend, Rubin, selling the clothes, feeds him with dialect.

Same type of give and take, with appropriate dialects, takes place at a barber shop, but shop, etc.

Ruggles very fast on the emcee business and shows gets along rapidly. There are occasional band and vocal numbers.

Ackerman.

"The Great Gunns"

Reviewed Thursday, 9:30-10 p.m. CDST. Style—Comedy-drama. Sustaining on WGN-Mutual (Chicago).

This new comedy sustainer is the story of a family all members of which have stage genius—and are the first to admit it. It's a thinly disguised take-off of a famous stage family, as broadly hinted in the narrator's theme of the series. For a first broadcast the show went well, developing some clever comedy situations that were capably handled.

A drawing room battle among the wacky Gunns and a 2 a.m. rehearsal of Romeo and Juliet furnished excellent material for introduction of the character, and the comedy possibilities should grow as the radio audience becomes familiar with cast and plot. Barbara Luddy, star of *First Nighter*, is featured

as Veronica, the wife of Chris. Bret Morrison plays Chris, leading man who fancies himself a Romeo on and off stage. Pop Gunn is portrayed by Paul Lord, stage and radio veteran. Bob Jellison, known for his comedy work in many air shows, plays Buster, youngest of the Gunn geniuses. Supporting roles are taken by Willard Waterman, Roy Butterfield, and Bits Assot. Miss Luddy, an accomplished actress, gives a convincing portrayal of the wife. Bret Morrison has a delicious humor as the alternately stormy and romantic Chris, and Bob Jellison's Buster is clever comedy. Rest of the cast gives excellent support. William A. Becker is the capable producer and director. Script is by Forrest Barnes, and Pierre Andre is the announcer.

Show has definite possibilities and should be a good bet for a sponsor.

Green.

"Silver Theater Summer Show"

Reviewed Sunday, 6-6:30 p.m. Style—Variety. Sponsor—International Silver Company. Agency—Young & Rubicam. Station—WABC (New York, CBS network).

Program, a summer replacement for International Silver's regular show, was unimpressive when caught last Sunday (4). Talent line-up has Ed Sullivan, Broadway columnist, as emcee. Will Bradley's orchestra, and vocalists Lynn Gardner and Terry Allen. Guests were the three Hilton Sisters, harpocory trio.

Sullivan, in addition to straight emcee role, unburdened himself of some show business chatter. He punned the *Miss Wilton Kane* as in bad taste and delivered a batch of human-interest items—one of which concerned the munificence of the Loew organization in pensioning its old ticket taker, Richard Murphy. Sullivan then launched a warning to the picture industry, advising them not to offend the Legion of Decency.

Bradley did failed to impress, perhaps, like other musical combinations. It is suffering from the death of ASCAP music. Vocalists Gardner and Allen so-so, but Hilton Sisters delivered really pleasant warbling. Harry Von Zell announced in usual mastery manner.

Program in make-up is similar to a vaude show without any central idea. This would not be bad if the entertainment were outstanding—which it isn't.

Ackerman.

"The Factfinder"

Reviewed Wednesday, 6:15-6:30 p.m. Style—Musical with dialog. Sponsor—Hi Speed Company. Agency—Tracy Advertising Company. Station—WVYZ (Detroit).

This popular three-a-week commercial has been running a long time on this station, and also goes to the Michigan network. Introduced with a theme song with a bit of vocal, program swings into action with a vocal solo—on the occasion *Rocking Chair* by Cyril Weesman, a tenor with an expressive style. Brief commercial follows and there is another just before the sign-off.

Benny Kyte and His Serenaders, attention band, have a smooth style. Dick Osgood, as the Factfinder, does about five minutes of encyclopedic stuff—this session was on *Stars*—on a given topic. Reviewer the foreman of the quiz show by telling the audience the facts.

H. F. Beece.



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CAMPUS RAPS AND RAVES

Collegiana Voices Pro and Con Thoughts on Prom-Playing Orks

Unedited comment on most popular bands appearing on nationwide campuses—also those proving the biggest disappointment—and with no feelings spared

NEW YORK, May 10.—One of the principal jobs of the band-booker fraternity is selling a dance orchestra for collegiate proms—and one of a band's principal jobs is selling itself to the college kids during the date. Young America shells out good money for the music-making end of its big formal dances, and it expects full value for its money; anything less sets the particular band back just that much in the estimation of its potential fans and, therefore, in its bid to achieve top-ranking national prominence in the ork field. It would be thought that band leaders would realize this fact themselves, and bend over backwards to make the best possible impression when coming into such close contact with that part of the ork buying public that is so important to a leader's success or failure, but the following facts of *The Billboard's* Fourth Annual College Music Survey show how thoughtless and lax too many musicians are in their in-person dealings with the campus crowd.

In addition to their selection of the favorite orchestras, vocalists, and the most promising of the newer bands—published in the last three issues of *The Billboard*—the editors of the 171 college, school, and university publications, acting as spokesmen for their respective campuses, were asked to express the sentiments of their particular schools in the matter of the most popular orchestra to have played a prom on their campus during the current year and, taking the bitter with the sweet, the orchestra that earned the dubious distinction of turning in the most disappointing performance of the year at a school dance.

This two-sided question was asked as a definite aid to band leaders, their managers, and their booking offices, for the results of it are highly significant in that they set down the best do and do nots for any band that seeks to build its popularity with the nation's college kids by direct contact at school dances. The answers to this question reveal the sharp critical attitude assumed by Joe and Jane College, particularly when they have paid fancy prices for a band; and the criticisms and comments, brickbats and bouquets that follow show that not anything goes with the prom-trotter, and vice versa behind the batonner who thinks it so.

The capsule critiques below have been lifted in toto from the questionnaires sent back by the 171 campuses, spreading over 48 States, and have been used verbatim, minus any editorial deletions or insertions by *The Billboard*.

Corny Brass Section

STARTING with the New England territory, Northeastern University, Boston, thru its spokesman, Dean Williams, gives the nod to HARRY JAMES because "he is a versatile hand playing all types

Non-Committal

CAMBRIDGE, Mass., May 10.—With all the aloof dignity and reserve customarily identified with Harvard University, John G. Robbins, Jr., headmaster of *The Harvard Crimson*, brushes off the question of which was the most popular orchestra to play the school this year and which proved the biggest disappointment.

Robbins dismisses the matter with, "No facts or figures, Harvard doesn't go dance mad. Two thirds of the students don't go to Harvard dances. Half those spend all their time studying. The other half of those—and a wee half—entertain themselves at the Beachcomber and the Ritz Bar."

Maybe the first half ought to learn how the other half lives. Incidentally, Robbins sets those alternatives who believe that Harvard has a campus straight in a P. O. on his returned questionnaire, "Harvard," he says, "does not have a campus. We do have a yard."

That's all, brother.

of music," while JIM CARMODY disappointed with a "very limited library. He played only stocks, and those very poorly." Becker College, Worcester, Mass., according to James B. McDonough (*Becker Journal*), nominates a local outfit in BOB POOLEY, who "combines sweet with swing, and has the happy

On and On With the Dance

NACOGDOCHES, Tex., May 10.—Eugene Rowden, associate editor of the college newspaper at the Stephen F. Austin State Teachers' College here, paints a rosy picture of life on his campus.

He says: "A few things influence the dancing on this campus. One of importance is the social and folk-dancing classes held three nights a week. Another is that college students dance in a large cafeteria one hour each day during the class periods, as well as any time they have off." (Ed. note: Not bad, that.)

"Men and women rank about equal as far as ability to dance is concerned," Rowden continues. "Ann Miller, Hollywood dancing artist, resided 10 miles from the college. Possibly an influence: who knows?" (Ed. note: Who knows, indeed?)

faculty of hitting the medium between each.—EARL BLEW, another local combo, however, draws the school's ire for tunes "that were out of date. His brass section was corny." Turf College, Medford, Mass., according to Frank R. Pote (*Weekly*), awarded the palm for the most popular performance to VAUGHN MONROE, "outstanding because he played all types of music well, put on a good show, had recordings of his music that the students were acquainted with, and also because he is a semi-prominent band on his way to the top." JERRY WOOD was not popular here "because he played old songs, and could not keep good tempo."

VAUGHN MONROE also gets the prize, on the authority of John E. Barriere (*Starlet*), from Clark University, Worcester, Mass. "He played a great deal of sweet" is the reason why, while no reason is given for TOMMY GRANT'S election as the biggest flop. "Versatility" got JAN SAVITT the honor of being the hit of the dancing year at Massachusetts Institute of Technology, Cambridge, to quote Stewart Bows (*The Tech*), whereas BUNNY BERIGAN made "too much noise," and was therefore marked down as the major disappointment. Williams College, Williamstown, Mass., must be an amiable place for bands to play, for Frank G. Smith (*Record*) benevolently avows that "we liked 'em all," refusing to name a disappointment. Apparently JIMMIE LUNCFORD was liked better than anyone else, because he wins the most popular designation, with "good solid dance music, fairly colorful crew" doing it for him.

Yale Likes It Slow

MASSACHUSETTS STATE COLLEGE, Amherst, via Peter J. Barreca (*Collegian*), also had no disappointments during the year, but found AL DONAHUE best because of "subdued swing, something with a rhythmic kick at medium to slow tempo." Tempo enters into Yale University's (New Haven,

Conn.) appraisal of BUNNY BERIGAN as a big disappointment No. 1, "whom many thought played too fast for dancing." Percoworth Elliot (*Yale Daily News*) says further that, although the "most popular" question is "very difficult to answer," the top-ranked were COUNTY BASIE, NEWT PERRY, and BOB CHESTER, probably because of good danceability and show (except Basie).

Dorothy Burnham (*Campus*) goes off the deep end for JIMMIE LUNCFORD on behalf of the University of Connecticut, New London, stating that "no orchestra was ever received with such enthusiasm here before. No played wonderful dance numbers, and had several excellent specialty numbers also."

Bowdoin College, Brunswick, Me., comes out flatly for COUNT BASIE, in the words of E. Harold Pottle Jr. (*Bowdoin Oriole*), "because he had the best musicians, and put on a good show," while a rap goes to WOODY HERMAN "because he wasn't as good as his records. The songs that he played that he hadn't recorded didn't come up to the standard of his records that we were familiar with." Paul Ehrenfried (*Campus*), declining for the University of Maine at Orono, bows in CLAUDE THORNHILL'S direction, but qualifies in with "so far but four of the six dances are yet to come." On the other, and pan, hand, "no real comparison can be made because only two big hands have been here yet. CLAUDE HOPKINS was the other outfit, and was not as well received as Thornhill."

Too Much a Musician

CLAUDE THORNHILL had thumbs turned down on him, however, by Norwich University, Northfield, Vt., in a neatly turned phrase by Clifton Jackson (*Orion*). "Too much a musician and not enough a dance band leader" is the way Jackson puts it, while the consistency of that premise is maintained by his campus's liking for JOHNNY LONG—"showmanship and personality of band along with dance arrangements."

Dropping down into New York State, BENNY GOODMAN gets the accolade at Cornell University, Ithaca, from William J. Hill (*Daily Sun*), altho no reason is given, and also no nominations for the booby prize. Pronouncing BOB CHESTER most popular—"a good showman, and a well-balanced outfit. Mixed well"—Bill Sullivan (*Orionist*) gives EDDIE DE LANGUE the nod for Rensselaer College, Hamstead, with "corny" is the word for Eddie!" To TOMMY DORSEY goes the nod at Syracuse University, Howard N. Round Jr. (*Daily Orange*) holding

Room-to-Room Network

KINGSTON, R. I., May 10.—The student radio network set-up apparently is flourishing nicely, according to William H. Withey, editor-in-chief of *The Banner*, campus publication of Rhode Island State College here. He himself has a program every Thursday night titled *Meet the Maestro*, on which (you guessed it) records are played.

Withey writes that quite a few colleges have this sort of wired network, with programs that can be picked up only on the campus. He says Brown University and Cornell University are among other campuses doing the same thing.

that the students "like his style of music, his arrangements, his vocalists, especially Sinatra (Frank) and Pied Piper," no disappointments so far here. In New York City territory, Albert Wray (*Daily News*) alleges that his campus, New York University, liked MITCHELL AYRES because "his music was not only danceable, but was impressive and enjoyable to listen to," but the boys "resented" BOB CHESTER because of "his rather obviously copied style from Glenn Miller. His music was all right for dancing, but to be reminded constantly of Miller and still not have Miller was disagreeable." Wray softens it a bit, however, adding that "it would not be fair to say that he was a disappointment." (Parenthetically it must be noted that, since playing the prom at NYU, Chester has altered his style, foregoing the reed effect that produced criticism such as the above.)

Manhattan College's reason for liking

MORE FOX COLLEGIATE POPULI . . .

NEXT WEEK *The Billboard* continues the **CAMPUS RAPS AND RAVES** found in adjoining columns in this issue. With the critical opinions of the orchestras playing their proms expressed by the college kids throughout the East and the South revealed on these pages this week, next week's issue turns to the Midwest, South-west, and West Coast campuses for more BRICKBATS and BOUQUETS, thrown in a highly significant way by that part of America that makes and breaks dance bands.

NOT ONLY will next week's issue contain more of these quotable quotes, but it will also reveal how the collegians feel about SWING and SWEET. Swing has been pronounced dead a good many times—but is it REALLY dead? Do the prom-trotters really lean to the sweeter rhythms now—or are they still interested in riffs, ideas, and hot licks?

The answer can come authoritatively only from Joe and Jane College themselves—the kids who were so largely responsible for putting swing on the musical map. Be sure to read **NEXT WEEK'S** issue of **THE BILLBOARD** to find out whether or not they have now put SWING on the SPOT.

TOMMY REYNOLDS is a little vague, "because he played at our most popular affair, the Junior Prom," according to spokesman Vincent P. Lauria; no disappointments, because "all were heartily approved."

Miller Disappointments

LEADING OFF for the mid-Atlantic States, Russell J. Janoff, editor-in-chief of the *Butcher* University, New Brunswick, N. J., newspaper, names SAMMY KAYE as the campus topper, the swing-and-swooper breaking "all existing dance-prom records" at that school, because "his music was the type Rutgers men desire—sweet, danceable swing." No dislikes were registered here up to the time of answering the questionnaire. Alan A. Smyser (*Daily Collegian*), Pennsylvania State College State College, Pa., points the finger of scorn at not one but three orks in stating that his fellow students were disappointed in GENE KRUPA, BOB CHESTER, and GLENN MILLER—"Krupa just couldn't be danced to, and Miller played either too fast or too slow." No reason given for the Chester flapperoo. TOMMY DORSEY, however, "plays the kind of music Penn Staters like. Occasionally he inspires a few hot numbers to satisfy the listener."

Franklin and Marshall College, Lancaster, Pa., A. Lefroy Lightner (*Weekly*) speaking, found RICHARD HEMMER the most disappointing, because "he pulled a Yehudi," whatever that may be. But when it came to CHARLIE BARNET, "600 couples went wild over his 'White Negro' band." Wide-open swing got wide-open approval. TOMMY DORSEY again comes in for a nod for "a most talented aggregation that plays danceable music, varied in smooth and swing," which is the way he struck the collegians at Carnegie Institute of Technology, Pittsburgh; Ivan Stwechek, speaking for the school, could name no disappointments.

John M. Roach (*Brown and White*) lets BENNY GOODMAN have it for Lehigh University, charging that Benny was "in distinct disfavor after appearance here. He was not completely organized in October, and he played too much live music. BOB CHESTER was better." Thomas H. Doyle (*Villanova*) evidently doesn't share his college's enthusiasm for Chester, for he says that Villanova College, Villanova, Pa., liked him the best—"Lord knows why." The local DON CRIST was "just plain tuneless," thus getting the "most disappointing" mantle.

No Enthusiasm

WOODY HERMAN "proved very popular—good, smooth, danceable music at a reasonable price," says Courts Oulahan (*Haverford News*), of Haverford College, Haverford, Pa., adding that "the high price for proms makes dances popular around here." Disappointments, none. Gettysburg College, Gettysburg, Pa., feels thru E. E. Ashway Jr. (*The*

Can't Fool 'Em

PROVIDENCE, R. I., May 10.—Thomas Schlesinger, of *The Brown Daily Herald*, Brown University publication, in answering the "most popular" question in *The Billboard's* Fourth Annual College Music Survey, shows that if band managers and bookers think they can fool these kids they're dealing with, they're plenty mistaken.

Schlesinger says that Jack Tesardien played the only big dance at the school so far this year, "substituting for Tony Pastor at the last minute."

"They lost money on this dance, altho Tesardien impressed," continues Schlesinger, "but there were no kinks from this. The reason for the loss was the price of the tickets, 67."

Frederick Bob, Polytechnic editor at Henrichs Polytechnic Institute, Troy, N. Y., also registers a best-in-banding Will Hudson as the year's biggest disappointment, and in the most liberal sense of the word. "Hudson," he says, "actually signed a contract to appear at RPI, and thru a mix-up in the booking office failed to appear."

most forthright reason in the world is ascribed by Forrest Watkins, of Georgia Southwestern College, Americus, Ga., for that school's aversion to OLIVER JAMES, local combo—"It wasn't any good," is the simple but definite way he puts it.

University of Georgia, at Athens, Do. See (*Hot and Black*) reporting also favors a couple of leaders. TOMMY DOBBSY and KAY KYSER, "because of good dance floor personalities and excellent pieces. Unusual arrangements." JAN SAVITT was "somewhat disappointing," explanation for which is lacking. JIMMY LIVINGSTON wins the decision at Sweet Briar College, Sweet Briar, Va., "because he wasn't too noisy, played old favorites as well as new." Jane R. Loveland (*Sweet Briar News*) doesn't name any disappointments.

REGGIE CHILDS has to play second fiddle to a local outfit, BRAD HUNT, at the University of Richmond, in that Virginia town, Ed Arendall (*Collegian*) holding that Hunt, "unknown to us before, proved the most popular. He has really got a smooth band with a lot of novelty numbers. Reggie Childs is second." CHARLIE HANLEY, "was the worst," closely followed by BARRY MCKINLEY and VAN KEYS. Another McKinley, Ray, is partly responsible for WILL BRADLEY being definitely pro with the studies at Virginia Polytechnic Institute, Blacksburg, Va. Says Stuart Johnson, pres. of that school's senior class, "they went wild listening to his (Bradley's) boogie-woogie, and watching McKinley, (Fredric) Black, and (Doc) Goldberg, a swell dance band, too." AL KAVELIN is the son at VPI.

Nothing Expected

UNIVERSITY OF VIRGINIA, Charlottesville, Va., thru Edwin G. Middleton (*College Topics*), votes for TOMMY DOBBSY as the most popular ork to have appeared there during the year, because of "his sweet music," with no band proving a disappointment, "because of the fact that DEAN HUDSON was not expected to be too good anyway." JACK TEAGARDEN'S "choices in selections seemed to suit the students better than other orchestras" at West Virginia University, Morgantown, W. Va., says Betty Jean Lee (*Daily Athenaeum*). JOE VENUTI disappointed here, not so much "for the music, but for the lack of enthusiasm and entering in with the school spirit."

JACK TEAGARDEN gets a vote of praise at Wake Forest College, Wake Forest, N. C., Wiley Taylor (*Old Gold and Black*) doing the voting, altho the reason isn't too complimentary—"only by name band here." This campus was sans disappointments. So, too, was Glensville State Teachers' College, Glensville, Va., Agnes Wright (*Mercury*) opining that PAUL BURTON'S "style was particularly good," thus making him the year's in-person favorite. WILL BRADLEY is awarded the most popular crown by Julien L. McCell (*Devonianian*), "because of his good dancing." Davidson, N. C., and BOB BYLVESTOR the opposite, for, respectively, the following reasons: "He (Bradley) had something new to listen to

Honest Evaluation

ORONO, Me., May 10.—Paul Ehrenfried, editor of *The Maine Centinel*, scholastic organ of the University of Maine here, looks at his fellow collegians analytically, and expresses an honest (and probably correct enough) picture of collegians' outlook on dance music, if, as he says, "the University of Maine is any criterion."

Ehrenfried's idea is that "college students know what they like, but they don't know what, from a purely musical standpoint, is good music and what isn't. In other words, they profess to be ardent swing fans, but invariably prefer 'commercial' stuff to unadulterated swing."

Which is probably a pretty cogent analysis.

in boogie-woogie music. He played a fair share of slow music for dancing, and put on a good show on the stage," while "not up to par as usual dance bands engaged here. Music was slightly corny, with no show" setled Bylvestor's lash.

University of Kentucky, at Lexington, preferred JIMMIE LUSCEFORD, who "had a wonderful show band. His music was danceable, and his instrumental numbers were very fine. Many students came to hear the band rather than to dance." Bill Penick (*Kentucky Newslet*) goes on to offer the college's "low ebb of things nominating WILY HAUSER for the greatest disappointment," the "leader

Orchestra Notes

By DANIEL RICHMAN

Of Muzzi and Men

HARRY JAMES, current at the Hotel Lincoln, New York, is set for a return date in October . . . he has the Steel Pier, Atlantic City, July 29 for two weeks, and the Tylen Pole, Boston, August 12 for another two weeks . . . KESKIRE BUTTNER signed a new contract with Decca . . . HARRIET CLARK, who just started singing the ditties with Ray Coniff's new band at the Hickory House, New York, is down with the measles . . . Stan Zucker is handling JOHNNY MORTONE, and will bring the band into the Wayside Inn, West Springfield, Mass., May 29 . . . JERRY BLAINE has a new gig booked in LYNN RICHARDS . . . MYRON HANLEY is the follow-upper to Jerry Wald at Childs' Spanish Gardens . . . outdied was recently at Billy Rose's Diamond Horseshoe, also in New York, for a lengthy run . . . BENNY GOODMAN'S instrumental line-up underwent a few changes this month with GUY BIVONA, JOHNNY GUARNIELI, and DAVE TOUGH edited . . . JOHNNY HORVATHI came in for Rivmore, altho not so far there are no definite replacements for the other two . . . JO JONES and TEDDY WILSON set in with the band on a record date last week . . . GENE AUSTIN ork is set for Greenwich Village, New York, during June . . . When Manny Praeger left the Village Barn, New York, May 1, PAT HILL, sax man, left the band to study for the priesthood . . . REGGIE CHILDS has already been picked for again at Palladium Park, N. J., as a result of the big he did there May 3-4 . . . next date for him there will be a two-weeker . . . JOHNNY MESSNER ends his fourth date at the McAlpin Hotel, New York, on the 18th, opening a one-week stand the 23d at Pittsburgh's Kenwyn Park . . . ANN BISHOP is the new chirper with Duke Daily . . .

Midwestern Murmurs

SKINNAY ENNIS gets his first Chicago date at the Palmer House, opening June 26 . . . he'll be followed by GEORGE HAMILTON picks up his first location job under Frederick Ross' management at the Schroeder Hotel, Milwaukee, opening the 27th . . . BOB STRONG landed a six-week stay at the Villa Moderne, suburban Chicago spot, starting June 14 . . . MILT HERTZ took a 10-day vacation in his home town, Kosciusko, Wis., his first in five years . . . his trip goes into the Roxy Theatre, Newark, later in the month, before returning to the Syracuse (N. Y.) Hotel for the summer, opening June 14 . . . SPUD MURPHY has been set by Alex HONIG to do arrangements for the new AIT JARRETT band, formerly the late Hal Kemp's men . . . ork goes into the Blackhawk, Chi., Wednesday (14).

Atlantic Whisperings

LEO ZOLLO, maestro at Benjamin Franklin Hotel, Philadelphia, loses trumpeter EARL ROBINSON to Uncle Sam, with JOE WOODS coming over from DICK WHARTON'S crew to fill the gap . . . HENRY HENDRICKSON set for the Saturday night sessions at the Decoyette, Oaklyn, N. J., with JOE PERRY taking over the stand every Friday

had no stage personality, the musicians were junk," and in general the band "didn't like it, either."

The University of Tennessee, Knoxville, wants TOMMY DOBBSY "back again this year because he was so popular last year," says Joe B. Foster (*Orange and White*), but WILL BRADLEY disappointed this school. "He had a fine rhythm section, but his trumpet section was not up to par, and saved very little better," is the federal criticism directed at the Bradleys by the University of Florida, Gainesville, Bill Rega (*Aligator*) on the witness stand, had only JAN SAVITT this year, but he didn't prove very popular, because "most seemed to find his music too much the same, with no special attraction to it." And then on the other hand Louisiana Polytechnic Institute, Ruston, La., found Savitt the "human personification of improvised syncopation, and liked him immensely because 'he did not specialize in fast singles.'" W. Carwell (*Tech Talk*) says no bands were disappointing.

(Continued Next Week)

day night, with other territorial fares to get other nights as the season progresses.

IRVING BRASLOW feted with a testimonial night at his stand at Philadelphia's Open Door Cafe, celebrating his 14th year in the ork whirl without a change of personnel for his Paramount Orchestra . . . PAT TOCCI tunes at Wirth Hotel, Jacksonville, Fla. . . ANN SUTHERLAND, who left JONY KEARNS at WCAU, Philadelphia, to vocal for PAUL WHITEMAN, back at her old song stand . . . STEVE GALLAS initiates the newly opened dance floor at Beverly Hills Tavern, Lincoln Park, Pa. . . MCA adds Lou's Tavern, Philadelphia, to its book for the small swing crews, office spotting FRANKIE LITTLE and His Quartet for a stay . . . SLIM FURNISS has just about revived the THREE KEYS in getting AL MOORE for the piano, and in getting AL BONDON, originally with the Keys before going with JAN SAVITT.

HARMOND FARR for the Lounge, Easton, Pa. . . BOBBY LEE brings his Cotton Pickers to the College Inn, Philadelphia, with IRVING BRASLOW moving over to the Open Door Cafe . . . JACK PALCEY takes over the tune call at Jack and Bob's, Trenton, N. J. . . WHITE KEYS ORCHESTRA open for the season at Pat Quack's Lakewood (N. J.) Inn . . . JOE KELLY has the call at Philadelphia's Old Heidelberg Cafe . . . IAN'S MOONDUSTERS for the music making at Haberern's Hotel, Allentown, Pa. . . RUSSELL JORDON brings his Swingomania to Irene's Cafe, Philadelphia, and in the same city MIKE RAY takes to rest at Sam's Cafe . . . JOHNNY DEL set at Nick's Grill in Trenton, N. J., while PAUL GRILL in Allentown, Pa., gets JIMMY ROBINSON.

Music Items

Publishers and People

PAUL KLEPPNER and Carl Zoehms, of E. R. Marks, attended the Music Supervision Conference in Atlantic City last week.

Mel Lorme, 13-year-old, has penned a song titled, "Lament to Love and Hope." Krupina Music has published it.

Jimmy Flora, ork leader in the cocktail lounge of the Pennsylvania Hotel, New York, has placed two new ones with Sheldon Music, *A New Shade of Blue* and *Love Love*.

William Wisemann, of Music Publishers' Holding Corporation, feels that good hunk of the sales being chalked up on Burns re-edition of *The Bond Played On* is due to its "community sing" plug which Warners based on to the pic, *Strawberry Blonde*. He expects the same reaction from Warner's *Million-Dollar Baby* pic, which features Billy Rose's oldie, *I Found a Million-Dollar Baby*.

Harold Wald has opened his own publishing firm, Wald Music, and starts off with "Just as Long as You Care," penned by saxinger Les Nash and violinist Bud Hirsch. Hirsch is the fiddle soloist on NBC's "American Album of Familiar Music."

Songs and Such

FIRST song being plugged by Musical, Inc., is *Sing a Love Song*, penned by Richard Kollmar, one of the members of the new publishing firm. Biggar Hatfield and Eleanor Killegan are the other partners in the venture.

Have I a Chance at Romance? is a new one just written by Irving Gray, leader and bass fiddler with the Bostonians at the Hotel Netherlands Plaza, Cincinnati.

Ben-Taylor is pushing *Let Me Off Your Feet*, one of its latest, recently introduced by Gene Krupa from the Pennsylvania Hotel, New York.

Have-me-Myself was composed by Juanito Sanabria and Ed Weimer, respectively ork leader and press agent at the nibery of the same name in New York. Robbins Music publishing.

Chi Negro Scale Unchanged

CHICAGO, May 10.—Harold Gray, president of the Negro musicians' local here, points out that last week's statement to the effect that it is a mistake for Negro musicians to be established in all local cities is erroneous. He states that Negro members are governed the same way as members of Local No. 18 getting from \$2.30 per hour in "A" spots to \$1 in the smaller neighborhood rooms

WINDOW CARDS

 14x22 Cards, \$4.00 per 100;
 17x26 Cards, \$5.00 per 100;
 22x28 Cards, \$6.00 per 100.
 250 Bumper Strips, \$3.75.
 BOWER SHOW PRINT with FOWLER, INC.

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 8x10
 50—\$3.25
 100—5.50
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The Billboard MUSIC POPULARITY CHART

WEEK ENDING
MAY 9, 1941

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the summations of reports gathered each week by representatives of The Billboard for the record buying public feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

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

GOING STRONG

THERE'LL BE SOME CHANCES MADE. (8th Week) Benny Goodman, Vaughn Monroe, Ted Weems.

IT ALL COMES BACK TO ME NOW. (17th Week) Gene Krupa, Hal Kemp, Ted Weems.

AMAPOLA. (6th Week) Jimmy Dorsey, Sammy Kaye, Conale Boswell.

OH, LOOK AT ME NOW. (3d Week) Tommy Dorsey.

THE WISE OLD OWL. (3d Week) Al Denabach, Joe Reichman, Dick Robertson, Teddy Powell.

DOLORES. (2d Week) Tommy Dorsey, Bing Crosby.

THE BAND PLAYED ON. (2d Week) Guy Lombardo.

COMING UP

C'BYE NOW. Horace Heidt, Vaughn Monroe.

FRIENDLY TAVERN POLKA. Horace Heidt.

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

DO I WORRY? Tommy Dorsey, Ink Spots.

MY SISTER AND I. Jimmy Dorsey.

INTERMEZZO. Guy Lombardo, Benny Goodman, Decca Salon Orchestra.

I UNDERSTAND. Jimmy Dorsey.

MARIA ELENA. Jimmy Dorsey.

WALKING BY THE RIVER. Una Mae Carlisle.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week: New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Veeey Music Shop; Gaiety Music Shop; Boston: Boston Music Co.; The Melody Shop; Masher Music Co., Inc.; Philadelphia: Wanamaker's Department Store; Department Store; Charles E. Weiss Music Co.; Salt Lake City: George's Radio Co., Inc.; Denver: The May Co.; The Record Shop; Ames A. Oestlin; Washington: Southern California Music Co.; Hollywood Music of Music. San Francisco: Schwabacher-Frey; Quarg Music Co.; Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Bros.; Cincinnati: Song Shop; Willis Music Co.; Huddell's Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Record Library (McDermott); Kansas City, Mo.: Music Shop. St. Louis: Aulian Co. of Music; Parsons & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co.; Cleveland: Halls Bros. Co.; Springfield, Mo.: R. Lines Music Co.; Birmingham: Joleza Radio Service Shop; E. K. Forbes & Sons; Monarch Sales Co.; Louisiana: Louis Dry Goods Co.; Atlanta: Cox Prescription Shop; Raleigh, N. C.: James E. Tilden; C. H. Stephens Music Co.; Miami: Higgins Store Co.; Hardin's, Inc.; New Orleans: Louis Oranwald Co., Inc.; G. Adirner, Inc.; Fort Worth, Tex.: McCarty's, Kramble Bros.; Furniture Co.; San Antonio: Thomas Aruna; Alamo Plano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	1. AMAPOLA	POSITION Last This Wk. Wk.	1. Amapola	POSITION Last This Wk. Wk.	1. Amapola
1	1. AMAPOLA —JIMMY DORSEY	1	1. Amapola —Jimmy Dorsey	1	1. Amapola —Jimmy Dorsey
2	2. MY SISTER AND I —JIMMY DORSEY	2	2. Dolores —Bing Crosby	2	2. Apple Blossom Time —Andrews Sisters
3	3. C'BYE NOW —HORACE HEIDT	3	3. C'bye Now —Horace Heidt	3	3. My Sister and I —Jimmy Dorsey
4	4. DOLORES —BING CROSBY	4	4. Apple Blossom Time —Andrews Sisters	4	4. Dolores —Bing Crosby
5	5. APPLE BLOSSOM TIME —ANDREWS SISTERS	5	5. Green Eyes —Jimmy Dorsey	5	5. Intermezzo —Toscha Seidel
6	6. GREEN EYES —JIMMY DORSEY	6	6. My Sister and I —Jimmy Dorsey	6	6. New San Antonio Rose —Jimmy Dorsey
7	7. INTERMEZZO —WAYNE KING	7	7. Let's Get Away From It All —Tommy Dorsey	7	7. My Sister and I —Gene Krupa
8	8. LET'S GET AWAY FROM IT ALL —TOMMY DORSEY	8	8. I Understand —Jimmy Dorsey	8	8. Boogie Woogie Bugle Boy —Andrews Sisters
9	9. OH, LOOK AT ME NOW —TOMMY DORSEY	9	9. Oh, Look at Me Now —Tommy Dorsey	9	9. Intermezzo —Freddie Martin
10	10. THE BAND PLAYED ON —GUY LOMBARDO	10	10. Intermezzo —Wayne King	10	10. Do I Worry? —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 copies of the past week: New York City: Music Dealer Service, Inc.; Ashley Music Supply Co.; Pittsburgh: Volkwein Brothers, Inc.; San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co.; Los Angeles: Morse M. Freeman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Hiare Music Co.; Chicago: Lyon & Healy; Carl Fischer, Inc.; Grambie Hinged Music Co.; A. G. Hebling; St. Louis: B. Lewis Music Supply Co.; Kansas City, Mo.: Jenkins Music Co.; Detroit: Grammel Brothers; San Antonio: Southern Music Co.; New Orleans: O. Schirmer of Louisiana; Atlanta: Cable Piano Co.; Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	1. AMAPOLA	POSITION Last This Wk. Wk.	1. My Sister and I	POSITION Last This Wk. Wk.	1. Amapola
1	1. AMAPOLA	5	1. My Sister and I	1	1. Amapola
2	2. MY SISTER AND I	2	2. Intermezzo	2	2. Maria Elena
3	3. INTERMEZZO	3	3. Amapola	3	3. The Hut Sut Song
4	4. DO I WORRY?	4	4. No. 10 Lullaby Lane	4	4. Walking by the River
5	5. NO. 10 LULLABY LANE	5	5. I'll Be With You in Apple Blossom Time	5	5. Wise Old Owl
6	6. WALKING BY THE RIVER	6	6. Dolores	6	6. Maria Elena
7	7. MARIA ELENA	7	7. Do I Worry?	7	7. Do I Worry?
8	8. WISE OLD OWL	8	8. The Things I Love	8	8. New San Antonio Rose
9	9. DOLORES	9	9. Walking by the River	9	9. Intermezzo
10	10. OH, LOOK AT ME NOW	10	10. Oh, Look at Me Now	10	10. Dolores
11	11. NEW SAN ANTONIO ROSE	11	11. Maria Elena	11	11. I'll Be With You in Apple Blossom Time
12	12. I'LL BE WITH YOU IN APPLE BLOSSOM TIME	12	12. Wise Old Owl	12	12. Oh, Look at Me Now
13	13. THE THINGS I LOVE	13	13. C'bye Now	13	13. No. 10 Lullaby Lane
14	14. C'BYE NOW	14	14. Just a Little Bit South of North Carolina	14	14. C'bye Now
15	15. THE HUT SUT SONG	15	15. I Understand	15	15. Georgia on My Mind

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (W.K. WRAP, WABC) between 8 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, May 9. Independent plugs are those recorded on WOR, WNEW, WMCA, WFIN. Plug totals are designated as "P." musical production numbers as "M."

Plugs Last This Wk. Wk.	Title	Publisher	Plug
5	1. MARIA ELENA	Southern	23 7
1	2. AMAPOLA	E. B. Marks	24 9
2	3. THINGS I LOVE	Campbell	24 3
4	4. MY SISTER AND I	BMI	22 4
3	5. DO I WORRY?	Melody Lane	21 1
—	6. NO. 10 LULLABY LANE	BMI	18 9
—	7. C'BYE NOW	BMI	17 7
8	7. IT ALL COMES BACK TO ME NOW	BMI	16 9
4	7. TWO HEARTS THAT PASS IN THE NIGHT	E. B. Marks	16 5
12	7. GEORGIA ON MY MIND	Southern	16 1
5	8. WALKING BY THE RIVER	BMI	15 5
11	8. SOUTH OF NORTH CAROLINA	Pergie	15 1
—	9. INTERMEZZO	Schubert	14 24
11	9. WITH A TWIST OF THE WRIST	BMI	14 6
7	10. OH, LOOK AT ME NOW	Embassy	13 15
10	10. TONIGHT	Southern	13 3
9	11. LET'S GET AWAY FROM IT ALL	Embassy	12 13
—	11. WISE OLD OWL	BMI	12 7
—	11. BECAUSE OF YOU	BMI	12 4
6	12. THERE'LL BE SOME CHANGES MADE	E. B. Marks	10 3

NEW AFM JOB CONTRACTS

Hotel, Nitory Ops Pay SS Tax; Sidemen's Pay Is Open Secret

NEW YORK, May 12.—American Federation of Musicians' long-expected standard form job contracts were mailed out here today with instructions from AFM Pres James C. Petrillo that they must be used on all band engagements, exclusive of theater, radio station, grand opera, and symphony orchestra dates, beginning June 1. Job contracts had been held up by AFM pending the decision handed down in Chicago May 2 by the Federal District Court, in which Orff Williams was awarded a Social Security refund of \$336.04 on the basis that hotel and nitory operators were the employers of the orks, and therefore liable for the SS tax for leader and sidemen.

Theaters, radio outlets, etc., were left out on the new standard job agreements, because this type of employer had already established a standard definition holding the band leader as the contractor in the strict sense of the word, and hence responsible for the 1 per cent SS tax for his men as their employer. Prior to the Williams case, nitory and hotel ops were in a state of confusion over the three-year-old SS tax, some of them paying it, and others leaving it off on the leader.

This thin line existing between a band playing a theater or against a hotel spot may cause the latter to feel that there are grounds for an argument and a new appeal, but no hint of night clubs or hotels taking this action has been given. Theaters and radio stations take the stand that, inasmuch as a leader and his band are only on for short stints, the relationship is less binding, while in hotels or clubs the ork is more a part of the establishment during its engagement.

A new twist which may cause some

of the club and hotel owners to raise a racket is the fact that now they will have to see a leader's pay roll listing to his sidemen before the employers. (The ops) can pay off the 1 per cent for each man to the government. Leader and management offices will no doubt hear some loud squawks in some instances when the employer sees the profit involved for the leader after deducting sidemen salaries. AFM forewarn this hitch at its convention in Indianapolis last summer, but could see no solution, and figured that anyway there was more to be gained by getting the leader out of paying the SS.

Blank spaces are lined out on the back of the new job contract for the leader to list his own name, names of his men, their SS numbers, and their weekly wages.

Out of the contract itself does not present any really new or startling features outside of the clarification of who is the employer. Employer agrees to pay all transportation charges as outlined by the leader, and is subject to all other rules and regulations set down by the Federation (see copy of contract on this page).

Job contracts were mailed to all AFM locals for use after the June 1 deadline. This puts the band industry on a basis of complete standardization of contracts, with band management contracts being out now for several weeks. AFM's most widespread move into other phases of the industry will not doubt be planned at the coming Seattle convention, where a lengthy discussion of the Ben Belvin transcription report will ensue, with motion of action outlined in lining up scales, contracts, etc.

New Ballroom Added To Buffalo Scene Detroit Ballroom Tests Mich. Ruling on Unemployment Pay

BUFFALO, May 10.—A new ballroom, the Alhambra, will open here May 17. Spots was formerly a nitory, and in past two summer seasons a little theater. Henry Napora, newcomer in the ballroom biz, is operator, and Ray S. Kneeland, of Kneeland Amusement Booking Service here, has booking rights.

The Alhambra has a capacity of 1,000 on the floor, and will use territorial as well as semi-name travelling bands, changing orks weekly. Names are being considered for one-night stands. First band will be Paul Tremaine, followed May 29 by Tony Gerace, with Harder Downing in May 30. Ducats will be 35 cents per person, opening night 75 cents, with a raise in price when names are featured.

DETROIT, May 10.—Billing of the Michigan Unemployment Compensation Commission that the employer of an orchestra on a stand date must pay unemployment compensation is challenged by the Graystone Ballroom, Inc. in a suit brought before the Wayne County Circuit Court here by Jerry Thomas, of the Walter Schuster orchestra.

It is claimed that the ork had a contract with the Graystone at \$408.75 per week. Case is viewed as a test of the commission ruling by musicians' leaders here, and will be closely followed. The ballroom contends that the compensation should be paid by the orchestra leader or contractor.



Bobby Day
his STEEL GUITAR
and his ORCHESTRA
Featuring—**MARTHA WAYNE** ★ **BUDDY STEWART**

3rd Return Engagement
ARCADIA BALLROOM
Broadway and 53d St., New York
★
Broadcasting
COLUMBIA NETWORK-COAST TO COAST
1 Times Weekly

Direction: Music Corporation of America
Personal Management: Tommy Morton

AFM Job Contract

The following is the contract for the employers of bands issued this week by the American Federation of Musicians:

**CONTRACT BLANK
AMERICAN FEDERATION OF MUSICIANS
LOCAL NUMBER**

THIS CONTRACT for the personal services of musicians, made this _____ day of _____, 194____ between the undersigned employer (hereinafter called the employer) and _____ musicians (including leader) (hereinafter called employees) represented by the undersigned representative.

WITNESSETH, That the employer employs the personal services of the employees, as musicians severally, and the employees severally, thru their representative, agree to render collectively to the employer services as musicians in the orchestra under the leadership of _____ according to the following terms and conditions:

Place of employment _____
Date of employment _____
Hours of employment _____
Price agreed upon \$ _____

To be paid _____ (Terms and amount)

The employer shall at all times have complete control of the services which the employees will render under the specifications of this contract. On behalf of the employer the Leader will distribute the amount received from the employer to the employees, including himself, as indicated on the opposite side of this contract, or in place thereof on separate memorandum supplied to the employer at or before the commencement of the employment hereunder and take and turn over to the employer receipts therefor from each employee, including himself. The amount paid to the Leader includes the cost of transportation, which will be reported by the Leader to the employer. The employer hereby authorizes the Leader on his behalf to replace any employee who by illness, absence, or for any other reason does not perform any or all of the services provided for under this contract. The agreement of the employees to perform is subject to proven detention by sickness, accidents, or accidents to means of transportation, riots, strikes, epidemics, acts of God, or any other legitimate conditions beyond the control of the employees. The employer agrees that the Business Representative of the Musicians' Local in whose jurisdiction the musicians are playing shall have access to the premises in which the musicians perform (except in private residence) for the purpose of conferring with the musicians. The musicians performing services under this contract must be members of the American Federation of Musicians and nothing in this contract shall ever be construed as to interfere with any obligation which they may owe to the American Federation of Musicians.

It is agreed that all the rules, laws, and regulations of the American Federation of Musicians, and all the rules, laws, and regulations of the local in whose jurisdiction the musicians perform, insofar as they are not in conflict with those of the Federation, are made part of this contract.

The employer represents that there does not exist against him, in favor of any employee-member of the American Federation of Musicians, any claim of any kind arising out of musical services rendered for any such employer. It is agreed that no employee-member of the American Federation of Musicians will be required to perform any provisions of this contract or to render any services for said employer as long as any such claim is unsatisfied or unpaid, in whole or in part. The employer in signing this contract himself, or having same signed by a representative, acknowledges his (her or their) authority to do so and hereby assumes liability for the amount stated herein.

Name of Employer _____ Accepted by Employer _____
Street Address _____ Accepted _____ (Orchestra Leader)
City or State _____ By _____
Phone _____ (Representative of Employees)

(Dates are for current week when no date are given.)

A
Adam, Charlie (Doozon) Trenton, N. J., c.
Alvin Hill (Tampa Terrace) Tampa, Fla., h.

B
Barr, Billy (Madison) Madison, Wis., 12-14;
(Burling) Evansport, Ia., 16-19; (Para-

C
Cabin Boys (Cedar Bar) Warren, O., 2.
Cable, Tony (848 Club) Chi., h.

D
Daly, Deke (Playland) NYC, N. Y., 2.
Davis, Eddie (La Rue) NYC, N. Y., 2.

E
Eddie, Charlie (Rainbow Room) Long Beach, Calif., 2.
Eddy, Ted (Ireland) NYC, N. Y., 2.

F
Faggia, Louis (Morocco) Detroit, N. Y., 2.
Farr, Bert (Ritz-Carlton) Philadelphia, Pa., 2.

G
Garber, Jess (Palmer House) Chi., h.
Garr, Glenn (O'Henry) Chi., h.

H
Hale, Tiger (Norwood) Cincinnati, O.
Hamilton, B. Bob (Majestic) Long Beach, Calif., h.

I
Harris, Jack (La Oanga) NYC, N. Y., 2.
Harrison, Fred (El Morocco) NYC, N. Y., 2.

J
Jarvis, Dan & His Musical Waves (Orlando)
Dreaser, Ill., h.

Orchestra Routes
Following each listing appears a symbol, fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
ABBREVIATIONS: a-auditorium; b-ballroom; c-safe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater.

Hayes, Myron (Child's Spanish Gardens) NYC, N. Y., 2.
Harris, Jack (La Oanga) NYC, N. Y., 2.

J
Jarvis, Dan & His Musical Waves (Orlando)
Dreaser, Ill., h.

K
Kala, Paul (Mayfair) Washington, D. C., 2.
Kay, Eric (Cocoa Buses) NYC, N. Y., 2.

L
Lake, Sol (666 Club) Chi., h.
Lando, John (Ambassador) NYC, N. Y., 2.

Bands on Tour--Advance Dates
ELLA FITZGERALD: Auditorium, Savannah, Ga., May 13; Oran's Park, Charleston, S. C., 14; Township Auditorium, Columbia, S. C., 15; Benedict Temple, Greenville, S. C., 16; A & T College, Greenville, S. C., 17; Army, Asheville, N. C., 18; Dillard, Lexington, Ky., 19; Tupper Ballroom, Cincinnati, 20; St. Moritz, Pittsburgh, 21; Sunset Terrace, Indianapolis, 22; Regal Theater, Chicago, 23 (week); Castle Ballroom, St. Louis, 24.
FOUR LIPS SNOTS: Regal Theater, Chicago, May 9 (week); Virginia Theater, Champaign, Ill., 10; Miramar Ballroom, Gary, Ind., 17; Greystone Ballroom, Detroit, 18-19; Triumphant Ballroom, Cleveland, 20; Statler Hotel, Cleveland, 21; Sunset Park Ballroom, Carrollton, Pa., 24; Army, Danville, Va., 25; Memorial Auditorium, Raleigh, N. C., 26; Army, Charlotte, N. C., 27; Township Auditorium, Columbia, S. C., 28; Grant's Park, Charleston, S. C., 29-30; Tybee Beach, Savannah, Ga., 31.

MCFARLAND TWINS: Masonic Temple, Rochester, N. Y., May 18; Hershey Park, Hershey, Pa., 17; George F. Pavilion, Johnson City, N. Y., 23; Hershey Park, Hershey, Pa., 20; Emex House, New York, 29; Lakeside Park, Rondville, Pa., 30.

Melrose, Eddie (Bessons) Trenton, N. J., 2.
McGee, Johnny (Stellar) Buffalo, N. Y., 2.

Melrose, Eddie (Bessons) Trenton, N. J., 2.
McGee, Johnny (Stellar) Buffalo, N. Y., 2.

Melrose, Eddie (Bessons) Trenton, N. J., 2.
McGee, Johnny (Stellar) Buffalo, N. Y., 2.

Melrose, Eddie (Bessons) Trenton, N. J., 2.
McGee, Johnny (Stellar) Buffalo, N. Y., 2.

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Melrose, Eddie (Bessons) Trenton, N. J., 2.
McGee, Johnny (Stellar) Buffalo, N. Y., 2.

Melrose, Eddie (Bessons) Trenton, N. J., 2.
McGee, Johnny (Stellar) Buffalo, N. Y., 2.

Melrose, Eddie (Bessons) Trenton, N. J., 2.
McGee, Johnny (Stellar) Buffalo, N. Y., 2.

Melrose, Eddie (Bessons) Trenton, N. J., 2.
McGee, Johnny (Stellar) Buffalo, N. Y., 2.

N
Napoli, Freddie (Del Mar Club) Santa Monica, Calif., 2.
Noble, Ray (Santa Catalina Island) Aviston, Ill., 2.

O
Oger, Bill (Lawrence) Erie, Pa., h.
Oliver, Eddie (La Martinique) NYC, N. Y., 2.

P
Palco, Joe (Palladium) Hollywood, Calif., 2.
Palmer, Joel (Merry Gardens) Lynchburg, Va., 2.

Peters, Oscar (Senator) Atlantic City, h.
Peterson, Don (Wright) Plainville, Conn., 2.

Phelan, John (Havana-Madrid) NYC, N. Y., 2.
Phelan, John (Havana-Madrid) NYC, N. Y., 2.

Phelan, John (Havana-Madrid) NYC, N. Y., 2.
Phelan, John (Havana-Madrid) NYC, N. Y., 2.

Phelan, John (Havana-Madrid) NYC, N. Y., 2.
Phelan, John (Havana-Madrid) NYC, N. Y., 2.

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Phelan, John (Havana-Madrid) NYC, N. Y., 2.

Phelan, John (Havana-Madrid) NYC, N. Y., 2.
Phelan, John (Havana-Madrid) NYC, N. Y., 2.

Phelan, John (Havana-Madrid) NYC, N. Y., 2.
Phelan, John (Havana-Madrid) NYC, N. Y., 2.

"Everyman" Is Given in Church

NEW YORK, May 10.—Friendship House, a new locally set up center for refugees formed by the Greater New York Federation of Churches, produced and staged its first play this week in the Friendship House Church on Park Avenue. The theater branch of the center was recently organized under the direction of Walter Firmer, formerly director of the Oesterreichische Volkstheater in Vienna and both stage director and actor at the Berlin Staatstheater.

Firmer's initial production for Friendship House was the old morality play, *Everyman*, dramatized by Hugo von Hofmannsthal and re-translated into English. Cast consisted of American and European actors. Firmer's direction, coupled with a very competent cast, gave great impetus and compelling interest to the otherwise doubtful moral propounded in this allegorical classic of pre-Reformation days.

The technical handicaps involved in using a church altar for staging a play were neatly handled by Hans Gundelmeier, technical director. In fact, the atmosphere of a church and the occasional employment of the organ enhanced the staging of this particular play. Back in the days when *Everyman* was dramatized in Salzburg as a festival play it was always given in front of the church—never inside, since the cast of the allegory includes the Devil, and even in the realm of make-believe this character was not allowed inside the house of God.

Maurice Burke, as *Everyman*, did an extremely good job. Other exceptional performances were handed in by Edwin Gray, as the Friend; Paul Marx, as the Poor Neighbor; Marshall Field, playing the Doctor; Margit Wyler, as Faith; Elizabeth Charney, as Good Deeds; and Stefan Schindler, as the part of Mammon. Richard Odlin's Devil was also well done.

Play took up about an hour and a half as one act. The optate preached as the moral supports the theory that sins of omission, malignant commission, and lust are washed away as non-existent ones the sinner sees himself as others must and duly repents, even tho' it be only an hour before meeting his Maker. The portable lighting equipment and the costumes were very professional throat. Three performances were given on as many nights. No announcement was made by the group concerning its next production. *Harold Humphrey.*

Chi Looks Good; New Starters OK

CHICAGO, May 10.—Warm weather has been cutting into local legit grosses, but the general situation brightened this week with two openings and a third scheduled for tomorrow. Both the Helen Hayes-Maurice Evans *Faithful Night*, which opened at the Erlanger Monday (8), and the Ethel Waters musical, *Gabe in the Sky*, which came into the Selwyn Sunday (9), were greeted by excellent sets of notices. Both are in on limited runs (four weeks each).

A good advance sale has been registered for the road-show version of *Hallelujah*, which opens at the Auditorium tomorrow. Last week the rerun did a healthy \$30,000 in Des Moines, Ia.; Minneapolis, and St. Paul.

Another \$11,000 week is set down for *Life With Father*, which goes into its next to last week (8th) Monday (12) at the Blackstone. So far, nothing is set to follow in that house. *The Sister Ellen* and *Arsenic and Old Lace* are holding their own at the Harris and Grand, respectively, after a slight box-office slip last week. Other competitive attractions in the neighborhood include an eight-performance engagement by Veloz and Yolanda at Orchestra Hall, starting tonight (10); *Goldie Bern Baker's* Yiddish play, at the Studebaker, and *Ocean Weller's* film, *Clifton Kane*, at the Woods and Palace theaters, which is drawing heavily from legit fans.

AMERICAN ACADEMY OF DRAMATIC ARTS

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Catalog from Secretary, Room 148
CARRIEGIE HALL, NEW YORK

Through an error in transmission in the original review of the Shubert revival of *Rose-Marie* when it opened in Boston, Alexander Gray, who plays one of the leads, was handed a sour notice that rightfully belonged to another player. Miss Kaplan, who caught the show, says Gray was excellent, raising pleads on both singing and acting.

Actors' Fund Out of Red

NEW YORK, May 10.—At yesterday's meeting of the Actors' Fund of America, the treasurer's report, one of the main features of the meeting, disclosed that the Actors' Fund has in its treasury \$22,372.00 excess income over expenses for the past five years. Previous year it had a deficit of \$11,357.11.

The total income for the year was \$194,409.45, and the total expenses \$172,037.45. The income included \$35,890 from benefits, \$7,408 from donations, and \$6,660 from bequests.

In the election of officers for the coming year there was no opposition to the regular ticket. This is the first time since the initial election of the late Daniel Frohman as president in 1904 that there has been a new president of the Actors' Fund.

The elected officers are Walter Vincent, president; Harry O. Summers, first vice-president; Katharine Cornell, second vice-president; Sam A. Scribner, treasurer; Robert Campbell, secretary. Trustees for three years are Lee Baker, George Christie, Sam Forrest, Marcus Heiman, Frank E. Henderson, and Antoinette Perry. Trustee for one year is Leo Shubert.

Members who came out for this first session meeting since the death of Daniel Frohman included Frank Gillmore, Gilbert Miller, Otis Skinner, Katharine Cornell, Frances Starr, Ruth Gordon, Chrystal Herna, Grace George, William A. Brady, Arthur Hopkins, and Brock Pemberton.

Cap & Gown Takes 14G

PITTSBURGH, May 10.—The University of Pittsburgh Cap and Gown Club's annual revue grossed about \$14,000 in six nights at the Nixon. Almost half the take came from the public. *Head Over Heels*, this year's show, is not Cap and Gown's best, nor its worst. Some of the music is good, and *I Second the Emotion* really tin Pan Alley stuff. Its author is Bud Hoffman, composer of last year's *Goodbye 'Til Breakfast*. The cast of 67 Pitt undergrads is as usual.

Legit Uses Philly Radio

PHILADELPHIA, May 10.—Radio advertising is being employed for the first time here by a legit production. *Life With Father*, which opened March 3 at the Walnut Street Theater and has now put up the "last weeks" sign, has bought a 15-minute period daily on WDMZ.

Started last Monday (3), radio spots are spotted at 6:15 p.m. Radio campaign will continue as long as the show holds on. Business was placed thru the Stewart-Jordan agency here.

CAMP FUN

(Continued from page 3)
contemplating such units will probably get little results at the h. a., since they cannot follow an expensive name layout playing free.

Shows will probably play the camps until June, after which summer maneuvers will take up most of the rockier time. Units thus far playing free include the Ed Wynn Boys and Girls Together, George White's Gay White Way (show playing camps Monday nights when the theater is closed), and a Leonard Gillman-George S. Kaufman layout which played *Sea Girl*, with Eddie Cantor emceeing.

Serving on the committee are Edward Arnold, Irving Berlin, Gene Buck, George M. Cohan, Belle Davis, Y. Frank Freeman, Helen Hayes, Emily Holt, Elsie Jane, Bert Lyell, George Kaufman, W. A. MacFarlane, Burns Mantle, William Morris Jr., W. S. Paley, Bill Robinson, Billy Rose, Noble Sissle, Jules Stein, Lawrence Tibbett, Niles Trammel, and Paul Whitman.

FROM OUT FRONT

Of Propaganda, G&S, and Critic-Barring

BY EUGENE BURR

SOME months ago this corner carried a note concerning the imminent showing of *Elmer Rice's Flight to the West* and remarked optimistically that the character of the play after a more nine-week run indicated that the general public refused to support or be taken in by the propaganda of hate, despite the enthusiastic approval of such propaganda by practically all of our so-called dramatic critics. Then this corner's Pollyanna mood was summarily nipped in the bud by Mr. Louis Schaffer, of Labor Stage. Mr. Schaffer, evidently believing in the usefulness of pre-war propaganda at any expense, made arrangements with Mr. Rice, Lee Shubert, the play's cast, and others, and continued the run at a different theater—and at a \$1 top.

The second run of *Flight to the West*, however, ended Saturday, April 26, after only eight weeks, a week less than the engagement at \$3.30 top. The general public again refused to support the dissemination of war propaganda, even at a \$1 top—and this despite the fact that practically every critic in town gushed forth reams of out-and-out publicity for the play. It is a splendid tribute to the taste and good sense of the American public—and, incidentally, it is a pretty good notice to warners of the public's reaction even in such a center as New York, which is second only to Washington in its slim sympathies.

Mr. Schaffer's naive announcement said, in part, "I believe that the real reason (for the closing) is that the public is not educated to the idea of popular prices." It might also just possibly be because the public is not educated to the idea of the United States' participation in a war that was none of its causing and in which it has no fundamental stake.

A SAD note in the theatrical news recently was the announcement of the death of William Danforth, one of the last of the really great American Gilbert and Sullivan players. More than anyone else born on this side of the water, perhaps, Danforth lent zest, amusement, and hilarious effect to the Savoy operetta, and his death must be mourned sincerely by the many, many millions of theatergoers he delighted during his long years on the stage. No one else can ever attain the finish of the shriek with which he punctuated the Mikado's song; no one else will be able to skip so unerringly over the tongue-twisting intricacies of the *Nightmare Song* or *It Really Does Matter*; no one else will ever be so handsly cruel, so irritating, so lugubriously hilarious, a Sergeant of Police, so infernally triangular a Dick Desadey. The pleasure he gave to millions of us is immeasurable. I feel morally certain that from now on the placid periods of the Celestial Choir will be interrupted by raucous bass bellows of "She spurns you all! I told you so!" At least it's nice to think so.

EVER since she wrote an intelligent, witty, honest, and amusing review of *Liberty Jones* during the time when John Anderson, regular critic of *The Journal-American*, was ill, Miss Dorothy Kilgallen has been one of this corner's particular pets. While most of the boys seemed to fear losing caste for panning so determinedly artistic a production, Miss Kilgallen sailed right ahead and told the truth about it, in sparkling and incisive prose.

She's even more of a pet than ever, now, after a column she wrote recently. As you probably know, at the instigation of another columnist the State Legislature has passed a bill which will in effect put an end to the time-honored Shubert tradition of barring certain writers from Shubert playhouses. Despite the fact that the bill—and had therefore been taken to task by the sponsoring columnist, who claimed that the measure safeguarded the very sacred freedom of the press. Recently Miss Kilgallen explained her objections to the bill—and (tho' I was myself barred by the Shuberts for two years back in the early 30s) I can only splutter out inadequate applause.

Said Miss Kilgallen, in winding up her piece: "It has become this for Broadway columnists to talk a great deal about freedom, and since I have not heretofore exercised my quota, or par, in this department, I would like to do it now. "I believe in freedom. I believe in freedom so strongly that I even believe in freedom for the Shuberts."

"I believe that if a man owns a theater, pays his rent, taxes, and wages, and obeys the laws, he has the right to keep me out of that theater for any reason at all, even if it is just that he does not like the cyclamen pink bow I wear in my hair. I would like him to keep that right."

"I do not believe that by barring me from a musical comedy the Shuberts are endangering the freedom of the press. I think the freedom of the press is in danger in this country, but not from the Shuberts."

There's only one fit comment: Bravo!

22-POINT PLAN

(Continued from page 4)
experiment doesn't work.
In the East, the report suggests, Equity would have the largest number of board votes with six, and in the West SAG would have the most with 14.
"Within the framework of one big union," said Bela, "there would be ample room to leave each division of the entertainment field to deal with the problems peculiar to it, while bringing to bear on the common problems the greatly enlarged power that unity would provide."
Report claimed that \$100,000 savings could be immediately effected with the following economies:
Elimination of New York SAG office, \$19,000; savings in rent, \$10,000; savings in clerical and bookkeeping salaries, \$50,000; savings on publications, \$10,000; stationery and office supplies, \$8,000; telephone and telegraph, \$10,000; postage, \$5,000; miscellaneous office expenses, \$9,000; traveling expenses, \$10,000.

Instead of the existing payments of dues and initiation fees, report suggests that initiation fees, now ranging from \$2 to \$100, be set at a straight \$100—a considerable increase in most cases—"as a means of preventing the further overcrowding of an already overcrowded profession. A \$100 initiation fee for new members . . . might prevent the flooding of the labor market in the entertainment field."

Suggested increases in dues start at \$10 per year for those earning up to \$1,000 a year; \$24 for earnings from \$1,001 to \$2,500; \$38 for earnings from \$2,501 to \$5,000; \$60 for earnings from \$5,001 to \$10,000; \$100 for earnings from \$10,001 to \$20,000; \$150 for earnings from \$20,001 to \$30,000; \$200 for earnings from \$30,001 to \$100,000; \$350 for earnings over \$100,000.
Explaining this, the report states: "This would provide considerable relief for those in the lower income brackets who belong to several entertainment unions. For example, a member earning \$1,500 a year who joins AFPA as his parent organization and also carries cards in Equity and SAG (as a junior) now pays \$43 a year. He would pay \$24 under this plan. At the other end of the scale, the new rates for those who hold cards in several unions would not be much greater. For example, a member who carries \$300,000 a year and joins AFPA as his parent organization, but also carries cards in Equity and SAG, pays \$238 a year. Under the new plan he would pay \$950."
Bela also included in his report a suggestion that all alien performers be taxed a percentage of their income, as is the practice in Equity (5 per cent weekly). Report shows that alien members provided 17 per cent of Equity's income during the fiscal year ending March, 1939.

gals decked in black fringed cellophane and white gardenias. Harold Douglas, single dancer, displays pleasant pipes.

Highlight is the *Play, Fiddle, Play* number, in which the females handle newly outlined violins in different colors in a clever and show-stopping way. Skipper Salvatore supplies a pulsating fiddle solo while gals weave apple blossom garland around him. Finale is comedy take-off on Little Red Riding Hood and the Big Bad Wolf.

Professor Baker and his Hollywood Monkeys please the animal fans. Three monkeys get off some actings, as well as difficult stunts to good applause.

Durand and Company, a Chicago magic act, keep attention closely focused by giving new interesting twists to old tricks. Assistant is attractive brunette. A roller-skating wizard, Eric Arno, stopped show repeatedly with daring exploits on a small platform and a still smaller table top, climaxed by skating on hands with added handstands, such as chairs, in his wear. Clever.

Harold Douglas is an adequate emcee, quick to straight announcing, with the exception of a few thrash sessions, which were okeh.

Both and Shay, old-time comedians, still get the laughs and work tirelessly to provoke them.

Frances Garnett and Company, a fine musical act, work in show and are an interesting feature.

Frank Terry and his Chicago Nightingales, eight-piece colored combo, are a fixture here after a stand of over five years.

Joe M. Warner

Sumoa, New York

Talent policy: Hawaiian dance and show band; floorshow at 9, 12, and 2. Management: Henry Pink, operator; Robert Ching, manager. Prices: Drinks min 20 cents; dinner from \$1.25.

The Waiaki, which folded March 1, has reopened under a new name and with the No. 1 Boy, back as manager. New front is Henry Pink, veteran singer and emcee.

The entertainment is okeh and the only Hawaiian note is Drena Clark, tall lovely brunette who explains what's what on hula stuff and then undulates in authentic fashion while the band's guitars sing the lyrics. Very sweet personality. The band is Eddie McMillan Quintet. All stars, which does a nice job of show and dance music.

Cute Maxine Harris, whose tap routines are above ordinary, does tango-tap and tap with hoteba movements. Sheila Reynolds is a tall good-looking gal who sings opera tunes in dignified prima donna fashion. Has a good voice that needs polishing still, but is good enough to hold attention now.

Final emcee, and then sings a few standard and pop tunes in good baritone style.

Paul Desb.

Adolphus Hotel, Hawaiian Century Room, Dallas

Talent policy: Band for show and dancing; two floorshows nightly at 9:30 and 11:30. Management: H. Fuller Stevens; publicity by Abe Burger. Prices: Dinner from \$1; no drinks served; min 20 cents. Weekdays and \$1.50 Saturdays and holidays. Bookings by MCA.

Concluding a successful three weeks here, Nick Stuart's orchestra presents a short but snappy floorshow of three acts for the concluding week's engagement. The Stuart band has been softened from its swing style used when it played the Plantation Club here last summer. Only occasional swing numbers now used, and these are mixed with smooth dancing numbers and Latin tunes.

Main vocal is done by Bill Deeb, whose rich baritone voice goes over with the customers. Dottie Willem, band's new girl singer from Louisiana State University, impresses singing such songs as *Do I Worry*, *Maybe*, and *Trade Winds*.

Maestro emceeds the show in rather professional style. Introduces Jack Dauchery from the band who gets a big hand on his trumpet solo, *Carnival of Venice*.

Glover and Lettae, hard-working dance team, were pleasing with their variety of dance routines, including several Spanish numbers very gracefully done.

Cordan and Sawyer, two clever young women, did smart dialog patter before

the male; set to music and titled *Say It Here to Stay*. Miss Sawyer's flower dance, done as a take-off on the constant dancers, was a knockout.

Chas. Chase sets cigarettes, paper boxes, and the house from his shirt. Does a nice take-off on the rumba, and winds up with a male strip tease.

Glover and Lettae help keep things pepped up between shows with excellent emcee participation in new dance routines, mostly Latin numbers.

Frank W. Wood.

Jack and Bob's, Trenton, New Jersey

Talent policy: Dance and show band; floorshows at 11:30 and 11 Sunday matinee; each show from 3 to 7. Management: Jack Hoes, proprietor-manager; Mrs. P. Marshall, assistant manager; Jay Reynolds, booker. Prices: Drinks from \$1; drinks from 25 cents; no minimum, no cover.

Situated just outside the city limits, this is about the only nitty in the area that offers a floorshow all year round and every day of the week. It makes up in entertainment values what it lacks in pretensions decor.

Show, running 50 minutes, is something to occupy the attention. Barney and Lonnie, mixed team, are just as effective indoors as they are outdoors on the fair circuit. Duo tee off with neat precision tap routine, peppered with acrobatic ticks and flip-overs. Lonnie, fem half, returns later to solo with a smart acro-control turn, and the team gives the show a fast finish with flashy tumbling, club juggling, and acrobatics, building to the gal walking up the male's back for two-all finish.

Peggy Chamberlain, in the dance spot, offers throaty chantings that sell without trills in the delivery. Gal started here five years ago and is still going strong, doing 10 songs in her two turns before being able to get off the floor.

Kay King brings a refreshing novelty note to the proceedings, donning masks and dummy for dance designs caricaturing the Duke and Duchess of Windsor at a Jitterbug Ball and Mr. Esquire going to town with Baby Snooks.

Bearing watching is Danny Richards, who ties it all together with his emcee antics. Youthful lad who looks like George Jessel and has a delivery that smacks of everybody but Jessel, he's material that comes as made of. A fast tapster, tells good dialect yarns, parodies pop songs in a blur setting, and even riffs in impromptu.

Hollywood Bobby Hoes, champagne bottle for the best actor, fill the hills between the two evening shows. Music by Jack Paley with a capable crew of four, including trumpet, sax, piano, and the maestro at the drums. Spot has been in operation for the past seven years and is literally a landmark in these parts. Keeps the original billing, although Hoes bought out his partner six-and-a-half years ago.

M. H. Crodenker.

Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Production floorshows at 8:30 and 10:40 p.m.; dance and show band. Management: William M. Dewey, managing director; Dorothy Dornen, producer; Fred Wellman, publicity. Prices: Minimum \$2; dinner from \$1.50; drinks from 50 cents.

This beautiful room is one of the most inviting dining places in town. And, as a rule, the bands and shows furnished are ideal for this refreshing environment. The new layout features Little Jack Little's outfit on the barstand and a show including a girl line act and productions, the Rosellanos, and the Northwest Mounties (4), with Constance Merrill, singing act.

The band, playing standards and pops in orthodox style, is a suitable asset. The maestro is a showman of the old school, evidenced in his direction of the group from his piano or during his singing spot in the show. Kathleen Quinn, attractive blonde, is still with him, dish-ing out the hits in acceptable, easy style. It's Kick Wood, Jr., young vocalist, fills in dance set parts with nice teases.

Show itself is not up to par due to weakness of the singing group. Both the men and the girl (Miss Merrill) lack color in voice and delivery. Work in two spots, appearing first as mounties and in the finale as admirals on parade.

The Rosellanos are the strongest thing on the floor, opening with a set of native Polish dances (mazurka, impromptive routine, and polka) and later returning in regulation ballroom dress to impress

Short Follow-Up Club Reviews

VIENNA GRILL, MONTREAL.—This one-night-up night club, booked by Roy Cooper, is a big spot, catering to the younger dance-loving crowd. Hal Hartley (sax) and nine men make up the good dance band, with an automatic music machine used between dance band sets. Hartley's band provides really good dance rhythms.

The floorshow uses a five-girl line staged by Al Weber. The girls are young and pretty, costumes are neat, and routines are conventional. Armand and Diana, ballroom team, also do solo specialties. Armand wears straight, and Diana, a comely girl, sings musical comedy numbers in interesting style. As a team, their routines, highlighted by spectacular spins and lifts, drew hefty hands.

Hal and Billy Richards, colored mixed team, uncorked nitty tap routines. Cite brunet singer, Terry Andre, did well with song numbers and then let down with a solo ballad.

Owners are Holmok and Ferras. Two shows a night. Denis.

with the words of popular old times being furnished.

CHICAGO—Elsano French, New York society singer, opened in this upper crust cafe for three weeks. Considering her vocal limitations, she does exceedingly well. Her arrangements are styled to suit her personality and enhance the charm of her soft, well-phrased delivery. Has an engaging, clean personality.

When caught, she did a large set of tunes, among them *I Could Write a Book*, *It's Wonderful*, *You're Dangerous*, and others of a similar nature.

Spot has caught on strongly with the social set. And Rainna Ramo and his band, familiar attraction here, are favorite with the broad "A" sunbathers.

Adrienne will lead the singing spot May 27, followed by a return of Billde-garde June 17. Hensberg.

MY APPRECIATION . . .



TO Mr. Joe Jacobson and Mr. Mike Fritzel For A Most Enjoyable Engagement At The

CHEZ PAREE, Chicago

JIMMY RAE

"Society's Favorite Acrobatic-Comedian"

PERSONAL MANAGEMENT • CHICAGO •
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WINTON & DIANE

DANCERS SERVING TERM

New York (Mar 14)—

ACCUSED by Malvina Johnson, of The New York Sun, of being dishonest and unscrupulous, Dan Deenan, Winton & Diane will produce on plans.

"JUDGE" BILL ROBBINS took 20 their police, clearly warning them to no produce any at the Casanova Club, Park Central Hotel, New York.

The mentioned couple has already served three months.

GERALDINE & JOE

Opening in Rio de Janeiro, South America, at the CASINO ATLANTICO and were immediately acclaimed by the entire press to be the biggest hit of any artists coming from the United States.

Thanks to HAL SANDS Personal Representative—Chas. V. Tate Maffie Albert, Assoc.

ATTENTION! PROFESSIONAL TALENT
 KIT KAT KLUB
 5000 Philadelphia Road

Routes are for current week when no dates are given.

A
Albion, Richards Trio (Blackhawk) Chi.
Allen, Betty (Blumiere) NYC, n.
Allen, Beverly (Palmer House) Chi. n.
Allen Sisters (Cassara) Detroit, n.
Alma, Lee (Princess) Chicago, n.
Alvarez, Fernando (Cassara) NYC, n.
Amaya, Carmen (Coca Paris) Chi. n.
Amazons of Blue (Theater Cafe) Chi. n.
Ames, April (La Excelsior) NYC, n.
Ample, Dave (State-Lake) Chi. n.
Arnold Sisters (Plumer Club) Chyenna, Wyo. n.

B
Babette-Bertrand (Star) Brooklyn, L.
Bacon, Fath (Starway to the Stars) Los An-
Baker, Milton (The Robin Hood) NYC, n.
Baker, Norman (Morocco) Detroit, n.
Baker, Gigs (Cassara) NYC, n.
Baker, John (Cassara) NYC, n.
Baker, Al (Coca Paris) Chi. n.
Baker, Al (Coca Paris) Chi. n.
Baker, Al (Coca Paris) Chi. n.
Baker, Al (Coca Paris) Chi. n.
Baker, Al (Coca Paris) Chi. n.

C
Calgary Rose (J.R. Hall) Chi. n.
Carr & Perinella (The Music) NYC, n.
Carroll, Fred & Rose (Tavern) Kansas City, Mo. n.
Carroll, Charles (Showery) Detroit, n.
Carmen, Patricia (Cassara) NYC, n.
Carmen, Patricia (Cassara) NYC, n.
Carmen, Patricia (Cassara) NYC, n.
Carmen, Patricia (Cassara) NYC, n.
Carmen, Patricia (Cassara) NYC, n.

D
D'Antonio, Carmen (Blackhawk) NYC, n.
Dahl, Burton (Colonial) Dayton, O. n.
Dale, Jay (State Hall) NYC, n.
Daly, Cass (Broadway) NYC, n.
Daly, Cass (Broadway) NYC, n.
Daly, Cass (Broadway) NYC, n.
Daly, Cass (Broadway) NYC, n.
Daly, Cass (Broadway) NYC, n.

E
Dean & Darrow (Broadway) New Orleans, L.
DeCosta & Lenora (Theater Cafe) Chi. n.
DeLaney, Betty (Coca Paris) NYC, n.
DeLaney, Betty (Coca Paris) NYC, n.
DeLaney, Betty (Coca Paris) NYC, n.
DeLaney, Betty (Coca Paris) NYC, n.
DeLaney, Betty (Coca Paris) NYC, n.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE of Billboard
Acts-Units-Attractions Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATIONS OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; n-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Dean & Darrow (Broadway) New Orleans, L.
DeCosta & Lenora (Theater Cafe) Chi. n.
DeLaney, Betty (Coca Paris) NYC, n.
DeLaney, Betty (Coca Paris) NYC, n.
DeLaney, Betty (Coca Paris) NYC, n.
DeLaney, Betty (Coca Paris) NYC, n.
DeLaney, Betty (Coca Paris) NYC, n.

F
Fahnestock, Marjorie (Pier) NYC, n.
Fahnestock, Marjorie (Pier) NYC, n.
Fahnestock, Marjorie (Pier) NYC, n.
Fahnestock, Marjorie (Pier) NYC, n.
Fahnestock, Marjorie (Pier) NYC, n.

Night Club and Vaude Routes must be received at the Cincinnati offices no later than Friday to insure publication.

G
Gardner, Paul (Piazz) NYC, n.
Gardner, Paul (Piazz) NYC, n.
Gardner, Paul (Piazz) NYC, n.
Gardner, Paul (Piazz) NYC, n.
Gardner, Paul (Piazz) NYC, n.

H
Hanson, Sylvia (Star) NYC, n.
Hanson, Sylvia (Star) NYC, n.
Hanson, Sylvia (Star) NYC, n.
Hanson, Sylvia (Star) NYC, n.
Hanson, Sylvia (Star) NYC, n.

I
Hart, Ginger (Jack & Bob's) Trenton, N. J. n.
Hart, Ginger (Jack & Bob's) Trenton, N. J. n.
Hart, Ginger (Jack & Bob's) Trenton, N. J. n.
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Hart, Ginger (Jack & Bob's) Trenton, N. J. n.

J
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Hart & Allison (Chamberlain) Detroit, n.
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Hart & Allison (Chamberlain) Detroit, n.

POLLY JENKINS
Are Her MUSICAL FLOWERS
PH. 26, May 10-17, Palace Theatre, Baltimore, Md.
For Dates & Times JOHN SINGER, 701 Seventh Ave., New York City.

Johannes, Lucille (Belmont-Piazz) NYC, n.
Johannes, Lucille (Belmont-Piazz) NYC, n.
Johannes, Lucille (Belmont-Piazz) NYC, n.
Johannes, Lucille (Belmont-Piazz) NYC, n.
Johannes, Lucille (Belmont-Piazz) NYC, n.

NEW BOOKING STARS OF STAGE-SCREEN-RADIO
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Six Weeks Small City Vaude Dates Around Pittsburgh

PITTSBURGH, May 16.—Six weeks of vaude is available in small city bookings in Tri-State area, says booker Sid Mark, pointing out schedules of four touring units he's now routing.

Joe Karsten's new show, *Follies Unique*, has played 14 towns and, after opening a tour for E. D. Kemp and his company, will return next month for more dates. Features the Three-Road Ramblers, the Wilfred May Trio, Dukart Jr., Herbert Deater Company, Sunshine Page, and an eight-girl line, as well as five-piece company orchestra. The dates, all percentage, have included Altoona, Dubois, Butler, New Kensington, Johnstown, Erie, Warren, Bradford, Parkersburg, Fairmount, Charaburg, Cumberland, Oil City, and Search.

Playing some of the same houses has been George McCall's 20-people revue, and *See Seasons of 1941*, a 24-people layout, will travel the same route being booked next week. Coming in June for a similar itinerary will be Harry Barry's *Sun Kiss Varieties*, 18-people show, preceded in his towns by two white bally sound trucks.

Marke is also handling Kennyswood Park and Westview Park, Sundays, thru Frank Curvons.

Manchester Vaude Ups Gross 15 Per.

MANCHESTER, N. H., May 16.—Decision of the State Operating Company to shift its Friday-Saturday six-act vaude from the Strand Theater (700 seats) to the Palace (1,035 seats) shows no adverse results after seven months. Manager Al Poloy reports business is 10 to 15 per cent better this year, attributing it to both preparedness property and to the fact that the Palace has always been known as Manchester's vaude house.

Altho the policy of the company has been to terminate vaude in June, this year it may remain thru Tuesday. A new army air base has been known for 3,000 officers and men. Best attraction to date was *Tanit Itso*, a skit, who produced SRO business thru nights. Admission, 35, 40, and 44 cents. A Class-C picture and two or three shorts are also offered.

Names for Club Charles, Balto

BALTIMORE, Md., May 16.—Club Charles is going to fix a name policy. Shows starting there Tuesday (18) will have Lee Dixon, Lya Lya, Jerr Vance, and Robinson and Martin.

Bob Tepper is booking out of New York.

Jones' Big Atlanta Start

ATLANTA, May 16.—John Jones and orchestra opened a two-week engagement at the Henry Grady Paradise Room Friday (25), playing to a capacity turnout of 600 people.

Booky Peters closed at the Analey Hotel Rainbow Roof Friday (2) and will go to the Adolphus Hotel, Dallas. To be succeeded by Dusty Rhodes and his band.

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Vaudeville Notes Tyrrell Accuses Morris Agency Of Swiping Emcee Alan Carney

HAL, SHERMAN will be on the New York Paramount show with Vaughn Monroe May 21. . . BEATRICE KAYE is set for the Strand, Hartford, Conn., May 18. . . JOHNNY MACO goes to the Capitol, Washington, May 22. . . MILTON BERLE is booked for two weeks at the Paramount, New York, June 18. His previous New York dates have been at the Strand. . . ETHEL SHUTTA inked in for the State, New York, May 15. Henry Arnetta and the Christians will be on the same bill. . . LILA MOORE opened at the Schubert, Cincinnati, May 9. . . KAYE AND NALDI, following their run with *Crash With the Heat*, open at the Rita-Carlton, Boston, May 15.

KIDDE FOX, of Chaney and Fox, ballroom team, is recuperating from an illness in Atlantic City. Meanwhile, Myrtle Chaney is trying radio and guested on Lanny Ross's commercial Friday (25).

Hartmann Quits Drake, Blackstone

CHICAGO, May 16.—Sid Hartmann, entertainment manager of the Drake and Blackstone hotels, quit his job this week. A. S. Kirksby, managing director of the hotels, will resume active charge of the Camella House (Drake) and Ballness Room (Blackstone).

The Camella House will continue to operate under the policy in effect in New York's Savoy Plaza, featuring a band and one act. Eleanor French, society singer, opened Tuesday (6) for three weeks, to be followed by Arlene. On June 17 Bob Grant's band will replace Ramon Ramon, and Hildegarde will open a return date. All but Hildegarde set thru Tommy Smythe, of the William Morris Agency.

The Ballness will continue to use small musical combos. Both rooms stay open all summer.

White Bear Club Opens

WHITE BEAR, Minn., May 16.—Plantation night club, on the west shore of White Bear Lake here, opened for the summer Saturday (8). Jan Segal's band plays for dancing, except Monday and Tuesday evenings.

Lenetska Joins Gale, Inc.

NEW YORK, May 16.—Harry Lenetska, former booker with the William Morris Agency in Hollywood, has joined Gale, Inc., as a theater booker for Gale attractions.

Coast AGVA Protest Made On National Election Methods

SAN FRANCISCO, May 16.—Charges of ineptness to handle the affairs of vaudeville performers as well as unfair balloting were made against AGVA at a membership meeting of the local Monday. The charges were contained in a petition drawn up by Stephen J. Shepard and presented to the executive board by Buddy O'Brien, an early organizer of AGVA.

The petition, signed by 127 members, protested the manner of election of the national officers. Similarly, charges were filed against Business Agent Emil Lowe for allegedly exciting signed and sealed ballots from members of the union. The charges were presented in an affidavit by Tina Rubio and Bert Lynn, members.

The petition demands that a new election be held, a nominating committee be elected at the next monthly meeting, the membership be advised accordingly, with election of officers and board members to follow within 30 days.

According to Shepard, the local is delinquent to the amount of \$3,164 and no payments have been made to the national office since October 1 of last year. It is also claimed that the present membership has shrunk from 2,600 to 730 of whom about 15 per cent are paid up.

NEW YORK, May 16.—Gerald Griffin, AGVA administrative chairman, said today that the protest from the San Francisco local has been forwarded to the executive committee of the Four A's.

CHICAGO, May 16.—Phil Tyrrell, local agent, has filed charges against Leo Salikin, Sam Branson, and Paul Small, of the William Morris Agency, with the American Guild of Variety Artists here. In a letter to Jack Irving, local AGVA head, he claims that the WM rope named interfered with an act under his management and states, "They have caused me to lose this act and placed this office in an unfavorable predicament by talk thru the trade." The act in question is Alan Carney, emcee, and impersonator, who signed a booking contract with Salikin while filling an engagement at the Colony Club here recently.

Tyrrell claims that Carney last August 30 wired his office an exclusive management agreement and, following that date, was given by Tyrrell 17 weeks in clubs and cafes. The Colony date was set by Tyrrell thru Salikin.

Salikin states he was not aware of any managerial contracts held by Carney when he signed him with William Morris. Carney admits writing Tyrrell a book-ink check, but claims that the office

himself did not secure sufficient work for him.

In the letter to AGVA, Tyrrell writes that Salikin, Small, and Branson "walked into the Colony Club one night, contacted Alan Carney regarding a managerial contract which was deferred until the following day. Carney came into my office, referred the matter to me, and left with the understanding he was still to remain under my management. They (WM) approached him again that night and he signed a managerial contract. This was done without the knowledge of this office and without a release of his agreement with me."

Tyrrell is a member of the Entertainment Managers' Association of Chicago, which has a co-operative agreement with AGVA. While WM is not a member of EMA, it has co-operated with the local organization.

The AGVA hearing is set for Monday (20).

In New York the Morris Agency said yesterday that it hadn't heard of the controversy.

Jessel, Holtz Set For Chicago Nitery

CHICAGO, May 16.—From the report of the first show under the new regime coming in Friday (16), Mike Todd's former Theater-Cafe will continue under a similar show policy. Two orchestras come in, including Henri Lashon, who will furnish show and dance music, and the King's Jesters, who follow Joe Sanders May 23.

Thru the William Morris office, George Jessel has been set for two weeks, opening Friday (16), followed by Lou Hottel May 30 for a similar run. Maxie Rosenbloom was originally set, but WM canceled his engagement due to a last-minute picture engagement. The remaining talent in the show includes Yvette Dore, Dawn Sletora, Emil and Evelyn, Bill Gary, De-Oota and Lenora, the Ambassadors of Song (4), and a line of girls.

Peter C. Tremont and Joe Miller, current operators of the spot, have retained Ivan Felinova as producer. Bill Matthews, local booker who has been spotting acts into the neighborhood cafe operated by Tremont, set most of the acts. All in for two weeks with options. Admission of 55 cents, established during Mike Todd's managerial days, remains in effect.

3,500 See Zurke In Lansing 4 Days

LANSING, Mich., May 16.—Increased employment in factories is putting local night clubs in a curious position. The customers have more money but less time to spend it.

Bob Zurke and his boogie-woogie piano increased weekday trade at the Mayfair April 30 thru May 3, but showed no effect on the final (Saturday) night. Proprietor Harry Burger said 3,500 heard Zurke in 40 cents cover. Warren Hill and orchestra from the Upper Peninsula move in here this week to replace Rudy Lake's band. Floorshows are booked by Peter Indice, as at the Deerhead Inn and Dick and Tillie's Tavern.

C. W. Banta reports that business at his spot, the Deerhead Inn, is not up to expectations at night. Dick and Tillie offer two floorshows nightly and currently Martin O'Neill's band, which is giving considerable competition to Henry's Rock Tavern. The Rock reports business the same as last year since restoration of Sunday dancing.

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Paramount, New York

(Reviewed Wednesday Evening, May 7)

As a bill, nothing sensational, but there is enough stand-out individual material to save it from mediocrity. Alvino Rey and ork (four reed, five brass, four rhythm) is one of those "nice" bands brought up a couple of notches by Rey's tricky work on a unique electric steel guitar and the chirping of the four King Sisters.

Band gets in four of its own features. A special arrangement of *St. Louis Blues* and another of the *William Tell Overture* give Rey a chance to display his dexterity on the steel wire. Two jump numbers feature *Swats Herfur*, with a chorus of seat piping and footing of his sax, and Rey's drummer doing the inevitable hide-bononing. Ork is well received.

The Duffins, dance team, are on early with their rag-doll terp routine, getting a solid hand. Cal's limber contortions while being tossed around by her partner make a different and sock piece of entertainment. The dance tempo retained throughout gives the act added impressiveness. Team had an added problem working on the narrow band elevator, but handled it o.k.

Eddie Bracken, the former Aldrich Family kid playing a feature role in this week's pic attraction, *Reaching for the Sun*, comes on for three appearances. Banters a couple of jokes with maestro Roy before introducing Jack Leonard, then comes back for chatter, building up to a couple of piano mimicry jobs on a baseball pitcher and a prize fighter. Kid does a bang-up performance on both of the latter. Garbed in a Brooklyn (a

laugh right off) uniform. Bracken parries a mauler filling the bases, and then getting his slow ball knocked over the fence. As a cauliflower contender (purple trunks and all) Bracken takes off a cocky leather-pusher. Good comedy, and Bracken's stage presence sells him but good.

Jack Leonard is on for warbling of two pops and two sets of medleys, identifying him with past recording successes. Gets a big hand and has to beg off. Sings straight and has a good voice and selling style.

Chick and Lee stretch out their turn, and could do better with a couple of doletrons. Their burlesque of a hill-billy radio station, with one of the boys strumming a guitar and blowing a braced harmonica, while the other cines in with songs and announcements, is good for laughs. The bit on the foreign diplomat speech-making while the other translates is also top comedy.

King Sisters perform their song stints as a separate act from the band. Sing five numbers and went over o.k. Gale has good voices and harmonize in a pleasing, ear-filling way. Take the band into the finale, singing *Nighty Night*, while Bracken re-appears with a lighted candle on the semi-dark stage.

His good last show opening day. Vaughn Monroe's ork, Hal Sherman, and Beatrice Kay scheduled for next week, along with first pop-price showing of *I Wanted Wings*. Harold Humphrey.

Vaudeville Reviews

State, New York

(Reviewed Friday Evening, May 9)

New show here is an evenly laid out affair that has smooth sailing all the way. Business at booth caught was good, a b-o. lift given by *Men of Daytown*.

Booker Sidney Piermont gave the females a break by opening with *Alphonse Berg*, who can do wonders with a bolt of cloth on an undraped dame. Three statuesque females get an impressive wardrobe by a few deft turns with the material. Works fast and smooth, and by the time he's thru the dancers look at the they came out of *Battle Carriage's*.

Masters and Rollins are competent clowns. The femme has a pliable torso and can get laughs with her arm wriggling, bumps, and an ape walk. Masters contributes an eccentric softshoe that nets a big hand. They wind up with dance impressions, and take several bows.

John Bole's turn draws applause thru-out. He was greeted with a big hand and went off to a bigger round. *Did Following the Sun Around*, *Song Is You*, and *One Alone*, Moore with *Waiting at the Gate for Heini*, and forced to stay on to do a reprise of the last number. Invited audience participation and got it.

Closers are the Sallet Puppets, dolls manipulated skillfully and artistically. Their rig of a concert pianist playing *Poor and Pleasant* is a masterpiece. The same pianist joined by a coloratura and a flutist playing an obbligato, is tops in precision. Do a music hall turn with an ork in the background, a Hawaiian scene with a hula dancer, an acro turn, and finally, a bicycle race. Solid showmanship. Joe Cohen.

Chicago, Chicago

(Reviewed Friday Afternoon, May 9)

Depending on the pic for the box-office draw (Bette Davis in *The Great Lie*), *Robban & Kutz* found it sufficient to let six acts and two line numbers consume the 55-minute stage show. Acts come unidentifiable.

The Dorothy Hill Ballet (16) open and close the bill with colorfully costumed routines. On first with a military Arab parade as a build-up for the *Pire Maelles* and wind up with a beautiful and atmospheric Robin Hood hunting scene featuring Helene Denham.

The *Marelles* (three men and two girls) get thru their familiar *Boley* act with little trouble. Good sight stuff.

The Robinson Twins follow with energetic jitterbug dance routines, sandwiching in between their double numbers lively tap and acro specialties. Turn goes better in a more intimate house.

Charles Fredericks, youthful and capable baritone, scored with a series of popular tunes. Accompanied his vocal efforts with a slimmer, radiant smile and clear, attractive delivery. His repertoire included *Because of You*, *Glory Road* (Negro spiritual), and *Donkey Serenade*. Carries plenty of appeal for the female trade.

Little Fred's Circus, dog act, is a fast-moving novelty, opening in one and closing on full stage. Clever bit is a hockey-style game in which the dogs bounce balloons about, with two "referees" on either end taking charge of the proceedings. Two men and an alert, youthful girl work the act.

Brown and Ames, next-to-closing, drew big laughs. Brown with his series of unfinished, unrelated sentences keeps the customers thoroughly amused. The work of the tiny Miss Ames is pleasant and a refreshing asset in the act.

Helene Denham, graceful ballerina, highlights the finale with a recreating ballet number. Light and airy work through harmonizing with her bird feather-trimmed costume and winning personality.

Afternoon house was dominated by women who were attracted by the nature of the picture. Sam Houlberg.

Strand, New York

(Reviewed Saturday Morning, May 10)

Strand is housing a pretty good flesh layout and a potential b. o. draw in the personal appearance of Victor McLaglen and Tommy Tucker's ork.

McLaglen, who gets top billing, acts like a big lunk having a good time with the old where that "I'm glad to be back in New York" but stamped the house nevertheless.

A stooge who bids out of the audience to

ask for an autograph, then recounting how he has traveled around the country trying to get it. *Booze* garners some laughs at Mc's expense, then the two do a so-so army routine, which McLaglen announced they got together in a few days. It looked that way, too. Payoff was a scene from one of his top pictures, *The Informer*, which broke up the house.

Tucker's ork provides the show's backbone. The most likely band personality is vocalist Amy Arnell, who has developed amazingly into a top-flight performer in personality, singing, and looks. Sings *I'm Nobody's Baby*, *Papa's in Bed With His Broken Or*, and does a corking rendition of *You Walk By* with vocalist Don Brown.

Brown Shaps up as a nice romantic bet for the female with a showmanly version of *I'll Be With You in Apple Blossom Time*, with the help of the band, and *High on a Windy Hill* on his own. Kerwin Somerville, out of the sex section, sings a comedy song, *Seven Beers With the Wrong Woman*, in sock style. Other instrumental contributor is Allan Holmes, who plays 10 different instruments. Has striking versatility, but isn't well presented.

Ork is composed of five reeds, four brass, and three rhythm. Tucker's showmanship is a bit lacking, too, because he does nothing but conduct, and plays with his back to the audience too much. Band numbers included *Swasties*, *War Chant* and *Contra Round the Mountain*. The Del Rio, two men and a girl acro team, flash across very nicely, working in white dinner jackets and tuxedo pants and the gal in evening dress. Do excellent hand-to-hand work and finished off with some show-stopping high acrobatics.

Comedy killers in the show are the Three Swifts, who do a corking comedy juggling routine. Act starts off with one of them applying for a job in the act and the other two put him thru the paces, working up to a fast and funny climax. Solid showmen. Show-stop.

Pic, *The Wagons Roll at Night*. House for morning show, three-quarters full. Sol Zart.

Riverside, Milwaukee

(Reviewed Friday Afternoon, May 9)

It's a neat package that Eddy Duchin and his aggregation dish out. Opener presents the eight Merrie Abbott Dancers in a snappy routine before a backdrop decorated with photograph records carrying the band's name. An automobile photograph is prominently displayed on one end of the stage.

Intermezzo by the ork and baritone vocalist is followed by *Amazote*, sung with vigor by June Robbins, who next combines with the singing octet to offer *Jennie*, a novelty.

Law Sherwood, singing trumpeter, draws good applause with his interpretation of *Under the Spreading Chestnut Tree*.

Three of the Abbott Dancers offer a ballet, tap, and acrobatic routine, respectively. Duchin pops up the last routine by helping the lithesome lass remove her flowing dress so she can perform more freely, much to the merriment of the audience.

Billy DeWolf gets off to a somewhat slow start but he has the customers begging for more before he's finished. His comedy is good, particularly his imitation of a night club emcee, in which he enacts the parts of the various performers. Also rating heavy laughs is his imitation of a woman fixing her hair. His impersonations of Lon Chaney and Boris Karlov are weirdly fascinating.

Tony Lennard, tenor, does a swell job of *Marie Blene* and *My Sister* and I, followed by a Duchin medley of *All the Things You Are* and *Star Dust*. For an encore Duchin

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waves the audience's requests into another melody.

Following *Scrub Me Mama With a Boogie Beat*, the Abbott Dancers go into their finale, which includes some unusual routines and winds up with lighting effects to the tune of *Stormy Weather*. House sparsely filled when caught. Pic. Double Date (Univ.). H. C. Brimmer.

RKO-Boston, Boston

(Reviewed Thursday Afternoon, May 8)

Three acts and a band stretched out to 70 minutes.

Ira Bay Hutton and her all-male band are featured, and open the show with Hutton warbling *There'll Be Some Changes Made*. Blood songstress-leader gets the show off to a good start and introduces the Carr Brothers. Billed as Carr Brothers and Betty, the Betty end of the act is absent. The boys get along very nicely with clever comedy routines. For encores, Carrs use the sock aroo stuff. In straight or comedy acts, they are hard to beat.

Stuart Foster, band vocalist, gives with *Amapola* and *My Sister and I*. Nice pipes and delivers easily. Could stand more pipes. Band comes front again with a great arrangement of *Angry*, sung by Hutton. One club effect is marred slightly because Miss Hutton stands too close to the mike. When the claps in rhythm, each clap sounds like a thunderstorm.

Dancing Starrs mix magic with their tapping. Both could be better. Gal makes her entrance thru a supposedly empty "schoolhouse" prop. Go thru a few simple ballroom routines, combining them with a few equally simple manipulations. Stock flower and handkerchief puns are used. Make little dent on the audience. Good but in the boy's exhorting of a cigarette while going thru an aroo routine. Off to a fairly good band.

The band returns with *Dark Eyes* and *So What?*, which feature instrumentals, and Miss Hutton gives with a low-down torchy rendition of *The Man I Love*. One of the best numbers.

Closing is by Don Rice, introduced as a "star on the Major Brown program." Closes five minutes before getting off the job. Works with an echo that provides a few laughs and scores with some funny imitations. Uses a stooge and at one point threw a dummy of the stooge into the pit. Corny, but he gets applause. Mike laughs, but went off to a tremendous band.

Business poor at show caught due, probably, to uncertain weather. Pic. *Fortywood-Bates* and *House of Mystery*. Mike Kaplan.

Stanley, Pittsburgh

(Reviewed Friday Evening, May 8)

Sweet, neat. That's Wayne King's layout. He uses lights, three changes of backdrops, slick music, and a good change of pace to win audience favor. King smoozes show quietly and confidently, giving each act a hand that looks genuine, and taking the solo spot only twice.

Bill opens with showy effect created by varicolored lights focused on line-up of seven bandmen standing front stage, behind them the rest of the crew and a drop plugging King's radio sponsor. The band medleys, alternating waltzes with hot stuff.

First specialty, the Monocled Ambassadors, is one of slickest tumbling turns

to show here. Their easy-going hand-turns and other balancing items are sophisticated. Adding to parlor effect is table garb.

Prefaced by King's plot explanation, band moves into Mexican musical narrative dubbed *Escapada*, a tune as colorful as the background.

The Three Randall Sisters depend on arrangements and titles a bit different from most singing trios. They light into *Alexander's Ragtime Band*, *Sadie Hankins Day*, and *When Po We Courts' Ma*. They're young, pretty, smiling, and Southern.

King's sax solo on *Stardust*, heightened by lighting, blends into a three-man number, with trumpets abetting his sax; then *Intermezzo* featuring violin.

Tom and Betty Wunder accelerate bill's tempo with pert dance duet, then Tommy in typical top-hat number, followed by Betty in eccentric routine that also shows signs of her being a comedienne. Tommy's fast number with girl dummy attached to shoes, then slow with same, brings healthy hand for act's close.

The band on *Josephine* paves way for King's pleasingly plaintive talking version of *I'm Lonesome*.

Don Cummings tries a combination of Will Rogers, Jack Benny, and Edgar Bergen. Not mimicking, but in style. Dressed in tails, twirling a rope, he says and tells stories. Occasionally he throws in some double-talk, sometimes a trick of teasing his hand in front of his face and asking himself questions in role of another guy. His finale is jumping thru spinning rope. Gets good hand.

Ork's last one, *Amapola*, could well end show, instead of reap of acts with each appearing atop raised platform behind band for reintroduction and forced applause.

On screen, *The Waxwork Roll of Night* (W. B.). Morton Frank.

Palace, Youngstown, O.

(Reviewed Thursday Evening, May 7)

Bob Crosby, his orchestra, and a company of smartly selected entertainers give out in one of the best assembled bills offered here in a long time. Crosby is a capable entertainer, has a smooth-playing band, standing in with swing stars, and wisely lets his muscle sell itself.

Crosby's band majors in the hotter tempo but is not confined to the jitterbug's delight, for he offers several sweet swing numbers that are a tonic to a drum-shocked ear. For swing fans, the Bob Cats play swing at a white heat.

Cass Daley, comedienne of voracious postures and tempestuous song delivery, is even better than on her last show. Tiresome energy and an impish look of the ridiculous mark her every gesture.

Three dusky dancers, Blin, Paul, and Eddie, offer an eccentric and challenge routine that burns the boards and is amusing. Bob Dupont brings his excellently timed novelty juggling act to the stage. His control of a flock of bounding rubber balls still is bewildering and engaging. Lis Tilson, Crosby's vocalist, does a series of ballads and oomahy songs most capably.

On the screen, *A Man Betrayed* (Rep.). Rex McConnell.

TOLEDO, O., May 10.—Rivolt Theater here (2,700 seats) will play spot vaude shows. The first under the new policy will be Horace Heidt's band, opening May 23 for three days.

A booking office is being set up, with Max Halperin of Theater Authority in charge. TA is co-operating with Heardt in lining up Hollywood names for occasional dates. No salaries will be paid them.

Jack Irving, local rep. of American Guild of Variety Artists, states line girls are getting the \$50 a week minimum and acts are working for about 75 per cent of their normal salaries.

A 30-cent admission scale has been set for all army camps, which will get 20 per cent of the gross following each date. The profit of the unit tour, if any, will be split between TA and army camp funds. It is this final figure that will determine the future of these units.

Performers on these units must be citizens of the United States and must furnish clean acts.

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UNDERWOOD ELLIOTT FISHER COMPANY

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Sales and Service Everywhere

Reviews of Units

"Carnival of Fun"

(Reviewed Friday Afternoon, May 9, at State-Lake Theater, Chicago)

A strongly recommended unit (60 minutes) because of its talent and entertainment value. At such prices, 25 and 40 cents, the patron will feel that he took in a real bargain.

Topping the bill are Dave Apollon and Willie Shore, both sold on the strength of their recent legit shows. With them are Lucienne and Ashour and Dick and Dot Remy, of the recent Ed Wynne show. Augmenting the talent line-up are Ruth Petty, Ben Beri, Anne LeVelle, and Sid Lang's band which, in this house, joins the company of Walter Davidson and the pit orchestra.

Apollon and Shore alternate as emcee. Shore is no institution in local cafes. Altho never before an impressive entertainer on a stage, his recent run in *See My Ziegler* must have taught him many pointers, for his stage technique has improved. A number of his cafe gasp still fall by the wayside, but when he is thru with his act he earns a good reception. His fantastic impressions of luminaries are funny and his soft-shoe and Fat Rodney dance routines stand out.

Apollon, recently with the Wynn show, goes big—his agent, his ballet burly with one of the acts, and his fine mandolin session during which he furnishes a sharp impression of two guitars playing *Dark Eyes*.

After introductions of Apollon and Shore, the former opens leading the augmented band in a pop medley, followed by Anne LeVelle, cute tapper, in a couple of rifty routines. Ben Beri, comedy juggler, holds his own with ball and club work, presented in a different enough manner to make it worth while.

Ruth Petty, always a good singer, held attention with *Ma, Ma's Making Eyes at Me*, and *There'll Be Changes Made*. Her voice has a powerful ring that lends the tunes a nice, mellow blend.

Lucienne and Ashour furnish a couple of thrilling minutes with their apocryphal number in which each mishandles the

other with equal showmanly brutality. Dick and Dot Remy entertained with their comedy acrobatics which, in this case, get the admirable benefit of a funny ballet bit from Apollon and Shore who tutor the plump Miss Remy. Her consequent exhibit of big tricks get good hands. Remy, in the closing, offers strong hand walks on roller skates and stils.

Apollon, Shore, and Miss Petty close the bill, the latter vocalizing on *Seeing My Love for You*. Sam Honigberg.

"Chicago Follies"

(Reviewed at Modjeska Theater, Augusta, Ga., Monday Evening, April 21)

Miss Davis has brought together a first-rate layout. Only 13 people, but each star individually. Line is composed of only three girls, who open and close with simple routines.

Cholly Ott handles introduction with a nice build-up but does not overdo. Does an individual stint of high-class eye playing. Introduces his partner, Nadine, and they go into a sweet soft shoe that's full of tricks and rhythm. Nadine is on later in a single tap featuring tombeauque and ritz stuff while the rock tacts.

Max Parrish, a lookable canary with an Ed Fitzgerald lusk in her throat, fares out with some nice, indie stuff the audience liked. Elford Brothers on for some sensational life and steam-iron work. Best act of this type we have ever seen.

White Twins are lookers de luxe and warble Giribardin and others of that class in fine voice. Show-stoppers. Kenneth Miller, an old-time Al Field black-face star, kept customers in stitches for 10 minutes. Davis works straight with Miller. Some of the material had a Santa Claus beard, but it was new to this audience.

Tom Christian does the best he can with a four-piece act, but it was pretty difficult to handle some of the tricky arrangements. Needs about two more pieces.

Show is clean throat and would fit any house. W. H. Colson.

Free Names, Cut-Salary Acts In Chi Units for Army Camps

CHICAGO, May 10.—Jack Mallory, managing director of Hearst's *Mermaid Amusements*, which is sponsoring paid army camp shows in the Sixth Corps Area, reveals that four units are set to tour the area's eight camps and the Camp Forum in Tusculum, Tenn.

Two units are already set. One, *Red Hot and Blue Remy*, produced by Charles Niggemeyer, opens a 23-day tour in Fort Sheridan on Monday (17) and will average 14 performances a week. Talent budget, \$1,000. Acts include Sally Sweet, Fasciata, Vincent Gottschalk, Al Verdi and Dolores, Ballard and Rae, Frank Payne, and a line of six girls.

The second show will start its tour Monday (18) and includes Freddie Spritt and Collette, Arndita, Bertay Sisters, Ted Watson and Ray, and a line of girls. The third unit will leave June 9 and will probably be a *Crazy Show* idea.

Magic

By BILL SACHS

ADE DUVAL, just returned from an extended tour of Australia, was honored at a party at the home of Edgar Bergen and Charlie McCarthy in Hollywood Monday night (13), when Edgar and Charlie were hosts to Lee Magician, ... **GILLES THE MAGICIAN**, after a two-month rest following a major operation, has begun his summer season in the province of Alberta, Canada. He reports business ok. ... **ALEXANDER THE GREAT**, doing a hobo magic act, a headliner at Club Casanova in downtown Detroit and doubling as emcee. ... **WILL ROCK** presented his Thrustor's Mysteries of Judah at the Tower Theater, Camden, N. J., for three days ended May 4. ... **DANTINE**, mangled from injuries sustained in a recent motor accident which landed him in a hospital, is back with the Wallace Bros. Circus, doing his magic and lectures. ... **LOS ANGELES MEMBERS** of the Society of American Magicians will hold a supper meeting at Al Levy's in Hollywood Monday night (16). ... **KUNA THE MAGICIAN** showed his wares last week at the Cat and Fiddle, Cincinnati. ... **JULES J. FREEMER**, who has been working in and around Hollywood in recent weeks, arrived in Chicago early last week and is now engaged in a nitery that is magical emcee. ... **BEN PARDY**, after a winter in California, Texas, and Arizona as a mentalist with Fats Kottus's Museum, is now with the Beckman & Gerey Shows, billed as the Great Levito. ... **SEAN TON**, youthful Austin, Tex., magician, will show them the Knights of Pythias May 15, backed by four other vaude acts. He recently purchased a new Chevrolet truck to tote his paraphernalia. Shelton recently showed in Houston, Corpus Christi, and San Antonio, and is slated for appearances at various Texas army camps. ... **GILBERT THE MAGICIAN**, since appearing on a vaude bill recently with several magic stunts, has been written with the movie hop. After doing his show in the South a few weeks ago, he made the hop to Hollywood, where he's now haunting the various studios in an effort to crash the tickers. And if perseverance and persistence mean anything, he'll make the grade. ... **MARVELO** (Lester Lake), who hopped into Louisville, Ky., just before the Derby to emcee the opening of the new Club Dixie, was held a second week. "Am doing my own Guiltline and darn if it isn't a good trick," boasts the great one.

JOHN BOOTH put in a busy few days over the Derby week-end, doing a show for the Grifter Corporation in Louisville, Ky., Saturday morning (13), taking in the Derby in the afternoon, going to Columbus, O., that night, with the resident attraction at Christian Church Sunday morning, and jumping back to Chicago in time for his classes Monday morning. ... **PAUL BOHNI** was tendered a dinner in his honor by New Orleans magicians at Arnaud's Restaurant in the Crescent City May 2. Among those in attendance were George Pearce, L. E. Jacobs, Doc Moore, Doc Brownard, M. Bornman, Francis and Robert Newman, Tom Shepard, Corliss Kegel, and Harold Goldstein. ... **BILL HOBBS** (The Magician) is in Marine Hospital, New Orleans, as the result of injuries sustained in a recent auto crash in that city. ... **THE LATIROPS**, of San Diego, Calif., one of the oldest magic teams still active in the business, were visitors at the magic dock last Thursday (11), when in Cincinnati to chase up a few dub dollars and to visit a niece residing there. Well known in West Coast magic

circles, the Latirops have been away from their San Diego home since January 13 last, confining their activities largely to school shows. They expect to return to the Coast in time for the Pacific Coast Association of Magicians' Convention in July. ... **LARRY WEGER**, only juggler member of the Knights of Magic, New York, is current at Silver Ball Club, Utica, N. Y., after a 14-week tour of Canada without a layoff. He plans to remain in New York until fall. While in Montreal recently, he caught the Dante show, Voltare's drink-mixing act, and Buster Hill and partner doing a mental turn billed as the Sensational Volles. ... **11TH ANNUAL CONFERENCE**, Society of American Magicians, set for Providence, R. I., May 30-June 1, promises to be one of the largest in the history of the society, according to Charles A. Rose-Kang, general conference chairman, who says reservations up to May 1 totaled 130, with attendance expected to reach nearly 300. Co-venue program includes a jambalaya get-together on Memorial Day at Crescent Park, West Providence, two public shows at the Providence Pythians May 31, and banquet and floorshow at the Populace Baltimore Hotel June 1. Business session and election of officers are slated for June 1.

Alvin, Minn., Burly Out

MINNEAPOLIS, May 10.—Alvin Thruway, Harry Hirsch-Harry Katz burlesque, closed for the summer Thursday (1), exacting the engagement of Trina. Reopening has been set for August 15. Since introducing burlesque to the Alvin Hirsch-Katz did good box-office business until the last several weeks.

Youngstown Stock Changes

YOUNGSTOWN, O., May 10.—Stock burlesque ended an 11-week run at the Grand here May 4, longest in recent years. House will be dark a few days and will re-open with a summer policy, Friday to Sunday, with a new cast of principals each week, according to Jack Kane, who has operated the local house for the past several years.

A. C. Burly Again

ATLANTIC CITY, May 10.—Resort is assured another season of burlesque, with Izzy Hirtz inking a lease for the Boardwalk Globe Theater. Globe will reopen late in June, again using a stock chorus and company, with cosider and strippers changing weekly.

BUFFALO FALLS

(Continued from opposite page)

started but oked May 9 week with Horace Heddi's Pot-o-Gold show, composed of Larry Cotton, Frankie Carle, Fred Lowery, Burton Pierce, Red Ferrington, O'Neale, Donna and Her Don Juanes, Honnie Komper, Jerry Boyne, Mildred Cabanne, Bernie Mattinson, Buddy Baker, the Three Trumpeters, the Glee Club, Buzz Adlam, Frank De Vol, Celluloid, Cheers for Miss Bishop. Should get around \$14,000. Week ended May 8 brought utter disappointment to the Buffalo, when a double-bill bill, The Great American Broadside, coupled with Cowboy and the Nipper, failed to get over \$7,100. The Hippodrome (seating capacity, 2,000, house average for straight floor, \$6,700) for the week ended May 8 fell below anticipations. First flush offering in several months garnered only a meager \$6,000. Attraction was Major Rover's 1941 Prize Winners.

The Erlanger closed a four-week stand of Walt Disney's Fantasy May 10. Total gross was good for a disappointing \$36,000.

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Burlesque Notes

(Communications to New York Office)

NEW YORK:

BETTY ROWLAND held over three weeks more at the Galety. Then to the Globe, Boston, May 16 for two weeks, and returns to the Galety. ... **MURRAY BURT**, former manager of Lois DeFoe, is now in charge of costumes for the Ringling circus. ... **GAIBRETT PRICE**, cosmic, and Fran White, strip, closed with a Midwest Circuit show May 1 to open at the Grand, St. Louis, May 2. ... **GAIBRETT'S** basketball contingent, managed by Harold Minsky, initiated its new uniforms donated by Ann Corio in its first game of the season May 17 in Central Park, winning by 22 to 4 against a team from the show, My Sister Edna. Gaiety players included Johnny Walker, Ghett Atten, Fritz Nestl, Luchi Favia, Charlie Murray, Mickey O'Connell, Stanley Landis, Cid Vitale, Monroe Casey, Ray Landis, Danny Marvin, Red Buttons, and Johnny, the mascot. ... **MAXINE DUBHON** opened at the Star, Brooklyn, May 3. ... **BITA DEVERE** left the Republic for Houston, Tex., on a three-week vacation. ... **BECKY OSBORNE**, show girl, being used for emergency strips between the Klings and Galety.

GINGER WAYNE, a new-to-the-East strip star, arrived here recently, following a year in Shanghai piteries, where she introduced peeling under the name of Jo-Chiang. Comes from a family long connected with the theater, including Hiram Coe, talker, Chinese, too. ... **MAX COHN**, who has piloted burly houses heretofore, was picked by Ben Jacobson, president of the Authors and Artists Guild, to manage the Garden Pier Theater, Atlantic City, which Jacobson will open June 30 with legit. ... **NOEL CARTER**, Jessica Rogers, and Annette Arden at the Monte Carlo, still another nitery to go in for burly strips. ... **BOBBY MORRIS**, Boo LaVon, and Krimine Parker new at the Galety May 2. Last-named to the Star, Brooklyn, week following. Patricia Patterson left May 8 for a week each at the Trux, Philadelphia, and Howard, Boston.

DAQMAR, dancer, held over a second week at Fay's Philadelphia, which books ten more than a week. ... **BOBBY MORRIS** passed around the clubs last week at the Galety to celebrate his becoming a second-time daddy. Newcomer is Charles Allen. ... **VAL DEVAL** left the Star, Brooklyn, May 1 for Los Angeles, where she opened May 10 at the Polite for 12 weeks thru a deal arranged by Sammy Clark. ... **RICHARD BENEDICT**, former straight in Los Angeles house and later in legit with Golden Boy, and husband of Paula Lind, is now managing the New York Theater, movie house. ... **JEAN LEE** and Carol King opened at the Republic May 4. ... **MARVA DEL BAY**, dancer, and Marie Cord new at the Rings May 3. Marie Cord thru to the Bialto, Chicago. ... **RAM COHN**, manager of the Hudson, Union City, N. J., called it a season and shuttled May 10. ... **MARGORIE ROYE**, of the Elings, landed a rare from a critic who labeled her "a female Bud Abbott." ... **MARION WAKEFIELD** interviewed in Washington over WINX and declared eligible for legit. ... **BABETTE** of Bob and Babette, dancers, opened as strip principal at the Star, Brooklyn, May 2 for two weeks. Then to the Roxy, Cleveland, for four weeks, opening May 23. Then to the Coconut Grove Beach Club, Niagara Falls, N. Y., June 21 for two more weeks. Bob Kestow, meantime, joined Kestow Bros.

CIRCA in a clerical capacity. Team re-enters next fall. ... **CHARLES (RED) MARSHALL**, comic, jumped into the cast of Panama Hottie May 3 a few days ahead of schedule, taking the place of "Rags" Hagland, out because of throat trouble. ... **VICKI WELLES** to the Grand, Canton, O., opening May 16. ... **MEUVIN GREENSTEIN'S** Ettinge offshoot team closed with The Billboard nite May 19 in Central Park. ... **ONO**.

PHILADELPHIA:

LUCILLE RAND back at Carroll's introducing her "Smiling of the Stars, in which she impersonates the arena stars as she strips. ... **BALLY KEITH** back at Kallner's Little Bathshaller for the impetuous time and doubling this week at Fay's Theater. ... **Orthum Theater** at heading out on for the season's closing May 7 a new first-unit headed by LEONA LEWIS. ... At the New Jersey piteries **KAY CARLTON** spotted at Haddonfield's Smart Spot, **OPPEY HOKITA** at Clementon's Twin Cedar Inn, **BETT LEE** at Haddonfield's Murray Inn, and **VICKI WALDEN** at Marlton's Holloway Inn.

MIDWEST:

GAILEY, Minneapolis, closed for the season May 4. ... **DEWEY MICHAEL**, owner of the Palace, Buffalo, and Mrs. Michael are vacationing in New York. ... **MOLAND O'CHECKER** is in charge of the show now playing at Fort Knox, Ky. ... **TREZA** played at the Empress, Milwaukee, May 9, 10, and 11, and opens Friday (16) at the Roxy, Cleveland. ... **GRAND**, St. Louis, wound up its season Sunday (11). ... **ARTHUR CLAMAGNE**, Detroit operator, paid a visit to Chi on his way to Indianapolis and Cincinnati. **EDDIE ENNIS** is appearing at the Fox, Indianapolis, this week. ... **M. S. BARKER'S** drive-in theater on the Milwaukee road just north of Chicago, will open about June 1. This is the first drive-in theater to open in the Chicago area. The Burger show in Mexico is now in its fifth week. ... **MONROE (MONKEY) KIRKLAND** is playing the Roxy, Cleveland, this week.

Absolutely New in the East
The Dynamic Madcap
GINGER WAYNE
Who introduced the Strip-Tease in Shanghai, China, under the name of JO-CHIANG.



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Largest Rooms in Greater New York.

Philly Area Has Nitery and Vaude Jobs for Strips--Pardon, Dancers

PHILADELPHIA, May 10.—Altho there is only a single burlesque house in the area, Izzy Hirtz's Troc, territory has been making and still is making heavy demands on strip-tease dancers. In fact, there are more employment opportunities opened for the burly principals here than for any other type of act. Theater, night club, and private club dates demand exceeds the supply for epidemic displays.

In addition to the weekly requirements of the Troc for three strip principals, Fay's Theater, vaude house, plays two bars weekly, as does Carroll's supper club. When the Shubert Theater reopens August 23 the Troc will add another nite to match the opposition.

Kallner's Little Bathshaller uses shedding singles for long runs. There are at least a half dozen other piteries around town featuring the tomo. Gals get billing as "evocative" or "modern" dancers. "Fan" or "bubble" dancers are outmoded.

Also plenty of nitery bookings for strippers in the New Jersey roadhouse, Twin Cedar Inn near Clementon, Holloway's at Marlton, and the Smart Spot and Murray Inn near Haddonfield each bill at least one each week. Pay isn't big but it's work.

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GOOD DEBUT BIZ CONTINUES

Goodman Shows In Big Opening

Crowds greet org at Little Rock—ceremonies mark inaugural

LITTLE ROCK, Ark., May 10.—Goodman Wonder Shows opening stand of the season, which ended last Saturday night, saw the organization draw record crowds to Fair Park here. Numerous ceremonies marked the inaugural, with Mayor Meyer buying the first ticket of the season. Stand was sponsored by the Fair Park Zoo. Rides and shows are illuminated with neon, while the concessions are using fluorescent lighting throughout. All civic organizations sent wires of congratulations to Owner Max (See GOODMAN OPENING on page 22)

HASC, Auxiliary Showfolks' Host

At spring party for visiting troupers—Ruth Martone, Dave Stevens emcees

KANSAS CITY, Mo., May 10.—Heart of America Showmen's Club and Ladies' Auxiliary were hosts to some 350 members of Heart of America, Snapp Greater, Al Baysinger, Reynolds & Wells, and Paula shows; Bud Anderson Circus and Sunset Amusement Company, playing in (See HASC AUX IS HOST on page 22)

Bee Inks Bland, Hilborn

FRANKFORT, Ky., May 10.—Frank Bland signed an advance agent of Bee's Old Reliable Shows here this week, coming in from a successful winter as general agent of Floyd King's World's Fair Museum. Bland was formerly with Burtley's All-American Shows and the International Congress of Oddities. Ray Hilborn, also with the Bantley combo a number of years, joined the Bee show here as special agent.

Stebler Buys Miller Shows

CHERRYVILLE, N. C., May 10.—General Manager John E. Stebler, World of Fun Shows, has purchased the equipment of Miller Bros' Shows, Ray Sharpe reported here this week. Deal is in line with Stebler's plan to enlarge his organization for its tour of Northern and New England States.

RA in St. Louis Holdover; Hikes Previous Biz

ST. LOUIS, May 10.—With ideal weather and an extensive advertising campaign, Royal American Shows set a new high in attendance and business at the Grand and Laclede lot here last week. Elmer C. Velare, business manager, said business was one third better than on previous engagements. It was above third stand in its old home town. Generally improved economic conditions in the city also contributed their share to shows' achievements. Engagement, scheduled to end May 8, was held over on the same location for the rest of the week. (See RA-HIKES BIZ on page 22)

Dodson a Big Draw At Auspicious S. C. Inaugural Stand

CHARLESTON, S. C., May 10.—Attracting one of the largest crowds seen on the local showgrounds in a number of years, Dodson's World's Fair Shows auspiciously inaugurated their 1941 trek to strong get-away business on April 30. Stand is for 10 days. Gates were thrown open at 7 p.m., and Charles Clark's band provided a 30-minute concert at the entrance. Attractive midway, featuring 17 shows, 3 free acts, 35 concessions, and a number of rides, was brilliantly illuminated by the air new (See DODSON'S DRAW BIG on page 23)

Mrs. Johnny J. Kline Dies; 12 Days in State of Coma

BROOKLYN, May 10.—Mrs. Anna Kline, 45, wife of Johnny J. Kline, editor of the Greater Show World, succumbed here Monday to one of the most mystifying ailments that ever came to the attention of the medical profession. She was in a state of coma for 12 days. Mrs. Kline suffered a stroke last summer and was rushed to a hospital, where her case was diagnosed as cerebral thrombosis. After several weeks in the hospital she was taken to her home in Brooklyn and was under a doctor's care during the summer and fall.

In February her physician suggested she be taken to Miami and her husband accompanied her there. After three weeks in Miami she became ill again and they returned to her home. Some six weeks ago she complained of a pain in the back of her head. Specialists on women's ailments were called in and diagnosed her ailment as uremia. Peritonitis then set in and she went into a state of coma April 25.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Fresh Money, Mo.

Week ended May 10, 1941.

Dear Editor: Believing that it isn't always what the midway grows as that counts, the bosses decided to augment their promotional department. Having get-away money on the hip before the show hits town has always proved to be good insurance. That goes for rainy or sunshiny days or those days when nobody feels like working. The office also believes that the promoters build up a greater interest in the show. Making the home-town man or woman part and parcel of the event usually brings on greater co-operation.

Our billposters started the ball rolling by passing out thousands of lithographic passes marked "Not good at main gate. Not good on rides. Not good after Tuesday. Not transferable, and service



ART LEWIS (left), president of the Art Lewis Shows, and Col. Charles Consolet, former circus man and now owner of the Monticello Hotel and other interests in Norfolk, Va. Photo was snapped during annual pilgrimage of Charles Consolet Tent, Circus Saints and Sinners Club of America, to the Lewis midway at Norfolk. Governor Price of Virginia and Lewis are honorary members of the tent. The governor was scheduled to be on hand for the midway party, but was detained on official business in Richmond. After a tour of the midway and a meeting, at which several candidates were made members, all were guests of Lewis at a luncheon.

Art Lewis NSA Show Successful

450 out for Englewood benefit performance—talent array well received

ENGLEWOOD, N. J., May 10.—First benefit show of the season for the National Showmen's Association's Cemetery Fund on the Art Lewis Shows' midway here drew an estimated 450. Event netted about \$300, club executives reported. World of Mirth Shows, playing near-by Hawthorne, N. J., sent some 200, while about 150 came from Fallsdale Park headed by Irving and Jack Rosenzthal and Al and Joe McKee. Ben Williams Shows had about 80 visitors, with Matthew J. (Squire) Riley at the helm. (See LEWIS NSA SHOW on page 23)

WM Tops Takes At Philadelphia

Enlarged midway draws record attendance, receipts—new attractions added

PHILADELPHIA, May 10.—New attendance and gross receipts records were registered by World of Mirth Shows at their eight-day inaugural engagement, which ended last Saturday at Erie and O Streets here. Although the date has always been considered good in the past, this year's stand was aided by favorable weather for six days. Opening Friday and Saturday were cold.

Excellent appearance of the shows was general despite the delay in the delivery of new light plants and some canvas. Three light plants arrived and were on the midway and six others will follow within the next two weeks. Much new canvas was displayed, with all of it a royal blue in keeping with the color scheme adopted several seasons ago. Neon is used more lavishly than in the past and plenty of fluorescent tubing is in evidence.

Midway has been enlarged by the addition of about 200 feet of show fronts. An additional 100 feet will be needed for a new flat ride, which is to be set up soon. All units have been painted, as has the 35-car show train. Almost all patrons received new decking in quarters. Among new shows are T. W. Kelley's Nature's Mistake, Doc Garland's Hall of Science; Glen Porter's Slide Show; Hodo, operated by Bob Edwards; Ebo, presented by Maybelle Kidder, and the Strong Twins, under direction of Thomas Ellipsek.

Staff has General Manager Max Linderman; Frank Bergon, associate; L. Harvey Cann, general agent; Ralph W. Smith, treasurer; Gerald Shellen, contracting agent; Max Donald Murphy, secretary; L. L. Edwards, chief electrician; Charles Kidder, construction chief; Wallace A. Cobb, trimmaster; Harry Hauck, lot superintendent; L. H. Howe, ticket superintendent and mailman; Leon Rivera, scenic artist; Jack Gilbert and Phil Isner, concession superintendents; Dr. Mow Lwinaki, physician, and Jim McHugh, publicity.

SLA Members in Military Service Exempt From Dues

CHICAGO, May 10.—At a special meeting of the board of governors of the Showmen's League of America on Wednesday provision was made regarding dues for any member of the League who may be called for military service. It was voted that any member of the League serving in the armed forces of the United States or Canada shall be exempt from dues for the period of his service and for three months thereafter.

Gooding Awarded 26th Ride Contract at Ohio State Fair

COLUMBUS, O., May 10.—F. E. Gooding Amusement Company has been awarded an exclusive contract for riding devices at the 1941 Ohio State Fair here, reported General Manager Floyd E. Gooding.

This will be the 26th year that the Gooding organization has supplied rides at the fair. Manager Gooding said that 20 or more rides will be in the line-up this year.

Jack Duffield Is Chairman Of SLA Banquet Committee

CHICAGO, May 10.—John M. (Jack) Duffield has been named chairman of the 1941 Showmen's League Banquet and Ball Committee by Frank R. Conklin, president of the League.

Duffield has been active in League work for years and is well versed in handling shows. He will supervise the personnel of his various committees shortly.



C. F. REIGER, owner-manager of Reiger's United Shows, was photographed in the midway at the opening of the show's season in Albuquerque, N. M. Inaugural, reported Secretary N. Loomis, saw the largest the shows have had there in 25 years.

KNOXVILLE, PENNA., MAY 19-24

New York, Pennsylvania Women's Assembly, with the Department Day work to closed town, West Photo, Ball Game, Croquet, Pool, Bowling, Duck Pond, Lead and Boat House Gallery (25-3000 including Shows and Concessions, West Photo Act, Best Street seller. Also this week Thursday, Penna.

**MICKEY PERCELL
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WANTED

At Second View Beach, Conn. Full of life and incident. Can place a few more legitimate Concessions for the season. No wheels, no girls. Jack Sherman, manager at all times. **JOSEPH GLOTH, 255 Riverside Ave., New London, Conn.**

LONG STAR STATE SHOWS WANT
Fairs, Wheel Foreman and Field and Sounded General Agent wanted, also necessary. Lot Man and Show Men. Can place Shows with concessions, Novelty, Fire Act wanted. Will book Wild West Show, opening May 20, Sandstone, Minn. This is a brand new show. **James Hamilton, come on, address all mail: J. H. BRADDOEN, Sandstone, Minn.**

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Week June 16-22
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**F. R. HETH SHOWS
WANT**

Quaint Minstrel Show, beautiful front, Grand Band, Dancers, Corn Game and Cook House, Love-O-Plane Ferriswheel. **Jack O'Connell, Pat McCarty, get in touch with Mickey Percell, Jacksonville, N. C., this week**

PLEASURE LAND SHOWS

WANT 1000 Cook House (Hickory, wood). Will be 50-foot Merry-Go-Round. Harry Barrow and Jack Howe want. Will book, film, Radio and Feature Agents. Ride Help for all Rides. General Agent that can book fair. **Hunt Mills and Oakland, Sand Park, Mich., this week. GLEN HOCKETT and RAY MYERS**

WANTED AT ONCE

Fairs Wheel Foreman. No trace. Sure pay. **PLEASURE LAND SHOWS**
5 Mile and Stephenson, Detroit, Michigan. Wire Royal Oak, Michigan.

WANTED

Five-day Merry-Go-Round and Chair-Plane Ferriswheel. (Inventive concession). Best title points in America. Can place legitimate Concessions and Fire Carpenter. Address:

HAROLD BARLOW

Stantard, Illinois, this week

IDEAL EXPOSITION SHOWS, INC.

Featuring John Robinson's Dancing Elephants and Sensational Royals as Free Acts on the Midway

**WEEK MAY 12, MT. CARMEL, PA.
WEEK MAY 19, PITTSBURGH, PA.**

Can place Concessions, including Wheels, Coupon Stands, Grind Stores, Ball Games, Palmistry, Penny Pitches, Hoop-La, etc. No exclusive except Cook House, Bings and Long Range Shooting Gallery.

Will book or buy OCTOPUS and ROLL-O-PLANE Rides.
Can place Posing Show. Have complete Front, Top, and Velvet Interior for same. Will also work some out of office with good man.

Can place Talkers, Girls for Revue, Ride Help and Tractor Drivers. Want 5 or 6-people Colored Band for Colored Minstrel Revue.

Write or wire **WM. GLICK, Mgr.,** as per route.

SCOTT EXPOSITION SHOWS WANT

For Marion, Va., Firemen's Celebration, week May 19, and balance of season. Want Kiddie Rides. Will buy Octopus. Will book Ride-O or Silver Street. Ride Shows with or without outfit. Want Show Man. Want Tractor and Saxophone for Colored Minstrel, E. H. Hunter, actor, Ride Help and Tractor Drivers, come on. Legitimate Concessions open. 14 Fairs starting in August and closing November 15. **Kilpatrick, Tenn., this week.**

GRUBERG WORLD'S FAMOUS SHOWS, INC.

Seeking for the best route of industrial cities and 200,000 outstanding fairs. Want Rides to join immediately! Octopus, Roll-O-Plane, Loop-O-Plane, Merry-Go-Turn, and any other Rides not conflicting with what we have. Good proposition. **Wheat Shows** we have show, beautifully framed, cost \$3000 in build. Want! For People for nearly framed. For Shows, posters and signs. Want Working Man all kinds. **THE, who worked for Lincoln, get in touch with me; good proposition for you. COATESVILLE, PA., THIS WEEK! WEST CHESTER NEXT.**

Strates Bow Date Switched to D. C.; Biz Is Above Par

WASHINGTON, D. C., May 16.—Altogether scheduled to make their bow in Baltimore, Md., James E. Strates Shows in a last-minute switch inaugurated their season with a 10-day stand here, April 16-25, to gross business, which was way above normal. All rides and shows obtained near-capacity play thruout.

Local stand, which was sponsored by the National Association of Regulars, with Terry Martin, former showman in charge of the committee, saw shows come here from quarters three days before play date. All fronts have been redecorated, and with the freshly painted rides the midway presents an attractive appearance thruout.

Switch in opening sites became necessary when the United States Library of Congress decided to use the shores as its subject to record for posterity the life of carnival folk. Three of the Librarians, Philip Cohen, Charles Harrell, and Allan Lomas Jr., accompanied by elaborate equipment and a large technical staff, spent five hours a night for four nights on the midway filming and recording all the shows' personnel, and artistic techniques peculiar to carnival business.

Fire at Circus Fan's Home

CINCINNATI, May 19.—The home of Henry Oosterkamp here was damaged by fire to the extent of \$7,000 yesterday. A defective fuse was the cause. Fire officials said, Mr. and Mrs. Oosterkamp are circus fans and have many friends in show business.

FINAL CURTAIN

(Continued from page 28)
Theater of Mr. and Mrs. Arthur B. Williamson, May 1 when their home in West Collingswood, N. J., burned. Her father was known in yards and radio as "the fingerless pianist" and headed his own piano company. Her parents and two sisters arrive.

WINK—J. C. H., 54, co-owner and operator of the Manning & Wink chain of theaters in the South, in Dalton, Ga., April 20 after a lingering illness. Wink was also prominent in the civic life of his community. Survived by his wife and two daughters. Services April 30 at First Methodist Church, Dalton.

Mid-Way of Mirth Shows

Want Fishpond, Merchandise Stores and all kind. Wants, Cooks, Fish, High Worker. Manager for 4000-ft. show. Moves with own outfit. Second Man for 1000 ft. **Wild Foreman, Milan, Ill., this week**

CONCESSION TENTS
Give Measurements as Indicated BUY from Factory SAVE Money
POWERS & CO., Inc.
26th and Reed Sts., Phila. Pa.

WESTERN UNION
WHEN TRAVELING—EASE THE ANXIETIES OF THOSE AT HOME BY SENDING DAILY LOW RATE WESTERN UNION TOURATE TELEGRAMS—ONLY 35c FOR THE FIRST FIFTEEN WORDS.

DEE LANG'S FAMOUS SHOWS
CAN PLACE NOW AND FOR 20 FAIRS AND CELEBRATIONS
RIDE MEN—AS WE ARE ADDING SEVERAL NEW RIDES. MUST BE SOBER AND RELIABLE AND CAPABLE OF DRIVING BIG ELI SEMI-TRAILERS.
CAN PLACE ANY NEW OR NOVEL SHOWS WITH OR WITHOUT OWN OUTFIT. ALSO CAN PLACE SEVERAL GRINDERS AND TALKERS.
CAN PLACE DANCING GIRLS FOR GIRL SHOW
CAN PLACE LEGITIMATE CONCESSIONS ONLY. ALSO AGENTS FOR BALL GAMES AND STOCK CONCESSIONS.
DEE LANG'S FAMOUS SHOWS
All Address: CALESBURG, ILL., MAY 12-17. ROCK ISLAND, ILL., MAY 18-22.

ENDY BROS.' SHOWS, Inc.
CAN PLACE Legitimate Concessions: Duck Pond, Glass Store, American Palmistry, Floor, Pennant Machine, Novelty. Can place Coupon Agents, Grind Store Help.
WANT TO BOOK Rocket, Unborn Show. Girls for new Revue, Novelty Act. Office paid.
WANT Foreman for Ride-O Ride and Caterpillar Help, Semi-Drivers.
All address: Frankfort and Lehigh Ave., Philadelphia, Pa., this week.
Next week, Linden, New Jersey (FIRST SHOW IN FOURTEEN YEARS), AND AN OUTSTANDING ROUTE OF DATES TO FOLLOW.
Have for Sale—One Picture Gallery with top and frame complete, ready to operate.

AT LIBERTY
FOR FAIRS AND CELEBRATIONS AFTER AUGUST 1
AMERICA'S OUTSTANDING FREE ATTRACTION
EMANUEL "ZACHINNI," Human Cannon Ball,
In Person
A GUARANTEED ATTRACTION THAT WILL DRAW THE CROWDS
Shot from a Gigantic Cannon to an unbelievable height and distance.
Address All Communications to:
JAMES E. STRATES, week of May 12th, Harrisburg, Pa.; week of May 19th, Johnston, Pa.

West Bros.' Shows Want
Ride Help, Concessions that work for Stock, Lead Gallery, Fish Pond, Candy Press, Good spring route, plenty of Fairs, late-closing south. Want to hear from Pin Show, have complete outfit with hundred foot banner line. Illusion Show, Girl Revue, Corn Game Agents. These driving semi preferred.
Dubuque this week; Iowa City, week May 19th; Boone, week 26th; all Iowa.

BARKOOT BROS.' SHOWS
WANT WANT WANT
SHOWS: Circus Side Show, Snake Show, Walk Thru, Crime Show, Monkey Brown or Spookery, Girl Show. RIDES: Will buy or book Chair-o-Planes. CONCESSIONS: Merchandise Concessions of all kind except Cookhouse and Bingo. A. T. List can place good, nice Grade Man. Conditions negotiable, treatment good, reasonable rates. HELP: Can place Ride Help that can drive, come, pay day every week. Good treatment. All address as per route: **Adrian, Mich., week May 12-17; Monroe, Mich., May 19-22.** Under strong escort.

INDEPENDENT RIDE OWNERS, ATTENTION
If you are not making money join the "Big Little Show," where we have a free attraction, "Dare-Devil Over" and so on. Playing government day not town, making four years in Richmond, Va.; also 12 weeks of Fairs. Can use a few more Good Concessions. No girls. Can use Agents for Penny Pitch, Ball Game and Heats. This week, Ontario, Va.; week 19th, Ontario, Va., at U. S. Marine Base week 25th, Mt. Rainier, Md.; Washington, D. C. Write, now
BARNEY TASSELL UNIT SHOWS

forms. Lela Pennicuff is in charge of the inside of the Gay Paras Show, with Don Edwards on the front. All with it seem optimistic."

ALTHO the season is still young, Paul M. Conaway, Macon, Ga., attorney, has already visited several shows in the Southwest, including Johnny J. Jones' exposition in Savannah, Ga.; Mighty Showley Midway, Anniston, Ala.; Lawrence Greater Shows, Charlotte, N. C.; Florida Amusement Company, Alton, S. C.; and Frank's Greater Shows in Albany and Macon, Ga.

COOKHOUSE Cossip: "Yes, Horace, the boss finally got rid of that man, so now we'll have everything our own way over here this season."

WHEN Art Lewis Shows exhibited in Norfolk, Va., Colonel Borland, city manager, was heckled by over 1,000 children, selected by the welfare board, at a monster midway party where they were given free rides, shows, refreshments, and gifts. Chief of Police Woods also was host at a kiddies' party to over 300 orphans and underprivileged children.

WEDDING dinner for Mr. and Mrs. Michael Mitchell (Dorothy Caldwell), of the Six Queens, Freeport, who were married during Cettin & Wilson Shows' engagement in Baltimore, Md., was given to Mr. and Mrs. Michael Roman's cookhouse by Charlie Voss, high-cut manager. Among guests were Jewell Howell, Josephine Thompson, Ronnie Bremer, Mokie Moore, and Capt. Billy Reid.

"THE crazy bird gets the worm," but the effie stage who is first in line doesn't always get the most brass or real ducks.—Oscar Ham.

COL. FRANK L. HESTAND began his 25th season as a ballconist on April 27, opening with the Monnett & Linsford Hodo Company at Burdawn Ranch near Indianapolis. Hestand reports that he made a successful season with double parachute drop, despite a high wind. He adds that he was ably assisted by two old-timers, Capt. Bill Dodd and Lou Dale.

A NUMBER of showfolk were guests of Joe Fontana, general manager of L. J. Beth Shows, during the stand in Owensboro, Ky. They included B. H. Rex, producer of the Kewanee Fair, Owensboro; Jack Schultz, of the same company; Ray Hillborn, former special agent with Bentley's All-American Shows, and Frank Hlad, until recently general agent for Floyd King's World's Fair Museum.

SOME shows declare they are using special paper, but the fact that it looks exactly like that of some other show probably is purely coincidental.—Mike McGee.

MANY members of Clark's Greater Shows witnessed the wedding of Mary Lee Landberg, daughter of Mr. and Mrs. Sam Lindenberg, Compton, Calif., and James Campbell, son of Helen and Jack



LARKIN HAYWOOD WHEELER, son of Mr. and Mrs. M. C. Wheeler, former troopers, now living in Stockton, Calif., is attending the U. S. Navy Aeronautical School in San Diego, Calif. Larkin, who was born on Dadson's World's Fair Show in Fort Worth, Tex., was home on a 10-day furlough recently. He soon will be assigned to the navy's air base, Pearl Harbor, Hawaii.

Schell, Phoenix, Ariz., at the Mormon Church, Fresno, Calif., on April 29. A reception was held after the show closed that night at Colonial Inn, Fresno.

"LARRY KOUTZ, side-show operator on Smith Greater Shows, has an attractive unit this season," Pack Wilson info from Carboro, N. C. "Added recently were Professor Pringle, slack-wire artist and clown; Captain Lewis, human pin-cushion and Punch and Judy, and Mat-tie Singletary, midget, iron jaw, and human target. Manager Koutz is doing music, and Casper and Pinky are proving popular. Business has been satisfactory."

IF they have on a long banner line of last year's picture that represents an act on the inside, then their display is considered legitimate by some Ten-in-One showmen.

MRS. DEACON LAUER was tendered a surprise and dinner in celebration of her 51st birthday by members of Bill Hemes Shows on the stage of the Club America Show in Mineral Wells, Tex., on May 4. Guests included Mr. and Mrs. Bill Are, Otis Lee Edwards, H. B. Martin, Charlie R. Carpenter, Helen Corwin, Deacon Lauer, Mr. and Mrs. Buck Eldred, Wallie Johnson, Louise Burwell, O. C. Allen, Helen Helms, and J. Hartwell Jones. Friends visiting from Fort Worth, Tex., were Yreoson Fleming, Inez Shaw, and Charles Sharr Jr. Dinner was prepared by Mrs. Bill Are and Mrs. Buck Eldred.

ONE of the features of Cettin & Wilson Shows' stand in Baltimore, Md., was the marriage of Dorothy Caldwell and Michael Mitchell, of Voss's Five Queens, free act, atop the aerial rigging on April 25. Mokie Moore, Josephine Thompson, Ronnie Bremer, and Jewel Howell climbed to the top of the rigging to be bridesmaids, while Emmet Bejano, alligator-skin boy of Carl J. Leuther's Side Show, remained on the ground with Charles Voss, who gave the bride away. Station WITH, Baltimore, broadcast the ceremonies, while Rollers' sound truck provided music.

IF money comes easy in the months ahead, be smart enough to put some of it away. After the hot boom period many a silk stock was seen around the jets—amazed with greed.

FIRST JAMBOREE of the season on Art Lewis shows for benefits of the Midway Benevolent Fund was held on May 3 in Norfolk, Va. Gene O'Donnell, chairman, presided, and, after a few remarks, was next the 1941 tour. The event was turned over to Bill Ericson, producer at the Gayety Theater, who presented a 30-minute program made up of entertainers from the show. Bill Vidal, of Station WOL, also presented a number of his juvenile entertainers. Owner Art Lewis was then called upon and, after introducing his staff, spoke briefly on midway matters and then led the showfolk in singing God Bless America.

ROSTER of Dark Town Revue on

Crypt. Exposition Shows includes Art Carver, front man; Stack Wilson and Kid Lighter, comics; Binora Haynes, soloist; Louise Richardson, Patti Laws, Dorothy Jones, Babe Lee, and Mildred Bell, chorus; Nat King, dancer; Flo Dent, blues singer; Clark and Clark; band, Moon Miller, leader; Eddie (Triggers) White, piano; S. Wilson, drummer; Mack Thomas and William Walnow, trombones; Doc Jones and Sam Bell, saxophones; Brown Law and Edgar Harris, trumpets; Tommy Brown, tuba; Rastus Hays, bass drum; and Mom Coday, wardrobe mistress.

WHAT the boss considers the feature show of the midway cannot be told by what the front talker says. The talk is in the office for the top-guns figures and you won't go far wrong—Colonel Patch.

LINK-UP of Olga Klein's South American Night attraction on Johnnie W. Beaton's Exposition, reports Leo Ledon, includes La Cubana Carlos, Raoul Mendes, Donna Maria Brodie, Prince Craywell, Signor Ramora, Lydia Pina, Joy Marlow, Beryl Heitner, Lela Buehl, Starr Blizars, and Gay Argentina Daucens, including Jerry Hunt, Mary Marino, Carmen Amil, Bettie Junta, and Helene Oregg. Art Sharraball, orchestra, has Harry Marino, trumpet; Guy Castillo, piano; Frankie Sweet, accordion; Bill Cull, sax; Cliff McNeal, clarinet, and Sharabala, drummer. Andrea Andrea is soloist.

CUTTING the entrance tape for the first carnival opening of the season, it was of the arduous duties of a mayor which, after with the tough task of a President or governor who has to throw out the first ball.

JIMMIE WINTERS, Bright Lights Exposition Shows, tells from Marshall, Va., F. A. Norton is plenty busy working in the photo gallery at night and painting and rebuilding ball game stands during the day. He and Bill Keiford are managing to make flying trips to other shows, however, to make pictures and add to their already large collection of carnival and circus photos. Troy Marshall Jr. and Cecil Purvis are making daily fishing trips and have been coming back with some good catches. The writer recently finished painting Harry Winters' rides and now is working on the ticket box for the Hollywood Revue Show. Midway is presenting 3 rides, 2 shows, and 20 concessions.

COOKHOUSE Even-dropping. Blatant Banner Salesman—"That S. A. has broken every show he has ever been with and can never repeat." Griddle Man—"Why, just read this week that he will return the season to one of the shows you mention." B. B. S.—"????????"

NOTES from Wynn Greater Shows' quarters in Wayland, Ia., by Billie Clark: Work here has been going on since January 1 and organization will carry a new stage show. Attractions include Baby Mine, elephant; Dandy, trained pony; Benny Troupe, Capt. Dick Gimmon's trained lions; Buddy's trained dog; Duffy, clown; and Keith Wilson's wrestling bear. Light plants have been being (See MIDWAY CONPAR on page 57)

EVANS MONEY MAKERS
Make your Commission the LIVE SPOT! Rely on EVANS' 47 Years' Experience for the Latest and Best!

Amusement Equipment

PADDLE WHEELS OF ALL KINDS \$10.00 UP
Long Wave Shunting Galvanic and Spooling for all makes. Wheels of every type. Everything for the Midway.

FREE CATALOG
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago

"ANCHOR"
Welcome the Successors to the Carnival and Convention Business, and We Greet All of Our Old Friends for

1941

Convention Tents—Show Tents—Bingo Tents
Boating Rink Tents—Hoods—Merry-Go-Round Tents—Lining Tents
"ANCHOR" Gray, Green, Khaki, Royal Blue
The Dependable Fabric for Show Tents

ASK "ANCHOR" IF IT'S SHOW CANVAS

It's time to think about your needs. And you do need "Anchor" quality. The best is always cheaper in the end. We've been poor in quality! We will appreciate the opportunity to figure for you.

ANCHOR SUPPLY CO., INC.
EVANSVILLE, IND.

WANTED CONCESSION PEOPLE

AGENTS for Wink-La. Hit and Miss Ball Game, Soccer, etc. Bingo, Concrete Man, under Truck Machine, Wheeling Show, can drive, amuse, meet, wear Gilda Man, and Concession Help. Goodly beds and carpets, use your time. Can place Long or Short Range Machine, John and Clark, Sporting Bags; ROY GOLDSTONE, FUZZELL'S SHOWS, Plain, Mo., week of May 12.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

Loop-a-Plane — Octopus —
Roll-o-Plane and New
NEW FOR 1941 THE FLYOPLANE

The money rule on Crafts 20 Big Midway. Ultra motion. Greatest performance. Another Every money maker.

EVERY AIRCRAFT CO. SALEM, ORE.
ABNER N. KLINE, Sales Mgr.
Bairns Factory Branch RICHARD F. LUSSE, Chalfont, Bucks County, PA.
European Suppliers
LUSSE BROS., Ltd., Blackpool, Eng.



GAMES—WHEELS—BINGO

A COMPLETE LINE OF FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE RACE GAMES, CLUB ROOM EQUIPMENT, BINCO CARDS AND BINCO CAGES, HUNDREDS OF OTHER CONCESSION GAMES.

WRITE FOR CATALOG

WM. ROTT MFG. CO. 142 WEST 24TH ST., NEW YORK CITY

SNOW CONES POPCORN CANDY APPLES CANDY FLOSS

A complete line of Supplies, including Equipment and Machines. Highest quality, low prices and fast service.

Buy from concessionaire's Headquarters this year. Write for price list today.

GOLD MEDAL PRODUCTS CO.
131 E. PEARL ST., CINCINNATI, O.



AN EMPLOYEE of Max Gruberg's World's Famous Show for the last 20 years, W. M. Holmes is now stationed at Headquarters Company, 25th Infantry, Fort Devens, Mass., with the rank of private, first class. Holmes, who also was connected with Sam Lawrence Shows, posed for the photo while home on a furlough recently.

40,000 Draw Helps Calif. Expo Midway

LOS ANGELES, May 10.—An estimated 40,000 attendees during the Mayo Mexican Independence Industrial Exhibition, which closed here Monday night after a five-day run, Frank W. Babcock shows closed the opening engagement to excellent business considering that all of the show was not here for the date. Figures on the exposition released by Armand Torres, representing the Confederacy of Chambers of Commerce, showed there were 70 exhibits in the 200 by 100-foot tent.

Entertainment included a hillbilly band, Prof. Petruccio Valle's 12-piece orchestra, and strolling entertainers.

Roster of the Babcock Shows included Frank W. Babcock, owner; G. B. Nichols, manager; Casey Taylor, job superintendent; Johnnie Metzger, Arthur Baker, Ferts. West; Bob Valencia, M. K. Hanson, Merry-Go-Round; R. A. Biddisand, J. Valencia, Mixer; Jack Marvin, mechanical-electrician; Florence Lapfel, cook; house, popcorn, peanuts, and ball game; Mr. and Mrs. Melvin Wryler, photo and long-range shooting galleries; Mr. and Mrs. Red Hude, short-range shooting gallery and put-put ride; A. J. Carroll, Kiddie Ride; George Wylor, basket store, popcorn, and penny pitch; Sam Johnson, Dolman; Richard Rasmussen, ice cream; J. L. Cooley, candy floss, and Gauda Parozna, ice cream cones.

POR Canal Winchester (O.) Fall Festival under auspices of the American Legion Post Gratelano & Carlin rides have again been booked and many concessions have been signed, reported Chairman Charles Benner.

WANTED GOOD CLEAN CARNIVAL

For Big Year-day Celebration in Black Hills section.
50th Anniversary E. D. Stockgrowers' Assn.
65th Anniversary Rapid City, S. D.
June 5-9-10-11.

TRAIL BLAZER DAYS CELEBRATION
Rapid City, S. D.
R. J. COLTON, Director

WANTED OLD SETTLERS' DAY

Columbia City, Indiana.
Thursday, August 21
SHOWS AND ACTS CONCESSIONS
M. R. Lorber A. R. Luchenbill

HOSE CO. No. 6 of Kittanning, Pa.

desires to book Carnival or Rides for week of June 23rd to 28th.
Answer of once.
VERNON LAMISON, SECY.

AMERICAN LEGION CELEBRATION

Peori, Indiana, July 18 to 19, 1941.
Shows and Concessions wanted.
J. E. McINTOSH, Chairman

WANTED

Legitimate Concessions exact Ginn Game for Harvest Jubilee & Sesqui Centennial Celebration
P. B. BURLEIGH, Secy.
BURLINGAME, BUREAU, Box 178, FL. ROOSEVET, O.

WANTED High Class Carnival

For 3 Days Last Two Weeks of August
RAY SPRINGS FRIENDLY FESTIVAL ASSN.
Reply to LARUE E. GOFF, Esq., 96-1, May Springs, Nebraska

CARNIVAL WANTED JULY 2, 3, 4, 5 FIREMEN OF MIDDLESEX COUNTY

Legitimate concessions wanted this year carnival to show team for two years and in the only attraction in the county. Rides, shows, etc. for great.
LEWIS PIERCE, Urbana, Va.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Mich. Cherry Fete Aims at WP Midway

TRAVERSE CITY, Mich., May 10.—Altho no contract has been signed, it is probable that World of Pleasure Shows, managed by Frank Miller and Jack Quinn, will again show here during the three-day National Cherry Festival, reported Executive Committee Secretary C. P. Block. Show played to good business here in 1940, turning in over \$1,000 to the committee.

Arnold G. Engstrom, executive secretary in charge of concessions and a member of Michigan State Fair Board, Detroit, is again in charge of entertainment.

Only selection of a site prevents signing of the carnival, Engstrom said. Two locations are available and both are opposed by the city commission. One is in Waterfront Park and the other near the post office. Both are valuable to the city as parking spaces. Free acts to work the streets will probably be booked to supplement the midway.

Festival draws daily crowds of 350,000, swamping rooming and eating facilities. Event is designed to hail the beginning of the cherry harvest.

2 Calif. Dates Signed by WC

VALLEJO, Calif., May 10.—Art Crancer, of West Coast Amusement Company, booked to play the six-day annual Pow-wow and Spring Festival of the Order of Rodmen here, arrived on May 7 to begin advance promotion details, which include a queen contest. Jack Joyce's Circus will be featured twice daily. Location will be at foot of Georgia Street. Near by is Mare Island Navy Yard employing 17,000 men. There will be a large kiddie parade opening night. Crancer reported he would return here later to arrange the six-day Vallejo Aquanade, for which the West Coast organization has also been booked by sponsoring Vallejo Yacht Club.

Bigger Bill for Tex. Ceib

AUSTIN, Tex., May 10.—Valley Shows have been signed for the 10th annual three-day Independence Celebration in Barton Springs and Zilker parks here under auspices of Texas American Legion Post, reported E. A. Schomart, chairman of the ways and means committee. Dance Committee Chairman Roy Short is negotiating with several name orchestras to play four dances, and a larger fireworks program is planned. Numerous new features will be added and more attention will be given the children's horse show and airplane modeling contest. There will again be old fiddlers' and women's rolling pin contests.

Shorts

Attractions planned for a three-day watermelon festival in Hempstead, Tex., under auspices of Hempstead and Waller County Junior Chamber of Commerce are a hillbilly band, name orchestra, rides, animal acts, and concessions operated by the Jaycoes, reported Ray D. Jones, publicity director.

ADVANCE sale is reported good for Reading (O.) Police Department's Benefit Carnival. Rides, shows, concessions, free acts, and dance floor will be behind a 10-cent gate. Lot and streets will be decorated and a parade is planned. Banard's Hippodrome Attractions have been booked.

FRED AND LEW HENRY'S rides have been booked for three-day fifth annual Berkeley Springs (W. Va.) Tomato and Health Festival, officials reported. There will also be a queen contest. Fred York has been named director-general and Gene Miller is serving as secretary and handling publicity for the fifth year.

MIDWAY, free acts, and a historical pageant directed by John B. Rogers Producing Company will be featured at

six-day Barborton (O.) Golden Jubilee, under sponsorship of the Chamber of Commerce. There will also be industrial exhibits, parade, and queen contest. Postmaster Leo V. Walek is president of the executive committee.

HIG attendance is expected at six-day Tidewater Area Defense Exhibition and National Home Show in Portsmouth, Va., reported Managing Director Eugene S. Mirph. It is being sponsored by the Commandants Housing Committee, in co-operation with the Federal Housing Administration. Prominent on the committee include Senator Carter Glass; Admiral Tausieg, commandant of the fifth naval district, and Admiral Simons, commandant of the Norfolk navy yard. There will be War Department and FHA exhibits.

DIRECT FROM THE LOTS

(Continued from opposite page)
gallery to their Penny Arcade. Andy Oster is assistant manager. George Pappas booked his cookhouse and it is doing well. Dave Davis, formerly of Ladsone Attractions, joined with Carl Goss. Bill Brood is a nightly visitor, and Bob Hammond also visited. Billie Beringer and May Belle Carter, who chased new canvas for their concession, Texas Kidd visited with Tybe McFarland at the latter's shows' opening in Houston. Mr. and Mrs. Bert Brown, formerly with H. are located for the summer at Barber's Point, near La Porte. James Hamilton is in charge of all pictorial work.
H. R. HOWE

Bowen's Joyland

Clovis, Calif., Week ended April 26. Location, aptown. Supplies, Clovis Horse Show and Rodco. Business, excellent. Weather, good.

Shows opened two days ahead of the celebration and attendance was good from the start. Spot always had reputation for being good and this year proved a red one. Mrs. Marie Klenck's Octopus topped rides, while Lawrence Lalonde's Girl Show led shows. Ted Lepora's Monkey Show, framed with a new and attractive front, is popular. Mrs. Boote Ladd framed a Last Canyon Horse Show here. Ed J. Harris is building a new concession for Mrs. Harris. Kaw's Kiddie Land is doing well and arrangements to add another ride soon are being made. Archie Clark, owner-manager, Clark's Shows, visited, as did Mr. and Mrs. Elmer Hanson and Mike Collins. L. R. Whitney's cigarette gallery and hoop-ies are doing good business. George Harris, mechanic, has all shows' rolling stock in good condition. Superintendent Larry L. Ladd has the ride help dressed in new uniforms. Ormer Brown is getting his Frog Jumping Joyland ready for the Mark Twin Frog Jump at Angeles Camp. Frankie Freeman is The Billboard sales agent. Cookhouse, with Chef Pete Miller, is popular. Mario and Lepora, free act, were well received. Special Agent Lucy King is getting out plenty of paper and doing a good job in advance. The writer joined here as special events promoter and will assist Bowen ahead of the shows. Two new show fronts have been added and new searchlights have arrived.
W. W. BARNER

CARNIVAL WANTED

ONE WEEK DURING
JULY OR AUGUST

6 Rides, 20 Concessions, 5 Shows.

Write WM. HUDGINS
Onized Club
P. O. Box 1135 Fairmont, W. Va.

ACTS WANTED

FOR BATH, N. Y., FOURTH ANNUAL
JULY 4th AND 5th CELEBRATION

Acts of all description. High Arts, Dog and Pony Shows, Comedy and all others. Write number of people and salary. Sit out the big money for week. Call Act and Show Bids at Central, Falls to follow. Address:
POLLY JENKINS and HER PLOWBOYS,
Falls, N. Y.

WANTED

RIDERS AND CONCESSIONS FOR 2 DAY
CELEBRATION

JULY 4th and 5th
NEW YORK MILLS, MINNESOTA

Address: CARL A. RINDOHL

WANTED

JULY 4-5

FAIRGROUNDS, BATH, N. Y.

Hires, Bids, Shows, Stock Concessions for fourth annual celebration.
J. VICTOR SAUCETT, Secy.
Bath, N. Y.

COTTRELL-BOYLAN POST

No. 253

American Legion and Chamber of Commerce for Annual Street Carnival on July 25, 26, 27 and 28.

Address Correspondence to:
CECIL BILMAN, Commodore, Astorway, Bath

WANT CARNIVAL

BIG FOURTH OF JULY CELEBRATION

Remoted by Middleville Lions Club. Three days and three nights. Attendance last year 15,000.

RAY H. HICKS, Sec., Middleville, Tenn.

Home Coming and Ox Roast

Aug. 27-28-29-30, Glenhurst, Ohio

PIEK ACTS, RIDES (UNTRACTED), WANTS SHOWS, CONCESSIONS.

WALTER DRIFTMEYER, Chm., 424 E. Patterson
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NOTICE

J. R. (DICK) FREEMONT

If at liberty contact AL STEIN, Chairman Firemen's JULY 4th Celebration, Harrison, Ohio, Tel. 9221 or wire 45-009.

Event Committees, Fairs

Michigan, Wisconsin, Iowa, Upper Michigan

We open May 22, Hill later open during 6 Week, Free Acts, animal Car, Ward High Art with Colored, 1941 Bar, back or New Flat Ride and other Plans.

E. J. MARDELL'S MIDWAY OF FUN
2808 Grand Ave., St. Minneapolis, Minn.

WANTED

Legitimate Concessions and Shows for
Firemen's Celebration

July 29, 30, 31, 28
With C. S. SEIGER, Bettendorf, Ohio

Eastern Shore Strawberry Celebration

Salisbury, Md.—Day and Nite—May 29, 30 and 31

WANTS RIDES, SHOWS, LEGITIMATE CONCESSIONS ONLY

Wendell, Frozen Custard, Cookhouse, Fruit, Grandstand open, Red Goggles, Candy Apple, Popcorn, Pitch Tilt Win, Photo, Scales, Guess Your Bar, Dairy, etc. (No wheels.)

Trusted Rides daily, Wilcox-Graham Circus at Grandstand twice daily. Ample time for Midway to get ready. Express 50¢ for 100¢ Midway or other destination. Space going fast.

G. HODGES BRYANT, Managing Director, Strawberry Celebration,
2nd Floor Cover Bldg., Salisbury, Maryland.

Homecoming and 4th of July Celebration

TWO DAYS—JULY 4 AND JULY 5—DIXON, ILLINOIS

4 BLOCKS MIDWAY—FLOAT PARADE—BALL GAMES—FIREWORKS—FREE ACTS.

H. S. BEARD, CHRM. CONCESSIONS

Excellent Biz for Cole in First Week; Betty Rich Injured

CINCINNATI, May 10.—Cole Bros. Circus had excellent business its first week, playing to three straw houses. After doing capacity business in Louisville and Owensboro, Ky., the show went into Indiana and at Evansville had a three-quarters matinee and the first straw house of the season at night, when over 1,800 were turned away. Vincennes gave the show two three-quarter houses, and Terre Haute a half house at the matinee and capacity at night. La Fayette yielded a three-quarter matinee and capacity at night. With splendid billing and tie-ups with the American Legion in Indianapolis, the show straddled them at the matinee on Saturday and had a capacity house at night. Sunday matinee was also a straw one, with another near-capacity crowd at night.

The press and radio are landing every day. Buck Waltry made the first page in an Evansville paper with a swell arrival story, while Karl Knecht co-operated with a front-page cartoon of Manager Terrell and the big blue top. Cornell Spencer landed with lots of art in Vincennes and Terre Haute, while the papers with the American Legion tie-up really went to town for Ora Parks in Indianapolis. Col. Harry Thomas is clicking with the radio stations, with lot and audio broadcasts in every town and a set of streamlined circus transcripts ahead of the show, which so far have been used 150 per cent.

LA FAYETTE, Ind., May 10.—Betty Rich, 17-year-old aerial star with Cole Bros. Circus, narrowly escaped serious injury and possibly death when she plunged 40 feet to the ground while attempting a daring heel catch on the flying trapeze at the night performance here May 2.

Miss Rich had nearly completed her thrilling aerial routine and was attempting the grand finale when the accident happened. She had taken her position, standing on her shoulders on the trapeze, and with a roll of the drum, she dived, but her heels failed to catch the trapeze and she missed a net that was held by seven circus workers by two feet, landing in the center ring just inside the ring curb. She was taken to the Home Hospital here, where it was found she had a broken wrist and a minor strain of the lower spine. She left with the show for Indianapolis, but will not be able to work for six or eight weeks.

Russell Bros.' Program and Staff

ROLLA, Mo., May 10.—Opening with the usual grand entry, introducing the entire personnel of performers on the hippodrome track. Russell Bros. Circus got off to a good start here May 1. The program at the opening unfolded as follows:

- 1.—Display No. 1—Grand entry.
- 2.—Introduction of Buck Owens, owner of arena and radio.
- 3.—Liberty acts, rings 1 and 3, Helen Ford, and June Russell; center ring, pony drill, Funes Frstiriska.
- 4.—Swinging ladders, rings 1 and 3, Altmane Nigvists and Alice Orton; center ring, cloud swing, Anna Brock, Chief Three Trees, vocalist.
- 5.—Russell Bros.' elephants in three rings, Alvin Welsh, June Russell, and Freddie Fredericks.
- 6.—Exhibition riding, Ernestine Clarke, clown stunts.
- 7.—Dressage exhibition, William Blackfield and his male horse, Stan Hill.
- 8.—Aerial number, center ring, Anna Brock.
- 9.—Clown walkaround, Joe O'Neil, John W. Jones, Sig Benhonna, and Alex Brock.
- 10.—First concert line-up and announcement on hippodrome track.
- 11.—Bulling globe, Ring 1, Teta Morvato; slack wire, Ring 2, the Great Alexandris.
- 12.—The Clarke Family in its traditional riding act.
- 13.—Pewee acts, Ring 1, the Brocks; Ring 2, the Ortons.
- 14.—Buddy, educated sea lion, presented by Capt. Walter Jeanier in center ring.
- 15.—Novelty juggling, Ring 1, The Unique; Ring 3, the Four Acrobats.
- 16.—Second concert announcement (See RUSSELL BROS. on page 17)



MONA, elephant with Polack Bros. Circus, ridden by Betty Rich, presents Governor Olson, of California, a "special delivery" invitation to the Ben Ali Shrine Show at Sacramento.

Blomberg Readying Barker Bros.' Circus

CHICAGO, May 10.—Before leaving Chicago, where he appeared with the Greater Olympia Circus, Bill Blomberg announced that he had engaged a number of people for Barker Bros. Circus, which he will troupe this season. George Outball, who was assistant equestrian director at the Stadium show, will be Blomberg's assistant. His wife Ruby Outball, has been engaged to do front jaw and mirror, and Cress O'Dell her one-arm pliance.

Others engaged include Rudy Rudy-noff's high school horses, Chester Barnett, producing clown; Albert Powell, Sugarfoot Williams and wife, and Frenchy Holden. Dorothy McDonald and Lella Goodnight will be featured bronk riders.

"Col." Linard Jones Monument Dedicated

UNATILLA, Fla., May 10.—Impressive dedication ceremonies were held at Glendale Cemetery in this city April 20 when a monument was dedicated to the memory of "Colonel" Linard Jones, the 13-year-old circus-loving orphan and former patient at the Harry-Anna Crippled Children's Home, Estita, Fla. Linard was well known to hundreds of circus folk and other people throughout the country at the time of his death in 1937. Last fall circus people decided to erect a lasting monument to the memory of the boy. They entrusted the fund raising to George Lee, of the Erie Lithograph & Printing Company, and donations came from circus people as well as others who had known Linard or had heard about him.

The Elks Lodge of Estita, Fla., conducted the services, which were presided over by J. Edwin Baker, superintendent

Hamid - Morton Breaks Records At Montreal; Re-Engaged for '41

MONTREAL, May 10.—The Hamid-Morton Circus, which opened last Saturday at the Forum here to record-breaking business, closes its eight-day run there tonight. Hundreds were turned away at the opening matinee, and at night the largest turnout ever known in Montreal was experienced, the doors being closed a half hour before show time. Bob Morton has signed a contract to play here again next year.

Exploitation and advance promotion for the engagement was under direction of Henry M. Robinson, who has been with Morton 20 years.

The performing personnel here included the George Hamford riding family, Christy's famous Arabian stallions, elephants, dogs, and ponies, the Aerial Ortons, presenting the Aerial La Vera; the Great Passenger, aerial ball equilibrist; Herb Taylor Trio (Herb Taylor, Rubie Edwards, and Herb Taylor Jr.), comedy knockabouts, and rocking table; Wood-Bell Troupe, presenting the Six American Bells and the Flying Wards;

RB Advance Sale In Boston Is Biggest in History

BOSTON, May 10.—Ringling Bros. and Barnum & Bailey Circus, playing here this week, drew the greatest advance sale in the history of the circus in the Hub City. Roland Butler, press agent, reported advance sale heavy long before the opening and final two nights sold out before the performance began.

Circus officials expressed themselves as well satisfied with the length of the engagement and indicated Boston would be a five-day stop from now on. Last year the show played here 10 days.

Grasses were not immediately available but it was understood that figures will be substantially increased over last year, in proportion to the length of the stand.

Newspapers devoted plenty of free space to the show with features and news stories for almost two weeks prior to opening, and continuing during the run.

DOVER, O., May 10.—Ringling Bros. and Barnum & Bailey Circus has been contracted for the fairgrounds here June 23 (matinee only) under auspices of the Tuscarawas County Agricultural Society. William Carr, contracting agent for the show, reports he has completed all details for the coming of the show to Dover, its first time here in several years.

The show will come here from Youngstown, O., and will leave immediately after the matinee for the East, according to present plans. Glen E. Wagner, vice-president of the Charles Siegler Showman's Club, assisted Carr in making arrangements for the single Sunday performance here next month.

101's Famous White House To Be Razed

POCAHONTA, Okla., May 10.—The famous white house, headquarters of the 101 Ranch near here, is to be demolished this summer, after many months of efforts to save it for a national or other historical purpose have failed.

The ranch long ago passed from the ownership of the Miller family, which developed it, and Zack Miller is the only survivor of the Miller brothers.

of the Harry-Anna home, and Lux spoke briefly of his friendship for the lad. The Sunday school class of the Estita Christian Church sang several selections and representatives of the Florida Mills, who maintain the home, laid wreaths on the grave. The Eric (Pa.) Mills also sent a floral piece, and Ed Hillery, of Orlando, Fla., representing the Circus Fans' Association, presented a floral piece with the emblem CFA on it. C. Harold Hippler, of Estita, spoke, and the Rev. L. R. Johnson, of Leesburg, Fla., led the group in prayers. Also attending were Linard's young brother and his aunt.

Jacobs Wagons Have Interesting History

CHICAGO, May 10.—Capt. Terrell Jacobs has several wagons among his circus equipment that have interesting histories. His Cinderella wagon was originally with the Barnum & Bailey Circus when it toured Europe. Jacobs bought the wagon from Jess Adams in 1940 and rebuilt it. He also has a cage wagon that was built by Capt. Bill Curtis and its elaborate carriages were done by Charlie Luckey, and a small cage wagon that was on the original No. 1 Country show. The wagons all have been equipped with attractive sun-burst wheels.

At the Greater Olympia Circus here Jacobs also had on display in his dressing room a large model stock car built by George Graf, of Penn. Ind., first president of the Circus Model Builders' Association.

Wallace Biz Ahead Of '40; Help Short

NEW PHILADELPHIA, O., May 10.—First three weeks of the new season for Wallace Bros. Circus revealed substantially increased business over last year during the same period, with grosses up on this stand on a par with those of 1937. Ray W. Rogers, manager, informed a representative of The Billboard here. Not in year he said, has the weather and patronage continued as good for the first few weeks out, the show having encountered only one day's rain since it opened April 13 at York, S. C. This was at Huntington, W. Va., when an all-day downpour failed to keep away crowds that filled the tent at both performances.

Rogers confided here that in the three weeks his show had been on tour, stands in or near defense industries which are permanent have given the show big business, but when the show played a town or near one where temporary camps are being maintained in connection with developing defense industries near by, business was not so good, for the class of workers in such districts are the migrating type and of little benefit to a show because they have little money to spend for amusements.

Idle workers thrust this part of the country have been absorbed by the defense work, and Manager Rogers said his show has been moving this season approximately 50 men short, maintaining its daily schedule under difficulties.

Wire Act To Join
Ray Goody, wire act, which was in the program at the Chicago Stadium Circus, will return to the show after the Winniepeg indoor show, and the five Negro elephants which were at the Chicago Stadium show were expected back on the show at Erie, Pa., May 8. Later the five bulls will go to Providence, R. I., for another indoor date. Show has three performing bulls without these. Altee, a solo bull, has been leased by Rogers to the Attentive Show for the season.

The show purchased a large supply of lumber here to be used in making platforms for the grandstand, which is to be extended, with approximately 1,500 chairs being used when it is completed. Lumber was also bought here to build new bodies for trucks damaged in a highway accident recently.

Rogers spent a lot of time here greeting friends, including Fred Work, of Akron, O.; Glen Z. Wagner, his wife, and children, Peg and Glen Jr.; Nick Haig and wife; Jack Nedrow and wife; Harry Winslow, formerly of the Lewis Bros. Circus; William Carr, agent for the Ringling-Barnum circus; Ted Deppish, Sieglert Club photographer, Rex McConnell, of The Billboard, and F. K. Schuster.

DOC WADELL, since becoming manager of a Columbus (O.) business concern, is doing some globe-trotting. At Indianapolis he was a guest of Mike T. Clark, the old Brundage general agent, now retired. In St. Louis he saw the Royal American Carnival. There he was a guest of Maurice Koenigsberg, former cowboy with Buffalo Bill. He also saw the annual Police Circus there. He flew to Sioux Falls, S. D., and took in the Shrine Indoor Circus, which featured Jack Hamilton in trapeze and contortion feats. Gil Gray, an old-timer, was promoter of the show.

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PRESIDENT

HAMID-MORTON CIRCUS

BOB MORTON
VICE-PRESIDENT and
GENERAL MANAGER

WORLD'S FOREMOST INDOOR CIRCUS

ALL RECORDS BROKEN — ONE MILLION ACTUAL PAID ADMISSIONS
TWELVE WEEKS OF INDOOR ENGAGEMENTS JUST COMPLETED

GEORGE HANNEFORD AND FAMILY

"It's a pleasure to be with the Hamid-Morton Circus"

CHRISTY'S

Famous Arabian Stallions—Elephants—Dogs—Ponies

The AERIAL ORTONS

"America's Fastest Double Troupe Act," presenting the
AERIAL LA VERAS

Thanks to Col. Morton & Co. Hamid for our second consecutive season.
There must be a reason.

THE GREAT FUSSNER

World's greatest Spiral-Ball Equilibrist.

Presenting a grand fireworks finale.

"Thanks, 'Bob,' for a successful and pleasant winter season."

HERB TAYLOR TRIO

Comedy Knockabouts and Rocking Tables.

Herb Taylor—Robb Simonds—Herb Taylor Jr.

"Thanks to 'Bob Morton,' a swell guy."
Fairs, Parks, Celebrations.

4 ARLEYS

"An Act for every occasion"

RICE DAVIDSON TRIO

"Nuff Said"

THE SWAYING POLE ACT

RICARDO

DORIS REED

Prima Donna

And it's been swell working with Hamid-Morton

LEN HUMPHRIES

Assistant Manager and Secretary for "Bob Morton"

PROSKE'S TIGERS

JOE BASILE

and His Madison Square Garden Band

will open for the Season May 25th at Olympia Park, Irvington, N. J.
Thirty-second season.

THE SIXTEEN ABDALLAH GIRLS

Direction of Mr. & Mrs. Sam Abdallah.

Wish to thank Hamid-Morton Circus for a very pleasant and successful engagement.

CARL WALLEND A TROUPE

The High Wire Sensation

Just concluded a very pleasant Winter season with Hamid-Morton Circus.

THE 3 MILOS

Fairs, Parks, Celebrations

WARD-BELL TROUPE

presenting the

SIX AMERICAN BELLS—THE FLYING WARDS

wish to extend their thanks to the Hamid-Morton Circus Corporation for a pleasant
and successful Winter engagement.

SLIVERS JOHNSON

And His Original Comedy Austin

CRASH DUNIGAN'S "FOUR BOMBSHELLS"

Sensational Aerial Gymnast

A. HYMES

Concession Operator with the Hamid-Morton Circus since their inception

Exploitation and Advance Promotion for Montreal, Quebec.
Engagement under the Direction of

HENRY M. ROBINSON

20th year with Bob Morton

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GAINS STIR ADDED OUTLAYS

Agawam Bow Draws 125,000

Carroll begins Riverside enlargements after record week-end in revamped spot

SPRINGFIELD, Mass., May 10.—Attendance on the first three days of the season in Riverside Park, Agawam, said Owner Edward J. Carroll, totaled 125,000. Attendance records for any one day were shattered by last Sunday's business. At the bow on May 2, despite snow, hail, rain, and lightning which struck the area a few hours prior to opening, business was terrific. Saturday provided the first test of matinee trade and again crowds poured in and Sunday set the new high.

Carroll was most enthusiastic over the new Cyclone Coaster, running two trains. During every minute of operation over the three-day period, operators were shooting the cars over the new track without delay. At closing time Saturday night, 12 o'clock by law, it was necessary to turn away a line of more than 300. Reaction from ride patrons was gauged by repeat rides, which, Carroll said, ran as high as 50 per cent.

New midjet auto speedway, In-It-The-Dark, Mirror Maze, Whip, and Games (now heavily New Romveco Restaurants) went so strong that it will be immediately enlarged to twice its present capacity. Partitions only three days old (See RECORD at AGAWAM on page 48)

50,000 Turn Out At Pontchartrain

NEW ORLEANS, May 10.—Season's formal opening at Pontchartrain Beach last Saturday and Sunday, dedicated to the army and navy, brought out about 50,000 for fireworks, service maneuvers, and free set, the Flying Bebees. With about \$35,000 spent on expansion, the beach opened its new Cockeyed Circus, a Ringway built by James E. Fields, Glasgow, Ky., who will remain to manage it. Art work by George Simpson brought praise for comment.

Manager Harry J. Batt promises regular special programs, including I Am an American Day on May 18. Outdoor act then will be replaced for two weeks by D'Arcy Girls, aerialists. Among tm (See BATT HAS 30,000 on page 51)

Staton Holds Own in Flood

OKLAHOMA CITY, Okla., May 10.—Opening of Springside Amusement Park for its 10th season here was pronounced a success by Owner Roy Staton. Rain marked all days of opening week-end, May 3-4, and reached flood stage on Sunday. But business held its own with previous seasons, and the first afternoon, only one benefited by sunshine, gave promise of exceptional attendance, with the crowd so large it had to be admitted in sections.

Owner Staton also was well pleased with dance patronage that turned out for Russ Morgan and his orchestra in the Casino. Opening night attendance was 1,000, with admission at 70 cents plus tax per person. About 2,000 were ad (See STATION FIGHTS RAIN on page 51)

Summit Beach Preview Pulls

KICHON, O., May 10.—Anticipating a banner season, Summit Beach Park here opened its pre-season program on May 3, followed by a Sunday session which attracted large crowds. Program will be repeated each week-end until May 24, when the season officially opens. Manager Frank Rafal said a streamlined Dodgem is being installed. Some name free acts have been booked, first of which will be added Decoration Day week. Management also reported plans to bring in several radio and screen personalities.



WILLIAM C. HUNT, veteran showman in Wildwood, N. J., has rounded up the executive staff of his Hunt's Amusement Enterprises, Inc., preparatory to start of the summer season on Decoration Day. Left to right: Bill Gerst, co-manager of Hunt's Ocean Pier; Bud Hunt, general manager of the amusement company; William Keegan, manager of the theater interests; Guy Hunt, co-manager of Ocean Pier, and William C. Hunt.

Syndicate Takes Bronx Starlight

NEW YORK, May 10.—A syndicate headed by Robert Kaplan, local architect-engineer, has taken a lease with purchase option on Starlight Park and the Bronx Coliseum. A number of sublease arrangements have been negotiated, chief of which are the swim pool area and other space to August Janssen Jr., noted restaurateur, who plans an elaborate eat spot to be switched to a night club in off season.

Coliseum, big sports arena, has been subleased to Dodge Athletic Association and Promoter William F. Johnston, with boxing bouts on one of the events.

Park was put up some 20 years ago, when it was planned as an exposition spot with unique buildings and architectural. It enjoyed several good seasons and even presented grand opera, but in recent years had been on the downgrade, except for the large pool and athletic area, which has always been popular. Janssen aims to augment present facilities. Kaplan, broker in the deal, acted for the estate of Charlotte A. Mount.

Ralph Delevie, taking his first shot at park business, is assigned as general manager, with Bill Burns, former press agent of Bronxside Pool handling publicity. May 30 opening is scheduled.

Air Base To Aid Pine Island

MANCHESTER, N. H., May 10.—Pine Island Park is expected to cash in on establishment of an army air base less than a mile away. At least 3,000 men are to be assigned there. Park will have swimming for the first time since the 1938 hurricane. Old bathhouse is to be razed and a new housing for lockers built. Improvements are being made on the beach. Park has been open week-ends since April 3 and Manager Barney J. Williams reports big better than a year ago. Features include Roller Coasters, Dodgem, Airplanes, Whip, Pretzel, Merry-Go-Round, Miniature Train, Custer Cars, Penny Arcade, shooting gallery, Skat-Hall and other games, roller rink, dance hall, and park in theater.

Auto Races Feed Pa. Grove

MECHANICSBURG, Pa., May 10.—Williams Grove Speedway last Sunday drew 33,573 to see half-mile dirt track auto races under AAA rules. Promoter Roy E. Hichewitz presented fireworks as the first race started. Publicity Director George E. Shelley had movie entertainment on hand. Williams Grove Park, operated with the speedway, gets much additional business from the track. Races are over about 5 p.m. Races will be held every other week this season.

End of NAAPPB Risk Campaign Sees Volume Records Shattered

CHICAGO, May 10.—What officials of the National Association of Amusement Parks, Pools, and Beaches consider the most effective campaign ever made by the organization has just been completed by the office of Secretary A. E. Hodge here to acquaint the industry with benefits of the public liability insurance plan sponsored by the association in co-operation with the Associated Indemnity Corporation.

The more than 750 operators who came under the plan during the last five years have renewed policies for 1941 in almost every instance, and many new participants have been added and, from present indications, gross premium volume will show a tremendous increase this year, which will mean even greater savings to all interested. It is reported. Declared to be the most gratifying addition to the list for 1940 was Coney Island, Inc., Cincinnati, premium of which was probably exceeded by but few in the country, and which took parks in the city only after a most careful investigation of the plan and carrier behind it. Secretary Hodge said there were two other organizations ranking with Coney Island, which, from present indi-

cations, will be added to the list of important participants in 1941.

Adrian W. Ketchum, president of the association, called it the greatest campaign in history of the organization. Secretary Hodge, with offices in Suite 1130, 301 North Wells Building, Chicago, conducted a publicity campaign thru the mails and thru The Billboard and other trade papers. John Logan Campbell, the association's insurance consultant, worked unceasingly with the committee to increase the number of policyholders for 1941. Fred E. James & Company and Cleveland Insurance Agency worked on the plan since early in the year.

On the insurance committee serving with N. E. Alexander, Woodlake Park, Philadelphia, chairman, are Leonard J. Schlow, vice-chairman, Olsen Echo (Md.) Park; Richard W. Lums, Forest Park; and H. F. Schmeck, Philadelphia Toboggan Company, and Edward I. Schott, Coney Island, Cincinnati. Official representatives of the association are John Logan Campbell, J. L. Campbell & Company, Baltimore, Md.; Cleveland Insurance Agency, Cleveland, (See RISK DRIVE ENDS on page 48)

Jantzen Will Get Race Plant

Portland Beach's prospects bring plans for augmented stand, clubhouse, stables

PORTLAND, Ore., May 10.—As Jantzen Beach Park drew opened on May 3 General Manager Paul H. Hurddepot expressed optimism over prospects for the season, basing his belief on the vastly increased amount of months in circulation. In agreement with him was Harvey Wells, president of the operating Hayden Island Amusement Company, who verified reports that negotiations are under way to build an elaborate one-mile horse race track in the park to stage a 30-day fall race meet. Under the proposed plan, the present grandstand, which seats about 4,000 and is used for midjet auto races and outdoor shows, would be enlarged to accommodate about 10,000. The midjet track would be rebuilt and placed inside the horse track. It is also planned (See Jantzen Race Plant on page 51)

Amusement Center Projected for Inlet Is Reported in AC

ATLANTIC CITY, May 10.—Establishment of an amusement center in the Inlet section, removed from midtown beaches and piers but operated by private enterprise instead of a municipal authority, is under negotiation, it was learned from authoritative sources here. The plan, it is understood, includes these features:

Establishment of a large public parking lot.

Provisions for a bus terminal to bring one-day excursionists.

Provisions for an amusement center to provide entertainment for excursionists.

Provisions for bathing facilities on the Inlet beach adjacent to Heins Pier to reduce the load at midtown beaches in busy months.

Proposed site, it was learned, is at Massachusetts Avenue and includes what is known as the Wootton estate tract. Other adjoining land is said to be considered, with leases for properties (See INLET FUN CENTER on page 48)

30,376 Paid at Philly Zoo

PHILADELPHIA, May 10.—With exception of "free day at the zoo" in 1936, May Day at Philadelphia Zoo on May 4 drew the biggest paying crowd in its history. Gate was \$1,876, of which 30,376 were paid admissions. Roger Conant, zoo curator, said the obituary drew nearly 7,000 more than last year. Highlight was abduction of the new \$200,000 purpose-bred elephant, Mrs. E. Kenneth Hoyt. Hannah, former owner of Tolo, gorilla, now with Hingham show, being the speaker. Three elephants put on hourly shows and 50 simians were released on monkey island. Nestly 4,800 paid an extra dime to see the Baby-Pet Zoo. Tattle quilt and band contests were included.

Cedar Point Pushes Work

SANDUSKY, O., May 10.—With nineteenth of concessions and rides closed and over half of the orchestras booked, management at Cedar Point-on-Lake Erie is concentrating on reconstruction and new construction for the opening on June 14. Benny Goodman, booked for inaugural week, will be followed by Henry Busse, Bob Chester, Ben Bernin, and Frankie Masters. A new feature in the Grand Hallroom will be an open-sucker kitchen. A glass-windowed refrigerator will display foods that may be served to guests at the bar and in the tables. More convention inquiries than ever are reported, as well as a large number of plans already booked. Resort will remain open thru Labor Day.

Earn bigger Gun profits with Bally's new sensational

SKY BATTLE

Cash in on the coast to coast machine-gun craze! Plan to operate a battery of SKY-BATTLE machines—and see a flood of nickels pour in all season, as crowds flock to shoot—actually stand in line for a crack at the booming airplane target! Nation-wide operations prove Bally gun-games are fastest money-makers in their class—and SKY-BATTLE is Bally's newest, greatest gun! Order now, while you can still get delivery!

WRITE OR WIRE FOR DETAILS OF LIBERAL
TIME-PAYMENT
PLAN FOR ARCADES AND CONCESSIONAIRES

Here's a proposition that means big money for you with a minimum investment. Write or wire for liberal terms to responsible concessionaires, arcade operators and parks. Act now to insure quick delivery!

AIRPLANE TARGET
100 SHOTS 5 CENTS

SKY-BATTLE is fully coin-operated. Simply deposit 5 cents to release trigger—100 shots of miniature airplane zoom across a realistic battle scene. Target is placed 25 ft. to 50 ft. from gun. Shots are harmless rays of light—and, when light hits photo-electric bull-eye in target, a hit is automatically registered on electric score-board. "Shoot-or-don't" still-appeal invites continuous play.



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS



American Recreational Equipment Association

By R. S. UZZELL

Labor Day this year will fall on September 1. A bill was introduced in the New York Legislature to set Labor Day back to September 8. After much agitation the bill was passed, but Governor Lehman vetoed it. The big opposition, as predicted by several park men, came from labor unions. Schools are opposed but were not so vociferous as labor. Since the seasons may be changing, the parks will gradually lengthen their seasons where actual earning records justify it. When coming out of the last boom period much money was lost in opening too early and extending beyond Labor Day.

Early openings this season, if we do not run into a cold, rainy, blist before Decoration Day, is going to get the early opening bug to bumping again. Carnivals had similar experiences. Once they started from the Deep South on their northern trek in February. But late years have seen them defer the start until late April or early May. Baseball clubs were opening to shivering and partially tilted grandstands, but this season has been more favorable.

Circus Prestiges Season

Here is the grand old circus again,

which this year presages a good season for outdoor amusements. It was terrific. The Madison Square Garden run for a month surpassed all-time records of circus grosses in New York City, all despite repeated predictions that the circus was passing out of our national life. Three big factors compose the equation—fine weather most of the time, more money in circulation, and many changes and innovations in the program. The breaking of old traditions took courage and money and then it was opportune. Money was easy and there is more of it than for a dozen years. Due credit nevertheless should go to John Ringling North and his able associates. To cite with the name of Barnum and Ringling called for super showmanship and then, more surely have it. They have been over the rocky road enough to lose all illusions and draw from a practical background the wisdom to make their dreams work profitably. Castles in the air are not habitable until brought down to earth and supported on a good, firm foundation. We have known those who dreamed some beautiful bonanzas, but they have broken everyone who backed them.

Obscure Spots Enlivened

Even obscure places are taking on new life this year. One place that has been on its back for several years and awaited ready for oblivion has even old concessionaires ready to rejoin the place with new capital. This is making the manager reverse himself. Only last season he was ready to call it quits. There are sure to be better eating places in the parks generally than have been available with few exceptions. The numerous roadside eating places come in attractive style and color, especially with free dining, are apt to stop your patrons too long and get the big end of the money for the day out. Roadside amusements are also growing in numbers. Golf

driving, skeet shooting, pony tracks, shooting galleries, and roller skating are appearing often near these eating places. On the way to one park we saw five eating places near one another, with these other innovations negotiating for adjacent spaces. Two parks have been foresighted enough to capture the eating, skeet shooting, etc., and lease the adjacent space across the way so no equities get a toe hold.

Dorothy Muloon says the Coaster in Riverside Park, Agawam, Mass., did more business on Sunday, May 4, than it did any day on the New York World's Fair grounds. This in a park where two Coasters died with the park, which was closed for eight years until Edward J. Carroll revived it in 1940. Will someone peg the man who lost a fortune building Coasters, and when he quits the game, said, "Coasters are a thing of the past?"

RIDES WANTED

CAN USE FERRO WHEEL, TILT-A-WHIRL, OR ANY PORTABLE RIDES. City or defense orders.

PLAYLAND PARK

South Bend, Indiana

COMPLETE DODGEM RIDE FOR SALE

In Good Condition, Well Maintained. Call for details.

RABKIN, Keensburg, N. J.

IT'S Lusse Auto-Skooters AGAIN THIS SEASON

AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.

LUSSE BROS., INC.



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AT PARKS, FAIRS AND ON CARNIVALS

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Control Your Entrances and Exits Scientifically

Write **PERY TURNSTILES**

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Complete PARK PLANNING SERVICE

COASTERS, ICE RINKS, POOLS, ROLLER BRICKS, OLD MILLS, ARCHERY, GOLF, HORSING, WRESTLING, ACKLEY, BRADLEY, DAY, STAKE BLOOD, DITZBERGER, JR.

PENNY ARCADE SPACE WANTED!

Will install complete Penny Arcade on rental or percentage basis in any progressive amusement park, beach or summer resort. All BRAND-NEW machines. Send full details and space available.

BOX D-27, care The Billboard, Cincinnati, Ohio

Resort Owners! MORE ENTERTAINMENT

See important
LAFAYETTE
ad on page 5, this issue

LOCATIONS WANTED

for Penny Arcades and Amusement Centers. We have five operators who are willing to invest from \$2,000.00 to \$50,000.00 in established locations, or locations that need development. Correspondence strictly confidential. We are the World's Greatest Penny Arcade Headquarters. MIKE MUNYVES CORP., 593 Tenth Ave., New York City, Bryant 9-4677

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USED

PHILADELPHIA TOBOGGAN
MERRY-GO-ROUND
MINIATURE AUTOMOBILES
MINIATURE RAILROADS
CUSTER CARS
EIGHTS SPOTS

THE NATIONAL AMUSEMENT DEVICE CO.
113-39 Hatfield Street, Dyker, O.

USED SKOOTER CARS FOR SALE—\$20 EACH

36 REAR WHEEL DRIVE CARS IN RUNNING CONDITION.
H. BERGEN, Coney Island Boardwalk & W. 20th St., Brooklyn, N. Y.

Seaside Heights Casino, Inc.

On the Boardwalk, SEASIDE HEIGHTS, N. J. WANT: Amusement Machines, Desks, Computers, Hobbies, Toys, Games, High Rollers, Raffles, Book, Cash Registers, Coin-Operated Games, Slot Games, Amusement, or any Machine, Coin-Operated, Musical, etc.
J. BERNY WOODRIF, Mgr., Seaside Heights, N. J.

WORLD'S LEADING HEADQUARTERS PENNY ARCADES AND COMPLETE MODERN SPORTLANDS MIKE MUNYVES CORP.

RIDES WANTED
FOR 2 AMUSEMENT PARKS.
This located on Highway 96A.
KELLYN BEACH, 50 minutes drive from N. Lakes.
CONEY ISLAND, near Camp Ground.
WANT: Ferris Wheel, Merry-Go-Round, Roller Horse, Portable Billiard, Skating Rink, 200 Seals, Musical Train, Bumper Cars, etc.
BOTH PARKS WILL OPEN ON SEASIDE HEIGHTS DAY.
Want to see: Best Traveling Radio and Wax Shows. Can arrange complete business.
Address: L. W. PETERS, Mgr., Seaside Beach, Box 26, Kirtwood, Mo.

WANTED American Painter for Russells Point Boardwalk

FRENCH L. WILSON, Mgr., Russells Point, Ohio.

WANTED

Major and Middle Rides, good percentage. Year around park. Open May 1st.
Box 137, Waycross, Georgia

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Outdoor Competish Bows

First open-air pool to stage an aquatic meet this season, Ravenhall plunge, Coney Island, N. Y., announced a race carnival on May 24 in which national, State, and metropolitan champs are expected to compete. Ordinarily, outdoor pools in the met area do not hold events. Bathing is the prominent feature until late in June. But Ravenhall is rushing the season on the occasion of its 50th anniversary. Gate plans have been made and, with a weather break, the early meet should bring results.

Other outdoor pool men might follow suit and consider the possibilities of staging races as near to tank openings as possible. Mack Hook, Riverside Cascades tank, New York, used to follow that practice with success. Aquatic racing makes legitimate news and, as such, gives bathing patrons the prominent position in the local press, with the result that the story of the swim inaugural is gotten over in a big way.

Altho it is rather difficult to get a flock of swim names to compete in May, for it is usually quite chilly, if you time an early meet for some special event, such as an anniversary like Ravenhall's, or if you make prizes attractive enough, you should not have too much difficulty. And all effort you expend will be repaid in terms of publicity at a time when you most need it, the inaugural of the season.

Latest High-Diving Claim

The usually reliable United Press last week reported that Juan Carlos Meloni dived 100 feet into the Paraná River at San Lorenzo, Buenos Aires, on May 4, establishing an unofficial world's record. Story claims representatives of Santa Fe Swimming Federation, who witnessed the feat, will make it official. This column, which has always taken reports of "unofficial high-diving records" with a grain of salt, cannot think too lightly of this claim. Some of the info has generally proved authentic and the fact that members of swim association were present make it practically iron-bound. Your correspondent will try his best to track down this story, for if it is an actuality, only Juan Carlos Meloni deserves all the limelight that can be given him. In the meantime I would like to have views of high divers and other water performers on this latest high-diving claim.

More Sideline Activity

In a recent article in this column meant profitable side activities suggested for outdoor pools to utilize extra available space an important concession idea was overlooked. I refer to possibilities of installing shooting galleries adjacent to plunges. From what I have seen at Eastern amusement parks and resorts already open, it is going to be a banner year for this type of attraction. Of course, shooting galleries have been associated with parks, carnivals, and

beaches for many years. But with the defense training program under way it seems as though everyone and his uncle wants to try his hand at using a rifle. I have seen crowds two and three lines deep waiting to be accommodated at some ball's-eye spots during past few weeks, which means that the urge is there and if you have the location it might be just the thing for your swimmers.

Al Hodge, secretary of the National Association of Amusement Parks, Pools, and Beaches, is compiling a survey on special rates offered to servicemen this season by parks and pools, which should be most interesting.

Still no word from the New York City park department as to the fate of the marine stadium used at New York World Fair by Billy Rose's Aquacade. Original plan was to convert it into a mammoth municipal pool and some insist that that is what will happen this summer. But others claim the building may be used for outdoor operetta similar to what was done a few years ago at Jones Beach, L. I.

Holiday Bill for M-D Pier

ATLANTIC CITY, May 10.—After a successful Easter Hamid's Million-Dollar Pier is readying for a big Decoration Day week-end. George A. Hamid, operator, said Mr. Hamid and his orchestra and company on June 1 will be in the Ballroom of States. There will be a vaude show in the Hippodrome Theater. On May 30 and 31 Will Bradley's orchestra will be in the pier ballroom. Week-end operation then will continue until June 25, when the pier goes into daily hours. Hamid has awarded a contract for alterations to John S. McQuade, Philadelphia.

Lorenzo Playing Park Dates

CHICAGO, May 10.—Paul Lorenzo and Vicki, who just closed the Stadium circus engagement here, will open shortly in Kennebunk Park, Wiscasset, for two weeks, followed by Playland Park, Ithaca, N. Y., then Providence (R. I.) Shrine show at Narragansett. Lorenzo reports he is booked solid up to the fair season.

RISK DRIVE ENDS

(Continued from page 48)
and Fred S. James & Company, Chicago, New York, and San Francisco. Delay on the part of many operators, however, has been a big handicap, with the result that brokers and inspection department of the Associated Indemnity Corporation are up to their ears, officials remarked. With the number of participants greatly increased for '41, an added strain is thrown not only upon the brokers but particularly on the inspection department of the Associated Indemnity Corporation, and all interested parties are urged to get in their applications for 1941 coverage without further delay, Secretary Hodge said.

Briefs From All Around the Field

MINNEAPOLIS—New resort for Minneapolis and St. Paul, Cowboy Park, will open on May 18 at Eaton's Dude Ranch, 15 miles from here. William Marlowe is manager and will present cowboys, Indians, hillbilly singers, rodeo acts, and covered wagons. Continuous shows will be staged on Saturdays, Sundays, and holidays. Spot is in a natural amphitheater and will accommodate 50,000. Picnic facilities are planned.

DENVER—Sportland Beach Club, an Arthur M. Oberfelder enterprise, will open this season on June 1. Improvements have been made to the pool and other property, which includes a golf driving range and handball and volleyball courts. Henry Landers will again be in charge of promotions, which will feature a State-wide contest to select Miss Colorado to compete in the Atlantic City Beauty Pageant.

BLOOMSBURG, Pa.—Columbia Park at shrill's sale on May 3 was bought in by the Stetler estate for \$447.15 taxes and costs.

KIRKWOOD, Mo.—Joe and Bebe Siegrist, of the Flying Otis, who recently completed a successful engagement at the St. Louis Polka Circus, reported they

played Sylvan Beach here on May 3-10. Also at the beach were Percy and Hazel Moore with their riding academy and rodeo equipment. The Siegrists and the Moores were together for years on major circuits.

DETROIT—Jefferson Beach Park here, slated to open on May 18, has installed 10 miniature autos on a 1,500-foot track. Herbie Kay's band has been booked for the season in the ballroom with Ken Nealy and Ellen Connor, vocalists.

MOUNT ORETNIA, Pa.—Mount Oretina Park will open on May 30, said Proprietor Gene Otto, who is making extensive improvements at lake and bathhouse. It has a miniature golf course which has been popular for years and is still going strong. Beginning about mid-June, the Oretina Players will again start the season at Mount Oretina Theater.

BROOKFIELD, O.—Paul Jurko's Yankee Lake Park near here opened on May 3 with Johnny McGee's orchestra as ballroom attraction. Pavilion will be open nightly and Sunday afternoons for dancing. Midway attractions are now on full schedule. Plans are being made for a large Memorial Day celebration. Several name bands have been set.

Revised Beach Code Sought by AC Body

ATLANTIC CITY, May 10.—Codification of all present ordinances pertaining to the Boardwalk and beachfront and adoption of a single measure embodying all desirable features of previous ordinances and elimination of undesirable ones will be sought by Atlantic City Planning and Improvement Association. That body is renewing efforts inaugurated during last late city administration, when a survey of all city measures pertaining to the Boardwalk and beachfront was made and the original substitute ordinance was prepared.

Proposed ordinance provides regulations on the Boardwalk for sale of newspapers and periodicals; operation of commercial photographers; prohibitions regarding other amusements on the Boardwalk; prohibits operation of any "dives, game, amusement, or other attraction" so that any part shall be on or over or in any way occupy any part of the Boardwalk, street-end approaches, or pavilions; prohibits crying of sales or auctioneering of goods by voice, sponges, loud-speakers, or mechanical devices; prohibits mechanical amusements, rides, games, or other amusements and obscene language; limits use of hand trucks carrying merchandise to Boardwalk stores to hours from 3 A.M. until 10 A.M.; prohibits driving or operation of horses, wagons, or motor vehicles on the Boardwalk unless a permit is first obtained; limits issuance of such permits to vehicles having soft-rubber tires; limits bicycles riding from 6 A.M. until 9 P.M. on the Boardwalk; prohibits roller skating and prohibits throwing or depositing food or beverage and sweepings on the Boardwalk.

Measure would also declare it to be unlawful for persons to congregate in a manner which will obstruct full use of the Boardwalk by pedestrians and tolling chairs, permits parades only after permits are obtained; bans walking on the Boardwalk in bathing costumes, and requires dogs to be on leash.

Wildwood Arcade's Changes

WILDWOOD, N. J., May 10.—Management of Casino Arcade Park here, looking for a record season, is doing extensive remodeling and adding new devices. Former Pretzel will be remodeled into a new ride called Monkey Business. New Magic Carpet will have a tiled room as a feature. A new 10,000 installation of the Pacemaker game will be featured. Walking Charlie ball game given way to DeBunker, World's Fair ball game, and adjoining what was last season the Ice Show will be the Pakatorium brought from the fair. New rides will be the Silver Streak and Bubble Bounce. The Bang Bang Club will make major changes. Arcade management has taken over the former Pauls Restaurant and will remodel it into a Southern style cafeteria with odd-panny price. Admittance will be reduced to 25c. Dick Richards is general superintendent.

RECORD AT AGAWAM

(Continued from page 48)
are being born out to give increased capacity. Work will also start on 20 new riding machines, with Carroll has just completed a clearance project which he thought would be adequate for the season. He has been putting across a routine-harred publicity and advertising campaign for the past month. Newspapers have been boosting and radio has come in for a share with direct park broadcasts. Opening night was given a Hollywood flare and broadcast and city street parade and a chamber of commerce bigwig on hand to toast the event.

"The expenditure of \$100,000 has brought results," said Carroll, "and, with the plans we have in the offing, we are in for a grand summer. Altho we opened a month earlier, business is exceeding 1940 midsummer figures by wide margins."

INLET FUN CENTER

(Continued from page 48)
involved being negotiated. Mayor Thomas D. Taggart Jr. is said to be one of the main forces in the enterprise. Little information could be obtained as to details of the project, however, that local business companies would be given a terminal at the amusement center. The amusement project and reported location are similar to suggested ones in the report of engineers engaged during the last administration by Atlantic City Planning Commission and Improvement Association.

BRYDON'S BEAUTIFUL BEACH

FREE SHADED PICNIC GROVE
BATHING BEACH
ACRES OF PARKING
CIRCUS ACTS

NORTHERN INDIANA'S
PARADISE OF PLAY

ON BASS LAKE ROUTE 35
6 MILES SOUTH OF KNOX, IND.



LAST CALL SEASON OPENS SATURDAY, MAY 24 LAST CALL

STILL HAVE OPEN FEW CHOICE LOCATIONS FOR THE FOLLOWING: Fish Feed, Hoop-La, Long Range Gallery, Archery, Basket Ball, Stum Spindle or Country Store, Wire Jewelry, Japanese Bowling Alley or Roll Down, Cigarette or Cork Gallery, Guess Your Weight or Ago Scales, Penny Pitch, Watch-La, Blower, Spots, String Game, Ham and Bacon, Groceries, Blanket, Spreads, Silverware or China Wheels upon.

Special inducements for Cotton Candy, Candy Apples, Candy Waffles, Snow Cone, Potato Chips, Salt Water Taffy, Barbecue and Frozen Custard. Want Diggers, Novelties and Souvenir Store.

Will place these Concessions All for the season or for the opening celebration from May 24 to June 1, when we will have thousands of people here. Balloon Ascensions every afternoon, Fireworks at night with sensational High Acts. Greatest billing and exploitation by radio, newspapers, etc., ever attempted for a resort opening.

Can place few more Rides not conflicting, either for opening or all season. Independent Shows with their own outfits wanted for opening celebration.

ALL REPLY TO ABOVE ADDRESS

Playland, Rye, N. Y.

By J. WILSON CLIFFE

"The flowers that bloom in the spring, to-la, have nothing to do with the case." That may have been okay for Gilbert and Sullivan and The Mikado, but not for Playland. The floral scheme has everything to do with the big Westchester playground—just only in the spring, but also in the summer and fall, chief gardener Tiffany Lind and his corps of able aids have made Playland a thing of beauty—if not forever, at least for the summer season. Floral scheme plan is multi-colored panicle interspersed with tulips and other spring blossoms. Tiff has also introduced a patriotic motif in his landscaping. The color-schemes at either end of each mall are triple-rowed in red, white, and blue flowers.

But enough of the horticultural aspect; now to the amusement end. The executive staff and personnel are as follows: Herbert P. O'Malley, director; Omar O. Lindberg, auditor; George Baker, superintendent; George E. Currier and Leo Brown, assistants to the director; Fred Merritt, refreshment manager; Harry Scammerville, outing manager; Tom Woodward, bathhouse and beach manager; Davis Asla, parking manager; Jess Orr, superintendent of county games; Bergant Tewey, chief of police; Gus Butler, chief janitor; Dick Kusler, chief electrician; Matt Madarin, chief carpenter; "Terrence," chief painter; Frank Jaeger, supply manager; J.

Liberati, charge of girl cashiers; J. Wilson Cliffe, radio commentator; Bill West, executive secretary; Paul Morris, publicity manager; Alice Rosen, restaurant; Miss McDonald, chief nurse.

Among concessionaires are the Lepers, Franklin; Arthur Marros, Burritwick Spa; Arthur Abbott, frozen cream; Gus (Coveboy) Bergman, Playland Bido; Gus Rosasco, games; Santalato & Sons, Casino; John Macri, cafe and beach restaurant; A. Morgan, Roof Garden Cafe; Pleasure Bound, Inc., rides; E. White, rides; Uzell Corporation, Water Slide; Wallace Brothers (Jack and Miley), weight guessing. Watch coming issues for others.

Your Cliffe dweller is back for his 14th consecutive season. Also back is chief engineer Max Vogel, fresh from building Camp Blanding in Florida. Park is resplendent, several thousand gallons of paint having been applied. Playland has been open the last five Sundays for the usual preview, and if attendance and spending are any criteria, it's in for a record-breaking season. Everyone is awaiting the opening bugle call next Saturday, May 17. Hasta luego.

Palisades, N. J.

By CLEM WHITE

Business is busting along well, but the loudest humming emanates from the folks about the park, general refrain being *Happy Days Are Here Again*. Opening week-end and the succeeding one saw records for opening dates shattered. Superintendent Al McKee reported that three of his rides had set a new mark (July 4 not included) for the past six years. Altho three new attractions are all that are offered, so many plans have been revamped that the total seems much more.

Jack and Irving Rosenzhal are executive regarding the new spot they are framing next to the Bob Sled but, judging from the time and industry that Joe McKee and his carpenters are putting in, it cannot be anything less than impressive when unveiled. Ben Bernie and ark proved a great attraction for opening and were equally followed by Reggie Childs and His Swingers and then by Johnny Hamp and his crew. Thrill de-

stop money leaks

"How to stop the leaks and plug the holes in the Amusement and Recreation Field."

This book contains invaluable information for every operator of Amusement Parks, Pools, Beaches and Recreation Centers.

A wealth of intimate information vital to every operator.

Your copy is ready . . . write for it NOW as edition is limited.

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AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA

Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.

Join Now While Initiation Fee Is Only \$10.00

Contact your nearest League member or write direct to Membership Committee, SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.



WANT

FOR BOARDWALK LOCATION

WHIP—FERRIS WHEEL

OTHER RIDES—PORTABLE—STATIONARY

HAVE SPACE FOR ANY GOOD ATTRACTION.

D. J. MAHER, RECREATION PIER,

LONG BRANCH, N. J.

BINGO SPECIALS!
SEVEN-AND-TEN
COLORS
ASK ABOUT BINGO-BLOWER

MORRIS-MANDELL
112-BROADWAY NEW-YORK-CITY

partment thus far has been confined to Fred Voss and his new ensemble, the Hollywood Skyettes, who lent exactly the touch needed to balance the musical presentations. Most comment overheard from patrons concerns the behavior of lights brought here and re-

(See PALISADES, N. J., on page 52)

Mich. State Move Launched

Bill Asks Sale Of Detroit Plant

Legislature now has first suggested step in switch of fair to East Lansing

LANSING, Mich., May 16.—As a prelude to a move to switch Michigan State Fair from Detroit to East Lansing, a bill authorizing sale of the present State Fair grounds was introduced on May 8 in the House of Representatives here.

A minimum price for the grounds would be established by the State administrative board, under the act's provisions. Auditor general would be authorized to advertise for sealed bids and the winner would be decided by the administrative board. Proceeds would be placed in the general fund.

"Return of the fair to the farmers" is the arguing point upon which backers of the proposal dwell. Sponsors also maintain that transfer of the fair to Michigan State College campus, East Lansing, would make it an event of much greater value to agriculturists.

Maintenance expense of grounds in Detroit is also cited as a factor favorable to the change of location. Leo J. Kowich, State budget director, recently questioned how the fair's board of managers could claim a profit of \$114 when he had unpaid bills of more than \$22,000 on his desk, largely for utility service and ticket printing.

State Aid Is Upped By Solons in W. Va.

CHARLESTON, W. Va., May 16.—State aid of \$14,300 for fairs in each of the seasons of 1941-43 has been provided by the Legislature here. It was announced by the State department of agriculture.

State aid fund will be \$3,000 for each of the two years. Added to that will be \$1,800 for regional 4-H Club fairs and \$7,500 for State Fair premiums. Latter sum was increased from \$2,500, former appropriation. Greenbrier Valley Fair, Lewisburg-Ronceverte, was designated as West Virginia State Fair.

Progress is reported to a move for more funds for smaller fairs. West Virginia Association of Fairs having gone on record this year for increased appropriations to fairs that have prospects of being built up.

Reorg Started in Davenport

DAVENPORT, Ia., May 16.—First step toward reorganizing management of Mississippi Valley Fair and Exposition here, was taken with election of 16 directors, of whom 13 are new members, at the annual board meeting, which had been postponed several times. It is said the plan is to free the fair of financial difficulties by a petition in Federal Court under Section 77-B of the bankruptcy laws. It had been reported previously that a group interested in the amusement field was to offer financial backing for continuation of the fair. Directors will meet soon to elect officers and outline a plan to keep the fair in operation.

Neb. Bond Bills Rejected

LINCOLN, Neb., May 16.—Because bids were not satisfactory Nebraska State Fair rejected all proposals for refunding \$256,000 of outstanding grandstand bonds, and the executive board was authorized to readvertise for bids. Secretary E. J. Mills said. A bill has been introduced in the Legislature giving the fair board option of public or private sale of the bonds with or without advertising. It was explained the board has an opportunity to sell the bonds at a 4 per cent in a private sale. The board has accepted proposals for refunding the collateral at estimated cost of \$20,000 and decided to employ a certified public accountant to handle the books during the horse racing meeting.

Danziger Pilot Of New Raceway For Saratoga

SARATOGA SPRINGS, N. Y., May 16.—Milton Danziger, former chairman of the government relations committee of the International Association of Fairs and Expositions and many years assistant general manager of Eastern States Exposition, Springfield, Mass., is putting in full time here on the new Saratoga Raceway project. He has been named secretary and general manager of Saratoga Harness Racing Association.

The new body has been granted dates for 27 nights of harness racing with parimutuel wagering, June 25-July 26, by the New York State Harness Racing Commission. Preparation of the plant is in progress at a reported expenditure of \$100,000. Stables are already on the grounds. The 47-acre plot will also include free parking areas, grandstand seating 2,000, paddock, betting booths, and infield accommodations for 7,000. Plant is on Nelson Avenue, about a half mile from the center of Saratoga.

Other officers are W. Ellis Gilmore, Saratoga, president, and treasurer; Everett W. Stephenson, Schenectady oil man, vice-president, and Warren J. Wood, Chatham, racing secretary. Saratoga Raceway will adopt the method of dash racing introduced at Roosevelt Raceway on Long Island last fall.

"I am putting my full time into this enterprise, and it looks like a sure winner," said Danziger.

Veto of N. Y. Labor Day Bill Clears Up Some Dates

SYRACUSE, N. Y., May 16.—Dates for the 1941 New York State Fair here became definite when Governor Lehman vetoed a bill to shift Labor Day from the first to the second Monday in September. Fair Director Paul Smith had contemplated shifting the dates to conform to the designated Labor Day.

Pending action on the bill by the governor, some plans for the fair were held in abeyance more than three weeks. Labor Day usually accounts for average attendance of over 60,000 and fills the week-end gate. The governor's action also was swayed by management of some county fairs, resorts, and other amusement interests. The bill, designed to provide one more week of summer fun, was sponsored by resort interests of lake, mountain, and seashore regions.

Several county fairs delayed setting dates so as to avoid conflict with the State Fair. Interest in the bill and State Fair dates extended outside the State because of conflicts which would have arisen with the other big fairs had the fair been forced to change dates.

"Blackout" With Deficit for Ariz.

PHOENIX, Ariz., May 16.—A "blackout" of all buildings on the elaborate Arizona State Fairgrounds here because of a \$800 delinquent electric bill is disclosed in a report to Gov. Sidney P. O'Connell on an accounting of the State Fair commission's finances, which showed it has a deficit of \$9,700.

The deficit, according to the report, submitted by Ann Frohmlider, State auditor, was created by the 1940 fair. The report also refers to alleged "destruction" of an underwriter's note, signed by a group of business men, which guaranteed the commission against loss not to exceed \$12,350 on the 1940 fair. Said to be unable to collect money due it, the local power company finally cut off service to the grounds. Now watchmen and others who have occasion to be there at night are stumbling around in the dark.

Gov. O'Connell, who expressed irritation (See Phoenix "Blackout" on opp. page)

Regina's War Effort Theme In Step With Other Annuals

REGINA, Sask., May 16.—Like most Canadian fairs, Regina Exhibition this year will stress Canada's war effort in displays and competitions. War effort will be featured on the second day, to be known as Victory Day. Among attractions scheduled for the day will be a march by armed forces past the grandstand. The official opening will not be until Tuesday, Monday will be the popular Children's Day, with a bicycle giveaway to be held before the grandstand. On other nights there will be automobile stunts. Each afternoon horse race spectators will have chance to win gate prizes.

Curtailed last year when the government cut grants, the farm boys' camp will be enlarged to bring it back to full strength in line with the current aim to build up agricultural angles. Provincial government is making a grant of \$500 and the fair board has added \$400. Junior band contest and Americans' Day will be strongly featured. Dairy products displays will be pushed. Due to occupancy of grounds and some buildings by armed forces, some exhibits and departments will be moved to new locations, including the Indian village. Show feature will be a photographic exhibition, to be shown at each fair in the Class A circuit.

Directors approved a budget providing for estimated expenditure of \$34,990, compared with \$31,531 in 1940. Barnes-Carruthers will furnish the grandstand show and J. W. (Paddy) Conklin will direct Frolicland.

BERRYVILLE, Ark.—Carroll County Fair Association elected J. E. Stappert, president; Mrs. Jimmie Blandie, vice-president; Manuel Brammer, secretary-treasurer; C. T. Denny, general manager.

Gals Will "Man" Ohio State Gates

COLUMBUS, O., May 16.—Director of Agriculture John T. Bruen, after a conference with Gov. John W. Bricker at which national defense demands upon the State's man power were discussed, announced that attractively uniform young women would be ticket sellers and ticket takers at the 1941 Ohio State Fair here.

A staff of 125 will be selected by Mrs. Lottie M. Handolph, assistant director, and Fair Manager Win H. Kinnan. In selection consideration will be given "intelligence, honesty, neatness, and a winning smile." They will be the State's official greeters to fair visitors.

This will be the first time in history of the fair or of any other of the nation's major fairs that gates will be "manned" by young women.

Michigan Aid Bill Totals \$1,695,470

LANSING, Mich., May 16.—Allotments for township, county, and State fairs are listed in the \$1,695,470 appropriation bill to provide funds for State departments which has just been presented in the Michigan House of Representatives here.

It provides \$120,000 for township, county, and district fairs; \$20,000 for Upper Peninsula State Fair, Keweenaw and \$39,000 for Michigan State Fair premiums. Each takes effect on July 1, 1941, and the same amount is allowed for the fiscal year to end June 30, 1942. A total of \$20,000 is also allowed yearly for Michigan Racing Commission.

Another measure affecting these fairs, which has just been introduced in the House, provides that the proceeds which the racing commission receives be paid directly into the State's general fund rather than going to a "State fair county fair, 4-H Clubs, and agricultural fund."

Use of this money is limited to these fairs and the general benefit of agriculture under present statutes. The law now provides that the commission may keep \$10,000 for necessary expenses and that \$30,000 be reserved for Upper Peninsula State Fair.

Tail-Docking Law Hits ESE

SPRINGFIELD, Mass., May 16.—State Senate's refusal on Tuesday to suspend for another five years the law forbidding exhibition of horses with docked tails will create a serious problem for Eastern States Exposition here, General Manager Charles A. Nash said, but he added that would be "some kind of horse show" this year. The action evidently is final, several legislative observers opined. The law will not affect any activity other than the horse show at the exposition, and Manager Nash said that before he made further comment he would study the situation thoroughly. Joshua L. Brooks, 29th president, said the management would strive to maintain its Coliseum activities on a high standard and that it was possible the show would feature only local horses with tails that had not been docked.

Mich. Dog Race Bill Live

LANSING, Mich., May 16.—Proposal to legalize pari-mutuel betting on dog races in Michigan is still a live issue following its defeat in the House of Representatives here on Tuesday, May 12. A successful motion to reconsider was made on the following day and the bill was tabled for further consideration. At the same time House ways and means committee announced that a bill to revise regulations for horse-race betting will soon be released.

Ohio Summer Meet June 18

COLUMBUS, O., May 16.—Annual mid-summer conference of Ohio Fair Managers' Association will be held in the Dettler-Wallick Hotel here on June 18, starting at 10 a.m. Call was issued by President Ralph C. Haines, secretary of Montgomery County Fair, Dayton, and announced by Executive Secretary Mrs. Don A. DeLora, Bellefontaine, who said some important discussion is scheduled.



FESTIVAL HALL, recently completed on Wells County Free Fairgrounds, Ferdinand, N. D., was designed by and built under supervision of Secretary Edward W. Vancura. It is 44 by 134 feet, two stories, of cut rock found in the county, and was constructed by WPA labor. Building is air conditioned, basement floor is for industrial and farm exhibits, and an auditorium is on the main floor.

Around the Grounds

Grandstand Shows

WAYNE County Fair, Wooster, O., booked Western CR Ranch Rodeo and WLD Barn Dance and will have nightly fireworks, reported Secretary Walter J. Buss.

ACTS on two days and revue on two days will be presented by C. A. Klein Attractions, booked again by Carroll County Fair, Carrollton, Ga.

FAIR and park booking schedule for Banner's Hippodrome Attractions is nearly completed, with opening date set for three-day Fairport Harbor (O.) Mardi Gras, reported Owner B. W. (Buck) Banard from new headquarters on a 60-acre farm near Reynoldsburg, O. There are 8 people at quarters and 27 head of performing stock, including horses, ponies, bears, mules, monkeys, and dogs. On the farm is a barn and 30 by 30-foot trunkhouse. Owner Banard plans on constructing columns for quarters help.

PHOENIX "BLACKOUT"

(Continued from opposite page)
at "constantly seeing State departments exceed their budgets in violation of the law," has declared, he will not allow the fair department to make further excess expenditures. The audit, made for the State auditor by P. J. Munch, accountant, whom she employed as a special deputy, was conducted to determine status of the commission's accounts in preparation for a change of administration in the department on June 16 when a new State law setting up a seven-man fair commission to replace the present five-man board will become effective.

Referring to the missing underwriter's note, Munch said in his report, "You will note that this note or pledge was destroyed at the close of the State Fair on November 17. In view of the financial status of the State Fair fund, it would be interesting to know why the pledges were not called upon to fulfill their pledge in accordance therewith instead of the note or pledge being destroyed."

Munch added that S. J. Dannel, fair commission secretary, was unable to furnish names of the guarantors or amounts of their pledges. His report also charged that the commission and secretary failed to issue receipts to payees for money received, which made it impossible, he said, "to check the entries of cash receipts shown in the cash journal in use by the fair commission." Methods of operation of the grandstand during the race meet in connection with the 1940 fair also came in for comment. The accountant reported that, under the contract, grandstand and grandstand concession revenue went to a third party, who paid 22 per cent to J. K. Housels, who conducted the racing. If the fair commission had received the usual rental during the nine-day racing meet, Munch's report says, it would have received \$5,497 in addition to 10 2/3 per cent of the net profit made by Housels, lessee. Other sections of the report deal with alleged irregularities in purchases and other fair commission transactions.

BATT HAS 50,000

(Continued from page 48)

prements are a 4,000-capacity bath and locker house and near-completion of a new aeroplane ride. With many army and navy men in attendance, Batt apparently is assured one of the best seasons in recent years. He has adopted a half-rate for all service men at all rides and concessions thru special tickets. A new Wurliitzer organ has been installed at the Merry-Go-Round.

Personnel: Harry J. Batt, president and general manager; Richard Batt, secretary-treasurer; Emmet Jones, stores and announcer; Frank Kramer, maintenance and ride supervisor; Peter Villere, promotion manager; Vic Ferr, concession manager; Jim Ditty, assistant in storehouse; J. D. Killian, sound technician; Lester Abhee, accountant; Bert Robinson, assistant; Gar Moore, publicity; Kosman Spiegher, Octopus; Frank Indelicato, Stratosphere; Joe Summerfield, Ride-in-Laugh; James Olsen, Zephyr; Roy Rubin, Scooters; Ray DeLaitte, Clement Kramer, Bug; Roy Irvine, Merry-Go-Round; Pat Fendergrat, parking superintendent; Marjorie Kramer, secretary to Batt; Al Wilds, head guard; Steve Carr, Beach Terrace; Dora LeVan, act booker and Sportland; Ed Summerfield, Fishpond.

Contract has been signed with Theatrical Fireworks Company for special

displays. Harry Batt Jr., who left to attend Riverside Military Academy, Gainesville, Fla., has mounted a sailboat, 7 feet 3 inches long, booked recently at West Palm Beach while on a trip with Richard Fasse, head of Forest Park, Chalfonte, Pa.

STATON FIGHTS RAIN

(Continued from page 48)

mitted Saturday night at 80 cents plus tax, and many were turned away because rain eliminated outdoor dancing and cut capacity. Sunday night's 500 was considered good, in view of floods and watery roads thru the area.

Big Dipper had its biggest first-day business since 1929 and the pool Friday afternoon had its largest opening turnout since that year. Bubble-Bounce, new ride here, proved popular and brought numerous repeat riders, Staton said.

Management announced plans for enlarging outdoor seating and dancing capacity of the Casino so that soon the ballroom will accommodate 4,000 or a shifting crowd of 6,500 thruout an evening.

Personnel at the opening included Marvin Staton, assistant park manager; Pete Pennell, general superintendent; Isaac Graves, assistant; George W. Chesler, assistant manager in charge of games and Penny Arcade.

Big Dipper, Isaac Graves, manager; William Tunnell, first brakeman and maintenance man; Marshall Holston, repeat man; Goldie Booth, tickets; Mrs. Kemp Thornton, totals. Ghost House, Oms-Pulley, cashier. Pinhouse, Charles Strickland, manager; Wessie Parkerson, cashier; Elmer Smith, squeeze operator; Bela Brandy, operator of stage, air, and roulette wheel; Scooters, Wilton Marvin; operator; Betty Russ, cashier. Miniature Auto Speedway, J. T. Whitlock, operator; Nola Webber, cashier. Motorboats, Jess Highower, captain; Steve Harris, chief pilot; Myrtle Tunnell, cashier. Clippers (Flying Scooters), Ralph Underberg, operator; Elsie Forewood, cashier. Miniature Railway, Walter Austin, engineer and operator; Nellie Strickland, cashier. Merry-Go-Round, Henry Steekin, operator. Iris Edwards, cashier. Bubble-Bounce, V. L. Jones, operator; Thelma Medis, cashier. Big No. 14, Elmer Buster Moore, operator; Helen Self, cashier. Moto Whip, John J. Walker, operator; Mary Smith, cashier. Tumble Bug, Raymond Stokes, operator; Bertha Jones, cashier.

Skee-Ball, Chester Bolt, operator; Jess Bolt, assistant. High striker, Leo Brandt, operator. Rifle range, Isaac Graves, manager; Joe Bolt, assistant. Bat-ten, Emil Iversen, Emmet Jones, Charen, operators. Lucky kick, Marjorie Phillips, operator; pitch-thrill-you-win, Mamie Conner, operator; fishpond, Laura Lee Downey, operator; milk bottles, Iva Cleaver, operator; Kimple Williams, assistant; Penny Arcade, Lylah Gillock, operator; blower, Bertha Johnson, operator.

Casino, G. I. Frederick, general manager; O. M. Edwards, custodian; Ted Rattner, doorman; Joe Curtis, floorman; Benly Oordon, front cashier; Doris Mayberry, fountain cashier; Mary McRone, checkroom; Archie Lovett, janitor; Martha Sanders, maid; Corry Sells, first fountain man. Refreshments, William Ramsey, general manager; Ray Parkerson, assistant; Lorraine Bowen, Ruby Proctor, cashiers; Clarence Phillips, fry cook; Max Wolty, Howard Wesley Carlton, popcorn.

Swimming pool, Garnett Hendrix, manager; W. R. Oden, superintendent; James Artman, locker room; Gladys Newton, women's lockers; Hazel Lebonof, Mrs. Marshall Akina, cashiers.

General personnel, Lucille Rogers.

Gladys Newton, daytime cashiers. Carl May, superintendent of wood shops; J. K. Rayford, assistant wood shop superintendent and outside repair man; Mrs. J. T. Thomas, chief auditor and bookkeeper; Mrs. Gertrude Ingram, assistant; Paul Ballard, chief of police; V. J. McKelvey, superintendent of parking; Glenn Evans, superintendent of sanitation; Bob Rogers, laundry.

JANTZEN RACE PLANT

(Continued from page 48)

to construct a clubhouse, mutuals plant, and stables.

Special attractions for opening day were fireworks and Hal Howard's orchestra, which was held over on the following day. Glen Gray and His Casa Loma Orchestra were booked in for May 8 and 9. New attractions are robot circus arena. Another feature was an exhibit of Chinese art pieces valued at \$500,000, displayed by Kay Shean.

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LETHEBRIDGE, Ala.—A. E. Russell, formerly secretary-manager of Lethebridge Exhibition, has been appointed barracks officer at the Royal Canadian Air Force training depot, Peuhold, Ala.

LIBERTY, Tex.—Name of Liberty County Fair has been changed to Trinity Valley Exposition, the annual to take in adjoining Chambers County. At the reorganization meeting J. M. Rich was re-elected president. The enlarged association has booked Reynolds & Wells Shows.

POTTSVILLE, Pa.—Schuylkill County Fairgrounds here were to be sold at sheriff's sale on May 10 to satisfy debts of about \$27,000, including mortgage, interest, and taxes. It had been operated by Charles Hausmann, Ralph M. Bashore, and the late T. A. McCarthy as trustees and had been successful until about two years ago, when the management changed. Its location is in the anthracite region. Farmers' market on the grounds operates 12 months a year and is said to bring income enough to pay all carrying charges.

COLUMBUS, O.—In an effort to increase attendance of young people at Ohio State Fair here Manager Win H. Kline has invited public and parochial schools to display their musical talent at the 1941 annual, reported W. B. Myers, manager of Myers' Concessions. Invitation is open to bands, orchestras, drum corps, choruses, and ensembles. School music programs will be a daily feature.

YORK, Pa.—Four bronze tablets in memory of services rendered by York Countians in the War of 1812 and the Revolutionary, Civil, and Spanish-American wars are being prepared for erection on gateways of York Interstate Fairgrounds, reported Fair President Samuel S. Lewis. They will supplement memorials already placed on gates in honor of World War veterans and George Washington.

MADISON, Wis.—Wisconsin Pleasure Horse Association in annual meeting on May 8 and 9 in the Park Hotel here went on record as favoring the Bichler bill when the State Assembly to legalize pari-mutual betting in the State.

BLADEN, Neb.—Webster County Fair Association has changed its name to Webster County Agricultural Association and extended the time of incorporation 50 years from June 1, 1941. Officials said that with crops looking up the ag society tag was a better fit.

HARRINGTON, Del.—Exhibit buildings on Kent-Bussef Fair grounds here were threatened by fire twice on May 4. Volunteer fighters responded to quell grass fires which each time burned rapidly to base of buildings before being discovered. Spontaneous combustion in wood shavings on the ground is thought to have been the cause, officials said. Investigation is being carried on by President B. E. Shaw and Secretary Ernest Ransley.

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Also Considering Early Summer Date.

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ACTS WANTED

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Okla. Spot Bought by Comets

OKLAHOMA CITY, Okla., May 16.—Four Comets, Tony and Dolly Hookins and Bob and Pauline Bams, professional roller skating team, have purchased Uptown Skating Rink here from Mrs. Louisa Price. They attended the convention and competition of the Roller Skating Rink Operators' Association of the United States in Cleveland on April 23-26 and reported they were favorably impressed by the exhibitions. Patrons are showing exceptional interest in a recently inaugurated series of dance and figure classes, with attendance growing from 4 to 37 couples in three nights. New owners presented shows on April 30 and May 1 and 2 to demonstrate advanced skating and add interest to classes.

Howards Buy 3d Location

MARION, O., May 16.—George W. and Dorcas Howard, operators of Rollarens, Richmond, Ind., which they opened about a year ago, and Corland, O., rink, report they purchased a dance hall here, Rainbow Gardens, and are converting it into a roller rink, to be known as 7y-Way Rollarens. It will open on May 30. The Howards are spending several thousand dollars for reconditioning the 91-by-196-foot hall. Fluorescent fixtures, electric organ, and ceiling are being installed. Interior has a 25-foot promenade. Clubroom in knotty pine finish is also being prepared. Mrs. Howard, the former Dorcas Mackenzie, organist, will provide music during the summer season.

EAST MARKET GARDENS, Akron, O., ballroom which has been converted into a roller rink, opened May 4 under management of C. A. Sarchet, for several years in charge of ballroom operations. Seasons will be held nightly. New skates and sound system have been installed.

MAK and MITZIE, roller skaters, reported they have completed four weeks in the Brass Hall, night spot in Southwick, Mass. They doubled for four days recently between the club and the Court Square Theater, Springfield, 12 miles away.

SKATING jamboree held on April 27 in Sonoma (Calif.) Roller Rink was a big success, reported Armand J. Schaub, manager of River Garden Rollerdrums, Healdsburg, Calif. A trophy was awarded Hollerland Club, Oakland, for having the most members present, and two were presented to Skateland Club, Santa Cruz, for coming the greatest distance and being best dressed. Exhibitions formed part of the program. On May 30-June 1 a skating club reunion will be held in River Garden. Cup will be awarded the club winning the most points in competitions and there will be trophies for all events. Manager Schaub is coaching a group of children from 4 to 12 in a skating ballet to be staged during the party.

ROLLER RINK in Central Park, Albion, Pa., was destroyed late in April in a \$12,000 fire that also demolished the park's outdoor theater.

TRENTON, (N. J.) Sports Center opened its roller rink for the spring on May 4. Special coupon books good for the rink and swimming pool were offered.

WORKMEN are cleaning up debris caused by collapse of Fernbrook Park Roller Rink, Fernbrook, Pa. It will be rebuilt.

WILLIAM HAY, Madison Gardens Rink, Chicago, who won the national senior speed skating championship in Cleveland on April 23-26, was honored by fellow members of the Roller Skating Club of Chicago in Madison Gardens on May 11, reported President George A. Corbell. Hay and several other club members who won State championships will

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

be presented trophies at an affair in Hollywood Rink on May 18. Club will make a bus trip to Detroit and Saginaw, Mich., over the May 31 week-end. Arrangements have been made for a farewell party for Fred Wickman, manager of Hollywood Rink, on June 1.

DAN R. DAVIS, owner of Davis Recreation Center Rink, Kingston, Pa., has been named chairman of a committee of the Kingston Business Men's Association which will prepare an exhibit of the city's industries.

SUMMER skating season at Bab's Beach, Lake Okauchong, Southwick, Mass., opened on May 1 under direction of Leo Doyle, manager of Hattie Roller Rink, Springfield, Mass., to a good crowd. Weather was excellent. Manager Doyle said a new floor and skates have been installed. Arthur Benke will play the new electric organ. New cooling system has been installed. Several roller dance contests are planned. Springfield Roller Dance Club will hold meetings at Bab's Beach every Sunday morning during the summer. There will be daily afternoon and night sessions except on Sunday nights.

HUNTINGTON (Mass.) Roller Rink is closed for a week for floor repairs. When

WORK on a \$100,000 roller rink has been started in Danversport, Ia., and is scheduled to be completed by July 1. F. D. Butler, owner, said he would add an ice manufacturing system for ice skating later. The one-story brick block building will be 300 by 87 feet.

BAY RIDGE Roller Rink, Brooklyn, will operate during the summer, rink having installed 10 42-inch reversible-type multiblade fans capable of changing air every two and a half minutes, reported Manager Art Launay. Three Bay Ridge couples were slated to participate in The New York Journal-American Roller Skating Carnival in Madison Square Garden on May 6. Rink held a rube carnival on May 6, prizes being awarded for costumes. Betty Cleary, Bay Ridge skater, has passed bronze medal tests and has been made an instructor.

JESS BELL, who worked during the past winter at Arena Gardens, Detroit, has reopened Walled Lake (Mich.) Park Rink for the summer.

ARENA GARDENS, Detroit, slated an open house affair for parents of skaters on Mother's Day, May 11, now an annual event at the rink. Refreshments and flowers will be given to mothers attending. Manager Fred Martin said a number

time the Palace held an open-house affair for parents on Mother's Day, May 11. About 100 new members were admitted recently to the regular Monday night novice dance class held after regular sessions.

PALISADES, N. J.

(Continued from page 49)

stamped after the World's Fair closing. Harry Days and his cack have been re-nominated as all-season band at Harry Shepard's Park Casino and his year away saw him acquiring a much more solid set-up than the one well received two years ago.

Pool opening is set for May 29 with Phil Smith still at the helm and all of his staff (not already tickled for army duty) returning. In addition to the extensive sports area a new feature will be introduced eventually to blossom into full-fledged performances at no extra charge. Albo chief gardener Mike Carrado won almost every type of competition for layout last year, the bosses are urging him on now that planting time has come. Bert Nevins, p. a., popped up with something different for opening day, a successful contest sponsored by Community Opticians to select the best looking and wearing glasses in Greater New York. Newspapers and newsmen were most cooperative. Success of the thought must have stimulated him, for he came back only a few days later with a posture contest that caused almost as much furor as Miss Glasses. Right now all seems well and if "Doc" Morris delivers his aerial groups of several thousands or more with his outings on so-called weak weekdays later, this should be a season to remember.

Record Crowd Attends Bow Of Mass. Spot; 3 New Rides

HOLYOKE, Mass., May 16.—Largest crowd ever to file its way into Mountain Park, near here, on the night of May 1 watched the 46th opening ceremony. President Louis D. Pellister of the Holyoke Street Railway Company, owner of the park, presided. Mayor Henry J. Tozier was chief speaker. President Pellister said the crowd was well ahead of the previous record.

Midway has been considerably enlarged, with the addition of a Loop-the-Loop, Ferris Wheel, and Caterpillar, all of which did heavy business on opening night, along with the Roller Coaster, Dodgem, Merry-Go-Round, shooting gallery, roller rink, Parascio, Penny Arcade, Demon Whirl, Gooey Castle, Whip, Elks Ball, archery range, Aeroplanes, and games.

Pireworks were threatened earlier in the day by rain squalls, but it cleared before sundown. After the display was fired rain began again, but it failed to dampen enthusiasm. Officials are looking forward to an excellent year and have already booked a number of outings.

MILWAUKEE—Birtie in Washington Park Zoo here include a sweeping spotted monkey, caracal sheep, and buffalo calf.



THESE WERE BUSY MEN during the national amateur championships and fourth annual convention of the Roller Skating Rink Operators' Association of the United States in the Public Auditorium, Cincinnati, on April 23-26. Left to right: Cup Bergrin, Bergrin's Rollerdrums, Cincinnati, chairman of the NSROA speed committee and member of the honey, figure, and dance committees; A. D. (Bob) Martin, professional at Arena Gardens Rink, Detroit, chairman of the NSROA figure-skating committee and member of the dance, hockey, and speed committees; Fred J. Bergin, operator of Skateland, Dayton, O., chairman of the NSROA dance committee and member of the

it reopens it will be on a summer schedule of three nights weekly.

WHILE attending national skating contests and the fourth annual convention of the Roller Skating Rink Operators' Association of the United States in Cleveland on April 23-26, Leo Doyle, manager of Hattie Roller Rink, Springfield, Mass., and a native of Cleveland, visited his 81-year-old father, who lives there.

ROLLER rink in Riverside Park, Springfield, Mass., after a successful winter run, will soon be conditioned for summer use, said Park Owner Edward J. Carroll.

PAUL MATTHE, operator of a portable roller rink in Sparta, N. C., has been granted permission by city council to install an automatic photo booth at his location.

of mothers who attended in past years have become members of Arena Gardens Club.

OVER 1,100 attended the second monthly club night of Hollerland Skating Club, Columbus, O.

ICE HOOPS Roller Rink, Toledo, O., was scheduled to open on May 10 with over 1,800 square feet of free skating surface, reported Milo D. Towne. New Chicago skates are included in equipment. There will be nightly sessions, with Mondays reserved for private parties. Wednesday, Saturday, and Sunday matinees will be for women, children, and general skaters, respectively.

FIVE-TIME weekly quiz program is being broadcast from Mammoth Gardens Roller Rink, Denver. Called The Skaters' Quiz, it is sponsored by the rink and a packing company. Program is aired Monday thru Friday over KPEL at 9:45 p.m. Skaters are quizzed by Announcer Wes Batteries and each is awarded two tickets to the rink and meat products. Rink Manager Irving Jacobs reported much enthusiasm for the program by skaters and listeners.

HIGHEST event of the year for Benjamin R. Rickland's, Hartford (Conn.) Skating Palace was scheduled for May 13, the hour-long Roller Revue of 1941, first annual carnival to be presented by Holland Figure Skating Club with over 50 members taking part. For the first

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Portable Rink on Out take for RDD 4th Fall Celebration in the City Park. Skate all in Fall later. Also need Skating Art for RDD 4th.

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Women

Abell, Noble Adams, Lucille ... Lathum, Mrs. E. ...

Men

Abbott, James Adams, Fred ... Lathum, Mrs. E. ...

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Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Adams, Mrs. E. ... Adams, Mrs. E. ... Adams, Mrs. E. ...

Notice, Selective Service Men!

The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

Adams, Mrs. E. ... Adams, Mrs. E. ... Adams, Mrs. E. ...

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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

GIRL ALTO SAX — DOUBLING CLARINET AND ...

GIRL TRUMPET — GOOD TONE RANGE EX- ...

GOOD DRUMMER DOUBLING VIBRAHARP — ...

STRING BASS — DOUBLING CELLO THOR- ...

TENOR AND CLARINET — READ PHRASE ...

TENOR CLARINET ALTO — TRANSPOSE ON ...

TRUMPET, ELECTRIC GUITAR, ARRANGE- ...

TRUMPET — EXPERIENCED IN ALL LINES ...

TRUMPET — EXPERIENCED BAND ORCHE- ...

TRUMPET — ALL ESSENTIALS, STATE SIZE ...

TRUMPET — AT LIBERTY JUNE 20. READ ...

WOLFIN DOUBLING STRING BASS — EXPRI- ...

HIGH POLE AND TWO STAGE ACTS — ...

JAMES COWGILL—UNCLE SAM ON HIGH ...

THE CARMENS—TWO COMPLETE AND ...

Aerial Clown—Lady, Gent, Two happy ...

Charles La Cruz—Novice Tenor Act. Avail- ...

Harold Delta—Two seasonal. Third Act ...

For Arts for Pairs and Celebrations—Four ...

He and Miss—2nd Act. Comedy. Musical. ...

John's Attraction—Two outstanding feat- ...

Parables—Society Circus—Dog, Pig, ...

The Gullies—Four different Fox Attrac- ...

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PIANIST — FOR HOTEL, THEATRE, RESORT ...

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Entertainment Pianist at Liberty for ...

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — TEAM, ...

BLACKFACE — FAST ON AND OFF. DOUBLE ...

At Liberty—Max, Hank, Block, Lady ...

All Liberty June Fun—Tap Dancer, Young ...

All Liberty—Vivette Lilia American Air ...

All Liberty—Tommy Wrentham Comedy ...

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MIDWAY CONFAB

added and six office-owned shows will ...

"BACK home dey alla calls me William ...

RUSSELL BROS.

and line-up, with exhibition of Buck ...

Under the management of W. E. De ...

Attractions include Margaret Ann ...

KAUS EXPO

Perlis Wheel, Bill Davis, foreman ...

Big Show Band and Staff

Under the baton of Eddie Wolskeimer ...

Guest members and departmental heads ...

representative: Bill Antos, press and radio ...

BALLYHOO BROS.

tenor promoters, who willingly agreed to ...

"Right at the exhibit tent promoters' ...

The better-baby contest was a bunny ...

MAJOR PRIVILEGE

Under the management of W. E. De ...

KAUS EXPO

Perlis Wheel, Bill Davis, foreman ...

Shows

Glushkoose, James Kane, operator ...

Merchandise

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Fluorescence Lights Up . . .

By WALTER W. HURD

In the field of specialty merchandise fluorescent lamps are leading a parade of new items that are sure to gain in novelty appeal as the months pass.

In one month in Chicago alone a number of industrial and sales conferences gave special attention to fluorescent lamps. Lamps have long been a specialty with great appeal to the home, and now that something really new has been developed, the whole market for lamps has received great impetus.

The subject of fluorescent lighting led the program at the recent Edison Electric Institute, and while industrial and scientific leaders discussed the many questions relating to better light, one of the main points of interest was new developments in the uses of fluorescent light. A lot of work is being put into further perfection of the idea and almost week by week some new improvement is announced.

The use of fluorescent lighting for industrial plants and stores is naturally getting much of the attention of those in the development field. But ideas are quickly available in the specialty and novelty field and the premium trade already has the advantage of a number of items with great popular appeal. The industrial and retail uses of improved lighting give abundant publicity to fluorescence so that all novelty items have the advantage of all this advance education of the buying public.

As fast as new ideas in lamps appear the public will be eagerly watching to get the news.

The best thing about the special types of fluorescent lamps is that the market is really just beginning and it is being prepared by the big industrial and commercial uses of fluorescent lighting. There is every hope for the appearance of new designs in lamps as designers and product engineers see the possibilities in this field. And every improvement made available for the use of the fluorescent principle makes it possible to create new designs in lamps.

The invention of the lamp ballast or power corrector made it possible to place smaller fluorescent

lamps on the market, and the trade was really cheered when a bed lamp using the new bulbs was announced. This indicates how fast the specialty trade can put each new invention to a number of uses and create new articles and new designs.

Everyone recognizes that the fluorescent bulb still places certain limitations upon the number of designs for lamps. Quite a variety of designs are already available in desk and table lamps and now that the bulbs are being used for bed lamps still more designs can be created. The appearance of a floor lamp that offers both fluorescent and incandescent bulbs opens up still more important markets for various styles and designs.

All of these new uses prepare the way for still newer designs and ideas for lamps using fluorescent bulbs. Bulb improvements will be made from time to time also.

The offering of new designs for floor, table, and bed lamps in the home will help to get such lamps into the homes much faster. A lighting expert recently reported how market surveys indicated that home owners soon become accustomed to the effects of fluorescent lighting on home decorations. This objection to the new

lamps is expected to soon disappear. In fact, the use of the smaller lamps in the home does not have so noticeable effect on decorations and hence will greatly help the sale of lamps to homes.

Specialty merchandisers will profit by studying the types of advertising and promotion now being used to sell fluorescent lamps to the home, as well as the sales pieces going to trade circles. Premium and specialty items must generally make an appeal to the home market, sooner or later, so the progress made in advertising and promoting home sales is of great interest to manufacturers and distributors in the fluorescent lamp field.

Fluorescent lamps really offer something new in the merchandise field and already they are lighting up the entire lamp industry with new sales appeals.



Sales and advertising ideas for fluorescent lamps are of great interest.

Metro's NEW YANKEE BINGO BLOWER

First in Quality, Beauty and Eye Appeal!
MOST BEAUTIFUL ELECTRIC BINGO BLOWER EVER PRESENTED

- *Completely Light-
ing Effects.
- *Trimmed with
Beautiful Colored
Pastels.
- *Portable Size, 22"
high by 22" wide.
- *Automatic Ball
Return.
- *Foot-Proof Oper-
ation.
- *Air-Cooled Blower
Motor.
Unconditionally
Guaranteed for One
Year!



METRO MFG CO 26 W. 145 St.
 NEW YORK CITY

Jobbers, write for confidential price list and literature. Headquarters for all Glass Supplies.

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.

Ironer Cord

The California-type coil-up ironer cord that stretches is making money for agents, home-to-home workers, demonstrators, and prize buyers in general. Cobalt Coiled Cords reports. Item saves up to 20 per cent in time allotted for ironing. Only eight and a half inches long when coiled, the device stretches to seven feet, allowing ample cord to cover the ironing board. Cord coils automatically, is serviceable and will last for months, as it is made of tough high quality vulcanized rubber. Coil-up cords are also available for radios, lamps, and electric tools. Prices allow a good margin of profit, the firm reports.

Dictator Fold-Up

Nornam Products, said to be the originator of Confucius Says, has produced another item, Uncle Sam Folds the Dictators, a fold-up novelty of timely appeal. The latest publication will outstrip the Hitler-Pigs fold-up in popularity, it is said.

Powder Dispenser

A new dispenser for loose powder, the Hollywood Powder Pat, is reported to be turning good profits for merchandise users. It is designed for the purse and its slender barrel has a removable cap which prevents leakage and keeps powder sanitary. The proper amount of powder may be dusted on the puff with a flip of a finger. It is sturdily built and comes in white, pink, orange, blue, green-gray, and yellow. Red and black caps are offered. Product of Morris Products Company.

Field Glass

Merchandise prize users who offer binoculars are finding a big demand for a new field glass. There has three-power 40mm. lenses that are optically ground and polished. The frame is die cast for extra strength. A bakelite focusing knob operates smoothly. Barrels are covered with grained leatherette and all exposed (See POPULAR ITEMS on page 61)

ATTENTION DRIVE-IN OPERATORS

No more worry about customers driving away with expensive service trays. Our new paper Auto Serve containers solves the problem.

- STOCK PRINTED TRAYS, \$17.50 PER THOUSAND
- STOCK PRINTED SERVICE SAFETY RESTS FOR TRAYS, \$8.75 PER THOUSAND
- Your name printed \$1.00 per thousand additional.
- Send \$10 for a special introductory order 500 trays and 200 safety rests.
- All prices F.O.B. Indianapolis.

PaperProducts Corporation
 INDIANAPOLIS, IND.

BINGO SPECIALS!
 SEVEN AND TEN COLORS
 ASK ABOUT BINGO-BLOWER
MORRIS-MANDELL
 1125-BROADWAY NEW YORK CITY

SHURE WINNER
 THE WHOLESALE CATALOG
 THE WORLD'S LARGEST NOVELTY HOUSE
 ADAMS 38 WELLS STS. CHICAGO ILL.

OUR NEW CATALOG NO. B136 IS READY FOR MAILING

All New from Cover to Cover
THE SHOW WORLD'S GREATEST BUYING GUIDE!!

WRITE FOR A COPY NOW!
 State Business You Are In
 As We Do Not Sell Consumers

PARKS AND CARNIVAL MEN— Here Is Your LEADING MONEYMAKER FOR 1941



The Original and Genuine SLEEPY-HEAD DOLL

Every Girl and Woman Wants One
 THE CUTEST AND MOST LOVABLE DOLL. Zipper arrangement on back allows plenty of room for pajamas or bathing suit, which fits neatly into body of doll. Made of washable plush in assorted pastel shades, with spark stuffed body, mask face and wavy hair. Packed each in box.

N. SHURE CO., ADAMS & WELLS STS., CHICAGO

LOOK!
P.D.Q. AUTOMATIC PHOTO MACHINE
 Today's Big Money Maker
 Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.
 COMPLETE outfit costs about \$60. That's all you require to start this big money business.
 It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—practices and profits EVERYWHERE! Write or Wire for FREE information.
P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BBS, Chicago, Ill.

ATTENTION! ENGRAVERS!
 The most attractive line of military jewelry you have ever seen! Every Service Man is a prospective customer. An appropriate gift for wife, sweetheart and mother.
 Highly polished, yellow-gold, military insignia drop in shades of Army, Infantry, Artillery, Navy and Aviation.
 No. 2382220—Per Doz. \$1.50. Gross, \$1.00.
 In heavily gold-plated quality. Individually boxed. No. 2390325—Per Doz. \$2.50. Gross, \$2.00.
 Also an ideal item for Novelty Stores, Hotel News Stands and Drug Stores.
 Military Store! Write for prices on our complete line of "Service Jewelry."
 For thousands of flash items, send for our big free No. 401 Catalog. MENTION YOUR BUSINESS. We do not sell retail.

JOSEPH HAGN CO.
 Wholesale Distributors Since 1911
 217-223 W. MADISON ST., CHICAGO

WATCHES and RINGS WHILE THEY LAST!

- WALTHAM & ELGIN—7 Jewel—with New Corona Railroad Metal Cases. \$2.25 In Lots of 5, Each
- 18K SOLID GOLD LADY'S DIAMOND RING. SPECIAL Lots of 2. Each \$3.25 Special Price for Quantity Users. 25% Deposit. Balance C.O.D. Sample \$50 Extra. Send for Catalog.

N. SEIDMAN 179 Canal Street New York, N. Y.

BINGO JOBBERS \$7.50 FREE GIFT AWAITS YOU
 Write to **MORRIS MANDELL**
 1125 Broadway New York City

RECONDITIONED \$2.95 and GUARANTEED \$2.95 Up
ELGINS
 Waltham, Hamilton, Etc.
 Also Lugsan, Neel, etc. (Write for Free Catalog)
Mid-West Watch Corp.
 8 South Wabash Ave., CHICAGO

FIREWORKS Oh Boy!
 THINK OF IT! An assortment of over 500 pieces of fireworks worth \$6.15 for \$2.95 cash with order. We have the famous "ZEPH" flash crackers. World's loudest. 100 FREE salutes with every order. Free cat.
BANNER FIREWORKS, Box 173-C, W.Toldeo, O.

ATTENTION
 Grand Store—Board Operators
 The Latest and Hottest Item
ZENITH 4-TUBE POCKET RADIO
 Amazing volume and tone produced with a 2 1/2-inch dynamic speaker. Has built-in wave magnet. Variable tuning and safety switch.
 Size only 5 1/4 x 4 1/2 x 7 3/16
 Operates on two "Flashlight" "A" and one miniature "B" batteries.
 Special price complete with batteries
\$16.95 each
 Order by Number 601E.
WISCONSIN DELUXE CORP.
 1903 N. 3rd Street, MILWAUKEE, WIS.

BULOVA — GRUEN — WALTHAM — ELGIN
 WE LEAD FOR PRICE AND QUALITY
NORMAN ROSEN
 801 Sansom St. Philadelphia, Pa.
 Wholesale Jeweler

A-M-A-Z-I-N-G
LAZY-BABY DOLL

Never before has there been such a MONEYMAKER

Such Popularity—And—Why Not
 LOOK AT THE PRICE

SPECIAL PRICE **DOZEN \$7.20**

This Original Softy
SLEEPING DOLL

In superior detail, in cute and lovable and is wanted by all. Very pleasing and appealing. Packed each in a box. You can't resist your luck to get this NEW, BIG softy for immediate delivery at such a BARGAIN PRICE. A 100,000 sale in a day in the market. Rush your order and catch it.

25 YEARS OF VALUE GIVING.
 Full payment on orders for a dozen.
 25% deposit on larger orders.

MILLS SALES CO.
 101 BROADWAY, New York, N. Y.
 WORLD'S LOWEST PRICED WHOLESALERS

STEPPIN' SAM
 \$3.50 each. Write for quantity prices.
 1/2 CASH with order, bal. C. O. D.

Sample 50c
 Priced anywhere in U. S.

Steppin' Sam Co.,
 6440 Gracem St., Philadelphia, Pa.

THINK OF IT!!!



MOVIEMATIC
 16 MM MOVIE CAMERA

ONLY **\$2.50**

While a Limited Quantity Lasts.

BE WISE—Place your order before the
 Summer Season starts.

Five cost you only \$11.25.

The Only fully automatic movie camera that takes movies for projection on screen . . . and also takes 10 individual snapshots. Complete operation instructions included. There is no charge for developing and printing. Has strong spring motor, an F3 lens and 1/32 shutter speed. All metal black case with chrome trim. Size 3 1/2 x 2 1/2 x 1 1/2 inches. Order by number—BB9542, each \$2.50.

ROHDE-SPENCER, 223 W. MADISON ST., CHICAGO

BINGO JOBBERS

BUY YOUR BINGO SPECIALS DIRECT FROM THE PRINTER
 WRITE TO

Grand Am BINGO

5	27	35	50	65
10	18	41	47	68
12	25	34	53	70

COMBINATIONS UP TO 3000
 NO 2 CARDS ALIKE

ST. MARKS PRINTING CORP.
 80 FOURTH AVENUE, NEW YORK, N. Y.

EVERYTHING Wagon Jobs, Springs SPECIALS! Matt. Cases White Shoe Polish Fly Swatters Roach Powders Window Cleaners, Etc.

KNIFE & PEN DEALS. Noodles, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal—\$1.99

FLASHLIGHT-PENCIL DEAL—1c With Push Cap—Take in 2c—Your Own St. Includes Dep. and Postage.

CHAMPION SPECIALTY CO., 814-H Central St., Kansas City, Mo.

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.

BINGO BUSINESS
 BY JOHN CARY

BINGO OPPONENTS in Massachusetts suffered a severe setback when legislators, after praising the game as a natural money-maker for charity purposes, voted 214 to 81 against a third reading for a bill that would have outlawed bingo in the State. The game's regulation remains in the hands of municipal authorities.

Representative Lawrence W. Law, Hillsdale, told the House of Representatives that types of amusement should be free from dictation by the Legislature. He stressed that communities should be permitted to judge for themselves as to the conduct of bingo.

Contention generally of those opposed to the repealer was that it benefits charitable and religious organizations. Representative Law declared that three Holyoke organizations urged him to oppose the repealer, the Immaculate Conception Church, Knights of Columbus, and United Textile Workers. The church, he said, had cleared up a \$475,000 mortgage thru bingo games.

Opponents of legalized bingo at-

tempted to force the House to reconsider its action. The vote May 1 was 78 to 53 against reconsideration. Veterans' Legislature observers feel that this was the final parliamentary move available. Attempts to repeal the law have been stilled for this biennial Legislature, it is said.

REPORTS from bingo operators in Nahant, Mass., agree that the summer will prove a good season. All of the old locations and new games are getting good plays. Especially popular are church benefit games, and latest addition is the weekly games sponsored by St. Mary's Cathedral. Father P. J. O'Hanlon is sponsoring the games for the benefit of the Altar and Sanctuary Society of the church. A next sum has been realized, he said. Merchandise prizes are featured, and the game has been well attended.

Better class of citizen are playing bingo, according to operators Johnny Sanguinetti and Jack Kaiser. Chris' place and J. Clay White are also doing good business downtown.

MIDDLESEX COUNTY, New Jersey, may soon hear the cry of "bingo" again. The grand jury has recommended that permission be given to resume bingo and similar social events.

The jury recommended that bingo games at which merchandise articles are offered as prizes be permitted to operate. Several months ago the same grand jury expressed his disapproval of all forms of gambling, and Prosecutor Charles M. Morris banned all bingo games.

While the grand jury said it was opposed to all gambling in which com-

mercial organizations or persons participated, "there are certain social games and games of chance which, while in violation of the law if strictly interpreted, are accepted by the grand jury, and we believe by the general public, as not contrary to the impartment of public morals. These include social card parties, bazaars, raffles, and similar games in which there are offered as prizes merchandise articles."

It seems apparent that there is a definite trend on the part of Legislatures and grand juries to differentiate between each bingo and games where merchandise is offered as a prize. Bingo operators should do all they possibly can to foster good will for merchandise bingo. A proper approach to the problem should ultimately result in repeal of unfavorable legislation and lift the ban on merchandise games.

Morris Struhl Opens Modern Showrooms

NEW YORK, May 16—Morris Struhl, for many years in the merchandise business, has opened new quarters at 43 West 23d Street here. Designed by a leading architect, the showrooms are modern throughout. Highlights include fluorescent lighting and large display counters. The arrangement of merchandise is attractive, with easy access by the buyer to whatever he is interested in.

Starting from a humble beginning on Park Row, Struhl and his children deserve congratulations for their steady advancement. Their reputation in the trade is high. The opening-day turnout May 3 attracted leading merchandise figures and many friends from the manufacturing division of the industry.

The firm is well known for the large collection and general merchandise business it does.

The
 Merchandise Department
 of the May 31st issue
 of THE BILLBOARD will be
 devoted to
 PATRIOTIC MERCHANDISE

More and more the trend is toward patriotic merchandise. The Merchandise Department of the May 31 issue of The Billboard will carry a special feature article on patriotic merchandise.

In this same issue will be found complete lists of defense expenditures, towns and cities in which expenditures are being made; army camps, naval bases, air bases.

This important issue will point the way to new and greater markets, greatly increased sales for all kinds of patriotic items.

Reserve your copy now!

Contact your nearest office of The Billboard to reserve advertising space. No increase in rates.

IT'S NEW!

BABY GRAND PIANO RADIO



ENTIRELY DIFFERENT

Sublime tone piano reproduction. Most featured brass wood cabinet. A-C-D-E radio with 8 full working tubes. No-records costing is full. These three profits.

ORDER SAMPLE TODAY—\$16.95
 (Special quantity discounts)

EVANS NOVELTY CO.
 A Division of Premium Sales Co.
 Dept. E-3, 800 W. Washington, Chicago

ELGIN, WALTHAM, BULOVA

Guaranteed
 WOMEN'S WRIST AND POCKET WATCHES

STARTS AT **\$3.25**

Wholesale Jeweler Since 1914.
 SEND FOR FREE CATALOG.

LOUIS PERLOFF
 727 Walnut St., Philadelphia, Pa.

CHINA SLUM
 10 GROSS \$8.50

CHOICE NUMBERS—NO LARIES
 ELEPHANTS, KING KONGS, OUT-ROUSERS, DUCKS, SWANS, P.H. CUSHIONS, ASSORTED ANIMALS, STATUETTES, ETC.

THIS OFFER FOR A LIMITED TIME ONLY
 NEW CATALOG NOW READY

LEVIN BROTHERS

TERRA HAUTE, 233 Donat's Bazaar
 INDIANA With All C. O. D. Orders

WALTHAM-ELGIN

Make your money hard to lose. 1941's Greatest of Waltham, Elgin, Bulova, Jewels, Novelty, Lowest Prices.

PLYMOUTH JEWELRY CO.
 168 Canal St., Dept. J, N. Y. City

ARMY RINGS



Pattern Nickel or Gold Finish. Will not tarnish. Assorted sizes to each member. For All Branches of Service. Selling Very Fast. **DOZEN \$1.50**
STERLING SILVER RINGS. Finest Quality
Mens. 2 Gross. **DOZEN \$11.00**

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.

NOTES from SUPPLY HOUSES

Harry H. Cohen, owner of the Ohio Specialty Company and well known in the coil machine industry, has established the National Products Company to act as distributor and jobber of premium and prize merchandise. His son, Milton, will be in charge of the National division. A free illustrated catalog has been prepared.

According to Henry Del Cano, who specializes in Mexican jumping beans, conditions have been right this season for production and a big crop is anticipated. Last season's crop was bad, making it necessary to cancel a number of shipments. This year, Del Cano reports, the boys will receive amounts ordered when the harvest is made late in the summer.

POPULAR ITEMS
(Continued from page 59)
metal parts are finished in black baked enamel. It is carried in a smart sport case of heavy gauge leatherette with shoulder strap. Glasses measure 4 1/2 inches when closed and six inches when opened. Product of Pez & Stenwedel, Inc.

Sleeping Doll
A new big seller, Mills Sales reports, is the Buffy Sleeping Doll, made of washable plush in assorted pastel shades. The kapok stuffed body, mask face, and wool hair contribute to the attractiveness of the item.

Attention! OUR NEW 1941 CATALOG Is NOW Ready

You can't afford to miss the hundreds of "Money-Making" values to be found in our Big General Catalog No. 57. It brings to you the most extensive lines of Premiums, Novelties and Specialties we have ever offered—at Prices That Defy Competition. Hundreds of illustrated pages featuring thousands of items that can make money for you! Send for your FREE COPY of this big "Buyer's Guide" today!

Send For Your FREE Copy to-day

GELLMAN BROS. 119 NO. 4TH ST. MINNEAPOLIS MINN.

MINIATURE GLASS ANIMALS
Large Selection
from \$3.00 Per Gross to \$12.00 Per Gross
Mirrors for Display—30¢ Per Doz. Other Glass Novelties.

KARL GUGGENHEIM, INC., 33 UNION SQUARE, NEW YORK CITY

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.

HERE'S THE PREMIUM OF THE HOUR
THE MAGIC "AIR WAVE" FLAG

Dynamic Action
There's no better item today than this attractive electrically operated flag which beats the 12" by 18" size. It's completely weather proof—resists flying at 38" high. Includes 110-volt AC-DC motor with 110-watt weight 7 1/2 lbs. Packed individually in a carton. Guaranteed.

Write for Quantify Prices
DISPLAY ASSOCIATES
817 Burlington Avenue
Western Springs, Illinois

BOWLING PINS! . . . SKATE PINS!
Now—the season for promoting bowling pins and skating pins. Six good styles—shown above. A complete line shown in our Catalog No. 28. Write for it today. Share your business.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

AMERICA'S LATEST CRAZE
YOUR NAME
In Raised Gold Colored Letters on a Genuine Trooper

SEA-SHELL BROOCH
Takes 1/2 Minute to Assemble.
Flash-mount—plus name stamp. Fastest setting novelty in years. Cost 2 1/2¢, selling for 25¢ at Fair, Conventions, Home-coming, Beaches, Parks, Shows and Department Stores. Price list inside. 47 1/2 gross; 118.00 thousand.
(1.30 a gross) \$19.00 thousand. Printed Metal. Details, color a gross \$4.00 a thousand. Letters, color a gross \$4.00 a thousand. See page 28, 29, 30 with order. C. O. D.

J. A. WHYTE & SON
907 North East Second Ave., Miami, Fla.
Dealers of Cuban Cigars and Wind-Up Toys and Novelties, Marine Cigars, Cigars, Jewelry, etc. 11-12 Tropical Ave. New York, New York. See our display.

MEDICINE MEN
Write today for your wholesale catalog of Tonic, Oil, Balm, Syrup, Tablets, Herbs, and other medicinal services. (Products Liability Insurance Covered.)

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
187 E. Spring St., Columbus, Ohio

ROLLED GOLD PLATED WIRE
(100% Pure)

of Gold & Silver
227 Broadway, PROVIDENCE, R. I.

PITCHMEN
A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.
by **BILL BAKER**
(Cincinnati Office)

MIGHTY ATOMS
pitch story on 47th Street, New York, is still flicking reports Harry Greenfield. The pitch business around the Big Town is bad, tho, says Harry.

ROAD FOLKS rarely get spring fever. Their lot is rocky feet.

MADALINE RAAGAN is said to be taking it easy around New York.

H. A. TORBY warns all boys to stay away from Phoenix, Ariz., unless they want to starve. He's been there six weeks and says he can't even pitch a 50-cent item to good enough takes to get dough for a trip East. He gripes: "The people out here are as hard-boiled as the desert. All they talk is poverty. You pay twice as much to live here as anywhere else in the country. As for hospitality, it just doesn't exist here."

TIRED OF INHALING the gasoline in the cities? Why not try the sticks?

LUCKY C. DYER is doing 14 months in the State Pen at Jefferson City, Mo., and says he would like to hear from friends and trouper. Lucky was with Bill Hames Shows last year.

CHARLIE MASON is in New York City sporting a new Hudson car. He and Bill Vreeland and Jack Kahn are going to hit the road soon.

WHO WORKED the Kentucky Derby? How was it?

BOB AND ANNA MAE NOELL are in Virginia, after a trip from Louisiana. They typewriter: "We stopped over in Georgia and spent about a week working on our motors. We were in Georgia four weeks in all. Our outfit really gets the laughs. Here's why: We had our Crosley sedan in a 1 1/2-ton International

truck. When we get ready to unload it, we get a tip in about two minutes. We let the end gate down, and when the tip goes the back end of the car is there, it comes closer and sees the Louisiana tags. When we run it out on the runners, whoops of laughter go up. We still have the Chevrolet house truck. We just took delivery on a new pound projector. Up until last night (May 2) we had been giving old-time silent movies with our vaudeville. We may pitch the New England States this year. Our roster includes, besides ourselves, Snookie, a chimpanzee; Boon, Great Dane dog; Trooper, pet.

JERRY, THE JAMMER, SEZ: "Work clean and you can get the hots anywhere."

SGT. FRANK POULUS and Sol Adles were seen talking over old days in New York recently. Frank keeps himself in shape by pitching rubber exercisers in Mighty Atom's store there.

PATRIOTIC NOVELTIES are getting plenty of takers in the South, according to word from the boys and girls who have been working in Southwest Mississippi and Northeast Louisiana. Especially good in business near the various army camps, including Camp Shelby, Hattiesburg, Miss., and Camp Polk, Livingston, Deatregrad, and Claiborne in the Red River Valley area near Alexandria, La.

TRIPOD OPININGS: "Why continue at your job if you're discontented with it?"

AFTER LISTING his share of the boys on trade papers in Pensacola, Fla., Dave Cooper is in Eldon Springs, Ala., where he is vacationing, drinking plenty of water, and feeling fine generally. Dave says Mrs. Cooper is still pushing the best to ship factory takes. He'd like to see pipes from Fred Moore, George W. Dick, Phil Babcock. "I'm still rambling in the good

OK HYPER BALLOONS
BOMBER

Here's a natural for the times—and how it sells! Ask your jobber, or write to us for complete information.

OK RUBBER CO.
ROSELAND, PAID

Sold by the Leading Jobbers

STREETMEN!
Make Big Money—**BUY NOW ENAMELED FLAG**

Get our 10-number assortment of Patriotic, Hand Painted, Etched and Enamelled Flag Pins and Large Ornaments. Selling in stores for 10¢ and 25¢.

You Sell for 5¢ 10 Different Numbers for \$4 Assortment

CONVINCE YOURSELF. Send \$2 for Samples. Wire Order Immediately. Get the Profit!

IMPERIAL MERCHANDISE COMPANY
899 BROADWAY NEW YORK CITY

NEW JEWELRY for ENGRAVERS.
Coincides Military Line, Showing Silver Heart, Grenade, Pistol, Locket, Ring, Dress, Engraving Block, etc.

Send for Free CATALOG or \$2.00 for samples.

MAJESTIC NOV. CO., 307 6th Ave., New York, N. Y.

Golden Watches, or Showpieces, or Pitchmen Get the Pen The Market You Want

WALTHAM

New Push Filler Pens—Lower Price—Guaranteed. The new Waltham all-pearl package gets you the real money. Write for price list on all types Waltham pens.

STARR PEN CO.
200 W. Adams St., Dept. 8, Chicago, Ill.

AMERICA'S LEADING MANUFACTURERS OF FELT RUGS

Lowest Prices. Sample, \$1.25. Postage Paid. **EASTERN HILLS, EVERETT, MASS.**

Hartmann's

Broadcast

CINCINNATI

IT'S not doing the circus business any good when a show hits a town and then cancels without notifying the proper authorities that this step was taken. There was at least one case of this kind last year, and it concerned the Rowe Circus. This year the offending show was Barnes Bros. Circus, as stated in a story in last week's issue of *The Billboard*.

There might have been other towns besides Greensburg, Kan., where the Barnes show was billed and failed to put in an appearance this year without notification of cancellation, but even if not, that one instance was bad enough. The mere mention of circus there now would bring a quick response that would be anything but pleasant.

We do not know yet if the Barnes Circus canceled Greensburg, where it was booked for April 21, because of closing at Monroe, N. M., April 8, as rumored, or if it is still operating. If the show was forced to close before the billed date in Greensburg, some allowance should be made for not notifying the authorities there about this, but if the show is still going and passed up Greensburg because of a change in route, then the management made a grave mistake by not sending word to Greensburg about the cancellation.

It wouldn't be so bad when an offense of this kind is committed if only the circus concerned would have to suffer the consequences, but it's a black eye to all circuses and especially makes the rest a rough one for those shows operated by men who have regard for the future and follow in.

MAYOR HARRY S. HODGSON of Ventnor, N. J., has a warm spot in his heart for showmen, and a friendly welcome always awaits them. He and Frank H. Hubbs, considered Atlantic City's biggest booster and who is known to showmen through the country, are intimately acquainted, Frank referring

to him as "my pal." Frank is always mailing interesting items to Hlazoner, and the other day received a letter from him extending thanks for these and especially the copy of *The Billboard* which was included.

SPREADING rumors that smallpox existed on a carnival as a retaliatory measure for something done by a rival show is only expected from the lowest type of showman. For years and years rumors of this nature have been spread with nothing gained by those responsible except possibly a little satisfaction. Let's make such rumors conspicuous by their absence this year.

DID you know that Walter L. Main, the vet circus showman and the grandfather of Rex D. Billings, manager of Belmont Park, Montreal, were schoolmates in the late '70s? It was a district school in Ashabula County, Ohio, which they attended. "Josh," as Rex's grandfather was nicknamed, "was a good-natured chap," says Walter, "and he and I were about the poorest students in school. It was in the vicinity of Rock Creek, O., where Josh and I and all the hayseeds rodded."

MANY pictures, a good number of them snapshots, submitted for publication in *The Billboard* have to be turned down because of their poor quality. When you have poor pictures think of *The Billboard* first, if at all, and vice versa if the quality is the opposite and the photos have news value. Thank you.

Nat Green's

The Crossroads

CHICAGO

CHICAGO and its environs are going to have plenty of outdoor entertainment this spring and early summer. Another week or so will see one of the ACA shows, probably the Royal American, at the western edge of town. With the industrial area booming, business should be more than satisfactory. Several other carnivals also are set to play this territory early in the season in towns within a 50-mile radius. Several of the small local outfits are already playing Chicago lots and getting an excellent response. The rainy weather of the last two weeks also has been favorable to the half dozen or more kiddie parks on the outskirts of town. Located on main highways, these spots, most of which have a Merry-Go-Round, miniature train, pony track, and other kiddie rides, along with lunch and refreshment stands, garner considerable coin from family groups out for a motor ride. A number of archery ranges also have sprung up along the highways. Heavy summer roller rinks are readying for the season. During the last couple of years they have grown in popularity and this season will see more than the usual number in operation. A few under-canvas dance spots will open shortly after Decoration Day. There also is a possibility of several new drive-in theaters opening.

Another creek or so will see Russell Bros. Circus in this territory and it probably will play many spots adjacent to Chicago. Kestrov Bros. Circus also will soon be playing near-by towns. All in all, it looks as if Chicagoland will be

well supplied with just about every sort of outdoor amusements.

ACCORDING to the grapevine, L. S. (Larry) Hogan, who has been announcing in San Antonio since last December, may be saying hello to the boys on the Magic Carpet shortly. . . . Our Texas Moogie Infos that Paul Jones, of the State Fair of Texas, is enthusiastic over prospects of this year's Independent midway. If advance circus dates are settled out they will have a formidable line-up of attractions at Dallas. . . . Also from Texas (San Antonio) comes word that Ben Austin, erstwhile circus man, has just returned from a pleasure jaunt in Mexico with his boy Dick and bride. Ben has put aside the worries of the road and is living the life of Riley down on the border. . . . That long, thick, comely in the Walter Goble riding act in bals wood and actually weighs about 13 pounds. . . . Candy Hammer is going to stage a three-day rodeo and thrill show in Davenport, Ia., with Flash Williams as the thrill attraction. . . . Halp Ammon, Wisconsin State Fair manager, and Mrs. Ammon were visitors at the Greater Olympia Circus. Doug Baldwin, manager of Arkansas State Fair Birmingham, also stopped off in Cal to see the show. . . . Ken Maynard is considering taking out a tent show this summer. . . . Gene Autry, No. 1 Western star of screen and radio, was featured a party Sunday (11) by CBS. Autry was featured at the Cleveland Rodeo and was on his way to the West Coast. . . . David A. Johnson, last season agent with the Royal American Shows and now agenting the excellent turkey Koozes at "Hollapoppin'", is in Cal regarding the boys with stories of his experiences on the unbelievably many outfit. Turkey or not, the show has been doing tremendous business the last 25 weeks. Incidentally, Sam Stratton, Hallow business manager, celebrated a birthday on the show's opening date here, May 11.

Leonard Traube's

Out in the Open

NEW YORK

On the Lewis Lot

FULLER from a clerk opening in Norfolk, Va., Art Lewis Show set up house in Englewood, N. J., last week for the second stand. The gent with the gargantuan chest—that would be Art Lewis—with whom shaking hands is practically courting a fracture of the right mitt or something, has become something vital to reckon with in carnivaldom after only one full season as a showman in the railroad case. It seems only yesterday—and it was only a couple of seasons ago at that—that that honest, decided showman with the curly black locks was celebrating his 10th anniversary of the outfit.

We first encountered his midway in Bridgeport, Conn., 10 years ago and, frankly, it wasn't much to take pen in hand and write home about. It's a different story today. Ambition, determination, devotion, faith, and the other virtues you read about in old-fashioned success stories have given Lewis top rating. The building has been gradual. Because it takes more than a season or two before an outfit of decent size settles into a groove that gives it distinction and a certain special quality, there's no setting how far the Art Lewis Show will go as the calendar change. It is sure to be nothing trivial.

Lewis has been smart enough to surround himself with competence. His up-and-coming brother, Charles, is right-hand man. The veteran Howard Ingram, who is at home on any kind of lot, including the circus, is general superintendent, with Eddie Belmont plugging gaps as assistant manager, and Percy Morency peering out from his familiar place behind the office wagon grillework as secretary-treasurer. For business manager of Mr. Patch, there's the know-how E. B. Braden, and the publicity is by Roy B. Jones, who has been on the Western carnival and museum front for the last half-dozen years and is quite capable of knowing the time even when the clocks aren't working.

There are, of course, many others in responsible capacities who make the Lewis wheels move, but fate, which is another name for the proverbial limit

space, decrees that they remain unmentioned. We are trying hard to say that Lewis has a better than fair organization, a fact which must eventually prove irrefragable, the whole being greater than any of its parts.

In the showmanship department one of the best pieces of effective lokum is the build-up given to Lucie Gillette before she goes into her game, which in this case is a catapult from a cannon, the only woman performing the feat. This is a mixture of Lucky Teter and Frank Merrill ingredients. Dr. J. K. Boxman, whose medical wagon unit, incidentally, is a peachero, gives the gal the old stethoscope business as the crowds wait and after this detail is established via the dramatic running announcements of Roy Jones, Lewis himself shakes hands with Ringling-Barum's former stellar acrobat as if both of them think that will be the last time they will see each other. (Miss Gillette can have that handshaking routine, maybe she doesn't fracture so easily.)

Her flight is good and figure to get better, this being her first season at projectile performing. The fact that she is of the gender she doesn't hurt the publicity. In time she may even rival the Kacchibin, Wilho, et al, without regard to gender. That she is easier to look at will also not hurt in the least. You would think that with the Gillette girl on tap the gate is well taken care of, but Lewis believes in the double-feature. The associate free act is a strength on its own—Eddie Viera's Four Stars, a corking high tier.

These are just a few highlights on a refreshing looking midway with more than the double featured in swell-looking fronts, abundance of neon, the best in standard rides and a couple of new ones, and a generally fine layout manned by good people. The train headed out for busy Connecticut towns, the current stand being a two-weeker on two lots in Bridgeport.

FRANK BALDWIN reports that the Poodles Hatched Tent of Circus Sabata and Hiners' Club is being revived to Wheeling, W. Va. . . . Hunt's Circus got a colossal four-page section in the magazine Friday. Among those pictured

SPRING must be definitely here, here's the evidence: "Show Boat To Open Season on Upper Mississippi." It's the Dixie Queen, owned by Al Cooper, of Kansas City, and according to the information at hand it has gone upriver toward St. Paul, from whence it will drop down the Mississippi by easy stages, playing towns along its route. It's the first showboat looked thru the Quincy, Ill., channel control dam, which was completed two years ago. Mention of showboats sounds a nostalgic note in our consciousness, bringing to mind visits with the Monks, Emersons, Presses, and that perennial of the Ohio River, Billy Bryant, who had the tenacity to bring his showboat troupe to Chicago and put on the most entertaining version of *Hazel* we have ever seen. At least it was billed as *Hazel*. But poor old shake-ups must have turned in his grave. We'd like nothing better than to spend another vacation being along on the Ohio or Mississippi on a showboat. With people difficult to obtain, maybe we could play a bit for our keep. Now don't all speak at once! We're just wondering, tho, if we'd have to join Equity.

were Mr. and Mrs. Charlie Hunt Sr., Harry Hunt, Charlie Hunt Jr., Edward Hunt, Frank H. Hinkle, Mildred Hunt, Charlie Mitchell, wardrobe mistress Stewart, and the Flying Smalls. A great break for a great little show. Metropolitan park press agents are busier than ever. Bert Nevin is at Palsades, Harry Sobot and Ted Hartman at Luna. Bill Burns at Starlight, Irving Hoffman office at Steeplechase, and Guild-Goodman office at Playland, with Paul Morris still functioning as publicity staff man at last-named spot. A few of the foregoing are getting their first taste of amusement park drum-beating. All in all, it should make the city desks more park-conscious. Or should it?

BRYDON'S
Beautiful Bass-Lake Beach

SEE PAGE 49

The Billboard

presents

important facts and figures

on

SHOW BUSINESS and the

DEFENSE PROGRAM

in the MAY 31 ISSUE!

A large portion of the billions of dollars being spent for defense is going toward paying the wages of workers in thousands of defense projects. These workers and their families will be spending proportionate shares of their new and greater earnings for much-needed entertainment.

In the May 31st issue *The Billboard* will answer the following questions of major importance to every showman interested in playing territories most affected by the defense program:

HOW MUCH MONEY HAS BEEN APPROPRIATED FOR DEFENSE EXPENDITURES!

IN WHAT CITIES AND TOWNS IS THIS MONEY GOING TO BE SPENT!

HOW MANY PEOPLE ARE THERE IN EACH OF THESE TOWNS!

WHERE ARE THE NATION'S ARMY CAMPS, NAVAL BASES AND AIR BASES LOCATED!

Complete, accurate and official lists; analytical and interpretive stories on show business and the defense program will appear in this important issue!

Watch for it!

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

Pioneers in Our Industry

A Guest Editorial by PERC SMITH, Arcade Division, Exhibit Supply Company, Chicago

The nation owes a permanent debt of gratitude to the pioneers. They started the country off in the right direction, and the very fact of getting started right is something for which we should always be grateful. The pioneers laid the foundations and the rest of us have built in some way on those foundations.

We have had pioneers in government, in industry, in business, and in all walks of life. Every citizen is in some way indebted to all of these pioneers who contributed something to the nation and to the future progress of business and of life.

People today talk about the coin machine industry being a young industry. They say it has only been recognized for a few short years, say since 1929 or 1930. It is quite a modern business and perhaps has only come into the limelight in that time. Newspapers have recognized it in the last few years and they keep telling the world about what the industry is doing, some of it good and some of it not so good.

A lot of men have come into the industry since 1929 to help make it one of the stable industries of the country. Some have entered the manufacturing field, some the distributing or jobbing field, and many thousands have become successful operators. The distributing or jobbing business has really grown up during the last few years to become a vital part of the coin machine trade. That is a sure sign the industry has truly grown big. For when an industry gets big enough to use the services of distributing or jobbing firms, then it has grown to be quite an industry. All established industries seem to develop distributing firms or services in order to cover all territories in the country.

The operating business has grown so fast during the last several years that it is hard to realize what an expansion has taken place in the operation of coin machines. Even in the operating field there is the mark of the pioneer still left. Altho coin machines are constantly being improved and new ideas appear, yet the operating business is still the operating business and those tried and true methods worked out by the pioneers in the operating field hold good today and make money. For that reason the whole industry

owes a debt of gratitude to the pioneers in the operating business. There are some men in the field today who can point to a lifetime of operating. They are a credit to the industry.

In the manufacturing business there are some worthy pioneers, too. They really had to start from scratch and pioneer new ideas and machines at a time when to make a mistake was much more expensive by comparison than it is now. But these men stuck by their jobs, worked and planned, took risks, spent money on new ideas, and somehow started the coin machine industry. As early as the '80s and '90s and during the 1900s they were building factories and establishing an industry. A number of these pioneers are still at the job and the manufacturing firms which they started many years ago are today nationally known as leaders in the industry.



PERC SMITH

The factories, the machines, the history, the reputation, the employees, everything about these plants is a vital contribution to the success of an entire industry. It is proper that credit be given where credit is due and that we all stop now and then to consider what the pioneers have done and are still doing to keep our industry great. When we compare some of the old-time machines with the modern devices which our factories turn out, we can appreciate what a long road the industry has traveled. We can begin to see what is meant by pioneering in a new industry. During all the years when improvements were being made, step by step and year by year, the pioneers were in the midst of things, helping the industry as a whole to forge ahead.

By showing our gratitude to the pioneers we are not trying to slow up the industry in its progress. We are paying our respects to all men who show a progressive spirit and who spend a life in making a business or trade better. Many of the men in our business today who join me in expressing gratitude for the work done by coin machine pioneers may some day themselves be honored as pioneers.

Every manufacturer, distributor, and operator who works at the coin machine trade is a pioneer in some way and all help to keep our industry going forward.



INSTALLATION DINNER OF COIN MACHINE INDUSTRIES, INC., held at the Hotel Sherman, Chicago, April 30. New president, George Moloney, and board of directors of GMI are at the long table in the upper left-hand portion of picture.

Western's Barrage Ready—Anderson

CHICAGO, May 10 (Manufacturer's release).—"One of the strongest attractions ever offered to operators is now ready for shipment," advises Don Anderson, sales manager for Western Products, Inc.

"It is Barrage, our new five-ball replay game, and like a barrage, it just can't miss making bigger play and profits than its ordinary game," Anderson declared. "Judging from its test performance, Barrage will be one of the top machines of the year."

"Features we have built into the game have already proved their attraction power. Among them are high scoring, lights-out awards, a big build-up award, a bell return, and a new, interesting spin 'em feature. Along with plenty of action, lights, and flash on playing field and backboard, these features are aimed to do a big job for the country's operators. The fact has already been recognized by our distributors, who have placed heavy advance orders."

New Fitzgibbons Quarters Completed

NEW YORK, May 10 (Manufacturer's release).—"The new Bally showrooms have just been completed, and Fitzgibbons Distributor, Inc., Eastern regional distributor for Bally Manufacturing Company, is settled in new offices upstairs of its former quarters in the Bally Building."

Jack Fitzgibbons has a large private office off the outer office, and Bill Moloney is also in a private office. The outer offices are toward the front of the



"DAVAL COUNTER GAMES are being handled by B. D. Lassar (right), of the R. D. Lassar Company, Pittsburgh, to a trio of Pittsburgh operators who are about to take a few coins out on location. The interested operators are, left to right: B. W. Drexler, Joseph Lacroix, and Albert Klodell. (Manufacturer's release.)

building. Showrooms are in the center, with the games placed in an area where the lights on the games can be shown to full advantage.

Says Bill McDonald: "These offices were created solely for Bally business. They are for the convenience of all coinmen in our territory who wish to see the latest Bally products. We felt that the new Bally offices are going to prove of great value to the trade here. They not only give the most first showing in this territory of the Bally products, but they are open at all times to everyone who wants to get better acquainted with our business methods and learn more about Bally products."

Fitzgibbons stated: "We feel that the new modern Bally offices are in keeping with the great, modern Bally line of games."

Operator Demand on GroetchenColumbias

CHICAGO, May 10 (Manufacturer's release).—"Many operators throughout the country are lauding Groetchen's new Columbia Club Model with the large single Jackpot," reports Ed Hanson, official of the Groetchen Tool Company. "Added to the Columbia line the first of this year, the club model has proved very popular. The large single display of coins enhances its appeal. Collections from machines on location show gains."

"The Columbia Gold Award Cigarette Bell with optional front or rear award chutes continues to increase in sales. This machine offers opportunity for a much wider scope of operation."

"The line of Columbia Bell machines is much larger today than ever before," he continued. "The line includes such models as the standard size Columbia Jackpot Bell, available in 10 or 20 stop reels, and the standard Columbia Gold Award Cigarette Bell, furnished with 10 or 20 stop reel. Both models are also furnished with check separators."

"In addition the line includes the Columbia Club Jackpot Bell furnished in beautiful hammered finish, the striking Columbia Club model jackpot chrome bell, and the Columbia Club model with the large jackpot, available with hammered or chrome finish."

"The large size club model Columbia, like the standard size models, can be converted from penny to nickel, dime, or quarter play," he concluded.

Lieberman Strong In Game Sales

CHICAGO, May 10 (Distributor's release).—"A quick check of sales during the past few weeks indicates that this organization is rapidly forging to the front in used and new game sales," declares Bud Lieberman, head of his own distributing organization.

"So great has the demand become that additions to our shop and shipping staff have been made," he said. "In spite of the increased force we still must be on the job all the time to take care of the orders."

"We have built this rapidly growing business on three basic principles to which we adhere under all circumstances... service, fast and reliable; late model, perfectly working equipment, and value for every dollar."

Dick Wiggins Joins Baker Co.

CHICAGO, May 10 (Manufacturer's release).—"Baker Novelty Company, Chicago, has announced the addition of Dick Wiggins to its executive staff, bringing to the company another experienced and well-known coin machine personality."

"Wiggins has made many contributions to the coin machine industry, declares Baker officials, "most notable among them the development of ring-proofing methods for all types of machines, including bells and emblems."

"Having come from the ranks of operators with a background of engineering and sales work, Wiggins is in a good position to understand the ever-growing needs of the operator, and his efforts in his new capacity will be directed toward further developing new creations to meet the needs of the trade."

On his appointment as executive vice-president, Wiggins stated: "In my extensive travels contacting every branch of the business, the enthusiasm for Baker's products created within me an ambition to become associated with the firm."

The Baker line now consists of Baker's Patrons seven-coin console; Lucky Strike and Pick-A-Peck, counter games; Sky Pilot, anti-aircraft gun, and a line of 5-ball novelty games, the latest of which is Target Skill.

Bally Pan-American On Production Line

CHICAGO, May 10 (Manufacturer's release).—"Announcing release of Pan-American, newest Bally five-ball game, Ray Moloney, president of Bally Manufacturing Company, emphasizes that the machine can be operated with or without the buy-back feature. "Imagine a buy-back machine," Moloney said, "with the buy-back feature so arranged that you're practically guaranteed at least one extra coin every game. That's Pan-American, and the beauty of it is that Pan-American can be operated with or without the buy-back—and is a location-tested gold mine either way."

"With or without the buy-back feature, the new score-booster idea is packed with the big score appeal that insures plenty of repeat play—the flashy new half-and-half bumpers permit use of a wide-open sure-looks-easy board and lots of come-close appeal—and every moment of play is alive with suspense, action, and thrills—thanks to the five-way score, which includes high-score, top-to-dial, and three feature scores."

"With or without the buy-back features, Pan-American is the biggest dollar's worth of concentrated earning power on the market today and, judging by the excitement first shipments have created, we are going to be in production on Pan-American way into the summer."



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play

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WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel. 26Lumber 2775
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LEW WOLF OFFERS

BALLY GAMES

1 Beauty	\$12.50	2 Mezzos	\$12.50
2 Blue Grass	140.00	1 Pickem	8.50
1 Ball's Eye	68.00	1 Supreme	10.00
4 Bally Alley	22.00	1 Score	13.00
3 Choppers	12.50	10 Trumpets	12.50
2 Crowders	30.00	3 Variety	17.50
1 Simka	28.50	2 Yappers	11.00
3 Flocks	22.00	3 Victory	47.50
3 Gold Cup	27.00	1 Vacation	26.00
1 Glamour	20.00	1 White Balls	10.00

1/2 Deposit—Balance C. O. D.

REX AMUSEMENT CO.

1443 Main Street Buffalo, N. Y.

FREE PLAY GAMES

Attention	\$30.00	Short Ride	\$22.00
Bowling Alley	20.00	Suction	12.00
Breakout	60.00	Spooky	27.50
Duke Rook	40.00	Summerline	25.00
Hold Tight	12.50	Super Six	18.00
Lightsight	27.50	Triumph	19.00
Manor	20.00	Variety	12.50
Red, White & Blue	27.50	Wagon	27.50
Blue	60.00	'40 1-2-3	60.00
School Days	50.00	Steps	6.00

WURLITZER Model 16 Phonograph at \$48.00
WINDSOR ROCKOLA at \$70.00

1/2 Deposit—Balance C. O. D.

R. & S. VENDING COMPANY

558 E. Parsons Ave. Columbus, Ohio

"5-Ball Free Play"

Super Six	\$17.50
Bally Beauty	19.00
Mullins Free Stamp	12.50
Triumph	12.50
Books	17.50
Keely Air Raider	137.50

"Consoles"

Mills & Bells, Lorie Models	\$249.00
Evans Lucky Star	82.50
Elmer's Long Stamp	51.50
Pizza Reels	69.00
Mills Dice Machine with Stand	75.00

Write for Prices on All Makes of Slot Machines. All Machines in First-Class Condition and Are in Location.

Teche Novelty Company

Ottumwa, La.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a size personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker, lasts years without attention.

INTERNATIONAL Mutoscope Reel Co., Inc. 44-01 11th St. Long Island City, N. Y.

MUSIC MERCHANDISING

Miller Tops, Say Collegians; T. Dorsey Runs Close Second

Frank Sinatra and Ginny Simms win vocalist honors—171 campus editors vote

NEW YORK, May 16.—Polling the editors of 171 campus papers in The Billboard's Fourth Annual College Music Survey, statisticians found that Glenn Miller has retained the title of King of the bandstand for the second successive year. Tommy Dorsey ran a close second in popularity with 249 points to Miller's 207 points. Grading third thru sixth places respectively were Kay Kyser, Artie Shaw, Benny Goodman, and Jimmy Dorsey.

Complete reports of the poll with complete statistical information have been published in stories beginning on page 3 of The Billboard the past three weeks. For the convenience of the operator interested in preferences of collegians, a summary of survey findings is repeated here.

Dorsey's close finish to Miller is accredited to his band's work on the tune "It Only Comes Again," for the most part, with fine work on other disks. In 1940 Shaw held 11th place after winning the poll in 1939. Shaw's self-imposed exile from jitterbugging caused his fall in 1939. This year Shaw relied entirely on records to bring his band to something approaching its previous popularity.

In finishing fifth and sixth, Benny Goodman and Jimmy Dorsey fell back and slipped ahead respectively. Goodman was fourth last year, while Dorsey was in 10th place. Climbing to sixth place indicates that Dorsey is becoming increasingly popular with collegians.

Seventh to 10th in collegiate preference are Glenn Gray, Jimmie Lunceford, Guy Lombardo, and Bill Bradley. All except Lombardo are newcomers to the ranks of 10 most popular bands on the campus.

Simms, Sinatra Top Vocalists

Frank Sinatra, with Tommy Dorsey, and Ginny Simms, with Kay Kyser, won preference as male and female vocalists in the vote of campus editors. In 1940 Sinatra was 22d on the list of male vocalists, making his winning this year all the more impressive. Ginny Simms was second last year, topped only by Bessie Baker, who ended in seventh place in this year's poll. Ray Berber.

Buckley District Managers Meet

CHICAGO, May 15 (Manufacturers' release).—District managers of Buckley Music System, Inc., have held meetings during the past weeks in different sections of the country for the purpose of discussing all angles of their business, prospects, and plans for the future, the factory announces.

Monday, May 5, a meeting was held in Newark, N. J. Present were DeWitt (Doc) Eaton, Eastern regional manager for Buckley; Willie (Little Napoleon) Blatt, New York City district manager; Arthur L. (Artie) Pochras, Eastern Pennsylvania district manager, and Barnes (Shaggy) Sigmund, New Jersey district manager.

In Chicago, at the Buckley factory, there also was a meeting May 5. Present were Charlie Katz, Buckley district man for Ohio and Indiana; Fred Miller, district man in Northern Ohio, and Les Stevens, Southern district man with headquarters at New Orleans. This meeting was held with Pat Buckley, president; F. H. Parsons, vice-president; H. B. Perkins, sales manager, and Jerry Haley, sales promotional manager, in attendance.

"The consensus of opinion," it was said, "as furnished at the different meetings was that the spring in the different territories is more and more to the Buckley illuminated music system."

last year's winner in the male division, ended in second place this year. The third, fourth, and fifth male winners this year are Bob Eberly (Jimmy Dorsey), Harry Bahallit (Kay Kyser), and Kenny Sargent (Glenn Gray). Second to fifth winners in the female division are: Helen O'Connell (Jimmy Dorsey), Helen Forrest (Benny Goodman), Marion Hutten (ex-Glenn Miller), and Martha Tilton (ex-Benny Goodman).

Vaughn Up-and-Coming

Asked to name their choice for the up-and-coming band that may come day reach the heights as King of the Bandstand, the 171 campus editors named Vaughn Monroe as the most promising possibility. Will Bradley, Charlie Spivak, Bobbie Byrne, Tony Pastor, and Bob Chester follow in the order named.

While many of the campuses featured some of the name bands as prima and other affairs during the year, it was revealed that a great deal of collegiate preference was based on recordings played in music machines located in and about the campus.

For complete data, charts, and votes recorded, refer to the April 26, May 2, and May 10 issues of The Billboard. In this issue one of the continuing stories of the series based on the collegiate poll reports both the raves and raps for and against bands represented in the survey.

Cleveland

CLEVELAND, May 16.—A new rifle skill game called Ethiopian Dum Dum is being played on the market by its inventor, Louis De Marco, Cleveland. There are four sections which are operated independent of each other and are 12 feet long. Power for the rifles is a compressed spring. Brilliantly lighted and finished in attractive colors, it is designed for parks, shooting galleries, bowling alleys, etc. It created a lot of attention at the American Inventors' Association Convention here.

Jack Dempsey is the new representative for the Strong Carlsle & Hammond Company, record distributor. He is calling on the Akron phonograph operators.

All the slugs accumulated by members of the Ohio Cigarette Vendors' Association during the past year will be dumped into Lake Erie July 8 during a boat ride which will be one of the features of the entertainment program of the Ohio State Tobacco Association.

Cleveland Cigarette Vendors' Association met Wednesday (7) at the Pickwick

Correction

In the May 10 issue a music section headline announced: "Mutual Broadcasting System Signs ASCAP Agreement." The heading was in error and should have read: "Mutual Broadcasting System-ASCAP Agreement Near."

Restaurant for transaction of routine business and a discussion of the Unfair Cigarette Sales Act progress. Sam Abrams, secretary, reported passage of the anti-slug bill was practically assured.

Cleveland Phonograph Merchants' Association held its May meeting at Hotel Carier Thursday evening, with Jerry Antel, president, presiding, and a good attendance. Leo Dixon and Jack Cohen gave reports on the progress of the banquet and meeting to be held May 21 at Hotel Statler. The association will be officially represented at the meeting, the convention of the State organization, by Jerry Antel, Harry Liek, Jerry Weber, and James Ross.

The newest benedict in the industry is Howard Brill, of Associated Music Company, who was married Saturday, May 5.

George Zolbo has started a phonograph route and established headquarters at 2071 East 19th Street. He has been accepted as a member of the Phonograph Merchants' Association.

Lyman and Gordon At Modern Vending

NEW YORK, May 16.—Band leaders Abe Lyman and Gray Gordon were given a rousing reception by the music operators who gathered to greet them at a Modern Vending Company Tuesday (6).

"The coin-operated phonographs have come a long way in a short time, and we band leaders realize the big debt we owe the American operators for the marvelous plugging we get on their music machines," said Abe and Gray.

Lyman had just come from a recording date at Bluebird, where he waded the new hallid. When the *Liza Jane* Again, written by the industry's song-writing advertising man, Eddie Lane, Net O'Connell, of Modern Vending Company; Doc Eaton, of Buckley Music System, and Harry Pearl, of Rock-Ola Distributors, were all present at the recording and were thrilled with the song and the experience of watching a recording made. Eddie Lane, who was also at the session, was warmly congratulated by Lyman and the coin machine men for producing what is expected to be one of the biggest hit ballads of the year.

"Eddie's song," said Lyman, "looks like a real hit. It's a real pleasure to know how the nation's opinion back up this swell young fellow's tunes, and I'm very happy to have had the opportunity of recording it."

Another great bet waxed by Lyman at this date is the nifty novelty tune *Feed-Box Feudie*.

Philly Jitterbugs Now Rumba as Latin Tunes Click in Music Mchs.

PHILADELPHIA, May 16.—According to the observations of local music machine operators, la rumba and la conga are here to stay. For the first time the public's preoccupation with Latin American rhythms is making itself felt strongly in the music machines here. Since the first of the year practically every machine on location in the city has had a consistent money-maker in a rumba or conga recording.

A combination of circumstances brought about the vogue for Latin music here. In spite of the big inroads made by the Latin melodies in New York, it was slow in catching on here. The war in Europe made the public more conscious of the countries "south of the border." And while Latin American entertainment and music have been featured for many months in the local night clubs, the influence had not been felt by the masses who seek out the local music machines for their music and entertainment.

Most important factor in bringing the

rumba and conga music to the fore in these parts was the ASCAP-BMI imbroglio that found the radio networks giving heavy plugs to the sub-equatorial lullabies. Such numbers as *Frenesi Perfidia*, and *One and Two and Three* became strong music machine favorites. At present the Latin flavor continues in *Antipols* and *Yours*. Adding a light is the local Latin torch was the six-week personal appearance of Xavier Cugat at the Club Hall. The whole town suddenly became Cugat-conscious, and with that rumba-conga miasma in the air.

Jitterbugs Now Rumba

First heartening sign that the Latin music is here to stay in the music machines is the observations of many local operators that the youngsters at the ice-cream parlors have discarded their jitterbug antics for the most part and are taking to doing the rumba-conga dance steps. As Sam Lerner, president of the Stanley Music and Amusement Company, characterized it, "The rumba, they love well doing the rumba, and any dance which makes the girls look good will always be popular."

Free Instructions Offered

Music man Dave Blum observed that many of the so-called jitterbug parties have placarded the booths and walls with signs that free instruction in the rumba and conga is offered, the sign in the downtown night clubs and hotel rooms. Sons of the older generation in the neighborhood are making big money by serving as dancing teachers, the expense fully justified by the location owner considering the way the youngsters are taking to the one-two-three-kick routines. "The youngsters these days depended on a lot of intricate steps and that complicated business of throwing the girl around," observed Blum. "But now they realize the dance is not so esoteric. There is none of that posing each other about. Apparently the youngsters have finally realized that the climate is too hot for that kind of exercise."

Other operators observed that the youngsters had been complaining for some time about the dearth of good jitterbug recordings, and with the combination of radio and picture shows as the South American *good-will* attitude of the press it was natural for them to try to do something new. And they like it. Now all the machines have the Latin music and the operators here are beginning to really cash in on the public demand for this type of music.



FAST-GROWING AND POPULAR SHANTY SHOPS springing up everywhere in metropolitan New York select Warritzer Colonial phonographs for sale. Above is a Shanty Shop and a Warritzer Colonial. (Manufacturers' release.)

"I Am an American Day" ...

Not only Sunday, May 18, should be observed with appropriate ceremonies as "I Am an American Day," but every day every loyal American should fervently thank God that he is a citizen and that it is his rare good fortune to live in the "Land of the Free and the Home of the Brave."

Not one of us had any part in choosing our birthplace or our parentage and whether we are here by accident of birth or preference of choice, either our own or our parents, we should bow our heads daily in a prayer of thankfulness that we are Americans and that we live in the only country in the world today whose citizens are free to express their opinions and free to make the most of their mental ability and their physical energy.

We should also be prayerfully thankful that we live in the only country in the world today where its citizens vociferously express diametrically opposite opinions about getting into war one day but can be relied upon, once we are in war, to stand shoulder to shoulder until the enemy is beaten to earth.

Certainly the coin machine industry and Coin Machine Industries, Inc. can be counted upon to do their full share in public observance of "I Am an American Day" May 18.

JAMES A. GILMORE,
Secretary to the General Committee
On Defense Support,
Coin Machine Industries, Inc.



Buffalo

BUFFALO, May 10.—Indications point to rise in sales as well as operations hereabouts until the summer's business peak is reached. Everyone is optimistic.

J. J. Winfield Company is boosting retail activity with a large new assortment of pin games arriving. Whittier's game sales are reported best in many months. Teens League and Hitting Practice are the outstanding novelty games of the year. New pin tables on the sales floor include Bally's Trailways, Genov's Hi Hat, Baker's Target Skill, Chicago Club's Majors of 1941, and Eckhart's Double Play.

Atlas Phonograph's Ben Kulkac was away this week on an extended trip thru the territory to see all the Seaburg operators.

Mills Amusement Company, busy with letter box, has added a new rouletten.

Operators are preparing to cash in on the local value of My Miss's on You, Buffalo's new and only BMI tune. A sheet music best-seller for several weeks, the recording by Tiny Hill looks as tho' it will mean something on the machines.

D. Bernard Simon and Richard Ullman, the authors, are co-operating with W. Bergman Company, Columbia-Okeh distributor, to exploit the tune. Authors are planning to personally visit the larger ops in the territory and have prepared machine stockies along with their retail store material. Simon is the lyricist; Ullman the tunesmith. The song is featured by Rosemary Lane in a forthcoming filmical, *Hang Out the Moon*.

American Cigarette Machine Company has made a local installation of a Packard Pla-Mor wall box set-up. Phil Rich was host to Ben Palustrant the other day when the latter was in town to check on the Packard's term's progress.

Al Bergman, Royal Amusement Company, is reporting gratifying results in the music box business the past weeks and has found the substitution of guns for pin tables a good idea in certain locations. He likes Sky Fighters and Rapid Fire best of all.

Jim Blakeslee, Iroquois Amusement Company, is also praising the current increase in music box. He has also switched to some novelty guns, using some Ten Strikes, and Rapid Fire and Chicken Sam guns.



SELECTED BY NEW YORK OPTOMETRISTS as the best looking girl wearing glasses: Myrtle Dietz, accompanied by Bill Treadwell, of Station WOP, New York; Cullen Bartram and Gary Cole, winners of the fourth Uncle Sam Talent Contest in New York, stop at the Mills Chicago plant to see Soudanis and the Mills Empire photograph. (Manufacturer's release.)



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Howard Sales Co.
1506 Farnam St. |
| ALLENSTOWN, PA.
Paula Vending Co.
102 E. Emma Ave. | HARAWAY, OGA
L. H. McManis
Harard Bldg. No. 301 | ORLANDO, FLA.
Southern Music Co.
603 W. Central Ave. |
| AMSTERDAM, N. Y.
Columbia Novelty Co.
9 Broad Street | HARRISBURG, PA.
Tri-Angle Music Co.
4122 N. 3rd St. | OTTAWA, ILL.
Wells Music Company
520 E. Main Street |
| ABURY PARK, N. J.
Cavira Amusement Co.
Morris & R. E. Ave. | HOUSTON, TEX.
Sun Amusement Co.
512 Dallas Ave. | PASADENA, N. J.
Famous Distributors
41 Garden St. |
| BALTIMORE, MD.
Oriola Coin Mch. Corp.
128 W. Mt. Royal Ave. | INDIANAPOLIS, IND.
Horn Music
222 Madison Ave. | PERRY, N. Y.
Silver Lake Amuse. Co.
17 N. Main St. |
| BELMORE, L. J. N. Y.
Burgess Vending Co., Inc.
201 Grand Ave. | KNOXVILLE, TENN.
Tennessee Music Co.
206 N. Main St. | PITTSBURGH, PA.
Oriola Coin Mch. Corp.
1415 Pitts. Ave. |
| BIRMINGHAM, ALA.
Birmingham Vending Co.
1113 Third Ave., North | LADOGA, IND.
Werry Whit Amusement Co.
Linden, N. J. | PORTLAND, ORE.
Autrey V. Steiner
807 S. W. 16th Ave. |
| BLOOMFIELD, N. J.
General Amusement Co.
82 Valenton St. | LINDEN, N. J.
Arise Amusement Co.
12 Northwood Ave. | PORTLAND, MICH.
Wolverine Entertainment, Inc.
23 Beaubien St. |
| BOSTON, MASS.
Bond Sales Company
502 Commonwealth Ave. | LOUISVILLE, KY.
J. E. Cobb Distrib. Co.
512 So. Second St. | ROCHESTER, N. Y.
Box Amusement Co.
330 Clinton Ave., N. |
| BROOKLYN, N. Y.
Brooklyn Music Mch. Co.
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General Music Company
2277 W. Pine Blvd.
Charles A. Robinson
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Wichitan Music Co.
719 Canal St. |
| COLUMBIA, O.
G. N. Vending Co.
603 W. Broad St. | MABERSON, O.
Elton Sales Company
127 W. Townsend St. | SACRAMENTO, CALIF.
D. M. Soudis
1921 Sixteenth St. |
| CHICAGO, ILL.
Mills Amusement Co.
5020 Lincoln Ave.
Niles Center | MEMPHIS, TENN.
Tri-Angle Music Co.
524 Marshall Ave. | SAN FRANCISCO, CALIF.
William Gershan
(Pacific Coast Dist. Sales Mgr.)
827 Lomb St. |
| CHATTANOOGA, TENN.
Dixie Amusement Co.
815 Cherry St. | MEXICO, D. F.
Robert W. Weber
Rd. 6, Postal 2002 | ST. LOUIS, MO.
Walter Music Company
222 Grand Street |
| CHESTER, PA.
Automatic Vending Co.
525 Parker St. | MIAMI, FLA.
Leo Purinton
628 N. W. 25th Ave. | SAVANNAH, GA.
Mulligan Amusement Co.
21 Herbertson St. |
| DALLAS, TEX.
Walton Sales Company
113 B. Texas Street | MILWAUKEE, WIS.
Palatras & Demaris, Inc.
6215 W. Grand Ave.
West Allis, Wis. | SEATTLE, WASH.
Hobart Brothers
104 Elliott Avenue, East |
| DENVER, COLO.
Joseph E. Stitzel
(Mountain States Dist. Sales Mgr.)
Blackout Distributing Co.
535 Milwaukee St. | MINNEAPOLIS, MINN.
Waltz Entertainment
418 Broadway Ave. | SPOKANE, WASH.
Crest Novelty Company
233 W. Third Avenue |
| DETROIT, MICH.
American Novelty Co.
2155 Grand River Ave. | NEWARK, N. J.
Major Amusement Co.
10 Patterson St. | SYRACUSE, N. Y.
McC. Amusement Co.
710 So. Salina St. |
| ELIZABETH, N. J.
Atlas Vending Co., Inc.
410 No. Broad St. | MADISON, WIS.
Maple Music Co.
11 Cook Place | TOLEDO, O.
National Game System
2737 Truss Lane |
| ELIZABETH CITY, N. C.
R. D. Hys
216 N. Marine St. | NEW ORLEANS, LA.
Buckley Mfg. Sales Co.
2215 Canal Street | TRENTON, N. J.
Central Amuse. Novelties Co.
224 Perry St. |
| ELWOOD, IND.
King Amusement Mch. Co.
1512 South "A" St. | PHOENIX, ARIZ.
Phoenix Music Co.
1018 Payson St. | UNION CITY, N. J.
M. Ross & Sons
182 New York St. |
| FAIRBAULT, MINN.
Gopher Sales Company
601 Central Ave. | NEW YORK CITY
Wm. Blais
(N. Y. D. Distributor Sales Mgr.)
567 Rogers Ave., Bklyn., N.Y. | UTICA, N. Y.
Rubin Sales Co.
410 Washington St. |
| FRESNO, CALIF.
J. C. R. Baker
154 N. First St. | OKLAHOMA CITY, OK.
Baker Music Company
850 E. 14th St. | WATERBURY, N. Y.
M. Farnam
109 Perry St. |
| FORT WAYNE, IND.
Indiana Sales Company
228 So. Canal Circle | | |

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EASTERN FLASHES

NEW YORK, May 10.—With summer getting into full swing the resort spots are already covered by many operators. Arcades look forward to their biggest season. Coney Island is a beehive of activity, with Jersey shore spots also busy.

Joe Fishman, now in attractive Coin Row offices, received the co-operation of leading operators for Keesey's new game and expects a tremendous sale. . . . And down Coin Row a way Leon Herman and Phil Rogin, of Nyssco, celebrated removal to new offices by announcing themselves as distributors for Keesey's wall and bar boxes. . . . George Swiner, doing a great sales job with Scientific's Bating Practice, reports all he wants is continued speedy delivery. George also claims he has some surprises in store for the trade soon. . . . Tex Morris, of the Ponsar Newark office, has been turning out games like cranking frankfurters from an automatic hot-dog machine. Irv reports Bating Practice has clicked just as strong with Jersey operators as with New York operators. . . .

Jack Flinchbaugh and Bill MacDonald are busy displaying the latest Bally products in their new offices on the second floor of the present Bally Building. . . . Jack Devlin and Jimmy Gilroy are now in charge of John A. Flinchbaugh, Inc., downtown jobbing and sales offices. . . . Dave Stern, of Royal Distributors, Elizabeth, N. J., is swinging back into action just like in the old days. Incidentally, Dave, in striped pants, white shirt, and top hat, created a sensation at Freddie Mendelsohn's wedding, according to Barney (Shuky) Sugarman, Billy Ehrenberg, and Abe Green, who also attended. . . . Tony Gasparro, Teddy Seidel, and Bill Gersh discussing Western and Southwestern operating conditions. "One-Punch" Teddy, impressed with Al Schlesinger's home in Four Seasons and the rustic life, says he's looking for a small town where he can operate quietly and enjoy life.

Ray McClain, of Baltimore, with Earl Lipe's assistance, has developed some great business. . . . Sam Levas, of Chesapeake Cigarette Service, Flint, Mich., and Jack Spiegle, of Star Novelty, St. Louis, in to see DuCrenier this week. . . . Maxie (Baron) Patterson and his aide-de-camp, Alex (Pink) Oehl, operators from New Britain, Conn., still in the city. They have won a path from Seaboard Sales, where they have been buying equipment, to the race track, where they have been buying "also rans." . . . Ruthie Scheier, of Royal, is being called New Jersey's Streamlined Beauty, and Ruthie claims she did it all with 10 easy re-removal lessons. . . . J. Wisel and A. Picernie, of Vandercraft, Providence, R. I., may have an announcement to make soon.

PAINT FLASHES

Tony Dequada, who allegedly never sleeps at night, is increasing his operations. . . . Sandy Warner, walking along Coin Row, hesitates in the warm sunshine to remark, "What a swell day for



CONGRATULATIONS AND OFFICE DECORATIONS for Vince Shay (left), coin machine sales manager of Mills Novelty Company, upon birth of son Vincent Anthony. Cigar smokers are Herb and Fred Mills. Looking thru window are Jack Walsh, manager of Mills beverage machine division, and Jim Mangon, ad manager. (Manufacturers' release.)

a sailboat ride." . . . Mike Monroe makes the Coin Row rounds and rushes back to his own busy 14th Avenue spot. Joe Munves, toiling to get machines out to customers at the 43d Street headquarters, plaintively recalling how crowded the place looked last fall, "I only wish we had twice that number of machines here! and, boy, how we could use them," said Joe. . . . Seymour Pilch, of Ponsar, yelling advice from the other side of Coin Row that everything is swell, with games going out just as fast as they come in. . . . Bill Alberg remained over in Citi to take in George Moloney's installation dinner with Dick Hood. Bill phoned the Brooklyn Amusement office saying the new Evans game is shaping up as a real sensation. Charley Avonson was Art rifically pleased over this fact. . . . Art rifically pleased over this fact. . . . Art rifically pleased over this fact. . . .

Frank Howe, of Wells, Me., prominent operator, left for Canada recently to pick up some antiques to augment his large collection. Frank was a prominent wrestler years ago. . . . Abe (General) Fish, Hartford, Conn., probably takes pride in his entire business all by himself—almost his entire staff is in the army. . . . Fred Iverson, traveling representative for Seaboard Sales, back in town after an extensive trip thru Connecticut, Massachusetts, Maine, and Rhode Island. Fred reports a successful trip, with conditions most promising. He was particularly pleased with the reception given Microscope's Drive Montage. . . .

Sylvia Glasnost, head of the record and wire music departments for Gem Amusement Company, Rochester, N. Y., dropped in to talk shop with "Seaboard" Schoenberg, of Modern Vending. Sylvia says her bosses, Abe Granitzstein and Ben Wolowitz, are in good health and doing a fine job. . . . Al Sherry, of Ambassador Vending, Brooklyn, one of the newer firms that has jumped into prominence, is frantically looking for cases to complete many shipments tied up at the firm's headquarters. . . . Harry Fisher, of Queens Sales, is featuring bargains on arcade and sportland equipment. . . . Billy Ehrenberg will become a daddy any day now. He has bet Bill Oehl it will be a girl. Bill has been winning the bets right along.

Charles Lichtmann, of Federal, has an ace up for a mechanic. He is Ed Slewin, who does bits from Haevel while fixing games. . . . Harry Schiffman, formerly in charge of Willie Blatt's offices in Flatbush, is now managing the firm's new offices at 879 Atlantic Avenue, Brooklyn, where Sam Kratner and the Little Napoleon are meeting Brooklyn coin operators. . . . Men, the truckologist, is handling deliveries of pin games again and reports he has contacted a new slogan, "Truckologist with Moe." Barney (Shuky) Sugarman is reported to have set a record for Buckley Music System sales during April and is doing a terrific job in the Skerster State.

OF MEN AND MACHINES

DeWitt (Doc) Eaton, of Buckley Music System, is back from a visit to the Chicago factory, pepped up by new ideas received being made by distributors and district managers. . . . Earl C. Beck, of National Novelty Company, Merrick, L. I., reports many operators are contacting the firm to get the info on the Rotor Table games. . . . Hynde India reports large order for used and new machines. . . . Abe Green is taking golf lessons in anticipation of a match with Bill Gersh and Billy Ehrenberg. . . . Irv Mitchell, of I. L. Mitchell, continues to ship many used games to all parts of the country.

Jack Kay, of Ace Distributors, got a break when the army turned him out of his mechanics recently. Irv Scherr is the boy who returns.

Irvin Blumenthal, of General Vending Service, Baltimore, wires that the firm is clicking with Scientific's Bating Practice. . . . All the boys who made bets on "boy" or "girl" are waiting to hear from Al (Arvo) Rodstein, of Arco Sales Company, Philadelphia. . . . Sam Sachs, of Acme Sales, terrifically impressed by the photo trade's reaction to his rebuilt models 600 and 600. Sam asks to be excused if they haven't been able to make deliveries on the dot, due to the rush. . . . Tony Gasparro, of Weston Distributors, has a run on Exhibit's Double Play. . . . Dave Frestone, of Central Sales Corporation, in town for the week, reports sales of the 1-cent Mason Mini Vender are continuing with 100 per cent distributor coverage expected soon.

Harry Wachansky, of Atlas Vending Company, Elizabeth, says the firm is enjoying one of its biggest years. . . . Joe Ash, of Active Amusement Machine Corporation, going over the top on sale of reconstructed equipment. . . . Harry Miele, of Williamsport, reported doing a terrific job with reconstructed games. . . . Harry Block, of Block Marble, brass that see native now that L. L. Brown Block isn't there to help out. . . . Morris Hankin expects to get going big again soon. . . . Jack Krenberg, of Crown Reports heavy shipments of used games.

The Ultrasonic and Illumination speaker-baffles of Tri-Way Products Company are getting considerable business this month. The company also reports increased volume delivery on its new 12-inch PM speaker. The firm's new Atlantic Lightweight Crystal Pick-Up is ready for delivery. The jeweled needle is guaranteed for 25,000 plays without change.

HERE AND THERE

Simon Sales, with Harry Sandoz handling customers and read orders with skill, is increasing sales each succeeding week. . . . Harry Schiffman, of Supreme on Atlantic Avenue, was seen taking the popular Helen Coin into a restaurant. . . . Jack Berger, of Newark Coin, says he expects to exceed fall and winter business this summer. . . . Miss A. H. Strong, of G. V. Corporation, says demand created by the firm's first announcement of the new outdoor vendor for 1-cent Adams gum proves the need for a machine of this type. . . . Bob Currier is reported to be busy at

used now that Palisades Park has opened.

Max Levine, of Scientific Machine Corporation, Brooklyn, has been receiving many long-distance calls for Battering Practice, riding the crest of the popularity wave. . . . Tom Burke is growing more dignified each day. . . . Pat O'Hara, gave the common a real thrill last week (those who listened to the Kraft Music Hall hour with Bing Crosby and Bob Burns) when he explained all about his marvelous juke box that did everything and anything.

AROUND THE TOWN

Lou Bloom, of Trenton, is reported doing a whale of a job with Buckley Music System, as are Manny Ehrenfeld and other Jersey distributors. . . . Abe Lyman has recorded Eddie Lane's newest song about those sweet-smelling lilacs and, according to Abe, the number looks like a hit. . . . Jack Mitnick and George Penger call around with Packard Pla-Mor and are doing a real job. . . . Myrtle Geib worried about his hair turning gray. . . . Irv Ornstein, of Hercules, now being called "Wolfs Man Irv" by the boys because of those physique pictures he brought back from Miami.

Al Blum, Jack Semel, and Murry Simon, of Savoy, Brooklyn, still are among the busiest men on the other side of the East River. . . . With Chicago Oin's new 1941 Major here it looks as though he'll be busier than ever. . . . Sam Wehansky taking on still more weight. . . . Dick Stenberg coming out of the Tavern smoking one of his big cigars. . . . Charley Chapler down to only 12 cigars a day.

LeRoy Stein reported to be busier than ever these days as the org's big affair

draws near. . . . The Amusement Board of Trade of New Jersey is getting prepared for its shindig at the Continental. . . . Harry Pearl strolling downtown—and Mrs. Pearl in Florida. . . . Al Cohen a lonesome guy these days, while Mrs. Cohen is in Florida. . . . Harry Rattler is busy with his routes and other activities.

PHILLY FLASHES

I. H. Rothstein, of Banner Specialty Company, is reported busier than at any time in his firm's history. . . . Joe Ash and his chief aid, Moe (Aspirin) Bayer, are doing a terrific sales job at their Active Amusement Machines Corporation headquarters on North Franklin Street. Moe and Moe are all excited about Mutoscope's Drive-Mobile. . . . Morris Stein has built himself a new home. . . . Sam Puckowitz, vice-president of the local operators' association, has one of the biggest routes in town. . . . Eddie Richter has bought a new car to cover his route. . . . Marty Mitnick has purchased a new gas wagon, too. . . . Jim Clement is still the happy-go-lucky boy among the Philly operators. . . . Ben Premion is bragging about that five-month-old boy constantly. . . . Someone has a used reducing machine for sale and is looking for Sammy Glassman. . . . Cy Glickman has increased the size of his route. . . . Irv Newman has just opened a new Arcade next to the Navy Yard. . . . Harry Rubin has opened one in the Ben Franklin Hotel.

Talking about Penny Arcades, the boys here consider Lou Schwartz Philly's Penny Arcade King. . . . Julia (Scubby) Sloan has just fixed up a new home. . . . Lou Solomon Jr. is always talking about those two beautiful daughters of his. . . . Al Sverre is well on his way to becoming next commander of the American Legion Post. . . . Joe Ash is said to be the pinocchio champ of Philadelphia. . . . Mennie and Leo Spector, of Camden, were around town this week. . . . Art Packer, of Universal Amusement Company, has located a Buckley Music System in "Mom" McMillen's Ale House, local 100-year-old tavern. . . . Harry Block, of Block Marble Company, is getting busier every day and misses his son, Lieut. Byron Block, who was of such help to him. Harry is introducing his own six-tube change-maker and those whose have seen it claim it is one of the best. . . . Floyd Lear takes care of Bobby Kline's (Koleman's Vending Machine Man) while Bobby is on the road. . . . Bill Polja, of Block Marble, is the proud daddy of a girl. . . . Kathryn Ryan and Elaine Morgan know all there is to know about parts and supplies. They arrange all the orders that come in to Block Marble. . . . Bill Rodstein is operating the A. B. T. Arrow-Matic Rifle range at Al Broad and Godfrey streets. . . . Al (Arco) Rodstein has swell display, sales, and repair quarters in that new three-story building he has just taken over for Arco Sales Company. Al is also going big for arcades. He and brother Bill

are opening their Wildwood spot this week.

Dave (Arco) Kaufman has been drafted into the army and was given a terrific party at Frankie Palmbo's by the Arco force. . . . Mott Lowenthal has just become the daddy of a boy. . . . Chuck and Al Etelson, of Blackhawk Sales, are reported getting busier every day. . . . Meyer Wolf, one of the real old-timers in the Philly area, is reported to be the Arcade King of South Jersey and Delaware. . . . Ed (Tippy) Klein, Packard's man, claims that he hasn't booked a loser in two years. "Even as gold," he reports. . . . Mike Spector and Frank Engel, in their gorgeous Seeburg phone showrooms, claim April was the biggest month in their history. . . . Anthony and John Bichette have gone in for Seeburg music in a great big way. . . . Bill King, music operator, put on a new uniform this week to service his locations. . . . George Patchoid, of Reading, is reported to have placed walloping orders for phones this past month. . . . Herb Rohrer has tremendously increased his music biz. . . . Artie Pockras again issues a challenge to Earl C. Backs, of National Novelty Company, Merriok, N. J. for the tennis championship of the coin machine industry. Both have taken many a tennis trophy. . . . Martin Levitt has bought out his former partner, Lou Hinden. . . . Irv Weiss, progressive Philly operator, looks forward to greater stabilization of the coinbiz. . . . Al Schiesinger and Sam Mendelson making a showing of that 30-selection movie-box. . . . Mr. and Mrs. Bill Crow entertained the Joe Ashes, Jack Brantus, and Morris Parkines the other evening. . . . Abe (Pop) Drill was operated on Thursday but phoned from the hospital to advise the pinocchio klatch that he would be at his regular seat Saturday. . . . Leon Croce and Mike Weinstadt are new in the music biz together. . . . Nat Rake is enthusiastic over the swell hit his firm is doing all over the country. Joseph Rake, Nat's dad, is one of the best known of the vending men. Archie Berger, Nat's representative in Philly, has moved from 600 North Third to 400 North Broad.

Frank Urban continues to buy still more apartment houses. . . . George (Red) McGrady likes to take his charming missus along to the fights. . . . Hughie (Deafie) Genet is always seen at the ringside of any important boxing contest in Philly. . . . His exclusive United Cigar Store pin operation is reported to be doing bigger than ever. . . . Harry Moskowitz is reported doing a great job assisting his uncle, Harry Richter. . . . Harry Brown, of Trenton, visits Philly regularly for new games. . . . "Smiling" Sammy Klein is proud because his brother-in-law, Abe Leonard, has become president of the Federated Men's Clubs. . . . Mrs. Lewis Soklow, of Imperial Vending, knows all there is to know about Lewis (Cash-on-the-Dot) Soklow's business. Imperial has gone back to vendors and counter games, in addition to its regular line, after an absence of over two years.

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DEAR LITTLE SWISS
RENE MUSETTE ORCH. |
| V-777 MY GUITAR AND I
ROOKIE PLAYING HOOKEY
RENE MUSETTE ORCH. | V-763 POLKA MUSETTE
WEEK END POLKA
RENE MUSETTE ORCH. |
| V-776 CANNIBAL'S POLKA
PUPPY LOVE—POLKA
RENE MUSETTE ORCH. | V-756 WINDMILL TILLIE
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This "Music that Wins by the McFarland Twins"
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On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Maxine Sullivan, the hot swing songstress, has just switched over to the Decca label, and chances are that she will do revivals of her famed "Loch Lomond," "St. Louis Blues," and "My Blue Heaven" arrangements. . . . Some Boston operators report that they have dug "Dear Barrel Polka" out of the files, and that the meter readings from same are tagging right behind "Amagols." . . . Carl Fischer, Inc., has opened a record exchange department in its New York store. . . . Enkling Butterfield, the jazz pianist, has signed a new Decca contract raising the ante on money and number of recordings to be made. . . . Gray Gordon's Bluebird recordings of "Make Believe" and "Why Do I Love You?" have finally been released. Record was cut in February, but for some reason or exchange department in its New York store. . . . Decca is planning an album of Southern college tunes, and Johnny Long is the band selected to do the job. . . . D. Bernard Simen and Richard Ullman, of Buffalo, are starting a campaign in that city this week to plug Tiny Hill's Okeh recording of "My Mind's on You," the song they penned and released through BMI. Boys are planning to make personal visits to leading operators and have prepared machine stickers along with their retail store material to distribute.

Queen City News

James D. Skalenke, of Iroquois Amusement, Buffalo, writes that the slots on his phonographs are getting an old-time workout these days and he feels the present crop of recordings are responsible to a great extent. J. Dorsey's Amagols, followed by Joe Reichman's Wise Old Owl, Guy Lombardo's The Band Played On, T. Dorsey's Oh, Look at Me Now, Bing Crosby's Dolores, Horace Heidt's Friendly Taverna Polka, and Guy Lombardo's Intermiezzo are the top competitors now, he says, and are all top tunes in his judgment.

The Billboard's correspondent in Buffalo reports that the booking recently of an extra heavy influx of name bands on tour has helped the automatic phonograph business, too, even tho the personal appearances may not have directly helped the records of those bands. Effect of some of the populace seeing bands in the flesh seems to have a stimulating effect on the phonographs. Bands playing Buffalo recently have included Sammy Kaye, Bob Chester, Jimmie Lunceford, Harry James, Ben Bernie, and Red Berry. . . . Bob Crosby and Noraco Heidt are set for near-future dates.

Release Previews

Mary James has just finished a two-sided titled "Trumpet Rhapsody," which took six weeks of rehearsal before James would set it to wax. On his next recording date for Columbia the same maestro will do La Gronda's "Dance of the Hours" with a swing tempo. . . . Jimmy

Dorsey will record "Sing a Love Song" for Decca soon. . . . McFarland Twins are scheduled for an Okeh session at which they will record "She May a Great Big Army of Falcons." . . . Gene Krupa will heat out "Reville," "Flamingo," "Let Me Off Uptown," "Kick It," "Throwing Pebbles in the Mill Stream," and "Green Eyes" for Okeh. . . . Bluebird is setting up the mikes to record Gray Gordon doing "Plymouth Rock" and "Forest Fire." . . . Johnny Long's next Decca date is the recording studios will have him doing "That's What I Like About the South," "Take It, Jackson," "Miss Johnson Phoned Today," and "Back Home in Indiana."

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:

NEW HAVEN, CONN.:

Sorrento, Woody Herman.

Herman's version of the Italian song is punching its way into the top meter readings in the New England area. It's a beautiful melody, and in the Herman recording the maestro sings the vocal in a pleasing manner. What the tuner's chances are in the phonographs depends a great deal on present competition of a flock of newcomers now in the "Going Strong" section of the Record Buying Guide.

DETROIT:

Because of You, Tommy Tucker.

Tucker has popped up in many of the automates recently, and part of it is due to his weekly air stint for Tune's "Pot o' Gold" show. The tune involved here has possibilities, too. It's a catchy city, and Tucker's record is now among the first five in the machines in the Motor City.

MOBILE, ALA.:

Ida (Sweet as Apple Cider), Glenn Miller.

Miller gives out on a swing version of a real old-timer, and Mobile residents are pounding nickels into the slots and pushing the Ida button. The combination of Miller and this jump tune on a new recording should be the tip-off to operators in other sections to give it a sample try.

CLEVELAND:

The Things I Love, Barry Wood.

A sentimental ballad with a sweet treatment by Barry Wood is sending the distributor orders upward in this Midwestern city. Music machine operators have it figured as one of those naturals for at least an above-average play by the nickel players. It's a new tune and sheet music sales are already beginning to (See TALENT AND TUNES on page 71)



WURLITZER COLONIAL PHONOGRAPHS are the choice of Shanty Shops, new and growing chain of restaurants in New York. It is said that because of their period beauty, subdued lighting, and fine tone, the Wurlitzer family American models were judged best fitted to harmonize with these restaurants. (Manufacturer's release.)

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

On the Records

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

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

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

(CONTINUED FROM PAGE 12)

GENE KRUPA (Okeh 6165)

María Elena—FT, VC. A tenderous trio in *(En Momento)*—FT, VC.

Krupa elects to do María Elena as a fox trot, and in so doing weakens the essential melody. How it possesses a waltz. The arrangement here is only so-so in addition, and the net result is one of the poorest versions of the song. Seward Da Lany's vocal helps matters some, but not enough to make the disk stand out among the plethora of other Elena pressings. Rumba overtones follow the Alberto *(Frenesí, Perfidia)*. Dominguez belted on the B side throughout its length, despite the fox-trot billing. Outside of that, the scoring lacks sparkle and imagination. Da Lany sings the verse as well as the chorus here, the tempo backing to the former the most inventive part of the side.

Gene Krupa does "María Elena" in its least effective style. Likelihood of this side being apparent to coin phone operators is small. The reverse may be better, because it's more pleasing to hear, also. This, too, is not the best version of the Dominguez song, and that may hurt its chances in competition with other and better machine possibilities in this one.

JAN SAVITT (Victor 27403)

The Things I Love—FT, VC. *Manhattan Serenade*—FT.

Savitt's second record for Victor insures up to his first of last week in the quality of its execution. *The Things I Love* is a charming in people's affections, and Savitt's treatment of it equals any used version now available. Brass work in particular rates special commendation on this side, as does Allan DeWitt's sympathetically voiced vocal chorus. Companion piece is a mood study by Jack Pate that is a miniature descriptive and reflective tone poem, excellently conceived and interpreted.

The second side here is absolutely useless in coin phonograph operators, being far too musically uncommercial. The A side is better suited to machine purposes, but there is no number of available versions of this side from other better known to phone fans.

TODDY POWELL (Bluebird B-11132)

The Dumbie—FT. A *Renacimiento en Rio*—FT, VC.

Most swing versions of old favorites, especially waltz numbers like *The Dumbie*, are an affront to the song and its composer, but Powell is to be commended for turning out a jazz arrangement of the Johann Strauss classic that is fine swing, and at the same time doesn't degenerate the revered old Viennese three-quarter timer. Drive and power on this side are distinctly exciting, and with the melody not distorted, beyond one or two slight solo deviations, it's a fine conception of this familiar waltz in swinging. Brass and trumpets stand out especially. Reverse is less spectacular, and suffers in comparison thereby, but it is nevertheless a good billed rendition of a nice Latin song. Ruth Gayle shows increased improvement in her singing of the vocal.

"The Dumbie" isn't too likely for phone law, for it isn't mangled enough for swing, and it's too jumpy for Strauss lovers;

reverse isn't unusual enough to attract much machine attention.

ARTIE SHAW (Victor 27405)

Moonglow—FT. *My Blue Heaven*—FT. Side A has the large, rich Shaw band in another of its streamlined versions of hits of another year, while the flip-over exhibits Shaw's Gramercy 5—his small band-within-a-band. *Moonglow* has much to recommend it in the by now expected elaborate and musicianly Shaw arrangement, but it fails to come up to such show masterpieces as *Frenesí* or *Stardust*. Perhaps it's unfair to expect Artie to hit 100 per cent every time out, but he has set standards for himself that make comparisons inevitable. And this latest is not as good as previous Shaw pressings, despite his usual fine clarinetting, a great sax passage, and an equally great piano-rhythm bit. The small string combo on the reverse achieves a medium tempo on the old Walter Donaldson standard, with clarinet, guitar, and trumpet alone the highlights.

"Moonglow" has every chance to click on the machines that prize Shaw recordings in this full band style have had. Because some have hit, while others haven't, this latest one can be said to be in the lap of the gods. The out-and-out swing on side B, however, definitely isn't for the boxes in any widespread way.

RAYMOND SCOTT (Columbia 36090)

The Band Played On—W, VC. Let's Get Away From It All—FT, VC.

Far better and imaginative treatment of the old waltz on the first side was to be expected from Scott, but he passed up the opportunity in order to give most of the arrangement to singer Clyde Burke. Latter is an excellent balladeer, but his attempts at adlibs thru a mock serious approach to the lyrics fall considerably flat. It takes more than rolled r's to make a clever burlesque of something like this. *Platterate* is rhythmic, with an outstanding muted trumpet bit in the first chorus. Beyond that, the arrangement is okeh, but not unusual.

It's doubtful if Scott can supplant Guy Lombardo in the machines with his version of "Band Played On," particularly so since it isn't too good. And the second side won't offer much opposition to Tommy Dorsey's record of this rhythm tune. Operator won't miss anything in passing over this one.

DEAN HUDSON (Okeh 6171)

Let's Try Again—FT, VC. *I'll Take You Home Again, Kathleen*—FT, VC.

Hudson's second pressing for Okeh contrasts effectively with his first, released a week ago. A ballad occupies the A side, while a soft, subdued version of the favorite *Take You Home Again, Kathleen* further contrasts with Dean's first swinging release. Both arrangements here are nicely solid, also, neither one here can be called outstanding. The soft brass choir work between Bonny Stockton's tenor vocalizing of *Kathleen* is the highlight of the complete; Stockton does a good job on most of the side. Sam Laitiner, however, supplies a definitely strong vocal performance on the first side.

Hudson means too little, except in South-

ern territory, for this disk to make an impression in coin phones. Down South he has his chances, but in a nationwide way operators will not be interested here.

GLENN MILLER (Bluebird B-11135)

The Spirit Is Willing—FT. *The Air Minded Escortette*—FT, VC.

Miller has another Jerry Gray arrangement on the first side here, with a low-down, dirty growl trumpet sprinkled thruout, and with unison saxes supplying the only other outstanding instrumental attraction. Companion piece is the real attraction here in a commercial sense, with Dorothy Clark and The Bencks unravelling a Johnny Mercer lyric that has plenty of entertainment. The "propeller" breaks enliven a side that is all vocal, with the Bencks whistling formula revived again after an absence of some months. Both tune and words here are great, and this is apt to be a big record.

Side B is the one that will interest operators here. The lyrics have to be listened to carefully for their fullest enjoyment, but that is the only hitch in the way of another Miller hit machine disk. Miller and an usual item, which this definitely is, have a way of clicking in the boxes.

ALVINDO REY (Bluebird B-11136)

Midstunten—FT. *Everything Happens to Me*—FT, VC.

Rey's recordings are increasing not only in their musical value but in their commercial appeal as well. *Midstunten* is the old jazz tune, made especially attractive here via a Rey guitar-piano duet that can be listened to over and over again without tiring. The orchestra's efforts on the rest of the side don't match these bits in listenability, but they don't let down the excellence of these passages. Tempo slows down considerably for the ballad on the other side, with Alyce King of the King Sisters, relating the woes of the lyric thru most of the arrangement.

Not much coin phonograph possibilities here, "Midstunten" being too uncommercially swingy, and competition on other "Everything Happens" disks being too strong.

LEO REISMAN (Victor 27404)

Simpatico—FT, VC. *Amarillo*—FT, VC.

Reisman brings his customary suave treatment to bear on a couple of Rodgers and Hart songs from the new movie, *They Met in Argentina*. The songs are hardly commercial in their sophisticated "show tune" melody-and-lyric construction, and Reisman's full, clear scoring—with strings standing out—don't make them any more commercial. Musically, tho, this is a fine job, the A side rhythmic and flowing by turns with a variety of rhythms (regular four-four, then Latin, then back again to fox-trot) alternating in a melodic and highly listenable pattern. Anita Boyer does another one of her splendid vocals, although Bob Richardson pulls down the vocal quotient on the B side. Song on this side is not as good as *Simpatico*, and neither is the arrangement.

Neither the tunes nor the way they've played are in the established phone tradition that makes hit machine disks.

WOODY HERMAN (Decca 3751)

Dancing in the Dark—FT, VC. *Time Changes Everything*—FT, VC.

On the B side here Herman goes in for a change of pace that is not only unusual for this band, but exceptionally worth while as well. It's a hillbilly number that Woody plays and sings here, and his vocal personality and knowledge of how to deliver light lyrics as well as heavy ballad wordage make for an entertaining side. The tune is light, Herman's vocalizing is excellent, and the band rides out in a blaze of swing glory for the last half. Contrast is present in abundance on the flip-over, Herman again taking the vocal of the perennial *Dancing in the Dark* in a style directly opposite from his A side word-selling. Band's performance is equally good here—soft, smooth, danceable, and listenable.

(See ON THE RECORDS on page 73)



★ GUY ★
LOMBARDO
and His Orchestra
brings you "THE SWEETEST MUSIC THIS SIDE OF HEAVEN"
on these DECCA records—
3675
THE BAND PLAYED ON
The Billboard says: "Another fine new addition to the list of bluebird releases. Used in 'Strawberry Blonde,' it has been an inspiration to the public, and in the Okeh LOMBARDO version it is now possibly in more machines in a radio-cable way."
3674
INTERMEZZO
The Billboard says: "Treated in 'Peachbliss' for the past couple of weeks, this lovely melody . . . gets going in a distinct way and offers promising signs of a quick march to the top."
Lombardo's latest
3753
AFTER YOU'VE GONE
backed by—
NOBODY'S SWEETHEART
ON THE AIR FOR LADY ESTHER
CBS—COAST TO COAST
Management:
Music Corporation of America

Mr. Operator!
A NICKEL NATURAL
COMIN' UP—
★
'SING A LOVE SONG'
in preparation by
JIMMY DORSEY
and his Orchestra
on DECCA
★
Publishers:
MUSICANA, Inc.
One Wall Street New York
and listenable.



ORCHESTRA LEADER RUSS MORGAN is shown above with the sales staff of the California Simplex Distributing Company and San Francisco operators at a recent open house given by the firm. (Distributor's release.)

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JOE REICHMAN
gives you one of the best versions of
NO. 10 LULLABY LANE
VICTOR 27357
and **THE WISE OLD OWL**
VICTOR 27360
"GOING STRONG" says THE BILLBOARD'S Record Buying Guide

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- VICTOR "POPULAR" RELEASE
NO. 423—LIST PRICE 50c**
- 27407 Tell Me, Pretty Maiden
Disc: "Em All"
Barry Wood and the Four
King Sisters
 - 27408 "If This Be Love"
Disc of the Rays
Joe Reichman
 - 27409 Three-Quarter Boogie
"Dixie No. 5" from
Linnel Hampton and his
Secret
 - 27410 You're
San Antonio Rose
Tito Guitard, Tenor, with
Orchestra
- LIST PRICE 75c**
- 36298 "Without a Song"
Disc River
Tommy Dorsey and his
Orchestra

**BLUEBIRD "POPULAR" RELEASE
NO. 329—LIST PRICE 35c**

- B-11103 "Kinky Back to Surreal"
Disc of Try
Tony Pastor
- B-11104 "Escorted to Me"
Disc
Larry Clinton's Bluebird Orchestra
- B-11101 "You're My Thrill"
Disc
Charlie Barnet
- B-11102 "It Makes No Difference Now"
Disc
Dick Todd, Baritone, with Orchestra
- B-11105 "Woodie's Serenade"
Disc
"Oh, for Heaven's Sake"
Albino Rey
- B-11104 "I'm Thinking You're Good Love After"
Disc
"Don't Touch"
Bob Chester
- B-11102 "You Mean So Much to Me"
Disc
"Sing a Song of Spring"
Freddie Martin
- B-11106 "What Word is Sweeter Than Sweetness"
Disc
"Yours"
Vaughn Monroe

**BLUEBIRD RELEASE NO. 329
OLD FAMILIAR TUNES—LIST PRICE 35c**

- B-8888 "Brother, Henry"
Disc
Girthingham Wagon
Texas Jim Robertson
 - B-8887 "That's the Way"
Disc
"Take Me Back to the Home"
Delmore Brothers (Alton and Sabon)
 - B-8888 "That's the Love I Have for You"
Disc
"Pecos Pie"
Arthur Smith and his Dixie Lilers
- RACE**
- B-8888 "Key My Love"
Disc
"Love With a Feeling"
Tommy McLennan
 - B-8880 "Returning"
Disc
"You'll Always Dwell in My Heart"
The Four Clefs

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Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

TRADE
SERVICE
FEATURE
Billboard

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established success that they require no further explanation.

There'll Be Some Changes Made. (8th week) BENNY GOODMAN*, VAUGHN MONROE*, TED WIGGINS*

It All Comes Back to Me Now. (7th week) GENE KRUPA*, HAL KEMP*, TED WIGGINS*

Amazilia. (6th week) JIMMY DORSEY*, SAMMY KAYE*, CONNIE ROSEWELL*

Oh, Look at Me Now. (3d week) TOMMY DORSEY*

The Wise Old Owl. (3d week) AL DONAHUE*, JOE REICHMAN*, DICK ROBERTSON*, TEDDY POWELL*

Dolores. (2d week) TOMMY DORSEY*, BINGO CROSSBY*

The Band Played On. (3d week) GUY LOMBARDO*

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.

C'hya Now. This is the hottest looking item right at the moment for eventual blue-ribbon classification. HORACE HEIDT* has had things his own way on this for several weeks now, but another disk has come along to challenge his supremacy in the matter. VAUGHN MONROE* is the newcomer, and, although he's a good distance behind Heidt, his version is being placed in a number of machines.

Friendly Tavern Polka. This meets its first reversal this week, for, after several weeks of steady progress toward the top something seems to have stymied it temporarily, at any rate. Last week it appeared as the north-ling could stop it from making the section above, but reports indicate its standing still currently. HORACE HEIDT* is still alone on it.

I'll Be With You in Apple Blossom Time. This isn't jumping ahead by any leaps and bounds, but it is reaping a fair enough harvest for operators in the ANDREWS SISTERS* version. It's the reverse of the girls' record of I, YI, YI, YI, and as that one goes down the ladder, this side is becoming more prominent.

Do I Worry? Only fair describes the progress made by this number the past few days, with neither the TOMMY DORSEY* nor the INE SPOTS recording setting any phone worlds afire. It may assume more importance, but there are no indications of that at the moment.

My Sister and I, Getting ahead nicely, if not startlingly, this ballad is meeting with increasingly good favor from music machine patronage. JIMMY DORSEY* this week has the field to himself, and, although there are a couple of other disks attracting scattered attention in a few locations, Dorsey's is the one that is most universally popular.

Intormento. Joining GUY LOMBARDO* and BENNY GOODMAN* in critiquing this beautiful song to coin phone fans is the DECCA SALON ORCHESTRA. The number's progress to date hasn't been sensational, but it is climbing slowly and pretty sure.

I Understand. Much better than this week is this JIMMY DORSEY* record. After several weeks of ups and downs it finally pushed forward with determination the past seven days. If it keeps going this way and sustains its rate of progress it may wind up a top.

Maria Elena. A "Possibility" last week, this justifies the predictions made for it by branching out from its purely localized status of the past couple of weeks and embarking on a widespread career, with JIMMY DORSEY* again the standard bearer.

Walking by the River. This one has also been mentioned in "Possibilities," and UNA MAE CARLISLE's vocal recording is now bearing out the promise made for the item in that section. It's far from tremendous at present, but reports on it are nicely encouraging.

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 may probably will never climb into "Going Strong."

Tonight. (12th week) Almost thru. JIMMY DORSEY*, GENE KRUPA*, KAVIER CUGAT*

Boogie Woogie Bugle Boy. (8th week) Ditto. ANDREWS SISTERS, WOODY HERMAN*

Until Tomorrow. (7th week) Holding on. SAMMY KAYE*

I, YI, YI, YI, YI. (8th week) Slipping fast. ANDREWS SISTERS.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs, but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

Everything Happens to Me. Another week should see this one mentioned by enough operators to warrant a place in "Coming Up" for it. Both TOMMY DORSEY* and WOODY HERMAN* have the disks responsible.

Aurora. A new Latin American number that is pointing for hitdom. A number of recordings of it will be available soon, with the ANDREWS SISTERS' disk out now. This may be a "must" for every operator soon.

Let's Get Away From It All. Another TOMMY DORSEY* record (the song occupying both sides) that may make the upper brackets before long. Some machines are already playing it to good returns.

Blue Flame. WOODY HERMAN* has a disk here that is meeting with success in diversified locations. It's his theme song, and apparently that's what is attracting the attention.

Au Reet. A swing number with plenty of toe-tapping lift that in the JIMMY DORSEY* version may do well for itself in machines. The tune is apt to get a large share of radio plugging, and it's the best bet to catch the nickel-droppers' attention.

Daddy. An administrative novelty number for the boss, this SAMMY KAYE* record is of the type of thing that, once heard, demands many rerearings. It has a rhythmic lift and a simplicity and catchiness of melody that phone fans should go for en masse.

*Indicates a vocal show is included on this recording.

Double-meeting records are purposely omitted from this column.

AL DONAHUE GIVES OUT ON Okeh RECORDS



AND NICKELS
GO FOR HIS
"LOW DOWN
RHYTHM"

6159 TORNA A SURRIENTO
YOU'RE A DOUBLE
LOVELY

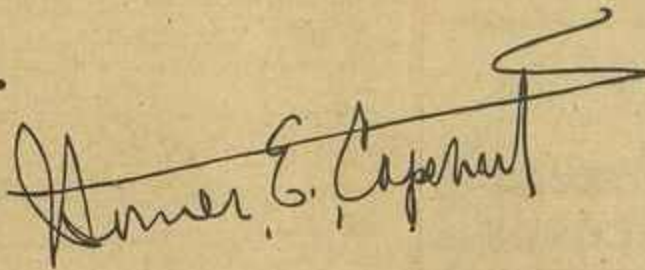
Once one of the country's most exclusive "society" orchestras, with top bass lying high in New York's Rainbow Room... now one of the top-acting outfits of our time, with a dazzling record of smash successes throughout the nation. That's been the amazing transformation of Al Donahue and his orchestra— as nice a bunch of folks as ever grinned down from a bandstand. "Low Down Rhythm in a Top Hat" gives the people what they want and the people pay to hear it. That's why Al's Okeh Records are consistent best-sellers. And that's why Al Donahue is for you, Mr. Operator. Put him on your machines and listen to the records pour in!

- 6138 JUMPIN' AT THE JUKE BOX TABU
- 6056 CHAPEL IN THE VALLY JAVA JIVE
- 6037 YOU SHOULD BE SET TO MUSIC THE WISE OLD OWL
- 6013 IF I HAD TO BE YOU SMILES
- 5883 FRENESI I HEAR A RHAPSODY
- 5314 LOW DOWN RHYTHM IN A TOP HAT COPENHAGEN

*Trade Marks "Columbia" "Okeh"
Reg. U. S. Pat. Off.

ORDER FROM YOUR
Columbia
DISTRIBUTOR
TODAY!

It certainly makes a fellow feel good to be manufacturing and selling a product that makes money for the people who purchase it.




PACKARD MANUFACTURING CORPORATION
Indianapolis, Indiana

TALENT AND TUNES

(Continued from page 70)
predominate in many sections of the country.

FORT WORTH, TEX.

Worried Mind. Bob Wills.
Texans usually eat up this hillbilly hit and that trait in their musical taste has put the above recording on the top listings of Fort Worth operators. There has been plaintive and nasal folk notes already predominant in such ditties, and the lyrics tell a sad tale. Where operators have customers with appetites for this type of thing, they shouldn't pass this one up.

MILWAUKEE:

Cinet Polka. Horace Heidt.
It's an old polka, but a new recording of it by Heidt and his band, Milwaukee's large German population makes a re-recording of this kind almost a must for local operators and Heidt's rendition of it has enough of the schmatz showmanship to give it even a wider appeal.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ending May 10 and the week before, ended May 3. The songs are those heard over the network and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1—Marie Elena	7
2—Ampala	1
3—Things I Love	5
4—My Sister and I	2
5—Do I Worry?	3
6—No, 10 Lullaby Lane	—
7—G'bye Now	—
8—If All Comes Back to Me Now	10
9—Two Hearts That Pass in the Night	4
10—Georgia on My Mind	—

REVIEW OF RECORDS

(Continued from page 71)
"Time" is admirable coin phonograph stuff, possessing a down-to-earth tune and lyrics with Norman's personable singing. The available instrumental work won't hurt its machine chances, either.

McFARLAND TWINS (Okeh 6169)

The Band Played On—Novelty, VC. An Old Country Garden—PT, VC.
The McFarlands try hard on these novelty disks, but for some reason they fail to achieve the end striven for. Tempo changes (march and waltz here), faster lines, and much noise and confusion don't necessarily make entertaining listening. The fault perhaps lies in the fact that there is nothing genuinely humorous or attention-getting on a side like this, despite the elaborate effort to make it different and amusing. Little danceable rhythm is discernible on the reverse, altho Jimmy Foster and the Twin Choir do a nice nostalgic vocal, which puts listening on a higher plane than dancing here.

Side A is too scrambled and too much of a production for music machine patronage

attention, even if Guy Lombardo didn't already have the top interest with his version of this song. B side means nothing for the boxes.

RENE MUSETTE ORCHESTRA

Found Your Table—Polka. Quintuplets—Polka.
Heni Rene and His Musette Ork have produced some good polkas on the Victor-International label, and this is one of the best disks along these lines to come from the outfit. Both sides are bright and lively, and make excellent listening. But the listener has to like this style of rhythm to appreciate them to the fullest.

Victor International supplied operators with "Beer Barrel Polka," and another bit of these proportions can come along on this label at any time. This has the capabilities

to be it, particularly on the A side, but there have been many follow-ups in "Beer Barrel" that fell by the wayside. Operators have to follow the dictates of their particular locations on this type of thing.

BUDDY CLARK (Okeh 6170)

G'bye Now—V. Lamplight—V.
Clark's vocal personality shines thru on these sides better than it has on any of his recent Okeh pressings. The increasingly popular G'bye Now sounds very well in his individual style, and backed by a nicely rhythmic accompaniment, this affords a pleasant three minutes of ear appeal. Reverse is no less well done, with Buddy singing it understandingly and in a manner that gets the most out of a song that was written several years ago, but that sounds new again in his adroit handling.

Clark is a novelty as far as the machines are concerned, and the these sides contain nothing to keep them from pulling in nickels, the chances are they won't, because of Buddy's lack of widespread name value.

JERRY COLONNA (Columbia 36092)

Remember Dad (On Mother's Day)—V. Little—V.
Colonna lends his typical easy style to the delineation of a couple of screwball ditties that make a perfect complement for his vocal tomfoolery. Side A is a combination of melodies of varying familiarity, with the lyrics and Colonna's performance a bit forced in spots; the record's tag, however, is genuinely amusing. Reverse is also a mixture of a variety of tunes and cockeyed lyric ideas, with Jerry even undertaking mock Spanish waltzage, boogie-woogie and straight swing enter into this one as well, with another laugh at the tail end of the side.

Colonna's disks have never hit too well in the machines, despite his appearances on the Bob Hope radio program. This is no better or worse than most of his other output, but its commercial appeal will probably be limited to home sales, rather than coin phone popularity.



ACCORDING TO SARNEY BLATT, Atlas Coin Machine Company, Boston, the local Decca branch office has found an excellent demonstrating unit in the Seeburg Hi-Tone Symphonola used in conjunction with a Seeburg remote control selector. (Manufacturer's release.)

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—STANDARD
AND POWDER BLUE FINISH
2. DISPLAY INSERT IN MACHINE
3. DOZEN SMALL 2 BLADE KNIVES
4. DOZEN LARGE HINGE BLADE KNIVES.
MACHINE FILLED WITH 1100 BALLS OF
GUM, INCLUDING 20 STRIPPED BALLS
READY TO SET ON LOCATION.

ENTIRE DEAL
FOR ONLY

\$12.50

MACHINE TAKES IN \$1.00—PAY LOGA-
TION 25 Cts. OF \$1.25—YOUR NET RETURN
\$8.25. You may substitute the one dozen small
knives for one dozen "Fountain" Pins. Vendor
may be had in real porcelain finish with chrome
top and base for only 50 cents additional. By
inserting insert, this machine may be immo-
diately converted to a ball merchandise Vendor
for Candies, Nuts, etc. DON'T BE MISLED
BY CHEAP IMITATIONS AND IMITATOR
MERCHANTS! BE FIRST IN YOUR
TERRITORY WITH THIS PROVEN
MONEY MAKER.

Terms: 1/2 Cash With Order, Balance C. O. D.
Full contract with order price you C. O. D. costs.

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3711 W. GRAND AVENUE, CHICAGO

To Make Some . . . REAL MONEY

ROY
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Recommend this all
his friends get in
on VICTOR'S New
Esquire Premium
Vendor.

SOMETHING NEW
AND ORIGINAL

Send
Your
Remittance

\$12.50

TORR 2047A-SO. 68
PHILA., PA.



MERCHANDISE MACHINES

Survey on Venders Bringing Vital Industry Statistics; Other Surveys Are Planned

CHICAGO, May 10.—First reports in The Billboard's annual survey of the penny vending machine field arrived this week. The first report came from Natchez, Miss. The survey on penny vending machines has been scheduled for the month of May and it is merely a part of a series of general surveys of various types of machines to be made each year. The surveys are undertaken in an effort to obtain some definite facts on which to base national estimates of the number of coin machines in actual operation. The industry has lacked reliable statistics which could be used at times to good advantage. Statistics quoted in the newspapers are usually haphazard guesses, as there is no source where the newspapers can go to get coin machine data.

Preliminary plans of The Billboard include a survey of penny vending machines during May, a survey of cigarette machines during June, our annual legal survey and check during July, and a survey of the music box industry during August. Data on candy venders and other types of machines will be sought later in the year. We will also undertake to make some kind of a check of beverage venders during the summer.

Hard To Get Facts

The co-operation of manufacturers, distributors, operators, and the news reporters for The Billboard is all important in gathering whatever facts and figures are available on the various types of coin machines. Every number of the trade recognizes the difficulties in getting accurate figures, but it is possible to get certain data in central markets which serve as a base for making general estimates. In that way a fairly reliable national picture can be built up.

It is to be understood that only approximate estimates can be given by all those who co-operate with us in collecting these statistics. But when all the estimates from various parts of the country are put together, and averages taken, the final result will be fairly reliable.

Fortunately, the federal government in some of its retail trade surveys is beginning to take note of certain types of coin-operated machines and this information will be a great help in the future.

Penny Venders Important

Everybody in the business realizes that penny vending machines by the millions are scattered over the country and that so many small machines dispense a lot of merchandise. But it is more difficult to check on these machines than any other type of machine for a number of reasons. There are difficulties in checking on the manufacturing field itself. The combination machines of two or three venders confuses the figures; some checkers count each set-up as one machine, while others check them as two or three separate venders. There are many part-time operators in the penny vendor field also and there is no way to really check on each operator.

First Report Arrives

Our first report came from Natchez, Miss., and the information contained in it will prove suggestive. It is estimated that 10 operators in the city have penny venders in operation, but only one is known as an exclusive full-time operator of penny machines. Some of these operators extend into other towns and territories, so that the number of penny machines in the city itself does not present the whole picture. The 10 operators have about 25 trucks or cars used in business. Two distributors carry penny venders as a part of their regular stock. More than 150 penny venders have actually been checked in the city. The production runs about 25 per venders, 30 small confection, and 40 gum venders. The estimated value of these

venders checked is \$8,000. The city collects a small tax on penny machines and the retail sales tax is also collected from operators.

A Baltimore Report

A report from Baltimore also contains some interesting information. About 80 operators are said to have penny venders and of this number five are recognized as specializing in such machines. Most of these operators do all their work, but probably all told there are 25 employees who service penny venders part-time or otherwise. Because so many of the operators have other types of machines it is not possible to check on cars and trucks used. About six distributors in the city carry a line of penny venders.

It is estimated there are more than 5,000 penny venders in the city proper. The proportion runs about 2,000 nut venders, 500 small confections, and 1,800 gum venders. The value of these machines is estimated at from \$50,000 to \$60,000. There are about 2,000 penny scales in the city, placed by as many as five operators; two distributors carry scales. The scales are valued at \$20,000 to \$30,000. The largest operator of penny venders is said to have out about 1,500 machines. Other operators range about 200 to 300 machines.

The average gross intake per week on penny venders is estimated at 20 to 25 cents.

Thus the reports begin to show how important penny venders are. There will be many discrepancies in reports, but the totals should be of value to the industry. If you get a questionnaire blank, or if a Billboard reporter questions you, remember your co-operation will count for a great deal in getting reliable statistics on the industry.

Form Minneapolis Vending Association

MINNEAPOLIS, May 10.—Formation of the Automatic Merchandise Association by vending machine operators in Minneapolis was effected here recently. Officers selected were Howard Jensen, president; Don E. Carter, vice-president; E. T. Barron, secretary-treasurer; and Mr. Woodward, recording secretary.

The association has retained the law firm of Gleason, Ward, & Ort to represent it in legal matters, and the group is not keeping secret the fact that it is determined to fight the recent Minneapolis ordinance placing a license fee on venders.

Vending machine operators have been strongly affected since this ordinance was passed by the Minneapolis city council several months ago following the veto of the original proposal by Mayor George E. Leach.

Coca-Cola Quarter Hits Near 6 Million

NEW YORK, May 10.—Coca-Cola Company reports for the first quarter of 1941 net income of \$6,944,794 after charges, federal income taxes, and dividends on the Class A stock, equal to \$1.48 a common share. This compares with a net income of \$5,548,698, or \$1.39 a common share in the March, 1940, quarter. Provision for income taxes amounted to \$3,329,000 in the first quarter of 1941, compared with \$1,697,000 in the like quarter of 1940.

Directors of the company declared a dividend of 75 cents a share on the common stock, payable July 1 to stockholders of record June 12.

The company paid the same amount on April 1.

EXTRA PROFIT FROM CIGARETTE AND CANDY BAR VENDERS



Operators, increase your income! Pay your taxes! Services cost! Attach the midsize Northwestern 33 Junior to your cigarette and candy bar venders—the one machine adopted by hundreds of operators in these advanced big sales earnings. See for yourself! Write for details today.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILL.

Here's the way
to bigger
VENDING
MACHINE
PROFITS

No. 33 Ball Gum
Vendor
\$6.25
Each in Lots of
100 or More
\$6.70
Each in Single Lots

Write for
Free Price List

All kinds of Merchandise Ball Gum,
1/2 in., 5/8 in. Stands—Brackets—
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Used Machine
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**NORTHWESTERN
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388 Quincy Island Avenue, Brooklyn, N. Y.
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Wide Awake
Operators!
Operate
**ESQUIRE
PREMIUM
VENDOR**
Complete Deal
Machine &
Mds.
Only \$12.50

350 Mulberry St.
NEWARK, N. J.

EASTERN

Better Than a
PUNCH-BOARD!

**O.K. 5 GUM
VENDOR**

PRICE
ONLY
\$15

D. ROBBINS & CO. 1141 B. KAY ST.
MOOREHEAD, MD.

Hanson Scale To Double Facilities

CHICAGO, May 10.—Hanson Scale Company will undertake an expansion program shortly that will enable the concern to handle more than double present facilities. The additional space will be used to step up production and for warehousing purposes.

The program includes the construction of a two-story addition to plant containing about 20,000 square feet. Plant now comprises around 33,000 square feet but about 8,000 square feet is leased at another location for warehousing. The addition, it was said, will enable the company to facilitate handling of materials and products because warehouse space will be available at the plant.

The company manufactures various scales. Increasing demand for their line is attributed to the improved general business conditions. Pay roll of the company amounts to around 65 persons. —Chicago Journal of Commerce.

O. K. Gum Vender In Production

BROOKLYN, May 10 (Distributor's release)—After being out of production for several months, D. Robbins & Company are again offering their O. K. Avenue ball gum vender.

This machine has a capacity of 1,200 balls of numbered gum, each ball containing a numbered slip from 1 to 1,200, revealed Dave Robbins. "This machine has been a profitable trade stimulator for many years. It is operated on the same principle as the salesboard, except that it collects nickels automatically. The O. K. gum vender requires only seven square inches of counter space."

Candy Men Meet In Chi June 1-4

CHICAGO, May 10.—The 25th annual convention of the Associated Retail Confectioners of the United States will be held June 1-4 at the Morrison Hotel here, and according to the program announced by Secretary William D. Blatner, will be held by and about the confectioners' members. Nonmembers will not be present at the sessions.

Several interesting features are on the program. One of these will be a session entitled "Ask the Experts," at which members will be able to get the advice of Mrs. Margaret Gilbert Anderson, Herbert B. Dimling, James L. King, and George Frederick Anderson. These will answer the questions to the experts. Members are urged to submit questions for consideration.

"The Top Clicked" promises to be another popular program novelty. During the session members will talk about the Atlanta, schemes, and drives which were used successfully during the year. J. J. Brennan, of the Mervin Candy Company, St. Louis, will present a feature address on "Accounting, Costs, and Controls."

COMING EVENTS

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 1 to 4—Twenty-fifth annual convention, Associated Retail Confectioners, Morrison Hotel, Chicago.

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.

New Pepsi-Cola Loft Merger Plan

PHILADELPHIA, May 10.—After deferring plans to merge last fall because of questions concerning taxes, it was learned here that stockholders of Pepsi-Cola Company and its parent candy company, Loft, Inc., will be asked at a special meeting at Wilmington, Del., May 29, to ratify a proposal to merge the two concerns. The proposal provides that the surviving corporation shall be named Pepsi-Cola Company and for a conversion of stock.

Each share of Loft would be converted into one share of stock in the new company, and each of Pepsi-Cola held by the minority holders would be converted into 8.43 shares. Following the proposed merger, there would be outstanding a total of 1,898,270 shares. Loft directors would become the board of the directors of the surviving corporation for the ensuing year. It is expected that following the forthcoming stockholders' meeting and prior to the plan's consummation the present officers of Pepsi-Cola will be elected to head Loft, Inc., and will upon the merger, become officers of the surviving corporation.

Maryland Assn. Protests Vender Tax

BALTIMORE, Md., May 10.—Strongly opposed to any taxation on commodities vended thru vending machines, members of the recently organized Maryland Automatic Merchandising Association appeared before Gov. Herbert R. O'Connell at Annapolis and urged him to veto Senate Bill No. 28, which calls for the licensing of machines at \$1 per year for dispensing merchandise valued up to 5 cents. These dispensing merchandise over 5 cents would be licensed at \$3.

A large delegation, headed by B. W. Scheuer, president, appeared before the governor. Harry J. Green, of the law firm of Weinberg & Green, was spokes-

man for the group. The governor advised the group they would be apprised of his action in due season. This measure becomes law June 1 unless it is vetoed by the governor.

Candy Men Ask Product Be Free From Excise Tax

WASHINGTON, May 10.—Supporting their arguments with samples of their product, representatives of candy manufacturers told Congress that candy is a food, important to defense, and should not be subjected to a special excise tax such as the Treasury has proposed.

The candy men, representing the National Confectioners' Association, made their protest at House Ways and Means Committee hearings on raising \$3,500,000,000 in new revenue. They then passed out candy bars which the committee members munched.

Minneapolis Market, As a Whole, Good

MINNEAPOLIS, May 10.—Coin machine business in the Twin Cities during the past month has shown an increase in certain lines and decrease in others, according to distributors here.

The sale of phonographs was up, with orders coming in faster than the distributors are able to fill them. Novelty games and free plays have been riding an upward trend throughout the month, while counter machines have been holding at a good level.

For some distributors ray target machines were up, for others they were holding up well, while one said his sale was definitely down. Combs are hard to get and what merchandise is coming in is being grabbed up just as quickly as possible. Movie machines aren't lifting off as well as expected, while remote-control units, on the other hand, are going like a house afire.

Used equipment is getting a very heavy play, with many distributors reporting they are all sold out on whatever used machines they had in stock.

As the spring season got under way and tourist trade began to filter in a bit, territories throughout the State were beginning to open up and columns were buying up more and more equipment for their locations.

Now with the State Legislature out of session the coin machine industry is heaving a sigh of relief. The legislative session adjourned without passing any of the measures directed against coin machines. One of the most important bills sought to levy a 10 per cent tax on coin machine gross.

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
2 & 3 C. with Ball Gum Vender
or, New! Make 1000's of sales! New popular brand cigarettes, high award in pack (100-1000). Features selling feature, 10 play.

\$14.75 Order Quick!



Roll a Pack
the most fascinating cigarette machine ever produced! Tested and proven a H.E.C.L. money maker! Order today!

Sample Roll a Pack
\$12.50 E.A.
Case of 4 Only **\$45.00**

Notice: Roll a Pack Available With Ball Gum Attachment Only \$2.00 Extra

WRITE FOR TIME PAYMENT PLAN

TORR 2047 A - 50. 68 PHILA., PA.

ASCO WEEKLY SPECIALS

- | | |
|-----------------------|----------------------------|
| VENDORS | COUNTER GAMES |
| 12 Wagon 40 C. \$1.00 | 12 Condit. B.G. \$4.95 |
| 12 King Jr. 2.00 | 12 Cent-Pak 3.25 |
| 12 Golden Fruit 2.00 | 12 Top 4.95 |
| 12 King Sam 2.00 | 12 Mercury 11.95 |
| 12 Wagon 40 Bar 3.00 | 12 Holiday One |
| 12 Cherry 4 Col. 3.95 | 5 C. 12.00 |
| 12 Orange 2 Col. 3.25 | 12 Top Yes. 12.00 |
| 12 Wagon 40 3.95 | 12 Marvel B.C. |
| 12 Cash 200 3.95 | Token Payoff 19.50 |
| 12 Wagon 40 3.95 | 12 New York 23.50 |
| 12 Cherry 4 Col. 3.95 | 12 Ex-Hey Y.K. 12.50 |
| 12 Wagon 40 3.95 | 12 Ex-Hey Y.K. 12.50 |
| 12 Cherry 4 Col. 3.95 | 12 A.B.T. Challenger 14.00 |
| 12 Wagon 40 3.95 | 12 Merry B.C. 14.00 |
| 12 Cherry 4 Col. 3.95 | 12 Top Yes. 12.00 |
| 12 Wagon 40 3.95 | 12 Top Yes. 12.00 |
| 12 Cherry 4 Col. 3.95 | Send for Complete List. |

ASCO, 140 ASTOR ST., NEWARK, N. J.

FOR SALE

12 SNACKS 3 Sweden Nut and Candy Vending machines and 14 Standard, thorough reconditioning. Reasonable, guaranteed prices. Write

Warren W. Murdock
218 East Street Auburn, N. Y.

ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. 3/4" and 1/2"

Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.



Northwestern
MODEL 40
THE WORLD'S FINEST VENDOR

10-day trial — Model 40 are sold on a money-back trial. If not satisfied return for a full refund.

Time Payments — 12 months to pay.

Liberal trade-in.

Immediate delivery on all models.

Less Than 25¢
\$5.50 Each

In Lots of 100



YANKEE DOUBLE HEADER

Think what YANKEE means to you! Now you can run it as a Cigarette Game, with the 1140 winner system, then you change to Fruit System with the 1112 Perfection.

What's more, you can make this change right in location, without tools, in two minutes or less, by following simple instructions.

Liberal trade in.

Equipped with 25-25¢ Coin Divider, Large Cash Depositor, Size—8 1/2" wide by 7" high and 9" deep. Ball Gum Vender.

\$19.75 EACH
CASE OF 6, \$110.00
Straight 1c or 5c Play

1/3 Deposit Required With Order. SEND FOR LITERATURE OF COMPLETE LINE.
RAKE—2014 MARKET STREET, PHILADELPHIA, PA.



USED MACHINES

12-10c 1c Ball Game \$12.50
12-10c 1c Ball Game 12.50
2-in-1 Ball Vender 7.50
1-in-1 Cig. Free Game 7.50
Combination 1-in-1 Ball Vender 4.50
12-10c 1c Ball Vender 0.00
Unseen-Play 4 Col. Vender with
Genie Floor Stand 32.50
Wurlitzer 412 Phonograph 34.50
Wurlitzer 616 Phonograph 34.50

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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

SLUG DRIVE IN HIGH GEAR

N. Y. Grand Jury Indicts Makers, Distributors, Sellers

Declared to presage breaking up of nationwide slug racket—cite large losses in phones, subway turnstiles, coin machines—Iowa youths arraigned for counterfeiting

CHICAGO, May 16.—Events growing out of the slug conviction of Max Wasserman in Omaha, Neb., and the subsequent interest in slugging by the Federal Bureau of Investigation, as well as other law bodies, are bringing about a gradual rout of users as well as makers of illegal coins designed to be fraudulently used in coin-operated devices. According to *The New York Herald-Tribune*, May 6, the first step by the government there to break a nationwide slug or token racket which is costing American business men \$5,000,000 a year was taken when a Federal Grand Jury indicted seven manufacturers, distributors, and salesmen of slugs used in subway turnstiles, in telephone coin boxes, in Automaton, and in candy and cigarette vending machines, as well as other coin machines.

The indictment, obtained by United States Attorney Matthias P. Correa, charges mail fraud and reaches into four States in an effort to halt the shipments of slugs here, which have been delivered to "agents" via parcel post, according to the government.

The racket is akin to that known in prohibition days as the wine-brick dodge, Correa said, when sellers of grape concentrate warned their buyers not to add yeast to their products lest a soft drink become wine in violation of the law. The coin sellers, in this instance, always warned their buyers that it was unlawful to use slugs in "legal machines," and advertised them for use in "illegal machines" only.

Three Indictments Returned

Three true bills were returned against the defendants. In one, five defendants are charged with mail fraud and conspiracy as follows: Philip Oren Flint, of the De Vere Novelty Company, Dayton, O.; his brother, Warren Hughes Flint, of J & O Manufacturing Company, of Dayton; Clarence O. Hodapp, of the Globe Stamping Company and the Purmose Novelty Company, both of Dayton; Jacob S. Yanover, of the Bureka Novelty Company, Columbus, O.; and David Jones, of the Avail Research News Agency, Philadelphia.

The other two defendants are named separately in separate true bills charging mail fraud. They are Roger Hagan, of the MGA-West Company, Milwaukee, and Edmund M. Melgren, of the St. Paul Stamp Works, St. Paul.

Correa said the defendants advertised

in New York newspapers, a typical advertisement last December 15 reading: "Agents make big money, sell slug machines slugs." Persons who wrote in to find out how they could become agents received circulars and price lists, Correa explained, in some instances advertising "fully guaranteed slugs" for sale at the following rates: Fifty of the 5-cent size, \$1; fifty of the 10-cent size, \$1.50, and fifty of 25-cent size, \$2.

One of the form circulars explained: "These slugs are non-magnetic, correct in size, weight, and color. Not convex or concave, but perfectly plain and flat, too hard to bend. Made for use in illegal machines. To be used for amusement only. These slugs are neither designed nor intended for use in any legal machine or for any other unlawful purpose."

Subway Losses Large

According to Correa and Samuel Hess, assistant United States Attorney, who helped obtain a indictment, the telephone company's annual loss thru slugs used in coin boxes here is \$250,000. In a year's time, it was said, the Independent Subway System collects 125,000 slugs, the I. R. T. 550,000, and the B. M. T. 900,000, according to information obtained by the government.

In Washington, Frank J. Wilson, chief of the United States Secret Service, said that the use of slugs or tokens in other than gambling devices is costing American business \$5,000,000 a year.

Until a case in Omaha, Neb., last August, Wilson said, the government did not consider the manufacture of slugs as coming under the counterfeiting law. The conviction in Omaha of Max Wasserman, owner of a novelty company, following complaints that vending and parking machines in that city were hooded with the worthless tokens, opened the path for prosecution elsewhere, according to Wilson.

In co-operation with post-office inspectors, United States attorneys, and local police, the secret service agents immediately began a nationwide hunt for manufacturers of the slugs, Wilson said. In some instances, violation of the counterfeiting laws were charged, while mail fraud and conspiracy was charged in others. There have been arrests in Minneapolis; Belle Vernon, Pa.; and Louisville, Ky., Mr. Wilson said. The De Vere Novelty Company was described by Wilson as one of the largest concerns manufacturing or distributing the slugs.

Ten Iowa Youths Make Lead Coins

IOWA CITY, Ia., May 16.—Ten Iowa City high school youths were summoned to appear before Judge Harold D. Evans of the Johnson County District Court May 7 with regard to alleged counterfeiting of nickels and lead-slug making activities.

Investigation by a United States secret service agent disclosed the activities of the 10 boys in the casting of the false coins and pointed to the inclusion of other Iowa City youths in using the slugs in pinball machines, gum and candy vendors in and about Iowa City.

Reportedly the slugs were manufactured of pure lead cast in plaster of paris molds bearing the crude face of a 5-cent coin on one side. Approximately 25,000 of the slugs were said to have been seized in Iowa City.

Philadelphians Hail Checking of Slugs

PHILADELPHIA, May 16.—The torrent of talc-made coin slugs which has flooded Philadelphia was reported checked with the indictment in New York of seven persons. Norman Fuhrman, attorney for the Automatic Cigarette Vendors' Association of Philadelphia, said that the members of his organization alone had lost more than \$1,000 a month thru the use of the slugs distributed by the ring.

Fuhrman pointed out that the slug-ejecting mechanism in cigarette machines is a fascinating device which makes eight different tests on each coin before it is accepted. The coin first is tested for breadth and width, he said. Next, it comes in front of a magnet, this shoveling out the Canadian nickels, which are made of steel, and then the diameter is carefully measured. The next

step is to test for holes. If the coin is punctured, a little arm throws it out. If all these tests are satisfactory, the coin bounces on a tiny anvil. If it is made of the proper metal, it bounces just the right distance to land in a very powerful magnetic field.

The magnetic field slows down genuine coins, dropping them into a narrow slot, while ordinary slugs, traveling faster, go into the reject chute. This whole process of testing requires less than a second. Unfortunately, Fuhrman said, the new de-buge slugs work better than genuine coins.

The Philadelphian indicted by a New York grand jury was David Jones, now a government inspector at the Sun Shipbuilding Company here. He was charged with conspiracy to use the mail to defraud. The nickel and dime slug slugs, made of a bi-metal compound guaranteed to "fool" any sort of mechanism, have defrauded vending machine operators and the Bell Telephone Company of an estimated \$65,000 in recent months.

Jones, a little blue-eyed man of 35, had opened a slug sales organization called the Avail Research News Agency, which consisted of a box in the Newtown, Pa., post office. His indictment followed intensive investigation by the U. S. Secret Service office in Philadelphia, as indicated in a news story carried in *The Billboard*, May 8 issue.

Told of the indictment by newspaper reporter, Jones almost collapsed. "I just quit my new job," he moaned. "I never made any money out of slugs. I quit the business in December when the Secret Service man came to see me. I helped them all I could. The treasurer agency was just a stop-gap for me when I lost my job with a big oil company. What will I tell my wife? She doesn't know anything about it."

"Jones' part in the business," said Fuhrman, "was to have quantities of advertisements mailed out offering sample slugs for 10 cents and guaranteeing never made any machine." He forwarded the orders directly to the Glosa company to be filled. Gangs of men and boys would work down both sides of a street with the slugs, chasing out cigarette machines. The slugs cost about a cent apiece, and the racketeer got four cents change with each pack of cigarettes, so it was a profitable business. The cigarettes were sold thru a "brock." Inducement the cost of the slug racket to the cigarette machine operator, the Unit Vending Corporation here said that the slugs cost the Unit company an average of \$500 a month despite the fact that the slug-rejecting mechanisms in the machines were of the new type requiring eight different tests for each coin, which were passed by the slugs consistently.

10% Gain Shown In Independent Retail Sales Total

WASHINGTON, May 16.—The Commerce Department reports that sales of 23,473 independent retail stores located in 34 States thruout the country totaled \$244,005,339 in March, 1941. This was a gain of 10 per cent over sales in March, 1940, and 21 per cent over sales in February, 1941.

The gain of 10 per cent in March over the same month a year ago is less than the increase shown in January and February, 1941, of 1 and 13 per cent, respectively, but exceeds the gain of 8 per cent for the year 1940 compared with the year 1939.

March is the 25th consecutive month in which retail sales reported by the series have exceeded sales of the corresponding month of the previous year.

The increase of 21 per cent in sales from February to March, 1941, is the normal increase shown in these months.

Following are the percentage changes in Middle Western States for March, 1941, compared with March, 1940:

East North Central States, as a group, up 14 per cent; Ohio, up 15 per cent; Indiana, up 14 per cent; Illinois, up 5 per cent; Michigan, up 16 per cent; and Wisconsin, up 13 per cent.

West North Central States, as a group, up 7 per cent; Iowa, up 9 per cent; Missouri, up 6 per cent; Nebraska, up 4 per cent; and Kansas, up 9 per cent.

...here's the machine for the man who wants to keep big profits

BIG



DAVAL'S MARVELOUS MARVEL

WORLD'S GREATEST REEL CIGARETTE ACTION TOKEN PAYOUT COUNTER GAME Sample \$34.50 Ball Gum Model Only \$2 Extra

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MORR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

GOOD USED FREE PLAY GAMES

Big Six	10.00	Topper	\$14.50	Red Hot	\$17.00	Five Moons	\$22.50
Black	10.00	Super Six	15.50	Jolly	19.50	Lower Slot	25.50
Hit	10.00	Qualified	18.50	Beats	20.00	Crossing	35.50
Black	10.00	Commander	17.50	Big League	24.50	Link-Up	35.50
Black	10.00	Double Feature	17.50	Big Town	24.50	1938 5-2-3	35.50
Star & Bar	10.00	Lancet	17.50	Warr-Stra-8's	27.50	Ferret	42.50
Zephyr	10.00	Mr. Chips	17.50	Scorpy	27.50	Gold One Tab	45.50
Avion	12.50	O'Ber	17.50	Wally Almy	25.50	Gold One Gen.	47.50
Chief	12.50	Punch	18.50	Disc	20.00	Macra	45.50
Command	15.50					Zentis	46.50
Flag	15.50					Poppy	55.50
Lot-O-Fun	15.50					Sport Party	55.50
Major	15.50					Seven Up	55.50
Pickers	15.50					Granger	55.50
Some Change	15.50					Wendy	75.00
Thriller	15.50					Sun Beam	85.50
Tetrahed	15.50					1/2 Dollar Reel	85.50
Top Change	15.50					Ballance O. P. P.	85.50
Zip	15.50						
Little	47.00						

SPECIALS!!!

Jumbo Payoffs, P. P.	\$ 75.00
Fast Time	100.00
1937 Baseball, Brown Cab., P. O.	50.50
Walling Big Games, P. P.	150.50
Extra Sized Five Ray Gun	100.00
Krazy Anti-Airport, Black Cabinet	30.50

Write for price on Counter Games, new and used.

212 BROADWAY, NASHVILLE, TENNESSEE

H. G. PAYNE COMPANY

New Arcade Machines Meet Most Modern Requirements

THE old days arcade machines were small in size and for the most part were built of hand-made parts without any attempt at big quota production. Pictures of several old machines, reproduced with this story, will illustrate the old-fashioned type of machines, fine for their day but now out of date. Compare it with the illustration of the new Magic Heart Love Rating machine,



AN OLD "foreteller of love life." Compare it with the new Love Rating Machine.

and the modern styling will reveal why arcade today are making rapid strides toward greater-than-ever popularity.

Today, arcade machines are built from standardized parts on a big production basis, with the result that the machines are better mechanically and in appearance.

This fact was called to attention during the 40th anniversary celebration of the Exhibit Supply Company, Chicago. Shown at the factory during the celebration were all of the modern arcade games. Also shown were some of Exhibit's early machines, forcibly calling attention to the changes between today and yesterday.

Remember way back when Penny Arcades were composed of nondescript machines of all kinds? Today, Penny Arcades are high-class places of amusement. The machines are streamlined and heralded with electric display signs. Originally, arcades were found in out-

of-the-way places, whereas today they occupy the best Main Street locations.

In the case of the Exhibit Supply Company, the firm began business in 1901 with arcade equipment as its chief interest. Exhibit evolved many arcade devices, such as the Iron Claw, a dinger, which brought about the Crystal Palace; the original Ideal Card Vender; at first a small wood model—now developed and improved until there is apparently no relationship between the two.

The first card vender was crude, whereas the new streamline card vender has light-up equipment, flash, and merchandising appeal. This is backed up by many different series of attractive cards designed for today's trade.

Arcade equipment lagged during the dark depression days of 1932 and 1933. At this time Exhibit entered the counter game field with a game called Stereophase. After this came Sweet Sally and other popular counter games.

When pinball games became generally popular in 1934, the firm produced Lightning, Golden Game, Drop Kick, and many others. These were popular and laid the foundation of Exhibit's present-day reputation as a pinball game manufacturer.

Whirlpool, a 16-ball ticket machine with a printed score, was one of the machines prominent in Exhibit's history. Chuck-a-Lette, the firm's first console, was made in 1936 and marked re-entry into the console field. Following this



AN OLD-TIME card vender; nothing like the new console modernized card dispensers.

came the Electric Eye Ray Gun Target machine, supplied in combination ticket and payout models.

Meanwhile awakened interest in the arcade field brought renewed interest in arcade game production. Following the demand, Exhibit augmented arcade equipment production facilities and, at the same time, kept up steady production on pinball games and other equipment. Today, Exhibit devotes facilities of two plants to the manufacture of free play and novelty games, as well as to a diversified line of arcade equipment.

Featured at the factory showrooms is a display of a complete arcade made up entirely of new Exhibit games.

Looking back over 40 years, Exhibit sees the development of arcade equipment and predicts that this and succeeding year will see greater than ever development in the arcade field. New locations in hotels, bowling alleys, and other places where the public congregates promise greater demand for modern, attractive, and efficient arcade equipment.

Batting Practice Nationwide Hit

NEW YORK, May 10 (Manufacturer's release).—Distributors everywhere are delivering Scientific's Batting Practice in ever-increasing numbers, firm officials report. First to tab the game as a money-maker, they say, were the distributors who entered the scramble for territories as soon as the game was ready for delivery. The distribution set-up is almost complete and games are on location in almost every city in the nation.

A representative of the Scientific Machine Corporation, just returned from a trip along the Eastern seaboard, reported to Max Levine, president, that operators he contacted on his trip voiced unanimous approval of the game. Letters and calls from other States show that the machine is held in the same high esteem everywhere. Scientific's

plant is working overtime to insure deliveries.

"The success of all machines depends upon player appeal," one Philadelphia operator said, "and I have yet to see a machine that keeps people on edge the way this one does."

Newark Diner Goes Buckley

NEWARK, N. J., May 10 (Distributor's release).—The recently completed Weonquo Diner at Elizabeth and Hawthorne avenues includes a complete new Buckley Music System installed by the Royal Music Company.

Approximately \$50,000 was spent on the diner. The colored glass walls, modern interior, and attractive stainless steel fixtures have brought the silk-hat trade to this place.

Alie Green, of Royal Music Company, reports: "This is undoubtedly one of the most outstanding diners in the country. Leo Bauman, owner, takes pride in the fact that it has become the show spot of the entire city. Music operators have been coming in, too, to eat meals and to see the Buckley Music System installation."

"There are 12 Buckley Music System boxes, some of them on the counters and walls, as well as in the booths. We use two speakers, one at either end of the place. The music is going practically every minute of the day."

Block Marble Clicks With Change Maker

PHILADELPHIA, May 10 (Manufacturer's release).—Block Marble Company reports that its new Change Maker has clicked with the trade everywhere.

"After receiving many requests," explained Harry Block, of the firm, "we decided to make the Change Maker ourselves. There was nothing on the market that suited the needs of the various operators."

"The unit is neat, compact, and portable. It features six extra tall tubes that make perfect change up to a half dollar. Tubes are offered in 1-cent, 3-cent, 10-cent, or 25-cent sizes."

"Choice of combinations is entirely up to the buyer and he can adapt the unit to his particular needs. Operators have been particularly pleased by the flexibility of the Change Maker."

Cigarette Strips for Counter Game Reels

PORT WORTH, Tex., May 10 (Manufacturer's release).—Art Impressions, Port Worth firm, is now offering to operators of counter games cigarette symbol strips which may be used to convert non-cigarette games to cigarette games.

"The symbols are in three colors, all cut, and gummed. With each set of symbols, simple and easily understood instructions are enclosed. It is said.

The Buy of the Year!
2,561 CUB and ACE

\$ 7.75

EACH

CASE OF 6—\$42.50

AN BRAND NEW in original cases, these two mighty money making midgets give you the advantages of automatic coin dividers and separate cash boxes. CUB has cigarette, fruit or numbered reels; ACE has five poker reels. Straight 1c, 5c or 10c play.

1/3 Deposit, Balance E. O. D.



CUB



ACE

ATLAS NOVELTY CO.

2200 N. WESTERN AVE. CHICAGO

2219 FIFTH AVE., PITTSBURGH

ARCADE EQUIPMENT—SPECIALLY PRICED!

Meteorite Traveling Game \$23.50	Seaburg Chicken Gun with Bow \$49.99
Rocket Too Pins 39.95	Seaburg Shoot the Otter with Bow 69.00
Koney Anti Aircraft, Black Cabinet 44.50	Exhibit Bowling Alley 29.50
Koney Anti Aircraft, Light Brown Cab. 44.50	Myra Tea Party
Buy Fifteen or Intercastional	Koney Air Reels

SEND FOR YOUR COPY OF OUR BIG NEW LIST OF FREE PLAY GAMES . . \$10.95 and Up

Terms: 1/3 with order, balance order notify

SOUTHERN AUTOMATIC MUSIC CO.

242 E. 2nd LOUISVILLE, KY. 631 N. Capitol INDIANAPOLIS, IND. 312 W. 7th CINCINNATI, O. 425 Broad St. NASHVILLE, TENN.



THE NEW "Love Rating" machine. Note modern styling and appeal.

Who? What? Where?

Correct your association mailing list: Letters to Western Pennsylvania Operators' Association, 1300 Fifth Avenue, Pittsburgh, are returned undelivered. A trade report says the organization no longer exists.

Correct your mailing list: Letters to the Kentucky Operators' Association, 547 South Second Street, Louisville, are returned undelivered.

New Association: Amusement Merchants' Association, Louis L. Brobrick, 678 Massachusetts Avenue, Cambridge, Mass.

A reader asks for the name of the manufacturer of a counter machine with cigarette reels known by the name of Zip. We have three different types of machines registered as Zip but none of these are the machine our reader is interested in. Who has Zip?

Other machines incompletely registered with us: Do or Don't, a one-ball table supposedly announced in 1935; Reel Gripper, a grip tester with spinning reels, supposedly announced in 1938; Stop and Go, incomplete description, supposedly announced in 1937. We need name of manufacturer, description of machine, etc.

Newspapers recently mentioned a new coin-operated typewriter made by Tyrell Typewriter Corporation, supposedly in New York City. We need complete street address.

Letters to the Automatic Music Association, 22 Huntington Avenue, Boston, are returned undelivered. Report has been confirmed that this association no longer exists.

Newspapers announced a firm, Record Company, supposedly making phonograph records with brief commercial advertisements.

Unable to locate this firm in New York City. Can any reader put us on the trail?

A new type of phonograph record, supposedly made of plastic material and known as Nuphonic Records, is said to be on the market. We need address of manufacturer of this product. Probably a Philadelphia firm.

Monarch Stock Biggest in Months

CHICAGO, May 10.—According to Al Stern, Monarch Coin Machine Company executive, special efforts to provide equipment for the increasing Monarch clientele has resulted in the biggest stock of machines of all types since the organization moved into the new three-story headquarters.

"Our buying trips around the country and long-distance telephone purchases have enabled us to assemble a choice stock of games of every sort," Stern declared. "In spite of the great demand for reconditioned equipment, we are able to provide operators with practically anything required in late model, perfectly operating games, due to the fact that our contacts have resulted in a constant flow of equipment from all parts of the country.

"The ready-to-operate character of Monarch games has been responsible for a sharp upward sales trend during the past few weeks, as operators are making ready for the biggest summer in many years, and Monarch is playing an important role these days in helping its customers all over the nation to get their locations set."

Boston

BOSTON, May 10.—The twice-postponed meeting of the Amusement Merchants' Association is now scheduled for next Tuesday (6). Letters have been sent to scores of game operators in all sections of Massachusetts urging them to attend.

Ben Palastrant, Packard district manager, back from another flying trip, reports his territory has been increased as a result of the promotion of Rudy Greenbaum to general sales manager for Packard. Palastrant's territory now covers all of New England and New York State, with the exception of New York City.

The success of the personal appearance made by Vaughn Monroe over the telephonic music system operated by Nick Russo prompted Russo to invite Ned Nichols as the second guest star to appear. Russo plans to invite other name band leaders from time to time.

W. F. Hamel, local distributor for Packard, has opened showrooms at 1098 Commonwealth Avenue.



JOE REICHMAN (center), one of the newer RCA-Victor recording artists, with W. A. Johnson (left), sales manager of F. C. Hayer Company, Minneapolis disk distributor, and Harold Knapp, of RCA-Victor.

Minneapolis-St. Paul

MINNEAPOLIS, May 10.—Its remodeling program completed, Silent Sales is all set for a record-breaking spring and summer, according to Ben Friedman, of that firm. In remodeling its plant Silent Sales Company has provided for considerably more floor space to take care of the large volume of business.

Murry M. Kirschbaum, phone record distributor here, reports his trade is moving along at an accelerated pace these days, as operators are loading up their phones with the latest hit tunes. Phone locations, he reports, are getting a steadily increased play these days.

The Playhouse, amusement arcade center in the heart of the Minneapolis loop operated by Fred Gates, is attracting increased growth, especially during the evening hours. Gates has installed practically every type of coin machine on the market.

Manny Levine, of Spin-O Sales, reports his business has been holding up well. Out-of-town sales have been growing steadily, he indicated.

Coin machine operators coming to town are enthusiastic over the program being launched to attract tourists to Minnesota this summer, with the state being labeled as the vacation spot of the nation. Influx of tourists, they believe, will be of immeasurable aid to the coin machine locations in the state.

BLAST

YOUR WAY TO
BIGGER PROFITS

WITH NEW "DEFENSE" MODEL

AMERICAN EAGLE

"The New 'Defense Model' AMERICAN EAGLE is the greatest winningest center game in all history!" report the nation's leading operators. New set 40% faster than the old model—Paratrooper—Tank—Aircraft—Machine Gun—Anti-Aircraft Gun—etc. Thrilling MYSTERY AWARD FREE PLAY TOKEN PAYOUT. Exciting color-tone live amusement. Eliminate "hard-to-play" Element over-used, outdated. Eliminate duplication worried THIS IS THE GAME FOR REALLY BIGGERS, BETTER AND STEADIER PROFITS FOR YEARS AND YEARS!

Quick! Rush Your Order Today!
Sample \$34.50 BALL GUM MODEL ONLY \$2 EXTRA

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.

CARL TRIPPE Price Plus Guaranteed Satisfaction

WANT A SQUARE DEAL WITH IDEAL

BIG BARGAIN CLOSE-OUT SALE

All A-1 Reconditioned—Ready To Play on Locations.

<p>FREE PLAY GAMES</p> <ul style="list-style-type: none"> Armadillo \$24.00 Armadillo \$7.00 Armadillo \$2.50 Armadillo \$4.50 Armadillo \$1.00 Balls Beauties \$7.50 Bandwagon \$2.00 Big Child \$2.50 Big League \$2.50 Big Show \$4.00 Big Time \$4.00 Big Town \$2.00 Blindfold \$2.00 Boys \$5.00 Brooklyn \$2.50 Charades \$5.00 Comedian \$2.50 Contact \$2.50 Cowboy \$2.50 Crusader \$2.50 Crystal \$2.50 Dixie \$2.50 Dragonfly \$2.50 Quixote Ranch \$4.50 	<ul style="list-style-type: none"> Flagship \$10.00 Flash \$2.50 Fleet \$7.50 Flicker \$3.00 Flitzer \$3.00 Flitzer \$3.00 Formation \$7.50 Headliner \$2.50 Headline \$3.00 Home Run \$2.50 Leap Leader \$2.50 Lunch \$2.50 March \$2.50 Merry-Go-Round \$2.50 Miss \$2.50 Mini-1-2-3 (1000) \$2.50 Mr. Chips \$2.50 Myrtle \$2.50 Parade \$2.50 Pick 'Em \$2.50 Ray Time \$2.50 Rebound \$2.50 Round Trip \$2.50 Red Hot \$2.50 Red, White & Blue \$2.50 Reliance \$2.50 	<ul style="list-style-type: none"> Roy \$24.00 Scow \$2.00 Score Chaser \$2.00 Silver Game \$2.00 Sporty \$2.50 Sport Parade \$2.50 Spot Special \$2.00 Star \$4.00 Stunt Baseball \$2.50 Sun Beam \$2.50 Supper Sit \$2.50 Target \$2.50 Tombola \$2.50 Variation \$2.50 Variety \$2.50 White Salt \$2.50 Zip \$2.50 Zombie \$2.50 <p style="text-align: center; font-weight: bold; margin: 5px 0;">COUNTER GAMES</p> <ul style="list-style-type: none"> American Eagle (1 & 2) \$14.00 Challenge Targets \$7.50 Liberty 16 & 21 \$4.75 Universal Getter \$2.50 (Raw) \$7.50
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Terms: One-Third Deposit, Balance C. O. D.

Send for Our Complete Price List on Any Game You Are Interested In.

IDEAL NOVELTY CO.

2823 Locust St. St. Louis, Mo.



TOP: A GET-TOGETHER OF BANDSMEN, songwriters, and music machine men at RCA-Victor studios during a recording session show, left to right: Doc Eaton, Harry Weinstein, Abe Lyman, Nat Coon, Eddie Lane, Harry Ford, and Eddie Heller. At bottom: Bandleader Gray Gordon, second from right, joins the boys at Modern Vending. (Distributor's release.)

Monthly Market Reports Show Coinbiz Up in April

Detailed reports from Boston, Buffalo, Toronto, and other cities disclose business making great strides in all lines—West Coast business fair—East strong

CHICAGO, May 10.—Monthly reports from several key operating centers present a big summer for the coin machine business. Business during April, the reports disclose, showed a decided pick-up, and indications are that the upward curve will continue thru the fall, as more of the defense money hits the nation's pocketbooks. Detailed reports follow:

Boston Gains

BOSTON, May 10.—April showed great gains in the coin machine field, according to Hub column.
Business gains were general and the trend upward was reflected more sharply in the coin machine industry than in most others, according to a survey of business conditions conducted here. Collections were up, in some cases as much as 100 per cent, and distributors report that April sales were nearly double those of April, 1940.

The rapid spread of the movie machines thruout New England was one of the most important factors of the month's business. The movie machines were placed on locations thruout the suburban areas and collections immediately began to roll in far above the expectations of the operators.

Trade men began preparing for what appears to be the greatest season in many years. At least three new arcades will be opened in Massachusetts during the coming year, and several others are reported in various parts of New England. Trade men have been thronging Boston display rooms seeking new equipment and several sizable orders already have been placed.

Beverage dispensers were reported stronger than ever before and locations are springing up in several hitherto unstocked sections. The dispensers are being used more extensively now in industrial plants. Horseshoe, theaters and other amusement centers were the principal locations.

Remote installations by music operators suddenly skyrocketed again, according to operators. Altho installations have continued on a more or less even keel for the past few months, the installations jumped sharply during the early part of April as locations prepared for the summer.

Coinman hailed the defeat of a measure in the State Legislature which would have imposed a \$25 tax on all machines except vending machines. Other legislation is still pending, including a measure which would impose taxes on movie machines. In addition, bills pending effect the cigarette operators.
The new Amusement Merchants' Association, organization of Massachusetts pinball game operators, got under way in earnest and there was talk of revising the now-drunct Automatic Mould Association of Massachusetts.

Buffalo Better

BUFFALO, May 10.—The general out-

look for coin machine operators here is bright for the next few months, with the exception of free-play pinball games. While business conditions in the Queen City are excellent and spending is best in years, the police pressure on pinball free-play games continues. Summer spots should be good again, altho only a few operators here go in for them in a big way.

Sales of music equipment ranging from standard models to all types of remote-control wall boxes is strictly on the upswing and should reach a peak during May and June. Novelty games of all types are coming into their own. Vending machines are going along at a neat pace, expanding some with the opening of many new locations in factories and stores, etc. The used game market is good. Used novelty games, guns, etc. are finding a ready market.

Operations in the music field are profitable and should get better during the summer. Game operators are holding back until they see how the current crisis will end. City ordinances are still pending and probably will continue doing so until the new fiscal tax year starts August 31.

The newly formed game operators' association is still going along. The proposed music men's association hasn't materialized as yet, but probably will soon.

Vending operations are better than last year, with increased emphasis on ice cream and beverage venders.

Detroit Biz Up

DETROIT, May 10.—The trend of the coin machine business in this territory appears to be distinctly upward, but volume of new machine sales is not following in line. Reason for this apparent economic paradox appears to lie in the fact that operators have just about caught up with payments on their high-priced machines, particularly in the ray gun and music fields. It was just over a year ago that the Detroit sales of machines of these types, especially of the new gun machines, were heavily stimulated by a flood of operators switching from pin games to the newer game types, motivated primarily by Detroit's anti-pin game ordinance.

However, operators have been expanding routes slowly, especially men with moderate-sized routes. Now with basic sales contracts about paid up, they are tending to examine prospects carefully before investing heavily in new machines,

but the chances are that they will furnish an excellent market when they have once determined what type will prove the best investment.

High prices of machines has been generally accepted and appears to be part of the conditions of doing business today. Squawks on this topic, common a year ago, are rare now.

There is strong evidence that the saturation point has been reached here in remote installations unless some radically new development comes along. Operators also report great difficulty in finding suitable new locations for guns of all types, because of the number now out.

Legal moves are interesting operators once more. There is considerable hopefulness that amusement machine regulation in Detroit itself may be made more liberal. The bribery charges which took three out of Detroit's nine councilmen off to face court charges, has apparently made any move along these lines difficult. Actual council procedure will be badly handicapped until next January when a new body is elected.

Preparation of an ordinance to regulate and license the new projection machines has been hampered by these council developments.

At Lansing the Legislature passed the end of its session with no move for a coin machine bill for once, when suddenly last week a bill to legalize bills of all types, as reported likely in *The Billboard* some months ago, was introduced. The bill was almost immediately withdrawn.

Toronto Bright

TORONTO, May 10.—Merchants of amusement equipment here look forward to big business this summer. The demand for photographs and other amusement machines from summer resorts is the heaviest in years. Jobbers and operators predict a shortage before the real season 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 desire for greater profits will be stemmed because of extra war taxes levied on profits.

Portland Fair

PORTLAND, Ore., May 11.—Bright spot in the coin machine picture here during the past month was the pick-up in country game sales. Sales on pin games and photographs slackened a bit, but on the whole business still continued good.

Sales of penny venders increased while activity on cigarette venders, candy bar machines, and other venders remained steady. Used machine sales during the month were generally reported as fair. Nothing of outstanding importance affecting sale or operation of coin-operated machines during the month occurred.

Columbus Distrib Plans Opening

COLUMBUS, O., May 10. (Distributor's release).—Wolf Solomon and Morris B. Ousey, of Central Ohio Coin Machine Exchange, Inc., Columbus, have invited operators and friends to be present at the formal opening of their Columbus office on Saturday and Sunday, May 17 and 18.

Altho not formally opened, many of the operators in the vicinity of Columbus have already dropped in, and the firm is already enjoying a good volume of business.

The salesroom will be open both days from 9 a. m. until the last guest has left.

Marrriages

STROEL-GUNTHER.—Richard Siegel, automatic photograph operator, and Lydia Gunther, nonpro, in Marshfield, Wis., recently.

FREE PLAY GAMES	
All American \$47.50	Missy-Go \$22.50
Band Wagon 27.50	Micro 47.50
Big Leap 17.50	Niles 16.00
Big Top 17.50	Queen Park 22.50
Blonde 27.50	Queen Park 15.50
Big Chief 46.50	O'Boy 22.50
Big Top 17.50	Phy. Ed. 27.50
Comedies 12.50	Power House 27.50
Comps 10.00	Priest 22.50
Cosplay 10.00	Red 27.50
Casinos 27.50	Scotts 15.50
Duck Hunt 22.50	Scotts 20.50
Girls 10.00	Scotts 24.50
Flamingo 19.50	Strot-Line 67.50
Four Aces 22.50	Swiss 10.00
Four Harts 10.00	Teeter 74.50
Formatics 42.50	Sports Parade 62.50
Gene Rat 26.50	Teeter 27.50
Genie 10.00	Teeter 27.50
Lucky 16.00	Up and Up 10.00
Lancer 18.50	Vacation 29.50
Maze 18.50	Yacht Club 20.50
Rally Play Mat	Genie's Hi Hat
Outlines Horseshoe	Hi Div's
1845 Bait	Hi Div's
Double Play	Write for prices
1/2 Dozen With Order	Blaine C. O. D.

The above prices are perfect and are ready to compete.

DOMESTIC NOVELTY CO.

202 G Street, N. W., Washington, D. C.

10 Bally Grand Nationals	\$ 88.50
3 Bally Santa Anita	119.50
1 Bally Southern	29.50
1 Mills Spinning Wheel	79.50
4 Mini 1-2-3, Latent Type, Cuff Mod.	24.00
1 Mini 1-2-3, F. P. Last 32 Model	84.50
1 Jennings Multiple Race	40.50
10 Jennings Road Lucks	47.50
5 Mills Super Parade	79.50
1 Jennings Fast Time, Five Play	78.50
2 Paces Brown Cotton King Pins	65.00
10 Jones Cabinet	119.50
Revol. 30 Pat	80.50
Revol. 101, 26 Mini Blue Front, G.A.	29.50
10 Jones Cabinet	119.50
10 Jones Cabinet	119.50
10 Jones Cabinet	119.50
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10 Jones Cabinet	119.50

WANT

FERRY ARCADE MACHINES OF ALL KINDS. Also: BOXES, OTHER MACHINES. THE MAMMOTH AMUSEMENT ARCADE. We are Machines or we entertain ourselves on a 100 cottage. HAVE BUILDING 30'x20' on the east of the city of Weymouth, Mass., with Colm Leonard Wood in front, with 50,000 cubic and 100,000 feet of lumber.
TOM W. ALLEN, Weymouth, Mo.



"MEN OF NOTE" FORM THIS QUARTET. They are, left to right, Sam Lutz, brass orchestra manager; Maestro Lou Brees; Eddie Ginsburg, Alito official, and Abe Hill, brass bandman. The picture was taken at the Alito Realty Company showrooms in Chicago. (Distributor's release.)

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAYS FOR IMMEDIATE SHIPMENT

CHICAGO COIN'S	GOTTlieb's
Girls \$24.50	Secret Days \$47.50
Tact Club 21.50	Gold Star 57.50
Sports Parade 29.50	
July 17.50	EXHIBIT'S
Phy 27.50	Leader 39.00
Swiss 22.50	Stars 22.50
Opera 18.50	Landscape 17.50
\$4Pins 22.50	Sun Beam 22.50
Comedies 14.50	
GENCO'S	SUCCESS'
Gene Up \$22.50	Ref. White & Blue \$64.50
Comedies 29.50	BALL'S
New 45.50	Cool Line \$24.50
Pocketbook 21.50	Broadway 22.50
	Flicks 27.50

BAKER'S Line Up \$29.50
STONER'S \$27.50
Dairy 42.50
Bare Suit 24.50
T-3 \$29.50
Blaine C. O. D.

Distributors for Goldfish's HIGH DIVE
Pardner's PLAZA BOXES and Photograph Accessories
T-3 \$29.50
BATTING PRACTICE

GEORGE PONSER CO.

519 WEST 47TH ST. NEW YORK CITY

11-15 E. RUNYON ST. NEWARK, N. J.



IMPORTANT ANNOUNCEMENT!

Because of confusion resulting from a recent ad which appeared in The Billboard, we announce that Al Stern, Monarch Coin Machine Company executive, is not connected with any other company in the coin machine industry or affiliated industries.

This announcement is intended as a corrective measure to advise customers, business associates and friends.

MONARCH
COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE., CHICAGO, ILL.



"IT'S A JEWEL," SAYS LEO J. KELLY, vice-president of O. D. Jennings & Company, as he and Jennings representatives F. Burgeen and P. L. Burgeen examine the Jennings Chief's mechanism. (Manufacturers' release.)

Los Angeles Assn. Active in Southern Calif. 'I'm an American' Day Drive; Robinson Chairman

LOS ANGELES, May 16.—Increasingly active in community and civic affairs, Curley Robinson, managing director of Associated Operators of Los Angeles County, Inc., has been named as chairman sponsor for the amusement industry in Southern California by the "I Am an American" Foundation. The foundation is working toward a gigantic celebration of "I Am an American Day" Sunday, May 18.

Robinson is also the chairman of the committee representing Los Angeles American Legion Post No. 8 for the patriotic celebration.

In a letter to members of the amusement industry of Southern California, Robinson wrote: "You will agree that the 'I Am an American' movement, which has been endorsed by our President, governor, mayor, and hundreds of leaders in our city, is one of great importance and value at this particular time.

"Briefly, it is aimed at stimulating the new citizens and the young men reaching his majority to realize the opportunity and the responsibility which he is vested as a citizen. The aim of the 'I Am an American' movement is to create a surge of intelligent patriotism, an object to which we can all subscribe."

Robinson's letter was on a four-fold sheet measuring 17 by 22 inches, with his letter appearing on the front page. The 17 by 22-inch inside section reproduced hundreds of articles and pictures.

This undertaking of the Los Angeles association, along with the letters, literature, etc., being used to promote it, has been filed for consideration by The Billboard's Association Awards Committee.

Statement of Aims

A statement of the aims of the foundation also appears on the sheet. They are, in part: "There are 4,677,819 registered aliens in the United States. The 'I Am an American' Foundation seeks an equal number of volunteer good neighbors who will each take one of these foreign born under his wing, discussing with him the advantages of our free democracy, teaching him to appreciate the privileges of citizenship in the United States, instructing him in the history of our people, outlining the struggles which have been endured in order to bring about a government of the people, by the people, and for the people."

"In co-operation with the 'I Am an American' Foundation, the city council of Los Angeles and the board of supervisors of Los Angeles County have authorized installations of Shrines of the Constitution in city halls and county court houses throughout the nation.

"These are replicas of the Shrine that is now in the Library of Congress in Washington. They contain reproductions of

the original Constitution and the Declaration of Independence.

"On scheduled dates 21-year-old and newly naturalized citizens will be invited to this Shrine, where the mayor or someone designated by him will speak to these men and women as they assume their obligations to exercise the right of secret ballot in a free country. It is planned to present these persons with a copy of the Constitution and the 'I Am an American' Creed, after they have been addressed, briefly regarding the seriousness of their new responsibilities."

Curley Robinson advises that everything is moving rapidly and smoothly toward a great celebration of the "I Am an American" Day. The gathering will be held in the huge Hollywood Bowl.

N. J. Assn. Celebration

Another coin machine group which will celebrate the patriotic day is the Amusement Board of Trade of New Jersey, Inc. Their banquet of 1941, celebrating "I Am an American" Day, will be held May 18 at the Continental Ballroom, Newark, N. J., at 7:30 p.m.

Bud Lieberman Has Large Game Stock

CHICAGO, May 16.—"A large stock of used and reconditioned games is now on our floor," said Bud Lieberman, including the latest hit releases of leading manufacturers.

"We're not only in position to handle a large volume of orders, but we're doing so every day, as orders pour in from all over."

GRAND OPENING SPECIALS

ALL UNCONDITIONALLY GUARANTEED

Some With 1941 Texas Licenses at \$10.00 Extra

Fallies ...	\$27.50	C. O. D. ...	\$50.00
Box ...	\$22.50	Blonds ...	\$7.50
Supercharge ...	17.50	Free Base ...	7.50
Pickem ...	12.50	White T.O.D. ...	17.50
Crane ...	22.50	'39 Model ...	22.50
Crane ...	12.50	Variety ...	15.00
Roller Derby ...	18.50	Scrap ...	17.50
How Run ...	27.50	Tronish ...	15.00
On Deck ...	22.50	Cosmo ...	12.50
Mask ...	22.50	Vacatio ...	24.50
Accolade ...	27.50	Gold Cup ...	24.50
		Gold Star ...	24.50

All Subject To Prior Sale, 1/3 Discount With Order.

INTERSTATE NOVELTY CO.

2020 TEXAS AVE.
Exclusive Retail Distributors
SHREVEPORT, LOUISIANA

WANTED TO PURCHASE—USED SLOT MACHINE CABINETS

SINGLES—DOUBLES—TRIPLES

Must Be 16-Gauge Metal in Good Condition

WIRE NUMBER AVAILABLE AND PRICE ASKED

Wire: **C. A. Roberts**

23 S. Center St.

Springfield, Ohio

Grand National Remodeling Plant

CHICAGO, May 16 (Distributors' release).—Rapid progress is being made in the remodeling program that is adding 5,000 square feet to the floor space of Grand National Sales Company, Chicago, reports Al Sebring, head of the company.

"This expansion represents a tremendous step forward in the growth of our company," said Sebring. "I should like to thank the many operators who have made this development possible because of the increase in business they are giving us. Our growth in the past two years has been phenomenal, and we feel duty bound to show our appreciation to the industry by giving operators every consideration and service."

Remodeled Phono Business Increases

CHICAGO, May 10 (Manufacturer's release)—Ben Lutake, Mirabon Company official, reports a constant increase in sales of the remodeled phonograph features by his organization. "More and more music men are coming to appreciate the value of the equipment we are offering," Lutake commented. "Our method of colorfully modernizing equipment has met with enthusiastic approval everywhere, and our shops are growing busier every day, preparing phonographs and cabinet units for shipment."

Parts and supplies, another feature of Mirabon service, have received considerable attention from operators. It was stated by Jack Killip of Mirabon, "Because so much of the equipment operators need to keep their machines working profitably is available at Mirabon on moment's notice, we have achieved an important place among parts suppliers. Our records show a quickly growing list of customers who are frequent purchasers of parts and supplies thru our service," he said.

Texas Leaguer Sales Skyward

CHICAGO, May 10 (Manufacturer's release)—Reports from distributors throughout the country indicate a rapidly rising demand for the new de luxe Texas Leaguer. J. H. Keeney & Company skillfully promote production, according to William (Bill) Ryan.

"The new features of the game have proved powerful attractions," Ryan disclosed. "Texas Leaguers have created something of a furor among location owners, and the resulting sales have inspired an avalanche of orders which are keeping our distributors on the jump. "That the popularity of the de luxe Texas Leaguer will endure is a foregone conclusion among experienced coinmen. The additional features now incorporated in the game add an incentive to play just no other skill game of this type can offer. The addition of more balls for play with anywhere from 9 to 18 balls,



SALES MANAGER DON ANDERSON of Western Products, Inc., and George Bink, factory superintendent, report they are pleased with Barrage, Western's new five-ball free-play release. Anderson reports that the game passed distributor's preview with flying colors and has set a high mark in advance orders. (Manufacturer's release.)

larger, rubber-covered bat, new show ball travel, competitive and high score-play, new bat manipulator, and other features are proving irresistible on locations and way above average in money-making potentialities."

Operators OK G.V. Outdoor Venders

NEW YORK, May 10 (Manufacturer's release)—Miss A. M. Strong, of the G. V. Corporation, reports that operators all over the country are impressed by the new outdoor Adams Gum Vender.

"Many operators who had been using the machine on test locations came thru with orders for additional machines,"

said Miss Strong. "This outdoor vender has appealed to newcomers in the gum vending field also. Some said they had been waiting for a machine that would assure profitable operation on outside locations. One look at a sample was enough to convince many of them."

"Operators who had tried operating outdoors, and had to give it up due to losses sustained by breakage and rain, were pleased with the protective features of the machine."

The new machine is designed for outdoor use only and should not be confused with the standard model which is still the machine recommended by G. V. for use on all other locations. The outdoor model was built expressly to open new locations that couldn't be profitably operated previously because of difficulties involved.

Dallas

DALLAS, May 10.—M. G. (Mike) Hammergren, general sales manager of Wurliizer, was a recent visitor to Dallas. He stopped for a conference with Joe Williams, head of the Commercial Music Company, and A. M. (Al) Mendon, Wurliizer district sales manager.

Several wall box installations are in the making for Dallas music merchants. Two large restaurants are under construction, both of which will use 50 or more wall box units. Two large suburban drive-ins are also being built.

M. M. Rutherford, who operates an extensive chain of music and coin machines in West Texas, was in the city last week buying new phonographs and other musical merchandise. Rutherford has his headquarters office at Pampa, Tex.

Tom Best, new Wurliizer district service manager for Texas, is now comfortably located in his Dallas headquarters.

Travis and Frankie Richardson, of Longview, Tex., made the rounds of coin machine row recently. Mrs. Frankie Richardson came along to keep the boys in tow.

Warmer weather is helping the placement of beverage venders, which continue in good demand as summer draws nearer. Demand is good for both drink venders and ice cream venders.

Reports continue, mostly via the grapevine route, that some Texas city might stage a Southwest coin machine show in the fall. Dallas, Houston, and San Antonio are mentioned as likely locations for the coin show.

PLAYS NICKELS, DIMES OR QUARTERS

CLUB MODEL COLUMBIA JACKPOT BELL

Now Available With Single Jackpot, Handloaded by Location, or Double Jackpot as Shown. Hammerloid or Chrome Finish. Large Reel Symbols

Fruit or Cigarette Gold Award Optional Check or Cash Payout

Fully Guaranteed

ASK FOR CATALOG SHOWING ALL TYPES OF COLUMBIAS

GROETCHEN TOOL CO., 130 North Union, CHICAGO

OPERATORS, WRITE

For Our New Price List on Late Free Play Games. They are like new. Also Counter Machines, Slots, Consoles and Legal Equipment. Also ask for a very good Key-Ring. It's all free.

AUTOMATIC SALES CO.

203 SECOND AVE., NORTH.

NASHVILLE, TENN.



A MIDGY IN SIZE

A GIANT IN EARNINGS

Completely automatic payout machine, with Bell reels, metered Jackpot. An 8 inch cube, weighs only 18 lbs.; cash box holds \$45 in nickels. A beautiful machine; either chrome plated or in hammerloid blue and gold. Order direct from your distributor today!

VEST POCKET BELL

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill.

Perfectly Reconditioned Automatic Phonographs

SEEBURG MODEL "C"	\$ 28.00
SEEBURG MODEL "K-15"	30.00
SEEBURG MODEL "C-25000"	175.00
SEEBURG MODEL "K"	35.00
SEEBURG MODEL ROYAL	30.00
SEEBURG MODEL "K-20"	35.00
SEEBURG MODEL "H-1" or "J"	35.00
SEEBURG MODEL "E"	25.00
SEEBURG MODEL "A" (in modern cabinet)	45.00
WURLITZER No. 24 with Modern GH	110.00
WURLITZER 84 Hagarty	50.00
WURLITZER 800	125.00
WURLITZER 918	45.00
WURLITZER No. 71 Counter Model	100.00
WURLITZER No. 81 Counter Model	75.00
Chicago Base for Wurlitzer Counter Models \$15.00 Extra	
WURLITZER P-12	\$ 20.00
ROCKOLA 1935 Deluxe	150.00
ROCKOLA 1938 Standard	100.00
ROCKOLA 1941 Model	200.00
ROCKOLA Imperial 120 Reel	90.00
ROCKOLA Imperial 118 Reel	80.00
ROCKOLA No. 2 1936 Model	27.50
MILLS Times of Week	125.00
MILLS Spring Ring	18.00
MILLS Drummerette	10.00
MILLS Soft-A-Me	25.00
Seeburg Spokenator, Early Model	7.50
Seeburg Wurlitzer, Early Model	20.00

W.B. NOVELTY CO., INC.

3 BIG STORES
 617 W. Superior, 517 Broadway, 1003 Washington
 Wichita, Kan. Kansas City, Mo. St. Louis, Mo.

ATTENTION, SCALE OPERATORS

Kirk Horoscope Scales, Slightly Used, \$75.00 Each.

Lots of Five—\$70.00 Each.

Also Other Makes at Lowest Prices! Write or Wire

STANDARD CIGARETTE SERVICE

2111 N. CHARLES STREET

BALTIMORE, MARYLAND

TRY THIS GENEROUS "NO-RISK" OFFER ON
SUCCESS' **BOOM TOWN**



IF IT WON'T MAKE TWICE AS MUCH MONEY ON LOCATION AS ANY OTHER 5-BALL PIN TABLE ON THE SAME LOCATION, YOU GET BACK THE MONEY YOU PAID FOR YOUR SAMPLE BOOM TOWN!

Order Today!
STILL TOPS IN PROFITS...
NIGHT BOMBER
All-Time Gun Machine
Money-Maker!

with the Money-Making
"BUY-BACK" feature!
SEE FOR YOURSELF!

Success
Mfg. Corp.
1320-1328 ELSTON AVENUE • CHICAGO

HERE'S THE SENSATIONAL, BRAND-NEW
BLOCK CHANGE-MAKER

For Arcades—For
Carnivals—For Clubs—
For All Operators!
An absolute necessity!
Sturdy, sensitive, accurate
Great Beautiful, modern
design! Comes fully
equipped with 6, 125
change tubes. Can be fun-
ctioned in any combination
desired for 1¢, 5¢, 10¢,
20¢ coins. Nickel, Small
Copper, Sturdy, Portable,
Must necessary to meet
the requirements of the firm that KNOWS
YOUR PROBLEMS. Price \$22.50.

FREE PARTS AND SUPPLIER CATALOG
No. D-17. WRITE ON LETTERHEAD
OR ENCLOSE BUSINESS CARD.

BLOCK MARBLE CO.
1527 FAIRMOUNT AVENUE, PHILADELPHIA, PA.

**SPECIAL SALE
FOR MAY ONLY!**
The MODERN 5 COIN
PORTABLE COIN COUNTER
Including \$7.95 Carrying
Case Only \$125.00

Price of this universally re-
spected portable coin counter
was increased to \$9.95 on
May 15th to \$125.00. But
your large stock enables us
to give you this marvelous
buy all during the month
of May! Counts all coins.
OLD FASHIONED
**FIRST COME
FIRST SERVED!**
Hurry BUY IT
THIS MONTH!

LOOK AT WHAT YOU GET FOR YOUR MONEY—BILL FREY'S SPECIALS FOR TODAY

Mills VEST POCKET BELLS, 5¢ Play, Blue & Gold Cabinet, Never Used	38.00
Mills VEST POCKET BELLS, 5¢ Play, Blue & Gold Cabinet, Used 2 Weeks	25.00
Mills VEST POCKET BELLS, 5¢ Play, Green Cabinet, Bought This Year	25.00
Mills JUMBO PARADES, Fruit Wagon, Cash Payment, 1¢ Play, Floor Sample	100.00
Mills BLUEFRONT, Different Cabinet, 50¢ Play, Floor Sample	122.50
Mills GOLD BELLS, Different Cabinet, 50¢ Play, Floor Sample	116.00
Crosstun SUGAR KING, 3, 10 or 25¢ Play, Floor Sample	80.00
Crosstun COLUMBIA BELLS, 5, 10 or 25¢ Play, Floor Sample	82.50
Jennings Gibraltar	\$70.00 and \$90.00
Great LUCKY STAR, 5¢ Play	90.00
Great BANQUETS, 5¢ Play, 12724	115.00
Great Race, Street Edition	100.00

Write for Our Price List.
HILL FREY, INC., 140 N. W. First Street, Miami, Florida

Supply Company Changes Name

CHICAGO, May 10 (Distributors' release).—Due to a similarity in names, involving both Al Stern, of Success' Coin Machine Company, and Al Stern, Manufacturers' Supply Company, the latter announces a name change and will now be known as Coin Operator's Manufacturer's Supply Company. It is reported from the new organization's head-

quarters. "This change will eliminate the confusion resulting from the presence of two men of the same name in the industry," said Stern, of Coin Operator's Manufacturer's Supply. "It will not, however, affect the quality of service which has been instituted, and operators requiring parts and supplies of every kind for their equipment may be sure of swift action on their orders. Our business is based on the policy of same day delivery on orders and we have already acquired an enviable following among the country's column."



GRADY LOFTIN, OF AUBURN, Ala., head of the Grady Loftin Music Company, was in such a hurry to get Packard Pin-Mor equipment that he drove all the way to Packard's Indianapolis plant to get it. He was enthusiastic about Packard remote control equipment, saying he thought it the best built. (Manufacturer's release.)

MBS May Swing to ASCAP Soon, With NBC, CBS Following Suit

ST. LOUIS, May 10.—At press time today board of directors of the Mutual Broadcasting System is closeted at the Chase Hotel here in an effort to consummate an agreement returning ASCAP music to MBS. ASCAP execs John C. Payne, general manager, and E. Claude Mills, chairman of the administrative committee, are also at the Chase Hotel. During the week MBS execs have continued their efforts to persuade affiliated stations to okay the pact, and the meeting today is the last attempt to prevail on the affiliates prior to the opening of the annual convention of the National Association of Broadcasters, which will be held May 12-15 at the Hotel New Jefferson here.

MBS headquarters in New York, when queried Friday, indicated that not quite enough of the 175 affiliates had said they wished to sign the pact prior to the NAB Convention, certain NAB execs having advised the affiliates to wait for an "analysis."

Opinion in New York is that ASCAP will shortly sign Mutual, even if the pact is not signed prior to convention. It is believed, too, that the major chains, Columbia Broadcasting System and the National Broadcasting Company, will sign with not too much delay owing to possible pressure by the Department of Justice. When these deals are consummated it is estimated that ASCAP will earn between \$4,000,000 and \$4,500,000 annually, which is just a trifle short of what the Society took from radio during the last year (1940) of its old five-year pact calling for a 5 per cent fee of the receipts of stations' sale of time. It is to be remembered, however, that radio income has increased and is likely to increase still more.

This estimate on ASCAP's future earnings is based on likelihood that the Society will sign the chains. It must be pointed out, however, that ASCAP-network contracts will cover what is known as clearance-at-the-source music. This means that the network affiliates will not have to pay for music fed to them by the chains. In the event, however, that an affiliate wants to play ASCAP music on its local programming, the affiliate will have to get an ASCAP license. The problem for the affiliate then will be to decide whether it needs ASCAP music for its local programming in view of the fact that it receives ASCAP music thru chain-broadcasts.

It is believed in New York that even the ASCAP signs the chains for clearance-at-the-source music, it will have trouble signing the affiliates separately for local time. The Society, too, claims it already has contracts, with some 200 independent stations, and income from these contracts, plus probable income from chains on clearance-at-the-source music, is estimated as likely to mean \$4,000,000 or thereabouts yearly.

ASCAP's estimate that it already has some 200 stations is disputed by other sources in New York, who claim the

figure is closer to 125. Broadcast Music, Inc., which has secured renewals to April 1, 1942, on 99 per cent of its contracts, claims some 700 stations signed with BMI. Other sources dispute this, estimating the figure as closer to 800.

BESAC (Society of European Stage Authors and Composers), which has developed greatly during the past few years, now claims it has licensed 728 stations—which is essentially the entire industry, omitting a number of non-commercial stations. It is interesting to note that the greatest number of stations which held ASCAP license was 672. ASCAP having had that many in 1939. Figure fell in 1940, owing to anti-ASCAP legislation in various States.

The entire radio-music situation has helped the smaller performing rights societies, BESAC having signed as many as 80 stations in the last four months.

In the event the music situation is not abridged at the convention by the terrific importance (to radio) of the Federal Communications Commission's 35-noropoly feature, it is likely that they will be much pleased as to whether the BMI venture was worth the expenditure. Whether it was so hard to determine, Anti-ASCAP adherents point out that the contract ASCAP offered to radio at the close of the 1940 (when the old contract ran out) would have meant an annual industry payment of some \$5,000,000. ASCAP never admitted the figure could be so high and disputed the bookkeeping upon which the estimate was based. If the figure was essentially correct, it could be argued that the BMI is partially successful in view of the estimated \$4,000,000 that ASCAP will annually take if and when it signs the chains.

SAVE MONEY ALL-WAYS with IMPERIAL!

COURTESY GAMES	Winkles Hupples —\$49.00
Club \$ 3.00	Ship-Proof \$25.00
Traps (Gold) . . . \$4.00	Mills Thru's of . . . \$22.50
Library Bell . . . \$2.50	Ship-Proof \$22.50
Marble \$2.50	
Art \$2.50	
White for Wides . . . \$2.50	
Reel and "21"	
SPECIAL	
Winkles' Anti-Ab-	
sorbent Machine Gun	
Black Coll. \$34.00	
PHOTOGRAPHS	
Small Stationery	
Ship-Proof . . . \$100.00	

IMPERIAL, 2022 Market St., Phila., Pa.

YOUNG MAN

5 years' experience as Mechanic on Pin
Balls and Consoles, devices steady WA
State starting salary, etc.
BOX D-65
Care of The Billboard, Cincinnati, O.

Philadelphia

PHILADELPHIA, May 16.—Al Rodstein, head of Arco Sales Company, general distributor, loses his head mechanic to the army next Thursday (17).

Taking advantage of the industrial boom in the South Philadelphia section, Lew Newman, head of the Modern Music Machine Company, has opened a

new amusement machine arcade in that part of town.

Bill Rodstein, Al's brother, is another of the town's operators preparing an arcade. Bill will launch a new type amusement machine arcade in the Oak Lane section of the city.

One of the biggest social events of the season was the double wedding in the family of Jack Berman, president of the Herfo Vending Company and the town's candy vending king. His two daughters, Midge and Ruth, were married April 27 at the Bellevue-Stratford Hotel. Ruth became the wife of Henry Garsun, a candy wholesaler from Chester, Pa., while Midge became Mrs. Alan Tripp. He's editor of *Victor Record News* at the Victor-Bluebird factory in Camden, N. J.

Harry B. Fisher, who operates the record machine players in Hokenaugaug, Pa., has bought a string of racing horses.

Down at Atlantic City business continues as usual at the Coast Amusement Company. In spite of the fact that Moe Newman, head of the company, is away, Mrs. Newman has taken over the concern and is proving that the female of the species can be as successful as the male in music machine operations.

Eddie Heller, who left his record promotion post at Raymond Hosen, Victor-Bluebird distributor, to become the first record promotion man in the orchestra business by joining the Abe Lyman organization, tips that the maestro is making a new recording especially for the music boxes.

There's a little serfism on its way to the home of Jerry Ekins, former chief serfism for his brother, Harry Ekins, president of the Royal Distributing Company. Jerry is now in business for himself.

Benjamin Fireman, head of Automatic Sales Company, is taking as much interest in his new Wynnsfield home as in his music machines. He has installed a model kitchen at his home, which should be an added incentive for the board of directors of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, to initiate luncheon meetings at the Fireman manse.

Bill Hillenbrand, who has been in the record department at Motor Parts Company, now goes out on the road to contact the up-State operators at Wilkes-Barre, Williamsport, and Scranton for the Columbia-Okeh distributor.

Perry Hadlock has joined the International Division of the RCA-Victor factory across the river in Camden, N. J., to engage in the promotion of the company's platters and products in the Latin American markets.

YANKEE

2 GAMES
IN ONE



Five shares from Cigarette in Fruit Feed right on location in 3 minutes.

With Coin Divider

\$19.75

KLIX

"BLACK-JACK"



With Coin Divider

\$19.75

10-DAY FREE TRIAL
1/2 Deposit With Order

GERBER & GLASS

914 Diversey Blvd., Chicago

ROLL A PACK



The "Sweetheart" of Counter Machines

Roll A Pack, just \$12.50. Case of ROLL A PACKS only \$45.00. Buy 10 ROLL A PACKS by the Case and save yourself \$50.00. All orders require 1/3 serial deposit, balance C. O. D. Contact your nearest distributor or write direct: Gerber & Glass, ROLL A PACK machine with 800 Gum Attachment only \$25.00 extra.

VICTOR VENDING CORP.
1711 W. GRAND AVENUE, CHICAGO

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



"BUCKLEY'S THE BEAUTY," is the manner in which music operators are expressing themselves regarding the new light-up Buckley Music System with direct touch-to-touch action, Buckley repair. Modelers down is the Buckley model. (Manufacturer's release.)

WOW



7 exciting ways to win

High Score Feature

\$109.50

SUBJECT TO CHANGE WITHOUT NOTICE

STONER CORPORATION

Aurora Illinois

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

ZORGIE	\$42.50	STARS	\$32.50
SPORTS PARADE	\$25.00	SEVEN UP	\$50.00
STRATOLINER	45.00	ALL AMERICAN	\$1.00
METRO	41.50	NIPPY	12.50

WRITE QUICK for Our Complete Price List of All New and Used Machines!

1/3 Deposit, Balance C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE 6-3700

You can ALWAYS depend on JOE ASH — ALL WAYS FINEST FREE PLAYS READY FOR SHIPMENT!!

Anchor	\$25.00	White Duck	\$12.50	Barberden	\$24.50
Cadillac	24.50	Cometone	12.50	Crossline	29.50
Double Feature	12.00	Drum Major	17.50	Flicker	49.50
Excite	14.50	Fleet	29.50	Formation	22.50
Gain Star	25.00	Leader	24.50	Lighting	18.50
Line-Card	18.00	Mills 1-2-3 '30		Monro-Line	18.50
Score Charts	12.00	Animal Rucka	22.50	Stratoliner	52.50
Scout	17.00	Varsity	10.00	Yacht Club	18.50
Zorgie	44.00	SPECIAL: Dean's Ark, new, in orig. case	7.00		



1/3 With Order, Balance C. O. D. WRITE FOR COMPLETE LIST!
ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2554

WRITE FOR FULL DETAILS TODAY—IF YOU CAN'T COME IN TO SEE Keeney's NEW Wall Box

ADAPTORS, SPEAKERS, CABINETS, WIRE AND ALL MUSIC EQUIPMENT at EASTERN FACTORY DISTRIBUTORS
NEW YORK SPECIALTIES SUPPLY CO.
542 TENTH AVE., NEW YORK CITY. (Tel.: Circle 6-8020)

Target Skill

HITS THE BULLS-EYE FOR PROFIT!

Shoot Earnings Sky-High—

With this sure-shot thriller! Loaded with skill-tempting targets... crammed with "come-on" jammed with action! Get TARGET SKILL quick! Draw a bead on bigger collections! Order today!



SURE FIRE HIT!

6 WAYS TO SCORE! BIG SPECIAL BULLS-EYE FEATURE!

—THE BAKER NOVELTY COMPANY INC.
2426 WASHINGTON BOULEVARD—CHICAGO, ILL.

PUNCHBOARD MEN! Act Now!

Write Today... FOR FULL PARTICULARS... WE ARE GRANTING EXCLUSIVE COUNTY DISTRIBUTORSHIP TO MEN WHO CAN PRODUCE RESULTS HANDLE "AMERICA'S FINEST LINE OF SALEBOARDS" MAKE BIGGER AND BETTER PROFITS THAN EVER

GOLD STAR OFFERS YOU...

1. EXCLUSIVE PROVISION FOR YOUR COUNTY
2. A BIG LINE OF BOARD
3. ASSISTIVE SALES

Write Today!

GOLD STAR
Manufacturing Co.
12120 Michigan Ave. - Dearborn, Mich.

ONLY ONE DISTRIBUTOR WILL BE APPOINTED IN ANY COUNTY. SO WRITE AT ONCE. WHILE YOUR COUNTY IS STILL OPEN!

QUALITY SPEAKS FOR ITSELF		
ONE-BALL FREE PLAY	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
Blue Star \$125.00	Lo-Lo-Fun \$10.00	Ritz \$19.50
Dark Horse 94.50	Triumph 10.00	Sporty 22.50
Record Time 82.50	Round-Ball 18.00	Yacht Club 34.50
Round Special 74.50	Coast Park 14.00	Prohibition 32.50
Grand National 78.50	Spencerburg 18.00	All American 44.50
Miss 1-2-3 (1940) 85.50	White Ball 12.50	Attention 54.50
Grandstand 84.50	Bowling Alley 17.50	Leader 48.00
Junior Parade 79.00	Commander 17.50	Lucky 12.50
Europa 34.50	On Deck 17.50	Super Hit 14.00
Comp. 41.50	O'Boy 17.50	Ricky 12.50
First-One 32.50	O'Boy 17.50	Barry Beauty 18.50

173 Branch With Distributors C. O. B.

MODERN AUTOMATIC EXCHANGE, INC.
2018 CARNEGIE AVE., CLEVELAND, OHIO • 8307 SOUTH AVE., YOUNGSTOWN, OHIO

BALLY DEFENDER Floor Sample **\$139.50**

Record Time \$94.50 | Cold Cup \$44.50

All Machines Ready for Locations

Ask Any Successful Operator, Jobber or Distributor

AJAX NOVELTY COMPANY 2707 Woodward Ave. DETROIT, MICH.

Operators Boost Year-Round Arcades

NEW YORK, May 13 (Distributor's Release).—Joe Murray, who runs the Mike Murray Arcade Headquarters here, reports that many operators he has spoken to recently are interested in all-year arcade operation. Roadside arcades and hotel game rooms are the two favored spots.

"Roadside Arcades are springing up all over the country," Joe said. Usually fronted by a small refreshment stand, a huge sign beckons people to "Eat, Eat, and Play." Many of them, especially in small towns, soon become centers of amusement. Passing motorists also add to the profits. Some of the spots depend entirely on transient motorists for their business.

"Every year increasing numbers of the nation's leading hotels provide game rooms for their guests. The rooms are patronized by hotel guests and by many who come to eat and drink. Usually the rooms are located in or adjoining the lobby. Where a hotel has no space of its own available, operators have rented store space, with a door opening into the lobby as well as the street.

"We also learned that many dance halls are putting in arcades to entertain the dancers before, between, and after dances. We have taken special measures to aid operators in equipping and operating arcades of this type. Plans are available for every size location and type of machines that have proved most popular in hotel and roadside locations," Joe concluded.

Mississippi

NATCHES, Miss., May 10.—May is proving a good month for coin operators in this section. A number of new locations have been established.

A beverage machine has been installed at Liberty Baseball Park, home of the Natchez Pilgrims of the Evangeline league.

Edmond Burke, sergeant of Company B, 158th Infantry, Camp Blanding, Fla., was home recently on a furlough. Sergeant Burke is a former operator and was connected with Bill Kendall here before getting his call to the colors several months ago.

Corporal Hugh C. Rowe, stationed at Camp Shelby, Hattiesburg, Miss., was home recently to attend the wedding of Robert O. Bransford to Bettie Latell Green. Rowe was accompanied here by another former operator, Sergeant Lawrence C. Adams.

Frank Perrault Jr., foreman of the Hermae Company, now assisted on his routes by George Snyder.



WINNER OF THE BLUE RIBBON award presented recently by the Inventors of America was Joseph Gertner, inventor and president of Ranso-Jules Dispenser Company, Cleveland. His automatic enclosed fruit juice dispenser was regarded as "an invention having the greatest commercial value and opportunity for success" among the inventions exhibited recently at the National Inventors Exhibit at Hotel Carter, Cleveland. The automatic selective merchandising device delivers a choice of six juices, properly cooled and ready for consumption on the spot, from its magazine of 214 standard size 3 1/2 to 4-ounce cans.

The Billboard

presents

Important Facts & Figures

on the

Coin Machine Industry

and the

Defense Program

in

the May 31st Issue

A large portion of the billions of dollars being spent for defense is going toward paying the wages of workers in thousands of defense projects. These workers and their families will be spending proportionate shares of their newer and greater earnings for much-needed entertainment.

★ ★ ★

In the May 31 issue The Billboard will answer the following questions of interest to every alert operator, jobber, distributor and factors:

HOW MUCH MONEY HAS BEEN APPROPRIATED FOR DEFENSE EXPENDITURES . . . ?

IN WHAT CITIES AND TOWNS IS THIS MONEY GOING TO BE SPENT . . . ?

HOW MANY PEOPLE ARE THERE IN EACH OF THESE TOWNS . . . ?

WHERE ARE THE NATION'S ARMY CAMPS, NAVAL BASES AND AIR BASES LOCATED . . . ?

Complete, accurate and official lists, analytical and interpretive stories on the coin machine industry and the defense program will appear in this important issue!

Watch for it!



LOUIS BOASBERG, New Orleans Novelty Company official, smiles his approval of the new de luxe Texas Leaguer, recent release by J. H. Keeney & Company. He reports sales are steadily increasing. (Manufacturer's release.)

It's a floor console with four separate coin chutes and payouts, each chute having a special double-up feature. Only one central Mills Mystery Bell mechanism,



FOUR BELLS

but this machine has the earning power of about eight ordinary Bells. Order now from your distributor. Mills Novelty Co., 4100 Fullerton Ave., Chicago.

Victor Gets Okeh On Premium Vender

CHICAGO, May 10 (Manufacturer's release).—"It has certainly made us feel good to hear from many operators from all parts of the country praising the money-making ability and general merits of our Equire Premium Vender," reports Harold Schaef, head of the Victor Vending Corporation.

Schaef said: "With all these letters of praise, come repeat orders for Equire Premium Venders, which is conclusive proof that the sample machines we

shipped out gave a fine account of their earning ability.

"Among the notable features that the Equire Premium Vender boasts is the advantage of having the premiums displayed right in the vender itself. This creates considerable attention and stimulates trade at the point of sale. The machine protects the operator by concealing the ball gun from view, making it impossible to shake or tilt the machine for the purpose of cheating," concluded Schaef.

Genco Games Retain Value

CHICAGO, May 10 (Manufacturer's release).—"The trade-in value of our games," declares Myer Gensburg, of Genco, Inc., "are continuing their swing upwards, according to reports reaching us from various distributors throughout the country."

He clarified the statement by saying: "It has become an established fact that Genco games receive the highest trade-in values in the country. It is also well known that the trade-in return on games today is considered one of the true profit factors by the operator.

"What better example, then, than that the right type of equipment for the operator is a Genco game? The fact that the highest trade-in values are being offered for Genco games makes this all the more reason why the operator is assured of greater profits all around. He knows that his Genco game will bring him the highest profit that his location can possibly bring him. He knows that Genco games have player appeal and earning power. He knows they stay put on location. And now he has come to realize that they also bring him the highest trade-in value."

Phoney Money Maker Seized

CHICAGO, May 10.—Leonard A. Houston, 45, master of his own mint and manufacturer of \$800 in half dollars since last August, was in jail yesterday. He was arrested by secret service agents just before he finished preparations to double his profits by turning dollar bills rather than half dollars out of his money mill.

Agents had been searching for Houston since last September, when tavern and cigar store proprietors began to complain about a flood of counterfeit coins. They almost caught him a few weeks ago when they raided his former home at 1944 Monroe Street. The mintmaster was away, however, and nothing was seized except some plaster of paris coin moulds.

Tuesday he was arrested in his basement flat at 309 South Bell Avenue. In addition to the moulds the agents this time found copper plates for \$1 bills. Houston was released from Terminal Island penitentiary, Los Angeles, last August after serving five years on a counterfeiting charge.

BAMBINO



DIE CUT SHAPE FAST, FURIOUS BASEBALL ACTION

HIT BOARD OF ALL TIME!!

The sweetest baseball found in history! Genuinely color die-cut shape! Double hit board! Super with \$25 top award! 125 winners in all! Last sale in each seller takes match in Grandstand Jackpot! Winning baseball-action symbol! Order now!

NO. 1600 BAMBINO "A"
(54 Plays—500 Hits—Baseball Tickets!)
AVERAGE PROFIT . . . \$34.50

NO. 1600 BAMBINO "B"
AVERAGE PROFIT . . . \$38.10

PRICE: \$6.95 LIST
FREE! LATEST CIRCULARS SHOWING GREAT LINE-UP OF NEW GARDNER SMASH HITS!

GARDNER & CO.

1201 ARCHER AVE. • CHICAGO, ILL.
MILLS PHONOGRAPHS CONSOLES BELLS TABLES
Distributor
KEYSTONE NOVELTY & MFG. CO.
410 & Huntington Bldg., Philadelphia, Pa.
Baltimore Office: Baltimore, Md.
216 Cathedral Bldg., Baltimore, Md.

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS ALLIED APPROVED RECONDITIONED COIN MACHINES USED!

FREE PLAY GAMES		PHONOGRAPHS	
Zombie \$59.50	Lead Off \$37.50	Jolly \$31.50	Patton of 1940 29.50
Leader 57.50	Speedway 37.50	Lancar 39.50	Commodore 27.50
Gold Star 49.50	Doughboy 16.50	Lusky 24.50	Mr. Chips 24.50
Mills 1-2-3, 1939 47.50	Three Score 34.50	Topper 24.50	Super Six 11.50
Sara Saxy 46.50	Masot 32.50		
Cold Cup 44.50	Big Town 32.50		
Line Up 44.50	Big Show 32.50		
Speed Demon 39.50	Roxy 32.50		
AUTOMATIC PAYTABLES		LEGAL EQUIPMENT, BOWLING GAMES, GUNS, ETC.	
Sport King \$122.50	Seeburg Classic Marble \$169.50	Bally Rapid Fire \$104.50	
Grand Nationals 88.50	Wurlitzer 500, Like New 149.50	Seeburg 141Bird 72.50	
Pass Maker 86.50	Wurlitzer 600A, Slog-proof 137.50	Seeburg Chicken Sam 49.50	
Grand Stand 72.50	Wurlitzer 616, 16 Record 54.50	Evans Ten Strike 49.50	
Hawthorne 57.50	Wurlitzer 716, 16 Record 54.50	ART Target, Medal F, Yellow Cab. 12.50	
Thirtdown 56.50	Rockola Deluxe, 1939 129.50		
Sport Page 52.50	Rockola Standard, 1939 127.50		
	Rockola Imperial, 20 Record 59.50		
CONSOLES			
Jumbo Parade, Payout \$92.50			
Western Baseball, F.P. Payout 79.50			
Paces Races (Brown Cabinet) 89.50			
Bob Tall, Payout 86.50			
Roy's Track 38.50			

PHONE: CAPITOL 4747. TERMS: 1/3 Deposit, Balance C. O. D.
Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

THE HOUSE OF "GOOD WILL"

STARS \$55.00	ZOMBIE \$45.00	ARABEL \$23.50
Sport Parade \$2.00	Powerhouse 35.00	Roxy 12.50
Wurlitzer 45.00	Excitation 17.50	O'Boy 11.50
Leader 55.00	Landscape 17.50	Strike Bank 15.50
Excitation 55.00	Big Chief 30.00	Rotation 18.00

Use Free Play Games. Terms: 1/3 Deposit, Balance C. O. D.
AMBASSADOR VENDING CO. 789 CONY ISLAND AVE. BKLYN, N.Y.

THIS IS IT!

HIGH
DIVE



The tests were right!
The grapevine was
right! Everybody is
giving it the OK!

IMMEDIATE
DELIVERY

D. GOTTLIEB & CO.

1140-1150 N. KOSTNER AVE.

CHICAGO

Comments on
The Billboard
Association Awards

To the Editor:
I am in receipt of your letter of April 15, and in accordance with your suggestion have contacted our members and have explained to them that this suggestion from The Billboard is very timely.
I feel sure that our members will co-operate in this program.
ROBERT SPENCER,
secretary-manager, Automatic Music Merchants' Assn., Inc., San Francisco.

Realistic Baseball
Game by Evans

CHICAGO, May 10 (Manufacturers' release)—"Real baseball with all its fine points from batter-up to the last out is now a reality," say officials of H. C. Evans & Company as they reveal the new hit soon to be offered by the firm.

"Thanks to the ingenuity of Evans' engineers, this new idea is now in production and will shortly be released," officials stated. "The game offers the most realistic baseball play ever conceived in a coin machine... no uncertainty and lifeline in action that players are held spellbound by the sight. A pitcher actually picks up the ball, winds up, and pitches.

"The batter, under full control of the player, takes his stand hugging the plate, straddling it, stepping in for a bunt, stepping back for a swing, exactly as the player directs him. When he connects, there's all the wild excitement of a hit or home run in a big-league game.

"Scoring is exactly as in baseball. The playing field is clear without obstructions, permitting freedom for the ball to travel. It's big-league baseball exactly as fans like it, and to the end of the play it continues without any let-up in thrills or excitement. The game is not a pin table and in no way comparable to a game that requires imagination to complete the baseball realism. The verdict of big-timers in the business who've seen the game in action is that it's another history-making Evans triumph."

H. W. Hood, president of the company, added a special word of advice, "Hold everything for this new game," he said. "You'll be glad you did, it's got a whole of a wallup... the greatest baseball game ever offered."



THE AMAZING LEGAL
FILM-A-SCOPE

Exhibit's pictures in third dimension on film showing snappy gags, comies or travel views with 1x or 5x play. Now you can collect earnings without legal worry. Easy to locate anywhere and ALL PROFIT. Write for information.

L. B. KLUGH COMPANY
715 Arch St., Zanesville, Ohio

AMERICA'S FINEST
FREE PLAY BUYS

Attention	\$42.50	Red, White, Blue	\$47.50
All American	42.50	Silver Screen	52.50
Breakout	37.50	Sea Hawk	45.00
Big Chief	28.50	Sea Scout	45.00
Bandwagon	27.50	Sea Scout	45.00
Great Line	26.50	Sports Parade	32.50
Cadillac	20.00	Hi-Lo	45.00
Four Aces	40.00	Hi-Lo	45.00
Formation	27.50	Hi-Lo	45.00
Gold Star	27.50	Hi-Lo	45.00
Leader	35.00	Hi-Lo	45.00
Powerhouse	24.00	Hi-Lo	45.00
Polo	20.00	Hi-Lo	45.00

1/3 With Order, Bal. C. O. D.

Mike Munves
593 TENTH AVENUE
NEW YORK
AP Patent 2-0377

EXHIBIT'S
DOUBLE PLAY
FOR DOUBLE PROFITS
Ask Any Smart Operator
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

SIMON SALES 437 W. 42nd ST. NEW YORK

O'Boy	\$18.50	Once Line	\$34.50	Attention	\$40.50
Smart Six	14.50	Speed Demon	34.50	All American	42.50
Triumph	15.50	Leader	37.50	Smart Six	50.00
Bliss	18.50	Zodiac	44.50	Valet	50.00
Summerhit	22.50	Big Chief	44.50	Flicker	55.00
Smiles	23.50	Wife	48.50	Start	57.50
Dial	26.50	Steeldrive	47.50	Duplex	58.50
Seaway	28.50	Keeney's Receiver	47.50	Start Parade	59.50

DISTRIBUTORS
J. H. KEENEY & CO.
New Delivering
FOUR DIAMONDS
Deluxe Model TEXAS
LEAGUER

DISTRIBUTORS
MILLS NOVELTY CO.
HELLS, CONSOLE MODELS, TABLES.
Best Money-Making Equipment.
Write or Wire for Particulars.

ARCADE EQUIPMENT

Keeney's Air Rider	\$144.50	Ten Strips (Small Unit)	\$35.00
Keeney's Air Rider	99.50	Ten Strips (Large Unit)	48.00
Keeney's Bull Almost (Ben. Cal.)	79.50	Evans In the Barrel, Floor Sample	89.50
Chicago Sam	89.50	Western's Baseball	Write for Particulars

Original PROXYMAYON, 4000000 a 10-10 or 8 for 25¢, photo strips, Automatic — no attendant required, Entering and starting included. Perfect mechanical condition, guaranteed like new. \$245.00.

COIN OPERATED
I. L. MITCHELL & CO.
DEFINITELY! THE BEST PIN GAMES FOR YOUR MONEY

SUBURBAN FLICKER	\$50.00	CRIBBLING	\$27.50
	50.00	MYXIO	52.50

WRITE FOR OUR COMPLETE LIST
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

FREE PLAY GAMES	One-Two-Three (Old Style)	\$25.50
Arrowhead (Y Ball)	Red Hot	25.00
Billy Beauty	Red Hot	25.00
Billy Supreme	Scop	15.50
Big Game	Score Champ	25.00
Bowling Alley	Score Card	25.00
Ship Sest	Score Card	25.00
Robbie	Supercharger	12.00
Comedian	Topper	17.50
Dandy	Triumph	15.00
Davy Jones	Turk	12.50
Fantasy	Turk	12.50
Flicker	AUTOMATIC PRIZES	
Four-Five-Six	Lucky Ball (Flat Top)	\$77.50
Headliner	Daily Day (Walk Top)	27.50
Happy	Happy Bell	90.00
Jumbo Parade	Hi-Lo	30.50
Lancer	Hi-Lo	30.00
Lion-God	One-Two-Three	35.50
O'Boy	Prussian	15.50
Play		

Every Machine is in Perfect Mechanical Condition. Thoroughly Cleaned and Checked. Ready to Play on Location. If you are not completely satisfied, return the game to us within 10 days and receive Full Credit.

Write 1/3 Down, Balance C. O. D.
We have all the New Games on hand for immediate delivery. Write for prices.

OLIVE NOVELTY CO. 3625 LUCAS AVE. ST. LOUIS, MO.

You Can't Make Book "On This One!"
DOUBLE SHOT BOOK BOARD

1200 HOLES — 5¢ PER SALE	
Board Takes In	\$68.00
Average Payoff	\$33.30
Average Profit	\$34.70

Globe PRINTING COMPANY
1023-27 RACE ST., PHILA., PA.



COINMEN GATHER AT SILENT SALES COMPANY, Minneapolis, to celebrate opening of a new salesroom. *Left to right are Jim Karusia, Minneapolis; Oscar Englund, Alexandria, Minn.; David Zarkin, Silent Sales salesman; Herman Friedman, sales manager, and Harry Lermer, Minneapolis.* (Distributor's release.)

Baltimore

BALTIMORE, Md., May 10—Business is booming at General Vending Service, according to Irvin Blumenthal. Outstanding developments in the month's activity, he said, has been the volume of business registered in Scientific's Baiting Franchise, for which General Vending Service is distributor. Another development for General is the acceptance accorded International Microscope's Drive Machine.

Good games sales are hitting new sales high, according to Art Nyberg, of Coin-Notivety Company. Nyberg also reports a sharp upswing in sales of Seeing Intoxic Boxes and Billy's Play-Hall.

The demand for used games machines continues strong, according to Roy McConnaughy, president of the Baltimore organization. New games in demand are Kenney's Texas League and Second Boom Town.

Louis Karangelan, manager for the Coin Machine Company, has joined the armed forces and is now a member of the Infantry at Camp George G. Meade. George Sakel has been appointed manager to succeed Karangelan.

The Townsend Vending Company, also known as the Townsend Manufacturing Company, makers of penny candy vending machines, is now in new quarters at 1213 West North Avenue.

Some 35 vending machines have been installed in the new Bendix Radio plant in Towson, Md.

A steady upward movement in sales of nuts for vendors is reported by John Jeppi & Bros.

Another large local nut firm is the Virginia Peanut Company, which also is making up a substantial seasonal volume.

The Grapefruit Beverage Company, Inc., has been organized and chartered with Charles H. Bartels as president. Firm will distribute Grapefruit soft drinks.

Movie Machines Operating In Hoosier Capital

INDIANAPOLIS, May 10—Advertising on theater pages of local dailies is being used here to advertise the placement of coin-operated movie machines. Ten installations have been made in drug-stores, taverns, and food establishments.

It is said that applications from all parts of Indiana are pouring in, but all equipment so far available has been placed. A firm official is quoted as saying that programs are now being changed once a week but that the company hopes to change them twice a week as soon as film is available.

YANKEE Double Header



TWO GAMES IN ONE

Reversible Metal Record Plate shows fruit symbols on front. Operates records on back. Quality stamped on location.

\$19.75 EACH

YOUR COIN BUYS BALL OF GUM FOR YOUR AMUSEMENT LINE UP THREE OF A KIND AND OBTAIN 1 PACK OF CIGARETTES ANY 13¢ BRAND

Double Your Profits With YANKEE

GROETCHEN TOOL CO., 130 N. Union, CHICAGO

WEST COAST OFFICE: JOHN KAGAN, 978 1/2 So. Stearn Dr., LOS ANGELES

LOOK!

DO NOT PASS UP THESE BARGAINS AS THEY ARE OFFERED SUBJECT TO PRIOR SALE.

FIVE BALL FREE PLAY

5 Daily Flicker, like new	\$87.50	1 Exhibit Flagship	\$17.50
1 Daily C. O. D.	10.00	1 Exhibit Golden Gate	12.50
1 Daily Broadcast	10.00	1 Exhibit Short Stop	13.50
2 Daily Silver Baiter	47.50	1 Exhibit Locomotive	24.50
1 Daily Champion	10.00	1 Chicago Coin Roly	21.50
1 Daily Mystic	22.50	1 Chicago Coin Commodore	17.50
3 Daily Fleet	22.50	1 Chicago Coin Sport Parade	54.50
1 Daily Triumph	9.50	1 Chicago Coin Queen Park	14.50
1 Daily Pick Em	14.50	1 Game Bubble	12.50
1 Kenney Red Hat	21.00	1 Game Fallon	19.50
1 Kenney Big Box	14.50	2 Game Big Town	19.50
1 Kenney Flipper	43.00	1 Game Follies	19.50
1 Kenney Super 414	10.00	1 Gettish Bowling Alley	22.00
1 Kenney Cowboy	17.50	1 Baker Dayboy	19.50
1 Exhibit Landslide	22.50	1 Baker Black Out	10.00
		1 Kenney Domino, 28 Mt., 5¢	\$129.00

ONE BALL

1 Daily Record Time	\$97.50	1 Pace Sorcerer Jr.	\$2.50
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CONSOLES

1 Kenney Lucky Luke	\$129.00
1 Game Domino, 28 Mt., 5¢	25.00
2 Pace Domino, J.P., 50 Mt., 5¢	149.50

The above machines are offered subject to prior sale and are strictly used. All orders must be accompanied by 1/3 deposit, balance C. O. D. Write us and ask us to put you on our mailing list. The prices on the above machines are effective May 17th. Write us for your price on brand new machines.

MOSELEY VENDING MACHINE EX., INC.
 100 BROAD STREET, RICHMOND, VA.
 Tel. PHone 3-4517, N. 10th, PHone 5-5329

BADGER'S BARGAINS

SPECIAL MILLS JUMBO PARADES—FREE PLAYS \$79.50

FREE-PLAY MACHINES

Mills 1240 1-2-3	\$59.50
Gamey Fortune	39.50
Billy's Croquet	29.50
Mills 1230 1-2-3	29.50
Gamey Bicycle	29.50
Billy's Curious	29.50
Billy's Maccos	19.50
Billy's Triangles	19.50

AMUSEMENT MACHINES

Kenney Air Riders, like new	\$114.50
Billy Radio-Fire	39.50
Jeanting Ball-Put-Over	39.50
Wurlitzer Blue Balls, like models	49.50
Kenney Anti-Aircraft Gun	44.50
Billy Bull's Eye, with base	39.50
Seaburg Chicken Game, with base	39.50
Billy Chick Eye	29.50
1 Kenney Grand WIN Game, C. O.	25.00

OUR NEW 1941 CATALOG JUST OFF THE PRESS.
 Contains Hundreds of Reconditioned Machines, Supplies, Accessories, and More. Send for Your Free Catalog.

BADGER NOVELTY COMPANY
 2840 N. 30TH STREET, MILWAUKEE, WIS.

HERE HE IS FOLKS TATTOO BILL

TATTOO BILL... A design for cash... Slot machine symbols... 1200 Re holes... 5¢ 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 SALESBOARD FACTORY BECOMES THE LARGEST

PAN-AMERICAN



Bally's NEWEST, FASTEST
NOVELTY OR REPLAY HIT



OPERATE WITH OR WITHOUT
BUY-BACK

5 WAYS TO SCORE

High Score—Top-a-Dial—and three thrilling
Special Scores with new Score Booster feature
that boosts your profit.

ONLY
\$109⁵⁰

SEE THE NEW
"HALF-AND-HALF"
BUMPER
AT YOUR DISTRIBUTOR'S

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO - ILLINOIS

Sol Gottlieb Gets Orchids

CHICAGO, May 10 (Manufacturer's release)—"If it's a Gottlieb game, it's a great game... and 'nuff said!" That's the sentiment among operators on the Eastern Seaboard, says Sol Gottlieb, traveling factory representative for D. Gottlieb & Company.

"Wherever I go I find operators going for our games in a big way and showering us with compliments for the success they are enjoying with them. The constant succession of winners produced by the Gottlieb Company has put our games on top in this territory. In fact, our games have achieved such a remarkable reputation for location success, high earnings, perfect mechanical construction, and effortless operation that operators buy them sight unseen.

"That's a reputation to be proud of which we have earned by constantly striving to produce hits with the greatest popular appeal and which prove to be consistent money-makers for the operators."

Jesse Wellons Visitor in Chicago

CHICAGO, May 10 (Groetchen release).—Jesse O. Wellons, of Florida Novelty Company, Hollywood, Fla., was in Chicago this week visiting manufacturers with an idea of finding out what is new. He paid a visit to Dick Groetchen while here and discussed forthcoming equipment. Wellons is a large buyer of Groetchen Columbia Bells and other equipment and is impressed with the new Groetchen games, such as Yankee Double Header, Klux, Polk-o-Red, and Pink's Peak.

Wellons after enjoying a visit with Groetchen also dropped in on his old friend Dick Hood, of H. C. Evans Company.

Sporting a coat of Florida tan and in the pink of condition, Wellons looks forward to a big year for the coin machine industry.

Majors of '41 Heads for Record

CHICAGO, May 10 (Manufacturer's release)—"Majors of '41, our most recent replay game, is heading for a record run," reports Sam Oensberg, Chicago Coin Machine Company executive.

"Equipments already made and heavy orders being received daily point to another hit for Chicago Coin," he stated. "Operators and distributors who remembered our Majors of '39 have been buying the new Majors, expecting fully as good a game. They have been pleasantly surprised, they tell us, to find Majors of '41 even better than the preceding Majors.

"The features incorporated into Majors of '41 are doing a standout job on locations. Play is reaching a new high in volume, and consequent profits are creating a high percentage of re-orders. The facilities of both our plants are being devoted entirely to Majors of '41 production to avoid any delay in deliveries."

ORDER SAMPLE TODAY New DEFENSE Model AMERICAN EAGLE

featuring FREE PLAY MYSTERY
AWARD TOKEN PAYOUT and
DEFENSE REELS. CAN ALSO
BE HAD WITH FRUIT REEL
SYMBOLS.



SAMPLE
\$32⁵⁰
10 FOR
\$275.00
BALL GUM
MODEL
\$2 EXTRA

MARVEL

World's Greatest Cigarette Reel
Token Payout Counter Game.
Steady Proven Profits.



SAMPLE
\$32⁵⁰
10 FOR
\$275.00
BALL GUM
MODEL
\$2 EXTRA

BALL GUM

15c Per Box, 100 Pieces, Case of
100 Boxes, \$13.75.

1/3 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.

SICKING CO. OF INDIANA
927 Ft. Wayne Ave., Indianapolis, Ind.



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$3.65 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jack-
pot at \$2.75
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.

★ GROSS AGAIN
ATLAS brings
you the BIGGEST
PROFIT PRO-
DUCER in history
—DAVAL'S "21"
—the game you
need NOW for BIG,
SURE - FIRE,
EASY & EASIER
PROFIT!

SAMPLE
\$19.75
CASE OF 4
\$72.50

IT'S DAVAL'S
"21"
FOR '41

1/3 with orders
Bal. C. O. D.

FRIENDLY
PERSONAL
SERVICE

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICE ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH



DICK WIGGINS, who has joined
the executive staff of the Baker
Novelty Company, Chicago manufac-
turer of amusement machines.
(Manufacturer's release.)

BEST FREE PLAY BUYS

STONER	GOTTLIEB
Chubby \$12.00	Ballin' Charter \$14.50
Bambal 15.50	Gr. Johnny 25.50
	Gold Star 37.50
	Silver Days 52.00
GENCO	BAKER
Majors \$20.00	Daughby \$30.00
Mr. Choo 24.50	BALLY
Yacht Club 28.50	Trump \$12.00
Four Aces 35.50	Variety 21.50
Galactic 56.50	KENNEL
Outer Ranch 64.50	Success \$15.00
Ten Aces 75.50	EXHIBIT
	Baron \$10.00
CHICAGO COIN	SUCCESS
Topper \$19.50	Red White
Ducky 21.50	And Blue \$27.50
Wheezy 25.00	Beep-Deer (21)
Boots 28.00	Shots Red
Big Twin 32.50	Shots Red
Home Run 34.50	Shots Red
Fox Hunt 42.50	EVANS
	Ten Strike \$28.00
	REEBURD
	Quick Gun \$30.00

1/3 cash deposit, balance C. O. D., or upon
machines or will trade for 20-Frame Security
Photographs, any model. What Have You?

MODERN MUSIC COMPANY

1318 11th Street Denver, Colorado
Phone: Te-2705

WANT TO BUY
25-1938 TRACK TIMES
(State Serial) Numbers and Lowest
Cash Prices!

FOR SALE
3 PHONOGRAPH ROUTES
50 Phonographs on Cash Route
3141 Locust St. BY CALL BOWEN'S CO.
ST. LOUIS, MO.

**SURE FIRE
PROFIT AMMUNITION**



**EVANS'
TOMMY GUN**

**TRACER
BULLETS!**

Newest Ideal

Sensational new TRACER BULLETS reveal each shot exactly! Doubles excitement—adds marksmanship! Costs to coast. Evans' TOMMY GUN is scoring a tremendous hit—cleaning up in all locations! Yet so LOW in price—it returns your investment in half the time!

Get in on this profit barrage!
Wire or Air Mail your order today!

Orders filled in order of receipt

**SMALLEST!
LIGHTEST!
FASTEST!
Lowest Price!**

\$145.00

H. C. EVANS & CO.

1520-1530 W. ADAMS ST. CHICAGO

**Coin Machine Operators
WANTED**

We have a list of excellent Amusement Parks who have asked us to install Penny Arcades. If you can invest \$3,000 up (terms can be arranged) we will turn over one or more of these leads to you, equip the entire arcade for you, and guide you in its proper operation. For full details write or wire TODAY.

International Microscope Reel Co., Inc.
44-01 11th St., Long Island City, N. Y.

**Success Boom Town
Demand Skyrockets**

CHICAGO, May 16 (Manufacturer's release)—Charles Castle, sales promotion manager for Success Manufacturing Corporation, reports that since the guaranteed offer made last week on the company's new release, Boom Town, the production lines at the new factory have been pushed to the limit.

"Altho we had our hands full meeting the demand for Boom Town prior to our money-back guarantee offer, it was nothing compared to the flood of orders our distributors have sent in since the guarantee was announced," Castle stated. "The confidence we expressed in this game by making the all-out statement concerning its doubled earning power has been echoed by our distributors, who are enthusiastically behind our guarantee offer."

"Knowing that Boom Town actually doubles and in some cases triples earnings of a location, our distributors are of the general belief that few, if any, Boom Towns will find their way back to the showrooms once they are on location."

"The success of the Boom Town already in operation is laid to the host of features incorporated in the game, not the least of which is the buy-back, an idea directly responsible for the extra play the game enjoys."

**Silent Sales Bowlers
Win Minneapolis Crown**

MINNEAPOLIS, May 16.—For the second successive year the bowling team representing the Silent Sales Company, distributors, were on the receiving end of The Minneapolis Star Journal's bowling trophy, given annually to the City League pin champions.

Silent Sales' team was recently pictured in the above-mentioned paper as it received the trophy. Members of the team were Goodie Hudson, Lou Fredel, Stan Wojciak, Eddie Mummer, and Art Morchard.

It's a HIT!

**TAKE A SWING AT
BIGGER PROFITS
WITH HARLICH'S NEW
PICTURE TICKET
BASEBALL BOARD**

No. 11385 5c A Play 1000 Holes
SUPER JUMBO DIE-CUT BOARD

Takes in - - - - - \$47.50
Average Payout - - - - - 22.50
50 Free punches on tickets reading
"Single", "Double" or "Triple".

WRITE FOR YOUR COPY OF NEW FOLDER NC-412

HARLICH MFG. CO. 2413 W. JACKSON BLVD., CHICAGO, ILLINOIS

Look To The GENERAL For LEADERSHIP!

All American	\$27.50	Lucky Strike	\$18.50	1-2-3, P.P.	\$25.00
Biondia	28.50	O'Ray	22.50	1-2-3 (1940)	32.50
Double Feature	22.50	Pat's	22.50	Arrowhead	22.50
G. O. B.	17.50	Super 88	18.00	Evreke	22.50
Crystal (Myrtle)	22.50	Three Stars	27.50	Fairground	28.00
Flashin'	19.50	Triumph	12.50	Gold Cup	27.50
Flint	20.00	Vault Club	27.50	Lucky Stars, Ban. Obj.	195.00
Gold Star	47.50			Top	7.50

Many other games in stock. Write for complete list of America's finest reconditioned machines.
1/2 Cash with Orders, Balance G. O. O.

THE GENERAL VENDING SERVICE CO. 306 N. GAY ST. BALTIMORE, MD.

ROYAL RECONDITIONED MACHINES ARE FIT FOR A KING!

ROYX	\$14.50	RANDWAGON	\$24.50	GOLD STAR	\$31.50
PUNCH	14.50	BIG TIME	28.50	HORN RUN	14.50
POLO	23.50	CROSS LINE	31.50	LANCOLIDE	14.50
SKYLINE	24.50	DRUM MAJOR	18.50	OF ANY TYPE BOUGHT AND SOLD WRITE TO DAY FOR OUR LIST OR TELL US WHAT YOU HAVE TO SELL!	
ZOMBIE	47.50	DEFENSE	28.50	1/2 With Order, Balance G. O. O. WRITE FOR COMPLETE PRICE LIST!	
LEADER	25.50	DUDE RANCH	24.50	ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.	
BLONDIE	17.50	FORMATION	24.50		
BIG LEAGUE	14.50	FOUR ROSES	22.50		
		REPEATER	36.50		

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.

IN A-1 CONDITION

1540 Bartons \$110.00; Gretchen Super King \$60.00; Joyce Parade \$78.00; An Columbia Gold Award Die Reel @ \$37.50; 20 Poker Wheel \$ 17.00; 20 Penny Spins @ \$12.50; Western Kentucky Penn Play \$60.00; Passouts \$75.00; 10 Giant Dice J. P. @ \$30.00; 6 Mills & Back @ \$25.00; 2 Poker Jr. Reels @ \$75.00. EDWARD & CO., 401 Bidelet Ave., Fremont, O.

GOOD MECHANIC WANTED

The Meyer House, Everett Center, The Casino and other family games, Pianos and telephones, electrical and general electrical.

WARNER'S

2021 Park St., ERIE, PA.

TALK ABOUT PROFITS! Mister, Western's New Games REALLY Get 'em!



THE SEASON'S SOCK HIT!...

SEVEN FLASHERS

1 or 5 BALL REPLAY!

- 6-Coin Multiple Play!
- 20 Sets of Changing Odds!
- Big Build-Up Award!
- 2 Roll Overs for Build-Up Award!
- All Glo Roll Over Lites All Selections!
- Immediate Delivery!

AND THE GAME THAT CAN'T MISS!...

BARRAGE

5 BALL REPLAY SENSATION with HIGH SCORE! LITES OUT AWARDS! BIG BUILD-UP AWARD! BALL RETURN! SPOT 'EM FEATURE! \$109.50

Operators! ORDER FROM YOUR DISTRIBUTOR RIGHT NOW!

WESTERN PRODUCTS, INC., 925 W. NORTH AVENUE • CHICAGO

DISTRIBUTORS!
Some choice territory is still available for the New WESTERN Line.
Write today!

BUD LIEBERMAN Says

WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!

FREE PLAY	BARAINS	CONSOLES
Sport Special \$82.50	Grand Natl. \$82.50	Mills Jumbo Parade, P.O. \$97.50
Grandstand ... 74.25	Flitzer ... 58.50	Kenny '38 Truck Time ... 73.50
First-4-Last ... 52.50	Alertness ... 54.50	Mills Emory Balls ... 52.50
Leader ... 47.50	Bank Page ... 47.50	Kentucky Club 42.50
Lundell ... 34.50	Mills 1-2-3, '39 32.50	Long Stamp ... 27.50
Ruler Dolly ... 27.50	Composure ... 24.50	
Cong ... 22.50	Mr. Dimes ... 22.50	
Big Show ... 22.50	D. M. Feature ... 16.50	
Super Six ... 19.50	Bank ... 17.50	
Approved Build 17.50		

Hundreds of monthly non-station conditioned 3-ball Free play games available at reduced prices. Let us know what you need.

NEW GAMES

On Hand for Immediate Delivery

- Hi-Hat
- Hi-Straps
- Top Seat
- Divide Five
- Hi-Dive
- Target Ball

1/2 Deposit With Order, Balance C.O.D.

DISTRIBUTORS FOR ALL LEADING MANUFACTURERS
831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!



"Every Deal Personally Handled by Bud."

Gerber's Arcade Breaks Into Movies

CHICAGO, May 10.—Arcade coin machines play a feature role in a new movie soon to be released by one of the Hollywood studios, reports Paul Gerber, head of Sportland Arcades at Ocean Park, Calif., who furnished the props for the picture in the form of all types of arcade machines. "It's a great piece of publicity for the industry," said Paul, "and I urge all leading manufacturers of arcade equipment to watch for it and see their machines in this picture."

Just returned from California, Paul explained how the movie came about. "The inspiration for the picture was born right in our arcade on Ocean Park Pier," he said. "One day one of the outstanding Hollywood film stars stopped in, accompanied by a scenario writer. While they were playing the machines the scenario writer hit upon an idea for a movie play featuring a Penny Arcade. The idea seemed a natural and the story was developed. We

agreed to furnish the arcade equipment needed for the picture.

The story is a case of "boy meets girl" at a dude ranch, Gerber explained. Both are fortune hunters and crooks, but they pose as the sons of millionaires. The boy actually has about \$1.00 to his name and suddenly finds himself asking the girl to an evening of fun. Then he remembers his finances and is dismayed for a minute until the bright idea strikes him that he can take her to a Penny Arcade and have a big fling on his slender pocketbook, which he does. She thinks he's a millionaire playing putting on a good act. The picture shows them having a hilarious time in relaxing fun and entertainment on \$1.00. Of course, it winds up with an honest confession on the part of both that they are broke and four-flushing, and the usual happy ending follows.

"This, at least, is one time when coin machines are presented to the public without the least disparagement or unfairness and shows how much in the amusement industry they offer for a few pennies. The picture should have a wholesome effect on the public toward the coin machine industry," Gerber concluded.

BEST FREE PLAY BUYS

Amulet ... \$19.50	All American \$40.00
Big Chief ... 37.50	Bandstand ... 42.50
Bandstand ... 27.50	Blondie ... 17.00
Big Show ... 17.50	Boys Band ... 19.50
Big Train ... 15.50	Calliope ... 21.50
Drum Major ... 25.00	Comedian ... 10.50
Drum Major ... 14.50	Disc ... 21.50
Dice, Feature 9.50	Flitzer ... 47.50
Flitzer ... 37.50	Four Aces ... 46.50
Gold Star ... 20.50	July ... 16.50
Leader ... 32.50	O'Bea ... 12.50
Lundell ... 16.50	Popcorn ... 10.00
Mr. Crooks ... 8.50	Punch ... 8.50
Popcorn ... 22.50	Race ... 12.50
Relativity ... 10.50	Seven Up ... 30.00
Red Hat ... 14.50	Shoney Days ... 45.00
Sure ... 30.50	Zeppelin ... 47.50
Top Seat ... 42.50	
Top Seat Parade 24.50	

What do you need? We HAVE IT. Write at 172 Cash, Balance C. O. D.

FEDERAL VENDING CO.
2504 Amsterdam Ave., N. Y. C.
Wadsworth 8-0442

Lot \$10.00	Lot \$15.00	Lot \$20.00
Up & Up	Air Liner	Lite n' Card
Contact	Chevron	Big Six
Headliner	Tepper	Super Six
Dial. Feature	Lot n' Fun	Dough Boy
See-Scare	Fifth inning	Flagship
Majors		Follies
Triumph		
Eureka - Victory - 1-2-3 ... \$35.00		

AUTOMATIC PAYOUTS:


Brutus Parks, 5c. Ball, \$40.00; Mills 5c. Ball, \$55.00; '38 Md. Catfing Demine, \$79.50; Turf Special, \$20.00; 1938 Track Times, \$65.00; Mills Jumbo, F.P., \$40.00; Mills Brown Frants, Crackle Finish, like new, rebuilt, \$49.50.

Will trade above machines for '39 or '40 Md. Backshots, or 5c or 25c Blue Frants. 1/2 Deposit With Order

CANNON AMUSEMENT CO.
TIGER, GEORGIA



ORCHESTRA LEADER TED WEEMS (center, with bow tie) visited the offices of the Phonograph Merchants' Association of Cleveland April 29. He was greeted by officers and members of the association shown about.



WOW! WHAT A PROFIT WALLOP!

Deluxe MODEL

TEXAS LEAGUER

A SKILL SENSATION WITH 18 BALLS FOR 5c

Plus

THESE NEW MONEY-MAKING FEATURES

- Adjustable from 18 to 15, 12 or 9 balls!
- Slow ball travel—easier to hit!
- Larger, rubber-covered ball!
- Sidelights illuminate playing field!
- Full hand grip on ball manipulator control!

STILL THE Biggest AND Best BUY

At \$69.50 Only

Keeneys Sparkling New TRIUMPH!

FOUR DIAMONDS

... THE 5-BALL TABLE WITH THE GREATEST ARRAY OF PROFITABLE PLAY-MAKING FEATURES YOU EVER SAW! ...

... AND IT'S Only \$109.50

...ASK YOUR DISTRIBUTOR ABOUT KEENEY WALL BOXES!

J. H. KEENEY & CO., Inc. "The House that Jack Built" 6630 S. ASHLAND AVE. CHICAGO

ARCADE EQUIPMENT AND CONSOLES

2 Bully Defenders, brand new	\$169.50 Ea.
10 Bully Defenders, like new	149.50 Ea.
6 Microscope Sky Fighters, late model	175.00 Ea.
1 Keeneey Air Raiders	125.00 Ea.
1 Keeneey Club	47.50 Ea.
1 Sugar King, like new	85.00
2 Paces Saratogas, W.G.F.P. Comb.	125.00 Ea.
1 Paces Saratoga Jr.	72.50 Ea.
1 Temple Camp, Comb. F.P.	95.00
1 Milk Taster Bell	69.50
4 Mills Jumbo Parades, Cash P.O.	95.00 Ea.
2 Paces Racos	55.00 Ea.
1 Keeneey Triple Entries	129.50 Ea.
1 Keeneey Trash Time, late mod.	85.00
1 Bully Royal Flush	85.00

Complete Line of Exhibit Arcade Equipment at Factory Prices.

One-Half Deposit, Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021-S Prospect Avenue, Cleveland, Ohio

Los Angeles Assn. Offers Assistance To Other Groups

LOS ANGELES, May 16.—Co-operation and service to others in the industry are part of the credo of the Associated Operators of Los Angeles County, Inc. Curley Robinson, managing director of the association, which has headquarters at 1351 West Washington Boulevard, Los Angeles, reports that his group stands ready to assist anyone when called upon.

During recent weeks they have received several requests, all of which have been answered. The first was from the Southern Vending Machine Company, Danville, Va., requesting rules, regulations, and bylaws covering the Los Angeles association. The requested data was sent to R. N. Strange.

Letters also came from the Phillips Novelty Company, Washington, and John E. Nowacki, Lorain, O., requesting samples of the bookkeeping system offered by the association. They were informed that samples were being sent and that the Los Angeles group would be glad to furnish the bookkeeping forms at cost as part of its good-will service to the industry.

RECONDITIONED FREE PLAY GAMES

READY FOR LOCATION!

Crestline	\$48.50	Donquet	\$19.50	Double Feature	\$25.50
Seven-Up	67.00	Leadee	47.50	Score Charge	15.00
Wradcast	54.50	Line-Up	34.00	Chubbie	14.00
Wynio	77.50	Captive	34.50	Home Run	82.00
Bandwagon	44.50	Archie	29.50	Moose	27.50
Dude Ranch	42.50	Barfly	27.50	Gelatin Game	27.50
Bluff	67.50	Landline	27.50	Picker	88.00
Ommodore	26.50	Big League	27.50	Micro	54.50
Repeater	69.50	Roller Derby	13.50	Zombie	57.50
Top Notcher	24.50	Boat Parade	34.50	Powerhouse	37.00
Score Card	27.50	Big Game	27.50	Four Rows	64.50
Spooky	44.50	Three Rows	27.50	Wato	35.50
Protector	65.50	Fernstein	47.50	Scary	29.50
Pat Hunt	37.50	All American	54.50	Hitman	35.50
Gold Star	45.50	Rebel Daps	37.50	Rollin	25.50
Big Chief	52.50	Roller Derby	27.50	Gopher	19.50
Blonde	26.50	Yacht Club	27.50	Jolly	27.50
Livewire	27.50	Reaction	27.50	Attention	59.00
Score Charts	25.50				

STONER SPARKY, Brand New, In Original Crates.
Yours: Right Draft or 1/3 Deposit With Order.

MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD (Phone, Armitage 1434) CHICAGO, ILL.

CLEARANCE SALE

COUNTER GAMER	
Each	Each
3 Your Pocket \$24.50	2 Marvels \$18.00
4 Liverpool \$22.50	3 Q.T.'s \$20.00

LEGAL EQUIPMENT	
Each	Each
6 Chick, Stars \$39.50	3 Ten Bulkes \$40.00

CONSOLES	
Each	Recondition
Five Stars \$59.50	\$18.50
Stripls Race 29.50	38 Tracticle 39.50
Revised Tracticle	\$37.50

ONE BALLS

Revised \$32.50	Horshoe \$38.50
Scat Man 25.00	Playmaster 30.00
Tracticle	\$39.50

WRITE, WIRE, PHONE JULES DREHIN at SEIDEN DISTRIBUTING CO.

1230 Broadway, ALBANY, N.Y. Tel. 4-2010.

Baltimore Tourist Business Going Strong

BALTIMORE, Md., May 16.—Columnen are benefiting by the sharp upswing in tourist business in this area. Tourists' interest in Baltimore is said to be at an all-time high. Each month, so far this year, tourist travel has shown an increase over the preceding month.

Out-of-State tourists for last month were more than triple the number of out-of-State tourists in Baltimore for the corresponding month of last year.

The large influx in tourist travel is of interest to columnen and is being reflected in the sharp upswing in coin machine business.

GRAND OPENING

SATURDAY AND SUNDAY, MAY 17 & 18, 1941. Come in and Get Acquainted.

FREE PLAY GAMES

All American	\$47.00	Gold Star	\$25.00	Boat Race	\$57.50
Big Chief	49.50	Home Run	27.50	Seven Up	58.50
Buckaroo	10.00	Lone Star	48.00	Score Charge	58.50
Champion	19.50	Leadee	25.50	Zombie	45.50
Castles	27.50	Pat	17.50	Top Hat 1-2-3	29.50
Defence	43.00	Pts	29.50	1940 1-2-3	75.50
Fernstein	39.50	Popcorn 1941	49.50	Spary Socials	75.50

CONSOLES

Mills Seven Ball	\$23.50	Air Raider, F.B.	\$122.50
1500 Pace Saratoga	79.00	Pat in the Barrel, F.B.	58.50
1500 Pace Saratoga	89.50	Top Strikes	39.50
De-101 Charley Horse	89.50	Spary Socials	75.50

HALF DEPOSIT WITH ORDER

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.

481 S. HIGH STREET COLUMBUS, OHIO

SPECIAL—THIS WEEK

Arcade Equipment

Onyx-Clubs	\$79.50	Keeneey Anti-Aircraft, New	\$185.00
Kings to the Barrel	75.00	Waltzer's Golf Machine	35.00
Waltzer's Royal	75.00		

Keeneey Triple Entries Write: Electric Baseball Write: Headquarters of Free Play Pin Tables at \$15.00, such as Bowling Alley, Rotation, Lucky, Home Run, Commodore, etc. Numerous high-class games of lesser type. Write or wire to your dealer. WE HAVE IT!

LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.



Scientific's
BATTING PRACTICE

**NICKELS—
 NICKELS—
 NICKELS—**

**BY THE THOUSANDS WITH
 THE GREATEST BASEBALL
 GAME EVER MADE!**

MANUFACTURED BY

**SCIENTIFIC
 MACHINE CORP.**

21 STEUBEN ST. • BROOKLYN, N. Y.

PHONE: EVERGREEN 7-0090

BATTING PRACTICE



**A
 GREAT
 MONEY MAKER**

**BATTING PRACTICE
 BELONGS ON
 EVERY OPERA-
 TORS ROUTE!**

**DON'T MISS
 THE BOAT —
 BOOK YOUR
 ORDER NOW
 FOR QUICK
 DELIVERY!**

UNITED AMUSEMENT CO.

3410 MAIN STREET • KANSAS CITY, MO.

**A MAN SIZED GAME FOR
 MAN SIZED PROFITS**

25 IN. WIDE — 65 IN. HIGH — 57 IN. LONG

WE HAVE IT!

WE'RE DELIVERING IT!

**WE CONSIDER IT THE
 GREATEST BASEBALL
 GAME EVER MADE!**



BATTING PRACTICE



**WORDS CAN'T DO IT
 JUSTICE—COME AND
 SEE IT AND YOU'LL
 SEE WHY IT'S
 AMERICA'S NO. 1 HIT!**

**RUSH
 YOUR
 ORDER!**

CARL TRIPPE

IDEAL NOVELTY COMPANY

2823 LOCUST STREET • ST. LOUIS, MO.



Chicago Coin's MAJORS

OF 1941

- 4 HOME RUN BUMPERS!
- SEQUENCE SCORING!
- PENNANT LANES AWARDS!
- HIGH SCORE!
- SPECIAL AWARD LANE!

MORE MONEY IN THE CASH BOX EVERY TIME YOU MAKE A COLLECTION

CHICAGO COIN MACHINE CO. 1725 W. DIVERSEY • CHICAGO

NEW ARCADE MACHINES
 Boyz, \$145.00; Fish-Strike, \$85.00; Automobile Punching Bag, \$29.00; Bowling Game, \$105.00; Klean-Meter, \$100.00; Maple Heart, \$100.00; Wheel of Love (set of 3), \$80.00; The Big Electric Shaver (trouble proof), \$49.50; Gypsy Card Reader, \$65.00; Exhibit Light-Up Card Machine with 4M cards, \$40.00.

NEW GUNS
 Ace Bomber, Night Bomber, Bally Defender, Navy Bomber.

RECONDITIONED ARCADE MACHINES

Melodisc Picture Machine, \$22.50; with new lens, \$35.00; Easy Pictures, \$20.00; World Series, \$30.00; Golf, \$20.00; Football, \$40.00; 20's Gap, \$85.00; Exhibit Punching Bag, \$20.00; Hockey, \$25.00; Blue Ball, \$50.00; A.L.T. Obstacle, \$14.00; Gypsy Pinball with new top, \$75.00; Rocket Talkie Homophone, \$125.00; Kahoot! Antology, Nelson's Navy, Star of the Sea, etc. (12 sets), \$60.00; Musical Bowling Alley, \$25.00; Traveling Train (Shoof-in-Motion type), \$25.00; Dredgola Palace, \$100.00; Grandmother Predictions (with large moon sign), \$100.00.

RECONDITIONED GUNS

Children Game, \$45.00; Air Riders, \$100.00; Big Fighters, \$170.00; Green Kicker, \$20.00; Assault, \$50.00; Tom Mix Rifle, \$20.00; Rifle Rifle, \$45.00; Blue Rifle, \$20.00; Enclosed Machine Gun (44 calibre type), \$25.00; Exhibit Encounters, \$75.00; 2 Gun Exhibit Pistol Range (original set \$60.00), \$100.00; Shotgun Time, like new, \$12.50; 8.0. P. Pistol, (with unbreakable top), \$65.00; Roman Analysis, \$90.00.

50-Piece Table, \$45.00 each; Snacks, \$4.95.

MIKE MUNVES "THE ARCADE KING"
 293 10TH AVE., NEW YORK CITY
 BRYANT 9-6677

STERLING BARGAINS

Pearl Beach, Red Arrow No. 1, \$125.00
 Brown City, 20-1 Q44, \$22.50
 Bally Gold-Guns, \$22.50
 Bally Pocket, \$22.50
 Bally Rapid Fire, \$22.50
 With 0.7, 2, in good shape, \$1.00
 With 0.7, 2, in good shape, \$1.00
 Krazy Air Baster Gun, \$22.50
 With Junco Parades, \$22.50
 With Junco Parades, \$22.50
 With Junco Parades, \$22.50

Write for our complete list of Used Machines.
STERLING NOVELTY CO.
 509 S. Broadway, LEXINGTON, KY.

Capaldi Forecasts European Boom

CHICAGO, May 16.—Volume exports of coin machines to Europe when the war ends are forecast in a letter recently received by Ray Moloney, president of Bally Manufacturing Company, from Jack Capaldi, director of S. Capaldi & Company, leading European coin machine distributor. The letter tells of seeing British Spitfires and German Heinkels dog-fighting directly above the Capaldi warehouse and describes the difficulties with which the British coin machine trade is operating.

However, after discussing the future European markets for coin machines, Capaldi closes on an optimistic and confident note: "I am hoping to pay another visit to Chicago just as soon as this war is over; in fact, I have booked for the first trip across. I am also keeping in close touch with developments thru *The Billboard* and just as soon as the present mess is cleared up we intend getting off to a flying start again."

40 FOR SALE 40 HOLLY GRIPPERS
 Universal Model, Good Working Order.
 Will Sell All or Part—\$4.95 Ea.
 1/2 With Order, Balance C. O. D.
INMAN CO.
 1802 Lincoln Avenue Flint, Mich.

VEST POCKETS, Chrome, with Silver, Serial over 23,000, \$37.50
 with Metal, Serial over 24,000, \$35.00
VEST POCKETS, Green, Serial over 24,000, \$29.50
 1/2 Doz., Del. C.O.D., P.O.R. Chicago.
NATIONAL COIN MACHINE EXCHANGE
 1611-13 Diversey Blvd., CHICAGO, ILL.

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

All American	\$47.50	Chicago Coin's MAJORS OF 1941	Seven Up	\$22.50
Flicker	40.00	New being delivered!!	Scott Parade	57.20
Formation	29.50	Greatest Baseball Game	Sorty	17.50
Home Run	17.50	simulation of all time!	Thruout	14.50
Leader	22.50	Each year orders quick!	SPECIAL!	
Pole	22.50		Double Feature	\$12.50
Power House	22.50		Fantasy (Jack Pot)	12.50
Metro	42.50		Each year order while	
Score Card	17.50		quantities last!	
1/2 With Order, Bal. C.O.D.				

CLEARANCE SALE

Metro ... \$41.50	We Recommend These Money Makers	Fox Hunt .. \$28.50
Roxy ... 12.50	Keeney's Four Diamonds	Velvet ... 55.00
School Days 46.50	Keeney's Texas Leaguer	Merry Go Round .. 14.50
Double Feature ... 9.50	Exhibit's Double Play	Sara Susy .. 24.50
All American ... 44.50	JENNINGS CONSOLES	Red, White & Blue .. 54.50
Hold Over 15.00	Bobtail	Repeater .. 36.50
	Silver Moon	

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

YOU BUY WITH CONFIDENCE--WE SELL WITH CONFIDENCE--A COMBINATION THAT CAN'T BE BEATEN!

IMMEDIATE SHIPMENT!!

Attention	\$44.00	Linup	\$29.50
Blaze	50.50	Leader	28.00
Flicker	47.50	Zeeble	43.50
All American	44.50	Three Gals	51.50
Burglars	22.50	Three Stars	14.50
Scowling	15.25	School Days	42.50
Four Rose	48.50	Mr. Chips	25.50
Metro	42.50	Mr. Chips	14.50
Score Card	17.50	Score Champ	12.50
Sun Beam	50.00	Topper	10.50

1/2 Deposit With All Orders. We Ship Balance C. O. D., F. O. R. Newark, N. J. BEFORE YOU BUY ANY GAME NOT LISTED HERE WRITE FOR OUR PRICE LIST! Name second choice with order.

AFFILIATED WITH GEORGE PONSER COMPANY NEWARK COINO, 107 Murray St., Newark, N. J.

THE GREATEST BASEBALL GAME EVER MADE

"The electric scoreboard on **BAT- TING PRACTICE** is a real incentive for greater play. It really brings those baseball thrills home!"

IMMEDIATE DELIVERIES—ORDER NOW!

ROANOKE VENDING MACHINE EXCHANGE

533 CENTER AVE., N. W.
ROANOKE, VA.

"**BAT- TING PRACTICE** is the nearest thing to a real baseball slugfest... and the nearest thing to a MINT, too! Now delivering!"

Exclusive Distributors for Pacific Coast

MILLS SALES CO., Ltd.

1640 18th STREET
OAKLAND, CALIF.

1491 W. WASHINGTON BLVD.
LOS ANGELES, CALIF.

1325 S.W. WASHINGTON ST.
PORTLAND, OREGON



"It's a great feeling to be serving our operators with such a great game. **BAT- TING PRACTICE** is really making friends because it's really making a lotta dough!"

THE GENERAL VENDING SERVICE CO.

306 N. GAY ST., BALTIMORE, MD.

BAT- TING PRACTICE

IS A BIG GAME THAT MAKES BIG PROFITS—WEEK AFTER WEEK AFTER WEEK!
COLUMBUS OPERATORS SEE US TODAY

CENTRAL OHIO MACH. EXCH., INC.

491 - SO. HIGH ST., COLUMBUS, OHIO

BAT- TING PRACTICE

Manufactured by
SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.



Remember FOLLIES?
Remember POWERHOUSE?
Remember BANDWAGON?

Here's the Brilliant NEW Triumph
by GENCO!

HI-HAT'S GOT WHAT GETS 'EM! Dazzling action... gripping, fast-second suspense... cleverest play ideas of the year! Be "smart" — GO HI-HAT! Genco has outdone itself with this terrific new hit... and what more could ANY operator ask?

ORDER PLENTY—
ORDER QUICK!

GENCO ★
BUNDLES GREAT GAMES

2621 N. ASHLAND AVE., CHICAGO

**BERT
LANE
Says:**

PROFITS GOING ON
AS USUAL WITH
GENCO'S GREAT

HI • HAT

ORDER NOW FOR
QUICK DELIVERY!

SEABOARD SALES, INC.

819 10th Ave., N. Y. Wisconsin 7-8888

Pennsylvania

WILKES-BARRE, Pa., May 10.—Hans Lindeman, of Both Novelty Company, reports business is beginning to look up, with the local parks and resorts showing some activity.

Parking meter receipts of Wilkes-Barre for April came within \$14 of the record monthly collections since the meters were installed four years ago. Receipts for April, 1941, were \$3,416.33, as compared with \$4,026.75 in April, 1940.

The Wilkes-Barre Sunday Independent published a letter by Ben Seeling Jr., of Sterling Service, in which he protested an earlier suggestion by The Sunday Independent that municipalities in need of revenue might find a heavier tax on pinball machines quite worth while. He also protested the use of the word gambling in The Independent's article on pinball machines.

BARGAINS

- | | |
|-----------------------------------|--------------------|
| ROCK-O-LAS | WURLITZERS |
| 39 DeLuxe \$129.50 | Model 418 \$48.00 |
| Standard .. 129.00 | Model 24-A 85.00 |
| 37 Imperial | SEERORS |
| 20 .. 49.00 | Classy |
| Rhythm King or | B. P. ... \$159.50 |
| Emo. 18 .. 34.00 | Plus .. 123.50 |
| Amboon 16 .. 30.00 | Crown .. 139.50 |
| Ambassador or | Regal .. 123.50 |
| Rhythm King | Sum .. 109.50 |
| 12 .. 52.00 | Model A .. 19.00 |
| Mills Throne of Music .. \$139.00 | |
- FREE PLAY EQUIPMENT**
- 1 Week Special! \$14.00 Each; or Two for \$25.00
- | | | |
|---------|----------|-------------|
| Avanti | Convoy | Requiem |
| Chief | Old Ball | Gem |
| Parade | Fantasy | Rebound |
| Triumph | Contact | Golden Gate |
| Chubbie | Zip | High Lite |
- 1/3 Deposit — Balance C. O. D.
Write for LOW PRICE List!

**MILWAUKEE
COIN MACHINE COMPANY**
1455 W. Fond du Lac Ave.,
MILWAUKEE, WIS.



"BATTER UP"

THE NEW BASEBALL SENSATION

Attractively made up in Four Colors featuring Advancing Base Play. Tickets bear symbols of all sports, but baseball symbols are featured as winners. You can't afford to let this board go by. Get Yours Today.

1200 HOLES—5c PER PLAY
Takes in \$60.00
Pays out (Avg.) \$4.37

Profit (Avg.) \$25.43

PRICE (SEMI-THICK) ... \$4.50
Write For Catalog

AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK



NATIONAL'S quality reconditioned games are world-famous. Shipment never bring complaints, always repeat orders.

**CREDIT WITHOUT EXTRA COST
EXCEPT SLIGHT BANK CHARGE**

Some prices cash or credit. (1) Send your order with 10% deposit. (2) Send us the name of your bank.

FLICKER \$57.50 ATTENTION \$94.50
BIG TIME 47.50 BROADCAST \$2.50

1/3 OFF for full cash with order. Cashier's check, certified check, or money order only.

FREE! Write for Special Issue #6 of National's Illustrated Newslet. Packed with quality bargains!

NATIONAL NOVELTY CO.
123 Morris Road, HERRICK, LONG ISLAND, N. Y.

FITZ'S GUARANTEED RECONDITIONED MACHINES

- | | | |
|-------------------------|--------------------------|----------------------------------|
| LEADER . \$29.50 | Sports Parade .. \$32.50 | BALLY RAPID FIRE \$119.50 |
| FLICKER . 47.50 | Blonde .. 19.00 | BALLY DEFENDER.. 119.50 |
| | Myrtle .. 68.50 | 1/3 with all orders, bal. C.O.D. |
| | Buttercup .. 14.50 | 453 WEST 47TH STREET |
- JOHN A. FITZGIBBONS** NEW YORK (Tel. CI 6-8343)

Paytables-FOR SALE-1 Ball Free Plays

15 Sport Specials — 10 Grand Stands — 15 Record Times
25 1939 and 1940 1-2-3's — 15 Grand Nationals
GRAND NATIONAL SALES CO. 2360-08 West Armitage Avenue
CHICAGO, ILLINOIS

FREE PLAY—1 BALLS

- | |
|------------------------------------|
| Mills 1-2-3 (Old Style) .. \$25.00 |
| Mills 1-2-3 (New Style) .. 65.00 |
| Gold Cup .. 35.00 |
| Eureka .. 15.00 |
| 1/3 Deposit, Balance C. O. D. |

AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST.
SPRINGFIELD, MASS.

THE GREATEST BASEBALL GAME EVER MADE

"For immediate profits, **BATTING PRACTICE** is the greatest game money can buy; for future income insurance, it's the best bet in the industry!"

ATLAS NOVELTY CO.

2200 N. WESTERN AVENUE
CHICAGO, ILL.

1901 FIFTH AVENUE
PITTSBURGH, PA.

"15 big balls to smack through the air gives players more for their money. That's one of the big reasons why **BATTING PRACTICE** is such a hit!"

Write, Wire, Phone Today!

MAYFLOWER NOVELTY CO.

2218 UNIVERSITY AVE.
ST. PAUL, MINN.



"We're 100% behind **BATTING PRACTICE**—because we've seen what it does on location—and it does **PLENTY!**"

WRITE, WIRE, PHONE YOUR ORDER!

ROBINSON SALES CO.

3100 GRAND RIVER AVE.
DETROIT, MICHIGAN

"THE PUBLIC DECIDES... and their hundreds of thousands of nickels have registered a decisive 'YES!' for **BATTING PRACTICE!**"

CLEVELAND COIN MACHINE EX.

2021 PROSPECT AVENUE
CLEVELAND, OHIO

BATTING PRACTICE

Manufactured by
SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.



40

EXHIBIT'S *th.* BIRTHDAY


*Forty Years
of
American
Business*

EXHIBIT has grown and it is no longer possible for me to shake each hand and thank you for your help as I used to do forty years ago. But I am none the less personally thankful to you, our customers, for the loyalty and support which have made this day of May the 40th anniversary of EXHIBIT SUPPLY COMPANY, a time of deep satisfaction to me.

Like so many of today's successful American enterprises, EXHIBIT started on a shoe string as a pioneer industry. It was an IDEA in the head and heart of a skinny boy of twenty whose only resources were unbounded ambition, the will to get ahead and the urge to create a new field of endeavor. I humbly admit that that boy never got beyond the fifth grade in school, but he did have initiative and determination and that same opportunity to succeed which is still the heritage of every American boy.

The office which was under my hat has expanded into a corporation of several hundred employees who build and distribute the amusement coin machines familiar to every American. The scope of our business has increased a thousand fold; new ideas are being constantly perfected to expand this typically American industry. Our employees manufacture and distribute a product which in turn gives gainful occupation to thousands of American men and women whose purchasing power in turn helps to keep the wheels of American business and government in motion.

On this 40th anniversary, I look back with grateful satisfaction upon the years of struggle and accomplishment. I feel a sense of great thankfulness as I pause to drink a silent toast to all those former customers and employees—many of whom have gone to their reward—who laid the foundation upon which EXHIBIT has built the institution it is today.



J. FRANK MEYER,
PRESIDENT

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

THE GREATEST BASEBALL GAME EVER MADE

"If I ever saw the right game brought out at the right time ... just when operators need a legal machine that makes big money consistently... that game is **BATTING PRACTICE!**"

ORDER NOW FOR QUICK DELIVERIES!

GEORGE PONSER CO.

519 WEST 47th ST.
NEW YORK CITY
11-15 E. RUNYON ST.
NEWARK, N. J.

"Without any awards **BATTING PRACTICE** is out-earning, outpulling and outlasting every game on the market! In short, it's a **NATURAL!**"

NOW DELIVERING!

BANNER SPECIALTY CO.

1530-32 PARRISH ST.
PHILADELPHIA, PA.
1508 FIFTH AVE.
PITTSBURGH, PA.



"Repeat orders are the barometer of a great game. **BATTING PRACTICE** is one of the biggest repeaters we've ever handled!"

Immediate Deliveries!

HANKIN MUSIC CO.

708 SPRING ST., N.W.
ATLANTA, GA.

"Forget the adjectives and just remember the facts: **BATTING PRACTICE** IS

BRINGING IN MORE NICKELS THAN ANYTHING ELSE ON THE MARKET!"

DENVER DISTRIBUTING CO.

1856 ARAPAHOE STREET
DENVER,
COLORADO

BATTING PRACTICE

Manufactured by
SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

ENDORSED BY MEN WHO KNOW MUSIC BEST!



SHEP FIELDS
and his
NEW ORCHESTRA
now preparing these
Victor Recordings:
March Slav—Hungarian Dance, No. 5—
I Found a Million Dollar
Baby—Blue Prelude.

EAR LEVEL TONE REPRODUCTION

IS AN OUTSTANDING CONTRIBUTION TO AUTOMATIC MUSIC . . ."

The HEART of your SEEBURG MUSIC SYSTEM
The SEEBURG MECHANISM

An operation is only as good as the mechanism behind it! Through its simplicity, exclusive advantages and developments, the Seeburg Mechanism provides the highest degree of performance reliability . . . another big reason why Seeburg Operators make more money!



Says SHEP FIELDS . . . "And NO WONDER! It's hard to distinguish it from the real thing!"

All America, like Maestro Fields and his lovely vocalist, Dorothy Allen, finds greatest enjoyment in recorded music through Seeburg's marvel of acoustical engineering—Ear Level Tone Reproduction. This unanimous response to the music world's finest reproduction gives Seeburg Operators the greatest profits known in music operating! Ask your Seeburg Distributor for a demonstration of the

SEEBURG MUSIC SYSTEM with WIRELESS REMOTE CONTROL

TO GO AHEAD *Go*
Seeburg
J. P. SEEBURG CORPORATION • 1500 DAYTON ST., CHICAGO



Only a Wurlitzer Music Merchant can say

**YOU NAME IT
WE'VE GOT IT**

**IN MEETING LOCATION
MODEL DEMANDS**



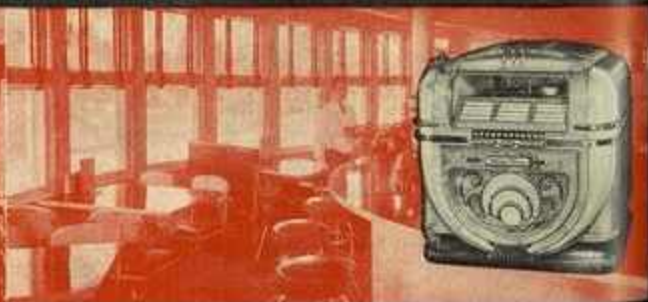
VICTORY MODEL 850 meets the demand for a Super-Deluxe Phonograph. Exclusive Wurlitzer features include the breathtaking beauty of Polaroid Illumination, gay champagne bubble lighting and the selection protection of Wurlitzer's Eye-Line Push Button Electric Selector.



VICTORY MODEL 750 meets the average location demand for a phonograph smaller than the Model 850 but offering many of its features including 24 records, visible record changer, smart oval styling and champagne bubble illumination.



COLONIAL MODEL 780 meets the demand by certain locations for a phonograph with subdued lighting and rich period beauty. The only model of its kind in the industry, the Wurlitzer Colonial has proved a sensational success for Wurlitzer music merchants.



WURLITZER COUNTER MODEL 81 meets the demand of small locations with limited floor space for a complete automatic phonograph with built-in speaker. It has enabled Wurlitzer music merchants to dominate this field—pocket important extra profits.

ONLY **WURLITZER** BUILDS
A COMPLETE LINE OF
AUTOMATIC PHONOGRAPHS