

In this issue

FACTS AND FIGURES
ON THE 1940-'41 LEGIT SEASON

The Billboard

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FALL
SPECIAL

AUGUST 30, 1941

Are automatic phonographs important to band leaders, musicians, music publishers and the record manufacturers? Ben Selvin in his report to the AMERICAN FEDERATION OF MUSICIANS Convention in Seattle, Washington, had this to say about the automatic phonographs:

"How badly the record business slid in a few years is shown by the fact that in 1934 the entire Columbia Phonograph Company and all its assets were sold at auction for less than \$75,000.

"However, 1934 was the low tide . . . and with the growth of the coin-operated phonograph business the record business began to zoom upward again one year later. This upward trend hasn't stopped yet, with the juke box industry being a 50,000,000 records a year customer of the record companies.

"The figures, as issued by the recording manufacturers, show tremendous increases, not only in discs sold, but in money spent for musicians. . . .

". . . It can certainly be said that juke boxes have brought popular music back on a greater scale to the rank and file of America who patronize the ice-cream parlors, restaurants, taverns, and roadside stands. The advisability of having music machines in locations as contrasted to the old practice of giving them free entertainment through standard radio sets has definitely been established.

"Many and many a band has been 'made' by the juke boxes, for this field is one of America's greatest forces to popularize particular styles of music and thus lead the band's way to lucrative theater, night club, and radio engagements, as well as juicy road trips through the country's ballrooms and colleges.

"There are more bands today--local, semi-name, and big-time bands in America than there ever were. Your Treasurer reports over 5,000 of them. Spectacular successes by name leaders greatly brought about through the juke box medium have spurred a new interest in popular music and inspire young musicians to reach for the stars. In this respect the juke boxes have performed a service."

The directory of the automatic phonograph industry, The Billboard's TALENT AND TUNES on MUSIC MACHINES supplement, will be published in conjunction with the September 27th issue of The Billboard.



Every important recording artist and music publisher will be represented, because every important automatic phonograph operator will receive, read and constantly refer to this supplement throughout the year.

LEGIT TOTALS WAY DOWN

Jack Dempsey Starts Off With Bang as Cole Circus Feature; Heads Spec, Works in Concert

BRISTOL, Tenn., Aug. 23.—When Cole Bros.' Circus pulled into Bluefield, W. Va., last Sunday, the magnificent private car which had been procured for Jack Dempsey was waiting on the siding, and the Manassa Mauler himself was at the runs to greet the train. Sunday was spent repainting and repairing. Dempsey's debut on Monday was greeted with a capacity matinee and a straw house at night, despite the fact that the Silas Green repertoire company day and dated, and a double-header ball game was in progress adjacent to the lot.

The former champion made a magnificent appearance leading the spec on Lee Rose McAdams, the beautiful dappled-gray stallion purchased by Zack Terrell last winter. Dempsey also appeared in both concert announcements, and refereed a wrestling match in the concert between Lord Albert Mills, who is traveling with the circus, and a local boy who volunteered to meet him from the audience. The concert pulled 50 per cent of the matinee crowd and 60 per cent at night.

Next day in Pulaski, despite a heavy rainfall all day, the matinee drew a half house, with 50 per cent remaining for the concert, and upward of a thousand people were turned away at night, with 90 per cent of the audience remaining for the concert at 25 cents per head. The matinee in Bristol, the 20th, was capacity, with 60 per cent remaining for the concert. A last-minute change in lots was experienced here. The original lot contracted by the Cole show was on the Tennessee side of the line, about five miles from the business center. Twenty-four-hour man Knudson made the switch, securing the lot used by the Russell show on Monday. The lot is much smaller, necessitating the placing of the cookhouse and some other tents on separate lots a block away, but the location is much better, being only four blocks from the business section.

Crowds greet the arrival of the Cole train each morning, and most of the interest seems to be centered around Dempsey's magnificent private car, which is carried on the rear of the 26-car train. Dempsey appears on special radio pro-

grams each morning, arranged by Col. Harry Thomas, director of radio with the show; pays a visit to the downtown ticket sale, and spends the rest of his time on the lot in his private tent. It looks as tho Manager Terrell has struck another natural, with Dempsey as a feature of the already well-balanced show, and Cole troupers from the front door to the back are all smiles and talking consistently of "a long season South."

IAFE Protest on Fed Gate Tax Put Up to Senate Body by Green

WASHINGTON, Aug. 23.—Urging the Senate finance committee to continue the exemption of agricultural fairs from federal taxes on admissions, Charles W. Green, Sedalia, secretary-manager of Missouri State Fair there and president of the International Association of Fairs and Expositions, appeared at committee hearings to protest the House action in removing this exemption when it passed the new general revenue bill about three weeks ago.

President Green told the senators that county and State fairs are having great difficulty already in continuing operations and that imposition of the federal admissions tax would have a tendency to cut attendance. Referring to the Missouri situation, he told the committee that the 25-cent admission price would, under the tax, be raised to 30 cents and he expressed fear that many farmers would be unable to meet the increase.

Senator Arthur H. Vandenberg, of Michigan, pressed President Green for reasons why the tax would be such a burden and the association executive

But Averages Go Up, and Early Announcements Hold Hope for '42

Total number of productions in 1940-'41 down to 81—only 59 commercial premieres—but percentage of failure also drops—middle-run shows disappear

NEW YORK, Aug. 23.—Production totals for Broadway legit, which have been setting new record lows year by year for almost the past decade, again hit unprecedented depths during the season of 1940-'41. The total number of produc-

tions was only 81 (61 dramatic shows and 20 musicals) compared with 302 each during the seasons of 1926-'27 and 1927-'28 and with 97 during the season of 1939-'40, which held the previous low record. The total number of commercial premieres was only 59 (47 dramatic shows and 12 musicals), another new modern low. It compares with 75 during 1939-'40 and 255 during the boom season of 1927-'28.

On the other hand, averages went up encouragingly, with rises in the average length of run of the few plays presented, and a noticeable drop in failure percentages. In connection with these two diverse trends was another, binding them together and forming perhaps the most marked feature of the season—the almost total disappearance of shows running for between 40 and 100 performances. Losses in production totals are primarily caused by the toll in this category, which also in part at least explains the rise in averages. The number of hits during the season rose a bit, despite the drop in general production.

The astounding drops in production totals were primarily in the dramatic division, with the total number of productions in that class going down from 77 to 61 and with the number of commercial dramatic premieres dropping from 59 to 47. Musical, on the other hand, held their own fairly well; they remained even in the total number of productions—20—and dropped four in the number of commercial musical premieres, going from 16 to 12.

A Landslide

The constant movement toward lower production totals in Broadway legit has grown so strong that it's hardly a trend any more; it's a landslide. To get an idea of the general picture, 81 productions represent only the second time in modern stage history that the figure has fallen under 100. The 61 for the total number of dramatic productions represents the sixth successive drop in this category. The 47 for commercial dra-

Sally Rand Sellout At Montana Fairs

CHICAGO, Aug. 23.—Sally Rand, who closed a record engagement at the State-Lake Theater here yesterday, has proved a sensation at the fairs so far played this year. At the North Montana State Fair, Great Falls, she was a sellout before the grandstand show opened, and the engagement was a huge success. One show was given in a pouring rain, but everyone in the audience stuck to the finish.

After viewing the show at Great Falls, H. L. Pitton, manager of the Midland Empire Fair, Billings, engaged Miss Rand for one day. She played to a sellout and was retained for two additional days, which also were sellouts. Pitton wanted her for the rest of the fair, but she could not remain because of previous engagements.

Hamid Says AGVA Blacklisting Has Had No Effect; Will Let Union Do Its Own Organizing

OTTAWA, Aug. 23.—George A. Hamid, head of the outdoor agency bearing his name, said today that the recent unfair listing of his firm by the American Guild of Variety Artists, altho a complete surprise, had caused him no embarrassment either thru acts attempting to break contracts or on the part of fair executives who, altho confused as the result of threatened picketing by the AGVA, remain 100 per cent behind the Hamid organization, in accordance with contracts already signed.

"People working for me have the right to organize and become members of the AGVA if they wish," Hamid stated. "However, performers who are familiar with the AGVA demands tell me that any gains they could receive would be of a negligible nature. It is an acknowledged fact that salaries and working conditions enjoyed by Hamid-booked acts are above the minimum requirements of AGVA."

Continuing, Hamid said, "I have invited officials of AGVA to send their representatives to solicit memberships from my performers wherever they may be. I have no objection to their doing this, but I definitely do object to securing these memberships for them, even if I thought it were possible.

"Veto Melfi, AGVA outdoor representative, seems to think that the signing of George A. Hamid, Inc., would im-

mediately cause the capitulation of everyone in the outdoor field. Of course, this attitude is erroneous. Other outdoor units are as far removed from my jurisdiction as night clubs and vaudeville are from the outdoor show business."

Hamid went on to say that Melfi admitted that the scope of AGVA does not include thrill shows, hell drivers, auto races and drivers, fireworks men, etc., which add up to more than 50 per cent of his business. When asked if he had had any further communication from AGVA officials, Hamid said that he and Gerald Griffin, executive secretary of AGVA, had been in touch with each other by telephone on Saturday (16). "Griffin personally outlined the demands previously made," Hamid said, "and I told him, as I had told Melfi, that I have no objections to unionization, but that they would have to do the organizing."

Questioned as to a possible future meeting with AGVA officials, Hamid said that Griffin had suggested this, and that he had consented to a discussion to take place "when the rush of fair business has subsided."

A threatened strike at his Million-Dollar Pier, Atlantic City, did not materialize as scheduled last Friday (15), Hamid said. The complete program was carried out as planned.

"Ice-Capades" May Top 100G in A. C.

ATLANTIC CITY, Aug. 23.—Ice-Capades of 1941, at Convention Hall, in its first three weeks here has exceeded the total gross the show did last summer during its entire six-and-a-half-week run. Last season show drew \$63,000 for entire run. The \$50,000 mark was reached on the 17th day of its present run here August 10. Show closes September 1, a five-and-a-half-week run.

With added stimulus anticipated from the Ice-Capades picture to be released this coming week at Hamid's Million-Dollar Pier here, the ice show figures on easily topping \$100,000 this season.

Team of Lyman and Jackson, featured in the show, is temporarily out. Bernard T. Lyman last Saturday (16) tumbled during his act and is suffering from a fracture of the right leg. Moreover, Lyman is expected to be drafted before the show leaves here on tour.

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AFL SPLIT ON RADIO TAX

Levy Seen a Major Issue at AFL Convention; Radio Unions Oppose Tax as Discriminatory; Sum Up

By EDGAR JONES

WASHINGTON, Aug. 23.—Excise tax on net radio billings as voted by the House of Representatives has revealed an intra-organization fight within the American Federation of Labor, as the printing unions swung behind the tax and radio unions opposed it as discriminatory. Issue concerns a recent resolution adopted by the AFL executive council at a Chicago meeting opposing a tax upon radio time sales. It is the contention of the printers that the resolution was slipped into discussion during closing minutes of the meeting and printers weren't consulted. Now, it is said, the question is to be raised at the coming national convention of the AFL in Seattle, Wash., during October.

Intensity of printer heat at the convention will depend upon the outcome of their efforts to put the tax thru the Senate. Neutral union leaders declare the printers would be unlikely to press for an open fight if they succeed in having a tax on radio passed by Congress. If, however, the Senate Finance Committee strikes the radio provision from the general tax bill, it is held probable that the radio question will become a major convention issue.

The tax as it now stands would levy a rate of 5 per cent against net radio billings in excess of \$100,000 per year and up to \$500,000. Ten per cent would apply against sales above \$500,000 and up to \$1,000,000, while 15 per cent would be charged against billings above \$1,000,000. Allowable deductions before computing taxes are ad agency commissions (not exceeding 15 per cent) and payments made to other radio stations for time, as in network broadcasts. Originally, the House had planned to tax gross income, but decided to adopt a net billing base to avoid a tax on talent.

American Federation of Radio Artists does not agree that talent will escape the effects of the tax, however. Mrs. Emily Holt, speaking for AFRA, appeared before the Senate Finance Committee Monday (18) and told the Senators that it is entirely possible the tax may be passed on to the program sponsors, who in turn would reduce the budgets for talent and production. Before concluding her brief remarks she inserted in the record the resolution passed by the Detroit AFRA Convention, which denounced the tax as discriminatory.

Lawson Wimberly, of the International Brotherhood of Electrical Workers, also went on record as opposing the levy. Wimberly suggested that Congress may as well adopt taxes on all other forms of advertising if consistency is desired. He revealed the adoption of the anti-radio tax resolution by the AFL executive council, denying that the AFL favored the printers in this issue.

Previously, spokesmen for advertising associations denounced the tax plan as economically unsound, since advertising sells the goods already on the excise list and generally contributes to business volume. It was said that advertising may be reduced as result of the tax.

This line of argument was entered early in the Senate Committee hearings, with G. S. McMillan speaking for the Association of National Advertisers Thursday (14). Others who appeared the same day were John Benson, for the American Association of Advertising Agencies; Charles E. Murphy, for the Advertising Federation of America, and on general principles, since institutions are similarly hit in a tax on street car ads and roadside billboards, J. V. Stewart, for the Outdoor Advertising Association (See AFL Split on Radio Tax on page 34)



THE average artists' representative or agent who is old enough to have participated in the carnival of big money in vaudeville's heyday and young enough

to count on many more years of activity in this, the only business he knows, wastes an awful lot of good time bewailing the passing of an era that has gone forever. When we make this statement we picture a composite of a man who is not exactly starving but whose income is sadly depleted and who is holding on to an office more out of habit than necessity; whose business has almost entirely drifted away from him and who knows more (he thinks) about the mags running at the tracks listed on the dope sheets than the true condition of today's show business. Let's call our composite man Mr. Lemuel Kronkheit (with apologies to Charley Dale) and let's examine him for a while.

Lemuel has made up his mind that during his lifetime anyway the big offices will continue to monopolize the agenting business; that a small man has about as much chance to make a go of it as a pumpkin to ripen in Trinidad. He reminds us of the very mediocre lawyer bereft of ambition who turns to driving a hack because his infantile mind tells him that the trust companies have made it superfluous for an independent attorney to practice. In fact, he merely suggests the uninspired and mediocre lawyer because there is at least some basis theoretically for the lawyer's plaint. There isn't any real foundation to the squawk of the agent that survives the days when there were big vaudeville circuits that played Santa Claus with franchises handed out to favored sons, nephews, cousins, and brothers-in-law of the big shots, as well as a few deserved ones here and there.

As a matter of fact most of the agents whom the show business parade has passed by are those who never actually worked to retain their place in the sun and who aren't made of the stuff that would enable them to adjust themselves to new and complex conditions. There are among them, however, an appreciable number who somehow have failed to realize that they are equipped to achieve economic salvation if only they would rehash their attitude, approach, and thinking.

There is plenty of room in our business for men who can uncover, develop, and properly sell talent. The big offices include personal management in their activities, but their impersonal bigness, their complex set-ups make it impossible for any of them to succeed, even were they to try with all their resources, in maintaining a personal management monopoly. The band business is an excellent example of that. There are perhaps a few successful bands (alho we haven't been able to identify them) that are without personal managers or that leave their management in the hands of the office that books them. The bulk of successful bands are handled by one of the big offices (in several cases they are tied up to no particular office) but their management is in the hands of a man who handles no other bands or per-

(See SUGAR'S DOMINO on page 34)



COINCIDENTALLY with the increasing interest in living entertainment, with the boom on Broadway, the legit-vaude tie-ups on the road, the boom in summer theaters, and other factors, there is a flurry of interest in winter stock. Practically dead for almost a decade, stock shows signs of an awakening, with three proposed projects bruited about within the past week. Even if nothing comes of them, they show the way the wind is blowing. . . . If anyone has any doubts as to the pulling power of the late Rudolph Valentino, they should eye the attendance at the Museum of Modern Art when *The Four Horsemen of the Apocalypse* was shown last Saturday (16). It was a hot summer week-end, and the Museum films get little or no publicity—but the auditorium was packed to capacity and droves of potential customers had to be turned away. . . . A young lady connected with a producing office was recently up against a pretty problem. Several years ago she had met a lad at a party, and had subsequently gone out once or twice with him, but—you know what party introductions are—she never knew his last name; she just called him Mike. Last week, after a lapse of years, she heard from him again—a nice note, with a ticket to *It Happens on Ice* and a request that she use it. She'd been married in the interim, so she didn't want to go; on the other hand, she hated to leave him hanging, but not knowing his last name made communication difficult. So she wrote a note, and hired a Western Union boy to go to *It Happens on Ice*, sit in the seat, and ask the gentlemen on either side of him whether they were named Mike. To the one named Mike, he was to give the note. It worked. . . . Critical addendum: The Western Union boy thought *It Happens on Ice* was swell. . . . Joe Venuti lost 10 pounds on his last show at the Paramount several weeks ago, when Danny Kaye smashed his \$7,500 fiddle—or so he thought. Instead, Kaye busted a \$2 fiddle substituted by Venuti's p. a. The p. a. is still alive. . . . Speaking of press agents, one of them provided a Ripley item last week. Offered an assignment in a show field with which he was unfamiliar, he turned it down—because he felt he couldn't do a good enough job.

THIS competition between picture companies is getting to be quite something. Recently MGM, in what looked like a move to improve the quality of film press releases, sent this desk an envelope containing nothing but a sheet of blank paper. So 20th Century-Fox, not to be outdone, sent along an envelope containing nothing whatsoever. . . . Speaking of film publicity, the job being done on *Dr. Jekyll and Mr. Hyde* seems to have hit the high in incongruity. For the gruesome and fantastic meller, the signboards are sprinkled with tinkling little rhymes. For instance, "Tracy is dashing, The ladies are sinuous. Popular prices—Performance continuous." So customers go to the Astor and get the daylight scared out of 'em. . . . Buddy Clark, radio singer, and Buddy Clarke, band leader now at the Park Central Hotel, are the same age, and both graduated from law school before breaking into the show business. Clark is a Bostonian, tho, and Clarke a New Yorker. Their current last names aren't their real names, either. . . . Joey Nash says a celebrity lover is the kind of guy who hasn't talked to his mother in 10 years because she's not a marquee name. . . . Signs of the Times: American performers in Australia write that they can't mention ships or places in their letters. And the letters themselves are postmarked, "Don't Write About Ships." . . . An agent just back from a Florida vacation tells of a night club owner there who was given a Mickey by his staff. He fired the entire set of waiters.

Minne Hotel Wages Upped
MINNEAPOLIS, Aug. 23.—More than 1,500 employees of 15 large Minneapolis hostilities will get 10 per cent average increase in wages as a result of a contract signed by the Minneapolis Hotel Association and hotel unions. The increases will amount to \$150,000 a year. The wage hikes are retroactive to June 1.

SPECIAL PRINTED ROLL OR MACHINE 100,000 FOR \$22.00 ELLIOTT TICKET CO.	TICKETS RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS 409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chicago 615 CHESTNUT ST., Phila.	STOCK ROLL TICKETS ONE ROLL \$.54 TEN ROLLS 3.90 FIFTY ROLLS 17.00 ROLLS 2,000 EACH Double Coupons, Double Price No C. O. D. Orders Accepted
		MINNEAPOLIS 1564 Broadway, No. Clark Street, Arcade Bldg. MEdition 3-1618. CENTral 8480. CHestnut 0443.

Draft Blamed for Cheese Cake Increase; Publicity Bonanza For Strippers, Showgals, Etc.

NEW YORK, Aug. 25.—One of the more curious effects of the current defense program is the better publicity available to burlesque and night club performers. The unprecedented number of picture magazines has provided a new exploitation field that many press agents and performers have been quick to take advantage of. Practically every picture magazine now has spreads with sizable chunks of cheese cake (bare-femme art) in every issue.

Circulation men believe that the draft is in a great way responsible for the increasing number of picture magazines and, with it, the vast displays of flesh. A consensus of opinion among the circulation men is that the draftees, provided with bare barracks, have made liberal use of scissors and thumb tacks in decorating their living quarters with the choicer examples of cheese cake from magazines.

Publishers and editors have been quick to capitalize upon the new circulation field and, consequently, most pic editors are accentuating cheese cake spreads, while others are filling up entire issues with pictures of peeled pretties.

The more immediate effect on show business has been publicity payoffs for burly strippers, showgirls, the sweater and sarong set of film players, and a smattering of vaude and night club performers.

Because of the great number of the magazines, publicity men have been able to plant spreads of the same femme in several mags simultaneously. Spreads can be worked so that different layouts of the same girl can get into an entire circuit of the lesser known mags. Of course, a picture publicity campaign reaches its climax with a spread in *Life* or *Look*.

Commercial tie-ups make the life of a press agent easier. Thus Ed Aaranoff was able to get a spread in *Peek* with co-operation from the Berkshire Country Club, Wingdale, N. Y., when a strip golf game was staged between Elinor Sheridan and Jessica Rogers. He also had Ginger Britton and Rose La Rose stage a strip bowling game in a tie-up with the Strand Bowling Alley in New York, which made an issue of *Snap*. Miss Britton also demonstrated the proper technique of "undressing before your husband" for the same sheet.

Eddie Jaffe, handling Ann Corio and former p. a. for Margie Hart, has started a pic syndicate to concentrate on magazine spreads. He has been able to land several front covers for Ann Corio and a "How To Keep Cool" demonstration in several papers for Charmaine.

Jessica Rogers has had the most direct payoff due to the pic papers. Having gotten about 10 pictorial spreads, her publicity value has increased to the point where she is getting more than double her starting salary as a stripper.

Jaffe has also demonstrated that comic ideas for vaude people are good for spreads. Kollette and Dean, dancers, got a spread on "taking boredom out of

rehearsals by doing housework simultaneously."

Aaranoff and Jaffe have also landed space for strippers by changing of the G string to a V string.

The publicity bonanza has also had its effect on magazines not primarily of the picture variety. *Collier's* did a (See *DRAFT BLAMED* on page 37)

Fredericks Suit Vs. L-Y Settled

DETROIT, Aug. 23.—The suit brought by the Frederick Bros. office against the Lamb-Yocum *Ice Parade of 1941* in Circuit Court here last week, wherein the Fredericks sought an injunction restraining the Lamb-Yocum Icer from collecting any money due the unit until it has paid a sum of money alleged to have been due the Fredericks Bros. on its contract, was settled out of court here this week thru the attorneys for the both sides, according to Rube Yocum.

Altho Yocum revealed no details of the settlement, it has been learned from a reliable source that for a cash consideration paid to the Fredericks Bros. by Lamb-Yocum the latter would be released from their contract with the Fredericks office.

Yale Singers Liked in Brazil

RIO DE JANEIRO, Aug. 16.—The success of the Yale Glee Club has stimulated organization of a students' chorus at the University of Brazil. The Yale Club, under the sponsorship of Cultura Artistica, gave two concerts and an extra matinee performance for the students of the U. of B. at the National School of Music. The two regular concerts were broadcast over the National network.

The Brazilian chorus, unlike the Yale club, will consist of both feminine and masculine voices, and is expected to be under the direction of Villa-Bobos or Eleasar de Carvalho.

The Yale singers, under the direction of Marshall Bartholomew, have left for Sao Paulo, where they will give one concert at the Municipal Theater, leaving immediately after the performance for Santos, where they will board ship for the journey southward, appearing next at Montevideo, Uruguay.

Pa. Chain Tax Refunds

HARRISBURG, Pa., Aug. 23.—Pennsylvania Governor Arthur H. James has signed a bill appropriating \$350,000 to the State board of finance and revenue for refunds of taxes paid by theaters under the chain store and theater act of 1937, which placed a graduated levy on show houses, depending upon the number of units in a chain system. Individual houses were charged \$1 per year. Tax ran for three years before being declared unconstitutional.

Repayments of amounts can be procured by a claim presented to the State Board of Finance and Revenue, Treasury Department, Harrisburg.

NEW YORK, Aug. 23.—The American Theater Wing has planned a moonlight sail up the Hudson River Thursday evening, September 4, on the Peter Stuyvesant. There will be entertainment and dancing to the music of Eon Cutler's orchestra.

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET—half-hour hot musical show on the air as sustaining over Station WJZ. Shot is full of imagination, comedy, and terrific musicianship, and boasts an excellent script. Has plenty of appeal on the airwaves—and would have still more as a sight show via a series of film shorts. Talent includes Paul Laval's Double Woodwind Quintet, Henry Levine's Dixieland Octet, a small guest band, and warbler Diane Courtney. Gino Hamilton, until a short time ago, was narrator of the program, but was recently succeeded by Jack McCarthy, who is carrying on in the same crisp, concise style, welding the program together with perfect timing and humorous effect. An excellent bet for a series of musical shorts.

For LEGIT MUSICAL

JOSE FERNANDEZ AND JUANITA DEERING—new modern ballet team specializing in Spanish dances, now at the Radio City Rainbow Room, New York. Both have concert backgrounds, and Fernandez played the Rainbow Room before, but with a different partner. He is an excellent, authoritative Spanish dancer. Miss Deering is young, pretty, and also a top-flight terpster. They should be excellent for concert work or as a team in a smart revue. Their castanet and heel work and their finesse in the graceful movements of classic Spanish dances make them a stand-out.

Bands Go For It!



THEY'RE CHOOSING THIS WEBSTER-RAULAND ECONOMY SOUND SYSTEM

Here's the new WEBSTER-RAULAND Portable System for Orchestras that's "right in the groove." It's tops for tone quality; has all the volume you'll need to fill any hall; built just right for lightweight portability. And the price tag of this PX-630 30 Watt Portable System will warm your heart. It's the answer to your band's prayer for a Sound System that will do full justice to your vocals, ensembles and arrangements wherever you play...

You'll find plenty of new and useful features in the PX-630. Dual mike input takes care of both soloist and band. There's tone control, too, for the special effects you want. You can't beat it at the price for fidelity, volume and dependability.



PX-630 carries easily, sets up in a jiffy. You don't have to be an expert to run it. It's as easy to set up and operate successfully as any ordinary radio set. There's nothing like it for the travelling band—compact, lightweight, powerful, true-toned—and priced right!

Get the details on the PX-630 as well as other Economy Portable Systems that are just right for your band. Send the coupon below.

Kornblum Fights Censorship Bill

HOLLYWOOD, Aug. 23.—I. B. Kornblum, attorney for Actors' Equity Association, charged last week that the proposed ordinance regulating shows now before the police commission is "the strictest and worst kind of censorship" in a letter sent the commission Tuesday.

Kornblum attended preliminary discussions of the ordinance drafted by a committee appointed by the commission. Ordinance is aimed at obscene shows.

In particular, Kornblum objected to that part of the ordinance giving the commission authority to revoke a show operator's license within 24 hours if in the opinion of the group his advertising does not meet with standards in accordance with "public welfare."

"This means that if the advertising carried a picture of a woman with a hem two inches higher than the board felt was proper, they could suspend the permit without a hearing," Kornblum said.

He declared that the proposed bill jeopardizes property rights, livelihood of actors, theater rentals, stagehands' and musicians' salaries, in addition to capital investments.

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ATTENTION, SHOWMEN FOR SALE
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50 Silk Traveler Curtains, New, From ... \$40.00 to 60.00 Ea.
1 Painted White Velour Curtain, never been hung, 46"x25" ... 50.00
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Ice Shows for Night Clubs

By RUBE YOCUM

Of the Lamb-Yocum Ice Parade of 1941

ICE skating, on real ice, as an attraction for night clubs can be very successful both for the clubs and skaters, but it must be properly presented to the buyer, as the mechanical end can very often turn out to be a horrible headache. The average night club owner does not understand the difficulties of making a surface of ice suitable for a skating performance. He is used to having a show move in, go thru rehearsals, and be ready for work the same day. Naturally he expects an ice revue to do the same thing. It is hard for him to realize the work behind a successful ice show.

The reason ice shows have been so successful in hotels is due in a large measure to the management's under-

RUBE YOCUM, an authority on ice revues and a partner with Gladys Lamb in the operation of the Lamb-Yocum Ice Parade of 1941, has been knocking around on steel blades since the days he first ran barefoot. His name is well known in both the speed and exhibition ice-skating fields.

In his kid days ice skating was merely a hobby with Yocum. However, after serving in France in the first World War as a member of the American Flying Corps, he returned to America with the idea of taking up ice skating as a profession. He since has appeared with numerous major ice carnivals and revues, finally joining up with Miss Lamb five years ago, when the latter had a large ice show operating in Chicago.



GLADYS LAMB AND RUBE YOCUM, whose Lamb-Yocum "Ice Parade of 1941" is now playing hotel rooms and night spots in the Middle West. Both are veterans in the ice-skating entertainment field.

standing of refrigeration. All some night club owners seem to know about ice is that it goes in certain drinks. Real ice cannot be installed hurriedly. It takes hours to do the job right. The average size rink for a hotel or night club show is 20 by 24 feet, and the manager or producer of this type of show has to know his business in order to keep the ice in perfect condition for skating at all times.

Another important item is that an ice show cannot be booked profitably in a spot for only one or two weeks. There is too much work connected with it. A show of this type must stay at a club or hotel a month or more to make it a paying proposition. It isn't as easy for an ice troupe to change acts as it is for other type entertainers. Skaters are limited to the number of routines or acts they can do, therefore your show cannot be changed too often.

Ice Shows Not Seasonal

Don't get the mistaken idea that an ice show is a seasonal type of entertainment. It is not. The public enjoys a good ice revue in summer as well as winter. True, there has been more money lost than made in traveling ice shows, but with the proper co-operation between the show owner and club operator it can be made a very successful venture.

Due to the present popularity of ice shows, there are some people going into the business who know nothing of producing ice shows and know less of the mechanical side of it. Their only thought is the financial gain, and their practices are hurting business for good

ice shows. One poor show can ruin 50 good ones. This I know from experience. The bad effect of poor shows has cost us work on more than one occasion. These would-be ice producers think that all they have to do to have a good show is to buy an ice tank, call up somebody who owns a pair of ice skates, and they are ready to collect the money. This is not true. Ice skaters are highly specialized and it takes a lot of training and work to make them fit for public performances.

Most skaters are far underpaid for the training and work they go thru and the results they get for the managements. Night club and hotel managers think nothing of paying \$750 or \$1,000 a week for a fine singer or dancer, but when it comes to ice skaters they want to put them in a low-salary class, when they are really artists of the highest type. On top of that, an ice skater constantly faces the danger of serious injury.

First Portable Hotel Unit

The Lamb-Yocum group was the first to take out a portable ice unit and make it pay in hotels, and for the last 15 months we have been playing leading clubs and hotels thruout the country. One of the reasons for the success of our company is the fine spirit and co-operation of each one of the artists. Our revue is not a contest to see which skater can outdo the others; instead, it is a variety show, with each artist presenting his or her own specialty. Our show is presented in an intimate fashion, with the audience close enough to touch us. Consequently, one can't cover up a mistake as readily as in a large revue where the audience is sitting some distance from the skaters. A show of this type

cannot be put on overnight. It takes months of work and training.

We have found that if you give a good show people will come back again and again. I have been approached on several occasions by people with the easy-money idea to put on a cheaper production, one that would use a smaller cast and less elaborate costumes. I turned down these propositions because I felt they wouldn't help ice skating, the night clubs, and certainly not ourselves. A good ice show is an ice opera. Like any other high-class production, it must have gay costumes, a colorful background, and plenty of lights and music. Skating itself is not enough. Stage presence and personality are also of prime importance in producing an intimate-type show where the performers are practically skating in the audience's lap.

Showmanly Skaters Needed

Another important item in producing a well-balanced show is the selection of the skaters. There are many excellent skaters who can do difficult and graceful routines but who would mean little in a show because they have no idea of showmanship. Once they get in front of a crowd the spark of their act is gone. It all goes back to the first statement, that to have a successful sparkling ice revue there must be showmanship behind it.

It has taken years of experience and heartbreaks for us to develop the revue we have, but some of the mistakes we made earlier in our careers have saved the day for us later on. It wasn't just the knowledge of good skating and routines that made our shows successful, but knowing the tricks of making a good sheet of ice under all conditions.

GLADYS LAMB, frequently referred to as the "First Lady of the Ice," has been a star longer than any other feminine ice skater in the business and is still going strong. At present she heads her own ice unit, the Lamb-Yocum Ice Parade of 1941, with her partner, Rube Yocum. Not only does Miss Lamb assist in the production of the Lamb-Yocum ice shows but she trains the skaters in their routines and designs and selects the show's costumes. Many of the great ice stars of today were started on the road to fame by her.

Miss Lamb produced the first ice revue at the Hotel New Yorker, New York, for the late Ralph Hitz. For the past 20 years she has produced ice extravaganzas for many of the big shows thruout the United States and Canada. It was she who produced the first big ice show in Madison Square Garden, New York, for the late Tex Rickard, and she was also the first to introduce exhibition skating between periods of the hockey games in the Garden. The idea was later adopted by all of the big-league hockey circuit.

Miss Lamb, who began her skating career at the age of six, is one of the three ice skaters listed under winter sports in the Encyclopaedia Britannica.

Our show is not written around Gladys Lamb and Rube Yocum—it is an all-star production. We have found that this creates a better cast and proves more interesting to the audience.

Work for the Show

Our present cast consists of Walter Ridge, a versatile comedian; Buddy Lewis, whose barrel-jumping act was featured by Robert Ripley in his Believe-It-or-Not column and who is unsurpassed in speed and skill; the Four Lambettes (Bette Wharton, Adele Henny, and the Murry Twins, Marliis and Margie), beautiful girls who can do everything, and Ronnie Roberts, sensational jumper and acrobatic skater. They are all hard-working, well-trained skaters who find

pleasure in their work, each working for the success of the show.

Night club managers seeking an ice show presentation should look for all of the above factors in choosing their revue. A sheet of ice and anyone who can skate are not enough.

"Ice Follies" in L. A. Pulls 298,623 So Far

SAN FRANCISCO, Aug. 23.—Bettering previous seasons, the Johnson & Shipstad Ice Follies at Winterland drew 298,623 admissions at the close of the 12th week Tuesday. Show will close here August 30, with a new revue slated to open at Pan Pacific Auditorium, Los Angeles, September 4, closing in the Southern city October 5.

After Los Angeles, Follies will play Tulsa, Chicago, and Cleveland in that order. Other bookings are New York, Boston, New Haven, Pittsburgh, Philadelphia, St. Louis, and Hershey, Pa. Canadian dates include Ottawa, Toronto, and possibly Montreal.

Follies was looted of \$15,000 when thieves broke into Winterland early Monday morning and trucked away a 1,500-pound safe containing the weekend receipts. Safe was later found in a vacant lot, smashed open, and the contents removed. Management said the loss was fully covered.

Draftee Shows For Camp Croft

PITTSBURGH, Aug. 23.—Variety units cast from soldier talent are proving the most popular brand of entertainment at Camp Croft, S. C., and regular weekly shows are being scheduled for four different aggregations of professional entertainers supplemented by amateurs, according to draftee Carl Barrea, newspaper man-magician here on furlough, who was recently placed in charge of organizing the acts.

USO plans are expected to function fully at Croft by Christmas, in a large service club being erected. Meanwhile, the Morale Office efforts are being displayed weekly in 17 recreation halls thruout the camp. Almost every show brings SRO signs to the 450-seat halls.

Croft has hosted two Citizens Committee traveling shows on the open stadium grounds, where more than 5,000 soldiers sat on the grass and watched pro talent swing out.

IAFE TAX PROTEST

(Continued from page 3)

nance, and operation of such agricultural fairs."

The problem facing fairs arose from revision of admissions taxes when the House ways and means committee voted to apply the federal levy against all admissions above 9 cents and removing all previous exemptions, except introducing an exemption for military servicemen in uniform. The House itself followed ways and means recommendations except for the matter of joint returns on personal income taxes. However, many of the House provisions are under attack and it is believed that the Senate committee will delete many of them before asking a Senate vote. Courtland Jones, Denver, representing the National Western Stock Show there, supported President Green's position, but did not address the committee. Senator Johnson, of Colorado, explained Mr. Jones's position on the tax, however.

SEDALIA, Mo., Aug. 23.—Charles W. Green, secretary-manager of Missouri State Fair here and president of the International Association of Fairs and Expositions, despite the fact that the fair was in progress, took a plane on Sunday from this port for Washington, D. C., and appeared before a Senate committee to protest against a proposed clause which calls for a 10 per cent tax on gate admissions at fairs, which was inserted in Section 1701 Internal Revenue Code, Sub Section B-Agricultural, and which, according to President Green and fair men, would sound a death knell to many fairs. He returned here by plane on Tuesday to resume supervision of the fair.

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NAB, IRNA MUSIC CONFAB

All Twin Cities Stations Tie Up With Minn. Fair

ST. PAUL, Aug. 23.—Radio stations of the Twin Cities will play an important part in activities of the annual Minnesota State Fair, scheduled here August 23-September 1. All stations have made arrangements for broadcasts emanating from the fairgrounds.

WCCO has erected an "Air Theater" in the Agricultural Building. Feature broadcast will be *Minnesota to the Defense*, three times daily. Station announcers will be on hand to meet fairgoers and explain their work. In addition, more than a score of pick-ups will be presented from various sections of the grounds.

Three feature programs are planned by KSTP. The daily women's program broadcast by Marjorie Ellis McCrady will originate from the Women's Building on the grounds, with hobbyists and exhibitors to be interviewed by Miss McGrady. *Fair Jobs*, broadcast by George Grim, will find him taking over a new fair task every day for review. *Where Is It?*, a quiz program offering cash for correct answers, broadcast Monday thru Friday, will originate from the fairgrounds. Questions will be slanted at articles displayed at the fair.

WLCL will present Florence Lehman's *The Talk of the Town* from pick-up points in the Grandstand Building, in addition to its daily *Uncle Ray*.

WTCH has scheduled 40 shows from pick-up points and its log cabin studio. WMIN is installing lines to a booth in the Grandstand Building, from where news and musical programs will be aired several times daily. WLB has set up an organization point in the 4-H Building, and is planning to present 25 shows.

Penny Publishers Oppose FCC Barrier

PHILADELPHIA, Aug. 23.—With 17 newspapers in the State of Pennsylvania linked with ownership or operation of radio stations, press barrier proposed by the FCC has been opposed by the Pennsylvania Newspaper Publishers' Association. Acting thru its executive committee, association issued a resolution "that the Federal Government should not set up any barrier of any kind to prevent ownership, operation, or use of radio, or any other great facility in the field of communications, by newspapers."

"On the contrary," states the resolution, "every such aid and encouragement should be offered equally to all citizens, regardless of whether they own newspapers or any other form of legitimate and useful enterprise."

Frisco Dep't Store Radio Time Up 200%

SAN FRANCISCO, Aug. 23.—Department store advertising on local radio has taken a 200 per cent jump over 1940, according to recent estimates. All big department stores, with the exception of the Emporium, are using radio time. Recent addition to the ranks has been the White House, airing on KPO Monday thru Friday, 8:30-8:45 p.m., with *Let's Go Shopping*, handled by Helen Morgan and Bill Wood.

Other San Francisco department stores using radio include the City of Paris, on KPO; O'Connor & Moffatt, on KFRC; Roos Bros., on KYA; Hastings, on KFRC; Pauson's, on KPO; Hale Bros., on KSFO; Moore's, now using spots.

Squibb's Evening CBS Spot

NEW YORK, Aug. 23.—*Golden Treasury of Song*, with Frank Parker, switches to an evening period, 6:30-6:45 p.m., on Columbia Broadcasting System September 29. Program will air on Monday, Wednesday, and Friday. Show has been on Monday thru Friday at 3:15-3:30 p.m. Geyer-Cornell-Newell is the agency, handling for Squibb.

Nash's Broadway Lexicon

Joey Nash, radio singer, dashed off these definitions after a particularly aggravating spell with the heat last week.

NBC's Drug Store—Radio Registry with an appetite.

Lindy's—Where Leo Lindy parlayed a pickled herring into a million bucks.

A Mass Radio Audition—The only jackpot in the world wired for sound.

A Certain Corpulent Agent—An overweight Mickey Finn.

Broadway in August—The Bowery with a superiority complex.

52d Street—An ickie's idea of happy times and jolly moments; where out-of-towners really think they're in the groove.

Charley's Tavern—Local 802 Bottled in Bond.

A Sponsor—Vitamins A, B, and C; a design for living; *Daddy*.

Info Please John Kiernan—A Know-It-All who really does.

Radio Political Commentators and Military Experts—Tea-leaf reading the news via your loud-speaker. Studios could be any gypsy tea-room. Take two puffs of marijuana and you're on.

Fidler to MBS-Don Lee For Tayton's Cosmetics

HOLLYWOOD, Aug. 23.—Jimmie Fidler, Hollywood commentator, is set to begin a series of programs over KHJ and the Mutual-Don Lee net Fridays at 6:15 p.m., PST., starting August 22. He moves to this web from Columbia under the sponsorship of Tayton's, Inc., cosmetic manufacturer. Bill Goodwin will announce.

Contract calls for 13 weeks with options. Batten, Barton, Durstine, & Osborn, represented by Jack Smalley, negotiated for the Tayton account. Radio account executive for deal was Herbert Wixson.

CKCK Personnel Revamp

REGINA, Sask., Aug. 23.—Al Smith, studio pianist and sales manager of CKCK, Regina, Sask., has moved to CFCT, Victoria, B. C. Vic Staples, of CKCK's sales staff, to CJOC, Lethbridge, Alta. Robert Buss, of CJOC, comes to CKCK as assistant manager, replacing Bill Speers, moved to CKOC, Hamilton, Ont.

Session Set; Resentment of Pubs Augurs Long Radio-Music Feud; Robbins Blasts at ASCAP, Radio

NEW YORK, Aug. 23.—In an attempt to expedite the return of ASCAP music to the National Broadcasting Company, confab has been set for Wednesday here, and will include executive board members of the National Association of Broadcasters and the Independent Radio Network Affiliates. Meanwhile, finished

contract forms of the proposed ASCAP-NBC contract, as polished by Herman Finkelstein, of ASCAP counsel and Robert Meyers, of NBC's legal staff, were mailed to IRNA and NAB board members Friday (22) for study over the weekend. If these two bodies accept the contract, NBC expects no further trouble regarding return of the music. A stormy session is expected.

Boston, Miami, and Wash. Next on AFRA Organization Drive

DETROIT, Aug. 23.—Vic Connors, field representative of AFRA, left here Monday to sign contracts, upon which agreement had been reached, with WCLE and WHK, jointly operated Mutual and NBC-Blue stations at Cleveland.

Sidelight of the convention here was the conclusion of negotiations with the King-Trendle Broadcasting Corporation for its twin stations in Grand Rapids, WOOD-WASH, which signed up with a 40 per cent increase in wages, according to Connors.

Next in line for concentrated organizational work, according to program of the field representatives as they left the convention here, are Boston and Miami. Connors is taking the Miami assignment and will follow up that drive with a move on Washington, which is seen as of vastly increased importance for AFRA because of the increase in Washington news and comment shows.

With all major AFRA contracts being timed to expire November 1, 1943, AFRA will seek to negotiate at that time on an industry-wide basis. Single contracts will be sought for each group of network owned and managed stations, rather than with each station separately, as at present. This will not apply to affiliated stations.

Same date will be used to extend nationally the AFRA Code of Fair Practice, as now enforced in Chicago, San Francisco, New York, and Los Angeles. AFRA's drive to organize the industry 100 per cent will probably be timed for completion before this date.

Advertisers, Agencies, Stations

NEW YORK:

A DAM HATS on Tuesday inked contract with NBC for exclusive rights to sponsor all sporting events televised by NBC. Contract includes televising at NBC's station in Washington, D. C., and NBC's Philly station, when they start operation on January 1 and July 1, 1942, respectively. . . . Robert St. John, formerly Associated Press correspondent in Greece, has been added to the news staff of WEAF. He takes over 6:15-30 p.m. Monday thru Friday spot occupied by Don Goddard and latter will have three news spots from 12:45-12:50 p.m. on Thursday, Friday, and Saturday until September 30. . . . Thomas Calhoun Jr. has resigned as program manager in the short-wave division of Columbia Broadcasting System and has enlisted in the United States Navy. . . . Blow Company, acting for Eversharp, Inc., has added five CBS stations in the Midwest and Southwest to the *Take It or Leave It* network, beginning September 28. . . . *First Nighter*, broadcast Tuesday on CBS, 8:30-55 p.m., has been renewed on 53 stations by Campana Sales Company. Aubrey Moore & Wallace is the agency. . . . Foster-Milburn Company has renewed its contract with WHN for another 52 weeks, advertising Doan's Pills. Renewal, effective August 26, set by Street & Finney, Inc. . . . Television Guild, on August 28, at the Aberdeen Hotel, will discuss the art and practice of outside television pick-ups.

CHICAGO:

WALTER WILLIAMS, director of publicity for the Grant Agency, back from a trip to Cuba. . . . Herbert Sherman, who recently left WJJD, is now commercial manager of WCBD, the Gene T. Dyer station which is soon to become WAIT. . . . Ken Ellington has left the WBBM special events department to become associated with the Aeronautical Chamber of Commerce, New York. Ellington will handle radio and public relations. At present he's touring a circuit of aviation centers in California to become acquainted with the set-up. . . . Charles (Chuck) D. Miller, for the last four years program director for KFAB and KFOR, Lincoln, Neb., takes over as program director for WING, Dayton, O., Monday (1). . . . Business reported by WBBM includes the Musterole Company, thru Erwin Wasey & Company, a series of station breaks at 8 a.m., Monday thru Saturday, starting October 13, for 26 weeks; Grove's Bromo Quinine, thru J. Walter Thompson, news broadcasts of Todd Hunter, 5:30-5:45 p.m., Tuesdays, Thursdays, and Saturdays, beginning October 7 for 22 weeks, and Travelers Casualty Insurance Company, thru First United Broadcasters, *Musical Clock* period from 8:15 to 8:30 a.m., Tuesdays, Thursdays, and Saturdays, from August 19. . . . Jack Richardson, Seeds Agency exec, flew to Washington last week to confer with Marine Corps public relations in connection with the new *Captain Flagg and Sergeant Quirt* air show, which starts September 28. . . . Buck Weaver,

Meanwhile, however, much bitterness prevailed among publisher members of the society, and general belief in the trade is that the radio-music situation will be by no means settled when ASCAP returns to the chains. Tip-off on the feelings of some of the publishers was given by Jack Robbins, who stated that his company figured to lose \$3,000,000 during the period of the ASCAP-NBC proposed deal. Robbins scored both the chains and the leadership of ASCAP, describing the latter as "punchdrunk." Robbins then dwelt passionately on certain personalities within the BMI camp.

"They wrecked everything; they are making us eat our own dust; we have lost our prestige, and the government did not protect us," added Robbins.

As a result of much ill-feeling engendered by the radio-music war, trade sees further storm clouds for the future despite nearness of radio-ASCAP accord. Question bothering more obstinate anti-ASCAP elements is whether BMI will be able to keep its hold on the radio industry even after ASCAP music returns. Great factor in this attempt will hinge upon continued support of BMI by the chains and stations. BMI, queried this week, stated that it had "oral assurances"—but nothing on paper—that the chains would support BMI to the extent of signing nine-year contracts when current commitments between the chains and BMI expire next March. BMI will similarly seek long-term contracts from stations and will call for continued support from its 300-odd publishers.

What the anti-ASCAP radio elements fear is that the industry, once the ASCAP catalog is returned, "may take the path of least resistance," which would entail a gradually diminishing support of BMI and loss of "the fruits of victory." Developments next March will probably tell the story.

Further trade belief is that band leaders and transcription companies, caught in the middle of the radio-music war from the very beginning, will get another kicking around when ASCAP goes back on the air, owing to dislocation of catalogs.

"But this time it will be a pleasure to do it," is the opinion of some of those who will have to effect expensive changes in their catalogs.

Meanwhile, Fred Weber, general manager of the Mutual Broadcasting System, sent a letter to Samuel Rosenbaum, IRNA exec, regarding IRNA's letter to stations apropos the NBC-ASCAP deal. IRNA advised that NBC affiliates approve the deal in principle, and then went on to list what it called advantages and disadvantages of the pact. Weber, speaking of IRNA's comparison of the ASCAP-MBS and ASCAP-NBC deals, stated that "the 'most favored nation' position exists for radio stations because MBS insisted upon it and there can be little doubt that the present percentage is the result of Mutual's earlier negotiations to obtain the fee, effective May 19, 1941, combined with the vast bargaining power of the other networks."

DETROIT, Aug. 23.—WJBK has underwritten hospitalization insurance for its entire staff of over 40 employees, according to Manager James F. Hopkins. Plan is believed to be a new development in employer-employee relations in radio in that the entire cost of the plan in this case will be borne by the station, with no employee contributions.

director of news and special events for the Western Division of CBS, will broadcast the *War Games* program from Prescott, Ariz., starting this week.

Merchandising Thru Radio

DON'T overlook merchandising. It's the biggest thing in selling anything—whether peanuts or a circus. The peanut man uses a whistle to attract attention. Barnum, the world's greatest salesman, used ballyhoo, parades, newspaper publicity, and what not.

When we produce a radio program, we generally build the program around a merchandising idea, rather than a merchandising idea around the program. We think the merchandising angle is more important than the radio program. We would rather have a successful merchandising idea built around a fair radio show than to have a superb radio show with no merchandising idea. This doesn't mean that we don't make every effort possible to give the listeners real

HARRY S. GOODMAN, one of the leading independent transcription producers, is 47 years old. His connection with show business dates back to the time he worked as candy boy at the Auditorium Theater, Chicago, where he later became stage manager. He started in the advertising business at the age of 21, lost his money in the few years following the crash in 1929, and subsequently became a radio announcer and lecturer on life insurance. Following a period during which he taught sales psychology in New York life insurance agencies, Goodman wrote and produced a series of life insurance shows which have been broadcast in 77 cities. This was followed by one series of dramatizations after another, slanted for opticians, breweries, bakeries, and various other industries.

Goodman edits all scripts, casts and directs all his productions, writes the advertising copy, and is in charge of sales.

entertainment value, but it does mean we weigh the merchandising benefits to an even greater extent than we do the show itself. There are hundreds and hundreds of good radio programs waiting to be sold, and they haven't been sold just because they lack the one essential—a merchandise plan that will bring business to the sponsor. In other words we believe a radio program should be a complete package.

It's easy to talk in generalities, but let's see what we've done in our own business to supply these merchandise packages.

We'll have to go back almost 10 years. At that time we were in the midst of a depression. We had been in the bank advertising business, and then banks



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Dir.: Wm. Morris Agency

The Merchandising Idea Comes First---Then the Program

By **HARRY S. GOODMAN**

thruout the country had failed right and left. We had specialized in securing savings accounts for banking institutions, and the bottom fell out of that business because the banks didn't want any additional money and didn't know what to do with it if they got it. Therefore we had to create a new field, a field other than savings banks. (The mutual savings banks held up pretty well, but State banks and trust companies were failing.) The large insurance companies held up. Therefore we concentrated on insurance companies. That's before we got into the radio business.

Selling Insurance

We realized that life insurance meant selling an intangible. Further, the depression had caused millions and millions of dollars worth of insurance to be dropped. So we devised a new plan of offering life insurance to the public, and it went over big.

We originated a calendar book bank in which one had to deposit a dime or a quarter a day to keep the calendar up to date. Instead of talking life insurance the salesman was told to hand one of these banks to the prospect, let him play with it, let him put a coin in it and watch the date change. In most cases the prospect liked the idea, wanted to retain the bank, and thru it purchased life insurance by saving a dime or a quarter a day. The salesman was advised not to talk in the beginning about the death benefits (no one likes to think of dying), but rather to stress benefits derived from saving a dime or a quarter a day and to show how dimes and quarters accumulate. Then, in the end, we would show that all during this period the individual would be insured so that his wife or beneficiary might receive an income of \$100 a month for 12 or 14 or 16 months—whatever it happened to be.

This plan worked so successfully that some agents who had been getting only one and two applications a month got that many each day, and the writer was employed by one of the biggest life insurance companies in the United States to teach the salesmen in the New York area how to use the banks. One of the offices jumped from 36th place nationally to second place within 30 days. Seeing how successfully the plan was being used, the writer thought it would be a good idea to go on the air to see if we could get prospects so that the salesmen could follow thru and make the sales on life insurance by delivering the banks.

First Time Buy

We decided to buy five minutes on WMCA in New York. The writer wrote the script and went on the air, the first broadcast being conducted about as follows:

SOUND: Knock at the door.

ANNOUNCER: Come in.

I walked in and told him I had a proposition I'd like to submit to him. He said, "Don't you see that I'm busy, that I'm broadcasting over the air, that thousands of people are listening to me? Why do you come in at this time?"

And I answered, "Because I believe that these thousands of people who are listening in will be just as much interested in my proposition as you are."

"Well," he said, "what have you got?"

And I showed him a bank and dropped a coin in it at the microphone. The listeners heard the coin click as the calendar mechanism moved. I then explained to him that by saving a dime or a quarter a day he could get back



HARRY S. GOODMAN

a certain amount of money when he was 55 or 60 years old, and meanwhile would be insured all during that period. Further, in the event that anything happened to him, his wife would have an income of \$100 a month for 14 months.

We were on and off the air in five minutes on that initial broadcast that took place on a Sunday morning. The following day I went down to WMCA and there were over 300 leads. These leads were followed up by the salesmen and good business resulted. Within a year I had 66 life insurance agencies in various cities thruout the country on the air. My first contract outside New York was made with the Edward A. Woods Company in Pittsburgh, largest life insurance agency in the world. Starting in crudely as I did, I soon decided to use professional artists and recorded our programs on transcriptions. I made a series of 60 five-minute programs, especially designed for life insurance companies, and followed with similar programs for other lines of business with equal success.

Some Ideas

Here are some of the ideas that we have used successfully, and you will note that every one of them contains a merchandising idea that in itself would prove interesting to any prospect who was thinking about radio. Many of our accounts never had been on the air before and they buy our programs because the merchandising ideas appeal to them from a pure business standpoint. I believe that the average man today will buy a radio program if he believes he will get increased sales. I believe there are more men who will buy programs on that basis than on the basis of pure entertainment without direct results.

The buyer always says to us, "What will the program do for us in the way of bringing increased business into our store?" or, "How will your program increase the demand for our product?" We must have the answer.

We have a program that we sell to music stores. In this program, Ed East introduces guest stars and then plays the piano and tells the listeners that he plays entirely by ear, that he has taught that method for many years and received as high as \$25 for it. Now they can obtain a booklet telling them how to learn to play piano by ear within five or six weeks. All they have to do is to come into the store and ask for the book, which is autographed by Ed East

and has his picture on the front of it, complete with illustrations and simple instructions. They get the book absolutely free. They don't have to buy anything.

The Merchandise Angle

Now just pause a minute and consider the merchandising angle. First of all the person interested in receiving such a book is one who is interested in a piano. That brings the right kind of a prospect into the music store. When he comes in he signs a card, on which he writes his name and address, indicates whether he has a piano, and if so, how old it is. Is he taking piano lessons at the present time? If so, who is the teacher? This gives the store a complete mailing list, but, better than that, it brings prospects for salesmen to follow up. Some of the folks who come in and want one of the booklets don't have a piano, so the store rents one to them, and finally sells either a used piano or a new one.

Here's another strong merchandising angle. The piano stores depend on music teachers to send them prospects, and here's a potential list of folks who are interested in learning to play piano by ear. Once they start they invariably are interested in continuing. Isn't that an excellent list of prospects for a music teacher? So we furnish form letters to be sent out to the teachers, advising them that the music store will have leads in the way of prospective pupils for them and, if they want to come in, they'll receive these lead cards absolutely free. In that way the piano store not only gets prospects for pianos but also creates good will among music teachers. In none of the programs in this series do we make any statements that we're going to teach anyone to become an expert piano player thru our course. We recommend that if they want to become good pianists they get a good teacher. In that way we retain the good will of the teacher listening to the program.

500 People Weekly

This idea has worked successfully. From one 15-minute program a week Saturday mornings in Washington, D. C., an average of 500 people came into the store weekly to get the books.

We were the first organization in the United States to put a legalized form of "bingo" on the air. When we say legalized, we mean it is definitely in keeping with the laws. Our program gives everyone an equal opportunity to win, skill is involved, and no consideration is required of the participant. Our program was recently used thruout the country by the Pepsi-Cola Bottlers, and here's a simple explanation of the manner in which it was used:

The name of the game was Pepsi-Cola. This program is always named for the sponsor or his product. To play the game, the person must write down Pepsi-Cola. Then he places his telephone number or Social Security number under the letters E-P-S-I-C-O, in the manner we outline. He doesn't use the first letter P, because we don't want a repetition of any letter in the key word. In other words, if his number were MO-HAWK 4281, under E-P he'd write M-O, and under S-I-C-O he'd write 4-2-8-1. The announcer in the studio then asks questions, giving two answers for each—one right, the other wrong. In connection with each answer, a certain letter or figure is called, and listeners check off the letter or figure called with the correct answer, if it appears in their number directly under the letter we name in Pepsi-Cola.

For instance, we may ask, "On arriving in New York Harbor, do immigrants first land at Ellis Island or Staten Island? If Ellis Island, under E check M. If Staten Island, under E check R." The correct answer is Ellis Island. There- (See Radio Merchandising on page 10)

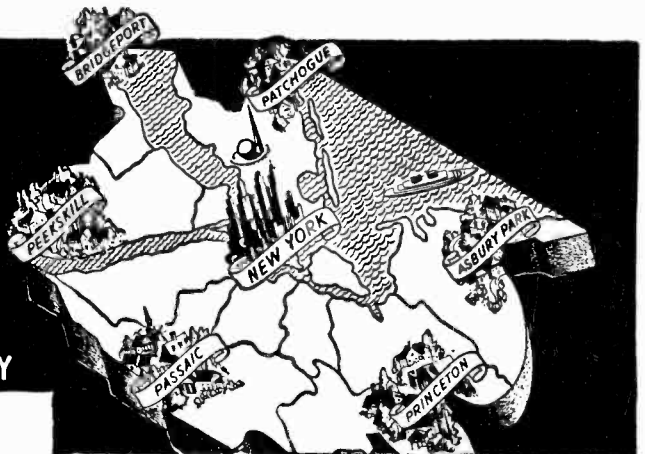
WNEW DELIVERS!

6 powerful reasons why:

1. ONE-THIRD THE COST of any New York network station.
2. THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.)
3. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.)
4. RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.)
5. LOCAL ADVERTISERS know WNEW moves most goods—fastest.
6. MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.

Nationally Represented by John Blair & Company

WNEW
NEW YORK
 SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
 5000 WATTS BY DAY • 1280 KILOCYCLES • 5000 WATTS BY NIGHT



Jack Stevens

Reviewed Tuesday, 7:45-8 p.m. Style—Sportstalks. Sponsor—Bayuk Cigars. Agency—Ivey & Ellington, Philadelphia. Station—WOR (MBS).

Altho Jack Stevens's material is in the usual groove of the sports spielers, Stevens has the knack of getting the maximum interest out of the gab. One of his strongest points is tact, especially evident in his discussion of the baseball games—which, because of the network range, bumps into a lot of sectional animosities. Method of treatment is calculated to please such wide varieties as Dodger and Giant rooters. On show caught he hook the highlights of an important set-to and got a great deal of dramatic effect by human interest stuff.

Stevens also took a flier into editorializing, discussing dog racing, and touched upon such divers fields as golf, boxing, and race results.

Commercials not too long, ably handled by the WIP (Philadelphia) staffers. Stevens's voice and delivery okeh.

Joe Cohen.

"Forecast 9 (Country Lawyer)"

Reviewed Monday, 9-10 p.m. Style—Drama. Station—WABC (New York, CBS network).

CBS's commercial perspective in defending the Bill of Rights is sadly in need of an overhauling if the constitutional instrument of free speech, trial by jury, and tolerance of the views of others is to be upheld and maintained—or if the network has any hopes of selling *Country Lawyer* to a sponsor.

First, *Forecast* (this show was from Hollywood) wastes 20 precious minutes with fanfare and prolog about the lofty purposes of the program. In reality, it's nothing more than a public audition.

All of this drivel is questionable in the face of the value of network time and compact presentation. If the director, Charles Vanda, thought he needed a 12-minute prolog to introduce the characters, that's his business; but in these days of radio showmanship—and expense for both time and talent—a prolog running that length of time is open to sharp

Program Reviews

EDST Unless Otherwise Indicated

debate.

This program is built around the best selling book of the same name, with one of its more significant episodes culled for radio dramatization. It concerns a young lawyer who moves from Rochester to Phelps, N. Y., in the hope of establishing a law practice there but is confronted with bigotry and witch-hunting, around which the Bill of Rights episode is drawn.

Presentation of *Country Lawyer* had some tense moments, with Raymond Massey in the leading role of Sam Partridge. Massey, tho, who has been defending the Bill of Rights ever since Abe Lincoln, never changes tone, pace, or effect in reading his lines. When Massey is in the courtroom defending his hired hand, Jerry Billings, against a prejudiced judge, jury, and town, he's in his element. An actor can be forgiven any amount of ham in a thunderous charge to the jury; that's the way it's supposed to be. But Massey reads with the same soul-stirring vocal inflections when asking simple questions of his handy man or one of his neighbors.

The Bill of Rights, in these troublesome times, should be etched in the sky, in balls of fire, for everyone to see and remember. But under conditions of such terrific ballyhoo and confused production, without the conciseness, clarity, and simplicity that a presentation of this type should have, this production is hardly worthy of a commercial nod.

Sol Zatt.

Freddy Martin

Reviewed Monday, 10-10:30 p.m. Style—Orchestra. Sponsor—Lady Esther. Agency—Pedlar & Ryan. Station—WABC (New York, CBS network).

Freddy Martin's band plays a pleasant program for Lady Esther. The music is quiet and restrained, with sufficient melody and lilt to keep the listener interested. During the 30-minute session Martin is able to get over some 10 or 12

tunes, all of them well played, arranged, and—within limits—of a varied nature. Included were pops and ballads, adaptations of classics, and some South American music—but none of it in the jive groove.

Commercials, plugging face powder, rather brief and not too numerous.

Paul Ackerman.

"Everything Under the Sun"

Reviewed Tuesday, 8:30-9 a.m. Style—Music, news, merchandising. Sponsor—Kaufmann's. Station—KQV (Pittsburgh).

This is a merchandising program that manages to be interesting. Newscasts by Beckley Smith and transcribed pop tunes are pieces of bread for the sandwich meat. And it's meaty. Former drama student Florence Sando and writer Bob Prince toss dialog around as if they were buyers. Buyers with advertising background, that is, because their descriptions of store items are chatty and sometimes downright attractive. Weather forecast, hints for housewives, and similar miscellany make it a program unusual for retailers. If more program builders fashioned radio shows after the newspaper-type pattern of *Everything Under the Sun*, stations might be able to crack the department store field.

Morton Frank.

"Monday Musicale"

Reviewed Monday, 9-9:15 p.m. Style—Musical. Station—Sustaining on WBRE (Wilkes-Barre, Pa.).

Coloratura soprano Margaret King, possessed of a delightful singing voice of exceptional range, offers a fine program of classical offerings, accompanied by Ralph Paul on the piano and Solovox. Miss King, a local product, has appeared in theater and hotel engagements in New York and Pennsylvania, but has been away from professional work for

more than a year because of illness. Present program is treat for lovers of classical music. Selections on program caught included *Drink to Me Only With Thine Eyes*, *Vilia*, *Come Back to Sorrento*, and *Frasquita Serenade*.

Paul displayed excellent ability in the blending of the tones of the Solovox with those of the piano and voice.

Program was announced by Franklin D. Coslett.

Milt Miller.

"Other People's Business"

Reviewed Monday, 11-11:30 a.m. Style—Talk. Station—Sustaining over WQXR (New York).

Program would stand a better chance if given a 15-minute airing instead of a half hour. Set-up with planned ad libs and question-and-answer periods as well as formal talks on topics such as the lyrical potencies of serious music make it difficult to sustain interest for so long a time.

Wilbert Newgold, Alma Dettlinger, and announcer Richard James keep the talk rolling among themselves. Attempts at gags are weak, and ad libs are not what could be put into the Dorothy Parker class. Maybe the timid approaches to the side talks are suitable to the predominantly long-hair audience of this station. Time and mail response will tell.

And speaking of mail, practically every other sentence urges listeners to write in, whether it be a question or an answer or views on any topic.

Subjects touched upon are aimed mainly at the housewife. Joe Cohen.

Do They Mean "Sadists"?

PHILADELPHIA, Aug. 23.—The international situation became more complicated than ever for Frank Kent, WPEN announcer, when he read a news item concerning the membership of the Egyptian cabinet. According to Kent's reading of the ticker tape, the cabinet was made up of five liberals, five independents, and five Saadists.

Television Is a Great Advertising Medium

By ALFRED H. MORTON

Vice-President in Charge of Television, National Broadcasting Company



ALFRED H. MORTON

JUST two months ago the first commercial television programs were broadcast by the National Broadcasting Company, by authority of the Federal Communications Commission. That landmark in radio was July 1.

We now have several regularly sponsored radio programs being broadcast over NBC's television transmitter, WNBT, and, we hope, the list will continue to grow as advertisers realize that television is one of the greatest mediums in the world today to get their message across, both visually and by the voice.

ALFRED H. MORTON has been in the broadcasting business for the past 20 years and has been a principal figure in developing television since its public introduction three years ago.

He was with General Electric during the formation of RCA in 1919, and held several executive positions with RCA until he joined NBC in 1934 to head its program department. He became a vice-president in 1938, and in 1939, when television was inaugurated, he was placed in charge of the new activity. During the past two years he has supervised all of NBC's television activities.

Personal: He was born in Chicago in 1897 and received his BS at the College of Engineering of the University of Illinois. He served in the World War and in 1920 became an instructor at Columbia University. He is married to the former Helen Mills, and has a daughter.

It is interesting to note here that, of the four advertisers who participated in the first commercial television programs on July 1, one of them, Bulova Watches, at once signed for regular broadcast time signals. Some of the contracts signed since July 1 have been with advertisers who did not participate in the first programs, but who have become convinced of the value of television.

During the past two years the National Broadcasting Company has been producing regular television programs, but without sponsors. During that time the NBC has transmitted over 1,300 programs, which have made up close to 1,000 hours of time on the air. Roughly, these 1,000 hours were one-third created in our television studios, one-third instantaneous pick-ups of sporting and civic events in and around New York, and the remaining one-third motion picture film.

Program Types

In the studio we have programed almost everything—full-length Broadway dramatic productions, vaudeville turns, interviews, fashion shows, news programs, and such informative type programs as cooking and dancing lessons, soap sculpture, and three easy lessons in diaper changing for expectant fathers.

In the field we covered the Republican national convention in Philadelphia, transmitted to New York by special coaxial cable, and broadcast from WNBT's transmitter atop the Empire State Building. NBC covered practically every major sporting event in the New York area, including football, baseball, wrestling, track meets, swimming events, parades, and a firemen's convention.

I believe that television will open up an entirely new field in the radio profession. Ability to read lines from a script will not qualify an actor or actress for television. Just as on the stage an actor must know his lines without script and be able to act out the part, television makes similar demands of its actors and actresses. The radio actor can now be seen as well as heard in television. Then, too, sets must be designed, lighting arranged, and programs produced, just as for a Broadway show. In short, television is the visual theater on the air.

In October, 1939, we began a series of

weekly surveys of audience reaction. Each week we mailed the next week's program schedule to all television receiving set owners. Attached to this was a return post card upon which each set owner could register his likes and dislikes. The reactions were registered as "poor," "fair," "good," and "excellent." The results of our first survey, taken after five months of public television service, showed a program rating of approximately 10 per cent below "good." As we accumulated more and more of these survey results and improved our operating technique, it was with quite some pride that we could say in eight months that we had raised this average rating from 10 per cent below "good" to about halfway between "good" and "excellent."

Program Analysis

This type of program analysis was instigated as a guide to better administer the proper stewardship of this forceful new communication medium. In our full operation now under way, we plan to continue such close and minute study of public reaction to our efforts.

I believe it is interesting to know that probably for the first time in radio broadcasting we can compute the cost per minute of audience good will or audience approval. With these running cost figures month by month, we have a very sensitive gauge of our operating efficiency and our position as good-will middlemen between advertisers and consumers.

When we say commercial television, as it became effective as far as the National Broadcasting Company is concerned on July 1, we mean the sale of time on the air as in the case with sound broadcasting today. From the very start of experimental public operation, the FCC realized the significance of according opportunities to all who might eventually be concerned with television to study the technique of program building, and, in the case of advertisers, the presentation of commercial material. Consequently, NBC invited all qualified advertising agency people to use its facilities to aid them in studying how television, as an advertising medium, could or could not fit in with its merchandising plans.

The results of this invitation and the eagerness with which such opportunities were pursued was reflected in the following figures. From May 1, 1939, to July 1, last, there were 294 client-co-operative type programs. These programs presented close to 100 hours of experience. There were 125 different advertisers representing 21 different industries which participated in building up this experience. You can see from these figures that many advertisers are not strangers to television and know

the potentialities of this medium from both the showmanship and the commercial point of view.

A New Tool

There is no need to surround the introduction of television with, "It's a brand new business." Television is a new tool of the broadcasters to conduct the same business of offering facilities for the creating of public opinion. Basically, we might say it contributes to radio's effectiveness as a better facility to use for the creating of public opinion. With this basic thought in mind I believe we can feel that there should be few or no bumps marking the progress which involves the utilization of more efficient radio tools to accomplish the same results.

Sound radio has proved itself thus far the most efficient method of spanning the spaces between advertiser and consumer. Now, with the climaxes of sight and motion added to radio's present success story, the full form and utility of television broadcasting will flourish.

RADIO MERCHANDISING

(Continued from page 8)

fore, under E you would put a check mark directly below M, if M is the first letter of your phone exchange.

The program runs for 30 minutes, and during that period about 35 or 40 questions are asked. When a listener has checked off completely the letters and figures in his number he calls the studio where we have phone operators. Listeners are advised if they have correctly answered the questions, and, if they have, each winner receives as a prize two six-bottle cartons of Pepsi-Cola.

Doubled Business

We have blown telephone fuses in many cities throuth the United States and have had as many as 4,000 to 5,000 phone calls trying to get in at one time. We also have a record of having doubled the carton business for Pepsi-Cola Bottlers in a number of cities in the United States within 13 broadcasts.

From a merchandising angle, this program certainly puts the name Pepsi-Cola over, because you can't play the game without having the name in front of you all the time. Second, the winners, and they have been anywhere from 150 to 300 for each broadcast, received Pepsi-Cola. In many instances, they had never tasted it before, and this actually put it in their mouths. Third, when the listener was advised that he was a winner, he was asked to give his name and address and the name and address of his dealer. If the dealer didn't handle Pepsi-Cola, salesman immediately went out and called on him. The listener received the prize in the form of a coupon good for two six-bottle cartons of Pepsi-Cola. These coupons were redeemed by the dealer, who received 50 cents in cash from the bottler for each coupon. Thus, the dealer received his profit. Consequently, he was interested in furthering the program, and all dealers had display cards in the windows.

We have a program called *Voices of Yesterday*, in which we secure the co-operation of local schools. *Voices of Yesterday* is a series of 52 15-minute dramatized programs, in which the actual voice of a world-renowned celebrity is presented as a climax. These famous voices include Florence Nightingale, P. T. Barnum, William Jennings Bryan, Andrew Carnegie, and Thomas Alva Edison. Teachers co-operate by distributing quiz sheets to the pupils. The children must listen to the program in order to answer the questions on the quiz sheets. The day following the program, usually broadcast early in the evening, a regular lesson is conducted in the classes from the fourth grade up. In

New York we conducted an essay contest in which the sponsor gave the pupils \$20 for the best essays written on the personalities. This program is interesting to both adults and children and, by getting the pupils to tune in, we're certain of having their parents listen as well. At the end of the series the sponsor presents the disks to the local superintendent of schools to be used for educational purposes. In connection with this program, we supply posters for use in the schools, bibliographies for book marks distributed in the public libraries, and press releases for newspapers. We get an unusual amount of publicity thru the papers because of the outstanding features of this program.

Magic Exposé

We have a series of 52 episodes titled *This Is Magic*, in which we dramatize and expose tricks over the air. We tell how to perform a trick that can be done by the average person with a utensil in the home, such as a lump of sugar, a coin, a deck of cards, a spoon, etc. Printed slips are distributed, with illustrations and full instructions for performing these home tricks. The slips can be put in packages of bread or cartons, or can be distributed at the point of contact. We also furnish some special tricks that necessitate props. These special tricks are offered to the public for so many box tops or so many coupons or 10 cents in cash.

We have a program known as *Streamlined Fairy Tales* in which we use the Korallites, a group whose members talk in chorus. The fairy tales are dramatized, but we streamline them in the manner of Walt Disney cartoons. There are 60 15-minute programs in this series—no blood and thunder, but programs as interesting to adults as they are to children.

In connection with this series we offer recordings of the radio programs. These records are offered at actual cost with so many coupons from the sponsor's product, or without any cash and a certain number of box tops.

Bank Program

We recently have brought out a new radio program designed for banks and federal savings and loan associations titled *March Thru Life*, in which John B. Kennedy is featured. In this series we portray success stories with Kennedy doing the narration. In some of these programs Kennedy interviews the one whose life is dramatized. At the conclusion of the broadcast, we offer, thru the local announcer, a very inexpensive but attractive baseball bank, which brings the public into the offices of the financial institution. We also furnish window displays, postal cards for mailing, blotters, stickers for pasting on letterheads and envelopes, rubber stamps, and posters for schools. In other words, we deliver to our sponsor a complete package, something that will bring people into his establishment, a novel program designed to give him the desired publicity.

Another 15-minute program is titled *Those Good Old Days*, featuring Ray Perkins as emcee and Ken Delmar as "The Old-Timer." Thruout each episode, by means of old phonograph records, they bring back the songs and stars of yesteryear.

We furnish posters and mats, and the sponsor distributes handle-bar mustaches with his ad on the back, and old-time song books. There also are contest ideas for the oldest phonograph, the oldest records, old-style collars, hat pins, etc.

Whatever success we have enjoyed is due to the merchandising ideas behind our radio programs.

In conclusion, before we offer a program for radio broadcasting, we ask ourselves: Will it produce business for the sponsor? And, will it attract listeners and sustain interest? These are the paramount questions.

Radio Talent

New York

By JERRY LESSER

JESSICA DRAGONETTE has started a run on the Pet Milk Saturday night *Serenade* show. . . . ALICE FROST has decided to retire from radio, and her husband, BILL TUTTLE, will forsake directing to assume an executive position with his agency. . . . *When a Girl Marries* will leave the air after its present sequence, to be replaced by a half-hour variety show. . . . TED (NBC) CORDAY is directing a new sustainer written by LARRY BEARSON, called *Into the Light*. Cast includes MORRIS CARNOVSKY, PETER DONALD, MARCO, MARTIN WOLFSON, and CHARMEE ALLEN. LARRY is taking the high suspense of a mystery story and putting it into a psychological tale, creating emotional rather than physical conflict. . . . J. P. FOX and MAURICE ROFFMAN are sure turning out some lovely songs lately. Their newest one is called *Harvest Serenade*.

THE STORY OF MARY MARLIN will be done from New York in the near future, with ANNE SEYMOUR in the leading role—the part she did in Chi. . . . MADELEINE LEE, who has been playing little girls, will be the new little boy on *Valiant Lady* this week. . . . ED LATIMER is the "Down East Rube" on *Four Corners U. S. A.* over Mutual-

Yankee network. . . . Some time ago I mentioned that ETHEL OWENS' daughter, PAMELA BRITTON, was a comer. The girl is only 16, but can sing, dance, and act—but good. Two months ago PAMELA launched her career as songstress with DON McGRANE'S ork in Detroit. After being there but a short time she was signed by a radio station for her own sponsored singing program every night. Now rumors from Detroit say that a motion picture company is interested in screen-testing the youngster, and GEORGE ABBOTT has offered to feature her in a forthcoming Broadway musical comedy.

ARTIE SHAW, TEDDY HART, and LOUISE STANLEY will appear in *The Pied Piper of Swing* on *Star-Spangled Theater* Sunday, August 24. . . . JIM BOLES will be returning from the Coast shortly to continue his radio work in the East. . . . KEN MARLIN and his ork open next Wednesday night at Bordewick's with a Mutual wire. . . . BOB RUSSELL is set for a September date on *We, the People*. . . . That is AGNES YOUNG who is subbing for EDITH SPENCER on the *Aunt Jenny* stories. . . . Maury Lowell has joined the Henry Souvaine producing office.

Chicago

By NAT GREEN

DOROTHY LAMOUR will be back in Chicago this week to guest on *The Housewarming*, Holland Furnace Company show on the NBC-Red network. . . . JOE BMERSON, baritone on the *WBBM Hymns of All Churches*, returned Friday (22) from a vacation at his farm in North Carolina. . . . VIRGINIA PAYNE, elected vice-president of AFRA at the recent annual convention in Detroit, has been added to the *First Nighter* and *Mary Marlin* casts. . . . WATSON HUMPHREY, producer - executive of *Uncle Walter's Dog House*, left for Northern Wisconsin Saturday (23) for a two-week rest on Lake Superior. . . . VAN FLEMING has been signed as assistant to CECIL UNDERWOOD, producer of the *Hap Hazard* show, which moved to Hollywood last week. Underwood also will produce *Fibber McGee and Molly* when it returns to the air September 30, and *The Great Gildersleeve*, which makes its debut Sunday (31). . . . LINN BORDEN, comedian on *College Humor* and *Uncle Walter's Dog House*, is in Mount Sinai Hospital for a check-up and rest. . . . Script writer GEORGE ROOSEN, of the CBS *Stepmother* show, back on the job after a vacation at Cape Cod. . . . TONY WONS, who will soon be back on the air for Hall Brothers (greeting cards), was host to 500 Indians last week at a pow-wow he tendered them at his Lake of the Woods island home.

BIRTHDAYS of Chi radio artists came in bunches last week. Among those who celebrated their natal days were EDGAR A. GUEST, VIRGINIA VASS, and LURENE TUTTLE, August 20; BOB JELLISON, KEN CARPENTER, BILLY IDELSON, and CARLTON KADELL, 21;

LESLIE WOODS, 22; WENDELL HALL, FRANKIE FACELLI, RAY PERKINS, and ART VAN HARVEY, 23, and EDWARD DAVIES and DOLORES O'NEILL, 25. . . . TRUMAN BRADLEY spent several days last week visiting old friends at the scene of his early radio triumphs before leaving for picture work in Hollywood. . . . RAY FERRIS, production man, and HAL CULVER, announcer, both on WLS, have written a ballad titled *My Colleen of County Kildare*. . . . BERYL VAUGHN, radio actress from the Pacific Coast, has joined the dramatic cast of *Uncle Walter's Dog House*. . . . CATHERINE McCUNE, CBS actress, is back from a week's visit to her former home in Hollywood. . . . LES WALKER is making his Chicago radio debut in *Treat Time* and *Romance of Helen Trent*. . . . IRNA PHILLIPS, author of *Road of Life*, recuperating from an operation. . . . HOWARD KEEGAN, director of the same show, has just gone thru a siege of laryngitis. . . . HARVEY HAYS, of *The Story of Mary Marlin*, will leave the latter part of September for a vacation to the Northwest. . . . The *WLS Barn Dance* set a new attendance record when 12,000 paid admissions were chalked up for the Wisconsin State Fair broadcast. Show opens the Indiana State Fair Saturday (30), and expects to better its last year's record of 11,000. . . . DON GORDON, NBC announcer, has bought a country home at Lauderdale Lake, Wis. . . . BUTLER MANVILLE has joined the cast of *Arnold Grimm's Daughter*. . . . CHUCK LOGAN, publicity director of *WBBM*, is back from a novel vacation. Deciding he needed a hardening up, Chuck got a job on a construction crew and stuck it out the entire two weeks.

Hollywood

By SAM ABBOTT

UPTON CLOSE, American authority on Oriental affairs, will present his programs of analysis and comment on Asiatic affairs from NBC's Hollywood Radio City, making use of the new NBC Far Eastern Listening Post dedicated last week. . . . EDDIE STANLEY, who has the *Sparklets* and *Sparkeeta* program five times a week at 7:15 a.m. over KHJ, says its no cinch getting up every morning to make the studio in time. He's going into his sixth week with this sponsor. . . . BOB EURNS, whose *Arkansas Traveler* debuts over CBS in September, returned to Hollywood recently from a short cruise on his fishing boat. . . . NBC maestro Meredith Willson and wife, Peggy, now vacationing in New York, will celebrate their wedding anniversary in Albert Lee, Minn., where they were married after an elopment from Mason

City, Ia. It will be their first visit to the little town since then. . . . GEORGE FISHER, KHJ-Mutual Don Lee's Hollywood Reporter, returned here with his wife, Nica, after a month's tour of the Pacific Coast. . . . TOM BRENNEMAN, emcee on the Pacific CBS show, *Spelling Bee-Liner*, believes that "pince-nez" and "black-eyed Susan" are the two toughest words ever used on the show. Both tumbled some of the smartest spellers in the country. . . . MEREDITH WILLSON'S orchestra, KEN MURRAY, KENNY BAKER, and HARLOW WILCOX, with WALTER CRAIG, producer for Street & Finney Agency, are signed to cut four 15-minute transcriptions September 6 for *Parade of the Stars*, sponsored by Rexall Drugstores. . . . MAXINE GRAY, KHJ-Mutual Don Lee's songstress, has returned for rehearsals with Dave Rose

Free-Lance Radio Talent Market Booms in Chi; Production Heavy

CHICAGO, Aug. 23.—Activity in the radio production field here this summer has brought Chicago to the fore as one of the best free-lance talent markets in the country. Always an excellent market because of the many daytime serials originating here, it has become still more important with the launching of new shows during the last few months and others set for fall. Local actors and actresses have had first call in most of the new shows, and the frequent addition of new characters creates a constant demand for talent.

Several shows of major importance, launched this summer, call for the services of a sizable cast. And while principals remain the same, there are constant changes in minor roles. Three new shows of which this is true are *The Housewarming* (Holland Furnace Company), *Hap Hazard* (S. C. Johnson & Son), and *Harold Teen* (Horlick). The *Hap Hazard* show, which had a seven-week tryout, has proved popular and will become a regular NBC-Red network feature October 15, moving to Hollywood. The other two shows will continue to originate locally. The new *Quaker Oats* Company show, *That Brewster Boy*, which will make its debut September 8 on the NBC-Red network, will give employment to Eddie Firestone Jr., Chicago actor, who will have the leading role; Hugh Studebaker, Connie Crowder,

Louise Fitch, Bob Bailey, and Bob Jellison. Script is by Pauline Hopkins and the show will be directed by Owen Vinson.

Campana's First Nighter, starring Barbara Luddy and Les Tremayne, has been renewed for another year (its 12th) on CBS, starting September 2. It has been the stepping stone to success for many actors and writers, among them Don Ameche, Gale Paige, and Henry Hunter. Show is produced by J. T. Ainley, and Bret Morrison is Mr. First Nighter. Returning to the air over the NBC-Red network September 6 for Procter & Gamble is *Knickerbocker Playhouse*, half-hour dramatic program. Artists for the show will be recruited here, and tentatively set to appear are Betty Winkler, Kathryn Card, Bob Jellison, Sharon Grainger, Louise Fitch, Patricia Dunlap, Betty Ruth Smith, Nina Klowden, Connie Crowder, John Hodiak, Bob Bailey, Phil Lord, Ken Griffin, and Hugh Studebaker. *Sherlock Holmes* also returns to the air in September, putting a number of actors back to work.

Sponsored daytime serials originating in local studios are prolific sources of employment. Among the NBC serials are *Arnold Grimm's Daughter*, *Ma Perkins*, *Backstage Wife*, *Bachelor's Children*, *Jack Armstrong*, *Vic and Sade*, *Guiding Light*, *Mary Marlin*, and *Road of Life*. On CBS are *Stepmother*, *Betty Crocker*, *Helen Trent*, *Right to Happiness*, and *Woman in White*, and on WGN, *Painted Dreams*, *Captain Midnight*, and *Peter Quill*.

Wings of Destiny, *Plantation Party*, *Uncle Walter's Dog House*, and *College Humor* are four cigarette shows on NBC that have sizable casts. In addition there are many sustainers on which there is a demand for talent.

Station WGN has been making a special effort to develop comedy shows. Among recent debuts were *The Great Gunns* and *The Affairs of Tom, Dick, and Harry*. Other shows are in the making for the fall and winter, and a good season for free-lance talent is in prospect.

WOR's Morgan Available For Local MBS Sponsors

NEW YORK, Aug. 23.—Henry Morgan, sponsored on WOR, is now available for local sponsorship by stations of the Mutual Broadcasting System. Talent cost will be the local quarter of the national rate for the quarter-hour period six nights a week. Price for three nights a week is 50 per cent of this rate.

Morgan airs six nights a week over WOR, at 6:45-7 p.m., with a repeat over MBS.

Stipulation in the deal provides that Morgan cannot be sold for less than three nights a week.

NBC's Mex Affiliation

NEW YORK, Aug. 23.—Arrangements for affiliation of National Broadcasting Company with 21 Mexican stations were announced this week by Frank Mullen, general manager of NBC. Don Emilio Azcarraga, president of XEW, Mexico's largest station, handled the details for the Mexican stations.

Mullen hailed the move as a forward step in extension of NBC's Pan-American network.

KDKA Adds Live Talent

PITTSBURGH, Aug. 23.—Two new local live talent shows have begun over KDKA. *Dear Listeners*, featuring Faye Parker and Billy Leach, are on a thrice-weekly quarter-hour series for Starr Pen Company, and *The Missus Goes a-Shopping*, featuring Bob Shield's interviews of customers in grocery stores and butcher shops, is on thrice weekly for John Morrell Company.

Switch KSAM Ownership

HUNTSVILLE, Tex., Aug. 23.—W. J. Harpole, Victoria, Tex., and J. C. Rothwell, Huntsville, have purchased Radio Station KSAM, Huntsville, from H. G. Webster, C. N. Shaver, and Bryan Shaver, sale completion pending approval of the FCC. Harpole is commercial manager of KVIC at Victoria, and Rothwell has been actively in charge of KSAM under a managerial contract since last March 29. Both were former newspaper men.

and his orchestra on the *California Melodies* show. . . . The "Summer Scantle" hair-do, originated by NBC's FRANCES SCULLY, fashion reporter on *Speaking of Glamour*, was first introduced by Miss Scully here, and hairdress is now in vogue over the nation. . . . LARRY KEATING, Pacific Coast radio announcer, was transferred to the Hollywood Radio City studios the past week. . . . CECIL B. DEMILLE, director of the CBS Lux Radio Theater broadcasts, which returns September 8, was tendered a gala party at the Paramount commissary on the occasion of his 60th birthday.

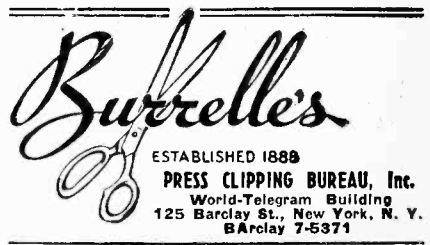
Gino Hamilton's Longhair Yen; a Canary at Heart

NEW YORK, Aug. 23.—Gino Hamilton, formerly raconteur of the *Chamber Music Society of Lower Basin Street* and announcer of the Firestone Concerts, has shed his motley cloak for a more ponderous pursuit—a career as a concert and operatic singer.

Hamilton, a radio announcer for 13 years—something he stepped into only temporarily after a long session as a vaude hooper—has just dropped six highly successful programs on which he was either announcer or narrator to delve seriously into vocal training which he hopes will land him on the concert stage in a year.

Reason given for his dropping the programs, especially *Basin Street*, where he was known as "the professor," in a guttural sort of way, was because nobody would take him seriously any more when he brought up the subject of his first love—singing. He has even been offered solo spots on programs, as a tryout, but was afraid, because of the *Basin Street* connection, that both the NBC staff and the public would think he was kidding and would react accordingly.

In addition to *Basin Street*, he also shelved announcing chores on NBC Symphony, Adam Hat fights, *New Friends of Music*, and the Firestone concerts. Instead, he has been given production assignments on the station's serious music programs, which he hopes will gradually educate everybody to the fact that he means it.



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BAND BUG BITES BIRDIES

Bullish Market for Singers Is Giving Many of 'Em a Band Yen; But They Must Find That Backer

NEW YORK, Aug. 23.—Band market is getting hot for pop singers who have a yen to front their own orks, according to bookers and band managers around Gotham. They say it's the newest trend to hit the ork field, and most of them are scouting about in search of chirpers with the right ability and personality—and, preferably, some third party who thinks enough of the vocal bird to back him with a little cash.

Vaughn Monroe is, of course, pointed out first as a shining example of what a person with a voice can do in front of a musical aggregation. Monroe just a few years back was paying and singing in Jack Marshard's band in Boston. Other names making the grade are Michael Loring; Bob Allen, the ex-Kemp vocalist who just started up; Dolly Dawn, who took the baton of the George Hall band; Del Casino; Leighton Noble, who a few years back was with the Orville Knapp outfit; Ella Fitzgerald, with the Chick Webb ork; Velerio Sisters; Pinky Tomlin; Bob Crosby; Ray Heatterton, former musical comedy singer; Buddy Rogers; Dick Rogers, formerly with Will Osborne, and Art Jarrett.

There are angles aplenty, however, the insiders say, before the jump from vocalist to band leader is as pat as the above names have made it seem. Chirpers most successful in fronting orks are those who have a good knowledge of music and also are able to double on some instrument. A singer with no other musical ability, the trade men state, is usually too uneasy in front of a bunch of sidemen to carry it off. The audience can usually detect that the neophyte ork leader is as green as a crab apple, and no matter how good a voice she or he may have, the jig is up.

Monroe is again used as the star example for comparison in these bookers' fat-chewing sessions concerning "the new trend." The newly arrived leader is also a trumpet tootler, they point out, so can fit hand-in-glove to the situation when in front of a band. The talk here always swerves to a few hilarious cases where some bands have found it difficult to keep in tempo with the baton-waving of their leaders. In the case of Bob Allen's new ork, the maestro is solving this handicap by putting the library and himself into the hands of a capable arranger.

In analyzing this vocalist-to-ork-leader upswing, the trade lays it to the public's craving for the more soothing and soft-lights atmospheres. Hotel room managers particularly are now on the lookout for orks playing the subdued or pleasantly lilting ballad type of stuff. Their clientele, they report, go more for the tunes including vocal choruses instead of the raucous, strictly instrumental stomp originals. Sex comes into the picture, too. A Vaughn Monroe puts plenty of flutter into the fem hearts with his pashy pipings.

Latin bands have become hep to this last angle also. Clemente's rumba ork,

Glenn Miller Jams In 4,300 in Ohio

AKRON, O., Aug. 23.—Playing his only one-nighter in the territory this season, Glenn Miller and his ork attracted 4,300 paid customers, most of them at \$1 advance but plenty at \$1.25 at the box office Sunday night, August 17, at Summit Beach Park here. Ticket lines an hour before starting time extended to all corners of the park, and police were necessary to keep the ticket buyers in line.

Miller was a guest at the national soap-box derby finals in the afternoon, acknowledged his presence at the mike, and received a big ovation.

Lew Platt, manager of the park pavilion, said the Miller band gross was the best at the local spot for any band in the five years Summit Beach, Inc., has operated the spot.

now at New York's Rainbow Room in Radio City, is fronted by the exotic Dacita, and many other such outfits are gracing their podiums with femininity, either to vocalize or shake the maraccas.

Whole tried, however, and whether or not it expands, still depends on the songsters scraping up enough cash to get themselves launched.

Over Two Million Collected by 802 For Club Dates

NEW YORK, Aug. 23.—Union movement to eliminate chiseling and kickbacks on club dates, thru the establishment of a collection and escrow department at Local 802, whereby moneys for single engagements are paid to the union, has resulted in the collection of \$2,273,556.48 for the first year and six months, according to Harry A. Suber, treasurer of the union.

Collections do not apply to single engagements on radio and recordings, but only to club dates. Department hasn't completely obliterated kickbacks, Suber said, but has tended to stall them. Because of that, stated Suber, musicians have been spared thousands which they ordinarily threw back.

Ante for the first three months of 1941 (second three haven't been audited yet) totals \$535,643.94. This is less than the same period last year, which amounted to \$573,340.41. Suber said that in the past year there has been a general employment decline in the music industry with the increasing momentum of national defense. This is increasingly evident in the earnings of club-date musicians in January, 1941, which is one of the best months of the year, with a collection of \$125,000. Same month in 1940 yielded \$170,000.

Altho complete totals haven't been arrived at for the second quarter, Suber said that they would be slightly lower than the first, which is generally the case during the hot-weather months.

Income for 1940 on escrow collections from single engagements was \$1,727,912.54, representing 24,000 single dates.

Only other musicians' local in the country to institute the same system is in San Francisco, which notified 802 last week that it too was inaugurating a collection and escrow system and asked for all data on operations.

Pennsy Dance Promoter Socked By SS Board; First Such Case

WILKES-BARRE, Pa., Aug. 23.—A ruling which may affect dance promoters thruout the nation and involve thousands of dollars to all concerned has been made by the Social Security Board, it was reported by Jerry Butler, local dance promoter. Butler announced he received notification that as promoter of weekly dances at Rocky Glen Park, near-by Moosic, and the Granada Ballroom in this city for the past year, he is liable for Social Security taxes for that period. Butler also revealed the department ruled that, since an employer is responsible for the collection, the promoter, in many instances, will be required to pay both the employer's share and the musicians' share as well.

Thru his attorney Butler filed a protest with the deputy commissioner in Washington. As yet no official assessment has been received. It is believed that the case is the first of its kind in the State, since there is no record of anyone paying Social Security taxes on local bands.

According to Butler, he completed a deal with Brunon Kryger to hire the latter's orchestra at weekly dances at

An ASCAP Bird

NEW YORK, Aug. 23.—Laura Buda, a male Amazon parrot living at the New York Zoological Park in the Bronx, became a victim this week of the ASCAP-BMI war of attrition because he (the bird, of course) couldn't break himself of the habit of whistling the *Stein Song*. Laura was to be a featured principal on a nationwide CBS broadcast from the park, but when the net officials discovered Laura's fixation they quickly dropped him from the program.

"Keep that parrot off the air," the CBS front office said, fearing that Laura might be snatched up by ASCAP as a cause celebre.

Names Do Clicko At Illinois Fair

SPRINGFIELD, Ill., Aug. 23.—The six-day run of name bands at the pavilion of the Illinois State Fair here attracted 6,886 customers who paid \$5,163.50 (admission, 75 cents). The top crowd turned out Saturday (16) when 1,370 fans danced to Ted Weems's music. Orrin Tucker started the dance parade Monday (11), playing to 1,021 people. Horace Heidt followed for three days, drawing 1,105 Tuesday (12), 1,281 Wednesday (13), and 1,195 Thursday (14). Weems came in Friday (15) for two nights. A gathering of 914 showed up for his first night.

Lander Van Gundy managed the pavilion during the run of the fair (August 9-17). MCA set the bands.

FB Names Hank Halstead Head of Chi Cocktail Dept.

CHICAGO, Aug. 23.—Henry (Hank) Halstead, band leader for the last 20 years, has joined the Frederick Bros.' Music Corporation here as head of the cocktail band department. He replaces Jack Crawford, who has returned to the band field. The FB office is augmenting its small band department, due to the increased demand for such units in this area. Among units signed by Halstead this month are the Four Cleffs, Walter Fuller, and the Four Hawaiianaires.

Ervin W. Brabec, assistant to Joe Kayser, of the FB one-nighter department, has been named location booker and publicity head.

GREEN BAY, Wis., Aug. 23.—Brault's Canadians, a dance aggregation here for many years, is being revived after two years by Regi Brault, who was manager of the former one. Brault is placarding his new outfit as Wisconsin's Waltz Band.

Rocky Glen Park and the Granada Ballroom and also a one-night stand for the Hilldale Social Club. He claims that he was not the employer of the band, but merely the promoter making a deal with the band leader.

Butler also pointed out that, should the ruling be upheld, it would be difficult to credit the right persons with tax payments, since no records of the personnel of the bands were kept by promoters, nor were the individual salaries listed.

It was learned that other promoters in the area were requested to file returns, and that a group of them will file an appeal to the ruling.

Butler reported the ruling was made by Deputy Commissioner Schoerman of the Social Security office in Washington after investigation by William Alichnie, of the Wilkes-Barre division of the U. S. Department of Internal Revenue.

Another question expected to arise should the ruling be upheld is whether the members of the bands would be eligible for unemployment compensation, since it is not regular work.

Chicago Gets New Ballroom

CHICAGO, Aug. 23.—The Theater-Cafe, 3,200-seat cafe formerly managed by Mike Todd, will be reopened September 19 as the Palladium Ballroom by Bill Sterns, night club operator. Sterns acquired the spot's lease when negotiations between Henry Eager, another nitery op, and the building owners fell thru. Sterns is now operating La Conga on the near North Side but expects to give his entire time to the ballroom when it's set to go.

Policy will be in direct competition with Bill Karzas's near-by Aragon Ballroom. It will play name bands and attractions. Art Weems, of the General Amusement Corporation here, was given an exclusive booking agreement. Set to open are Charlie Spivak and band (four weeks with options) and Dinah Shore, who will be teamed with Spivak for the opening few days only.

Weems says that all name bands available will be penciled into the Palladium. An admission fee (yet to be set) will be in effect, with no cover or minimum for table occupants.

Theater-Cafe was a money-maker last season until it lost its liquor license on a charge of selling intoxicants to minors.

Welk's First Trip East Gives Trade A "Killer" Evening

NEW YORK, Aug. 23.—Sandwiched in between four days of cutting records and transcriptions, Lawrence Welk made his first showing to the New York trade with a one-night stand at the Rustic Cabin, Englewood Cliffs, N. J., Tuesday (21) to a packed house of bookers, hotel operators, music publishers, band leaders, and newspaper men.

Turnout was one of interest, because most of those in the trade here have never seen him, despite the fact that he's a name in the Middle West. The mob was mainly interested in seeing how Welk and his crew would be received before a typical New York audience (Rustic is two miles outside of New York).

Reaction was excellent. Welk turned on a brand of bandstand showmanship that had every member of the band pitching in, melting down a tough, critical trade audience to an enthusiastic reception. Welk works much closer to the customers than most bands who stick around the Eastern territory, and the audience loved it.

Band works easily in switching from dancing assignments to novelty and comedy effects, like Welk yanking a dancer from the floor to imitate the champagne popping one of his boys does in selling the tag of "champagne music," and having the kid walk off the stand with a batch of records under his arm. Once Welk got the crowd up to the bandstand, he kept them there for a half hour with his accordion playing and comedy assignments from the boys in the band. Welk, too, has a genial personality and a smile a yard long, which he keeps on all night. Boys become corny at times, but they're always dynamically commercial.

Plenty of vocal work in the group. It hits high on the register and is performed by Jayne Walton, Jo Ann Hubbard, and the quartet consisting of Bill Kaylor, Shirley Grundie, Parnell Grina (all in the band), and Miss Hubbard.

Following this date, Welk's manager, Keith Bain, went back to Chicago to set his opening at the Trianon Ballroom next week, which sets him until next spring. The band took in three one-nighters before the return to the Windy City. Sol Zatt.

Oh Henry Draws 5,000 Wkly.

CHICAGO, Aug. 23.—Oh Henry, suburban ballroom, has been drawing an average of 5,000 patrons weekly, big biz considering that spot is open only four nights a week. Owners are limiting stags to Sundays only, and only couples are admitted Wednesdays, Fridays, and Saturdays.

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. By M. H. ORODENKER

ARTIE SHAW (Victor 27536)

It Had To Be You—FT. *If I Had You*—FT.

COUPLING two established hits of an earlier decade, Artie Shaw makes acceptable dance incentives for both sides. However, they are hardly to be considered striking or even examples of a new style of music that the maestro aims to champion. The arrangements are simple and melodic patterns, and with an extra-large instrumentation at his command, both sides are devoted for the most part to sectional showings on the part of the fiddles, reeds, and brasses, with the emphasis on strings.

Set in a smooth and medium tempo, the Gus Kahn-Isham Jones pop hit on the A side has Shaw splitting the opening chorus with the strings; the sax choir, solo trumpet, and strings divide the second chorus, and for the final windings, Shaw's clarinet picks it up at the middle refrain, taking it out with a string of clarinet cadenzas. The B side covers as much ground, but reckons as the more desirable side because Artie gives out with an entire solo chorus.

Apart from the fact that Shaw is using a large band, these sides can hardly be considered as indications of the new brand of dance music being associated with the maestro. Rather, it's nothing more than a repetition of what Paul Whiteman gave the Victor labels so many years ago when he used a large band to give a new musical dress for his initial successes with *Whispering* and *Japanese Sandman*.

There is little here to excite the operator's imagination in seeking another "Begin the Beguine" or "Frenesi" from the maestro. Both sides establish the same musical mood. And since both songs are well-established hits of a yesteryear, it makes little difference which face of the disk is placed up in a machine. However, the added advantage is in the "If I Had You" side, since it gives more of Shaw's thrilling clarinetting. It's doubtful whether either side can expect a revival via the phono network. Moreover, lack of a vocal chorus diminishes the music box appeal of either side.

GUY LOMBARDO (Decca 3880)

You and I—FT; VC. *Yi-I-Addy-I-Ay*—W; VC.

THE old and the new makes for a neat Lombardo label in the style best associated with the maestro. Meredith Willson's *You and I*, well on its way to hit parade popularity, is taken in a medium tempo. The opening chorus features the Lombardo saxes. Kenny Gardner gives good voice to the second chorus, and the band picks it up for half a chorus to finish it out.

In the Will D. Cobb-John H. Flynn *Yippy* evergreen, Guy has a worthy disk follow for his earlier *The Band Played On* success. And the temper of the populace is such today that the title of the fast waltz number is a cinch to hit the masses right away. And Lombardo imparts a welcome nostalgic touch to his interpretation. Humorous trombone slides punctuate the band's opening chorus, Kenny Gardner sings the verse and is joined by the male trio for the chorus, voices give way to the two piano team for a chorus in true player-piano fashion, and the band finishes it out for another half chorus.

The "Yip-I-Addy-I-Ay" waltz expression makes fine musical fodder for the music machines. Still remembered as a song rage of the gaslit days, Lombardo gives it dandy treatment for revival today. It's a natural for any location that gave "The Band Played On" a good play, and while it stacks up as strong tap and tavern material, it also goes far in creating a carefree and jovial atmosphere that appeals so strongly to the youngsters. And where the call is for sweet music, Lombardo's rendition of the hit-appealing "You and I" answers that need neatly.

TEDDY POWELL (Bluebird 11248)

Yes, Indeed!—FT; VC. *I'd Love You Again*—FT; VC.

TEDDY is coming along steady, and once the forced impression created when he first branched out in the band business is dispelled, the public is going to sit up and take real notice of a band that shapes up as a worthy entry into the top name circles. The band is developing fast along musical lines, is slowly developing a musical personality of its own, and this pairing proves that Powell can dish it out both smooth and solid. All of which indicates that the genial maestro has finally found the right formula in widening the gulf of enthusiasm for his band.

Forgetting for the moment the masterful interpretation Tommy Dorsey originally gave for the jive spiritual, Powell manages to catch the spirit of the song and gives it a true yes-indeedy treatment. Introduces the theme as a hymn and in short order begins to dig it with rhythmic hand-clapping, while Ruth Gaylor carries the vocal load. The downbeat calls for a slow and groovy tempo and the tootlers keep it solid thruout.

The companion piece is a slow and smooth ballad introducing the band's new male voice, Dick Judge. A deep-voiced bary with good pipes, he gives true torch treatment to the thought contained in the new *Love* song fashioned by Van Loman and David Saxon. The band carries the first chorus, Judge gives voice to the lyrics for the second chorus, and the band picks up a final strain with the song seller carrying it out. The romantic mood created on this side matches the rhythmic content of its companion piece.

While Tommy Dorsey's disk has had the big jump on "Yes, Indeed," operators can't go wrong with Teddy Powell's entry. He gives it an individual treatment, distinct from Dorsey, and creates the same impression. The ballad side is a worthy companion piece, but phono play will depend largely on the song's popularity, and it is hardly strong enough for the music boxes to start it on its way.

(See ON THE RECORDS on page 109)

Weems Beats Rain for \$1,379

EDELSTEIN, Ill., Aug. 23.—Despite a pouring rain, Ted Weems attracted a \$1,379.30 gate at Bert Potter's new Hub Ballroom here Sunday (17). The sum was contributed by 808 \$1.10 advance ticket buyers and 327 \$1.50 gate ticket holders.

On the Stand

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

Andy Kirk

(Reviewed Turnpike Casino, Lincoln, Neb.)

First and foremost a bounce outfit is this colored crew of 14 persons, 12 of whom are active instrumentally, including Mary Lou Williams, gal pianist. Kirk does nothing but front and does it nicely. Gal singer is tubby, 250-pound June Richmond, whose lusty pipings threaten to blow out a fuse in the p.-a. system. For spots geared to a faster tempo, Kirk's crew is ideal, but it can also get across on commercial jobs because of a versatile library and quick adaptability to the crowd.

Floyd Smith, guitarist, commands most attention and is cleverly spotlighted on several numbers. He shares honors with Miss Richmond and Henry Wells, who steps out of the brass section to warble pop tunes, while the hefty gal takes the torchy numbers. They duet on several.

Band's balance comes from four sax, four brass, four rhythm. Arrangements stem from Miss Williams, who has concocted some weird effects that give drummer Ben Thizpen a chance to strut, and from Dick Wilson and Ed Inge, tenor half of the sax team.

Music tone is pleasant, and a well-filled floor plus empty tables indicated it's danceable as well. Youth will find this band more to its liking than will an older, more sedate crowd.

Together eight years, with few personnel changes, the band adds up like this except where already noted: Brass, Harold Baker, Harry Lawson, and Theo Donnelly; sax, Buddy Miller and John Harrington; bass, Booker Collins.

Oldfield.

Ford Harrison

(Reviewed at the Sky Gardens, St. Moritz Hotel, New York)

A veteran of European engagements, Ford Harrison is suited to the Continental flavoring of the patronage at this Central Park spot. Instrumentation consists of tenor sax, accordion, bass drum, piano, and Harrison at the fiddle. Accent is on the deeper toned instruments, and frequent use of the accordion gives the outfit sufficient bounce and roundness. Arrangements, however, need a deeper grade of imagination than is currently being used on the stand. Full potentialities of the crew are not realized under the present library.

Harrison is an expert with his box and bow, having a fine tone. Also chirps in an acceptable manner. Other important vocalists are the bass player and Betty Thompson, who is apparently too inexperienced and thin voiced for a show spot like the St. Moritz. She belongs to the society school of canaries, and at present is singularly

lacking in the ability to put a tune across. Her stage presence is not of the best either. Cohen.

Harry Morrissey

(Reviewed at the Beachcomber, Boston)

This is probably the most versatile outfit around, and it gives out with really good music. Small but compact, this combo has already made a decided hit with the patrons here, and the stand has been extended twice.

Starting off with five rhythm and one trumpet, with Morrissey playing a fine clarinet, the instrumentation shifts in the middle of a number to any desired set-up. The three fiddlers all play good sax, one triples on a bass clarinet, while another dittos on a flute. With such instrumentalists as the backbone of the crew, Morrissey shows every promise of getting somewhere with the band.

Altho it needs to be augmented slightly, the outfit as it shapes up now would do well in a hotel room. Play swing, sweet, or Latin, depending upon the requests of the customers. The arrangements, by piano player Henry Lasker, are flexible so that the band can show its accomplishments in almost every number.

With one more brass, preferably another trumpet, this outfit is ready to compete with any of the traveling bands seen here recently. All of the boys play with talent and plenty of drive. Their swing attempts are more or less curtailed in this spot, but when they do cut loose they show that they know their business.

Morrissey himself is a friendly front man whose winning personality makes a lot of friends. Backed up by such good men as Hy Levinson on drums and Lasker on the piano, with Gene Rosati and Johnny D'Ambrosia doubling between fiddle and sax, and Sammy Dale on fiddle and Ralph Fucillo trumpet, the instrumentation is just about tops. The band sells easily. Kaplan.

Buddy Clarke

(Reviewed at the Park Central Hotel's Coconut Grove, New York)

This eight-man outfit, in its 20th consecutive month here, makes a solid impression with its intelligent arrangements, full-sounding effects, and competent musicianship. Three years old, the band is composed of youths in their early 20s and is fronted by Clarke, who is also a young and pleasant, personable fellow.

Clarke and four of the side men do all the band's arrangements and use a Solovox to produce the effect of an additional instrument, usually adding to the trumpets or the saxes. The band produces a four-fiddle section for the schmaltzier tunes, and the electric guitar comes in handy, too. Piano, drums, string bass are the other instruments in the ork. The band's style avoids the extremes of Mickey Mouse and of dripping sweet, and manages to strike a nice balance that makes it easy to listen to and also okeh for dancing.

Clarke, tenor, joins with bass man Joe Peacock and trumpeter Hal Graham for okeh vocal solos, and also Clarke, Graham, and sax man Charles Ragusa form a vocal trio that throws in an occasional chorus. The band also chips in with occasional glee club vocalizing.

The band plays the big floorshow here extremely well, handling some fancy scoring. It is hampered in making a visual flash because it is huddled in one corner in order to give the floorshow setting the best spot in the room. However, its music is strong enough to make up for this handicap.

Background: Band started at Armando's society cafe, New York, three years ago. Ran there a year, then played the swanky Pierre Cafe here and also the snooty Pegasus Club, Rockleigh, N. J., before coming to the Park Central. Denis.

Correction: Last week a band review of Nick D'Amico had the maestro playing at Casino-on-the-Park, Park Central Hotel, New York. Should have read Casino-on-the-Park, Essex House, New York.

On the Air

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

By HAROLD HUMPHREY

Carlos Molina

(Rhumba Casino, Chicago, NBC Red Network, Tuesday (19), 12:05-12:30 a.m.)

PROGRAM was designed to fit around Molina's billing, "Music of the Americas." The fiddle-playing maestro mixed into his library about a half-and-half balance of Latin and pop tunes, playing each in the native musical vernacular. As such, this shot was okeh. Ork does a sterling job on the Latin tunes, the pop stuff being played a little too straight. Best performance on the latter was a rendition of *Daddy*, well done.

Band sports three vocalists, one fem and two fellows. The boys split the Latin and pop stuff, Louis Del Campo handling the former. Announcer on this shot did such a bad job of splicing that it was impossible to catch the names of the others. He was trying to be very casual about the whole thing and as a result his enunciation was horrible. Outside of this distraction the shot lined

itself up as a good 25 minutes of musical entertainment.

Vaughn Monroe

(Hamid's Million-Dollar Pier, Atlantic City, N. J., Mutual Network, Monday (18), 11:30-11:45 p.m.)

THE net misses a bet here by only dishing out 15 minutes of the Monroe ork. There was only time for four tunes, a stomperoo, a swing classic, and two ballads, and each rang the bell. Band hits out with power and precision, but still gives the listener the impression that the boys are slightly under wraps. Monroe leaves out individual ride choruses, working the outfit so that each side man is always part of the ensemble. It's commercial swing and very palatable.

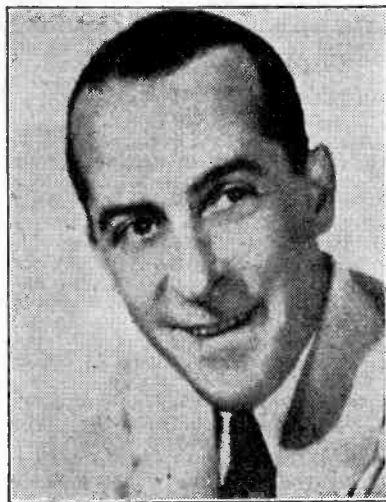
Monroe and his fem thrush, Marilyn Duke, paired off for the vocalizing of one ballad; the other the maestro took by himself. Showed up good both as a team and singly. Monroe's baritone pipings are on the pashy side and with plenty of showmanship. A good remote.

Route 23, Newark - Pompton Turnpike

By FRANK DAILEY

SINCE 1933, when Meadowbrook first went on the air, I believe the above directional phrase has become more of a trade-mark for my dine-and-dance place than any other feature during its operation. It's strange, too, how those things turn out. I wanted to make sure that radio listeners tuning in on our band broadcasts would know just where Meadowbrook is located. I wasn't satisfied when the radio announcer just said "Frank Dailey's Meadowbrook in Cedar Grove, N. J." It was too vague, because actually Meadowbrook is not right in Cedar Grove. So I had the spiel changed and added "On Route 23, Newark-Pompton Turnpike" to the announcer's script.

A few people, and some of the radio men coming out to the place, at first told me that they thought the announcement altogether too corny. I disagreed and am amused now and then when I tune in my own radio and pick up some remote when the announcer goes into an even longer song and dance to describe where a spot is located. Route 23, Newark-Pompton Turnpike has since, thru repetition alone, come to mean as much to Meadowbrook as the slogan "They Satisfy" to Chesterfield cigarettes. It's something which places a distinctive identification on the place.



FRANK DAILEY, band leader who successfully built up his Meadowbrook ballroom into a nationally known spot.

Freeman, Paul Tanner, Connie Haines, Dolly Dawn, Edythe Wright, and Carol Bruce. We had also worked up quite a name for the band during 1927, '28, and '29 when we played many commercial radio shows. It was the Frank Dailey orchestra which originated the old *Alice Blue Gown* air show.

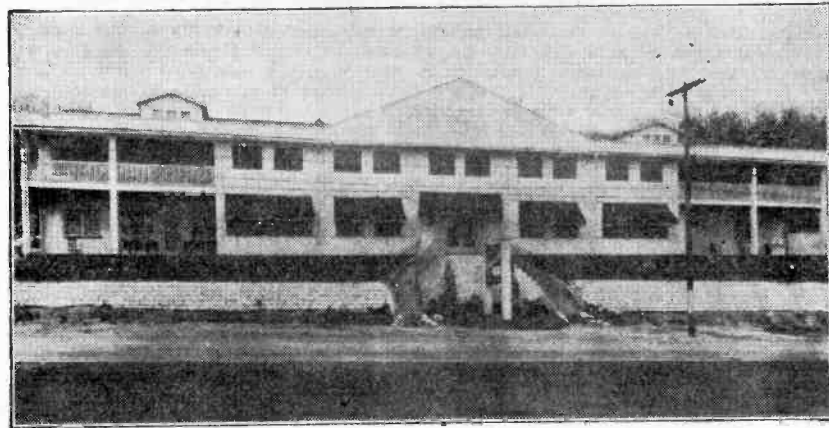
Playing in our own spot, however, did not leave us much time for actual management duties, and our negligence in this department began to worry me more and more. I did not feel that we were building upon anything solid. Many things were taking place during the early '30s which were changing the face of the entire dine-and-dance business, and a proprietor of such a place had to have his eyes open all of the time to be able to keep pace with these changes. Big name swing bands and the repeal of prohibition were having a big effect on the entertainment business.

Catering to diners and dancers was turning into a big-time proposition and was attracting all classes of people and more of them. Up until 1937 we had a price policy which, besides food and drink, included a dancing charge of 55 cents on weekdays and 85 cents for weekends. I was not satisfied with this arrangement, however, because it put us in a class with too many other spots. And I was striving for some kind of distinction. But first I felt the need of more time to spend on all of these managerial duties. As a result I bought out my partners and changed the name of the place to "Frank Dailey's Meadowbrook."

We Change Policy

From that point on things happened fast. The dancing charge was replaced by a no cover but a minimum-price policy. Drinks and food were kept at very reasonable prices. A young fellow could come into the place with his girl and \$2 and have a good time all evening. I made it a point to see that Meadowbrook drew the younger generation. I had to be careful, of course, for many reasons. I did not want a bunch of vandals coming into my place, and I realized that my policy on prices did not exactly prohibit this type. To discourage such a trend in my clientele I subtly instituted a "no-stag" rule. Waiters and doormen were instructed to discourage unescorted girls or fellows without dates. The boys had to have coats and ties, too. Anything as informal as a sport shirt with a hairy chest protruding over the top of it would, I felt, be an invitation to a lot of rowdiness.

No "clips" or breathing-on-the-neck pressure were tolerated from any of my waiters. I wanted the youths to be treated with all the respect that would be shown a \$100-a-night spender in any of the finer New York night clubs. And I have always been around to see that



MEADOWBROOK as it is today. It was called the Pavilion Royale when Dailey took it over in 1940. Until 1937 it featured Dailey's band only. Then it switched to outside bands.

this part of the policy is strictly carried out. The same holds true, too, for all of the bands that have ever played at Meadowbrook. I see to it that not only the leader but the sidemen are treated as courteously as the guests. A few waiters have quit at Meadowbrook because they just couldn't understand or work under such a policy.

After setting my course toward making Meadowbrook a good class spot for the younger set, I started an earnest campaign to build up this type of a trade. Gradually in 1937 I started bringing in other bands, using the old Frank Dailey ork as a relief band. I brought in remote radio wires from Mutual and NBC, replacing CBS. Last year I switched back to CBS. The best air time is the best publicity I can get at any money. As name bands began to appear on the scene I made it a point to book them in for runs at Meadowbrook as soon as possible, and, in fact, started many of them on an even higher road to fame. Among the big bands to play Meadowbrook in the past four years are Tommy Dorsey, Glenn Miller, Jimmy Dorsey, Larry Clinton, Vaughn Monroe, Artie Shaw, Benny Goodman, Sammy Kaye, Glen Gray, Gene Krupa, and Sonny Dunham. I want to enter a little plug here, too, for the General Amusement Corporation, the booking office which has serviced my bandstand for the past four years.

Air Time, Name Bands

The air time and the big bands started things rolling, but I didn't stop there. More personal ways of contacting the young generation were devised. Many kids living in Northern New Jersey go to colleges and universities all over the country. I made it a point to contact as many New Jerseyites as possible who went away to school and persuaded them to become my official representatives in the schools they attended. These stu-

dents would arrange and organize special home-coming parties and celebrations to be held, of course, at Meadowbrook during the students' holidays. Proms, sorority and fraternity dances, graduation parties, and many other social events have been brought to Meadowbrook in this way. Today I have student representatives in over 50 colleges east of the Mississippi.

Three years ago we instituted the "Matinee at Meadowbrook," which was also directed at the younger set, over NBC. To make sure that these afternoon sessions didn't attract a "smart Broadway bunch" I had a rule making it necessary for each kid to have a recommendation from his teacher before he could get thru the door. The success of these afternoon sessions even surprised me. Today, over CBS, the *Matinee at Meadowbrook* show has the highest Crossley air rating of any sustaining program on the air. Further to ingratiate the "institution" of Meadowbrook with the young generation, I have sponsored high-school concerts and dancers; the proceeds from these affairs go into the "Meadowbrook Scholarship Fund" so that some lucky young fellow or girl can go on to college.

Build-Up Pays Off

Seems like a lot of trouble just to build up a certain following for a dine-and-dance spot. Well, I can tell you that it has all paid off, and in more than money, too. Meadowbrook, as a result, is a tradition with thousands of kids, representing nearly every State in the Union. A boy or girl living around Meadowbrook today would feel socially ostracized if their friends didn't throw a going-away party for them before leaving home for school for the first time—and it must be at Meadowbrook. I have a mail list now of about 23,000 names of boys and girls who frequent my place. To keep this list fresh, about 5,000 are

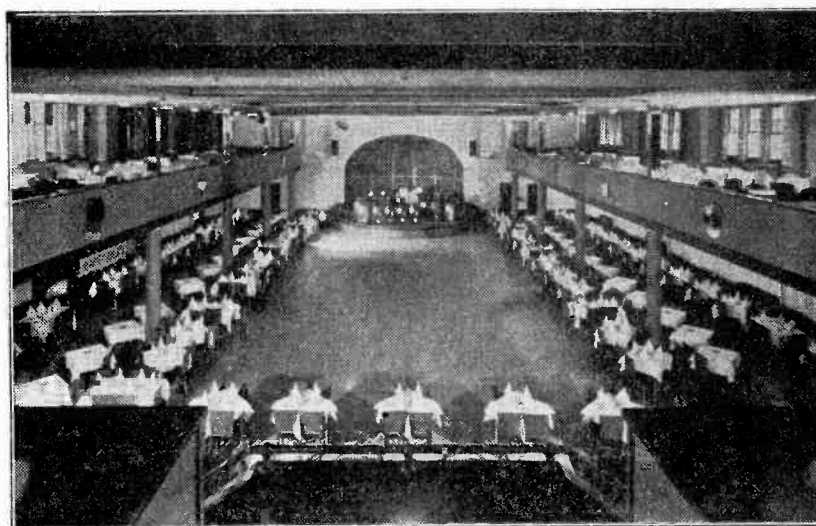
FRANK DAILEY, owner and operator of Meadowbrook, one of the country's finest dine-and-dance spots, went to Seton Hall College in Orange, N. J., and studied there for five years to become a priest. However, while attending school he organized a small five-piece orchestra which he led with his violin. In 1918, when Dailey was 17 years old, his father died and he was forced to leave school. He took his band with him, and after a measure of success enlarged the aggregation to nine pieces in 1923. From that time until 1925 the Frank Dailey band played at a spot near Cedar Grove, N. J., called the Four Towers. Following this engagement the band went on a country-wide tour. In 1930 Dailey and his band returned to the Four Towers. From there on we'll let Dailey himself tell you the story of Meadowbrook, which was right across the highway.

For the 11 years that I have been at Meadowbrook there has been a definite and concrete policy of operation. Minor changes have naturally been made thru the years, but essentially there has always been just one goal in mind. It might be summed up by a phrase I like to use in describing Meadowbrook—"A Nice Place for Nice People." To attain such a reputation for a spot may seem a fairly simple procedure, but I have seen too many similar ventures started in my own area here in New Jersey and watched them suddenly fold up to make any simple generalizations about policy.

How It Started

In 1930, when five members of my own orchestra and I took over Meadowbrook, it had been opened and shut so many times the hinges were worn out. At that time it was known as the Pavilion Royale. The Frank Dailey band had been playing a return engagement at a place across the highway called the Four Towers, which I now own. I asked the boss for a raise one night, and in a fit of temper over my audacity he asked me why I didn't go across the road and open up (it was closed then, too) the Pavilion Royale. It sounded like a good idea to me, and that is what happened.

From that time until 1937 Meadowbrook was a one-band spot. It wasn't such a bad outfit either. At one time or another the Frank Dailey band had such musicians and vocalists as Buddy Schutz, Herb Haymer, Charles Frazier, Ralph Mazzulli, Jack Henderson, Bud



MEADOWBROOK interior, which gives the kids plenty of room for dancing. The bandstand in the background has been a stopping off place for many name bands.

culled from it each year, but despite this cutting the names grow more numerous each year. I say that that is reward for all of the trouble I may have gone to in pleasing the kids, because they can all be called my steady customers.

Many operators may also wonder if catering almost entirely to youth isn't too big a headache at any price. I don't think so. I have found that when you strive for the better type boys and girls and treat them right there is no finer clientele. Of course, you have to be on the job all of the time, but in what club isn't this true? For example, I impose fairly rigid rules on these kids, yet I still let them dictate a great part of the policy. Modified "jitterbugging" is allowed on the floor, but it is watched so that a few such couples do not interfere with the others. One rule absolutely enforced is the no-liquor-served-to-mirrors law. Our reputation on such things is so good that we have many families who drop by Meadowbrook to deposit the younger members before the oldsters go into New York for their entertainment.

We Poll Customers

When it comes to our stock-in-trade—the music—that is another story. I continually poll the customers to discover what band they want next—and what they say goes, providing, of course, the band voted the winner is available. It so happens that Meadowbrook has in recent years become more or less identified with swing bands. All I can say to that is that it has been the predominant choice of the guests, not necessarily because the bands chosen have been swing bands but because they were big name bands. Proof of that was seen here the past summer when Sammy Kaye and his orchestra came into Meadowbrook. Votes had been piling in for Kaye, so Kaye it was. With a sweet band he broke all records at Meadowbrook. It was his name, musical reputation, and the fact that my customers wanted him.

The band is definitely the thing here at Meadowbrook. We just have to have good music. Not only for those at the tables and on the dance floor, but also for those listening in on their radios. This is one of the best known entertainment spots in the country, and the music is the big sales talk. During the summer Meadowbrook swarms with young customers on vacations. We received many letters last summer inquiring about our "rates" and if we operated on an "American" or "European" plan! These people had evidently heard the spot's air broadcasts and figured that a place with so many big name bands and located in the country (so to speak) must be more than just a place to dine and dance. I am flattered, but will keep right on running Meadowbrook as it is—no room or bath.

I have tried to show what I have instituted as a policy and what I have put into it. Naturally, there are many other things besides the music, radio, food, drinks, student exploitation and tie-ups, and so on. The very location of Meadowbrook has a lot to do with it. It is right in the center of a population draw of 5,500,000 people exclusive of New York City, from which it is only a few miles distant. There are many

wealthy families in the neighborhood. In the time belt we are in we have perfect coverage of the rest of the country. Meadowbrook's midnight broadcasts are heard on the West Coast at 3 o'clock. But with all of these so-called "naturals" I still believe that it takes a lot more on the management's side to make a success of such a venture. After all, there are no other big spots in the neighborhood.

We Watch Other Spots

I make it a point to take three or four trips a year to other spots in this territory just to see if anyone is doing something that I have overlooked. So far I find I haven't been left behind. Most of the features I have initiated at Meadowbrook I see adopted at these other places. I feel good about this because if I weren't copied I would really think something was wrong. There are some things, tho, which can't be copied or imitated. And that is the atmosphere of a place, or the tempo, or whatever you want to call it.

For example, I have people working for me who started 11 years ago when I opened the place. There is John Kiersy, who used to play the piano in the old relief band; Phil Baird on trumpet, and Bill Burger on trombone. There is the chef. The parking lot has been in the same family ever since that fateful day in 1930. My brother Vince has been here five years and another brother, Cliff, for two. Brothers and sisters of former Meadowbrook customers start patronizing the place when they start going to high school and college. A party is given every band the night it checks out of Meadowbrook. All of these things tend to create an atmosphere around Frank Dailey's Meadowbrook, an atmosphere of which I am proud to be a part. Many people have asked me why I don't raise my prices. "You could raise the tariff here easily, Frank, for what you give 'em," they say. Yes, and I could kill what it's taken me 11 years to build up, too.

No, I'll take what I have and keep building upon that. Early this month we redesigned and pushed back the bandstand to accommodate more people. The place will now hold 1,700, and with Benny Goodman on the stand it's no trick to run the total up to that figure almost nightly. When I took over Meadowbrook capacity was 800. We have a beautiful outdoor garden with tables and dancing space for hot summer nights, a landscape that is the envy of many other operators, and a building which has probably housed more big bands than any other one dine-and-dance place in the country. That's Meadowbrook.

Oh yes! I almost forgot to mention that the place is on Route 23, Newark-Pompton Turnpike, near Cedar Grove, N. J.

Gracie Barrie To Join Hubby Dick Stabile as Ork's Canary

ATLANTIC CITY, Aug. 23.—Gracie Barrie (Mrs. Dick Stabile), doing a solo stint at the Bath and Turf Club here, revealed that she is going to remain with her hubby-maestro as the regular band vocalist following the completion of their theater tour in October. However, there will be no Mr. and Mrs. billing, as was the case with Red Norvo and Mildred Bailey.

In addition, combo of Dick Stabile and Gracie Barrie is set for a fresh filing on wax, being signed to cut platters for Okeh. Plan on putting in the first session in October. Stabile is no newcomer to records, having cut test sides in the past for Bluebird and the old Vocalion label. It'll be the first time for Miss Gracie's pipes on the platters.

Bill Carlsen Junks His Ork

MILWAUKEE, Aug. 23.—Bill Carlsen, band leader for more than 10 years, deserts the realm of the maestros early in September to return to his first love—flying. Carlsen will become an instructor for the Midwest Airlines here. He has been a pilot for years, and owns his own plane. His band became Milwaukee's No. 1 territorial ork and was often heard over national hook-ups.

Orchestra Notes

Of Maestri and Men

JIMMY DORSEY and ork get the tee-off date at the reopening of Brooklyn's Rosemont Ballroom (nee Roseland) September 3. . . . BOB ALLEN and his new outfit will play the spot September 4, making the maestro's first New York date since his band took form less than a month ago. . . . FRANKIE CARLE, the piano man, is back at his home in Springfield, Mass., after a siege at the Mayo Clinic in Rochester, Minn. He'll rejoin the Horace Heidt ork in a couple of weeks at Chicago. . . . ADRIAN ROLLINI and his trio will be featured at Jack Dempsey's New York restaurant beginning September 26. . . . ANTHONY TRINI and ork have been set by Meyer Horowitz, operator of New York's Village Barn, to take over the podium at that spot in September. . . . DICK BARRIE has clicked off his second month at Donahue's, Mountainview, N. J., and has been held over for the remainder of the season. . . . BENNY MEROFF rounds out his third year with his *Funzafire* unit next month, when he plays a week stand at Chi's State-Lake Theater September 5. . . . IRVING FIELDS and his seven-piecer polished off their seventh week at Child's Paramount Cafe, New York, and garnered a hold-over. Spot gets a Mutual wire in September. . . . DICK MILLS' ork goes into the West Side Hotel, Rochester, Ind., with an NBC wire August 29. . . . ALVINO REY has added Justin Gordon to the sax section, replacing Kermit Levinsky, who has a call to join the army next month. . . . LES BROWN kicked over his 10th week at the Log Cabin, Armonk, N. Y., and is now penciled in until September 15. . . . BOBBY BYRNE has taken on saxist Frank Usifer to replace Rocque Dominic, and Jimmy Emert, of the Will Bradley ork, takes over Don Ruppertsburg's slyphorn chair in the Byrne band, while Ruppertsburg goes to Bradley. . . . JIMMY FLORA and his band will remain in the Cafe Rouge of the Hotel Pennsylvania, New York, until Glenn Miller comes back in October. . . . KORN KOBBLERS renewed at the Flagship, Union, N. J., until September 23, making 11 months.

Midwest Melange

VIC ABBS and His Californians return to the Congress Hotel's Glass Hat, Chicago, October 21. . . . ALVINO REY and the King Sisters will follow Art Jarrett into Chi's Blackhawk Cafe. . . . TONY CABOT is now under the management of George Trasker, former manager for Red Nichols and Anson Weeks. . . . KING COLE TRIO set for the Capitol Lounge, Chicago, for an indefinite run, opening September 1, while the Don Jacks, comedy combo, open at the Garrick Stage Bar in the same town September 4. . . . TED WEEMS opens a six-week run at the Casa Manana, Culver City, Calif., September 30 and will next move into the St. Francis Hotel, San Francisco, for a similar run. . . . Mary Lee, Weems' vocalist, returns to Hollywood September 1 to resume picture work for Republic. . . . RAY PEARL set by Art Weems, of GAC, at the Merry Garden Ballroom, Chicago, for an indefinite run, opening September 6. . . . JACK CRAWFORD, band leader who left the spotlight to book cocktail units for Frederick Brothers in Chicago, is fronting an outfit again. . . . RALPH BARLOW follows Red Nichols into the Melody Mill, Chicago, September 17. . . . JOHNNY GILBERT picked up an extra two weeks at Madura's dansant, Hammond, Ind., taking him up to September 7. . . . ED-

DIE ROGERS has moved into the Lowry, St. Paul, for four weeks.

Atlantic Whisperings

FRANKIE MASTERS, following his current Atlantic City ocean pier stand, one-nights it to South Boston, Va., where on September 5 he will serve as bandsman and emcee at the seventh annual National Tobacco Festival, sharing the ork dais with HARRY JAMES. . . . ARTIE SHAW added as an extra-credited for the Reading (Pa.) Fair on September 8, marking the first time the outdoor exposition has given a nod to a name band. . . . FREDDIE YAHN takes over the rhythm assignment at River-view Inn, Somers Point, N. J. . . . BEN BERNIE AND TOMMY TUCKER share the music making for the V. F. W. convention in Philadelphia Thursday (28) at Convention Hall. . . . KIP HARBOUT set for the Saturday night dancing at Log Cabin Inn, Washington Crossing, N. J. . . . HARRY NACE gets the nod at Mon's Cafe, York, Pa. . . . JUANITA and Her Rumba Band, current at Hotel President's Round-the-World Room, set to return to Philadelphia's Club Ball in mid-September, alternating with ALAN FIELDING, Ball bandsman, who augments his crew and stays put for (See ORCHESTRA NOTES on page 17)

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'Contact-Man Morgenthau'

WASHINGTON, Aug. 23.—Tin Pan Alley ranks were invaded this week by a new pluggier of songs, and the "old guard" sat back in amazement and envy at the technique of the newcomer. Henry Morgenthau Jr., secretary of the U. S. Treasury, is the agent in question, and the song he is plugging is *Any Bonds, Today?*, the opus composed by Irving Berlin for the government's national Defense Bond drive.

Top plugging stunt now being pulled by Morgenthau is a direct mail campaign to everyone on the government's "customer" list, offering "any reasonable number of song sheets" of the tune gratis. All the recipient has to do is tear off the return post card, which is addressed to the Treasury Department, and mail it in.



The Billboard

WEEK ENDING
AUGUST 21, 1941

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

Following are the 15 songs with the most plugs on MBS and on NBC and CBS. Due to the MBS-ASCAP contract, Accurate Reporting Service, source previously for all plug data, now lists only WOR plugs, having temporarily dropped NBC and CBS from its recapitulation. MBS listings below, therefore, are supplied not only by Accurate's daily reports, taking in plugs between 5 p.m.-1 a.m. for week ending Thursday, August 21, but also by recapitulations furnished by the MBS logs. NBC-CBS totals are furnished by the office of Research-Radio Division, College of the City of New York, including broadcasts from 8 a.m.-1 a.m. daily for week ending Thursday, August 21.

For duration of this situation, which can be considered temporary until such time as NBC and CBS sign with ASCAP, "independent" plugs (WHN, WMCA, WNEW) will not be listed. Networks' New York outlets used for this recap are WOR (MBS), WEAF, WJZ (NBC), and WABC (CBS). Film tunes are designated by "F." musical production numbers as "M."

MBS PLUGS			
Position Last This Wk.	Title	Publisher	Plugs
2	1. I GIVE YOU MY ANSWER	Mills	29
1	2. KISS THE BOYS GOODBYE (F)	Famous	24
3	3. DADDY	Republic	21
3	4. AURORA	Robbins	17
5	4. I UNDERSTAND	Feist	17
—	4. YOU AND I	Willson	17
—	5. DON'T TAKE YOUR LOVE FROM ME	Witmark	15
9	5. THINGS I LOVE	Campbell	15
6	6. DON'T CRY, CHERIE	Shapiro-Bernstein	14
—	6. I DON'T WANT TO SET THE WORLD ON FIRE	Cherio	14
—	7. JIM	Leeds	13
—	7. UNDER BLUE CANADIAN SKIES	Feist	13
8	8. LOVE ME A LITTLE LITTLE	Mayfair	12
—	8. MARIA ELENA	Southern	12
4	8. YOURS	E. B. Marks	12

NBC-CBS PLUGS			
Position Last This Wk.	Title	Publisher	Plugs
1	1. TIME WAS	Southern	33
7	2. YOURS	E. B. Marks	26
2	2. DADDY	Republic	26
6	3. YOU AND I	Willson	22
—	3. I GUESS I'LL HAVE TO DREAM THE REST	Block	22
3	3. GREEN EYES	Southern	22
8	4. DO YOU CARE?	Campbell	21
—	4. INTERMEZZO (F)	Schuberth	21
5	4. 'TIL REVEILLE	Melody Lane	21
6	5. I WENT OUT OF MY WAY	BMI	19
9	6. BOOGIE WOOLIE PIGGY	Mutual	18
6	7. IT'S SO PEACEFUL IN THE COUNTRY	Regent	17
10	8. WHAT WORD IS SWEETER THAN SWEETHEART?	Reis-Taylor	16
6	8. MARIA ELENA	Southern	16
—	9. YES, INDEED	Embassy	15

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; Gaiety Music Shop; Sun Radio Company. Bridgeport, Conn.: Howland Dry Goods Company; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc.; Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store, Downtown Record Shop, Alex A. Gettlin. Washington: George's Radio Co., Inc. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Plano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		SOUTH	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
2	1. GREEN EYES	1	1. Green Eyes	1	1. Yes, Indeed
—	—JIMMY DORSEY	4	2. Blue Champagne	3	2. Daddy
1	2. DADDY	—	—JIMMY DORSEY	5	3. Yours
—	—SAMMY KAYE	2	3. Daddy	—	—Sammy Kaye
4	3. YOURS	5	4. Maria Elena	4	4. Green Eyes
—	—JIMMY DORSEY	6	—Jimmy Dorsey	2	5. Maria Elena
7	4. BLUE CHAMPAGNE	7	5. Yes, Indeed	—	—Jimmy Dorsey
—	—JIMMY DORSEY	3	6. 'Til Reveille	8	7. Boogie Woogie Piggy
5	5. YES, INDEED	—	—Kay Kyser	9	8. Blue Champagne
—	—TOMMY DORSEY	9	7. Yours	—	—Jimmy Dorsey
3	6. MARIA ELENA	—	—Jimmy Dorsey	6	9. 'Til Reveille
—	—JIMMY DORSEY	8	8. Time Was	—	—Kay Kyser
8	7. 'TIL REVEILLE	—	—Jimmy Dorsey	10	10. Hut-Sut Song
—	—KAY KYSER	—	—Tommy Dorsey	—	—Freddy Martin
9	8. PIANO CONCERTO	—	—Gene Krupa	MIDWEST	
—	—FREDDY MARTIN	2	1. Yours	2	1. Green Eyes
—	—GLENN MILLER	3	2. Green Eyes	1	2. Daddy
—	—HARRY JAMES	1	3. Daddy	7	3. Piano Concerto
—	—HARRY JAMES	8	4. Blue Champagne	—	—Freddy Martin
—	—HARRY JAMES	—	—Jimmy Dorsey	—	—Jimmy Dorsey
—	—HARRY JAMES	—	—Harry James	10	7. Take a Train
—	—HARRY JAMES	—	—Glenn Miller	—	—Duke Ellington
—	—HARRY JAMES	—	—Freddy Martin	—	—Jimmy Dorsey
—	—HARRY JAMES	—	—Tommy Dorsey	9	9. 'Til Reveille
—	—HARRY JAMES	—	—Jimmy Dorsey	—	—Kay Kyser
—	—HARRY JAMES	—	—Bing Crosby	—	—Glenn Miller

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
1	1. MARIA ELENA	2	1. You and I	1	1. Maria Elena
5	2. YOU AND I	3	2. Maria Elena	6	2. You and I
2	3. DADDY	1	3. Daddy	4	3. Daddy
4	4. 'TIL REVEILLE	6	4. 'Til Reveille	2	4. 'Til Reveille
3	5. YOURS	4	5. Yours	11	5. Intermezzo
6	6. INTERMEZZO	5	6. Things I Love	3	6. Green Eyes
9	7. GREEN EYES	7	7. Intermezzo	7	7. Things I Love
7	8. THINGS I LOVE	9	8. Green Eyes	8	8. Piano Concerto
10	9. BLUE CHAMPAGNE	8	9. Hut-Sut Song	5	9. Yours
—	—	13	10. Do You Care?	—	—
—	—	10	11. Blue Champagne	9	10. Do You Care?
—	—	11	12. I Guess I'll Have to Dream the Rest	9	11. Hut-Sut Song
—	—	12	13. I Went Out of My Way	14	12. Just a Little Bit South of North Carolina
—	—	15	14. It's So Peaceful in the Country	10	13. Blue Champagne
—	—	14	15. You Are My Sunshine	—	—
—	—	MIDWEST		—	—
—	—	1	1. Maria Elena	11	14. Kiss the Boys Goodbye
—	—	4	2. Yours	14	9. Green Eyes
—	—	5	3. 'Til Reveille	—	—
—	—	2	4. Daddy	15	12. I'll Be With You in Apple Blossom Time
—	—	9	5. You and I	—	—
—	—	7	6. Green Eyes	10	14. Until Tomorrow
—	—	3	7. Things I Love	8	15. My Sister and I
—	—	11	8. Kiss the Boys Goodbye		
—	—	—	9. Piano Concerto		
—	—	10	10. You Are My Sunshine		
—	—	6	11. Intermezzo		
—	—	13	12. I Understand		
—	—	—	13. Blue Champagne		
—	—	14	14. I'll Be With You in Apple Blossom Time		
—	—	8	15. Hut-Sut Song		

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

- MARIA ELENA. (12th Week) Jimmy Dorsey, Wayne King, Tony Pastor.
- DADDY. (12th Week) Sammy Kaye, Andrews Sisters.
- THE HUT-SUT SONG. (11th Week) Horace Heidt, Freddy Martin, King Sisters, the Jesters.
- GREEN EYES. (6th Week) Jimmy Dorsey.
- GOODBYE DEAR, I'LL BE BACK IN A YEAR. (4th Week) Horace Heidt.
- 'TIL REVEILLE. (3d Week) Kay Kyser, Bing Crosby.
- YOU AND I. (2d Week) Bing Crosby, Glenn Miller, Kay Kyser.

COMING UP

- KISS THE BOYS GOODBYE. Bea Wain, Tommy Dorsey.
- YOURS. Jimmy Dorsey.
- YES, INDEED. Tommy Dorsey.
- MA, I MISS YOUR APPLE PIE. Guy Lombardo.
- BLUE CHAMPAGNE. Jimmy Dorsey.
- COWBOY SERENADE. Kay Kyser, Glenn Miller.
- I GUESS I'LL HAVE TO DREAM THE REST. Glenn Miller, Tommy Dorsey.
- BOOGIE WOOLIE PIGGY. Glenn Miller.

Philly Tuners Hit the Top After Getting Broadway Brush

PHILADELPHIA, Aug. 23.—Looks as if Sammy Kaye aims to build his Republic Music Company on the tune thrillers of local tunesmiths who have never been able to get beyond the waiting rooms of the New York publishers. Taking a third nip out of local ranks, Kaye last week inked binders to bring *Angelita* into his Republic catalog. Ditty is the doing of Joe Frassetto and Billy Hays, local bandsmen, and Morty Berk, hit songwriter of an earlier decade.

Only last month Kaye signed exclusive writers' contracts with Jimmy Tyson and Irv Leshner, local musicians, on the basis of their *Wind Blows Free*. Partiality on the part of Kaye to Philadelphians stems from his discovery of *Daddy* while relaxing at a local nitery, which resulted in his signing composer Bob Troup to a composer's contract with his Republic firm.

Odd angle is that tunes being picked up by the visiting bandsmen have been kicking around here for some time. And equally odd is the fact that the material is all familiar to the "talent" scouts, agents, publisher reps, and band bookers who swarm over the local after-dark scene each week-end, pat the potential Irving Berlins on their backs, but seem to forget that one doesn't have to be in New York's Lindy's to find a good song.

As one of the visiting bandsmen put it, while the New York pubs are beefing their heads off about the music maestra becoming song publishers, incidents here prove that those beefing the most don't know a good song when they hear one. Maestro maintains that if the Gotham guys are going to pass up the hinterland writers ork leaders might as well take advantage of the untapped material—in most cases superior to the stuff ground out by complacent Tin Pan Alleyists.

Nor can Kaye's acquisitions be passed off as exceptions to the rule. Fact of the matter, Troup tried to peddle his *Daddy* song, along with his many others now belonging to Kaye, to more than a half dozen Tin Pan Alley biggies in New York. One of the biggest ushered Troup out of his office after hearing only *Daddy*, telling him to quit writing songs.

As a result of Kaye's tune click here, all the band boys coming into town have been lending an ear to the song makers.

Were it not for Tommy Tucker, *I Don't Want to Set the World on Fire* would never have gone beyond the hearers haunting Lou's Moravian Inn, where Bon Bon and the Three Keys kept plugging away on the ditty. Tune has been recorded by Tucker, Horace Heidt, and the Charioteers, and Jimmy Dorsey is skedded to cut it for Decca.

Less than a fortnight ago Charlie Gaines, baton waver at Carroll's Cafe, got Frankie Masters excited over his *I Haven't the Courage*, and will put it on wax.

Barnet Musician Killed in Crash; Another Injured

LOS ANGELES, Aug. 23.—Anthony (Buzz) Etri, 26, guitarist with Charlie Barnet's orchestra, current at the Casa Manana, Culver City, Calif., was instantly killed, and Harold Hundling, 33, tenor member of the Quintones, singing group with the ork, was injured critically when the car Hundling was driving collided with a truck early Thursday (21) in Culver City.

Hundling, still unconscious from a skull fracture, underwent an emergency operation early this morning at General Hospital here. Doctors hold little hope for his recovery.

The band played its engagement, as usual, Thursday night. Etri had been with Barnet the last four years.

Chester Replaces Bradley In Quick Astor Booking

NEW YORK, Aug. 23.—Surprise booking deal for the Hotel Astor Roof, where it was thought Will Bradley would finish out the season, brings in Bob Chester, beginning August 25, until the roof closes in September.

With Bradley playing the hotel for a month, hotel was anxious to spot Alvino Rey for the balance of the summer. Deal, however, couldn't be consummated because of other contractual commitments for Rey. As a consequence, Chester was booked in. This also marks Music Corporation of America getting the spot back, which it had before the William Morris Agency booked in Ina Ray Hutton and Bradley.

Those Hillbillies Again; They're a Organizin' Texas

HEMPHILL, Tex., Aug. 23.—Maybe it's the heat or the humidity of these hot summer days, or maybe it's a step toward forgetting about the war for the moment. In any event, citizens of Hemphill, situated in the Angelina National Forest area of East Texas, have organized a Society for the Protection and Preservation of the Rights of Genuine Hillbillies. Organized to "combat growth of exploitation of hillbilly customs, music, and ideals in the movies, on the radio, and in politics, the society will consider for membership any American citizen who can meet qualifications listed in the constitution of the group.

Some of these requirements are: Be either a member of or else an "uncultified," first generation descendant of a backwoods family; be able to point with pride to at least one ancestor who either was hanged or had to leave the country to keep from being strung up; be able to dip snuff without getting sick; be able to bounce a rifle ball off a revenue's head at 300 paces; be able to prove the corns on the bridge of his nose were not caused from wearing spectacles; be able to prove he goes without shoes most of the time by striking a match on the soles of his bare feet; agree not to use any foreign-raised corn in his mash; agree not to whip his wife with a trace chain more than six feet long, etc.

Sponsors are planning a national hillbilly convention, with music contests for cash awards. A hillbilly queen of the world will be chosen.

Thank You—
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CHICAGO

BOYD RAEBURN AND HIS ORCHESTRA

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CLOSING 14-WEEK
HOLDOVER
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OCTOBER 9

REOPENING
RETURN ENGAGEMENT
DECEMBER 26

NEW NOVELTY FOX TROT

DAISY NEVER TELLS

Be Sure To Get Your Copy

WHAT DO YOU DO TO ME?

Beautiful Fox Trot

EVAN GEORGEOFF MUSIC PUBLISHING CO.

231 THE ARCADE

CLEVELAND, OHIO

Kirk's Name Fails To Draw In Nebraska; Take Is \$37

LINCOLN, Neb., Aug. 23.—Andy Kirk's colored combo managed to attract only some half a thousand dancers to R. H. Pauley's Turnpike here (16), but so well liked was the outfit that a repeat engagement should prove more popular.

Most of Kirk's recordings are of little known tunes, so the crew was not especially well known in this territory. Pauley was not extravagant in his advance campaign either.

At 75 cents gate, with no advance, Pauley counted about \$375 as his gross.

ORCHESTRA NOTES

(Continued from page 15)

another season. . . LEN McCALL making the music at Topper Cafe, South Merchantville, N. J. . . LEON GROSS see-

Maybe, It Ain't Comedy

PHILADELPHIA, Aug. 23.—Woes of band leaders relaxing at the Embassy Club, after-dark spot here, will become the source of inspiration for the new fall revue being readied for the spot by George Clifford, who also emcees the goings-on. Design'd as a burlesque on the band business, with special emphasis on the trials and tribulations of the barnstormers, Clifford has tagged his show *On the Road for MCA*.

ing out the summer season at Jackie's Cotton Club, Asbury Park, N. J. . . AL SHIREY syncos dispensed at Eagle Hotel, York, Pa. . . HENRY JEROME PASNICK, answering the draft call in Atlantic City, is the HENRY JEROME making the music at Phil Barr's 500 Club at that resort. . . JIMMIE GORHAM, current at the Bombay Gardens, Philadelphia, penciled in for an extended stay this fall at Savoy Ballroom, New York.

Coast Cacophony

JIMMY DORSEY is set for *The Fleet's* In with Fred Astaire at Paramount. . . ALVINO REY and the King Sisters have been signed for *Syncope* at RKO. . . Hollywood Palladium is plugging GENE KRUPA as the next attraction. Opening date delayed two weeks by WOODY HERMAN'S holdover—the first at the spot. . . ERSKINE HAWKINS is heading for the West Coast, where he will play the Los Angeles Orpheum Theater.

DUKE DALY

and His Orchestra
Playland Casino, Rye Beach, N. Y.
WOR Mutual

MANAGEMENT
GENERAL AMUSEMENT CORP.

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Territorial Bands and What Makes Them Tick

By SAM HONIGBERG

A THRIVING business is the territorial band field which flourishes in the Midwest. Outside of his own territory the average territorial band leader has as much reputation as a \$30-a-week soubrette, but take a poll on his popularity in the circle covered by his repeated tours and he will rank very close to the nation's highest.

Band bookers say that between 40 and 50 of these organized units cover an area of seven States: Minnesota, Iowa, Nebraska, North and South Dakota, Missouri, and Kansas. The northwestern part of Illinois and the western part of Wisconsin also furnish an outlet for such orchestras, but are secondary on a comparative basis.

By far the best States for territorials are Minnesota and Iowa because of the many modern ballrooms in that area. More bands make the rounds there than in any other part of the country and the grosses generally are consistently better.

The territorial bands have an open market the year round because of the comparatively reasonable prices asked of promoters and their strong acceptance by the localities. Bands accept from \$100 to \$175 per night and during holidays get a guarantee as high as \$500. Most promoters would rather buy these bands on a flat guarantee. The better established leaders, however, demand and often get a small guarantee and a percentage above the average gross.

A leader builds his reputation by establishing a winning musical style and a personal following for himself and his side men. Many leaders book direct; others are handled by band agencies, the principal territorial band office being the Vic Schroeder Agency in Omaha. Other offices in that town are the National Orchestra Service and the Howard White Agency.

Vic Schroeder is one of the more experienced bookers in the field and has been an established agent for several years. He is currently selling nine bands, Larry Herman, Leo Peiper, Jimmy Barnett, Eddy Dunsmoor, Ralph Slade, Hank Winder, Skippy Anderson, Gene Pieper, and Paul Moorhead.

It is not unusual for a band to boast one to two years of solid advance bookings. In mapping a season's work the established territorial leader who books direct can arrange dates with little trouble. He knows his territory from A to Z—where, for example, a Monday is better than a Saturday—and can arrange in one deal a dozen return engagements in a single spot within a year.

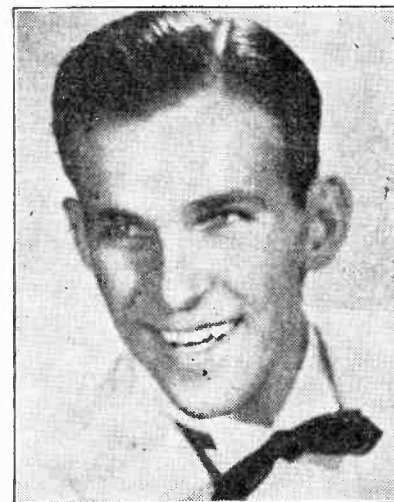
You can count on the fingers of your hand the number of territorial bands that have branched out into the national name field. And this is not because



JIMMY BARNETT, a Vic Schroeder band leader, pictured with Claudette Colbert on the Paramount lot during his visit to Hollywood.



LAWRENCE WELK, Midwest band leader whose popular territorial outfit has been built up into a name band.



HAL LEONARD, Midwest territorial band leader.

they haven't the goods to compete on a national scale but because they are more comfortable, financially, sticking to their home towns. An ordinary territorial leader can earn between \$7,000 and \$10,000 a year. The more prominent boys average between \$10,000 and \$20,000, some topping that.

Let's scan this financial picture more thoroughly. An average leader can gross \$1,000 a week. Some \$800 goes to the men, transportation, and odds and ends. Side men make more than the low minimums prevailing in small towns, their salary ranging from \$25 to \$45 a week, seldom more.

A territorial leader knows he cannot earn \$7,000 to \$20,000 a year during his first few years if he tries to become a national name. As a result, he prefers to remain where he is and the big booking agencies have trouble attracting territorials to their lists, for they cannot promise adequate immediate financial returns.

Only ambition and a long-range view compete successfully with the weekly earnings of the more prosperous territorial boys. Lawrence Welk, for one, was king of the territorial bands several years ago, making a small fortune in South Dakota, Minnesota, and Iowa. He wanted to build the reputation of his band in other parts of the country and was willing to gamble. He signed with the Frederick Brothers' Music Corporation and, after a three-year build-up, made the grade. He recently completed a six-week one-night tour of his old territory and established record grosses in 75 per cent of his dates.

Hal Leonard, another popular territorial maestro, canceled a full year's bookings in his neighborhoods to sign with Frederick Brothers. He, too, has ambitions to become a name and the FB office claims that his chances are good.

But these boys are exceptions to the rule. With the chances of becoming a name usually slim and the battle ahead always tough, most of them are happy enough to improve themselves in their own field and to fatten the bank account.

Speaking of bank accounts, Bob Wills, hillbilly band leader from Tulsa, Okla., is rated to be the most popular and wealthiest territorial figure. Wills concentrates on Oklahoma and parts of Texas, where he has been a familiar sight since the early '30s. His story is one of the most amazing in the band business.

He started a noon-to-1-p.m. daily broadcast over Station KVOO in Tulsa several years ago which has brought him more fame in Oklahoma than any other name leader. A flour company became interested in his following and offered him a cut from the profits of all flour sales promoted on his radio show. A special "Bob Wills Flour" label was prepared, and within a short time a fleet

of trucks was necessary to deliver all the orders from Wills's radio show promotion.

Wills has since bought his own flour mill and is retaining it as one of his more profitable sidelines. While on tour he makes appearances in grocery stores of every city, town, and village, autographing his pictures and plugging the flour. He and the band also put in appearances at funerals and weddings, playing appropriate music gratis. Once a week his radio hour is devoted to sacred music. He never works Sundays. His Okeh records sell by the thousands.

His dates are so popular that he can name his own figure. Certain dates net him 70 per cent of the entire gross. In Tulsa he owns a ballroom and draws between 2,000 to 4,000 per engagement. The old folks—70 and 80 years of age—just sit on the benches and enjoy watching the square dances and listening to the band's hillbilly music. Wills and the side men double as dancing partners and oblige on the dance floor during sets.

It is often said that Wills is the most popular citizen in Oklahoma today.

Another territorial biggie, who left the business to do his bit for the government, is W. Lee O'Daniels, who for many years toured with a band in Texas. He later became the governor of Texas and earlier this month left for Washington as United States senator.

A territorial band's chief problem is keeping its personnel intact. Name bands are always after the better side men. And, too, the more popular side men often leave to establish a band of their own. Lawrence Welk, during his territorial band days, lost several men who left to front their own combinations.

Side men can become as popular as leaders if they are good musicians and have personality. They are often invited to private homes and are hosted by the best families in town.

Ballroom operators often stage contests in which the patrons are asked for the full name of each individual musician. And it would amaze an outsider to find that the majority of regular patrons can roll them off at a moment's notice.

Name bands familiar with this phase of the business welcome the territorial bandmen. They know the territorial bands help develop the dance field in their areas. A Midwest ballroom cannot afford to engage a national name band for a long run, but it books them on one-nighters, and on occasions pairs them with an established territorial outfit.

Not a single territory band has a regular girl singer because of the transportation problem. Most band leaders own their sleeper busses that are arranged in Pullman car fashion. Some of them (costing anywhere from \$8,000 to \$10,000) are equipped with a lounge com-

partment and air-conditioning.

Bob Wills is supposed to have the most elaborate sleeper bus in captivity. It has everything but a robot servant.

Vic Schroeder sums up the why of the territorial band ably: "Territorial bands are the foundation of the ballroom business. They permit lower prices in ballrooms to attract the lower-income trade, while the national name band gets the higher admissions. Because territorial bands specialize in ballroom tempos they are in demand among ballroom operators. Most accounts serviced by our office use territorial bands 90 per cent of the time. This makes a name band a real attraction, and gives the operator a chance to make a little money because of the extra business a name will draw under those circumstances."

Decca Nets \$383,591 In First Half of '41

NEW YORK, Aug. 23.—Decca records more than doubled its net income in the six-month period ended June 30, 1941, compared with the first six months of 1940. Profits on the half year just ended were \$383,591, after deducting all charges, including federal normal income tax at a 30 per cent rate, but before provision for federal excess profits tax. The similar 1940 period showed a total of \$170,571. Per share of stock this means an increase from 45½ cents as share to \$1.02.

Full-year earnings for 1940 were listed at \$433,713, which was equal to \$1.15 a share on all outstanding stock.

Starts New Foreign Record Co. in N. Y.

NEW YORK, Aug. 23.—Donald H. Gabor, formerly with Standard Phonograph Company, has opened his own record company here and reveals he has already put out 93 records in seven foreign languages. Company is Continental Records and platters go out under Continental label, with Czardas label reserved for Hungarian tunes. Both labels retail at 75 cents.

Specialty of the company is Hungarian tunes and Musette numbers. It is plugging one tune for music machines, *Wine Barrel Polka*, by the composer of *Beer Barrel Polka*, claiming it has sold 7,000 waxings already.

Gabor is renting out local studios for recording sessions.

Henry Busse's \$1,142 in Pitt

PITTSBURG, Kan., Aug. 23.—Tower Ballroom here played to its biggest crowd of the year Saturday (16) when Henry Busse and ork drew 1,142 people at \$1.10 each, making a gross of \$1,142 with the 10 cents tax dropped.

Town's dance population has been hit, as in other areas, by the army draft.



LARRY HERMAN pictured with Rita Hayworth, film actress, in Los Angeles during a "Bundles for Britain" dance. Herman is a popular territorial leader in Iowa and vicinity.

The Upper of the Upper Crust Loosens Up the Purse Strings; "400" Orks Setting Lush Dates

NEW YORK, Aug. 23.—There will be more employment for society musicians this fall and next winter than there has been in the last three years, according to Meyer Davis, king-pin society maestro and one of the leading bookers in the expensive club date field. Davis said that advance bookings for the 1941-'42 social season are 20 per cent ahead of the last year in money volume, and that the rich are scheduling more champagne shindigs than they have in the past three years.

Davis revealed that not only are there more dates, but the sizes of orchestras his office has booked for the coming year are considerably larger than in former years. Big factor in this angle is that they always play overtime, which further increases the gross payment.

Society isn't seeking its fun this winter at bargain rates either, Davis said, because there has been no demand for

a decrease in prices over former years. According to Davis, the war scare is in a large measure responsible for the increased spending among those who have the lettuce to shell out.

In recent years some of the big party tossers have pulled in their horns on spectacular spending because of ideas that the lavish publicity gave to labor unions on the ability of the socialites to increase wages to their employees; and because of general newspaper criticism. For that reason they had a complete thumbs down on publicity for lush parties.

But they're coming out in the open again, on their own private clambakes and plenty of parties for British War relief, Civilian Defense, and the United Service Organizations. Clause in the contracts for the coming season allows for cancellation in case of war in which this country is actively involved.

Main centers of this activity will be in New York, Philadelphia, Boston, Baltimore, Washington, Virginia, and Wilmington.

Leaders and Ops Fretting Over AFM Wage Tilts

PHILADELPHIA, Aug. 23.—Local musicians' union has upped the wage scale for its membership from 10 to 15 per cent on all location and theater stands, with \$1 added to fees for one-nighters and club dates. New scale goes into effect on Labor Day, and much trouble is expected. At least, local nitery ops say they are not going to take the new scale sitting down. Union claims that new scale was necessary because of increased living costs, and nitery ops yelp back that their increased operating costs don't allow for increased music budgets.

Many ops threaten to use smaller combos, while the smaller spots threaten to bring in three and four-piece cocktail combos instead of five and six-piece orks. Also aggravating the situation is the re-classification of the town's niteries. Scale is based on classification, and new set-up is based on seating capacity of spots, food and drink tariffs. As a result, many spots outside of the center-city sector, enjoying a lower classification altho doing bigger business than the midtown haunts, are being placed in the upper brackets. Under the old scale, A spots paid \$53 per week per man; B spots, \$43; C clubs, \$39, and D class, \$27.50. Leader rates 50 per cent extra. New scale is upped 10 and 15 per cent up the line.

For the one-nighters and club dates, a 9 to 1 job, formerly bringing the side-men \$8, now figures at \$10; 9-12 was \$7 and goes to \$8; 9-2 was \$12 and goes to \$13, and 9-3 jumps from \$15 to \$16. Overtime after that is now figured at \$1 more, making it \$3 per hour. Location band leaders are gravely concerned over the one-night scale, claiming that it will be hard to get side-men to take steady jobs and that the better instrumentalists, in view of the increased scale, will be content to job around. Point out that three or four one-nighters a week will better the pay at the Class B spots, in which most of the better clubs are grouped. Nitery hours run from 7 to 2, and the hours coupled with the pay can never be made as appealing as the club date time.

Draft Blues

NEW YORK, Aug. 23.—Pinky Tomlin fell heir to a real case of "army blues" this week while playing an engagement at Manhattan Beach, Brooklyn. Six of his men were hit almost simultaneously by calls for army service. The Tomcats, Tomlin's song trio, were wiped out when Dick Emmons and Harry Lynn were snapped up. Robert Rhineheart donned a uniform recently, and now his replacement, Sammy Richards, is off to camp. Bill Nicholson, trumpeter, and Eddie Weidner, bass player, round out the list, former being the guy who took Emmons's place when the latter was tagged. Tomlin says he will have to take about four weeks off to get the ork reorganized.

Music Items

Publishers and People

AMERICAN MUSIC has just released 100 new hillbilly tunes authored by Bobby Gregory, as well as three new ballads by Irene Delmore.

Bill Darnell, former vocalist with Bob Chester, has been promoted to a corporal's rank at Camp Langdon, N. H. One of the main reasons for the upping is Bill's activity on the entertainment programs sponsored by the army contingent.

Artie Shaw's Clarinet Method, a book-form compilation of the most modern studies and exercises devised for the instrument, has gone into its second printing. A growing trend is to be noted in the number of musical stylists authoring study books for their particular instruments, what with Joe Venuti, Alvino Rey, Harry James, and Sonny Dunham already in the literary fold, and Will Bradley and Charlie Teagarden coming up.

Mickey Ross's orchestra will broadcast one new song weekly written by an amateur over KQV. Arranger Leo Yagello will judge all entries, excluding any tune that is not copyrighted.

Songwriter Will Skidmore urges music publishers to be wary of any proffered sale of a tune called "It's Time for a Little Affection." Skidmore completed the words and music of a song by that title and promptly lost the manuscript while visiting in El Paso, Tex. Up to now the finder hasn't been affected by "A Little Affection."

Song and Such

A new novelty tune, *There Ain't Any Chorus to This Song*, has been composed by Irv Carroll, orchestra leader at Dempsey's Restaurant, New York City. Souvenir copies are given free to all Dempsey diners.

My Heart Runs After You, by Burton Pierce, and *The Little Red Hen*, by Kenny Raught and Curly Mahr, are being published by Coast to Coast.

Collaborating with Bob White and Al Sanders, Mrs. Nita Baggett, the former Nita Cole, has placed two tunes, *What Are We Waiting For?* and *I'm Crazy 'Bout That Soldier in Company D*, with Radio Music Publishers in Chicago. Orrin Tucker may cut recordings of the melodies.

Milton Berle has penned a new ditty labeled *The Night You Called It a Day* with Bob Musel (lyrics) and Ruth Lowe (music). Sammy Kaye is recording the number.

Philly Pickings

Joe Frassetto, WIP music director, and Billy Hays, fellow maestro, combined their tune talents to produce *Angelita*, making for double-barreled plugging for the new song.

Leo Zollo, Benjamin Franklin Hotel music maker, fashions a novelty ditty getting its inspiration from the army parachute troops. *It Don't Mean a Thing If You Don't Pull the String*.

Fair List

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



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Russ Morgan Chalks 2 New Totem Highs

BOSTON, Aug. 23.—Russ Morgan established two records during his eight-day stand at the Totem Pole Ballroom in Norumbega Park, Auburndale, Mass. Morgan set an all-time high for one-week stands with a gross of \$11,070. He also set a record for the eight-day gross with \$15,180.

Started off with 2,900 Friday (8) and 3,200 Saturday (9) for a nifty \$4,118 week-end at \$1.35 per couple. Built with 1,700 Monday, 2,400 Tuesday, 2,700 Wednesday, 2,800 Thursday, 3,200 Friday, and 3,600 Saturday, for a grand total of 22,500 persons at \$1.35 per couple for \$15,180.

Spokane Spot Clicks With New "Stag Night" Policy

SPOKANE, Wash., Aug. 23.—"Stag Night" has built phenomenally at Natorium Amusement Park. Introduced this season by Manager Lloyd Vogel in place of "Bargain Night," it built up from 123 dancers to an average 1,250. Best "Bargain Nights" used to draw between 700 and 800. Admission is 20 cents per person. Success caused management to inaugurate a second "Stag Night" last week, using Friday night as well as Tuesday night. Increased personnel at army

and air force posts is believed partly responsible for big crowds.

Jack Souders's band, of Seattle, opened three-week stand last week. Outfit has three former Spokane sax players, George Davis, Wally Boatsman, and Roy Stark.

Ray Noble drew 1,200 dancers August 6 at 85 cents per. This was not as big as expected, but management was satisfied, reporting Noble's music as good as any to play here this year, and that he went over big.

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

Abbs, Vic (Book Cadillac) Detroit, h.
Akin, Bill (De Soto Beach) Savannah Beach, Ga., h.

Baker, Jimmie (Skyline) Tulsa, Okla., nc.
Barker, Art. (Warwick) NYC, h.

Barnett, Arne (Harry's New Yorker) Chi, nc.
Barras, Louis (Moulin Rouge) NYC, nc.

Bassie, Count (Tune Town) St. Louis 30, b;
(Paradise) Nashville 31, b; (Beale Ave. Aud.)

Benson, Ray (Canoe Place Inn) Hampton Bays, N. Y., ro.
Bestor, Don (Baker) Dallas, Tex., h.

Blade, Jimmy (Broadmoor) Colorado Springs, Colo., h.
Bostic, Earl: (Armando's Summer Terrace) NYC, re.

Bowman, Johnny (Gibson) Cincinnati, h.
Bradley, Will (Astor) NYC, h.

Braslow, Tiny, & Lil Green (Beale Ave.) Memphis 27, a; (Down Beat) Tulsa, Okla., 28, b;

Bragale, Vincent (Congress) Chi, h.
Brandwynne, Nat (Versailles) NYC, nc.

Brees, Lou (Zoo) Cincinnati 29-Sept. 1, p.
Buckwalter, Junior, & Girl Marimba Band:

Burns, Cliff: (Mariemont Inn) Cincinnati, nc.
Busse, Henry (Lakeside) Denver 19-Sept. 1, p.

Cabot, Tony (Wil-Shore) Chi, b.
Calistri, Gino (Kennedy's Inn) Binghamton, N. Y., nc.

Calloway, Cab (Earle) Phila, 22-28, t; (State-Lake) Chi 29-Sept. 4, t.

Carroll, Ivy (Dempsey's) NYC, re.
Carson, Bill (Stockton) Trenton N. J., h.

Caswell, Ozzie (Rainbow Room) NYC, nc.
Cavarelo, Carmen (Merry-Go-Round) Atlantic City, nc.

Chiesta, Don (Ye Old Cellar) Chi, e.
Clancy, Lou (Patio, Lookout Mountain) Chattanooga, Tenn., h.

Claridge, Roy (Claridge) Atlantic City, h.
Comde, Art (White Horse) Westbury, L. I., N. Y., r.

CONNIF, Ray (Nick's) NYC, nc.
COOKE, JOE (Ferdinando) Hartford, Conn., nc.

Craig, Carvel (Del Monte) Del Monte, Calif, h.
Crawford, Dick (The Dome) Mandan, N. D., nc.

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

Donahue, Sam (Coral Gables) E. Lansing, Mich., b.
Durant, Eddie (Palladium) Hollywood, Calif., h.

Eckler, Earl (Elmer's Tavern) Pittsburgh, nc.
Eddy, Ted: (Iceland) NYC, nc.

Farber, Burt: (Netherland Plaza) Cincinnati, h.
Feminine Notes, Five: (Radio Franks) NYC, nc.

Fitzgerald, Ella (Joyland) Lexington, Ky., 27, p;
(Dixieland) Lexington 28, nc; (Auditorium) Columbus, O., 29; (New Elm)

Garber, Jan (Lyric) Indianapolis, t.
Garcia, Jullo (885 Club) Chi, nc.

Gillard, Tony (Cluquot Club) Atlantic City, nc.
Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., ro.

Gore, Jay (Barral) Phila, c.
Gorham, Jimmy (Bombay Gardens) Phila, cb.

Grant, Bob (Drake) Chi, h.
Gray, Glen (Totem Pole) Auburndale, Mass., b.

Hamp, Johnny (Chelsea) Atlantic City, h.
Hampton, Lionel (Sherman) Chi, h.

Harrison, Ford: (St. Moritz) NYC, h.
Harrys (Club 247, Broad St.) Newark, N. J.

Hatch, Andy, & His Music (Park Hotel) Plattsburg, N. Y., nc.
Heatherton, Ray (Biltmore) NYC, h.

Heckscher, Ernie (Mark Hopkins) San Francisco, h.
Heldt, Horace (Chicago) Chi, t.

Helmig, Kitty (Shelter Haven) Stone Harbor, N. J., h.
Henry, Hal (Figueroa) Los Angeles, b.

Herman, Woody (Palladium) Los Angeles, nc.
Hernandez, Frank (Rendezvous) Alexandria, La., nc.

Hof, Carl (Blue Gardens) Armonk, N. Y., nc.
Holmes, Herbie (Beverly Hills) Newport, Ky., nc.

Holst, Ernie: (El Morocco) NYC, nc.
Horton Girls (The Barn) Lake Placid, N. Y., nc.

Howard, Ralph (Lido) Texarkana, Ark.-Tex nc.
Huber, Milton (Babette's) Atlantic City, cb.

Hummel, Bill (Spinning Wheel) Murphysboro, Ill., nc.
Hutton, Ina Ray (Canadian Natl. Exhn.) Toronto, Can., 27-28; (Palace) Olean, N. Y., 29, t; (Sunset) Carrolltown, Pa., 30, b.

Jacks, Don, & His Musical Waves (Moore's) St. Ignace, Mich., nc.
James, Harry (Totum Pole) Boston 26-Sept. 1, b.

Jarrett, Art: (Blackhawk) Chi, nc.
Jarretts, Ted: (Westfield) Westfield, Mass., h.

Johnson, Benny, Rocking Rhythm (Meadowbrook) Muskogee, Okla., nc.
Johnson, King (Shelton) NYC, h.

Jones, Isham (Palisades) Palisade, N. J., 20-30, p.
Juanita's Rhumba (President) Atlantic City, h.

Juneau, Tommy: (Show Boat) St. Louis, nc.
Jurgens, Dick (Aragon) Chi, b.

Kay, Herbie (Trocadero) Evansville, Ind., 16-29, nc.
Kaye, George (Hollywood Restaurant) Bridgeport, Conn., nc.

Kearney-Kallander (Casino) Hampton Beach, N. H., b.
Kendis, Sonny: (Stork) NYC, nc.

Kent, Peter: (New Yorker) NYC, h.
King, Teddy (Skyvue Club) Pittsburgh, nc.

Kirby, John (Ede's Monte Carlo) NYC, nc.
Knight, Bob: (Pierre) NYC, h.

Kole, Shellely: (Butler's Tap Room) NYC, nc.
Kramer, Ted (Lawrence) Trenton, N. J., re.

Kristal, Cecil (Wagon Wheel) Saginaw, Mich., nc.
Krupa, Gene (Orpheum) Omaha, t.

Kurtze, Jack (Nightingale) Sturgeon Bay, Wis., c.
Kysert, Roy (Club Charles) Baltimore, nc.

Lande, Jules: (Ambassador) NYC, h.
Landis, Marty (Rainbow) Wildwood, N. J., c.

Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Lou: (Sheraton) NYC, h.

Laporte, Joe: (Old Roumanian) NYC, nc.
Lear, Jerry, & Jiggs Jackson (Ibach's) Wilmington, Del., c.

Miller, Glenn (Steel Pier) Atlantic City 30-31.
Miller, Ted (La Salle) Battle Creek, Mich., h.

Miller, Russ: (Jack & Bob's) Trenton, N.J., nc.
Millinder, Lucky (Savoy) NYC, b.

Mills, Floyd (Admiral) Cape May, N. J., h.
Milton, Dick (Ray's Place) NYC, re.

Leon, Senor (Don Julio's) NYC, nc.
Leonard, Hal (Walled Lake) Detroit, b.

Little, Little Jack (Castle Farm) Cincinnati 30, nc.
Long, Johnny (New Yorker) NYC, h.

Lopez, Vincent (Taft) NYC, h.
Lucas, Clyde (Gymnasium) Knoxville, Tenn., 29; (Palmetto) Columbia, S. C., 30, c;

Lucas, Clyde (Gymnasium) Knoxville, Tenn., 29; (Palmetto) Columbia, S. C., 30, c;
(Plaza) Asheville, N. C., 31, t; (Jewish Club)

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Lucas, Clyde (Gymnasium) Knoxville, Tenn., 29; (Palmetto) Columbia, S. C., 30, c;
(Plaza) Asheville, N. C., 31, t; (Jewish Club)

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

Bands on Tour--Advance Dates

ANSON WEEKS: Meadow Acres, Topeka, Kan., Aug. 30; Ballroom, Ravenna, Neb., Sept. 1; Legion Ballroom, North Platte, Neb., 2; Legion Ballroom, Rapid City, Neb., 5; Legion Ballroom, Lead, S. D., 6; Auditorium, Pierre, S. D., 8; City Hall, Chamberlin, S. D., 9; Auditorium, Mobridge, S. D., 12; Auditorium, Great Bend, Kan., 17; Alma Park, Alma, Neb., 18.

TINY HILL: Hub Ballroom, Edelstein, Ill., Sept. 13; Starved Rock, La Salle, Ill., 14; Ballroom, Sibley, Ill., 16; White City Park, Herron, Ill., 17; Illini Ballroom, Decatur, Ill., 18; Fair Grounds, Monee, Ill., 19; Stratford Theater, Chicago, 20-21; Ballroom, St. Cloud, Wis., 23; Ballroom, Clintonville, Wis., 24; Ballroom, Woodhull, Ill., 25; Modernistic Ballroom, Clinton, Ia., 26; Elks' Club, Dubuque, Ia., 27; Crystal Ballroom, Dubuque, Ia., 28; Danceland, Cedar Rapids, Ia., Oct. 2; Lakeside Ballroom, Guttenberg, Ia., 3; Rainbow Ballroom, Belvidere, Ill., 4; Rink Ballroom, Waukegan, Ill., 5.

FLETCHER HENDERSON: Olson's Restaurant, Chicago, Sept. 13 (indefinite).

CHARLES TEAGARDEN: Tunetown Ballroom, St. Louis, Aug. 26 (week).

TED WEEMS: Keith Theater, Grand Rapids, Mich., Sept. 3-6; State Theater, Kalamazoo, Mich., 7-9; South Dakota State Fair, Aberdeen, S. D., Sept. 14 (week); Archer Ballroom, Sioux City, Ia., 21; Casa Manana, Culver City, Calif., 30 (six weeks).

BENNY MEROFF: Le Roy Theater, Portsmouth, O., Aug. 29-30; Palace Theater, Marion, O., 31; Madison Theater, Mansfield, O., Sept. 2-3; Palace Theater, Lorain, O., 4; State-Lake Theater, Chicago, 5 (week).

INA RAY HUTTON: Castle Farm, Cincinnati, Sept. 6.

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COMING SEASON LOOKS OK

La. Cities Plan Big Legit Boom

ALEXANDRIA, La., Aug. 23.—In one big, record-breaking leap, Alexandria is planning its most ambitious legit theater and musical season this fall and winter, with hopes that this community may take its place along with the big-time amusement centers of the South and Southwest. Enjoying a jump of 100 per cent in its 1940 population of 25,000, in addition to influx of over 70,000 soldiers at near-by encampment points, the city expects to duplicate a big season planned for near-by Shreveport, where Arthur Cunningham, one of best known amusement bookers in the area, has contracted for 12 plays and operas this fall.

Cunningham has explained that he has been able to bring so many Broadway successes to Shreveport area partly because of the large concentration of men in army camps in Central Louisiana and Barksdale Field and partly because of defense activities in that area.

"It looks as tho Shreveport will have a big legitimate season," Cunningham says. "Alexandria has an excellent chance to secure any or all of the attractions booked for Shreveport. The army camps would make it possible to bring shows here at a profit."

Productions booked for Shreveport, according to Cunningham, are *Arsenic and Old Lace*, 1942 edition of *Hellzapoppin* (the 1941 edition grossed \$10,000 at Alexandria); *Hold On to Your Hats*, with Al Jolson; *Boys and Girls Together*, with Ed Wynn; *Ziegfeld Follies*; *Macbeth*, with Maurice Evans and Flora Robson; *My Sister Eileen*; *Blossom Time* and *The Student Prince*; San Carlo Opera Company; *There Shall Be No Night*, with the Lunts; *Ethel Barrymore in The Corn Is Green*; Paul Lukas in *Watch on Rhine*, and Katharine Cornell in *The Doctor's Dilemma*. All are to appear at the Shreveport City Auditorium.

tion is the drunk scene between Antonia Conners and Lola LaPaz in the second act. Irene Corlett, the best performer of the lot, did wonders in this scene, the only one in which the motivation manages to keep pace with the action.

By and large, this is a good play, but it will need considerable changing. And don't be too surprised if you never hear of it again. Robert R. Prentiss.

Early Announcements Indicate Rise in Number of Productions

NEW YORK, Aug. 23.—Despite the pessimistic figures that tell the story of the season of 1940-'41 (detailed else-

where in this issue), the Stem legit season now looming looks, from present indications, as tho it would be one of the best in years, quantitatively as well as qualitatively. Announcements already on the books, tho nowhere near so numerous as a decade ago, are still well above recent averages—and the number of announced shows that have already set opening dates or started rehearsals indicates that more of the announcements than usual will come thru. In addition, the coming season is starting earlier than any in the immediate past.

So far there are already 10 shows definitely pencilled in for September and 11 more for October, with at least 10 in addition being mentioned as possible starters during that period or shortly thereafter. During the previous season just six shows (including a magic layout and a series of Gilbert and Sullivan revivals) were offered during September, with 10 more produced in October.

Of the 21 definitely scheduled for the first two months this season, all 10 of the prospective September entrants are dramatic, compared with two musicals out of the six presented last season. On the other hand, October, according to the announcements, will definitely be a musical month, with six of them listed in the 11 prospective starters. During 1940-'41, October had six dramas and four musicals.

Eleven of the 21 shows definitely listed have already set tentative dates at present writing, with seven of the 10 dramas set for September already penciling in dates. They are *Village Green*, September 3; *The Wookey*, September 8; *Two-Story House*, September 10; *Great Whitewash*, September 11; *Keep Covered*, September 16; *The Distant City*, September 22, and *Mr. Big*, September 23.

Two each of the five dramas and six musicals listed for October have set tentative dates. At present writing they are *Anne of England*, October 7, and *Candle in the Wind*, October 15, for the dramas, and *Best Foot Forward* (formerly known as *Young Man's Fancy*, *Too Many Boys*, and a couple of other things), October 1, and *Banjo Eyes* (the Eddie Cantor show), October 24, for the musicals.

"Ladies in Retirement" Good by Pan-Am Company

MEXICO CITY, Aug. 18.—Fernando Wagner's Pan-American Theater, bilingual American legit company in its fifth consecutive season at the Palacio de Bellas Artes here, scored smoothly in its opener, the Edward Percy-Reginald Denham Victorian thriller, *Ladies in Retirement*. Handled by the best group of principals ever assembled by Wagner, the presentation was liked by a fair crowd—predominantly tourist and American colony—in this 2,000-seat house.

Tom Ireland, who comes to Mexico from the Cleveland stage, easily carried away top honors as Albert Feather, conniving Cockney embezzler who gets wise to the grisly secret of Estuary House. Annelies Morgan, with the theater since its inception, was convincing as Ellen Creed, who strangles her moneyed employer and bricks her up in an unused oven. Rilla Cady and Consuelo de Alba gave good performances as the sisters. (Miss Cady is from the Cleveland Playhouse and Srta. de Alba is a localite active in Spanish language productions here.) Mrs. Tom Ireland was excellent as the unfortunate Leonora Fiske, owner of the estate. Maria Temple registered delightfully as the dumb housemaid who aids Feather in his prying.

Magin Banda's single stage set was well done. Frank Bristol.

'Christie' 26G, 2 Wks., in SF
SAN FRANCISCO, Aug. 23.—*Anna Christie*, with Ingrid Bergman, grossed a good \$12,000 and \$14,000 respectively in two weeks' run at the Curran. Show closed August 16, and could have clung another week. *Hellzapoppin*, with Billy House and Eddie Garr, is the next Curran offering, opening August 31.

FROM OUT FRONT

The Season, the Critics, and Sundry Reflections

—BY EUGENE BURR—

ELSEWHERE in this issue may be found the doleful statistics of the legitimate stage season of 1940-'41 on Broadway, a series of figures almost as fruitful of sorrow as those describing the rates of the new income tax. From the standpoint of averages, it is true, the past season is somewhat less lugubrious, since the average length of run went up and the percentage of failure went down; but in totals of production nothing like it has been seen since the days of the Commonwealth in England—when theaters were closed by government command.

On the other hand, in this neighborhood last week appeared a story detailing the stirring insight of the drama critics on the New York dailies, who, during that same distressing season, managed to predict correctly the commercial life of most shows coming before them, and who displayed a startling tendency to keep to a minimum the number of their reviews which gave no opinions at all. During the season a long line of critical posteriors, calloused with fence-sitting, suddenly and simultaneously arose, as their owners for some reason decided to give definite opinions. Certain vicious commentators, including the writer of last week's story, had the temerity to suggest that the phenomenon was not entirely unrelated to the fact that last year *The Billboard*, in a similar story, called attention to the huge percentage of "no opinion" reviews that the boys were perpetrating.

Much as we may rejoice, however, over this sudden downfall of the fence as the favored repository for critical butts, such happiness hardly compensates for our sorrow at the decline of production. And there is no comfort, either, in the thought that the two phenomena—the decline of the theater and the increasingly accurate opinions of the critics—may not be altogether disconnected. Certainly, the ability of reviewers to predict the commercial life of a show may have some connection with the fact that there are fewer shows to tab. Also, it is quite possible that, instead of the reviewers showing greater astuteness, their opinions may merely carry more and more weight in determining a show's run. In other words, it may be that they are getting not smarter but merely more powerful.

IT IS a contention borne out by theatrical trends of the past decade. For one thing, potential theater patronage is less than it used to be, and patrons are more inclined to shop around for their shows; instead of seeing a dozen or so a season, they see four or five, and therefore pick more carefully; and this, in all probability, means that they are more prone to believe what they read in the papers. Also indicating such increased power on the part of the critics is the fact that the formerly great class of middle-run shows—shows that used to run between five and 12 weeks, in most cases in the face of tepid or ice-cold notices—has almost entirely disappeared. These days, it is a rare production that tries to make a run of it despite unfavorable reviews—as witness the increased percentage of offerings that close within a very few weeks.

With this thought in mind, one would think that the critics would make a real effort to improve the quality of their reviews, no matter how high that quality may already be. It is one thing merely to blast with blind stupidity the lifelong hopes of a paltry playwright or actor; it is quite another, of course, to be increasingly responsible for the possible loss of real money that a producer has obtained, with infinite pains and labor, from other people. When it was simply a question of being unfair to directors and dramatists and players and such-like canaille, it was perfectly all right, as every student of modern journalism must know, to allow a sports editor or a rewrite man or a feature writer to embark blithely upon the task of becoming final arbiter of an art of which he knew absolutely nothing. But now that financial profit-and-loss is increasingly involved, the boys should really be more careful.

Their sudden vault from the fence is a hopeful sign—but much more remains to be done. They have, during the past season, managed to get rid of much of their chronic indecision; perhaps, during the season just ahead, they will erase yet other minor deficiencies in their generally prevailing omnipotence. These, tho unimportant, are sometimes of considerable annoyance (particularly to their victims).

FOR one thing, there is the utter lack of knowledge of so many of them concerning the medium over which they are set as judges. This, of course, is not the reviewer's fault; no one could be expected to turn down a job as drama critic simply because he knew nothing of the theater—particularly when, as everyone knows, drama criticism consists merely of setting down your personal opinions. Unfortunately, however, this lack of knowledge, on some few rare occasions, has an ill effect. Players are blamed for the faults of directors, directors are blamed for the sins of playwrights, and playwrights are strated merely because they were unfortunate enough to be cursed with inept productions. This only occurs, of course, a few hundred times each season; but the distressing thing is that the anointed judges seldom if ever show any inclination to learn. Ignorant of the combined art and craft that they criticize, they wrap their ignorance about them like a cloak, and hold on to it with a grim tenacity seemingly born of fear. A willingness to learn from his victims, of course, would indicate a lack of omnipotence in the judge.

For another thing, in both their praise and their blame they forget that their primary function is to give the reader some faint idea of the show reviewed and also the reasons for their reactions. It is seldom, after reading their literary cameos, that one has any idea whatsoever of what the particular play is about. This, of course, is really a minor point, since it affects only the reader, who naturally lacks sufficient sense to form his own opinion from a synopsis. Also, it effectually prevents him from disagreeing with the critic's own conclusions. As for the reviewers' lack of reasons for their own praise or blame, that is only natural; after all, you have to know something of an art-form before you can assign definite reasons for your reactions to it.

For another thing, the boys have shown an increasing tendency to go to a theater with minds not open to whatever the play has to bring, but closely sealed by the halters and gags and blinders of their own prejudices. Thus, they have praised impossibly bad plays simply because they agreed with the plays' messages; they have dared to damn plays merely because they themselves happened to be

(See FROM OUT FRONT on page 25)

Summer Tryout

"Windy Hill"

(Band Box Theater)

SUFFERN, N. Y.

A play by Patsy Ruth Miller, produced by Mary Ann Dentler. Setting by Loyd Spangler. Cast: Bartan Lowell, Irene Corlett, Robert Downing, Marguerite Geha, Marcus Mensch, Ivan Green, Richard Burdette, Janet Hill, Charles Butler, Robert Jackson, Curtis Wheeler, Lewis Graham.

Windy Hill is advertised as "prior to Broadway," and it might just about make it. As it stands now, it wouldn't have much chance; the third act is too hurried and the first needs lots of polishing, but there's nothing wrong with it that a deft re-write job couldn't fix.

Due to what was on the whole a very bad performance (Richard Burdette and Janet Hill, the principals, fall down miserably in roles which demand skillful and vigorous handling) it is difficult to say just how good a play *Windy Hill* really is. Despite the glaring thespic inadequacy of the cast, it managed to keep a capacity audience interested and laughing most of the time.

Miss Miller's play is a comedy, the entire action taking place in a rather tight little artists' colony in upper New York State. The first act is a bit on *The Man Who Came to Dinner* style, not so good but nevertheless amusing—if the cast hadn't stepped on so many of the lines, probably very amusing.

Probably the highlight of the produc-

BROADWAY RUNS
Performances to Aug. 23 Inclusive.
Dramatic Opened Perf.

Arsenic and Old Lace (Fulton)	Jan. 10	259
Claudia (Booth)	Feb. 12	222
Corn Is Green, The (National)	Nov. 26	311
Life With Father (Empire)	Nov. 8	750
My Sister Eileen (Biltmore)	Dec. 26	276
Separate Rooms (Plymouth)	Mar. 23	593
Watch on the Rhine (Beck)	Apr. 1	167

Musical Comedy
New Hellzapoppin (Winter Garden)
Panama Hattie (46th St.)

	Dec. 11, '39	712
	Oct. 30	342

The Legitimate Season of 1940-'41 in New York

(Continued from page 3)

matic premieres is the seventh successive drop in that classification.

On the other hand, the rise in the average length of run is a highly encouraging feature. However, the tremendous records scored in this category—135 performances for dramas and 138 performances for all productions—must be taken with at least a teaspoonful of salt. *Tobacco Road*, the greatest marathon drama of theatrical history, closed during the season, and its run is figured in the averages, accounting for by far the greater part of the rise over the usual length-of-run figures. As an indication of how greatly *Tobacco Road* affected the totals, it accounted for almost half the total number of performances given by dramatic shows that closed during the season.

However, the average length of run showed a healthy rise even without figuring *Tobacco Road* into the totals. Leaving the marathon drama out of consideration, the average run of dramas rose from 70 to 74, a gain of half a week, while the average for musicals—which *Tobacco Road* had nothing to do with in any case—rose from 115 to 150, an excellent figure. The average length of run for both categories, again leaving *Road* out of the picture, rose from 80 to 89 performances, a most encouraging figure and one that represents a gain of more than a week over the previous season. As a matter of fact, it is the

best average length of run since the season of 1928-'29.

Failure Percentage Down

And failure percentages showed a parallel and equally encouraging drop. Only 42 per cent of the musicals failed, as against 67 per cent the previous season—and this, while not a record, is still an excellent percentage. The percentage of failure among dramatic shows dropped from 78 per cent to 69 per cent, which is even more encouraging, since 69 per cent is the lowest percentage of failure in this division since the season of 1922-'23—a truly remarkable record. And the percentage of failure of all productions, musicals and dramas combined, fell from 75 per cent in 1939-'40 to only 63 per cent in 1940-'41. This is even more remarkable; it is the lowest percentage of failure since the season of 1920-'21. Thruout all of the so-called theatrical boom days of the middle and late '20s the percentage was considerably higher.

Startling in view of the drop in failure percentages is the fact that the percentage of shows closing in five weeks or less actually rose. In 1939-'40, 56 per cent of the shows presented closed during this period; in 1940-'41 the figure rose to 59 per cent—65 per cent for dramas (a gain of 2 per cent over the previous season) and 33 per cent for musicals (a gain of 5 per cent).

This rise in the percentage of quick closings, combined with the drop in the

percentage of failures, highlights another important feature of the season—the almost complete disappearance of shows with runs ranging from 40 to 100 performances. Formerly, during the boom days, this class of show formed the quantitative backbone of the industry; it contained a majority of all the shows produced. During the season of 1940-'41 the number of shows closing with runs of between 40 and 100 performances was just three—two dramas and one musical!

Two Classes

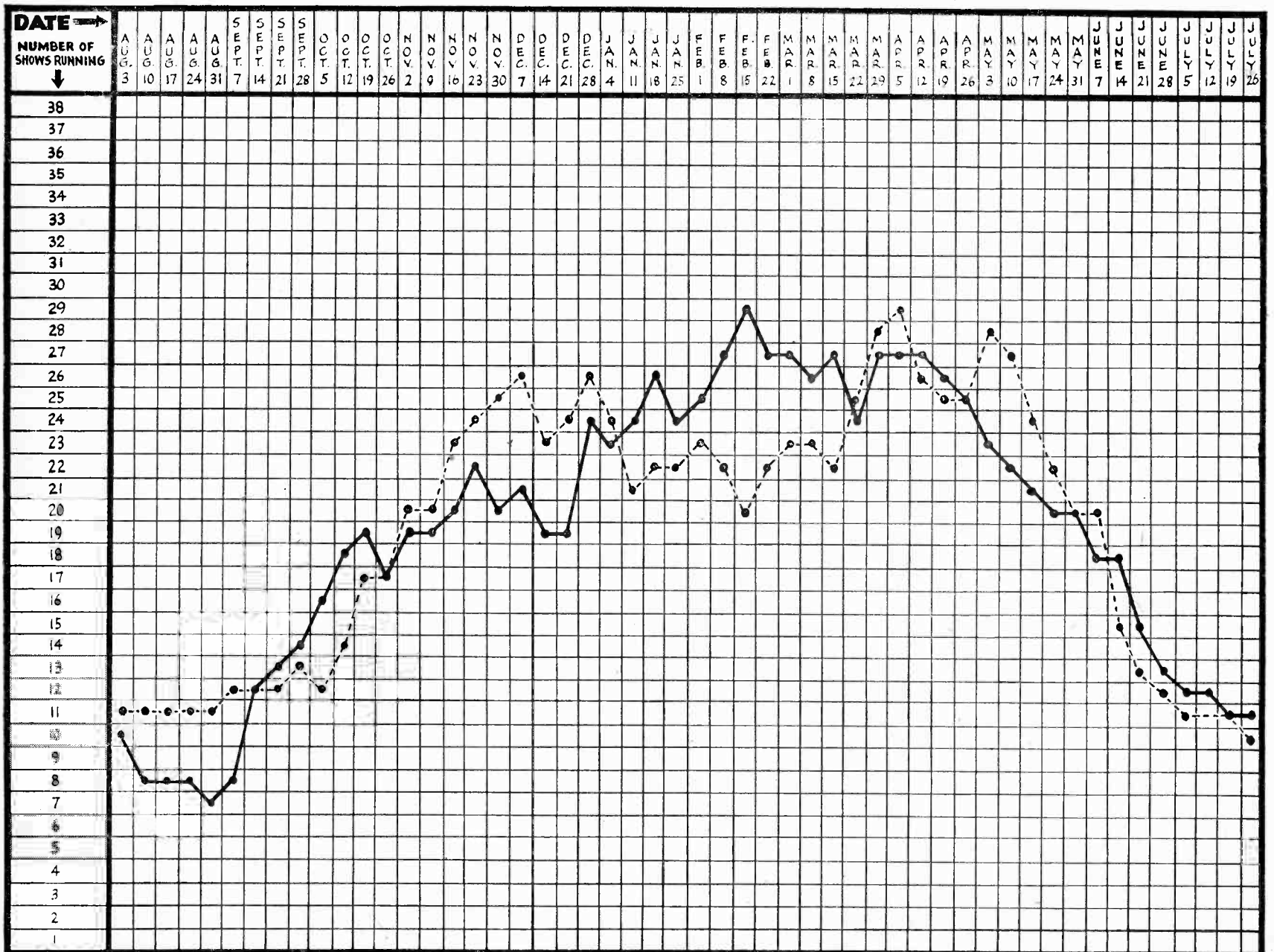
More and more, as this so clearly indicates, productions are tending to separate into two distinct classes—definite, long-running hits and equally definite, quick-closing failures. More and more, if a show fails to show signs of longevity at the start of its run, it is immediately yanked off the boards. Signs of the trend were noticed and the trend itself predicted in *The Billboard* as long ago as 1933.

Clearly the theater is settling conclusively into the form that was then predicted for it—a much smaller theater, judged quantitatively, but a much better one judged qualitatively and according to average success. As production schedules were necessarily curtailed by lack of backing, producers picked more carefully than before; the depression did away almost entirely with the formerly huge number of shoestring productions that annually swelled the number of failures, most of them presented to get

a few expense-sheet dollars for the nominal producer; in addition, radio and talking films drained away a large percentage of the theater's former patronage, but left the strata at the top—those theatergoers possessing taste, discernment, and a desire to shop for their shows. As a result, producers tended (and still tend) to judge scripts more and more on their artistic merit, and less according to the highly problematic standards of mass appeal. All these things have improved the theater's average quality but narrowed its output, have cut its production totals but improved its percentage of success.

Because of these primarily financial and economic conditions, the theater is tending to become more and more an intelligently run business, rather than a wildcat gamble or real estate speculation, as it was in its boom days. Wide-spread effects along these same lines are still on their way, but the figures of the season of 1940-'41 give indications of what the general picture will eventually look like. It is possible that world conditions may retard this theatrical development and throw the course of the theater off on a tangent, the direction set by war hysteria, monetary inflation, or any one of a large number of other factors. But such delay in the general development would not be, in the larger sense, for very long. Eventually, the theater is bound to develop along the lines that the season of 1940-

Comparative Chart of Number of Shows Running on Broadway



Dates running horizontally at the top of chart are Saturdays during the season of 1940-'41. Figures in the margin at the left indicate the number of plays running. The dots connected by the solid black line indicate the number of shows running any given Saturday. The dots connected by the broken line give the number of shows running on corresponding Saturdays of the previous season (1939-'40).

'41 has so clearly laid down. It is not an unhappy prospect. It means a smaller theater but a better one, both qualitatively and financially; it means a return to the days when the commercial theater was not a South Seas bubble, an emotional fillip, or a corollary to a real estate investment, but an integral, solid, and basic, tho perhaps small, factor in community and national life.

Steadier Graph

This trend toward steadiness is also shown in the graph of the number of shows running on Broadway each week during the season. Starting below that of the previous season, it quickly rose above, lost some ground during the pre-Christmas period, rose again during and after the holidays, then held fairly steady far into the spring, failed to show the unnatural and forced peak that the previous season displayed in preparation for the '40 World's Fair, and dropped into the summer lows in orderly fashion.

Also worthy of note is the fact that the season's peak number of shows running was the same figure as the peak of the previous year, 29, despite the fact that during 1940-'41 there was less production. Also, the peak of 29 during 1940-'41 came at a more logical time than it did the previous year, just after the holidays, when the season is traditionally at its best. During 1939-'40 the peak had come late in the season—in April, in fact—and represented an unnatural and for the most part unhealthy spurt caused almost entirely by expectations of business dependent on the 1940 World's Fair. When that business failed to materialize, the season collapsed.

From a production standpoint, the season of 1940-'41 fell apart at the end of April, too. This was caused largely by the pressure of world events and the uncertainty of general conditions, which drove backers into hiding or else diverted their moneys into other channels. It was, however, a breakdown in production only—not in the Broadway theater. Business held up better than during any other spring since the start of the depression.

Ahead of '39-'40

As a matter of fact, despite the lowered production records the season of 1940-'41 was ahead of the previous year in the number of shows running for a good part of the time. The previous season pulled ahead at only three points, and in two of these cases stayed ahead for only a brief while. On the whole, 1940-'41 presents a much better, more natural, and more encouraging graph.

From a statistical point of view, the most important single event of the year was, of course, the closing of *Tobacco Road* after a run of more than seven years and a total of 3,180 performances on Broadway, far ahead of the previous record-holder, *Abie's Irish Rose*. The end of *Road* on Broadway, however, by no means withdraws it from the American public. Its longevity on the road is as great as in New York; it has played numerous repeat engagements in cities seldom good for more than a few days, its numerous traveling companies have mopped up almost since the start of the New York run, and it is still going on, with at least one road company set for a tour that will probably last thruout the coming season.

In New York, perhaps the most far-reaching event of the year was the final okeh given by Actors' Equity to Sunday legit shows, and the subsequent experimentation with Sunday showings. After the stagehands took the lead in waiving extra pay for Sunday performances, providing another night off were given, Equity was practically forced to fall into line. This it did, allowing Sabbath performances for an "experimental" period that embraced the rest of the season. A large number of shows immediately took advantage of the permission, and the results were highly encouraging. As predicted, hits took in no added money, and few of them played on Sunday nights, but in-between shows, those just about hanging on, in many cases experienced enough of a spurt in receipts to warrant their continuance long after

Comparative Figures

	1940-'41	1939-'40
Total Number of Productions	81	97
Total Dramatic Productions	61	77
Total Musical Productions	20	20
Total Commercial Premieres	59	75
Commercial Premieres (Dramatic)	47	59
Commercial Premieres (Musical)	12	16
Percentage of Failure (All Prods.)	63%	75%
Percentage of Failure (Dramatic)	69%	78%
Percentage of Failure (Musical)	42%	67%
Average Length of Run (All Prods.)	138*	80
Average Length of Run (Dramatic)	135*	70
Average Length of Run (Musical)	150	115
Closed Within Five Weeks	37	45
Total Number of Hits	23	20
Dramatic Hits	16	14
Musical Hits	7	6

* These figures include the run of "Tobacco Road," which closed during the season. Leaving "Tobacco Road" out of the reckoning, the average length of run for all productions was 89 and the average length of run for dramatic shows was 74.

Plays With Length of Runs

DRAMATIC		MUSICAL	
Name of Play	Performances	Name of Play	Performances
Gabrielle	2	Native Son	114
Boyd's Daughter	3	The Doctor's Dilemma (revival)	121
Every Man for Himself	3	Twelfth Night	129
The Old Foolishness	3	Flight to the West	135
Your Loving Son	3	Ladies in Retirement	151
Five Alarm Waltz	4	Mr. and Mrs. North	162
Brooklyn Biarritz	4	Old Acquaintance	168
Popsy	4	George Washington Slept Here	173
The Lady Who Came To Stay	4	There Shall Be No Night (with return engagement)	181
First Stop to Heaven	8	Charley's Aunt (revival)	230
Romantic Mr. Dickens	8	The Male Animal	243
Return Engagement	8	Johnny Belinda	321
Boudoir	11	The Man Who Came to Dinner	738
Glamour Preferred	11	Tobacco Road	3,180
Cue for Passion	12		
Fledgling	13		
Snookie	15		
Eight o'Clock Tuesday	16		
Quiet Please	16		
Journey to Jerusalem	17		
They Walk Alone	21		
The Night Before Christmas	21		
Retreat to Pleasure	23		
The Happy Days	23		
Tanyard Street	23		
Jupiter Laughs	24		
The Cream in the Well	24		
The Flying Gerardos	24		
Horse Fever	25		
Beverly Hills	28		
Delicate Story	29		
The Time of Your Life	32		
Suzanna and the Elders	32		
My Fair Ladies	32		
Sim Sala Bim	54		
The Talley Method	56		
Blind Alley (revival)	63		
Out of the Frying Pan	103		
Kind Lady (revival)	106		

the time they would otherwise have closed. No clear-cut and definite conclusions can be drawn from the experiment as yet, but the trial period at least proved without doubt that the Sunday showings should be continued.

Experimental Shows

Another experiment, but one whose results are more doubtful, was the okeh given to experimental productions by Equity and the Dramatists' Guild. For years there had been agitation in the ranks of Equity for experimental co-operative productions on the order of those presented by the London Stage Society. A committee was formed to cooperate with the Guild, and finally came up with a plan creating a body to serve as a clearing house and sort of managerial center for such showings. In the spring, three experimental productions were given under this new plan, to encourage budding playwrights and actors talent. The first was *The Trojan Women*, with a name cast, an inexplicable choice in view of the avowed purposes of the Experimental Theater. The others were tryouts of new plays, and brought into prominence the work of two new playwrights and several young actors.

Relations between Equity and the League of New York Theaters continued

on an even keel, and the basic agreement between the two organizations is now up for renewal with little trouble expected. Regulation and policing of the re-sale of theater tickets by ticket brokers, which originally brought Equity and the League together, proceeded during the season, aided by the passage of legislation regulating the conduct of the brokers' business. Ticket agencies threatened sporadically to fight this legislation in the courts, but to date no successful action by them has been taken. In addition, toward the close of the season the License Department clamped down on violations of the rule requiring the stamping of re-sales, and several brokers were fined.

Indicating that the theater itself is better equipped to handle such regulation than a political bureau is the fact that in some cases the impossibility of the required stamping was so obvious that the League itself protested the fines in behalf of the brokers.

League-Guild Suit

On another front, however, the League showed itself more militant—at least for a while. Under what was repeatedly alleged to be the impulse of the Shubert interests, the League brought suit against the Dramatists' Guild, claiming monopoly in view of changes demanded

by the all-powerful Guild in the standard contract between producers and playwrights. After several weeks of name-calling and hurried meetings, the Guild agreed to compromise several minor changes, and the League withdrew its suit.

Negotiations on the renewal of the League-Equity basic agreement have thus far been amicable, with Equity demanding only one major change—the elimination of the "exclusive service" clause in contracts between managers and performers. This clause allows the performer to take outside work only with the express consent of the management, and the situation was brought to a head by the case of Carol Bruce who, while working in *Louisiana Purchase*, also accepted hotel dates and appeared on the radio, her income from these sources being many times the salary she received in *Louisiana Purchase*. Buddy DeSylva, producer of the show, alleging that he had not given her permission to double, brought the case to Equity council, and Miss Bruce was fined and forced to relinquish several outside jobs. Elimination of the "exclusive service" clause was demanded by the Equity membership at its next general meeting.

Also of major importance in Equity affairs was the raising of the Equity initiation fee and minimum salary, the former to \$100 and the latter to \$50. The first was an attempt to keep out "floaters" to a greater degree than under the \$50 initiation; the second, a \$10 rise, had been urged by certain factions for some time, and was opposed on the grounds that it would further cut down the employment of junior members and would tend to become a maximum for small parts rather than a minimum. It seems to have had little effect either way.

The Equity Election

Without question the most publicized event in Equity during the season, however, was the battle waged over the annual election of new councilmen. This started as long ago as July, 1940, when Congressman Lambertson launched an attack in Washington against so-called "subversive" influences in Equity. One of these he named was Alan Hewitt, who, along with all others named, immediately entered denials and demanded retractions. Mr. Hewitt continued to demand proof, until the congressman announced that the charge had been made because Mr. Hewitt had once voted to allow a motion favoring peace to reach the floor at an Equity meeting.

When the nominating committee drew up a slate of candidates for council posts last spring, it omitted the name of the incumbent Mr. Hewitt, allegedly on the basis of the unproven charges. A large section of the Equity rank-and-file membership, feeling this procedure unfair, immediately nominated him, along with seven others, on an independent ticket. The campaign was spirited, with the nominating committee actually coming into the open and electioneering for its own candidates. Two members of the regular ticket, however, came out in support of the independents.

In the end, a combination slate, including Mr. Hewitt, was elected, and it was thought that the breach was at an end. A week later, however, 10 Equity councilmen, including two vice-presidents, Florence Reed and Peggy Wood, (*See N. Y. LEGIT SEASON on page 25*)

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Facts About the New York Legit Season of 1940-'41

TOTAL NUMBER OF PRODUCTIONS—The total number of legit productions in New York was just 81, dropping 16 under the abysmally low 97 scored the year before. It was the second time that the figure had dropped under 100—and again, of course, a new modern low was set. The figure is not much more than a quarter of the total number of shows during the peak seasons of 1926-'27 and

1927-'28. Musicals held even at 20 productions, the same number as during 1939-'40, with the entire drop of 16 registered by the dramatic division. The total number of dramatic productions in New York during the season was just 61, as against 77 the year before. This is another new modern low. This was the sixth successive year that a low record was set in this category.

During 1940-'41 two dramas and five musicals fell into the "special" classification. Subtracting the number of "special" shows from the total number of productions, there were only 59 commercial dramatic productions in New York during 1940-'41, as against the previous season's 70; and there were only 15 commercial musical productions, as against 20 in 1939-'40, when no mu-

sicals fell into the "special" classification. The total number of commercial productions in New York was therefore 74—another new record low, and 16 beneath the previous season's 90.

COMMERCIAL PREMIERES—In order to get the number of commercial premieres we must further reduce the above figures by the number of revivals booked in for regular runs and by the number of shows running at the start of the season. There were five dramatic run revivals and no musicals, while there were seven dramas and three musicals running at the start of the season. The dramas, reduced by 12 (five revivals and seven running at the season's start) from the total of commercial productions, show just 47 commercial dramatic premieres, as against 59 in 1939-'40. This is still another record modern low, and represents the seventh consecutive time that a new low has been set in this category. Reducing the musicals by three (the number running at the start of the season), we have only 12 commercial musical premieres, against 16 the year before. The figure, however, is not a new low, three seasons in the past having had figures that were even lower.

Adding the dramas and the musicals, the total number of commercial premieres in New York during 1940-'41 was therefore only 59, as against 75 in 1939-'40. This again was a new low, the eighth low record to be set in this classification since 1932-'33. The record high is 255—more than four times as many!—set in the season of 1927-'28.

ESTIMATED PERCENTAGE OF FAILURE—Revivals booked in for regular runs must be figured in this category, but the basis of calculation is the number of shows closing, not opening, during the season. One hundred performances is arbitrarily chosen as the lowest run for a hit show.

On this basis, only 63 per cent of the season's productions were failures, 12 per cent less than the previous season's 75, and the lowest percentage of failure in the New York theater since the season of 1920-'21, a full 20 years before. The actual number of failures (or shows running less than 100 performances) was 40, less than two-thirds of the previous season's 61. That the percentage of failure dropped only 12 points is due to the fact that more shows closed during 1939-'40. Of the 40 failures, 35 were dramatic and only 5 were musical. During the previous season the number of dramatic failures had been 49 and the number of musical failures 12.

The percentage of failure in the dramatic division dropped 9 points, going down from 78 per cent in 1939-'40 to 69 per cent in 1940-'41. This is another extraordinary record, the lowest percentage of failure in the dramatic division since the season of 1922-'23. In the musical division the percentage of failure was 42 per cent, a very low figure and certainly much better than the previous year's 67 per cent. A failure percentage of 42 in the musical division has been bettered only four times in the past 20 years.

It should be remembered in connection with the failure percentages that in all probability some shows running less than 100 performances made a slight amount of money, whereas certain heavy productions running longer may have lost.

AVERAGE LENGTH OF RUN—The average length of run of dramatic shows and of combined dramatic and musical productions was tremendously affected during 1940-'41 by a single circumstance—the closing of *Tobacco Road* after a run of 3,180 performances, a record that will probably stand for many years to come. The influence this exerts on the average length of run may be seen when it is reported that *Tobacco Road's* run represented almost a half of the total number of performances given by dramatic shows that closed during the season.

This, naturally, gives an average at tremendous variance with the usual figures in the categories and sets records in the dramatic and total divisions that will probably remain on the books in-

COMPARATIVE FIGURES FOR TWENTY-ONE YEARS

	1920-21	1921-22	1922-23	1923-24	1924-25	1925-26	1926-27	1927-28	1928-29	1929-30	1930-31	1931-32	1932-33	1933-34	1934-35	1935-36	1936-37	1937-38	1938-39	1939-40	1940-41
Total Number Productions	242	261	214	249	264	288	302	302	268	286	226	225	212	154	189	138	125	110	110	97	81
Total Dramatic Productions	174	207	160	199	205	226	232	233	205	224	181	179	180	130	158	114	103	98	79	77	61
Total Musical Productions	68	54	54	50	59	62	70	69	63	62	45	46	32	24	31	24	22	12	31	20	20
Total Commercial Premieres	148	185	164	179	210	223	228	255	214	221	163	176	138	133	131	103	89	79	83	75	59
Commercial Premieres... (Dramatic)	99	144	124	141	163	178	180	205	169	167	135	150	115	120	114	92	79	69	64	59	47
Commercial Premieres... (Musical)	49	41	40	38	47	45	48	50	45	54	28	26	23	13	17	11	10	10	19	16	12
Percentage of Failures... (All Productions)	55%	71%	64%	65%	65%	67%	68%	74%	80%	83%	77%	83%	82%	80%	81%	68%	76%	74%	72%	75%	63%
Percentage of Failures... (Dramatic)	59%	76%	65%	73%	74%	74%	76%	81%	85%	87%	81%	86%	85%	84%	83%	74%	80%	77%	77%	78%	69%
Percentage of Failures... (Musical)	47%	51%	63%	37%	36%	40%	40%	46%	59%	69%	54%	67%	68%	43%	69%	18%	45%	50%	53%	67%	42%
Average Length of Runs... (All)	99	87	109	101	87	97	108	88	92	76	60	60	59	55	60	80	81	84	85	80	138*
Average Length of Runs... (Dramatic)	85	76	102	85	74	79	96	77	77	63	51	57	50	46	55	71	75	79	80	70	135*
Average Length of Runs... (Musical)	142	128	131	166	130	176	143	130	149	137	107	79	107	137	102	164	128	125	106	115	150
Closed Within Five Weeks	69	94	63	81	85	111	119	126	95	149	81	119	97	87	87	59	57	52	49	45	37
Total Number of Hits	67	54	59	62	73	74	73	66	60	52	38	30	30	29	26	34	24	24	24	20	23
Dramatic Hits	41	34	44	38	43	47	44	39	35	31	25	21	22	21	21	25	18	19	16	14	16
Musical Hits	26	20	15	24	30	27	29	27	25	21	13	9	8	8	5	9	6	5	8	6	7

* Figures include run of "Tobacco Road."

definitely. The average length of run of all productions, then, was 138 performances—more than 17 weeks, figuring on the usual basis of eight performances a week—as against 80 performances, or 10 weeks, during 1939-'40. The average length of run of dramatic shows was 135 performances—just short of 17 weeks—as against 70 performances the previous season. Musicals, however, although unaffected by the *Tobacco Road* marathon, showed a healthy gain in their own right. Their average length of run was 150 performances, or almost 19 weeks, as against 115 performances in 1939-'40.

Despite the distortion of figures by *Tobacco Road*, however, the average run of dramatic shows showed a healthy legitimate gain. Leaving *Tobacco Road* out of the figuring altogether, dramatic shows had an average run of 74 performances, a half week higher than the previous season; while the average length of run of all shows, dramatic and musical, on this basis, was 89 performances, or just over 11 weeks. This is the highest average since 1928-'29, and represents a highly encouraging gain even without the boost given by the single marathon entry.

SUDDENNESS OF FAILURE—Shows closing quickly showed a slight drop in numbers, but the percentage rose, due to the fact that a smaller total number of shows closed during 1940-'41. The total number of shows closing with runs of five weeks or less dropped from 45 to 37, tho the percentage rose from 56 per cent to 59 per cent. Of these, 33 were dramatic productions, as against 40 the previous year; with the percentage of quick dramatic closings rising from 63 per cent to 65 per cent. There were only four musicals that closed in five weeks or less, one less than the previous season, but the percentage went up from 28 per cent to 33 per cent.

Of the 37 shows of both classes closing within five weeks or less, 15 (12 dramas and 3 musicals) closed with runs of a week or less, as against 16 (15 dramas and one musical) the year before.

In this connection it is interesting to observe the almost complete disappearance of the class of plays that once formed the backbone of the theater, those running between 40 and 100 performances and making their production costs or perhaps a little money for their backers. This class formerly included more than half the shows presented in New York; during the season of 1940-'41 it included just two dramas and one musical! More and more, a show either moves on into the hit category or closes within a few weeks of its opening.

HITS—The number of hits, which had set a new record low during 1939-'40, rose slightly during 1940-'41. A total of 23 hits (shows running 100 performances or more) closed during the season, as against only 20 the year before. The number of dramatic hits rose by two, going from 14 to 16, while the number of musical hits showed a gain of one, rising from six to seven.

N. Y. LEGIT SEASON

(Continued from page 23)

resigned their positions, alleging that the election of three independent candidates on a slate of 10 (and in a council of 50) had handed control of that council over to "subversive" elements. Their resignations were accepted, and they were replaced by vote of the council, the replacements to serve until the next annual election, in June, 1942.

A result of the breach, however, is still on the Equity books—a resolution banning from Equity office anyone who is a Communist, Fascist, or Nazi "sympathizer." The resolution has been turned over to a committee, which is now in the throes of trying to devise an air-tight definition of "sympathizer" and also trying to determine whether British support of Russia classes contributors to British Relief as indirect Communist "sympathizers."

Few "10 Bests"

Quantitatively low, the shows presented during the season were, qualitatively, not much higher. Generally, "best 10" lists were abandoned because

of the impossibility of picking 10 plays worthy to be so honored; and the Pulitzer Prize Committee picked as the best play of the season Robert E. Sherwood's *There Shall Be No Night*, which not only was produced the previous season, but which was so weak a choice that, due to a change in the international situation, there is grave doubt as to whether it can be seriously presented on the road this year.

There was a large quantity of escapist drama presented, particularly early in the season, but along the lines of low comedy rather than of adult escape. Musicals, which had experienced a boom the two previous years, started off very strongly, but petered out somewhat by mid-season. This was partly because of the unavailability of large sums of backing, due to the unsettled financial situation of the nation at large. Notable among the early-season arrivals was an influx of comedies having to do with life in Hollywood, no less than four of these being presented in quick succession. They were all resounding failures.

On the other hand, there were only two plays that dealt directly with the current international situation, and only one of these was directly propagandistic. This was Elmer Rice's *Flight to the West*—and the reaction of the public at large to its pro-war propaganda was shown by the fact that, despite critical adulation and continued plugs, despite top-line auspices and cast, it managed to survive less than two months. Later it was revived for its propaganda value at \$1 top—but even at this low price the public stayed away in such droves that it was forced to close after approximately duplicating its initial run.

The other play was Lillian Hellman's *The Watch on the Rhine*, which dealt with the totalitarian spirit rather than with any specific manifestation of it. It received the Critics' Prize, and is still running successfully.

\$1 Top Theater

The failure of *Flight to the West* at \$1 top highlights an important experiment scheduled for next season—the start of a \$1 Top Theater headed by Robert Lewis and Elia Kazan. Abortive attempts at \$1 top presentations have been made before, mostly unsuccessful because of high production and running expenses. The \$1 Top Theater hopes to meet these drawbacks by planned production of a series of plays.

Small theater groups playing in dramatic byways went down in number during the season, but a number of those that did play proved highly successful. Among these were the American Actors' Company and the Savoy Opera Guild. The latter, as a matter of fact, was one of the major miracles of the season. A semi-professional group of Gilbert and Sullivan singers, it presents G&S operettas two nights a week at the tiny Cherry Lane Theater in Greenwich Village. Despite the drawbacks of a postage-stamp stage and an orchestra composed of a single piano, under the musical direction of Arthur Lief and the stage direction of Lewis Denison it has offered productions of superlatively fine quality and, in the midst of a sweltering summer, has drawn increasing crowds to its out-of-the-way theater.

Productions in the cowbarns this summer have reflected the suddenly growing trend toward living entertainment which developed at the end of last season. Understandably cautious at the start, summer theater managers held back; and, at the start of the season, the number of cowbarns was well below the record figure. Those venturing, however, did so well that a number of spots have since been added. The total is now high, closings have been rare, and business done by the well-managed spots has generally exceeded that of any previous summer.

Good Summer Crosses

Simultaneously, the few shows remaining on Broadway during the hot spell did summer business almost unprecedented during the past decade. A slight falling off was noticed the early part of this month, but even so the grosses have been highly encouraging. Sellouts have

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

been by no means rare—a condition that hasn't obtained during the summer since the days of the late '20s.

Thruout the season, but particularly during the latter part of it, grosses on the road also took a healthy spurt. Road business has been consistently good for the few shows going out, almost all the way thru the otherwise lean days. The season of 1940-'41 showed signs of further gains, and road plans for 1941-'42 promise the healthiest touring season in many years.

Of first-line importance in the road picture was the breaking away of Oscar Serlin and several other producers from the strangle hold formerly held by the United Booking Office, the combine of the old Shubert and Erlanger road interests. Serlin successfully booked *Life With Father* into independent houses, and for the coming season has made a deal with RKO to use RKO houses during the forthcoming *Life* tour. There have been previous instances of legit shows playing picture chains—*Tobacco Road* has done so on occasion—but this seems to be the most promising picture-house-legit tie-up so far. Under Charles Koerner, RKO is highly flesh-conscious,

and will open up certain of its houses thruout the country to other legit attractions, particularly if the Serlin experiment proves successful. It is quite possible that this may mark the beginning of the film-legit booking tie-up that has long been advocated as a great potential advantage to both branches of the entertainment industry.

Many Announcements

Also in line with recent business increases and high hopes for the future is the line-up of announcements for the fall, which is far more extensive than usual. Even tho only a small percentage of announced shows are usually produced, it indicates definitely increased activity. Also holding hope is the fact that, according to announcements, the coming season will probably start earlier than usual.

The shape of the theater in the immediate future rests, of course, with the course of current world events—and these can hardly be predicted. No matter what the immediate future holds, however, one thing appears definite: the new form of the theater, predicted here almost a decade ago, will eventually become a settled fact. We shall have a smaller theater but a better one, a theater not so widely spectacular as in the boom days, but one much more solidly founded on sane business practice and steady community acceptance. In essence, it is the form held by the stage in every period hailed as theatrically great, a form that was broken only by the wild-cattling, real estate pre-eminence, and frenzied theatrical speculation of the 1920s. We are still getting over the effects of that "boom"; the predicted "new" form is really the return, with certain necessary modifications, of the old form.

It offers by no means a discouraging prospect.

FROM OUT FRONT

(Continued from page 21)

obsessed by utterly extraneous events; they have even taken it upon themselves to tell managers and playwrights precisely what they think future scripts should be about. This, of course, is a common failing of omnipotence, and they shouldn't be blamed for it too harshly. Numerous plays may suffer brutally thru no faults in either their writing or production, but the cobweb-covered granite of the critic's mind remains undisturbed. That, of course, is the main thing.

We could go on and on—and on—listing such minor flaws in greatness, but there'd really be no point. They're all, as may be seen, quite unimportant. It would be nice, tho, if the boys, now that they've increased the definiteness of their opinions, would work on some of these other things too. It might even be possible that, if they did, the production totals next season would turn out to be a bit more cheerful.

★

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TOUGHER FOR U. S. ACTS

New Australian Rules Ban Taking Out Earnings, Sending Fare Money

CHICAGO, Aug. 23.—Thru a ruling recently passed by the Australian government, few American acts will be able to work in that country for the duration of the war. Ruling states that acts leaving Australia cannot take out any of their earnings, and theater owners cannot forward any transportation money to the United States. The latter angle, in particular, will probably discourage acts from going to Australia, since the transportation per person amounts to \$400. Heretofore, the Tivoli Circuit, which has been employing American acts, paid transportation expenses in advance.

Billy Diamond, local Tivoli representative, says his office cannot advance this money and acts set for the next sailing (August 23) will be canceled. Included among those acts are the Dawn Sisters, who canceled their date and accepted an engagement at the Primrose Country Club, Cincinnati, opening Monday (18). American consuls in Australia have notified acts now in that country that a 10-day notice of departure will be given them should the United States become involved in a war with Japan. Among those acts over there are Will Mahoney, the Littlejohns, Ming and Toy, Billy Samuels, Marie Hollis, Bob Dyer, and Joan Brandon.

NEW YORK, Aug. 23.—One of the American performers back from an Australian tour recently, Ade Duval, novelty act, says conditions for American performers in the Antipodes are okeh. He returned April 28 after a 27-week Tivoli vaude tour, altho he was originally booked for the usual 10 weeks and options.

He says American acts that click can stay in Australia indefinitely, pointing to Gilbert and Howe, acrobats, now making their fourth Tivoli tour there. Routines have to be changed for each repeat, of course.

Australian time available is five weeks each at the Tivoli, Melbourne, and the Tivoli, Sydney; two weeks at the Cremorne, Brisbane, and three at the Majestic, Adelaide. Most acts booked for the Tivoli Circuit are given the Melbourne and Sydney dates, and may be given the other dates later if they click. The Tivoli contract makes the Tivoli office exclusive employer and booker for Australia, with 10 per cent being deducted and remitted to Sam Kramer, Tivoli rep in Los Angeles. The Tivoli office has the privilege of taking up the options and of booking the acts into hotel, night club, or ballroom dates to fill in layoffs or for doubling, with the Kramer office taking 10 per cent on these dates also.

There's very little non-vaude work for American talent in Australia, but occasionally a night spot will splurge and add an American act. Australian audiences, says Duval, like dance teams, sight acts, girls, novelties, broad comedy, musicians, and talk comedy only if the talk is revamped into Australian lingo. Vaude pit accompaniment is excellent, both the Sydney and Melbourne houses having 14 men in the pit.

When Duval worked Australia, his contract provided for round trip cabin class, first-class railroad fare, baggage fees from the ship to theater and from theater to theater, paid by Tivoli Circuit. (The trip from Melbourne to Sydney is 500 miles.)

The Tivoli contract sets salary in Australian pounds, which unfortunately is often confused by performers with the English pound sterling. The Australian pound has been steady around \$3.20 and is 20 per cent lower in value than pound sterling. American are paid off partly in American dollars and partly in a draft on a New York bank when they are ready to leave Australia. Up to a few months ago, says Duval, American acts were permitted to take out their Australian income (except for taxes) after red tape which took about three weeks. The Tivoli office helps the Americans in clearing the red tape involved, including giving them info on exemptions allowed, etc. Duval says he paid a total of 7½ per cent on his Australian gross salary. A government rule went into effect in

April, says Duval, that alien acts could take out a maximum of 60 per cent of their salary. Also, there's a new rule that alien acts must declare their foreign funds as soon as they arrive. Since the Tivoli circuit paid transportation and usually was willing to advance Americans money on their salary as soon as they landed in Australia, it was wiser for American acts to arrive in Australia with a minimum of American money. Australian cost of living is about the same as in the U. S., with hotel accommodations being slightly higher but food and consumer goods slightly lower.

SAN FRANCISCO, Aug. 23.—The Mattson Line had been sending two ships to Australia from here and Los Angeles, but this schedule is now being shrouded with secrecy due to war conditions.

Performers writing to U. S. are not permitted to mention ship names, ports of call, arrival or departure dates. Consequently, it is impossible now for those writing to or from Australia to time letters to catch certain ships or air clippers.

Court Rules Mimicry Okeh in Mae Murray Vs. Billy Rose Suit

NEW YORK, Aug. 23.—The right of impersonation was upheld Thursday by Justice Denis Cahalan in the New York Supreme Court when he refused a plea by Mae Murray to prevent Billy Rose from presenting a *Merry Widow* Waltz number in his Diamond Horseshoe.

The court, in dismissing Miss Murray's plea to enjoin George Fontana and Mitzl Haynes from performing the number, ruled that Miss Murray's privacy was not invaded by the use of the routine and that the public was not deceived into thinking that Miss Haynes was Miss Murray. The justice said that impersonation was a legitimate part of theatrical entertainment.

Oriental, Chi, May Not Resume

CHICAGO, Aug. 23.—Oriental is not scheduled to resume stageshows this fall due to the shortage of good flesh attractions, according to Bob Farrell, attorney for the 32 West Randolph Street Corporation, operators of the theater.

House has been running with double features, and the management is currently battling for better films in the fall.

Pitts. Agents Booking 200 Spots; Urge Ban on Out-of-State Rivals

PITTSBURGH, Aug. 23.—Local agents are planning a battle against out-of-State bookers who have been cutting into district jobs. Their weapon will be provision in new law requiring agents to have offices in State in order to book Pennsylvania spots.

Claiming that the outlanders are also cutting prices on acts despite AGVA, some local agents wrote recently to the State Department of Labor and Industry asking a rule on the AGVA circular letter informing agents that 10 per cent commission would henceforth be okeh. State answer was that agents may take up to 40 per cent. AGVA has advised bookers that minimum scale will go up September 1.

Targets of local agents' barbs are Charles DiPalma, of Steubenville, who handles the New Penn; Frank Sennes, of Cleveland, who pacts the Villa Madrid talent, and Bob Davis and Benjamin & Gruber in Akron. The State law is being evaded, local agents claim, by exchange contracts handled for the out-of-staters by a few Pittsburgh offices.

Troubled Waters!

TOLEDO, O., Aug. 23.—The local AGVA representative and the manager of a local club found themselves in troubled waters recently—and all over a bathtub.

It happened that the club manager had installed a bathtub in his office especially to accommodate a gilded dancer who was slated to open there. The dancer, however, changed her mind and sold her services to a new club opening near-by. The new venture, however, folded even before the opening.

It was then that the first club manager turned to the AGVA. "Please," he pleaded, "make her come back here and work out the date. The bathtub in my office isn't doing anybody around the club one bit of good."

Johnson, Tucker Orks Draw in A. P.

ASBURY PARK, N. J., Aug. 23.—One of the biggest successes of the local season has been the Hotel Monterey's new Jungle Fever Room, which opened August 2. A beautiful creation out of the old Coral Bar, it is done in smart South Sea style in blue and white. Capacity of 350, and Johnny Johnson, his band and Solovox, have upped business at least 50 per cent, Donald Swenson, manager, reports. Peggy Owen, vivacious mite, and Walter Botsford, baritone, have been scoring heavily.

At the Berkeley-Carteret, Tommy Tucker band has been wowing 'em with *I Don't Want to Set the World on Fire*, with vocals by Amy Arnell and the Voices Three. Music is aired average of eight times a week over Mutual network. Requests for song are about 100 daily. Tune was plucked by Tucker in Lou's Tavern, Philly. H. J. C.

Twin City AGVA Sets \$15 Top Minimum for Club Jobs, \$5 Chorus

MINNEAPOLIS, Aug. 23.—With niteries falling in line in good fashion, Twin City local of American Guild of Variety Artists is preparing to meet with reps of 15 agencies for the purpose of granting franchises, Ted Brown Alch, executive secretary of AGVA here, said.

On Thursday (14) Alch signed the third local night club, Joe Brush's Anglesey Cafe, setting \$27.50 minimum for principals and \$25 for chorus.

Tentative agreements for bookers call for \$7.50 to \$15 salaries on club dates for principals and \$5 for chorines per show per night, with extra money for rehearsals. Bookers will receive 10 per cent.

Chez, Rumba Casino Battle for Names; Paying Big Dough

CHICAGO, Aug. 23.—A battle for cafe names is under way between the Chez Paree, for years the Midwest's ace nitery, and the Rumba Casino, new local click operated by Al Greenfield and Milt Schwartz. The fight for new Chicago names is particularly acute, with Greenfield taking trips to the East and West Coast on talent hunts.

First Casino catch was Joan Merrill, singer, who is proving a big attraction. This week Greenfield, now in Hollywood, has been talking business with Gertrude Niesen, long a Chez attraction (the Chez paid her \$1,000 a week).

This week Greenfield and Schwartz set Diosa Costello for their new show opening September 3. She has never played a cafe here before. The boys are operating the profitable Capitol and Brass Rail bars in the Loop, and with those earnings, if necessary, intend to build the Casino into a top room.

Chez had trouble getting good names even before the Casino's arrival. Operators Mike Fritzel and Joe Jacobson have been forced to repeat acts too often, particularly in the comedy field. Their only plum this year was Milton Berle, who established a new attendance record during his six and a half weeks' run ending Sunday (17). They are now gambling on Carmen Amaya, Spanish dancer, and another return date of Cross and Dunn who, during their last Chicago visit, played the comparatively smaller Hi Hat Club. Chez, however, prides itself on fact that Joe E. Lewis, big favorite, is set to come back October 10.

New Tosatti Club Signs With AGVA; Union Bars Actor

HOLLYWOOD, Aug. 23.—After some dickering, the new Mario Tosatti venture, Copacabana, has come under the American Guild of Variety Artists, Lester Litomy, union executive secretary, said. Club was to have opened in July but did not get under way until August 13. A settlement was made thru Federated Amusement and Allied Crafts for "about \$1,400" due AGVA. One-third of the amount, Litomy said, was paid Lee McQuarrie, of the musicians' union, with arrangements for one-third in 30 days and the balance in 60 days. Tosatti is posting bond covering all employees, Litomy added. Minimum is \$50 for principals and \$35 for chorus.

Cafes in the area that have signed with AGVA since August 1 include Bamboo, North Hollywood, raising the scale from \$25 to \$30; LaValle (El Dumbo), Los Angeles, \$30; Humphrey's Cafe, South Gate, \$30; Wilshire Bowl, \$60 for principals, \$40 for chorus; Laurine, Los Angeles, \$30; Gene's Hawaiian Village, Los Angeles, \$30; Club Samoa, Long Beach, \$30 (six days), and Florentine Gardens, Hollywood, \$45 for principals and \$33.50 for chorus.

Litomy said Howard Young has been denied AGVA membership. He claims that Young, while working at Hollywood Cafe, had told Robert Lawson that he was an out-of-town AGVA member and then went to work at Gordons, a spot on the AGVA unfair list, despite warnings not to work there. Young's membership application was denied and locals and other Four A unions notified to this effect, Litomy said.

Terry Lawlor Injured

CINCINNATI, Aug. 23.—Terry Lawlor, singer, currently appearing at Beverly Hills Country Club, Newport, Ky., was injured early this morning in an auto crash in Covington, Ky. Miss Lawlor was taken to St. Elizabeth Hospital, Covington, where it was reported that she suffered a broken collarbone and bruises.

How We Run Our Niteries: N. Y. Cafe Society Ventures

By Barney Josephson

THE BILLBOARD asks me to write an article on how to run a night club. I have not been in the business long enough to tell others how to run a club, so I prefer to write about "How We Run Our Night Clubs." Maybe a pointer or two from our experience will help other night club owners.

First of all, our places are run as a business, and not as a quick get-rich scheme. From the day we opened our original Cafe Society in New York City's Greenwich Village, December 28, 1938, our patrons have returned time and again, because our places are free of the many petty annoyances which have become associated in the public's mind with night clubs in general.

My own experience of 20 years in the shoe business in Trenton, N. J., has stood me in good stead in show business. I am told that most people who go into the night club business are not business men. That may be the reason there are so many night club foldings.

Make Customers for Life

In the shoe business, when a customer walked into our store for the first time we wanted to give him such service that he'd become our customer for life.

A good last on a customer's foot, one in which he'd really feel comfortable and fine, is the one we'd stick to. We might change the pattern from time to time, but the good last is the one we'd stick to. Likewise with our performers and musicians at both branches of Cafe Society.

Hazel Scott, singer and swinger of classics, is a staple. She is now in her 22d consecutive month with us. The boogie-woogie pianists—Albert Ammons, Meade Lux Lewis, and Pete Johnson—have been with us since the day we opened, nearly three years ago. We add to our shows from time to time, but we hardly ever change them. This is wholly unorthodox; yet we find it to be good business.

Since we feature musicians and not gags or gagsters or girlie lines, we are able to keep the same performers for a long time. People may get tired of the same comic after they've heard him a dozen times, but they don't get tired of music and musicians.

Yet we did have Jack Gilford, comedy star of the Broadway hit from Hollywood, *Meet the People*, for 55 consecutive weeks at our downtown club. And he's a case in point on another matter. That is, if we like a performer and have faith in him or her, we don't care much whether the performer's a click right off the bat or not. With Gilford, we kept him, encouraged him, helped him to develop until he became a terrific hit. Now we are bringing him into our uptown spot, a recognized performer.

Faith in Our Performers

Hazel Scott was not too hot at the beginning of her engagement with us; now she is one of the greatest performers in the business. Kenneth Spencer was not the click we hoped he'd be instantly. But the audiences think he's good, we think he's wonderful, and soon the audiences, too, will note his development into "wonderful."

We had John Kirby's great little band at Cafe Society Uptown. For one year we have had Teddy Wilson's fine band, which he built up with our help at both the downtown branch and at the uptown. But Kirby's outfit, which came to us with a wide reputation, had not increased our uptown business—despite the sweet words of Kirby's swell manager, Julie Rosenthal. But we like Kirby's band. We felt it was the perfect band to alternate with Eddie South's brilliant ensemble. After a while, we are sure, he'll begin to be a real draw.

All our musicians and virtually all our individual performers, with rare exceptions, are Negroes. We have had a magnificent publicity job on these artists precisely because our press agent,

Ivan Black, from the very first, decided they would be written about as artists and not Negro artists. He has managed to plant Cafe Society stories and photos in class magazines and big newspapers, syndicated rotogravure pages and syndicated columns in which there had been very little about Negro performers.

Broadcasts a Big Help

The Coast-to-Coast broadcasts, on which our performers guest-star, have been of great benefit to us. We gave a highly publicized Cafe Society Concert at Carnegie Hall April 23, the first night club ever to give a concert there. That's Black's idea of good public relations, and mine, too. It was a successful benefit for the Musicians' Union Medical Fund, Local 802.

People have asked us where we got the nerve to open a Park Avenue spot with an all-Negro show, especially since we had to remodel the entire building.

It didn't take so much nerve. A correct estimate of what entertained me as an average business man, and therefore would entertain people like me, was the thing. Hosts of Park Avenue folks used to come to our original club, tho it is way downtown. They liked our show there. Why not uptown? We analyzed our mailing lists and found that 65 per cent or more of our patrons came from uptown residential sections.

However, it was not only the owners of swank uptown spots who thought we were crazy to try Park Avenue with an all-Negro show; even the waiters were laying bets as to whether we'd fold in two or in three weeks. When they heard that our new place was to be at 128 East 58th Street, then they were sure we were insane. For that particular spot was supposed to be a jinx—Mother Kelly's, Zelli's, El Rio, the Surf Club had opened and closed there. Well, we killed the jinx.

Get Along With Your Staff

Now let me get down to a few pointers that may interest other night club owners. First of all, the secret of running two night clubs simultaneously and profitably is getting along with your staff as friends with friends. We are completely unionized from top to bottom, and I would not have a non-union man work for me.

Last year, to give an example, the Harvard Club of Boston wired me, asking for pianist Albert Ammons to play a smoker. Ammons said he'd like to. I asked him if he'd go for \$75 and plane fare both ways, and he said he'd be delighted. Ammons went there and wowed them. The dean of Harvard, Kenneth Murdock, a hot jazz fan, had Albert stay overnight as his guest.

Not only did I not charge a commission for arranging the whole thing for Ammons, but I did not even dock him for the night he missed our Cafe Society show. Now you try to get him to leave my employ for a few bucks more a week. Just try.

One of the Golden Gate Quartet boys got appendicitis. I paid him his salary the weeks he was absent and also sent over a couple of specialists. Apparently musicians and performers were not accustomed to that kind of consideration from a night club boss. But I can tell you, it pays off. There is less grief, more co-operation, and real friendship.

We Don't Like Concessionaires

We do not have any concessionaires at either branch of Cafe Society. We run our own kitchens. There is little profit in food, but much good will. We run our own cloakrooms, and our girls are instructed to be courteous whether or not they are tipped.

During our first year of the original Cafe Society we did have a checkroom concessionaire. But we did not renew the concession, not because our relations with concessionaires are not good, but because the fewer outsiders who come in contact with your patrons the better. All employees should be directly responsible to you and not to some outside agency.

In choosing performers and musicians I have been fortunate in the constant advice of John Hammond, of the Columbia Recording Company, an acknowledged authority on hot jazz music. It was he who brought the Boogie-Woogie Boys and the Golden Gate Quartet to New York for their debuts at Carnegie Hall,



BARNEY JOSEPHSON is the owner of Cafe Society Uptown and of Cafe Society Downtown in New York. Born in Trenton, N. J., he was in the retail shoe business for 20 years and left it only to try a few highly individual ideas on night club operation. He wanted to run a night club as a night club patron would like it run—and so he opened Cafe Society (Downtown) December 28, 1938. Two years later he opened the uptown spot and now he's looking for a third New York club. He is married to Isabel Hromada.

where I hired them on the spot.

Since I knew nothing about the preparation of food, I hired the best cuisine man I could find, Oscar Schimmerman, former successful manager of New York's Claremont Inn. He took over completely. Too often food is a concession in night clubs, and the waiters are reluctant to serve it properly. The real profit, we all know, is in liquor sales. So, many waiters are instructed to push liquor sales and discourage food orders. This shows very little consideration for the patrons. They know when you are trying to be greedy. It is bad business; it does not pay off.

Giving "Money's Worth"

On minimums. Nearly all night clubs have a food minimum for dinner. Liquor is extra. But at supper one must spend his minimum for liquor, and food is extra. This shortsighted system was always a sore spot with me when I was a night club patron. I decided to have things differently in my club. So, there is no dinner minimum in our clubs. Besides, we have lower liquor prices during dinner. Supper minimum allows both food and drink. Thus a man feels he is getting his money's worth. It is good will for the clubs, and again, it pays off. Remember, everybody likes to feel he is getting his money's worth.

Whereas many clubs have all the petty annoyances such as, "Take your picture, Mister?" "Read your palm, sir?" "Take a toy dog home with you, sir?" we do not allow any of these in our clubs. For example, most clubs have a sexy girl selling cigarettes at high prices. We had in each club a refined-looking, conservatively dressed girl selling cigarettes only when the patron asked for the cigarette girl. I remember how often I'd be chatting with a friend in some club, and right on somebody's punch line a sexy dame would push her tray into our faces and say: "Cigars, cigarettes." A fine way to create good will for a place!

No High Pressure Girls

Several months ago one of our girls was called by a customer who gave her a dollar for a pack of cigarettes and said, "Keep the change. It's the first time I've ever been in a night club without being annoyed by the cigarette girl." Recently we changed to a cigarette boy at Cafe Society Uptown, sending our cigarette girl to our downtown hat-check room.

About whisky glasses. So many places have trick glasses that look big but are not. A customer pouring what appears to be a big jigger is shocked to find that hardly any liquor comes out. Our jiggers are fair-sized, but what the customer sees is filled with liquor. There is no attempt to bamboozle the patron, and he appreciates it. There are hundreds of things such as the above which make the difference between a successful night club and one that's always threatened with losing its fleeting popularity.

I feel it is better to conceive of a cabaret as a business and not as a racket. It is better business to serve the public than to fool it.

Club Talent

New York:

HELENA HORNE, Cafe Society Downtown swinger, has been signed for a series of film shorts by a new outfit, B. W. Pictures. Albert Ammons and Pete Johnson will be in the same series. . . . **MARGIE KNAPP** is the new singing addition at Ben Marden's Riviera; started August 21.

Chicago:

DOLLY KAY will return to Harry's New Yorker September 3. . . . **SID TOMACK** and the Reis Brothers are now on their own, their manager, Bobby Gordon, having left to join Sid Silvers, of Paramount, in a writing capacity.

Atlantic City:

EDNA JANIS heads new show at Phil Barr's 500 Club. . . . **ALBERTA MANSFIELD** added at Babette's. . . . **FRANCES FAYE** and **Adrian Rollini Trio** added for the season's remaining week-end at Renault Tavern. . . . **HONI COLES** leaves the Paradise Cafe cast to join Cab Callo-way's stage unit. . . . **BOB RUSSELL** set to emcee the Miss America beauty pageant events next month at Convention Hall. . . . **ANISE AND ALAND**, at Club Harlem, and **Beverly White**, from Paradise Club, set for St. Louis's Club Plantation next month. . . . **JERRY BRANDOW**, added at T-K-9 Club, will make it a team next month with Edith Lamb.

Cincinnati:

CARMEN AMAYA was unable to make her final show at the Lookout House, Covington, Ky., last Monday (18), due to torn ligaments. . . . **DOT FRANEY** heads the Netherland Plaza's new ice revue, which opened last Tuesday (19). Others are **Knearl McCusker**, **George Stewart**, **Amanda Dieterich**, **Red Sisley**, and a *femme foursome*. . . . **JEAN BISHOP**, Netherland Plaza publicity director, left Saturday (23) for a fortnight's vacation on grandma's farm at Portland, Ind.

Philadelphia:

CERNEY TWINS, **Marianne**, and **Paul LePaul** head the new show at Jack Lynch's Walton Roof. . . . **BETTY ANN SHOR**, local niter singer, leaves for Hollywood. . . . **LEE WARWICK** opens at Steve Brodie's Cafe. . . . **GERARDO RUMBA DANCERS** and **Puppy Campillio**, current at Atlantic City's Bath and Turf Club, open at Club Ball next month.

Here and There:

LOPEZ AND LYNNTON, after closing at the West Hotel, Sioux City, Ia., opened Monday (18) at the Gingham Club, Springfield, Ill., set by the Dave O'Malley office thru Ray Lyte. . . . **BUSTER AND BILLIE BURNELL**, after six weeks at Kitty Davis's Airliner, Miami Beach, Fla., opened August 14 at Henry Grady Hotel, Atlanta. . . . **JOE AND JACKIE DE MARCO** opened at Venetian Gardens, Altoona, Pa., August 18. . . . **"LEFTY" ERLANGER**, former Cincinnati and Louisville, Ky., boxer, has taken over Club Rialto in the latter city, using six-people shows, with a weekly change, booked by Jack Middleton, Cincinnati. **Bob Phillips**, at the spot the last 10 weeks, continues as emcee. **Doug Williamson's** band, with **Al Jones**, singer, is on the stand.

THE CRATERS (Nick and Dolly) opened Monday (18) at the Indiana Cafe, South Bend, Ind. . . . **DORAINE AND ELLIS** wind up six weeks for the DeWitt hotel chain (between the Hollenden Hotel, Cleveland, and the Mayflower Hotel, Akron, O.) August 24 and on the 28th begin a four-weeker at the Roosevelt Hotel, New Orleans.

NICK LUCAS, now working radio in San Francisco for Regal Beer, opens August 27 at the Orpheum, Los Angeles, and September 3 begins with John Murray Anderson's new show at Wilshire Bowl, that city.

GEORGIE PRICE is a holdover at the Martini Club, West End, N. J. . . . **THE NONCHALANTS**, together with **Raye** and **Naldi**, open September 4 at the Palmer House, Chicago. . . . **SARA ANN McCABE** set for the Chez Paree, Chicago, August 20. . . . **SALLY RAND** to the Lookout House, Covington, Ky., September 16. . . . **ADRIAN AND CECILLE**, current at the Royale, Detroit, will join the Arthur Murray staff at the Statler Hotel, Detroit.

Thumbnail Review

CHICAGO, Aug. 23.—Frankie Farnum, dancer, visited a local niter the other night and sat thru a long and boring show.

He came out with the following nutshell description: "Alcatraz with lights."

Chez Paree, Chicago

Talent policy: Production floorshows at 8:30, 11:30, and 2; show and dance band; rumba relief band. **Management:** Mike Fritzel and Joe Jacobson, operators; Fred Evans, producer; Bob Curley, press agent. **Prices:** Minimum \$2.50 (\$3.50 Saturdays and holidays); drinks from 50 cents.

The new show opening night (20) was in a bad shape. Producer Evans, no doubt, will change things here and there, but it is doubtful, judging by the acts on hand, that the bill will measure up with some of the superlative revues seen here in the past.

Carmen Amaya and her family top the line-up. Miss Amaya is an overrated night club attraction. She might be fine for concerts, where art predominates, but is out of place in a room designed for commercial entertainment. Her weird Spanish gypsy dances, interpreted with rapid-fire stomping of feet and snapping of fingers, are unintelligent products in the eyes of the layman and unless forwarded by a descriptive prolog will not hold attention. The "family" consists of two dancing girls and five guitar-strumming males who work with a total absence of expression. Miss Amaya changes costumes twice, entailing intermission work by her cohorts which falls far short to some of the standard Latin acts seen in this club.

Supporting this troupe are Cross and Dunn, Sara Ann McCabe, the Hollywood Blondes, Christine Forsythe, line of 16 girls, and Bobby Ramos, singing leader of the rumba band who doubles as emcee.

Cross and Dunn have been here before and have developed a good following. Their set of songs was not as strong as before, but their punch delivery and showmanship put them over. Both work at the mike now, with a piano assistant in the background.

Christine Forsythe follows the opening production number with a couple of minor tap dance routines whose only complimentary feature is a series of hard turns. The Hollywood Blondes (3) do their familiar roller-skating act, which is tricky and flashy. Girls work hard and fast.

Sara Ann McCabe is one of the few sopranos to work this room. Has a good, clear voice and a nice personality, but her selection of tunes were not the best. This is particularly true of the patriotic *I Am an American*, which is too corny a number for a Chez crowd. Fared well with *I Know That You Know*, *Chichicastenango*, Friml medley, and *Intermezzo*.

The girls did three numbers, including a Spanish fantasy in which Miss Amaya et al return for a final bow. Midway, Hal Derwin, singer with Boyd Raeburn's band, vocalizes in the *Where Are You?* production effort. Raeburn continues to play good show and dance music. He remains until October 10 when Lou Breese returns for 11 weeks. Raeburn is set to come back December 26.

Sam Honigberg.

St. Moritz Hotel, Sky Gardens, New York

Talent policy: Dance and show band; floorshows at 9 and 12. **Management:** S. Gregory Taylor, managing director; Nino, maitre d'hotel; Robert Reud, publicity. **Prices:** Dinners from \$2.

Management of the room, having found that Emile Boreo, who opened here last season and remained for a marathon run, is ideal for the continental atmosphere of the spot, has brought him in again. Choice is a wise one.

Boreo's routine is similar to that of

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Night Club Reviews

last season. His mainstays are his *Oh Johnny* and *Dark Eyes* in various languages. Encores with the famous *Wooden Soldier* strut that he originated in *Chauve Souris*. He works energetically and went over in no uncertain terms.

Other bright spot of the show is Carla and Fernando, Latin dance team. They are expert flamenco practitioners, doing flashy heelwork, and their routines are commercial and imaginative. Did three numbers and stopped the show cold.

Ford Harrison is on the bandstand. Plays the show well and keeps the dance floor well filled. Betty Thompson, band canary, opened the show and got a polite hand. Harrison's contribution was a well-played arrangement of *Play Gypsies, Dance Gypsies*.

Lolo and Ramon, two-male string combination, take care of the lulls.

Joe Cohen.

Beachcomber, Boston

Talent policy: Dance and show band, floorshows at 8 and 11:30 p.m. **Prices:** Drinks from 40 cents; dinners from 65 cents; minimum \$1 weekdays, \$1.50 Saturdays. **Management:** Tommy Maren.

They have achieved a reputation, in the year they've been in business here, for putting on small but good shows.

Opening the bill is Harry Day and his dancers, three attractive girls, nicely costumed. The quartet goes thru a smooth, neat rumba number and clicks. Day, an agile young man, makes an impression with his slick routines. The girls are not only decorative, but follow thru nicely. Return to close the show with a *Waltz in Swingtime* number that rates applause.

Monica Lewis, personable young singer, acquits herself very well. Her *Kiss the Boys Goodbye, Jim*, and *Ain't Misbehavin'* were well received. Would make a good bet for a musical.

Jean Mona comes on next with a striking military rhythm tap. Goes thru a difficult routine, making the most of each move. Is a capable and finished performer. Looks and ability both good. Turns to impersonations of how movie stars would conga, introducing each with a bit of patter. Miming is not too good, but the dance impressions are. For an encore she did a take-off on Hedda Hopper, which should be eliminated.

Harry Morrissey and his fine band do a great job with both the dancing and the show music.

Mike Kaplan.

Park Central Hotel, Coconut Grove, New York

Talent policy: Show and dance band; floorshows staged by Boots McKenna at 8:30, midnight and 2. **Management:** H. A. Lanzner, hotel manager; Bill Robbins, Coconut Grove manager; Ed Weiner, press agent. **Prices:** Dinner from \$1, minimum \$1 to \$3 depending on location.

The only local hotel girlie floorshow, the Boots McKenna revue here is in its sixth month and still going strong, altho week-end business has been off during the warm weather.

Dinner show is a strong one, with emcee Jack Waldron interspersing a few sharp gags and then holding down his own spot with crisp comedy patter. Hibbert, Bird, and LaRue are their usual sock with hoke ballroom which starts straight and then gets messed up when Esco LaRue, planted at a table as a drunk heckler, joins in. Bunny Howard sings a few tunes nicely enough, including the catchy *Keep a Little Love on Tap*. Winton and Diane, young mixed team, look nice and fresh and come thru with nimble clean-cut tap routines in production scenes and alone.

Shapely Elenore Wood's flame dance in the nude tops the phosphorescent production scene which has the 15 ensemble girls cavoring in nifty costumes. Miss Wood's routine is very effective. Flower, tall brunet show girl, doubles in a modernistic dance solo.

Opening ensemble routine is a well arranged Oriental number, with the girls clicking finger cymbals and *Scheherazade* music for background. The girls do a *Follow the Leader* patron-participation finale for the dinner show, and a hobby-horse stunt for the supper show finale. Girls are good lookers and costuming is fine.

Musical accompaniment by Buddy Clarke's band is excellent and really helps the show. Band dishes out good dance rhythms, too.

Relief ork is out for the summer.

Paul Denis.

Hawaiian Hut, Beverly Hills, California

Talent policy: Hawaiian orchestra with floorshow at 11:15. **Management:** Willie Whistling. **Prices:** Drinks popularly priced.

Willie Whistling has been associated with Hawaiian entertainment for years, and Hawaiian Village is a spot he has operated for almost seven years.

Show runs an hour and presents Hawaiians, Samoans, and Tahitians. Visitors from the islands are called upon frequently to come up on the stage, which is built as a large drum.

First up was the Tahitian team of Kahala, Tani, and Tavita, two girls and a man, who pleasingly offered a Tahitian dance, the girls also clicking solidly with a ceremonial dance. Whistling emsees, but had his hands full between pulling on a palm stem that hangs from the ceiling and pulling up his slacks, badly held in place by a cloth belt.

The Islanders, four-piece outfit, got plenty of applause on *Lovely Hula Hands*, with ork members also doing vocals. Whistling handled the electric uke. Team was back for a Tahitian side-walk dance, but tune was *Darktown Strutters' Ball*.

Benny Navehi, blind musician, was the hit of the show with vocals on *When My Dream Boat Comes Home*, and instrumental work on *"A" Stands for Dear Aloha* and *Hilo March*. Mary Anne Schaffer, singing waitress, followed with *Maria Elena* and *Million Dreams Ago*. Has poise but is a little too languid in her delivery. She's pretty but a bit plump.

Islanders play for dancing.

Sam Abbott.

Chez Paree, Denver

Talent policy: Dance and show band; floorshows at 9, 11, and 2. **Management:** Tom Romolo, manager; Mary Norris, host. **Prices:** A la carte.

Capacity crowds for the current show again prove that giving the customers good entertainment will bring them back. For its first time, the spot is using a string trio as a feature. The boys, Three Strings, are proving a hit. After 16 weeks on the stand, Bert Hardcastle's five-piece combo is still going strong. This local lad has a group that combines versatility and adaptability.

Princess Chio is the opener, warbling a ditty that ranges from Chinese to the ghost of *Dinah*. Going into a modern ballet, she displays some smooth foot-work which, altho nothing extraordinary, sells nicely because of exotic billing and costuming. Her whirling climax got a solid hand. The Three Strings (Al Torrey, guitar; Pete Peterson, bass, and Sil King, steel guitar) come on with *You, Sweetheart, Aloha*, offering a nice blend both instrumentally and vocally. Boys go to town on *Hawaiian War Chant* and *Well All Right*. Their *Ochichornia* won the house. The trio is one of the finest to work this town.

Helen Kaye, who has been warbling here off and on for a year, is back and her offerings of *Ain't Misbehavin'* and *Body and Soul* are solid sells, as usual. She is best on moaning tunes and is probably the top nitery warbler in these parts. Emcee Buddy Bowen sings a couple of slightly shady tunes, *Life Begins at 40* and *Annie Doesn't Work Here Any More*. He is the finest emcee to work with this club. His gabbling is far above par and he really controls the show.

Princess Chio closes the layout with a Chinese Temple routine, a nice exotic showing.

Presence of Bowen and the Three Strings has really pepped things up at this club.

Herb Trackman.

Leon & Eddie's, New York

Talent policy: Dance and relief band; floorshows at 8, 10, 12, and 2. **Management:** Leon Enken and Eddie Davis, owners-managers; Dorothy Gullman, press agent. **Producer:** Bobby Sanford; **costumed by** *Follies Costumes*. **Prices:** Dinners from \$1.50.

Surprise of this show is the hefty attendance, despite the budget pruning and time of year.

Show plays well, but is not up to the usual standards of this spot. The Bobby Sanford staging has done okeh by the talent. Mainstay of the club, Eddie Davis, is vacationing, thus depriving the spot of its most potent punch.

Opener is Adrienne Parker, good-look-

ing ballerina. Her routine is unspectacular until she gets off a swell number of spins. Does two numbers, each with twirling finishes, and walks off to a good hand. Should develop into an ace cafe bet.

Bee Kalmus, a 52d Street veteran, knows the swing demands of the street quite well and sings accordingly. Put over a trio of tunes, well arranged and nicely delivered. Encored.

Five Crackerjacks, sepians dressed in ridiculous costumes such as a dignified Uncle Tom, Topsy, and a Civil War vet, are sock. Three of them open with comedy song and dance, followed by a single baton twirler and a terrific acro wind-up has them walking off to a tumult. Audience wanted encores, but repeats were not given, probably because of the nature of the act.

Rose La Rose strips as tho she were working in a theater, using the same applause-milking dodges. Technique is unsuited to this club. She is not as effective as some of her predecessors here.

Wind-up is the line's reliable *Bumps-a-Daisy*, in which Sanford stooged his way thru the number. Line's other offering is a sexy *St. Louis Blues* opener.

Lou Martin, now in his stenthen year here, hasn't worn out the band podium yet.

An added attraction here is the sylph-like figure of Leon, who is minus considerable avoirdupois.

Joe Cohen.

The Ranch, Seattle

Talent policy: Show and dance band; two floorshows nightly, at 11 p.m. and 1 a.m. **Prices:** Dinner from \$1 week nights and \$1.25 on Saturdays. **Closed Mondays.** **Management:** George Cook, manager and owner; Joe Daniels, booker.

Eight miles north, on the Everett Highway, this spot is enjoying capacity business, with the defense boom putting thousands back to work and money in the pockets of the younger set. The place is not too hard on the pocketbook, and patrons feel they are getting their money's worth.

Cutting down on the floorshows in the summer, the Ranch is using only two acts this week plus "Boobs" Whitson, emcee here the past 10 years. Boob always adds a great deal to the show with his humor and clowning. The some of his jokes were brought here with him on his arrival, the crowd seems to eat them up.

William El Cota and company run wild with their fast comedy and clowning on the xylophone. Their comedy is fast and sometimes low but it went over well. When the xylophone is used for music it is pleasing.

Lord and Janice do some fancy ballroom dancing that seemed to bore most of the crowd. Their act is quite smooth, perhaps a little too smooth for some.

Wyatt Howard and His Dixieland Band supply the music hot or sweet. The band is one of the outstanding features of the show and is well liked by the patrons.

James Douglas.

Club Royale, Detroit

Talent policy: Dance and show band; floorshows at 9:15 and 12:30. **Booker:** Phil Tyrrell, of Chicago. **Prices:** Fifty cents cover charge, \$1 Saturdays; drinks from 50 cents; dinners from \$1.50.

Show is well balanced in variety of acts and in quality. Six Dancing Starlets, a new line here, open with a cute conga in ruffled street dresses, with the leader doing some acro work out front for a close. Their return bit is in red bellboy dresses for a tap, using the suitcases they carry for pedestal work.

Three Cappy Barra Boys have a balanced mixture of harmonica work and vocalizing, with a bit of recitative. They do their own specialty, *The Harmonica Gentlemen*, with some nice effects, and follow with an individual arrangement of a Brahms' *Hungarian Dance*.

Ruth Craven, an expressive contralto who looks a lot like Claudette Colbert, has a strange deadpan style for just parts of her numbers, later displaying plenty of vivacity in such novelty ballads as *The Ozarks Are Calling Me Home*. She puts plenty of zest and earnestness into her work.

Raul and Eva Reyes, with their two drummers, go thru a gamut of Latin

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Paul Rosini works a variety of coin, card, and handkerchief tricks, some perennial favorites and some new routines. His manner of working is direct and apparently simple, and builds up an intimate atmosphere that makes his tricks all the more effective. His patter, given cignity and individuality by his accent, adds to the suave effect.

Dick Worthington emsees, a bit in the English style.

Don McGrane and his band play thru-out, with some nice interlude numbers vocalized by Pamela Britton.

H. F. Reeves.

Bristol Casino, Bristol, R. I.

Talent policy: Dance band; floorshows, 9:30 and 11. Management: Sammy White, manager and emsee; Charnoff Agency, booker. Prices: Dinners from \$1, drinks from 25 cents, \$1 minimum Saturdays.

Nathan Gross, Taunton (Mass.) plumbing contractor, and Sammy White, Rhode Islander who was in some of the best musicals on Broadway in by-gone years, have taken over the large Bristol Casino, midway between Bristol and Warren, and give promise of doing something with the 400-seat spot. White is managing, emseeing, and filling prominent spot in show with hoofing, gagging, pantomime bits, songs, etc. Warren-Bristol area has plenty of wealthy residents, and new management hopes to build up class trade, altho prices open spot to average spenders as well.

When caught in second week under new management place was comfortably filled with patrons who seemed to enjoy service and entertainment. On bandstand, Eddie DiPietro and six-piece band seemed better for dance numbers than in accompaniments. Band consists of Marty Schneider at piano and doing Solovox solos nicely; George Dowdell, tenor sax; Louis Mills, trumpet and an occasional burst of skat singing; Harry Peters, sax, and Pete DeRosa at drums.

Latin touch is given show by Carrita and Carol, Spanish dance team and the real McCoy. Do three numbers, best being a Moorish zambra in which male thumps a tambourine and femme uses finger cymbals. In other other numbers, pair uses castanets as they should be used.

Stanley Fisher, young harmonicist, makes the mouth organ a virtuoso instrument in *Begin the Beguine*, Liszt's *Second Hungarian Rhapsody*, and *Night and Day*. Had to beg off.

Bob Finch handles a quartet of puppets entertainingly. Dolls include a Stepin Fetchit impression, dancing skeleton, a strip-teaser, and, for an encore, the goggle-eyed male from *Esquire's* cover, in which Finch asks auditor's to listen to doll's taps—which are good. Finch has nice personality and, in addition to floor stint, does a bit of magic at tables between shows.

Jeanne and Carole Petty, blonde-brunette sister team, have looks and grace. Long-limbed, they could pass for Petty models. Lassies show promise, tho dances—high kick acro and a military tap—are quite ordinary.

White closes show, doing an *In the Army Now* comedy song, panto impression of Bert Williams's poker game, opera burlesque, and a comedy dance.

C. A. RossKam.

The Plantation, Long Branch, N. J.

Talent policy: Colored floorshow and dance band; shows at 8:15, 10:45, and 1 a.m. Management: Dorothy Ross and Jack Fleagle. Prices: Dinners from 99 cents and no cover or minimum; drinks from 35 cents.

Located in Long Branch's West End, the spot, a perennial flop, took a new lease on life this spring under Ross-Fleagle management, which features 99-cent "turkey-in-rough" dinner and a sepian show. Patrons are being won sufficiently to cause management to try remaining open year 'round. Spot was formerly known as Trocadero, but done over in early spring to provide correct atmosphere for colored talent policy.

Speezie Canfield, clever young man, emsees the fast show. His imitation of Cab Calloway, however, is overdone. Show opens with Sally Gooding, a blues singer, hefty but personable, and with a nice delivery which went over okeh. Bill "Bo" Jenkins, a good comic tap dancer, follows, and Speezie and Cecelia go thru a funny comedy routine sur-

rounded by a line of four good-lookers in scants.

Bubbles Gaines, novelty act, is next, and Pauline Moore, interpretative dancer (torrid hula) almost shakes the walls out of the place, bringing down the house. Show runs about 50 minutes, and changes every two weeks. Canfield remains indefinitely, however. Except for Calloway take-off he does a good job.

Perhaps best feature of spot is music by Socaras and ork. A nice eight-piece combo, featuring flute played by himself. It plays sweet for dancing and contrasts radically with "bug" beats for show.

Harry Carlin.

885 Club, Chicago

Talent policy: Show and dance band; floorshows at 9, 11:30, and 2. Management: Joe Miller, manager. Prices: Dinner from \$1.50; drinks from 50 cents; no cover or minimum except Saturdays (\$2).

This intimate spot, which seats barely 100 and has a postage-stamp dance floor, has a steady clientele, drawn by the excellent food and entertainment. Due to the small floor the type of acts that can be presented is quite circumscribed. Present line-up includes a dance team, vocalist, tapster, and impressionist, all good in their respective lines.

Johnny Howard, emsee, is a versatile entertainer who sells himself solidly. He has a novel manner of introducing his various impressions, and his satirical word pictures of Al Jolson, Jimmy Durante, May West, and Louis Armstrong are very good. Exceptionally well done is his whistling of an aria from a classical score.

The Conrads, youthful dance team, present colorful Latin dances, doing a pleasing job in the small space available. Louise Shannon is a fast and agile tapster and presents a variety of clever routines. June Carson, boogie-woogie singer, is a bundle of personality who sells her stuff neatly, despite an unattractive make-up which she would do well to change. *Beat Me, Daddy, Eight to the Bar; I Love Coffee*, and other numbers earned her deserved applause.

Julio Garcia and his five-piece combo (piano, drums, trumpet, bass, and accordion) play acceptable Latin and American tunes, and during intermissions Johnny Honnert provides solid entertainment at the piano. *Nat Green*.

Casino Royal, Washington

Talent policy: Show and dance band; shows three times nightly as well as Saturday matinee; change of talent each Sunday. Management: Byron Wing, manager; Hugh Liang, producer and publicity. Prices on Chinese-American menu from 75 cents up; minimum 75 cents and \$1 on Saturdays, Sundays, and holidays.

Main attraction at this popular spot is Jack (Jive) Schafer, band leader of local renown, who warbles parodies and double entendres in yokel style to great big hand. However, at show caught he was off on vacation, but the place was packed to door jams anyway.

Show open with chorus of six (booked thru Anthony Phillips, New York) dolled up as drum majorettes. Military tunes give the line a chance to kick and twirl batons for a good start. The Dells, a boy and girl team, offer accentric numbers in various costumes and get a pretty fair hand. Not much personality, but plenty of energy.

Donna Lee, doubling from the chorus, gives a specialty of handstands on cane-bottom chair, with grace. Miss Patricia, magic act, opens her turn with crumpled paper turning into flowers. Drinks out of hollow cylinders, tied handkerchief effects, and then the in-again-out-again steel ring routine with an accommodating patron. Girl has a fair line of chatter and finishes with a mouthful of razor blades coming out strung on a thread.

Fan dance by the chorus is fully clothed, and patrons wait for the expected thing, but colored spots and weaving figures produce a pleasant effect. Bob Prible, band vocalist, follows fans with *Indian Love Call*, winning applause. The Dells come back for a Gay Ninety eccentric routine and follow with a j-bug number after shedding the costumes.

Chorus line, which is better than night club average, closes the 30-minute show with a fast number involving cart-wheels of various types and speeds. All the girls get their individual spots as the boys on the stand tear out circus music.

This seems to follow the general pattern of Casino Royal shows, and the

Follow-Up Night Club Reviews

DRAKE HOTEL, CHICAGO.—Russell Swann, the magician with a great sense of humor, opened a run in the smart Camellia House Tuesday (19). He is the first sleight-of-hand artist spotted in this room, which from a physical standpoint is not the best in town for this type of act.

To Swann's advantage is his smart appearance and his diplomatic comedy talk routine, which keeps the customers entertained. The tricks themselves, however, are lost to the post-dodging table occupants.

Show caught included Swann's card and rope tricks and the good money-in-the-lemon feat which he holds for the closing spot. When he was thru, he had warmed up the usually cold Gold Coast audience, an accomplishment in itself.

Bob Grant's band still on hand for musical purposes. Helene Carrell, handwriting analyst, visits tables on request. *Honigberg.*

COLOSIMO'S, CHICAGO.—The altered bill now features Sid Tomack and the Rels Brothers, veteran comedy trio around these parts, and includes the McKays and Betty Atkinson, new additions. Staying on are Hestwood and Stone, puppet act; Mildred Parr, singer; Andre Andrea, acro dancer; Jack Prince, singer, and the Gale Sextet, novelty dance turn.

Tomack and the Rels boys do a punchy zany comedy routine. They are in and out with screwy bits thruout the show, and in their next-to-closing spot concentrate on broad song satires. Good stuff for this room.

The McKays (recently at Harry's New Yorker) exhibit three funny dance numbers, blending knockabout work with legitimate tricks. A nicely tailored comedy set, including a waltz, nutty take-off of *Afternoon of a Faun*, and an original skit labeled *The Waiter and the Lady*.

Betty Atkinson, attractive brunette but weak tap dancer, is on early for brief interpretations of rumba and conga. Work lacks polish.

Bill runs for nearly 90 minutes and includes two long production numbers in the opening and closing frames. Frankie Quartell leads the main band. *Honigberg.*

GLENN RENDEZVOUS, NEWPORT, KY.—This swanky intimate club has been faring well since its launching by Pete and Glenn Schmidt three weeks ago. New show opened last Wednesday (20) packs a heap more entertainment value than the spot's initial offering.

Wally Wanger Girls (6) are still here and a definite asset to the show with their solid routines, good selling, and sharp wardrobe.

Bob King has an unusual vent act. It's a novelty packed with laughs. Blindfolded by a patron, King swings into a mental routine, with his vent dummy handling the audience and King answer-

younger crowds, who haven't too much to spend, seem to go for it in a big way. When Schafer is on he wows them. *Edgar Jones.*

ing the questions. Switches to a miniature sailor figure for more solid vent work and singing. Well received.

Carroll King, wholesome-looking brunette, scored handily with her terp soloing, offering first a well-routined waltz and encoring with something lighter to *Tea for Two*. Bowed to a good hand.

Bobby Pine (nee Pinkus), emseed in fine style and won over this audience with his grand sense of comedy. Has a line of smart chatter, good comedy song specials, and a desire to work. Also turns in some unusual eccentric and soft-shoe hoofing, both as a single and with his partner, Ruth Foster. Latter also shows well in a tap routine earlier (See FOLLOW-UP REVIEWS on page 32)

Hibbert, Bird and La Rue

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PUTTING ON THE BEST SHOW

New York's Village Barn

The Village Barn, New York, is the Big City's only "country night club" and it is operated by a veteran night club showman who admits he's never been in a village barn. (He just listened to suggestions of patrons and added atmospheric bits and fixtures gradually.)

The club entrance interior suggests a small town. It includes miniature versions of a general store, blacksmith shop, justice of peace, barbershop, bill-poster announcements, and a harness room. The dining room carries out the barn idea, with clusters of 10-gallon milk cans suspended from the ceiling, hay forks, rakes, hoes, horse collars, wagon wheels, and other typical country props. The waiters are dressed as small-town firemen, and the walls contain window illusions—oil paintings of outdoor scenes which are removable and changed four times a year.

Other atmospheric angles are the mottoes, slogans, and wisecracks about local celebrities, and also the crowing rooster which often interrupts the floor-show or the broadcast. Two roosters work in shifts (two weeks on the farm and two in the club) and their crows help give the club its personality.

Country games carry out the Village Barn idea and also stimulate audience participation, causing many patrons to linger. Musical chairs, square dances, potato games, and blind bottles are among the patron-participation stunts that make patrons feel they are in a club that's different.

American food—corn sticks, hamburgers, etc.—are another feature rounding out the Barn idea. Another touch of showmanship is the large menu that has printed (in addition to food and liquor lists) a detailed time table of what's going on all evening, such as time for the floorshows, dance sets, games, square dances, old-time movies.

Successful Operating of a Big-City Rustic Night Club

By MEYER HOROWITZ
(Operator, Village Barn, New York)

I HAVE been operating night clubs for 11 years and the reason that I have lasted so long is that I run the spot like any other legitimate business.

It is as important for a cafe owner to know how and where his foodstuffs are being bought as it is to decide what talent to buy. No detail can escape you or, in time, you lose sight of your entire business. You must have the proper heads for each department and they in turn must keep in daily touch with you.

People like to have a good time and they like to visit a cafe that has a friendly atmosphere and courteous service. Because of the policy of my Village Barn, New York City's only country night club, I get customers who never go to regular night clubs. The barn games and other rural features that are part of the club attract home guards who usually limit their entertainment to a neighborhood movie.

The reason I have been here so long is that I treat every customer as a friend. And everyone connected with my club has instructions to act towards the trade accordingly. In keeping this thought in mind, I use acts that fit this policy. Filth is out—and that includes double-entendre material. I never use wisecracking emsees who take the customers for suckers.

Every act on my floor must be nice, cute, clean. I like acts who wear clothes smartly and, if they use costumes, keep them tasteful and fresh looking. These qualifications are as important to me as talent. Good specialties falling in this line have worked for me time and again and will undoubtedly play many more repeat engagements.

I like to keep both bands and acts for long runs. Good acts make friends for the club and are a definite asset. A smart band leader keeps busy between dance sets meeting people and filling requests. This type of leader stays on for months at the Barn and is always welcomed back. One of the best examples during

my experience is Julie Wintz, who played record runs in my club because he also made himself useful building friends for the club. He has since become manager of the Top Hat, Union City, N. J., and is doing a grand job.

For dance music I prefer sweet bands that play a good show and that offer good dance rhythms. I don't want a band with extra fancy arrangements that please other musicians or that give the band a chance to show off before visiting agents and bookers. I don't want swing or complicated arrangements, because many of my patrons are middle-aged people who are not too fast on their feet when dancing. They want simple rhythms and plenty of melody.

I am proud of the fact that a number of acts now enjoying good reputations in the business started at the Barn. I am proud because I like to help and encourage acts that display the real goods, even tho when they do become names they can no longer work in my club. The Hartmans had their first New York job in the Barn. Others are Joe E. Lewis, Rufe Davis, Dixie Dunbar, Judy Canova, Louis Prima, Jack White, Charlie Barnett, Raymond Scott, Roy Rogers, Frankie Hyers, Helen O'Connell.

Radio broadcasts from the club build my business. Not only does my regular band broadcast from the room several nights a week, but also an outside hill-billy outfit (Zeke Manners) comes in afternoons to air 15-minute programs. The mail as a result of the broadcasts is big, and the direct business from these programs is considerable.

Keeping the regular staff intact is good for the club. The employees get to know the problems of the club and the longer they remain the more valuable they become. I employ 62 men, including musicians. I have 14 employees in the kitchen, 19 waiters, and 4 bus boys. And I am happy to say that I haven't found it necessary to fire a single waiter in nearly five years.

Gourfain Staged Para Bill

NEW YORK, Aug. 23.—Harry A. Gourfain, former producer at the Strand, is back heading the production staff at Grossinger's in Ferndale after doing the production for the Erskine Hawkins-Inkspots two-week show at the Paramount Theater, July 30 to August 12. He is putting finishing touches on his play, *Here's Mud in Your Eye*.

ACTS, SKITS, GAGS MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW, \$10. 60 RED HOT PARODIES, \$1; 120 GAGS and JOKES, \$1; 48 Comic RECITATIONS, \$1; 36 RITS and BLACKOUTS, \$1; 10 FUNNY MONOLOGES, \$1; 10 New TALKING SKITS, \$1.
E. L. GAMBLE, Playwright, East Liverpool, O.

Gas Conservation

MIAMI BEACH, Aug. 23.—Al Goldman, Ruby Foo manager, laid up his two delivery trucks to conserve gas, but hired two bicycles, dressed two pretty girls in shorts, and sent them out to deliver Chinese delicacies via bikes. Biz upped 50 per cent as a result.

ROLF PASSER, mentalist now at the Rainbow Room, New York, had a hectic time opening. A few hours before the opening he discovered that his girl assistant and commentator had left him. John Roy, director of the Rainbow Room, managed to secure Bernar Cooper, of NBC, as commentator, and a Conover model was also found in a hurry. Passer broke them in barely in time for the opening performance.

How D. C. Earle Streamlines Vaude: Careful Staging and Novelty Chorus, But No Dirt or Remember-Vaude Gags

By HARRY ANGER

(Anger is managing director and production manager for Warner's Earle Theater, Washington, and has long experience on both sides of the footlights.)

Stageshows are an asset at the Earle Theater. We know this is so because whenever we have had occasion to drop our stageshow we have had many inquiries from patrons. In addition, whenever we have played a picture that ran two or more hours and had to curtail vaude running time, our patrons have asked, "Why was the stageshow so short?"

We often hear the remark that theaters that play flesh are antique and that vaudeville is dead. From our own experience, neither remark is correct. If flesh is dead in other parts of the country it may be that the theaters themselves have killed it. In our own situation, John J. Payette, general zone manager of Warner theaters in this territory, has established a policy for presenting stageshows and a method for handling the personalities who come in, with the result that flesh is very much wanted in this section.

One of our rules is that no performer can use jokes about bad business in vaudeville. Department stores do not impress their customers with fluctuation of sales and, if customers ask about business, the answer is always "good" or "growing bigger and bigger." We think that the vaude artist should recognize the liability of shaking public confidence in his chosen profession.

Building Up Production

We have other rules in force at the Earle, but first about our methods. We have progressed with the times and, instead of booking a few unrelated acts, we build up small productions averaging 45 minutes. Few unknown or unseen acts are scheduled, because we have a definite place for every bit of talent we book. Usually, we work out production ideas with water-colored rough sketches and, after consultation with Jo Lombardi, orchestra conductor, and Anolyn Arden, dance instructor, about music, costumes, and settings, we order sets to fit final plans. Altho considerable use is made of stock routines, costumes, etc., we develop original material which sustains interest in our shows.

After acts have been booked, our Fan-chor & Marco girls go into rehearsal for coming shows. They may have to practice as much as three or four months previous to performance, as they did when they all learned to play accordions, marimbas, and drums for numbers featuring these instruments. We depend heavily upon chorus novelties to put sock in our shows, and fan mail in appreciation of these numbers has confirmed continuation of our chorus of 18.

Costumes sometimes are created for chorus numbers and occasionally we order special costumes for vaude acts because their wardrobes have nothing to fit their part in our production. Early dress rehearsals precede first performance on opening day, and at these a professional photographer gets shots of each scene for a permanent record. Extra prints are made and are sent to costumers and drapers for use by other theaters. When our original costumes or curtains are used elsewhere we get allowance on our costume and curtain accounts, which reduces overall costs of production. No performer is allowed to leave the theater after the first show until he or she has checked with me about revision or changes to iron out the rough spots. By time of night performances the show is clicking.

Checking Each Show

Every show is checked from the audience to notice flagging or let-down in performance. Reports go backstage to all department heads for correction of errors before the next show. Our files show how every performance went over and, if necessary, we can go back a year or more to prove a point. Comments concern music, lighting, amplification, dancing, curtains, and every item in the

production.

We feel we have to do this because the audience has just finished seeing a mechanical medium that takes no account of audience. Performers have a tendency to let down before a light house, but the spectator makes no allowance for this. We must not forget that stageshows compete with the movie for audience appreciation and have to overcome the comparison that spectators make unconsciously.

Our shows play to a movie audience; there is wide diversity in moral attitudes; there are children in the audience. So we have to point our stage toward the same moral code which Hollywood found expedient. Smutty jokes and suggestive innuendoes and movements are out. We avoid jokes at expense of death, because someone in our audience may be reminded of the recent death of a close friend or relative. So we have to be careful. Reviews of films give patrons some idea of film content, but there is no way for customers to know what kind of joke or act is coming next on the stage.

Careful Staging

At no performance does a stagehand remove props in view of the audience. We work out curtain shifts or we have performers manipulate props in a manner which contributes to the performance. Entrances of artists are opposite to exits used by preceding acts. We trim the number of bows. The orchestra has standing instructions to go into the next number the second that applause has passed its crest. We don't want the succeeding acts or numbers to be handicapped by an audience letdown. Every device that we can think of is used to sustain audience interest, and all extraneous matter is sacrificed toward this end.

In short, our method is scrupulous attention to detail, because we have found that it is the total of these seemingly unimportant details that forms spectator impressions.

No spectator leaves our theater with the opinion that we didn't try to put on a good bill. We may not be able to build up public enthusiasm for our stage bill every week, but we make every effort to prevent unfavorable reaction. And that is why we say that flesh is very much alive at our house.

Talent Agencies

TONY PHILLIPS Theatrical Agency, New York, booking Circle Cafe, Vineland, N. J., bringing in Jeanie Rice and Vincent Rizzo's music. . . . EDDIE SUEZ, Philadelphia, sets Kay Hamilton to open September 19 at Swan Club, Philadelphia.

SAM ROSEY AGENCY, San Francisco, in conjunction with William Morris, has booked Paul Whiteman into the Commercial Hotel, Elko, Nev., September 6-14 inclusive. Set with Whiteman are Rosita and Deno, ballroom dancers, and the Murtah Sisters, singing comedienne.

REG MARSHALL AGENCY, Los Angeles, has taken over the booking of the Palladium in Portland, Ore., and placed Eddie Dunsmoor there for a September run.

EDDIE SHERMAN, New York vaude booker, opens an office in Beverly Hills, Calif., September 1. He returned last week from another of his trips to Hollywood.



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Baker, Bonnie (Edgewater Beach) Chi, h.
Baldwin & Bristol (Riverview Beach) Pennsylv. N. J., p.
Barber Shop Quartet (Gay '90s) NYC, nc.

Cabanne, Mimi (Chicago) Chi, t.
Cappy Barra Boys (Royale) Detroit, nc.
Carey, Betty (Park Central) NYC, h.

Dacita (Rainbow Room) NYC, h.
Daley, Cass (Bowery) Detroit, nc.
Dalton, Jack (Here's How) Chi, nc.

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Hadley Dancers (Bismarck) Chi, h.
Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hague, Valyne (Wivel's) NYC, re.

Advance Bookings
TINY HILL BAND: Stratford, Chicago, Sept. 20-21.
DOLLY KAY, Darlene Walders, McDonald and Ross: Harry's New Yorker, Chicago, Sept. 3 (two weeks and options).

Hayden, Tommy (Wivel) NYC, re.
Hays, Virginia (Essex House) NYC, h.
Hin Lo, Florence (Tower) Kansas City, t.

Jackson, Calvin (Cafe Society Uptown) NYC, nc.
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LaMarr, Barbara (Spivy's Roof) NYC, nc.
Lambot, Edith (Bill Bertolotti's) NYC, nc.

McCabe, Sara Ann (Chez Paree) Chi, nc.
McConnell & Moore (Kit Kat Klub) San Antonio, Tex., nc.
McCormick, Mary (Colosimo's) Chi, nc.

Marshall & Shields (Bismarck) Chi, h.
Marta, Richard (Chateau Moderne) NYC, nc.

Mason, Gil & Bernice (Buffalo) Buffalo, t.
Matlin, Marjorie (Music Hall) NYC, t.
Matthews, Joyce (Loew's State) NYC, t.

Morgan, Grace (La Guardia Airport) Long Island, N. Y., nc.
Morgan, Helen (Music Box) Seattle, nc.

Naldi, Nita (Diamond Horseshoe) NYC, nc.
Napoli, Joseph (Bouche Villa Venice) Chi, nc.

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Norman, Al (State-Lake) Chi, t.

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Hellzapoppin (Auditorium) Long Beach, Calif., 27.
Ice Parade of 1941 Art Victor's (Hotel Adolphus) Dallas, Tex., until Oct. 9.

ICE SHOWS ON TOUR
Ice Capades of 1941 (Convention Hall) Atlantic City July 24-Sept. 1.

Mobile Army-Navy Shows Are Reviving Vaude

By HARRY DELMAR

(Producer of Units for Citizens' Committee for the Army and Navy)

BROADWAY is cockeyed about a million things, but mostly about show business, and it took Thomas J. Watson's Citizens' Committee for the Army and Navy to show us where.

More than two months ago, when I agreed with Lawrence Phillips, executive director, to manage the Citizens' Committee's Motor Camp Shows, those tricky vaudeville units now touring the army camps and naval bases, I had no idea what I was letting myself in for. In those two months, however, I have learned some things which should set the Broadway experts on their ears.

HARRY DELMAR was born before the turn of the century in Kerry Patch, that tough little Irish district in St. Louis. At 14 knew he wanted to become a trouper after his first amateur appearance. However, rail-roading intervened and he became a railroad cook. He has always liked things neat and clean and one day while cleaning out his kitchen the dining car in which he was working was severely bumped, and Delmar fell out and broke his leg. Laid up for almost two years, it was feared he would never walk without a limp, let alone dance, but he fooled them, and later he and Janette Hackett in their popular act of Hackett and Delmar played every big-time vaudeville house in the country. Out of this act came *Delmar's Revels*, one of those beautiful luxury productions in the late '20s. Later on Delmar produced the first complete units which included everything from soup to nuts. Now Harry Delmar is producing units for the Citizens' Committee and is known among Army and Navy officials as the man whose shows have made 2,000,000 soldiers and sailors laugh and enjoy themselves.

I have learned, for instance, that the supposedly dead road is about as dead as a kicking bronco. I have learned that *homo americanus* of 1941 is no different from his forebears of 1921 and that he'd rather walk a mile for live entertainment than ride just around the corner for a super-special double feature.

I also learned that vaudeville isn't dead. It just went to sleep and never woke up—that is, not until two months ago. Broadway fell for a rumor that wasn't true; Americans would still rather see five acts of good talent than three hours of films any day in the week. And I can prove it thru the applause of almost 2,000,000 soldiers and sailors.

As producer of the Motor Camp Shows for the Citizens' Committee I have sent out six vaudeville units, complete with masters of ceremonies, singers, dancers, and various kinds of vaude specialists.

The show opens with a few selections played by the post orchestra—some of them are as fine as any Broadway has ever heard. Herbie Fields and his dozen name band associates have received national recognition, but there are a number of camp orchestras that don't have to play second fiddle to Herbie.

How the Shows Run

Next, the company manager opens with a few words about the show, with some highlight information about the Citizens' Committee, and then he introduces the emcee, who takes over.

And there isn't one of these emsees who hasn't rung the bell. These include

Lew Parker, Milton Douglas, Don Rice, Harry Savoy, Stubby Kaye, and Steve Evans. The way these men have worked with each of the performers, singers, dancers, musicians, and comedians has been responsible for the fine spirit of comradeship of each of the troupes. They surely deserve the praise and applause they receive from their soldier and sailor audiences. The total weekly salary nut of each troupe amounts to about \$1,000, and to keep the six troupes going for one month costs the Citizens' Committee over \$25,000. These aren't magic lantern shows and, again, they aren't a "one-time shot in the arm" with a lot of ballyhoo for any one person. They are night-after-night performances, with tough going from camp to camp, and it is no exaggeration to say that all of the troupes together have covered over 30,000 miles.

The units, without too much advance build-up, have played to a fraction less than 2,000,000 soldiers, sailors, marines, and aviators in about 90 military reservations from New York to Minnesota, Florida to Texas. And by popular demand, to use an old stand-by truthfully, the tours, which were supposed to have been halted in July, will continue indefinitely.

The popular demand came not only from buck privates and gobs, but from high-ranking officers. As far as I'm concerned, the last word in favorable dramatic criticism is when U. S. Army generals tell you they like something.

Free Show, But . . .

Some observers may try to alibi the tremendous hit the U. S. Motor Camp Shows have made by charging that they clicked because they were free. As someone who has been around the byways and highways of Broadway for almost 20 years, all I can say is "Tell it to Davis." (Remember *The Ladder*?) The shows are clicking not because they're free but because the men in uniform, who are the best cross-section of the American people, like them; like good, live entertainment; like to see performers on a stage, and want more of it. This is a good indication that vaudeville will never die.

All we have done was to give them a modern version of the old one-night stand.

The traipsings are important and convenient, but not fundamental. Our shows are mounted on streamlined motor-caravans, each with a built-in stage and replete with lighting, sound and scenic facilities. But they would still go over even if they were presented behind home plate on a camp baseball diamond. It's the show itself that makes the hit.

The caravan is helpful, of course, because it gives us great mobility and permits us to move the show in a few minutes from one part of a camp to another, so that in one or two nights, depending upon the size of the camp, we can give enough performances for all of the men.

By this time the whole country has seen pictures of the tricky collapsible truck with a side that folds up to form a roof and a second layer that hinges down to make a platform supported by screw jack legs, thus producing a 14 by 18 foot stage. Thousands of stories have been written in newspapers, in magazines thruout the country about these mobile units.

Performers Work Hard

I like what one dramatic critic in Georgia wrote: "The shows look easy from the front. . . . In fact, the performers work hard to make it seem easy. . . . Yes, the whole troupe works. . . . and works hard at this entertainment business."

We had little or no casting difficulty,

and the shows, which are really compressed musical revues, are fast-paced, well-balanced presentations, each possessing a little of all the primary talents: Comedy, songs, dances, and specialties. Occasionally a name headliner like Alan Jones, Jane Froman, or Chico Marx joins a unit as volunteer, but that just gives our audience so much more.

The most surprising part of the whole business is the way the army and navy big-wigs have co-operated. They haven't interfered with the presentations themselves except to the extent of helping us with maintenance work and aiding us to move from one place to another. They frequently have given the boys and girls in the casts the use of those tricky scouting buggies (jeeps) for taxiing and have helped make the tours congenial. As for the casts themselves—about 40 boys and girls in all—they have been given the toughest schedule imaginable. Frequently they arrive in a camp just before show time. Sometimes there is no opportunity for rehearsals. At other times the jumps from one camp to another are so long they have to blitz their way to get there on time. Yet the morale of the performers is something to arouse the envy of Broadway producers. They love the work. Maybe that's one of the reasons they've gone over with a bang.

Our performers are 100 per cent professionals. Each unit has its own company manager, musical director, advance publicity, including "paper," and the Citizens' Committee, as over-all producer, pays the performers on the basis of existing salary scales. For those who have them, they're good jobs.

See One of Our Shows

It would be a good idea for the Broadway turkey farmers if they would catch up with any one of the six touring units and stick around for a couple of performances. They would get an eyeful and an earful, maybe an idea. I know, because it's happened to me.

My travels to a dozen camps watching the reactions of audiences from 1,000 up to 11,000 have made me realize there are a couple of million boys in army and navy posts who still get a laugh out of "She ain't no lady" and "Ladies and gentlemen" and "Gwan and say it." These men still enjoy the skill and artistry of a good vaudevillian, the charm and beauty of a graceful dancer,

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and a melodious tune sung by a good-looking singer. My trips, which have taken me over 5,000 miles, have opened my eyes to the hunger of these men for good clean fun, good music, and, in a word, live entertainment. I'll lay odds any day that when the national emergency is over these men as civilians will still be clamoring for live entertainment. And some day Broadway will say "thanks" to the Citizens' Committee for the Army and Navy for the part it has played in reviving vaudeville.

Vaudeville Notes

RED SKELTON has been assigned to a leading role in MGM's *I'll Take Manila*, with Eleanor Powell. . . . JOAN MERRILL, night club singer, has been signed by RKO to a long-term contract. . . . THE THREE CHORDS have joined the A. B. Marcus show, at the Kearsse Theater, Charleston, W. Va., week of August 24, after which they will tour Mexico, Cuba, Puerto Rico, and South America. GIL LAMB, now with the Municipal Opera Company in St. Louis, has signed with Paramount Pictures for a film that will feature Eddie Bracken and possibly Bob Hope, plus an option for one year. Goes to Hollywood next month. . . . DANNY MARSHALL, harmonica player, back in New York after an 11,000-mile trip to the West Coast and Mexico.

St. Louis Starts

ST. LOUIS, Aug. 23.—Fox Theater resumed stagershow yesterday (22) with a line-up including the Coltons, Roy Davis, Diana Lure, Sally Foster, Senator Murphy, and Paul Ash ork. Ash is currently on a two-week leave from the Roxy Theater, New York, and will resume there when the engagement here is over.

Booking is by Jesse Kaye from the New York office of Fanchon & Marco.

FOLLOW-UP REVIEWS

(Continued from page 29)

in the show and as a foil for the Pine comedy.

Biggest hand of the evening went to that grand old trouper, Pat Rooney, who, tho showing his age, still turns in a grand performance with his hoofing. He has slowed up little, and his grand selling of those steps that made him famous had this crowd eating out of his mit.

Chris Christensen and his ork turn in their usual fine job with their dance ditties and show music. *Bill Sachs.*

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Loew's State, New York

(Reviewed Thursday Evening, August 21)

State should have a heavy box office this week, judging from a jammed house opening night, a bang-up stagershow, and a good picture, *Caught in the Draft* (second run). George Jessel, heading the bill, gives the show such rich pacing that it didn't seem as long as the 88 minutes it took.

Jessel carries the show from start to finish. He opened the show, worked with every performer, and closed it. There were a few low spots in his caperings with the girls on the bill, but it wasn't his fault. It's just that the gals couldn't deliver with him. Jessel is a master at comedy, delivery, and showmanship. He gagged about everything from his wife and becoming a prospective father to his standard phone call to his mother, which had the audience screaming (there are some new gags in it). He took a few well aimed shots at his pal, Eddie Cantor, always good for laughs, then crept into the audience's heartstrings with nostalgia chatter and song of the days gone by. Jessel is in his anecdotal and makes capital of it.

The Hudson Sisters (formerly the Hudson Wonders) take over the first spot after Jessel, show-stopping with spectacular leaps and flips in their acro dances. They are two classy looking gals, doing an act just as classy, fraught with difficult back-kicks, double pin-wheels, splits, and handwalking, which is how they exited.

Joyce Matthews, serving as foil for Jessel, is really something to look at but can't follow lines. Jessel's build-up for her is that he's putting her thru a stage test in preparation for her going into the movies. She's a blond, luscious looker, but a terrible stogie.

Billed as the John Robert Powers (the models' agent) Singing Models, three gorgeous gals form a harmony trio, singing *What This Country Needs Is More Love and Panamalia*. One steps out for a solo of *Kiss the Boys Goodbye*. They,

too, are nice to look at, but unexciting when singing.

Ruth Aarons and Sandor Glancz won audience interest with their ping-pong contest, which Jessel helped build with a running stream of gags. The ping-pongers, working with a narrator, start off with some trick shots and go into a game, demanding complete attention. Excellent applause.

Wynn Murray, who looks lovely as a slim siren, crashed thru with three songs, *Sing for Your Supper*, *Minnie From Trinidad*, and *The Best Things in Life Are Free*, which she did with Jessel, and, incidentally, worked with him better than any performer on the bill. She sells dynamically.

Next to closer is Betty Bruce, starting off with a slick tap session, working in twists and spins and turns that drew applause. Her turn wasn't too drawn out, but she managed to make even her costume work for her while beating out rhythms at lightning pace. Gal performs terp wonders.

Jessel closed with a 30-minute routine. Sol Zatt.

Steel Pier, Music Hall, Atlantic City

(Reviewed Sunday Afternoon, August 17)

With the resort season at its peak, this ocean playground prepared one of its costliest shows for the throngs storming the Music Hall doors.

When caught Bud Abbott and Lou Costello were winding up a nine-day date and the day also brought in Gypsy Rose Lee and Billy Gilbert. As a result of the dozen or so shows put on, talent was split up. And Frank Elliott, of the pier management in charge of this stage, did a yeoman job lining up and routing the acts to make for a sock show regardless of the catching.

Show caught (going on at 6:21 p.m.) was tied together by Eddie White, vet comic in the emcee spot, who does equally well with the old stories and the new, leaning heavier on the oldies. He registered on each interlude and the show never sagged for a single one of its 43 minutes. And for his own inning, the elongated juve-appearing comic scored heavily with song stories.

Entire show was heavy on comedy. Screenland's de luxe sneezer, Billy Gilbert, puts most Hollywood luminaries to shame when it comes to putting on an in-person performance. His earlier vaude school holding in good stead, Gilbert has a sock and punchy act. His wife, unbilled, straightening, he comes on in chef's get-up for detailed and hilarious explanation of his culinary artistry, building up to his variation of nasal gymnastics.

Abbott and Costello, in closing spot, tie it all up in a knot merely on coming on. Stay is short, merely going thru a stock routine of straight-man Abbott stealing the punch-line of Costello's story. However, they were on long enough to give the mobbed house a good look, and everybody was plenty satisfied. Boys put in appearances at every show, and, considering that only a 15-minute interlude brought on the next show, team showed as real troupers. Show caught was their fifth that day.

It was in this Music Hall that the team got its first break three years ago after being discovered in the Republic burly house in New York. Elliott brought them to the pier for his Modern Minstrel troupe and their current engagement was the team's token of appreciation. Their *Hold That Ghost* is also the pier's screen attraction.

Also on the comedy side is a single skit

from the blackface minstrel portion of the show. Has good comedy fodder in team of Ryan and Benson, working with comic Pinky Lee. They manage to get plenty of laughs out of the old breaking-egg-in-hat bit of magic tomfoolery.

Three Arnolds, two males and a gal, are first on, giving a light comedy touch to their top-notch three-all acrobatics.

In addition to Miss Lee, others on the card include Roy Smeck, line of Gae Foster girls, Ben Yost and his Varsity Singers, and, in the minstrel troupe, Dick Dana, Manny King, and Walter Morton.

For the 83-cent admission, pier program includes dancing with Bobby Byrne, and Alex Bartha, outdoor circus and thrill show, two other films, kiddies' theater, and more than a dozen assorted rides, amusements, and exhibits. Business on the terrific side when caught.

M. H. Orodener.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, August 20)

Strong screen bill but a weak vaude fare this week. With *The Reluctant Dragon* and *Hit the Road* the pix features, the flesh menu is burdened with a kiddie revue, *Vacation Varieties*. Al Lyons and band, in the pit this week, opened with *Boogie Woogie Piggy*. Guitarist does some nice strumming and handles the vocals well.

Hector and His Pals, a dog act, clicked solidly. Act has about 12 dogs of all makes that run about the stage as if they'd never been trained. Hector keeps up a line of passable banter. Hit is a small pup that comes out and ducks behind the wing each time Hector yells, "Let that Airedale out." Gag got laughs until Hector overworked it.

Equillo Brothers appear in cowboy regalia to sing; then strip to trunks and go into hand-to-hand work that scored heavily, never once stopping their vocalizing. Both as acrobats and singers, the boys are good.

Billy Reyes put out some fast patter and clicked on his imitation of how Karloff, Sally Rand, Lupe Velez and others would juggle. Material is good and Reyes puts it over in good style.

Vacation Varieties failed to produce any outstanding talent, but a couple of vest-pocket Pavlovas in toe dances, boy tenor, girl soprano, and a boy pianist clicked solidly.

Connie Bronson, winner of the *Hollywood Showcase*, handled well her vocal assignment. She's pretty, vivacious, and has what it takes to put over a number. Sam Abbott.

Irving, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, Aug. 21)

Bill Ames, emcee, gave the show a smash opening with his semi-comical impersonation of FDR, glasses and all. The punch for the gags came when he turned around quickly and then turned to the audience and said: "I thought Lindy was coming up behind me." Ames earned more laughs with his take-offs on LaGuardia, Churchill, Kaltenborn, Raymond Gram Swing, and Ed C. Hill. His interpretation of the Japanese-Chinese situation in *March of Time* style was most realistic. His impersonations were more on the comic side, climaxing with a most realistic one on Durante.

Young, handsome, and well built, Martin and Ames displayed fine control in their balancing routine done in continuous movement, with only momentary halts for applause. Outstanding was a back lift from behind to straight overhead.

Rochelle and Bebe, amusing comedy ballroom team, were best in their take-off on a sophisticated ballroom team and their interpretation of the rumba. Bebe brought many laughs with her impish pranks, best laugh-getter being the twirling routine in which she literally crawls up and down Rochelle and gets into many comical positions as Rochelle twirls her around.

Two refugees from the "Toonerville Trolley" folks were Jones and Rea, with Jones playing straight. The make-up on both was outstanding and in character, Jones, as the conductor, and Rea, as the man with the hair-tip supposed to get a job as conductor. Rea's attire brought many chuckles from the audience. Near the close Jones began to wax philosophical, with Rea adding the gags. They closed with a novelty song reminiscent of an old vaude comedy team.

The Four Coeds, two redheads and a

pair of blondes, closed with a routine of tap precision steps on stairs, ending their act in a flurry of flash acrobatics.

Don MacLuskie and band in the pit overtured with *God Bless America*.

The Feinberg agency booked the show. Pic, *The Bride Wore Crutches*, was fair. Milt Miller.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Aug. 20)

Show is spotty and no attempt is made to offset the top billing of Frank Buck's latest pic, *Jungle Cavalcade*, except if it be Gleason's Royal Guards, formerly known as the California Varsity Eight.

The Guards give robust and rollicking voice to their songs of another day, with a girl conductor batoning the Charles Kaley musicians. The boys are dressed like leading men in one of those mythical kingdom operettas, but how they can sing! They go in for the rousing chorus and march numbers and do every note justice. There are some fine solo voices in the group, too, which lend variety to the arrangements.

Pa and Ma Hagen offer a sentimental and nostalgic bit by supplying ditties older than the Guards'. The Peggy O'Neill Beauties do a background for the Hagens, offering a poetic minuet in quaint costuming. The elderly Pa and Ma surprise 'em when they start swinging it.

Britt Wood and his harmonica are good for a round of applause. Carl Emmy's dogs are a well-trained assortment of canines. Arnold and Flagg are skillful acrobats. Edward Murphy.

Chicago, Chicago

(Reviewed Friday Afternoon, August 22)

When the band biz gets tough Horace Heidt can take his outfit on the road as a vaude show and be assured of large and appreciative audiences. He's putting on the whole show this week at the Chicago and it's solid entertainment all the way. Heidt not only has a top-notch band, but every one of the nearly two dozen people in his outfit is an entertainer in his own right. Heidt himself is a finished showman with a personality that projects itself to the audience with telling effect. Informality is the keynote of the show, which starts with the band, led by a boy from the audience, playing *Off To the Races*. A novelty number, *The Queen Was in the Parlor*, followed, the boys in the band carrying out the theme with giant playing cards. Donna Wood and the Don Juans then offered a new novelty song, *B, I, Bi*, which struck a responsive chord. Burton Pierce pleased with a clever military tap novelty. Another new song novelty, *Mamma*, gave the boys an opportunity for some laughable comedy bits.

Ollie O'Toole was an outstanding hit with his impersonations of various well-knowns, among them Fred Allen, Uncle Ezra, Bonnie Baker, Kaltenborn, and Bergen and McCarthy, then won a tumult of applause by simulating a tap dance with lip sounds. Larry Cotton scored with his ballad singing, offering *These Are the Things I Love and I Don't Want To Set the World on Fire*. Mimi Cababbe, personable vocalist, warbled *The Band Played On*, and Jerry Browne and the boys got a lot of comedy out of *Friendly Tavern Polka*. Ronnie Kemper, recording artist, was excellent in comedy renditions of *In a Little Teapot* and *Cecilia*. Heidt's *Why They Made Me Leader of the Band* garnered laughs. Fred Lowery, whistling star, accompanied by Donna Wood and the Don Juans, scored with his whistling medley. Nice work was done at the piano by Frankie Carle, and Buddy Saffer, Bernie Mattinson, and Red Ferrington all contributed to the show's fun fest.

Show closed with Heidt's theme song guessing contest, in which teams from the audience were awarded prizes for guessing the various songs played.

Show was a riot from start to finish, and with the picture, *Charley's Aunt*, playing its second week, is drawing packed houses. Nat Green.

Paramount, Los Angeles

(Reviewed Thursday Evening, Aug. 21)

Ethel Waters is held for a third week and the turn-out opening night indicates that Harry Wallen, manager, has another big box office ahead of him. Miss Waters is on the bill with the Earl Hines' orchestra, Pete Nugent, and Slim and Slam. It's a bang-up offering.

Hines (seven brass, five reed, four rhythm) presides at the piano and leads the band in *Straight To Love*, an original composition sung in top fashion by Leroy Harris with the Dixieland Four,

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consisting of trumpet, trombone, clarinet, and sax. Hines group also furnishes accompaniment for Medeline Greene's vocals on *Green Eyes*. Miss Greene hit her stride with the Three Varieties on *Everything Depends On You*. She's much better harmonizing than on solo. "Father" Hines himself was solid on *Boogie Woogie of the St. Louis Blues*. Bill Eckstein sang the spiritual, *Water Boy*, booging up the last few numbers. Good stuff. He clicked solidly on *Jelly Jelly*, and the three trumpets and a clarinet joined Eckstein on trumpet for the finale. Okeh.

Slim and Slam scored heavily, begging off at the end of their second number. One more turn would have netted the boys a show-stop.

Pete Nugent was on for some fast tapping.

Miss Waters offered *Half of Me and Georgia*, and was joined by the trio from Mississippi for a spiritual. The Trio, Miss Waters, and Hines hit tops with *St. Louis Blues*. Would have been a bang-up finale, but Miss Waters came back for *Miss Otis Regrets*, not too good a selection to end her act.

On the screen, *Fighting Parson of Panamint and This Way, Please*, the latter a Fibber McGee and Molly pic. Sam Abbott.

Music Hall, New York

(Reviewed Friday Evening, August 22)

Business the first two days was very big for the new Sam Goldwyn film, *The Little Foxes*, starring Bette Davis. Looks like a three-week show, at least, although we doubt the film will make money away from key cities. It is too unpleasant even if it is brilliantly done.

Stageshow is better than the last production. It is called *Follow the Fleet* and produced by Leon Leonidoff. Dedicated to the United Service Organizations, it has the male part of the big house cast in soldier and sailor uniforms thruout. Show opens with an effective applause-winning set, with tenor Robert Shanley warbling *Sweet Leilani* nicely. Switch to full stage displays a USO recreation center set, with the men as soldiers and the ballet corps as Hawaiian girls undulating in silk skirts.

Dania Krupska, Adrienne Toner, and Marjorie Matlin take solo spots with lively torso twisting, and then Loren Hollenbeck tenors the standard Hawaiian comedy tune, *Cockeyed Mayor*, paving the way for Tip, Tap, and Toe, colored dance trio. With one as the cockeyed mayor, the three hoofers sock across their eccentric tap, slide, toe, and acrobatic dancing to heavy applause. A sock turn as always.

The Glee Club takes the next spot, with the men as sailors singing old tunes such as *Marie, Diane, Margie, Dolores*, and *Daddy*, with Shanley again soloing nicely. Good arrangements won applause. The Three Swifts do their usual juggling and comedy, and the only thing new are their sailor outfits. And, as usual, they worked to constant applause, going over solid. Finish switches to a full-stage battleship deck set that has the Rockettes as sailorettes doing a combo tap, precision, and formation number that won applause, reaching its climax as the boat guns boomed a salute. Effective stuff.

The pit symphony orchestra is offering a medley of Johann Strauss melodies that pleased and drew an appreciative hand. Richard Leibert and Cass Parmentier alternate at the grand organ but their music is lost because house lights go on and people scurry around during that period. Paul Denis.

Colonial, Rio de Janeiro

(Reviewed Friday Evening, August 15)

With no holdovers, a name on the marquee, and good stage fare, house should finish the week with a neat figure in the black. Management again leans to radio for its feature, bringing in Maria Amorim from Radio Station PRA 9 for the current show.

Jorge Murad emsees and does a fine job, gagging between the acts without consuming too much time in these spots. Introduces Tita Lamour, fem dancer, in "Dansa do Beljo" (Dance of the Kiss). An Oriental routine to *Persian Market*, with a couple of good acro tricks for wind-up.

In deuce spot, the Williams, two American male gymnasts, do some fine bar work, but time lost between tricks handicaps team. A little speed would benefit act.

Murad goes in for a few gags here, which the customers liked, and then introduces Maria Amorim, who offers two numbers that clicked. Encored with *Voice of Spring*, which sent her off to

good hand. Could have done more.

Charles, comedy acrobat, introduced as a drunk returning home, staggers thru a variety of tricks, utilizing all props on stage. Closed with a head-stand on table lamp while reading newspaper and playing violin. Off to fair hand.

Show closes with Anjos do Inferno, six neat-appearing Brazilian boys, playing guitars, violao, bandeiro, and chuchalho (Brazilian musical instruments). Group, making their first theater appearance, peel off sambas and rumbas to the delight of the audience. Boys vocal two of the numbers. Act's strength lies in their recordings and recent success on radio.

Pic, Conrad Veldt in *The Wandering Jew*. House about two thirds filled when caught.

Stanley, Pittsburgh

(Reviewed Friday Evening, August 22)

Current bill is stellar: Dennis Day, Brenda and Cobina, Lane and Ward, Lou Breese's orchestra, but novelty or spectacular act would have helped whole show impression.

After opening with *Breezin' Along With Breeze* sig, band blares brassy *Dark Eyes*, evidently designed to awaken the audience. Then follows a showmanly medley, featuring piano on *Body and Soul*, violin's *Understand*, and maestro's trumpet in *Night and Day*.

Lane and Ward offer a tap-eccentric duo that's different, taking off shoes in middle of number and using as props, with neat effect. Their acro-precision dance to the tune of *Pavanne*, while they take turns reading a funny paper, is show-stop. Their rhythm is nigh perfect.

Ork's Skip Morr gives out winning rendition of *Daddy*. His voice isn't sensational but certainly pleasing. His easy manner, lank good looks, and lugging a trombone around during number were a change from the usual band vocalists. Front stage glee club versions of *He's My Uncle* and *Ole Man River* precede killer-diller *Delaware 3434*, written by band's pianist, Mel Winters, in style akin to melding of Raymond Scott and Duke Ellington.

Brenda and Cobina don't do enough. Their patter about man-hunting could use more action, and their ditty, *They Go Wild Over Us*, hardly starts before it's finished. The act never quite hits the peak expected.

Breese's satirical "Hate Parade," with incident continuity for each number, allows playing of *This Is My Lucky Day*; *Oh, Johnny, Oh*; *Beer Barrel Polka*; *Fish in the Brook*; *A Tisket a Tasket*; *Happy Birthday*; and *Tiger Rag*. Breese asks house to applaud tunes they hate most. Idea could be developed more.

Dennis Day scores solidly. After three numbers, two encores, then another tune, he had to beg off. His voice, ingratiating smile and introductions are a natural. Great stuff for family customers as well as jitter-buggers and hand-holders. His repertoire: *Amapola* in English and Spanish, *Things I Love*, *My Sister* and *I. 'Til Reveille*, *There's the One for Me*, and *Yours*. Off-stage phono platter presents Jack Benny dialoging with D. D. for the come-on. Closing is band with *Russian Lullaby*. Show runs 60 minutes.

On screen *Dr. Kildare's Wedding Day*. In the pit, Max Adkins's arrangement of Gershwin medley for 16-piece house crew, whose instrumentation could show tricks to some of the name bands that play here. Capacity house. Mort Frank.

Warner Plugs "Navy Blues" Song With Sextet Vaude Tour

NEW YORK, Aug. 23.—As part of the exploitation for the forthcoming *Navy Blues*, Warner Bros. is sending out a singing femme sextet to plug songs from the film.

Their tour starts early September at the Strand Theater here, and will follow with dates in Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Indianapolis, Detroit, Chicago, St. Louis, Kansas City, Omaha, Denver, Salt Lake City, and San Francisco.

The film cast includes Jack Oakie, Martha Raye, Jack Haley, Herbert Anderson, Ann Sheridan, and Jackie Gleason.

AFL SPLIT ON RADIO TAX

(Continued from page 4)
of America, and William C. Warren, for Transit Advertising, Inc.

Most surprising opposition to the tax

came from James Lawrence Fly, chairman of the Federal Communications Commission, who has been considered a believer in "radio regulation to the hilt." Fly on Monday (18) declared the radio tax "dubious" at best. He pointed out that radio time given to the government constituted valuable public service, and that national defense needs impose financial burdens upon broadcasters in preparing for emergency service.

He was followed by Maurice Lynch, for the Chicago Federation of Labor, operators of WCFL, who opposed the tax in toto. The Chicago station is just beginning to show a slight profit and the proposed tax would put it back in the red, he said.

Harold A. LaFbunt, for the National Independent Broadcasters, spoke for the little stations, as now unaffected by the levy but in line for a tax if revenue needs increase.

The House passed the tax about three weeks ago, adopting the measure almost as the Ways and Means Committee drafted the bill. The committee in its report to the House stated that broadcasters were making high profits from a free government privilege and were a group having "unusual tax-playing ability."

Support for retailing the radio tax was voiced Thursday (21) by John B. Haggerty, president of the International Allied Printing Trades Association.

To emphasize his position on the measure, Haggerty asked the Senate to double the rates imposed by the House, declaring the broadcasters are well able to pay. The printer union chief said broadcasters are making profits of \$60,000,000 on little over \$4,500,000 investments. He denied that his organization was seeking a tax on advertising, and stated that radio is an amusement.

From committee estimates it is believed that the government would collect \$12,500,000 from this section of the bill, and observers declare that CBS and NBC together would be paying \$7,500,000. About 250 stations would be embraced in the taxable class, and a few now losing money might be joined by another dozen because of the tax.

SUGAR'S DOMINO

(Continued from page 4)
haps several more—never more than a handful.

The band situation is not analogous to the general talent situation, but in the respect referred to here it is similar. As far as talent generally is concerned, the older agents who have spent the greater part of a business lifetime representing talent are in an ideal position—after throwing away their crutches, trusses,

and horses and buggies—to dig up talent and develop it in the capacity of personal managers. We realize that this cannot be done without money. But not a great deal of money is needed. And we are considering the agents who still have something left from the old days; not the walking wraiths who are being kept alive by handouts from the boys who knew them when.

There wasn't a time in recent show business history when talent was more in demand than now; when higher prices were paid for new faces than now. Films are eagerly looking for stars and starlets; radio is just as eager to exploit new personalities; there is always room in the band field for a musiker with a new twist; in cafes and theaters there is just as great a demand for personalities that have not yet worn out their welcome.

Every time a real, earnest search is made it is discovered that there is plenty of talent waiting to be grabbed up in any and all of the 48 States. Show business is due for a tremendous boom in the near future. The boom, in fact, has already started in the outdoor field; it will most assuredly continue in the indoor branch this fall. Show business is, thankfully, one industry that need not worry about materials, priorities, machine tools, and the like. Show business is human material, and human material is show business. While defense industries are booming; while the whole country is piling up economic goods, wages, surpluses, and other items that contribute toward national wealth, show business is there ready to receive the loose change and crisp bills of persons with plenty of it and hungry as never before for amusement.

There is a place reserved for Lemuel Kronkheit in this picture. He can forget to his advantage about the time he was a big shot agent with a list of acts as long as Willard's arm. If he wants to remain in show business and stage a comeback he must make up his mind that his new field is personal management. He must decide to work his pants off like the real titans of the old days. He must use his noodle to descry real talent; to coddle it; hold on to it; make good deals for it, and reap the rewards in faster time by far than it was possible in the days when an act had to tour first the small time, then the intermediate time, and finally the big time before it achieved genuine name rating on a national scale. Today it can be done in a few months with films, radio, the phonograph network, and theaters—any one of these or all combined. The world is waiting for Lemuel to wake up. We wonder if he will.

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The Why of All Flesh

By NATE PLATT

Manager, Balaban & Katz Booking Office, Chicago

PATRONS today are shoppers—whether they scan the grocery specials for the week or the theater ads. To get their trade, a smart, progressive merchandising job must be accomplished each and every week. Patrons want entertainment and they want recognized attractions.

Before a show is set for either the Chicago or State-Lake Theater, therefore, it must stand the test of these two questions: Will it sell tickets? Is it entertaining?

Gone are the days when a booker could collect a few acts from the agents' bulging lists, arrange them in the proper running order, and call it a show. Today, this is one way of committing financial suicide.

NATE PLATT, one of the most likable guys in the Chicago show zone, has been in the business since 1917. He was associated with the operation of various theaters and film exchanges until 1925, when he joined Balaban & Katz. He served in a managerial capacity until 1928, when he was appointed district manager in Chicago. In 1930 he was transferred to Detroit, where he became general manager for all Balaban & Katz and Paramount houses. He returned to Chicago in 1933 and took charge of all BK houses in the Loop area. In 1939, when Louis Lipstone went with Paramount Pictures in Hollywood, Platt was named head of the production department and booking office. Nate is married and has one son, Billy, two and a half years old.

first couple of weeks: The Christmas week show featured Helen Morgan, Dick Foran (of the movies), Dr. "Think-a-Drink" Hoffman, Dick and Leota Nash, Ray and Trent, and others. The second bill had Lillian Roth, Le Paul, Cass Daley, Johnny Burke. Four Co-Eds, Walker and Walker, and France and LaPell. Similar bargains were offered week in and week out for several months to give the plan a thoro test, but patrons failed to come.

There was nothing wrong with the acts. We have used them time and again and we will play them in the future. But there was something definitely wrong with the selling of these acts. Modern audiences demand modern selling methods, and the sooner we all realize this, the better for the industry. We are thoroly convinced that no booker or theater manager using flesh should look back; he must always face the present and look ahead.

We Dress Up Our Shows

We have since "dressed up" our State-Lake shows. Take a few good acts and place them in a setting of a popular band or colorful girl-line numbers, and you have a reliable product wrapped in a modern, appealing package. It looks it in our ads, and it's easily recognizable once the customers see it in the theater.

To get these shows 52 weeks a year, both for the Chicago and State-Lake, is no easy job. It requires a lot of investigation and plenty of digging. But that's what makes our job a worth-while one. It is a genuine thrill to hit upon something that has possibilities and to see it come thru for you.

Willie Shore, favorite Chicago night club comedian, played the State-Lake in May, even tho he was a flop during his first date in that theater some two years ago. We had watched his progress in the night clubs and decided that he rated another chance. He turned in a big job both on the stage and at the box office, and was rewarded with a repeat date three weeks later.

Another example of radical booking methods involved the Rossilianos, Polish dance team, who—the unknown here—were featured in a Chicago revue. We turned part of the show into a Polish revue and, sure enough, it brought in many Poles. Six weeks later we repeated them in the popular-priced State-Lake and the bargain trade showed up en masse.

Ada Leonard, a stripper, made her bow as a band leader at the State-Lake. We took that gamble and permitted her to front an unknown all-girl outfit. She made a fine appearance and the experiment was so successful that we repeated her (at this writing she is still with the band).

We keep up with the developments in the radio and night club talent fields here and elsewhere and, above all, we try to ascertain the current demands of our customers.

Showing Nights Produce Results

The State-Lake's showing night, Monday, has turned up a number of worthwhile acts, and it gives many newcomers in this area an opportunity to exhibit their wares before Chicago talent buyers. Before Nan Rae and Maude Davis started their successful comeback, they appeared on a showing night. They were immediately set for the Chicago Theater and have since repeated at the Chicago and played the State-Lake. The dance team of Don Julian and Marjori hadn't played any theater dates when they took this exhibit test. This appearance resulted in a week at the State-Lake and much work in the East, including long runs at the Rainbow Room and Rainbow Grill in New York.



NATE PLATT

Locally popular radio programs and acts suitable for theaters are worth watching. If they are good enough to attract thousands of listeners, why can't they draw for a week in a theater? We use singing acts heard on commercial and sustaining shows. We have given Uncle Harry's Always Be Careful Club (WGN kiddie revue) a week at the State-Lake, following a test show on a Wednesday which attracted 700 customers above average attendance. We have played Lawrence Welk, Bill Carlson, and other locally popular bands because they have developed ticket buyers.

We welcome good night club talent playing local spots, but prefer to play them (as well as bands) following their engagements in cafes. We want the benefit of the publicity gathered during their nitery work. They then stand the best chance of attracting friends made during those engagements and also possible customers who could not afford to see them in the clubs.

Using Night Club Acts

Here are some of the recent attractions which played BK houses fresh from local hotels and night clubs: Bob Evans, Eddy Howard, Eddy Duchin, and the Whitson Brothers (Palmer House); Professor Lamberti, Lime Trio, and Joe Sanders (Theater-Cafe, now closed); Tito Guizar (Rhumba Casino); Sterner Sisters and Morton Downey (Chez Paree), and Coleman Clark (Sherman Hotel).

We go heavy on name bands because their popularity is still high. They build fans thru their remote broadcasts and records, and many of those fans show up for their personal appearances.

A name band or attraction can do well on its own and, on occasion, boosts the value of the accompanying picture. We recently held over Bob Hope in *Caught in the Draft* for three weeks, using Phil Harris and the Rochester unit during the holdover weeks. The grosses were consistently big, with the help of the fresh and prominent stage bills.

We always welcome the help of independent stage producers with fresh and money-making ideas. While we maintain a complete production staff and facilities to create elaborate shows, new angles introduced by outside producers often result in some highly entertaining, commercial shows. We, therefore, also use complete road units meeting these qualifications.

We want good, clean comedy—and plenty of it. In this war-torn world people seek escape from reality and it is up to us to furnish this escape in the form of entertainment. Never before were audiences so receptive to comedy.

Comedy Must Be Clean

In our theaters the comedy must be clean, for we cater primarily to family trade and we want its continued support. No "damns" or "hells" are tolerated.

If it is possible to set two or more good comedy acts on one bill, we don't hesitate to use them. We recently played Nan Rae and Maude Davis and Britt Wood at the State-Lake the same week, and the show was one of the most successful in months.

To sum up the situation: Give the customers the shows they want and you will have their support. It is up to us to find those shows.

Magic

By BILL SACHS

E. G. MILNE, for the last several seasons manager of Blackstone the Magician and prior to that manager of Joe Penner, infos from Hollywood, where he recently opened a booking office, that he, Mrs. Milne, and Mrs. Joe Penner have combined their talents to produce unit shows for picture houses. Their first, *Glamour Girl Creation*, is already in production. . . . TOMMY THOMPSON, advance and publicity man for Blackstone the last several seasons, is now with the 20th Century-Fox publicity department, with headquarters in Kansas City, Mo. . . . JACK GWYNNE, who now resides with his magic family in Hollywood, has just wound up a four-week stand at the Biltmore Bowl, Los Angeles. Jack is reported to be producing a series of horror shows to be booked in connection with so-called horror pictures. . . . DR. MARCUS, the "mad" (See *MAGIC* on page 36)

SANDRA

THE CHAMPAGNE GIRL

DANCER—STRIPPER



AN ENTIRELY NEW AND SMASH BOX-OFFICE ATTRACTION. ABSOLUTELY SURE-FIRE FOR NIGHT CLUBS, THEATERS—ANYWHERE, EVERYWHERE. JUST CLOSED AS ADDED ATTRACTION FEATURED AT PADDOCK-INTERNATIONAL NIGHT CLUB, ATLANTIC CITY.

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Vaudefilm Grosses

B'way Houses Good; M. Hall Opens Big; Para, Strand Good; "Aunt" Again H. O.

NEW YORK.—Strong products and favorable weather breaks are continuing to give strength to Broadway box offices. The Music Hall and Paramount are getting especially hefty takes.

The Paramount (3,664 seats; \$37,000 house average) is continuing to get attention of theatergoers with the second week of Claude Thornhill's band, Jerry Colonna, the Inkspots, and film, *Kiss the Boys Goodbye*. Take for second week is estimated around \$38,000. Opening session took \$56,000.

The Strand (2,758 seats; \$33,500 house average) is similarly doing solid business with the second week of stagershow headed by Eddie (Rochester) Anderson, Clyde Lucas ork. and film, *Bad Men of Missouri*. Gross is headed for a smart \$34,000. First week tallied \$45,000.

The Roxy (5,835 seats; \$36,000 house average) gained enough momentum during the third week to cause the management to hold the bill a fourth. Program, including Archie Robbins and Don Arres on stage and pic, *Charley's Aunt*, is heading for \$27,000 for the final session. The third week did \$35,000. Previous weeks pulled \$55,000 and \$38,000.

The Music Hall (6,200 seats; \$84,000 house average) opened Thursday (21) with *The Little Foxes* and stagershow featuring Three Swifts and Tip, Tap, and Toe, and is moving along to an opening week's gross of \$105,000. Pic looks like a long-term occupant, with three weeks already in sight and a fourth a possibility. The second week of *Here Comes Mr. Jordan* and stock stage layout with Johnny Woods pulled an okeh \$83,000, which would have ordinarily rated a

third week. Opening session pulled \$90,000.

Loew's State (3,327 seats; \$22,500 house average) opened Thursday (21) with George Jessel, Betty Bruce, Powers Singing Models, and Joyce Matthews, and film, *Caught in the Draft*, and is set for a probable \$16,000. Most of the film's strength was probably sapped by five weeks at the Paramount. Last week, bill with Henny Youngman, Mitzl Mayfair, Frances Paye, and film, *They Met in Bombay*, produced an okeh \$20,000.

DC Capitol Grabs \$18,500; Earle 18G

WASHINGTON.—Business holds up for local theaters with little change from last week's grosses expected. Strong stage at Loew's Capitol for week ending August 27, featuring show-stopper James Barton, redeems weakness of pic, *Dr. Kildare's Wedding Day*. Rolly Rolls, Mazzone and Roberts, including Diane Dreene, Joya Matten, and Nan Bower, plus the Biltmorettes and Rhythm Rockets, support the anticipated \$18,500. Week ended August 20, *Wild Geese Calling* brought in a similar \$18,500.

Warner's Earle, now showing *Here Comes Mr. Jordan* for week ending 28, expects \$18,500 also. Jay and Lou Sellar, Lucille Johnson, Ray Arthur, and the Roxyettes are on stage. Last week's *Manpower*, ended August 21, turned in a neat \$18,000.

Alvino Rey Smash 23G in Pittsburgh

PITTSBURGH.—Combination of Alvino Rey's first stage appearance, plus *Whistling in the Dark* on screen, drew rave notices from all newspaper critics and accounted for smash \$23,000 at Stanley for week ended August 21. Four King Sisters also featured on stage.

Lou Breese's band, Dennis Day, and Brenda and Cobina are current.

Heidt Record Biz in Des Moines, Dav'np't Seen as Vaude Hypo

DES MOINES, Ia.—Horace Heidt opened the local fall stagershow season with a record-breaking four days at the Paramount (1,700 seats) ending Thursday (21). The four-day gross was more than \$10,000, an all-time high for any mid-week show. It topped Heidt's previous appearance last fall, which was on a week-end date.

It was also believed that the gross was tops for any four-day show at the theater, including musical shows formerly held in the house.

Heidt also set new records at the 2,500-seat Capitol, at Davenport, on the previous three days, pulling an estimated \$17,000 gross for the entire seven days in the two Tri-State theaters. The Davenport established several house records.

The healthy grosses turned in gave stagershow very much needed shot in the arm in this area.

The RKO-Orpheum house, now closed, is expected to open shortly with stagershow twice a month. The Paramount is expected to follow with name bands.

A government ordinance plant, to employ at least 10,000 workers, is also expected to aid vaude.

Ethel Waters 14G On 2d Week in L. A.

LOS ANGELES.—Los Angeles film-vaude houses didn't take in a mint of money last week but were well pleased with the grosses.

At the Paramount (3,595 seats) Ethel Waters and the Dunham Dancers, with *Kiss the Boys Goodbye* on screen, did \$14,000 for a second week's run. Pulling power of Miss Waters was considered good enough to hold her over for the third week. Business on the new set-up opening night was good, despite the fact that house is running a four-year-old picture, *This Way, Please*, a Fibber McGee and Molly vehicle. Admish 30, 40 55, and 75 cents.

Orpheum was average with the pic, *Getaway* and *Father Steps Out*, and a variety bill. Gross hit \$9,200, at 30, 40, and 55 cents. House has 2,200 seats.

Chi Still Big; Carroll's "Vanities" 20G; Heidt Ork and Benny Pic 40G

CHICAGO.—Another big week for the Loop, following a record session ended August 21 which established new records for 1941 at both the Chicago and State-Lake. It's the same story: give the people the attractions they want and they will turn into customers.

State-Lake (3,700 seats; \$15,000 house average) has a good bet in Earl Carroll's *Vanities* on stage, supported in a minor way by *Dance Hall* on screen. House opened big Friday (22) and should have no trouble garnering \$20,000 for the week. It is all due to the Carroll name, still a draw in these parts, and the entertainment value of his current

show. Week of August 15 the State-Lake established a new high for the year by winding up with a mighty \$23,000. The attractions were Sally Rand and Brenda and Cobina, who topped the stagershow. The screen's *Bowery Blitzkrieg*, bad as it was, was not bad enough to keep the mobs away.

Chicago (4,000 seats; \$32,000 house average) this week (22-28) is holding over Jack Benny in *Charley's Aunt* a second stanza with a new stage bill featuring Horace Heidt's band unit. A strong \$40,000 week is estimated, thanks to the Benny pull and the Heidt following. Figure, however, blushes in comparison to preceding week's take, which amounted to a terrific \$53,000. The Benny pic and the flesh department topped by Gene Krupa and band and the holdover of the Andrews Sisters did the trick.

Bowes Unit 6G Is 15C Above Average

SEATTLE, Wash.—Major Bowes's *Prize Winners of 1941* unit grossed \$6,000 at the Palomar (1,450 seats) last week, with its eight acts. Usually booked in the Pacific Northwest by Joe Daniels's Eastern Circuit office, the units come to the Palomar and the Beacon, in Vancouver, independently.

Included in the unit were Minda Lang, Lenny Gale, the Yeary Brothers, the Rhythmeers, the Three Graces, Curely Williams, Michel Dore, and George Gillette.

The \$6,000 gross was \$1,500 above the average of \$4,500, and \$800 ahead of the last Bowes unit, which played here the middle of last May.

On the screen were *Father Steps Out* and *Bullets for O'Hara*.

Lyric, Ind'p'lis, Pulls Surprise 10G

INDIANAPOLIS.—The Lyric surprised even itself by nabbing \$10,000 for week ended August 21 with a comparatively weak show. Average for the 1,892-seat house is \$8,500. Following the cancellation of Dixie Dunbar, Shirley Deane, another Hollywood starlet, had to headline the vaude show alone.

Other acts included Lynn, Royce, and Vanya; Ray Vaughn, the Banfields, the Skate-o-Maniacs, and Arren and Broderick. Most of the credit for the surprisingly good gross should be chalked up to Fibber McGee and Molly, whose 1938 picture, *This Way, Please*, attracted many older patrons.

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"Scanty" Unit Good

SEATTLE, Wash.—Hanlon and Clark's *Scanty Panty Revue*, bucking warm weather here last week, beat the heat and grossed \$1,800, or \$300 above the average at the Rivoli (900 seats). Saturday and Sunday found a continuous line in front of the house. Booked into the Rivoli by the Bert Levy office, the revue is produced by Francis Blair.

The house has screen changes on Tuesday, Friday, and Sunday.

MAGIC

(Continued from page 35)
 magician," has just closed a bang-up five-week run at the Mayfair Club, Boston. . . . JOAN BRANDON, glamorous magicienne, writes from Australia that she has begun her Tivoli Circuit tour. Also, that she stopped off at an island (name deleted by censor) where natives had never seen a blonde before. They approached her to touch her hair and see if it was the real McCoy. She opened August 4 at the Tivoli Theater, Melbourne, for five weeks; then the Tivoli, Sydney, for five weeks. . . . JOHNNY ECK, the "Most Remarkable Man Alive," is nursing a badly lacerated left hand, sustained recently while playing outdoors at Milton, Pa., where he fell from the stage onto a knife blade hidden in the grass. He rested last week on his manager's farm near Northumberland, Pa. . . . THE KARNAKS, after 10 months in Midwest niteries, are set on a long string of one-nighters in CCC camps in the Fourth Corps Area in the South. They were visitors recently on Jimmy Ogle's Paramount Show in Tennessee. . . . KALAN is presenting his mental turn as an added feature at the Mayfair Club, Boston. He's in his fifth week of an indefinite stay. . . . JACK DELMAR, who works under the sponsorship of the Ford Motor Company, is putting on a series of shows at *The Detroit Free Press* Fresh Air Camp and other children's camps in the area. He's booked solid until October 18, moving indoors in September for lodges and parties.

YVONNE IRVING, one of America's youngest mentalists and daughter of Princess Yvonne and Doc M. Irving, well known in the magic-mental fields and this season featured at Hamid's Million-Dollar Pier, Atlantic City, celebrated her 11th birthday on the pier August 11 with a midnight party, with more than a hundred guests and pier performers participating. . . . PAUL LE PAUL mystifies at Jack Lynch's Hotel Walton Roof, Philadelphia. . . . MARDO makes his magic in the *Crazy Show* at Smitty's, Lancaster (Pa.) niterie. . . . HARRY CECIL, vice-president of the International Brotherhood of Magicians, is organizing an IBM Ring in Detroit, the first for the Motor City in nearly 10 years.

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Send 10c today for our latest 1941 100-page Catalog of Magical Apparatus, Magic Books, Trick Decks. Fast same-day service. Lowest prices. Also Professional Magic Catalog, 10c.

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NOTICE! COMEDIANS, M. C.s, MAGICIANS
 Some pay big money for laughs. Here is big laughs for small money. Jocko the new patent toy Trained Monkey. At your command he salutes, claps hands, bows, rolls up and lets out tail. Imitates cops directing traffic, Napoleon, Hitler, and how! It's operated from 5 to 20 ft. away. 12 inch high, \$3.00. 18 inch, \$5.00. Postpaid with instructions. LEFFELL DEVICES, 804 N. Calvert St., Baltimore, Md.

BURLY BOOKING WAR LOOMS

Gaiety Bolting N. Y. 5-House Tie, Switching to Cohn 10-Week 'Tour'

NEW YORK, Aug. 23.—A virtual corner on important burlesque bookings in the East and Middle West by the Phil Rosenberg office here and the Milt Schuster office in Chicago has received a severe setback from the reported moves of I. H. Hirk, operator of the Gaiety Theater here.

Plans formulated last month call for bookings by Rosenberg and Schuster to cover all houses of the Hirst and Midwest circuits. Rosenberg is offering performers 12-week contracts, with a two-week layoff clause, with the prospect of getting the full time of the Midwest Circuit and also four New York houses. Schuster, in signing talent for Midwest, is holding the lure of an added Hirst Circuit trip. Between them they control all available circuit time, plus two-week engagements at the Republic, Eltinge, Star, and City theaters here.

Reason for the Hirk bolting is unknown, as Hirk refused to discuss the situation yesterday and was unwilling either to confirm or deny the report.

Dave Cohn admitted yesterday that he is signing talent for the Gaiety, and also for the Shubert, Philadelphia, and the Casino, Boston. Cohn feels that, because of the necessary routing of the Hirst and Midwest Circuit talent, there will be dissatisfaction among several of the affiliated houses, and consequently booking switches may be made later.

Another possibility which Cohn feels will work out to his advantage is the belief that, because of Izzy Hirst's banning of strips who have worked Carroll's night club in Philadelphia, Hirst

may also take similar action against strips who work Fay's Theater there. Hirst operates the Troc Theater in Philadelphia. Cohn said that he has already placed Sherry Britton to open September 11 at Fay's, and will follow with Faith Bacon, Eve Arden, and Charmaine. Signed for 10 weeks by Cohn for what amounts to a new circuit trip are Margie Hart, Charmaine, Scarlett Kelly, and Sherry Britton. The femmes are routed to play two weeks at each house. Fay's bookings were made thru Eddie Sherman.

The Hirst and Midwest booking tie with the New York indies, with the exception of the Gaiety, was designed, according to one operator, to insure a supply of talent and also to get lower salaries than last season.

Tentative starting date for "circuit" operation for the New York houses is around August 31. Starting point will be the Republic for two weeks, with the City Theater following immediately. After an out-of-town jump, talent will proceed to the Eltinge, with the Star to follow.

While booking plans are being made for the Star, Brooklyn, opening of the house is indefinite, as license has not been as yet obtained, according to a spokesman in the office of License Commissioner Paul Moss.

The Hirk holdout in the current situation has its odd twist. In 1933, when Hirk headed the National Burlesque Operators' Association, he had practically all the houses in the country under control. The lone rebel at that time was Hirst, who subsequently was able to break the association hold and form his own circuit.

Skolak Plans W. Coast Circuit; Four Houses Set

SAN FRANCISCO, Aug. 23.—Eddie Skolak, who with Harry Farros operates the Liberty, announces the organization of a Coast circuit to include burlesque houses in Los Angeles, Sacramento, and Portland, Ore.

Skolak said he had signed a lease on the Aztec, an 800-seater in Los Angeles, the Gaiety in Portland, and is negotiating for a lease on the Mission, in Sacramento. Circuit will be in full operation by September 15, Skolak said.

The Liberty employs about 17 performers. Skolak said that the Portland house will use from 15 to 18, and the Aztec about 15. Houses will operate on an exchange basis.

While arrangements are under way for the circuit set-up, Skolak and Farros are alternating in the management of the Liberty and the Aztec, which opened yesterday.

Akron Burly Opens Big

AKRON, O., Aug. 23.—Revival of burlesque at the Gayety here (August 9) was greeted by turnout business the week-end, with the management publicly apologizing for hundreds of customers turned away. Theater is the former National, movie house. Warren Irons, vet producer, is the sponsor, with Jimmy Walters. Bimbo Davis heads the comedians. Bills change Fridays. Continuous, with vaude and films augmenting burlesque.

Howard, Boston, Resumes

BOSTON, Aug. 23.—The Old Howard reopened today, with Stella Mills as first attraction. House is managed by Al Somerby, who is also directing the Globe, which will reopen next Saturday (30) with traveling shows.

Only other burly house in town is the Casino, managed by Ed Ryan, using stock. Doris Weston, Gladys Fox, and Frank X. Silk are currently featured.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

JOE LEWIS and Rube Bernstein to reopen the Shubert, Philadelphia, as a stock house September 12. Producer Grover Frankie being brought in from California. Dave Cohn to be exclusive booker. Talent will be 100 per cent BAA and Follies Costumes shop will supply the wardrobe. Because of union rules, two pit orks, eight pieces in each, headed by Bob Reese and Eddie Weber, will alternate. Scenery by Frank Stevens. Shows, two mats and one night; no Sundays. Cast so far includes Marian Miller, Jack LaMont (straight), Vic Arnold, Lew Petel, Jimmie Lewis, and Gypsy Lolita. . . . MARLANE has just become the owner of a 69-acre farm and home in Maine. . . . COLLETTE closed at the Ritz Club, Columbus, O., and opened August 11 at the Bowery, Detroit. Next stop, Kentucky Club, Detroit. . . . MAC DENNISON, comic, recuperating from a kidney operation and a four-week stay in a hospital. . . . SAMUEL L. KATZ is advertising and publicity manager of the City. Formerly with Sam Briskman at the Century, Brooklyn. . . . HERMAN (Silver) hair stylist, left August 18 for Miami, where he will be permanently homed.

TIRZA, wine bath dancer, plus new and more elaborate bath apparatus, opens October 12 at the Highway Casino, Boston, for two weeks, thru Allen Rupert. UNO.

MIDWEST:

STELLA MILLS opened in Boston Saturday (23). . . . JEAN MODE is closing at the 606 Club, Chicago, and will be a feature on the Hirst and Midwest circuits. . . . RAY PARSONS and Mimi Reed are remaining in California, where Parsons is working in pictures. . . . There was quite a gathering at the home of Marion Morgan and Buster Lorenzo in Los Angeles recently. Present were Bob Ferguson, Mary Murray, Kenny Brenna, Marian Lamar (Mrs. Branna), Jack Buckley, wife and daughter, and Joe Yule. All were saddened at the death of their co-worker, Charlie Country. . . . RENE is returning to Chicago from San Francisco to open soon on the Midwest. . . . PARKER GEE and Louise Rogers have signed to tour the Midwest and Hirst circuits for 30 weeks. . . . CHARLES

DRAFT BLAMED

(Continued from page 5)

full-length article on Margie Hart, and Liberty had a series on Gypsy Rose Lee recently.

In the metropolitan area, press agents and strippers are bumping into censorship. Theater ops are wary of lending their players for publicity spreads despite the apparent benefits. The fear is a result of the strict supervision of "bad publicity" by the New York Variety Theater Board of Review, which came into existence as a result of the crack-down by License Commissioner Paul Moss several years ago.

PM recently did a spread on Margie Hart regarding the censorship situation, and a theater manager had to explain long and hard before the Board of Review. The sheet was stopped by the management when it wanted a follow-up story and pictures on Charmaine.

While burly managers cannot co-operate in getting and planning spreads, they benefit from them, as there is nothing in the local censorship code which prevents them from making blow-ups of publicity and using them as lobby displays.

A partial list of pic mags includes *Show, It, Laff, Peek, Pic, Gags, Grin, Dash, Movie Fun, Film Fun, Close-Up*, and the latest item, *Beauty Parade*, edited by Lee Mortimer, film critic of the *Mirror*. *Life* and *Look* are more conservative in their cheese cake demands.

Police Gazette has been a standard cheese cake mag for years, while *Friday* makes occasional use of undraped art as relief from emphasis on pressing social issues.

FOX is opening the Gayety and Alhambra theaters in Milwaukee the week of the American Legion Convention. . . . HARRY CONLEY opened at the Roxy, Cleveland, Friday (22). . . . MORRIE ZAIDINS, manager of the Gayety, Cincinnati, was a Chicago visitor en route from his old home in Milwaukee to Cincinnati to ready his house for opening of the new season August 29. . . . GRAND OPERA HOUSE, St. Louis, opened Friday (22) with Binder and Rosen.

LOS ANGELES:

STAN MONFORT, straight at the Follies, left Monday (11) by auto for Indianapolis, where he opens August 29. . . . IRENE O'DARE and Harry Stratton have been added to the Follies cast. Stratton replaces Wenn (Hats) Hitt as comic, and Hats succeeds Monfort. . . . FATHER OF Milton Stein, Follies press agent, is a patient at Cedars of Lebanon Hospital here. . . . VALERIE PARKS, lead stripper at the Follies, is being considered by Director Howard Hawks for a part in *Ball of Fire*, featuring Gary Cooper. . . . BILLY (BOOB) REED is in his second year as featured Follies comic.

THE HOTEL CLARIDGE

and the MULLERS-HERBERT and LLOYD

extend best wishes for a very successful season to the entire casts and personnel of the newly merged HIRST and MIDWESTERN BURLESQUE CIRCUITS INDEPENDENT STOCK THEATERS

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\$8 Single, \$10 Double, Without Bath
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Chorus Girls or organized Line. Salary \$22.50. Extra for Specialties. All year's work. Money sure. Straight Man with specialties. Geo. D. Bartlett, Jack O'Brien, Rudolph, Paul, Bill, Myrtle Rielly, wire. Rehearsal Aug. 30. Open Sept. 1st. COTTON WATTS, Quince-Willa Club, Jacksonville, Fla.

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\$30.00 per week, full season's work. Girls new to Youngstown, experienced, attractive, that do specialties or strips preferred, but not essential. Also Comedians, Straight and Juvenile Men and Principal Women. Rehearsals Tuesday, Sept. 2nd. Show opens Friday, Sept. 5th. Write-wire

JACK KANE

Grand Theatre Youngstown, Ohio

Springfield Big For Billroyians; R-G Due in Soon

SPRINGFIELD, Ill., Aug. 23.—Billroy's Comedians, featuring strip-teaser Princess Ming Toy, played here Wednesday night to a capacity house. The crowd was responsive, and despite heavy counter billing by local theaters, the 1,750-seat tent was filled.

Al Pitcaithley, of the company, renewed acquaintances here with Herbert Wells Fay, custodian of Lincoln's Tomb, whom he met while playing circle stock here two years ago with the Gifford Players.

Stopping in after the show was Jack Primmer, advance man for the Roberson-Gifford Players now concluding a three-week stand in Galesburg, Ill., and preparing for a two-week sojourn at Pekin, Ill., before coming into Springfield for a two-week stand at a lot close to downtown. The Billroy outfit set up across the street from the lot used by circuses at 11th and Black avenues.

Caggan Reports Biz Dandy for Baxters

CINCINNATI, Aug. 23.—In a communication to *The Billboard* from Churchport, Va., this week, Frank Caggan, veteran repster, this season with J. J. Baxter's Comedians under canvas, states that business for the Baxter troupe is the best he has witnessed in his many years in the business.

For the last 11 weeks, says Caggan, the Baxter Comedians have played to SRO business each Thursday, Friday, and Saturday night. Baxter has recently ordered a new tent, says Caggan.

In the Baxter show roster are Mr. and Mrs. J. J. Baxter, Bobby Baxter, Philip Baxter, Frank Caggan, O. W. Sullivan, Virginia Sullivan, Mr. and Mrs. Kenneth Eagle, Jerry Eagle, Addie Lee Eagle, and Nell Brenizer.

Mitchell's Tenter Gets Going Aug. 29

NASHVILLE, Tenn., Aug. 23.—The Earl S. Mitchell tent show, housing the Country Store Jamboree, of Station WSIX here, is slated to open in Nashville August 29. The 30-people troupe will play two-night stands at three different Nashville locations, Mitchell says, and then will hit the road thru the South. The unit, on the air here the last five years, will work under a 60 by 120-foot top instead of a 40 by 90 as originally planned.

The company, which will play one and two-night stands on the road, will return to Nashville each Saturday for its weekly broadcast. It is planned to broadcast each Saturday afternoon from the tent. Mitchell says he has had offers from several Southern fairs for the radio unit.

RABBIT FOOT MINSTREL WANT

Two Trombones, Trap Drummer, Novelty Acts to feature. Also want Band Leader and Performers for Huntington Minstrels, opening at Port Gibson, Miss., August 30. Tickets. Yes. Wire Port Gibson. No time to write.

WANTED - - - WANTED

Rep People all lines. Consider small organized show. People who wrote before, write again; mail all lost. No booze. Year's work. Tell it all, wire quick.

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CONTINENTAL, O.

Backfire!

CINCINNATI, Aug. 23.—The Roberson-Gifford Players pulled one for the books recently at Whitewater, Wis. Shortly after the R-G paper had been hung there, the local theater interests announced that free movies would be shown during the week that the tent show appeared in town.

The tent show management left things ride that way until 24 hours before the show was due to set up in Whitewater, when it pulled all its paper in the town and announced in the local newspaper that, inasmuch as the local picture houses were running free movies the next week, the tent show didn't want to interfere and thus would postpone its visit for a week. The reaction, it is reported, was highly favorable to the tent showfolks.

The R-G Players played Lake Geneva, Wis., instead, and doubled back to Whitewater the following week, at which time they encountered no difficulties from the local movie moguls.

Rodgers Plans 10 New Units

HOUSTON, Tex., Aug. 23.—Nat D. Rodgers, veteran circus man and promoter, has just closed his last of 10 units which toured extensively thru the South in recent months, employing many repertoire and vaude performers. Each of the units carried seven acts and played six weeks.

Beginning October 1, Rodgers says he will again launch 10 units to tour the South, with the playing time increased from six to eight weeks. All of the units will work out of Rodgers' headquarters here.

Among the acts who worked for Rodgers during the season just concluded were Peggy O'Neil, the Royal Rockets, Collins and Anita, Elton and Rita, Warren and Gish, the Dill Sisters, Bobbie Graham, Emile Parra, Henry the Great, Tucker Key, Bobo, Munde and June, McConnell and Moore, Sunny Fox, Lou

11 and 1 Still Grinding In Pop Dunlap's Contest

BROOKLYN, Md., Aug. 23.—Eleven teams and one solo remain in the Pop Dunlap Derbyshow in progress here, with treadmills in order and contestants dropping out fast.

Those still in the running are Joe Rock and Jennie Bush, Billy Willis and Ruthie Carroll, Dale Thorpe and Elizabeth Linder, Johnny Reed and Anne Pruitt, Hughie Hendrixson and Helen Caldwell, Jimmie and Minnie Ferenzi, Marvin and Jean Hobaugh, Johnny Bowman and Opal Ferdig, Izzy Bachrach and Jackie Martin, Phil Rainey and Joan Leslie, Pete Trimble and Maxine Grant, and Bill Harris, solo.

Maxine Grant went into the ice for 19 minutes and 30 seconds Thursday night, August 14.

LEO KING, an old walkie fan from down Lynchburg, Va., posts in to inquire what has become of Jimmie Warren, Jackie Parr, Matthew Nease, Red Waidell, Mac Marauder, Jimmie Sweeney, Dick Thayer, Patsy King, Lou Colton, Margie King, Billy and Betty Brush, Frankie Rizzo, Tex Swan, and others connected with the 1935 Lynchburg show. He wants to know, too, if the Mickey Thayer, who appeared in the recent Honolulu show, is the same Mickey who is emceed in Lynchburg. We believe he is, Leo.

CLYDE M. HART, formerly of Chicago and now working in an airplane factory in San Diego, Calif., is anxious to know what's become of Jack Duval, Pete Carillo, and Harriet Blurton. Clyde says, too, that he'd like to read more in the column on his old walkie cronies. So shoot in a line, folks.

ALICE KRUG, on whom inquiries were made here recently, pens that she is working "guess-your-age" at the Casino Arcade for Ramogosa at Wildwood, N. Y.

Kelly Winds Up "Spotty" Season Rep Ripples

LAINGSBURG, Mich., Aug. 23.—Jack Kelly Stock Company made its final bow of the season here today, an earlier date than customary, following a tour of Northern towns. Altho the company played to fairly good crowds here during its three-day stand, Kelly described business this summer as "spotty."

The show made its traditional opening here, Kelly's home town, May 8. Since that time the troupe has been playing three-night stands. Admission prices were 20 cents for adults, 10 cents for children, and 13 cents for reserved seats. Plays were changed each evening.

Acting personnel remained unchanged thruout the season, altho Kelly said he had much trouble in obtaining other help. Cast included Dot Farley, Marie Belmar, Glenn McCord, Donna Lee, Georgia Hoffman, Johnny Watson, Joe Hoffman, Frank Jones, Toby Cornish, and Embs and Alton.

The repertoire of plays this year included *In the Wrong Bed*, *God's Child*, *Naughty Arabella*, *Wings Over America*, and *The Bitterness of Sweets*. For matinees there was also *Peck's Bad Boy* for the kids.

Hawn Has Tenter Notion

CHICAGO, Aug. 23.—D. C. Hawn, back in Chicago after closing with the Lee Bros. Circus, said this week that he is contemplating launching *Sugar Foot Green From New Orleans* Minstrels under canvas soon, with Harry Hunt as manager and Bat Lumpkin as stage manager and producing comedian. Troupe will tour the South, says Hawn, but no date has been set for the opening.

Miller and His Oklahoma Rockets, Jane Ploger and the Plogerettes, Marion Owen, the Truex Twins, the Bertern Twins, Marion Sizer, Retia Marion, Clare Karl, Rollette and Dortha, Ilce Lynn, the Wagner Sisters, Izzy and Dizzy, Jimmie Joyce, Audry Burg, Mack McMichael, and Claudette Graves.

Rodgers is well known in repertoire circles, especially in the Southwest.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

She says that Gladys Maddox also is working in Wildwood at the Faketo-rum.

JOHNNY MAKAR comes thru with more information on the recently concluded Dallas derbyshow. Writing under date of August 19, Johnny says: "The wind-up of the Dallas show drew a capacity crowd of more than 7,000 people, with several hundred waiting outside. Hal J. Ross originally promoted the show, but after two weeks sold out to George W. Pugh. Show was a huge success. Concessions did a tremendous business. More help was added to the staff of each department. Little Frankie came in the last week and did a fine job of entertaining. The finals were run off by Kay Gibson and Johnny Makar, who copped first honors: Joe Nalty and Cloris Wares, who ran second, and Buttons Slaven and Jackie Parr, who finished third." Makar and his partner, Kay Gibson, are resting at the home of Johnny's folks in Bayonne, N. J., until their next contest.

"I'VE BEEN SILENT for a long time but can't control that silence any longer," writes Louis (Pee Wee) Ellis, veteran derbyshow emcee, who says he's still at the Paramount Theater, Baton Rouge, La., working as assistant manager and handling the kiddie shows on Saturdays. In addition, Ellis has been doubling at the various niteries around town. "I'm still trying to convince myself that I'm not an emcee, but every

HOXIE TUCKER and wife, Betty Noble, in the past with Heffner-Vinson, Gene Austin, Milt Tolbert, and other tenters, are off the road this season and settled in West Palm Beach, Fla., where Hoxie is holding down a position with the B. F. Goodrich tire people and Betty is working clubs. . . . **TIMBELL'S TENT SHOW**, Jules Timball, manager, has been playing to satisfactory returns in the section around Alexandria, La. Show has colored talent. . . . **LOLA E. PAINTER**, former stock and rep leading woman, out of the business the last several years, was a visitor at the rep desk several times during the past week, while in Cincinnati on vacation from her home in Lake City, Fla. She also spent some time with her sister in her old home town of Brodhead, Ky. . . . **MRS. ELBERT PEYTON**, wife of the late "Slivers" Peyton, still resides in Centerville, Ia., the old Peyton home. "Slivers" was a brother of the well-known Corse Peyton, and managed the Drake Ave. Theater in Centerville for many years. . . . **TURGEON'S** vaude-pic show reports good business in Maine coastal towns. . . . **HOGARTH COMEDY COMPANY**, M. M. Hogarth, manager, is reported to be finding things to its liking in Quay County, New Mexico. Troupe is giving 'em old-time stills and featuring illustrated songs of the 90s. Myrtle Hogarth is songstress. . . . **JACK AND MARIAN SEXTON** visited Billroy's Comedians at Quincy, Ill., August 17. Jack is now program director of Station WTAD, Quincy. . . . **MR. AND MRS. MACK BYBEE**, who formerly had their reps on stock runs in various Midwestern towns, also visited the Billroy opy at Quincy, Ill. Bybee has been managing a Ripley Odditorium at various fairs in the Midwest.

Bryant Boat Doing 'Hamlet'

CINCINNATI, Aug. 23.—After several weeks of *Uncle Tom's Cabin* to good box-office returns, the Bryant Showboat players, now in their 13th summer at the foot of Lawrence Street here, tomorrow go into *Hamlet* for an indefinite run. The cast will have Capt. Billy Bryant as Polonius; Betty Bryant, Ophelia; Ty Ringer, a local lad, as Hamlet; Bill Quorner, Rosenkrantz; Benny Wulkotte, Horatio; Gordon Ray, Laertes; Josephine Bryant, the Queen, and Doug Morris the King. Altho early season business was slim, business in recent weeks has been highly satisfactory, Bryant reveals.

now and then I get that old feeling to return to the derbyshows," says Ellis. "However, I haven't found another partner as small as I am, but you can't tell when I'll pop up in a fast show somewhere. I would like to hear from Margie-Judy Ellis, Peggy Thomas, Lee Sullivan, Jackie Parr, and some of the others who were in the show here last year."

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Non-Theatrical Films

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(Communications to 1564 Broadway, New York City)

Horse Operas Favored for Fall Season

NEW YORK, Aug. 23.—With the fall season not far off, roadshowmen are making plans for showings in schools, churches, night clubs, skating rinks, dances, private parties, fraternal organi-

zations, and other spots using 16mm. film shows. Prominent choice for fall showing are the many Western films available.

Of course, Westerns are popular all-year round, but in the summer there is a tendency for showings of comedies and light dramas. With the fall and winter season there is a pick-up in demand for the horse operas. A roadshowman who wishes to remain in business today must show the films the public wants to see. An important point stressed by an operator who has included many Westerns in his program is that profits will remain constant only if good films are shown.

Western films fall into five chief classifications: the straight horse operas, with plenty of action and thrills; comedy Westerns which, tho they have the usual fist-fighting and gunplay, feature the comic antics of a duo team; musical Westerns with the plot interspersed with old and new songs of the West and dance numbers; Western serials featuring a character who triumphs on the side of law and order in the final chapter, and historical Westerns centered around events or personalities in the winning of the West.

Each type of Western film has a wide audience appeal, and includes dyed-in-the-wool adult fans as well as the hero-worshipping youngsters. The tales of desperados brought to inevitable justice in the last reel are enjoyed by older people who, tho they may not be as vocal in their approval as the younger generation, nevertheless appreciate good Western films.

Roadshowmen have a wide choice of 16mm. Westerns to choose from and libraries are constantly adding new releases. These films have become a significant factor in the film entertainment demands of the American public. One natural and effective means for operators to boost their profits is to show diversified motion pictures of this type.

In addition to stories based on the Old West, there are films dealing with the West of today. The old Western formula of badman and hero is followed, but with the use of modern improvements to track down rustlers, gangsters, and other lawbreakers.

An odd fact about these Western productions, usually produced on a limited budget, is that they present many original ideas and the performances by the actors involved compare favorably with the efforts of the players in the so-called A productions. As a matter of fact, many of the latter films are exploited on the theme that they must be better than good because they cost a lot of money. But many of them do not live up to the high promises made by studio publicity departments.

Roadshowmen find that Westerns are popular because they are family-entertainment pictures that can be seen by youngsters. All of them stress the moral that the evildoer is punished, but they are not preachy, and they have better than average entertainment value.

Drive-Ins Popular In Pennsy Towns

ALLENTOWN, Pa., Aug. 23.—It's "business as usual" at Mickley's Seventh Street Drive-In Theater at suburban Whitehall Township in spite of a newly enacted ordinance which forbids anything but charity shows in the township. Using standard 16mm. films and equipment, business continues at high peaks at the theater, and the present season has been the best since starting.

Interest in 16mm. film showings in this Eastern Pennsylvania territory has been so great this season that three new locations have opened to roadshowmen, one at a swimming pool, another at an amusement park, and the third a new 16mm. theater in the heart of a bungalow colony.

The new theater was opened at Virginville, a small railroad station with a considerable summer and fall population of cottages. Outdoors, the open-air theater is a hayloft with the screen fastened to two upright posts. The screen is a sheet of canvas, and the projection room is a shanty about 60 feet away, in the midst of parking space for several hundred automobiles.

In Reading, the South Temple Swimming Pool has added 16mm. film showings on Saturday and Sunday nights. A drive-in open-air affair, a 10-cent admission is charged for each occupant of the car, parking provided free. The opening attractions last week-end were *The Count of Monte Christo* and *Captain Calamity*. And at York, Williams Grove Park has introduced 16mm. films at its Mount Vernon Theater on Friday nights, offering a two-hour program of all short subjects. There is no admission or tax charge, the invitation: "You don't pay. Just walk in, settle back in a comfortable seat—have a smoke if you like—and enjoy a swell show as our guest."

In addition, business is reported good at two of the standard drive-in theaters in the territory—Pine Tree Drive-In Movies at Pine Tree Park near Emmaus, operating Wednesdays, Fridays, and Saturdays, changing its features twice weekly and operating on a 25 cents per car policy. Shankweiler's Auto Park near here, changing its shows every Wednesday, Friday, and Sunday, offers continuous showings from darkness on.

The first open-air drive-in theater in the Lewistown area was opened recently at Kishacoquillas Park by James Moren and James Sturges. The operators use 16mm. films and equipment and their schedule includes two performances a night, with shows given three evenings each week.

The popularity of the drive-ins this year in all sections of the country gives evidence of even greater activity next season. The public welcomes the opportunity to view screen offerings from the comfort of the family car. Usually the practice is also to provide seats for those who come on foot. The fact that good pictures are shown, and programs diversified wisely, has been important in creating ever-rising public demand for drive-ins.

of the job, and frightens away guests invited to the home of Mr. and Mrs. Smith. After he completes his repairs, fire flames out of the water faucets and water comes out of the gas jets. Pat C. Flick, Dick Elliott, Barbara Jo Allen, John Dillson, and Isabelle Lamall are featured in this sound film. Running time, 15 minutes.

New and Recent Releases (Running Times Are Approximate)

DANIEL BOONE, released by Ideal Pictures Corporation. This is a historical film, with story centering around the experiences of the title character, ably portrayed by George O'Brien. Action is fast and suspense is maintained. Heather Angel, John Carradine, and Ralph Forbes are in supporting roles. Running time, 75 minutes.

RETURN OF THE BUFFALO, released by Post Pictures Corporation. A one-reel sound subject telling the story of the buffalo before and after the coming of the white man. With the arrival of the covered wagons vast herds were slaughtered. Finally the United States and Canada established a joint reserve where herds are permitted to graze in peace and security. There are impressive scenes of herds rushing across the prairie. Running time, 10 minutes.

PLUMB CRAZY, released by Nu-Art Films, Inc. A two-reel comedy. A plumber who comes to repair the kitchen sink makes a complete mess

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The Final Curtain

ALEXANDER—Michael, 45, manager of the Roxy Theater, Minerva, O., August 17 in City Hospital, Alliance, O., from injuries sustained in an auto accident near that city. One sister, in France, survives. Services at the Rutledge-Jackson parlors, Minerva, with burial in Eastlawn Cemetery there.

BABBITT—Orrin, 58, former Wild West performer and motion picture actor in old Westerns of the silent screen era, July 5 at the home of his sister, Mrs. Martha Hanens, Warwick, R. I.

BEAL—J. Frank, 72, Massachusetts commissioner of the National Association of Music Merchants, August 21 in Brockton, Mass. He was also a member of the executive committee of the New England Music Trade Association. He leaves a nephew.

CHAPMAN—Harvey Wood, 66, in Bridgeport, Conn., after a short illness. He was at one time dramatic critic of *The Bridgeport* (Conn.) *Standard*.

COATES—John, 66, English tenor, August 16 in Northwood, Middlesex, England, after a long illness. He made his debut when he was 12 years old and for 50 years sang in opera and light opera throughout the world. His London debut was with the D'Oyly Carte Company in 1894 and he made his grand opera debut in *Faust* at Convent Garden in 1901. One of the works Coates helped introduce was Sir Edward Elgar's oratorio *Dream of Gerontius*.

CURRY—Art, 56, construction superintendent for Samuel Goldwyn Pictures, of a heart attack August 14 at his home in Culver City, Calif. Funeral in Inglewood, Calif., August 18.

DRIES—Oscar O., 67, former musician, August 10 in St. Joseph's Hospital, Reading, Pa., after a long illness. He played in the Cadet, Philharmonic, Ringgold, and Laureldale Philharmonic bands in and near Reading. A son and two sisters survive. Services August 13 in Reading, with burial in St. Paul's Cemetery, Fleetwood, Pa.

FREY—Frank, 27, former manager of the Band Box Theater, Philadelphia, August 14 in Germantown Hospital, that city. He was found fatally beaten the night previous under mysterious circumstances. His widow, cashier at the theater; his mother, and a brother survive. Services August 18 in Philadelphia, with burial there.

GILL—John K., 16, doorman at the Park Theater, North Canton, O., August 11 in Mercy Hospital, Canton, from injuries sustained in an auto accident. Surviving are his parents, a brother, and a sister. Services at the Zion Reformed Church, North Canton, with burial in Northlawn Cemetery there.

GOETZENBERGER—Oscar, 56, operator of the Aragon night club near Hurdley, Wis., in an Ashland, Wis., hospital August 12. Survived by five brothers.

HAAS—W. A. (Uncle Bill), veteran press agent and manager of roadshows and theaters, August 16 of a heart attack while en route to the home of a daughter at Balboa Island, Calif. Services August 20 in the chapel of Turner K. Stephen's Mortuary, Pasadena, Calif. Survived by two daughters, Mrs. Roy Richard, Balboa Island, and Mrs. Howard Olson.

KANZLER—Mrs. Agnes Ashbrooke, 62, known in show business as Norma Lee and Noyma the Mentalist, in Louisville, Ky., August 11 after an operation. Survived by a son, Glenn Ashbrooke.

LARRIC—Jack, 53, playwright and journalist, August 18 at home in New York after a long illness. The first of his plays to be produced on Broadway was *Denial*, presented in 1919. It was followed by *Sleepless Night*, 1921; *The Easy Mark*, 1926, and *Made in France*, 1930. He also wrote several motion picture scenarios. He leaves his wife and a sister.

LEASIA—James M., 72, owner of the Castle and Dunbar theaters, Detroit, August 13 following a stroke. He formerly owned the Mount Elliott, Jewel, Stratford, Tuxedo, and Amo theaters in Detroit. Survived by his widow and two daughters.

LINDBORG—Oscar O., 53, auditor of Playland, Rye, N. Y., since its inception in 1927, at his Rye home August 20 of a heart ailment. He was brought to the Westchester County Park System park by Frank W. Darling, former director, having worked under Darling in the L. A. Thompson device company. He leaves his wife, a son, and daughter. Interment at his place of birth, Glen Cove, L. I., August 22.

LLOYD—Mrs. Elizabeth, 71, mother of film comedian Harold Lloyd, at her home

in Beverly Hills, Calif., August 17 after an illness of several months. Was a member of the Motion Picture Mothers, Inc. Burial in Forest Hills Mausoleum, Hollywood, August 19. Besides her son, Harold, two sisters; William R. Fraser, a brother; a son, Gaylord, and four grandchildren, survive.

MACFARLAND—John Floyd, 57, secretary and treasurer of Floyd R. Heth Shows, August 11 in Burnsville, N. C., of a heart attack. A former professional ball player, MacFarland spent the past few years in secretarial work. Survived by two daughters, a son, and a sister, all of Anniston, Ala. Services in Burnsville. Body was shipped to Anniston for interment.

MURPHY—George, 42, actor, in Queen of the Angels Hospital, Los Angeles, August 15 from injuries sustained in a fall during the filming of *Custer's Last Stand* August 12. (This is not the singing and dancing star.)

NICHOLS—J. C., operator of the palmistry booth on Alabama Amusement Company, at his home in Birmingham, Ala., August 12. His widow, seven daughters, and two sons survive. Funeral from Brown Funeral Home, with interment at Elmwood Cemetery, Birmingham.

PASTOR—Eduardo, 65, Mexican stage comedian, recently at his home in Mexico City. Pastor and his father, the late Isidoro Pastor, were popular in Mexico and Latin America at the turn of the century. He leaves his wife and 10 children, buried in Mexico City.

PHELAN—William, 37, assistant film editor at Warners, recently when his auto hit a telephone pole near Los Angeles. Was working on *New Orleans Blues* at the time of his death. Funeral August 19 at St. Charles Church, Los Angeles. Survived by his widow, Arvela, Van Nuys, Calif.

RANSOHOFF—Mrs. Josephine Beck, 39, daughter of the late Martin Beck, vaude impresario, August 19 at Monmouth Memorial Hospital, Long Branch, N. J., after a long illness. On the death of her father in 1940, she and two other relatives became owners of the Martin Beck Theater, New York. She leaves her husband, two daughters, and a sister.

ROBERTS—Bert (Robisch), son of John and Mary Roberts, of the Roberts Trio, musical comedy, vaude, and dramatic performers, in New York August 15 after a brief illness.

STRANG—Mae, film extra, of heart disease at her home in Los Angeles August 18. Funeral in Los Angeles August 19. Survived by husband, Harry Strang, also known in film circles.

TRAVIS—Charles, 58, radio technician, August 15 in Germantown Hospital, Philadelphia, of a heart ailment. He was principal technical consultant with the Philco Radio & Television Corporation, Philadelphia, and before that served as consultant for the A. Atwater Kent radio firm in Philadelphia and the RCA Manufacturing Company, Camden, N. J. His widow, Yvonne Jacot, and a sister survive. Services August 19 in Ardmore, Pa., with private services.

URBAN—John, 75, employee of Hunt's Amusement Enterprises, Inc., Wildwood, N. J., the last five years, August 3 at the home of his niece in North Wildwood, N. J. A brother survives.

WERNER—David C., 50, former Universal casting director, talent scout, and story editor, in Cedars of Lebanon Hospital, Los Angeles, August 17, following a two months' illness. Connection with Universal extended over 11 years. As a talent scout he was generally credited with sending Bette Davis to Hollywood. Until he became ill he was casting for Richard Rowland Productions. His last assignment was picking talent for *Three Cheers for Miss Bishop*. Body was shipped to the East for burial. Survived by widow and a son, Lawrence.

YORK—Wardell (Dyke), 33, former member of Art Landry's orchestra, August 18 of a self-inflicted gunshot wound in Waterville, Me. Survived by his parents; a sister, Mrs. Philip Bilo-deau, and two brothers, Philip, Waterville, and Harold, New York.

YORKNEY—John Charles, 70, retired actor, August 20 at home in Fort Lee, N. J., of a heart attack. He was a member of the original cast of the Broadway operetta *The Merry Widow*, and appeared in supporting roles in plays starring John Barrymore. He also played many Shakespearian roles. His last Broadway appearance was in *The Cinderella Man*. Yorkney also appeared in silent films produced at Fort Lee by David W. Griffiths. He leaves a brother.

Marriages

BARTLETT-DREW—Sy Bartlett, scenarist, and Ellen Drew, film actress, at Lake Tahoe, Calif., August 16.

BIEN-CHARGOT—Edward Bien, nonpro, and Irene Chargot, daughter of Michael J. Chargot, owner of a chain of Detroit theaters, August 12 in Holy Redeemer Church, Detroit.

BOONE-REITZES—Otto Boone, former musician, and Jean Reitzes August 4.

BUNDOCK-BREENE—Donald Bundock, concert and radio singer, and Hazel Breene, actress on Station WICC, Bridgeport, Conn., recently in Fort Lauderdale, Fla.

CAREY-STAGEMAN—Harvey Carey, announcer on Station KOIL, and Jean Stageman at Council Bluffs, Ia., August 16.

CASCALES-BOYNTON—Jack A. Cascales, film musician, and Genevieve Boynton, nonpro, in Beverly Hills, Calif., August 17.

FICK-PERRY—Peter J. Fick, former husband of the late Donna Damerl, one-time Marge of the radio team of Myrt and Marge, and Mrs. Bess Johnson Perry, radio actress known as Bess Johnson, June 10 in Warrenton, Va.

IONA-WOODD—Andy Iona, Hawaiian band leader, and Leimoni Woodd, Hawaiian dancer, recently in Los Angeles.

MACK-SCHECHESTER—Joe Mack, son of Irving Mack, general sales manager of Filmak Trailer Company, Chicago, and Edythe Schechter, in Evanston, Ill., August 24.

MARTIN-FLORENZ—Anthony Martin, vaude performer, and Cleo Florenz, whose father is with Clyde Beatty, in New York August 19.

MIELLMIER-ZARLINGTON—W. J. Miellmier, nonpro, and Marla Belle Zarlington, formerly of the Zarlington Twins, July 30 in Fort Worth, Tex.

MILLER-BROYDE—Lazslo Miller, international concert pianist, and Lee Brojde, organist, recently in Rio de Janeiro, Brazil.

RICE-JONES—Eddie Rice, vocalist with Orrin Tucker's band, and Beverly Ann Jones in Omaha August 15.

SATIN-MARSH—Danny Satin, nonpro, and Linda Marsh, night club singer, at Fort Lauderdale, Fla., August 15.

STAGLIANO-KROKOS—Albert Stagliano, musician with the Detroit Symphony Orchestra, and Eugenia Krokos, harpist with the orchestra, August 11 at Angola, Ind.

Coming Marriages

Ardene White, vocalist on the Wheeling Steelmakers' radio program, and Dorothy Anne Crowe, vocalist on the same program, September 13.

Phil Howard, formerly of the Music Corporation of America and now with the Moss Photo Service, and Paula Cutler, nonpro, August 31 at the Temple Sinai, Brooklyn.

Capt. Jeffrey Steele, Royal Air Force Reserve, and Mildred Shay, film actress, September 9.

Denial

The Billboard has received a denial of the report, published in the August 16 issue, that James Cooper and Darlene Gottsch would be married October 1.

Births

A daughter to Mr. and Mrs. Ben Rosen at Cedars of Lebanon Hospital, Los Angeles, August 19. Father is Columbia cameraman.

A daughter to Mr. and Mrs. Albert Schoenfeld at Cedars of Lebanon Hospital, Los Angeles, August 15. Father is mail clerk at RKO.

A daughter to Mr. and Mrs. Earle Immel at Lutheran Hospital, Los Angeles, August 19. Father is in Universal studio band.

A daughter to Mr. and Mrs. Jack Gross at Cedars of Lebanon Hospital, Los Angeles, August 17. Father is executive producer at Universal.

A daughter to Mr. and Mrs. Frank Rubenstein recently in Allegheny General Hospital, Pittsburgh. Father is a theater builder.

A son recently to Dr. and Mrs. S. S. Hockenberger in Des Moines, Ia. Mother is former Dorothy Berke, dancer and producer.

A daughter to Mr. and Mrs. John Detlie

at Good Samaritan Hospital, Los Angeles, August 21. Mother is Veronic Lake, film actress, and father is art director for Metro.

A daughter to Mr. and Mrs. Ernest Laemmle at Cedars of Lebanon Hospital, Los Angeles, August 11. Father is scenario assistant at Paramount and a nephew of the late Carl Laemmle.

A son, Alan Gerard, to Mr. and Mrs. Dave Barry at Yonkers Professional Hospital, Ellenville, N. Y., August 11. Mother is former Ginger Selby, singer.

A son to Mr. and Mrs. Jimmy Dooley Jr. in Ohio Valley Hospital, Steubenville, O., recently. Father is announcer on Station WSTV, that city.

A daughter to Mr. and Mrs. William Kir-Stimon August 19 at Michael Reese Hospital, Chicago. Father is a member of the publicity department of Station WBEM.

A daughter to Mr. and Mrs. Jack J. Wolever Jr. August 19 at Vanderbilt Hospital, Nashville, Tenn. Father is program director with Station WSIX, Nashville.

A son, Richard Jr., to Mr. and Mrs. Richard Mahn August 18 at the Massachusetts Memorial Hospital, Boston. Father is secretary to Charles Koerner vice-president of RKO.

Truck and Trailer Legislation

Itineraries Required

RALEIGH, N. C., Aug. 16.—Every show on entering North Carolina must deposit with the commissioner of revenue here an itinerary of every town it expects to play in the State, according to word from Harry Baugh.

Fees for trucks in the State follow: Two trucks, \$7.50 per day; three to five, \$10; six to 10, \$15; 11 to 20, \$25; 21 to 30, \$45; 31 to 50, \$60; 51 to 75, \$75; 76 to 100, \$100.

Taneytown, Md., Proves Click for Funland Shows

TANEYTOWN, Md., Aug. 23.—Funland Shows, midway attraction at Carroll County Fair here, opened their stand on August 10 to good business, which held through the week. Kids' Day, Friday, was good despite rain. Fair association gave good co-operation, and the Merry-Go-Round and Ferris Wheel topped rides. Barrett's Revue did well, as did Harvey Potts' show, which joined here.

Capt. Ted Townsend, free act, proved popular. Concessionaires included Martin Irving, 5; John Caruso, 4; Mr. Durham and Mrs. Brown, 5; Benny Harman, 3; L. E. and Mrs. Albert Heth, 6; Mickey Martin, 2, and Mr. and Mrs. Al Kahn. Lyle Barrett, lot superintendent, did a good job of laying out the lot. Assistant Manager Jess Bradley, Mr. and Mrs. Barrett, Mr. and Mrs. Martin, and other members of the personnel presented Mrs. Ted C. Taylor with an attractive wrist watch and other gifts on her birthday. Mr. and Mrs. Val Ireland worked the pan game for Martin Irving. Visitors included members of Ideal Exposition and World of Fun Shows.

Cocoquale, Marshfield Are Good for West Coast Shows

COCOQUALE, Ore., Aug. 23.—West Coast Circus Shows successfully wound up their local six-day stand on August 10 to excellent business and good weather. Eagles' Lodge sponsored and a 15-cent pay gate prevailed. City is a boom town, with five big lumber mills working three shifts, and admissions for the week totaled five times the population.

Turnout was so large Saturday night that the local fire chief ordered the ticket sale suspended until after the free attractions had been presented.

At Marshfield, Ore., July 28-August 3, shows also played under Eagles' auspices to good business and fair weather. First three days were fair, but business built up continually and it was bolstered by the annual regatta there. Total gate for the seven-day run was 25,000. W. T. Jessup left Marshfield on a booking tour, and Manager Mike Krokos left for his annual vacation in the Northwest. Elephant birthday party Saturday afternoon, sponsored by a local market, proved popular.

BOSTON.—Dubie's Indoor Carnival, which has been playing towns in Central New Hampshire under auspices, reports satisfactory business. Unit, which carries four people and has been presenting vaude with a dance after the show, is booked at several fairs in that section.

Electrician Hit by 11,000 Volts Lives To Tell the Story

NEW BERN, N. C., Aug. 23.—States which use the electric chair for capital punishment employ considerably less than 2,000 volts in putting the condemned to death. But receiving treatment in a New Bern hospital is a man—Robert (Kokomo) Sykes—long a carnival electrician, whose home is in Durham, N. C., and who, while on construction work at the Marine Base near Jacksonville, N. C., came into contact with a "hot wire" carrying 11,000 volts, it is declared, and lives to tell the story, altho badly burned. He is widely known as former electrician of the Mighty Sheesley Midway, with which he trouped many years.

Sykes was working atop a pole at the base at the time of the accident. Just how it happened he will never be able to say, but in some manner he came into contact with one of the heavily charged wires. One arm was (See HIT BY 11,000 VOLTS on page 47)

GA Revamps Lineup; Saugerties Is Good

SAUGERTIES, N. Y., Aug. 23.—Great American Shows wound up a week's stand here under fire department auspices on August 16 to good business and fair weather. Shows came here from Stamford, Conn., and all shows, rides, and concessions opened Monday noon. Capt. James Jamison, free act, joined. Fearless Monarchs, other free attraction, continues popular.

Organization took delivery on new canvas and a Merry-Go-Round. Frank Allen's Streets of Paris continues to lead shows, while the Ferris Wheel tops rides. Show personnel was slightly revamped during the local engagement and new line-up includes James Sakobie and Stanley Roberts, owners; Beeman Yancey, assistant manager; Mickey Sakobie, sec- (See GA REVAMPS LINE-UP on page 47)

West Receivership Holds

DANVILLE, Ill., Aug. 23.—Federal Court yesterday denied a petition of defendants to dissolve and sustained an injunction restraining Du Quoin (Ill.) Fair Association from contracting for the 1941 fair any carnival except that of Frank West, doing business as West's World's Wonder Shows, operated by Federal Court receiver, said receiver Fred C. Myers. Charles Lenz reported that after having been tied up in Joliet, Ill., 10 days and threatened with sheriff's sale as result of attachment suits brought by Clem Schmitz for \$6,000, Warren Tank Car Company for \$3,500, and Baker-Lockwood for a smaller amount, the shows, thru a creditors' agreement arranged for by Lenz under the Bankruptcy Act, were enabled to reopen in Terre Haute, Ind., August 14, with Myers acting as operating receiver.

Jones Adding New Shows

CHICAGO, Aug. 23.—When Johnny J. Jones Exposition opens at the Indiana State Fair next Friday two shows will have been added to the roster. The Del Rios, midgets, joined at La Porte, Ind., this week. In process of organization is a new girl show, which will be introduced at Indianapolis. Talent was engaged here last week and rehearsals are now in progress.

Feathered Firebell

REGINA, Sask., Aug. 23.—Most people regard roosters as somewhat of a nuisance when they crow long and loud at the first crack of dawn, but up in Prince Albert, Sask., one was regarded as a hero the other day, for he probably kept Wallace Bros.' Shows of Canada from being wiped out by fire. Violent crowing of the rooster awakened the janitor in the armory on the fairgrounds, and he discovered that the bird, part of an exhibit, was kicking up a fuss because fire had broken out on the lot. Three concession tents had burned by the time the janitor discovered the fire.

Receipts in Surge at Fairs

BG Sets Midway Marks at Ionia; Grosses Up 30%

IONIA, Mich., Aug. 23.—Registering total paid attendance of 291,817, a hike of 59,725 over 1940, Beckmann & Gerety Shows wound up their stand as midway attraction at Ionia Free Fair here on August 11-16 with a 30 per cent increase in gross business over last year. Highest previous midway gate at the fair was 265,585, a record established in 1937. Saturday night, with a gate of 79,481, proved the largest single-day draw in midway history of the fair.

Similar increases were reported throughout the week for the 35 concessions in the BG line-up. Monday was the only day the midway disclosed a drop under last season, but that was by a small margin. Using more space for their attractions, shows presented an attractive appearance with their clean canvas, repainted equipment, and good illumination. The 40-car train came in here from a successful still date in Kalamazoo, Mich. Shows' line-up extended from east of the grandstand well into the grounds' grove, using every available bit of space and forming two separate midways.

Besides Barney S. Gerety and Fred Beckmann, personnel included A. J. Weiss, concession manager; William B. Naylor, press representative; Bill Hot, Casa Rumba Revue manager, and Mrs. Rose, who has the Midget Village, which proved one of the top money shows. Eddie Jamieson supervised the Gay Old (See BG TOP AT IONIA on page 47)

Endy Chalks 18% Hike at Skowhegan

SKOWHEGAN, Me., Aug. 23.—Endy Bros.' Shows' stand at the Skowhegan Fair here resulted in an 18 per cent increase in midway grosses over last year. Attendance at the date, which ended last Saturday, was off 10 per cent, but increased spending overcame the slight decrease in crowds, resulting in good business for all.

Sunday's grandstand feature was Lucky Teter, who drew record-breaking attendance. Harness racing and circus acts were afternoon features, with George A. Hamid's Gay Foster Revue the night show attraction. Visitors included Clem Schmitz; Ed Byron, Augusta *Kennebec Journal*, and Hollowell Firemen's Circus Committee, headed by Chief Dunmore.



SECRETARY-TREASURER of Royal Exposition Shows, Mrs. W. H. Royal posed for this photo after returning to the shows at Sophia, W. Va., after a two-week visit with friends in Malone, N. Y., and Toronto, Ont. She's the daughter of J. P. Bolt, well known in outdoor show circles.

Conklin Gate Soars at CNE, Toronto Bow

TORONTO, Ont., Aug. 23.—Frolexland, J. W. (Patty) Conklin's midway production, hit stratosphere grosses August 22 as the Canadian National Exhibition swung open its gates to the largest opening-day throng in years. The carnival attractions set a new all-time record for the initial day, Saturday, with 215,000 on the grounds. All shows and rides did capacity business, with Sam Howard and Alfie Phillips's Aquacade topping the amusement zone. Their new 2,000-seat frame-up, built specially for this date, proved inadequate to handle the peak crowds. Stars of Mexico, managed by Milt Hinkle, scored. Fly-o-Plane, Rapids, (See CONKLIN GATE on page 47)

Wallace Scores On "B" Circuit

Trek is 25 per cent over last year—League benefit is successful

KENORA, Ont., Aug. 23.—Wallace Bros.' Shows of Canada came in here last week after ending their tour of Western Canada Class B fair circuit at Prince Albert, Sask., on August 9 to a 25 per cent increase in grosses for the trek. Shows opened at Kenora Fair on August 12. Business was up in every town on the circuit. Because of drought conditions Lloydminster, Sask.; Vermillion and Vegreville, Alta., were hard pressed, (See WALLACE SCORES on page 47)

Strates Adds Nancy Miller Hawaiian Revue to Line-Up

HAMBURG, N. Y., Aug. 23.—Nancy Miller's Hawaiian Revue, a feature on Beckmann & Gerety Shows for the last four seasons, has been signed for remainder of the season by James E. Strates Shows, Dick O'Brien, assistant manager, announced here this week.

Unit's line-up includes Dave and Nancy Miller, managers; Nerisa Dumas, Taboo Mitchell, Loretta Mae Martin, Agnes Fields, Rudell Cairns, Betta Moore, Idabel Harvey, Katherine Strobel, Bess Lewis, and Georgia Dekalb, dancers; Buddy Moon, emcee; George Clayton, producer; Roger Gould and Raymond Case, ticket sellers, and Blackie Ozburn, electrician. Well illuminated and attractive show opened at the Hamburg Fair here to good business, aided by special paper and a strong advance publicity campaign. Cast also entertained the Kiwanis and Rotary clubs at a special performance.

Quincy Acts Playing Spain

NEW YORK, Aug. 23.—A recent letter from Madrid advises that the former American carnival showman T. Jay Quincy is located in Spain, with headquarters at the Circo Price, Madrid. Quincy is presenting two acts, Veenie Quincy, high dive, and the Quincy Sisters, an underwater tank act. Veenie has been heading a touring circus, playing Spain's bull rings and open-air spots, while the sister act has been appearing in music halls and cabarets. Only a limited number of foreign acts are working Spain at present.

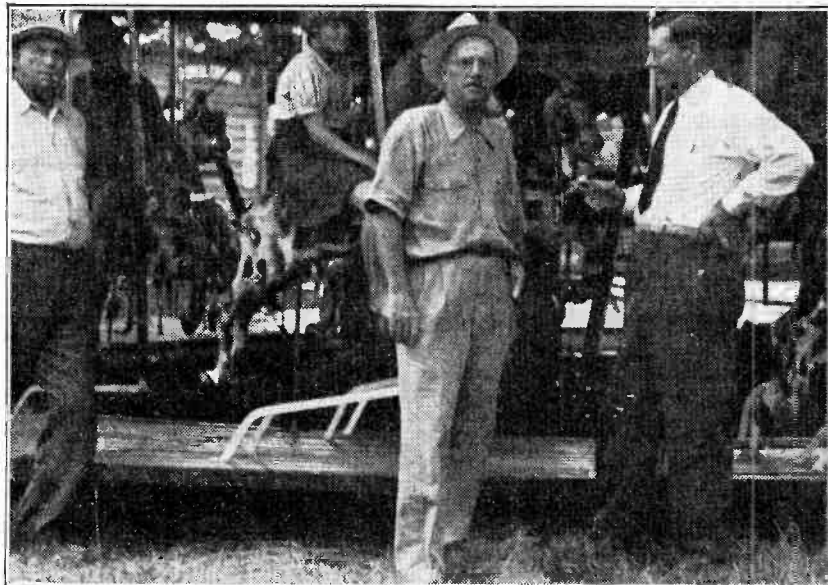
Quincy reports he has encountered great difficulties in securing transportation for his bulky equipment. At the outbreak of European hostilities he was obliged to leave Sweden, where he was working, as further labor permits were denied foreign acts. They were able to book passage to Italy but after arriving in that country they had to wait two months before their equipment caught up with them. Even greater difficulties were encountered in getting to Spain.

WT Benefit Show At Sedalia Draws; Clubs Divide \$350

SEDALIA, Mo., Aug. 23.—About 350 turned out for a big midnight show on World of Today Shows, midway attraction at Missouri State Fair here, for the benefit of charity funds of the Showmen's League of America and Heart of America Showmen's Club. Proceeds, which are expected to total \$350, will be divided between the two organizations. Highlighting the affair was presentation of a \$100 bill to Sunny Bernet, Globet Poster Corporation, emcee, by Denny (See BENEFIT AT SEDALIA on page 47)

Virginia Greater Is Winner At Silver Springs, Hanover

SILVER SPRINGS, Md., Aug. 23.—Virginia Greater Shows chalked excellent results at their week's stand, which ended here last Saturday under Izaak Walton League auspices. Activities were hampered by rain on Friday night, but rest of the week was good. Located on the lot in the rear of the Armory, a block (See VIRGINIA GREATER on page 47)



THESE THREE GEORGIA SHOWMEN, Al Van Meter (extreme left), W. E. (Bill) Franks, and J. W. McCall, head Franks Greater Shows this season, which is proving one of the most prosperous in their history. Photo was snapped in front of the Merry-Go-Round on the lot at Cordele, Ga., where the shows chalked a big week. Van Meter is ride superintendent, Franks is general manager, and McCall is business manager. McCall, a former State senator, served many years in the Legislature. Shows have played a total of 15 weeks in Macon, Ga., so far this season, setting new gross records for lots in the city.

Ecuador and Its Possibilities

I'M NOT a showman in any sense of the word, but among some magazines and trade papers that friends in the States sent to me I found a few back copies of *The Billboard*. These proved to be entertaining, even to a non-member of the profession, and the thought occurred to me that showmen might like to know something about different phases of show business in Ecuador, especially in the Andean highland section which includes Quito, the capital. I give these views simply as a North American unfamiliar with show business.

In regard to rides, I noticed every now and then that some enterprising individual had set up a Merry-Go-Round or one of those chair rides that swing around. It is amusing to note the antiquity of these rides. Invariably they are operated by an ancient automobile motor to which boys carry pails of water for cooling the engine and receive, I

Where rides are of ancient vintage yet, like song and dance shows, have great appeal—'tis a country, too, with a variety of animals, birds, and novelty merchandise for export

By J. M. SHEPPARD

Director, Pan-American Society of Tropical Research

presume, free rides for their efforts. We have in this part of Ecuador a very large population of Quichua Indians and Cholos. The Quichuas are descendants of the Incas, the Cholos are mixed breeds. Both types are quiet, industrious, and peaceful. Naturally, these rides have a great appeal for them, and thruout the day and late into the night I see these people standing patiently in line waiting their turn to buy a ride on the old Merry-Go-Round. The ride is crowded to capacity from 10 a.m. until close to midnight.

Quichuas love children and pets. When a Quichua woman does not have a child, she straps a dog on her back in the same fashion that she would employ in carrying a baby. I have stood and watched some of these Indian women sit, stolidly and without expression, upon a wooden horse and ride until their money gave out, with six-month-old pups fastened to their backs and paying extra half fares for the pups every time the collector came around. Neither the women nor the pups evince any pleasure whatever, their faces remaining set, but the women must enjoy the rides, for they "see it thru" to the bitter end of their purse content. This appears to the casual observer as a potential gold mine, all thru this part of South America, to the ambitious chap who has a ride or two perhaps a bit more modern and appealing, tho. as stated before, these ancient hand-me-down rides work to absolute capacity.

No Amusements in Most Towns

Quito has modern theaters, but movies that are usually at least a year old and sometimes two or more years old are shown. Altho the majority of the films are made in Hollywood, we do get some French, German, Argentine, and Mexican pictures.

Outside of the larger cities in the Andes most towns have no amusements to offer their residents, neither movie houses, arcades, dancing (except in the streets during fiestas), nor outdoor amusements of any kind. Usually, however, each village has one fairly large building, and each town is certain to have a large church. I have no doubt that a portable picture outfit could play to capacity houses at all of these locations. The pictures need not be in Spanish, provided they are readily understood. I should imagine that old-fashioned slap-stick comedy would go over big. If the pictures carried a somewhat involved plot, then sub-titles on the screen's border in Spanish would be

necessary, but on the whole pictures that require no spoken or printed explanation would probably register the best, since the Cholos and Indios of the rural districts can rarely read, and the Quichuas have their own language. The padres of the rural churches would doubtless be only too glad to place their churches at the disposal of the traveling picture show for a small percentage of the admission receipts.

As for stage shows, these are seen only in the larger cities such as Quito, Guayaquil, Ambato, Riobamba, Ibarra, Tulcan, and Otavalo, the last five named being on the road running across the highlands which extends from Riobamba, on the railroad, to Tulcan, on the Colombian border. There are other towns that would turn out well for a stage show, but the five named, plus the two principal cities of Guayaquil and Quito, have demonstrated their willingness to turn out in force at top prices for any kind of a stage show except drama in English which they cannot understand.

I have seen traveling shows put on by Argentinians and itinerant North Americans play to capacity houses and be held over night after night. If the players are not Spanish-speaking, then the show should consist largely of dancing and singing. One was billed as a Broadway *Follies* production and the troupe consisted of a half dozen elderly burlesque chorus girls. The land owners came from miles around and the city boys turned out to the man. The theater was rented for a two-night stand but the show was held over for two weeks, playing to full houses and standing room, and then went on to enjoy the same success in the other cities and towns of Ecuador. A few weeks later a girl came thru with a male pianist. The girl was a very ordinary dancer of sorts, but she did have pretty good stage settings or curtains, and in such dances where costumes were worn the costumes were good, clean, and well made. She did the proverbial fan dance and after her first night's performance, which concluded with the fan dance, one had to pay premium prices and book days in advance and then, like as not, stand up to see this girl go thru her dance routines. She must have grossed a small fortune in Quito alone, as she was held over for many days past her scheduled time.

Exhibit Items

There are in Ecuador many items that might be of interest to the people that operate small side shows or exhibits in stores or on carnival and circus lots.

For instance, in Ecuador's jungles live the savage head-hunting Jivaro Indians, who shrink the heads of their slain enemies to the size of an orange without sacrificing facial expression, and the hair remains intact. Besides the genuine human heads, these Indians make imitation human shrunken heads, and their imitations appear to be more lifelike than the genuine heads. These heads are called tsantsas, and I have an idea that they would make a grand side-show display, especially if the owner of the show had a few other Jivaro trophies to go with the tsantsas. The exportation of the genuine heads is prohibited by Ecuadorian law, but the imitations, made of real skin and hair, appear to be more lifelike than the genuine and can be bought very cheaply and exported. I purchased a few for museum collector-friends in the States, charging them \$6 a head, which included packing in a

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FREE INSTRUCTIONS
Write today for your free copy of *The Billboard's* latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old Timers will want it, too, for the many film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write today!

THE ROADSHOWMAN
25 Opera Place Cincinnati, Ohio

Would Assist Those Interested

THE businesses and items referred to in this article are entirely out of my line. Our society is engaged in research work on botanical medicines and plants in general from the Andes and the jungles. Still, I would have no objection to answering, to the extent of my limited knowledge, any letters that come to me from readers of *The Billboard*, at least to the point of trying to put the writers of such letters in contact with persons who might be able to divulge more detailed information.

I do not encourage correspondence on the show business nor on novelties, etc., but my reluctance is based only upon my ignorance of such endeavors. Any who do write to me will confer a favor by enclosing a small coin to defray postal expense. We can exchange United States coins, but United States stamps are worthless to us in Ecuador. It would be far better if the interested showman or buyer came to Ecuador in person to see for himself.

I must also again warn that buyers of novelties cannot expect to get huge quantities of the items I have referred to, as they are slowly and painstakingly made by hand. These people have not acquired the Mexican mass production methods to fit tens of thousands of tourists' needs. Tourists are few and far between in the Andes, and these items are made for home consumption, hence they are not to be had in large quantities.

SELL MORE POPCORN
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Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.



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SCALEMAN WANTED

For RUTLAND FAIR, Labor Day Week. Top salary, and I mean top salary. No beginners wanted. Ed Kennedy, wire.

ROXIE WILSON
Rutland, Vt., Fair Grounds

READING'S SHOWS

Want for Perry County Fair at Linden, Tenn., week Sept. 1, Grand Shows, Fat, Midget, Big Snake Illusion, Wax or Monkey Show. Want Stock Concessions, no X except Bingo, Popcorn. Address: W. J. WILLIAMS, Mgr., Gallatin, Tenn., Colored Fair this week.

DYER'S GREATER SHOWS WANT

Chair-o-Plane Foreman, Ride Help, Truck Drivers, willing to work some. Now booking legitimate Concessions. Sidewall Slim wants Agents. Westby until August 28th; White, on streets, August 29-31; Strain, on streets, Sept. 1-2; Ellsworth, Sept. 3-5; Hersey, streets, Sept. 6-7; all Wisconsin. Then south till the woodchuck chucks.

GIRLS GIRLS

For Rally and Parade Numbers, Specialty Dancers. Top salary. Place Musicians or four or five-piece organized Band.

GAY PAREE REVUE

Goodman Wonder Shows, this week, Hastings, Neb.; Lincoln, Neb., next week.

MRS. RAY ROACH

Care Congoland, communicate at once with Terre Haute, as sister Rose is very sick.
JAS. A. HANKERSON

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

balsa wood box and prepaid, registered parcel post. Upon occasion these tsantsas can be bought even cheaper than that.

The Jivaros also make many different kinds of very odd beads of brightly colored seeds, bones, river shells, etc., that can be obtained very cheaply, less than a dollar by a good deal. Then they have a peculiar war dress of bark, bird heads, beads, etc., that is attractive. Of course, they have the blow guns with poisoned darts in bamboo quivers and kapok-filled gourds. Besides these they use crude bows and arrows and heavy lances made from wood that is practically as tough as iron.

Yes, I believe that some enterprising small showman could work up a fine and highly unusual exhibit of Jivaro Indian trophies from Ecuador's vast jungles known as the Region Oriente among the headwaters of the Amazonas. I wouldn't, however, advise any showman to go into Jivaro territory to get his trophies without a thoro knowledge of how to get along with that tribe or he might lose his own head.

Animals and Birds

Dealers in pets, especially those who handle parrots, macaws, monkeys, etc., might do well to consider buying from Ecuador. We have a type of various shaded green Amazonas parrots here that learn to talk very rapidly and are quickly and easily tamed. Then there are the gorgeous macaws with their reds, yellows, greens, and blues and a very long tail. These do not make good talkers as compared with the Amazonas parrots, but they do learn a little and they become fully as tame as the parrots. Many kinds of monkeys, large and small, are available. I have been in Ecuador two years now and do not know of any bird and animal exports being made in that time, nor have I heard of any North American trying to buy here. Therefore it should be a good territory to open up for a buyer of such pets.

Hand-Made Novelties

In the novelty line there are many fine hand-made articles that can be had in the Ecuadorian highlands from the peaceful Quichua Indians that I think would find a ready market at rather fancy prices in the States. Here there are no mass production methods, no machine-made novelties, and the items that can be bought would not by any means take care of a large wholesale business, but for a very few buyers that wanted to stock just a few high-class small gift shops, this would be a mecca for buying.

Among the items that would stand export for most substantial profit are hand-made Quichua character dolls. These dolls are dressed in homespun material, made of wood, and are engaged at many tasks such as weaving, carrying fruit to market, playing native instruments, etc. Then there are the Quichua 32-reed bamboo organ flutes. These are

not toys, and the Indians play engaging tunes on them, yet they are very cheap in cost. They have bone paper knives, bamboo combs, and they hand-loom the finest rugs and blankets I have ever seen at any price anywhere. These items are loomed from either the wool of the mountain (Andean) sheep or from the still finer wool of the Andean llama. The nap is very long and the work is done entirely by hand. A llama wool blanket that should easily fetch \$25 or \$30 in the States can be bought here for less than \$10. One of the showiest items they make is called a sobre cama, meaning bed cover. It has a base of lightweight hand-loomed wool, and it is worked in a series of colored woolen yarns, all in different designs. These can be bought for around \$5 and certainly make a lovely and attractive wall decoration, couch or bed throw. But perhaps the most attractive, yet cheap, hand-made items in the Andes are the heads and vases carved from Tagua, which is known in English as ivory nut. Tagua resembles tusk ivory but it can be more easily carved. The Quichuas make beautiful matched vases from it for around \$1 a pair, and these should be worth \$5 or \$6 to any retail store. They also carve out heads of Indians, patriots, etc., that are extremely lifelike and get slightly less than \$1 for these heads. Lately they have been carving birds in three and four sections that fit together and they color the Tagua in the birds as they do in the vases with various shades and designs. These articles are all hand-made, which vastly enhances the beauty and value of them.

Genuine Panama Hats

Contrary to common belief, the genuine Panama hat is not made in Panama nor in any other part of the world except in Ecuador. Straw hat manufacturers make Panama types, but the true Panama hat can only be made in a certain part of Ecuador, as it must be woven from a peculiar fiber known as Jipijapa that grows only in this one region. I have often wondered, since I came here, why someone does not buy more of these genuine Panamas. Real hand-woven Panamas can be bought for around \$2 each here, and I have seen a few of these same hats on sale in the States for \$15 and \$20. Of course, they also make hats in Ecuador that sell for much higher prices. Last year I saw a hat that an entire family had worked on for eight months. It was being made for the President of a South American republic, and I was told that it would bring \$400 in United States money. This hat was made for a size 7 1/4 head, and it would fit into a penny match box or could be passed thru an ordinary finger ring. But all genuine Ecuadorian-made Panama hats are weatherproof in rain or sun and can be rolled up without breaking or damaging. They come unblocked. Some specialty store or salesman could make a wonderful feature item out of genuine imported Panamas, displaying the cartons, stamps, etc., to show the window-gazer that they were the real article.

Ecuadorian currency is now badly depreciated in value, but at the same time all living expenses in this part of the world are extremely low if based on United States currency, so the takes and expenses are well balanced.

WANTED for Amity, Ark., fair and balance of season—Bingo, \$15; all other Concessions, \$10. Jewelry, Milk Bottles, Cane Rack, Novelties, Candy Floss, Snow, Custard. Place any Show, 25% No Girl Show wanted; no racket. Lane, formerly of Bass and Lane Shows, can place your Merry-Go-Round and anything you have. Real proposition; wire. Want Till-a-Whirl, two Kiddie Rides for Fairs. Agents for Stock Concessions. Big Joe Neal, "The Country Gentleman," real p.c. territory, come on; all others come on. **DAVE COOPER**, Business Manager, Golden Arrow Shows, Amity, Ark. P.S.: Fair Secretaries, look us over. We have one week in Sept., one in Oct. open.

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Good Profit ★ Sensational Eye Appeal
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You make it fresh . . . before your customers . . . Manufacturing equipment provided free to reliable operators . . . Small investment necessary.

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Better Hamburgers

Man—This is **DYNAMITE!** New revolutionary **ROTOGRILL** cooks delicious hamburgers by electricity. No Grease. No Smoke. Action display. Also Junior model. Completely portable. Low cost. Every sale earns you large commission. **JEMCO PATTY MOLD**. Seals hamburgers in wax paper. Eagerly bought by meat markets, drug stores, lunch counters everywhere. Big profits. **NOW!! JEWEL ELECTRIC FOUNTAINS**. Are portable humidifiers. Beautiful display. Sell to homes and stores. Also large Color Change Fountains. Est. 1880. Send 10¢ for catalog and photoprints.

Jewel Elec. & Mfg. Co., 4443-BB Ravenswood, Chicago, Ill.

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A money-maker for cookhouse and hamburger stand operators. No. 1 design presses from 14 to 20 patties from one pound of ground meat. No. 2 makes 7 to 13 patties. Molds and presses a pound of hamburger for the griddle in less than a minute. Made of brass, chrome plated. Easy to clean. Sharp cutting edge. Perfectly sanitary. Patented. Guaranteed. Know where your money is going.—Order Handy-Burger today. Price, \$2.50, parcel post prepaid. Specify size, No. C. O. Ds.

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Byers Brothers' Shows (Carl)

Can place Shows with own transportation: Motor Drome, Monkey Show or Speedway, Big Snake, Fun House, or any Show of merit not conflicting with what we have. Want Man to take complete framed Side Show with new canvas, must have something worth while to put inside. Will buy or book super Roll-o-Plane. Can place any legitimate Concessions except Bingo, Cook House, Diggers, Custard, and Long Range Gallery. Anna, Ill., Fair, Aug. 25th to 30th; Pocahontas, Ark., Annual Labor Day Celebration, Sept. 1st to 6th; Kennett, Mo., Annual Fall Festival, Sept. 8th to 13th; Hayti, Mo., Firemen's Fall Festival, Sept. 15th to 20th; then the big one . . . Miss. County Fair, Blytheville, Ark., Sept. 22nd through Sunday, Sept. 28th; Poinsett County Fair, Harrisburg, Ark., Sept. 30th to Oct. 4th; Lions' Club Fall Festival, Marked Tree, Ark., Oct. 6th to 11th; six weeks to follow in good cotton country. Address: **CARL BYERS** as per route.

BECKMANN & GERETY SHOWS

WANT

Ride Help for Heyday, Ferris Wheels, Caterpillar and Octopus. Also Rope Men for Ferris Wheels. Show closes at Beaumont, Texas, November 9. Address **BECKMANN & GERETY SHOWS**, Des Moines, Ia., August 22 to 29.

CHARLESTON, WEST VIRGINIA, STATE FREE FAIR

CHARLESTON, WEST VA.

Begins August 30th to September 7th, inclusive. Kaus Exposition Shows, Inc., on the Midway. Want legitimate Concessions of all kind. Custard, Ice Cream, Drink Stands. No exclusive except Bingo. Will sell exclusive on Novelties. American Palmistry wanted. Want Help with experience for Merry-Go-Round, Ferris Wheel and Chair-o-Plane. Monte Navarro wants Girls, Talker. Billy Van, come on. Address: **A. J. KAUS**, Dunbar (Charleston), West Virginia, This Week.

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Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 60c. No order for less than 10,000 tickets of a kind or color.

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2000 PER ROLL

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TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

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 Size 48x48", Price \$20.00.
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 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

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 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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 Instant Delivery. Send for Wholesale Prices.

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 MID-HYBRID 341
 Dwarf Hull-less, a GENUINE HYBRID produced by us, assures you maximum returns. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hull-less. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Carbons, Cones, Bags, Salt, also Salted in the Shell and Fresh Roasted Peanuts. Write for latest price list.
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You can make EASY MONEY by Fortune Telling or Character Reading with our NEW
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 Clear cut script. Simple operation. Free developer coupons.
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BALL THROWING GAMES
 Bottles, Cans, Dolls, Kids, Tompkins. Complete portable outfits and supplies. Yukon Kids, 12" high, 75c; Yukon Queen, 13" high, 85c; Eskimo Kids, 14" high, 95c each. All made of heavy Sall Duck, stuffed with wood wool, have 2 1/2 x 3 1/2" inserted wood bottoms, are trimmed in lamb's wool and painted flashy contrasting colors, two sides.
LA-MANCE, 792 Marion, S. E., Atlanta, Georgia.

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 Peanuts, Cartons, Bags, and all Popcorn Supplies. We buy and sell new and used Popcorn and Peanut Machines. Complete line of Vending Supplies. Send for Price List today.
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Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

'TAIN'T hay on the big day!

DOC G. W. J. WHITE and Side Show troupe joined Blue Ribbon Shows in Elizabethtown, Ky.

TEDDY COLE, with two concessions, closed with Pryor's All-State Shows in Madison, W. Va., to play celebration dates.

40-MILERS in '41 will get more scratch than most '49-ers did.

JOINING Crystal Exposition Shows in Irvine, Ky., were Harry Dentini, Mr. and Mrs. Stevenson and daughter; Mamie Hensley, Fred Roe, and Alvin O'Brien.

JOINING Blue Ribbon Shows at Springfield, Ky., were Jack and May Kennedy, with cookhouse, and Mr. and Mrs. Billy Davis, photo gallery.

AFTER the gross is checked, many are left holding—the net, if any.—Cousin Peleg.

LOU-LOUETTE, sex attraction on Dee Lang's Famous Shows, took delivery on



IT'S PRIVATE JOHN M. BRADY now. A nephew of A. M. Balderston, owner of Melvin's United Shows, he is stationed with the 39th Bomb Group, Fort George Washington, Spokane, Wash., and is the first member of the shows to be inducted into the army under the selective service act.

a new living trailer while shows were in Cedar Rapids, Ia.

SAMMY SOLOMON is handling the front of Speedy Merrill's Motordrome on John H. Marks Shows, Walter D. Nealand reports.

SOME of the bigger ones marked time playing little ones while waiting for the big ones.

ADDITIONS to concession row on Arthur's Mighty American Shows at Baker, Ore., included Charles Elliott and R. L. Barth.

TERRY LA MONTE is new annex attraction on Popeye's Side Show on Mighty Monarch Shows. Terry says the shows played Pineville (W. Va.) Fair to good results.

SECRET of many successful showmen is that when small they perspired to be big.—Cadmus.

AFTER trouping most of the season with Dick's Paramount Shows, Walter G. McCracken joined Coleman Bros.' Shows at Norwich (Conn.) Fair with his Monkey Circus and pony ride.

ANYONE knowing whereabouts of Dick Proctor, carnival trouper, is requested to have him contact his mother on Tobe McFarland's Show in Texas immediately. Dick's father died on August 4.

OWNER-MANAGER of the Heart of the Jungle Show on World of Pleasure Shows, Sailor Harris is pinch hitting as script reader on the Underworld Show with the same organization.

SOME ride operators save for a rainy day. Others just borrow a tarpaulin.

DURING Arthur's Mighty American Shows' engagement in Baker, Ore., Mr. and Mrs. Everett Butler entertained relatives during the week and were hosts to several showfolk at a chicken dinner.

A MEMBER of Mark Williams' Side Show for a number of years, Louise Williams has quit the road and is now residing in Kalamazoo, Mich., Mary O'Dell reports.

WALTER ODELL SCOTT, formerly an employee of the cookhouse on Hennies Bros.' Shows, lost an arm when clipped by a train while walking along Northwestern Railroad tracks in Kenosha, Wis.

WON'T be necessary to quarantine some fairs against contagious spending.—Milo McCoof.

AFTER playing the fair and horse show in Berryville, Va., with Smith's Greater Shows, George Hill's concessions joined Heller's Acme Shows for remainder of the season at Keller (Va.) Fair.

FOLLOWING three successful fair dates in Indiana, Billie Baker, annex



A VET of 75 years in outdoor show business, Frank LaBarr, The Billboard sales agent and mailman on West's World's Wonder Shows, plans to celebrate his 88th birthday on September 4. Starting as a contortionist, he appeared with some of the largest circuses as well as carnivals, including Brown & Dyer Shows for 16 years; Johnny J. Jones Exposition, Melville-Reiss, and James E. Strates shows. He's been with West for the last three years.

attraction, returned to Ohio from Kendallville, Ind., to join another unit of F. E. Gooding Amusement Company.

HARVEY D. DREW has returned to Marshall, Mich., from his home in Georgia, where he was called because of his father's illness. Harvey reports his dad is much improved and that business continues okeh.

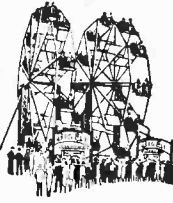
NEWEST member of Colleen McCormack's Underworld Show on World of Pleasure Shows, Florence Faircloth

Busman's Holiday

FRANKS GREATER SHOWS, which left Macon, Ga., recently for a tour of spots in Georgia's tobacco belt, have a free attraction that is attracting more than usual attention, Manager W. E. Franks reports. For the tobacco spots and tobacco growers Franks has a sound picture featuring—you guessed it—tobacco growing! Picture shows the whole tobacco process and actually advertises a well-known cigarette. Most of the growers know the story by heart from long experience, but they throng the midway to see it on the screen, Franks reports.

TWO No. 12 BIG ELI'S

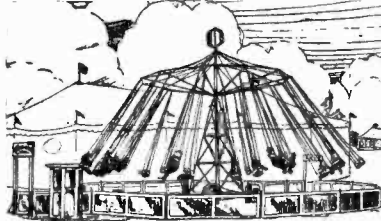
1941 Models purchased for Wisconsin State Fair at Milwaukee. No big ride has a longer earning record than an "Old Reliable" No. 12 BIG ELI. Forty-one years before the public and still as big a money-getter as ever.



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THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.



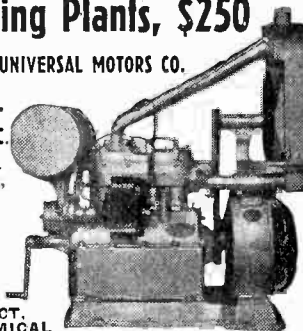
The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 26 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description.
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Lighting Plants, \$250

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Small 4-Cyl. Sets, Capable Lighting 100 50-Watt Lamps



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POPCORN

GOLDEN—Jumbo (Dynamite). O-MI-JAP (hull-less). White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "buttered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. GLASSINE Cones (7 Colors), also Bags and Cartons for "buttered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash dep. with orders. (Est. 1903.)

BRADSHAW CO. 31 JAY STREET NEW YORK CITY

H. P. LARGE SHOW

Wants Cookhouse or Grab, Erie Diggers, Custard and legitimate Concessions of all kind for Annual Homecoming and Pow Wow, Noble, O., Aug. 25-30; Findlay, O., Corn Carnival and Homecoming, Sept. 1-6; then South for the winter. Can place any Show with own outfit. Can use Help in all departments. Good opening for Kiddie Rides.
H. P. LARGE

WANTED

Cookhouse Help, Waiters, Griddle Men, Meta Litcher and Sam Boon, wire.

MRS. CHAS. H. POUNDS

Mighty Sheesley Midway Princeton, Ind.

FOR SALE

At Once
 LEAPING LENA, in perfect mechanical condition. Can be seen in operation at Belding, Mich., Labor Day. Cost \$6,000. First \$1,250 takes it. Will book on Show for balance of season.
PLEASURELAND SHOWS, Per Route

READING'S SHOWS

Want for Maury County Fair at Santa Fe, Tenn., week of Sept. 1. Grind Shows, Fat, Midget, Illusion, Wax, Big Snake, Side Show or Monkey Show. Want Stock Concessions, no X. Address: **W. J. WILLIAMS, Mgr., Hohenwald, Tenn., this week.**

GOLDEN BELT SHOWS WANT

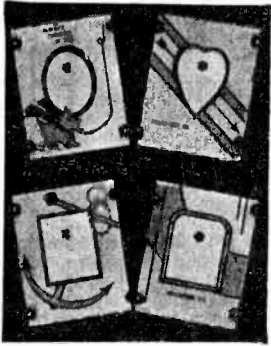
Cook House, Concessions of all kind that work for 10c. Place Shows—Ride Help, come on. We have Fairs and Celebrations until middle of Nov. Address: This week, Peotone, Ill. (Fair); then Boonville, Ind., for Labor Day.

PEANUTS

Raw, Roasted, Special Price on Jumbo Elephant Bags, Popcorn and Popcorn Seasoning. Daily Market Prices.

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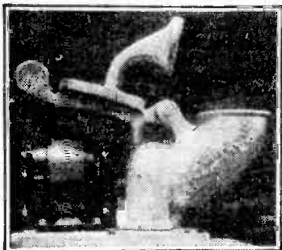
Our new 1941 Camera Catalog, listing everything for the 4

for 10c Cameras and One-Minute Cameras and Supplies, is ready. Don't fail to get a copy, it is free.
M. K. BRODY 1116 S. Halsted St., Chicago In Business 30 Years

—POP CORN—

Hoosier Pride Pop Corn and Seasoning is a combination hard to equal. Also Boxes, Bags, Cones, Salt. We ship everywhere. Buy direct from Indiana's largest growers.

Indiana Pop Corn Co.
MUNCIE, IND.



ECHOLS HIGH SPEED ELECTRIC SNOW SHAVER

\$39.50

S. T. ECHOLS
1337 Walton Avenue
St. Louis, Mo.

GOING SOUTH! JOIN NOW

Long Season Fairs and Celebrations.

Want Shows. Will furnish outfits. Any money-getting Shows we have what you have, may be able to place you. Want Concessions that work for stock, Talkers, Ticket Sellers, Dancing Girls, Girls for Illusions, Bingo Help, Ride and Canvas Help. Top salaries. Useful Carnival People, wire as per route list.

C. F. ZEIGER UNITED SHOWS

For Fairs—WANTED—For Fairs CONCESSION PEOPLE

Agents for Grind Stores and Coupon Bowling Alley Men. Counter Men for Bingo, Capable Cookhouse Help. Real Truck Mechanic, handle six trucks. Long season. Capable People all lines. Look us over—come on. We have seven Southern Fairs. Money spots. Reply: **ROY GOLDSTONE.**

FUZZELL'S SHOWS

Ft. Dodge, Iowa, week of Aug. 25; Audubon, Iowa, Fair, week of Sept. 1; Slater, Mo., Fair, week of Sept. 8; N. Little Rock, Ark., Legion Celebration, Sept. 16-20; or per route.

WANTED FOR FALL FESTIVAL

AVOCA, MINN., Sept. 12th and 13th. RIDES, SHOWS and CONCESSIONS.
ALBERT C. WEBER, Avoca, Minn.

FOR SALE

Merry-Go-Round, thirty-two foot Parker, complete with top, walls, organ, ready to set up and operate. New Platforms, \$800 cash. Loaded on 2 1/2 ft. Highway closed trailer. 1938 Ford tractor, two speed axle, brand-new motor, \$700. Sell both for \$1500 or separate. Ride stored in Milwaukee. **ELLMAN SHOWS, 2239 No. 56th St., Milwaukee, Wis.,** or as per route.

PALACE UNITED SHOWS

WANT Henderson Co. Colored Fair, Lexington, Tenn., Sept. 8th to 13th, inclusive. Concessions of all kind, no ex. Shows with own outfit, 25% Can use Two-Abreast Merry-Go-Round and one more Flat Ride. All answers: **F. W. WADSWORTH, Virginia, Ill., Aug. 25 to 30.**

FOR SALE

Allan Hershell Merry-Go-Round, \$1000.00; Smith & Smith Chair-o-Plane, \$500.00; 25 k.w. Light Plant on Dodge Truck, first-class shape, \$500.00; Cable and two Trucks to load Merry-Go-Round; 18x22 Cook House with all burners, ice box, cash register, complete \$100.00. First \$2000.00 takes all, or will sell separate. Can be seen in Forest Hill, La. Address all wires or mail:
C. L. SPENCER, Forest Hill, La.

POPCORN

All varieties; also complete line Popcorn Seasoning, Paper Bags, Cartons, Cones and Salt. Write for our latest price list.

EMBRØ POPCORN CO. St. Louis, Mo.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

celebrated her birthday on August 14 and was the recipient of numerous gifts at a party given in her honor.

WHEN the going is tough, call the income tax collector. He can find money anywhere.—Annie Fay.

C. SPEEDY, driver for Endy Bros.' Shows, escaped injury when a truck which he was driving overturned and rolled into a ditch near Eddington, Me., recently. The truck and its load, kiddie cars, were damaged.

MR. AND MRS. BILL MARTIN returned to John H. Marks Shows at Bridgeport, O., he to handle the front of Jimmy Raftery's Laughland Show, while Mrs. Martin is working on concession row.

TRIBUTE to be desired: "He closed the season with a far better show than the one he opened with."

"AFTER spending several weeks with my husband, Pete Smith, on Dixie Belle Shows, I returned home on August 17," Mrs. Ida Smith cards from Jacksonville, Fla. "Have taken over management of a large apartment house and will be located here permanently."

ADVERTISING AGENT for four years on Hennies Bros.' Shows and this season with Rubin & Cherry Exposition, Roland Davis left the latter at East St. Louis, Ill., and is working as a brakeman on the Northern Pacific Railroad out of Portland, Ore.

CLYDE L. RIDENOUR, who closed as electrician and operator of the Hollywood Revue on Funland Shows, visited *The Billboard* Cincinnati offices August 18 while in the Queen City on business. He is operating a cafe in Newcomb, Tenn., which he purchased recently.

NOW swine-and-corn fairs—and soon hog-and-hominy fairs below the "Smith & Weston" line.

OWNERS of the museum bearing their name, Mr. and Mrs. John T Hutchens are mourning loss of their canine mascot, Buddha, who died in Denver (of double pneumonia. Buddha tramped with the Hutchens for 12 years and is missed by all with the unit, Teddy Ward reports.

"HAD THE PLEASURE of visiting some old pals on Cole Bros.' Circus recently," pens Stan Reed from Rocky Mount, Va. "They included Larry Benner, Mr. Gibbs, Joe Haywood, and Zack Terrell. I tramped with them on John Robinson, Sells-Floto, and Hagenbeck-Wallace circuses."

LEON BARROWS, Blotner Model Shows, had his hands crushed so badly while the shows were playing Caribou, Me., that amputation was believed necessary at Cary Memorial Hospital. Barrows was working on the Chairplane when both his hands caught in the cogwheel.

IF SOME people could be in two places at once it would be a great break for midway shows.—Side Show Sal.

PINK BARBER, member of the Snake Show on Dodson's World's Fair Shows, was bitten by a large cottonmouth moccasin recently and is in Municipal Hospital, Hartford, Conn., where he is reported slightly improved, but in great pain, having used up all the city's available supply of anti-snake venom.

RIDE OPERATOR on various carnivals for the last six years, Ernest Roark quit the road recently on doctor's orders and reports he does not know when he'll be able to troupe again. Roark was married

Honesty Rewarded

ONE OF THE MOST reliable ticket sellers on Gooding Exposition Shows, in her haste to get out of the way on moving night, left a sum of money in the ticket booth, thinking she had placed it in the bag supplied for that purpose. Her long, faithful service prompted the treasurer to check the tickets and toss the money sack into the safe, thus the shortage was not discovered. Show moved to Greenville, O., and Owner F. E. Gooding decided to visit the unit. He was greatly surprised when approached by one of the ride men, Irving Fishborn, who handed him a roll of bills with the explanation that he had found it in a ticket booth while dismantling. He was liberally rewarded by Gooding.

to the former Marion Duffy in Elizabeth, N. J., on July 26 and spent his honeymoon in Virginia.

AL FOREMAN, perennial one-man committee at Paducah, Ky., and well known to outdoor showmen, writes that Walter B. Fox visited him briefly recently while en route South. Foreman has recovered from a recent serious flu attack.

NO, BEATRICE, bosses hardly ever inflict severe penalties on midway front-gate crashers.

"TAZEWELL County Fair here proved remunerative for my Oriental attraction, Linda Lopez," David Logsdon, Scott Exposition Shows, advises from Tazewell, Va. "Date resulted in a new top and banners for my Southern fairs and Florida tour."

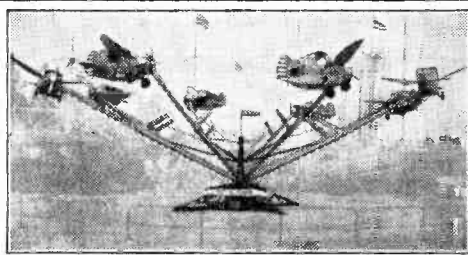
ANYONE knowing whereabouts of Ann Marvello, well known in carnival circles as the Girl in Red, who worked for Leo (Pat) Julien's Girl Show, is requested to have her contact her brother, Adam Keiper, Greenwood, Del. Her mother is ill.

OWNER-OPERATOR of the midway attractions bearing his name, J. G. Bake returned to Steubenville, O., from the East, where he contracted his rides and concessions with Funland Shows for dates in the South next winter. Units will join Funland on September 10.

NOT all booking is done at the Chi meeting, and managers with short bank rolls wish the situation could be changed.—Colonel Patch.

"BEFORE leaving Buffalo with Sunburst Attractions, I purchased a new portable electric sewing machine for wardrobe use in my Mona, Monkey Girl show." Billy Logsdon (Pinky Pepper) pens from Louisville, Ky. "I'm visiting my parents here before leaving for Southern fairs."

ROBERT CALES, known in outdoor show circles as R. C. Coleman, has been released from a Charleston, W. Va., hospital and will live with his sister in



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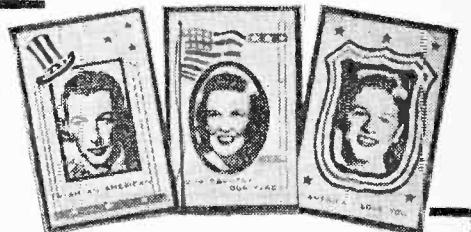
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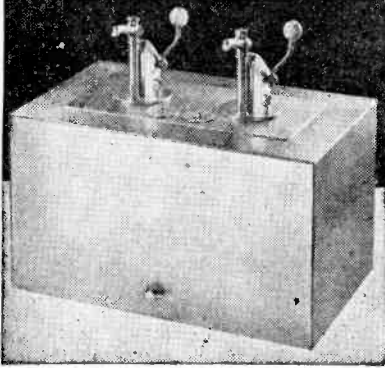
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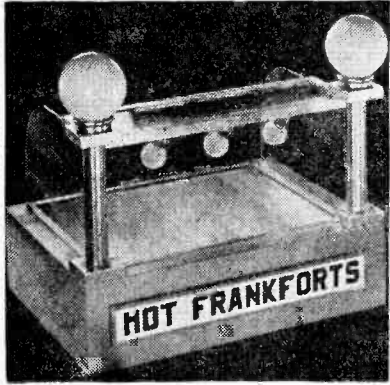
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Charleston until his health is better. He says he'll be there about two weeks and plans to play late fairs with grab and ball game.

ANIMAL ODDITIES, truck show, closed a four-day run, in Helena, Mont., on August 17 to fair business. In show's menagerie were 40 animals, including Belgian Bob, huge horse, and Big Tom, large steer. Joe Cogozzo's Monkey Show proved the best draw. Unit, which has been playing Montana for more than a month, employed 15 people and has been on the road four years.

OUR press agent is working on a blow-up, the side-show manager has a new blow-off, and the boss is always scared of a blowdown. —Joe Blow.

"**BRIGHT LIGHTS EXPOSITION** scored a fair week in Friedens, Pa.," F. O. Norton scribes from Stoystown, Pa. "Saturday matinee was lost to a heavy rainstorm, which did severe damage to the Kiddie Ride top, cookhouse, and palmistry booth. Kinsky's cookhouse closed at the end of the engagement to begin its dates."

WHEN Wallace Bros.' Circus played Alton, Ill., on August 11, Billie Wingert and Ray Garrison, carnivalites, enjoyed an all-day visit with Buckskin Betty, Colorado Fred, Albert White, and other friends with the circus. Wingert is in Alton, his home town, because of serious illness of his father.

AFTER a successful 13-week season with Gooding Greater Shows, Tige Hale's Concert Band is playing Michigan and Ohio fairs with Jack Raum's Circus and Rodeo, playing the concert and a large part of the show. Recent additions include Earl Williams, former trumpet player with several circus bands, and Dale Totten, drummer.

DAVE MANNING, in Lawrence (Mass.) General Hospital, letters: "It's kind of difficult for a fellow lying on his back to know how to thank a bunch of swell performers for the kind deeds they performed thru a bingo tent in New Bedford, Mass., recently. I've got a lump in my throat as big as the Rock of Gibraltar."

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

By STARR DE BELLE

Formerly, Ia.

Week ended August 23, 1941.

Dear Editor:

Claiming no supernatural powers, Ballyhoo Bros. tried to revive a dead one. It being fair season, the bosses thought it was due time to play one, regardless of where or what. Because of the conditions that prevailed, neither of the words "where" or "what" were ever accounted for. Hearing of an abandoned fairgrounds somewhere around or about the city of Formerly, General Agent Lem Trucklow hid himself to the spot. Now the city of Formerly was formerly a city. Some of the older residents well remembered the once thriving city, but could not give its former location. As to the fairgrounds, arguments ran pro and con as to whether it did or did not exist. All Lem had to guide him was the longitude and latitude.

The longitude and latitude showed a dense thicket, 10-foot-high sunflowers, weeds, thistles, and tall buffalo grass. The l. and l. failed to produce fairgrounds. Chartering a plane, our agent flew high overhead, circling the proper longitude and latitude, but without results. Our fast-stepping Lem, not to be stumped, wired his senator and arranged for an American bomb sight to be shipped on, but even with this great secret the fairgrounds couldn't be located. Knowing that the show had to play a fair, Lem became panicky and resorted to early trail-blazing methods by hiring two Indian scouts. The Indians, who were the first settlers, couldn't remember of even hearing of a former fair and the exact latitude and longitude didn't mean a thing to them. The spot apparently was lost for the show.

Unrolling his bed roll bundle, our aggressive agent decided to retire and call it a day. Waking up during the night, he found the entire area ablaze. The fire was started by a candle that he had forgotten to blow out. Stumbling around in a daze, Lem was overcome with smoke and passed out, while the fire raged about him. A sudden rain that fell in sheets proved a blessing and a lifesaver for our agent. At daybreak, when he revived, he discovered that his head was resting on a very faded sign reading, "Tip Old Sam. He Gets No Salary." Then he realized that the long lost fairgrounds location had been found. (The above account proves that agents should live in the great outdoors and get back to nature.)

Flagging down a truck that was making a morning milk route, our agent was soon where he could wire the glad tidings to the show, which immediately entrained for the spot. Arriving at a railroad crossing some 10 miles away, the wagons were soon unloaded and on their way to the lot. So elated were the farmers in the vicinity with the discovery of a much-fabled fairgrounds that their great-grandfathers doubtless had visited a ventury or more ago that they

met and agreed to support it from 1 to 100 per cent. Our attractions were erected on the scorched earth location in time for the unscheduled opening. (An unscheduled opening is one that opens when a crowd arrives.) Not knowing who had been the founders of the fair, so that a special Honorary Founders' Day could be set, the next best thing that could be put on to arouse public sentiment was an Old Sam Day in honor of the man who revived a lost fair by leaving his tip sign.

From sources that the office was lucky in getting, the spot grossed 50 per cent over the year 1822, 75 per cent over 1823, and 100 per cent over 1824, breaking and crashing all former high midway gross records. The moral of our past week's achievement is, "Any agent can contract an existing fair, but it takes a clever one to find and play a non-existing event without a heavy entertaining expense account." Actual figures on our grosses will be sent to any interested persons if they enclose 10 cents in stamps and the service charge on two passes.

MAJOR PRIVILEGE.

Los Angeles

LOS ANGELES, Aug. 23.—West Coast showmen are looking forward to a big time here during September. The 12th marks the opening of a five-day stand for the Ringling circus on Crenshaw Boulevard. Los Angeles County Fair, Pomona, opens with Rubin & Cherry Exposition on the midway on that day, and the next day Polack Bros.' Circus opens a run to last until September 20. Reports here indicate that the Polack circus is enjoying a good advance sale. Irving Polack has extended an invitation to members of the Pacific Coast Showmen's Association to be his guests on a Sunday night during the engagement.

Pat Shanley, who lives at the Los Angeles Elks' Club, attended the last meeting of PCSA. He has been ill, but is recovering. Ray Johnson, who put in 55 years in minstrelsy and who now works in pictures, presented Capt. David Barnett with a picture of Col. Theodore Roosevelt the night the PCSA honored Barnett. Elden Frock is playing fairs in this section. Charles Nelson is making fairs in Washington. Charlie Haley was a talker at the recent Moon Festival. Jim Gallagher and Jim Dunn are busy with visiting the sick. Barney Flannagan reports that all is well down Long Beach way. Pop Ludwig makes frequent trips from Long Beach to Los Angeles.

The PCSA membership honor roll is filling up with Sammy Dolman and Moxie Miller rolling in applications from Mission Beach. Work on the tiger for the cemetery memorial is progressing after being stymied for a short time. Standard for the carving was set by the statue Ben Beno sent the club while touring Italy. Harry Hargraves is dividing his time between his rides in Ocean Park and Venice and the banquet plans. Date is December 11.

BABE HUNTER, who, with her late mother, made Northern fairs for the last 33 years, remained off the road this year to operate her pit barbecue and bar on the Boardwalk at Jacksonville Beach, Fla. She reports good business, but adds that she'll return to the road on October 1.

WANTED

Roll-o-Plane and Octopus Help. Long season in Texas. Harold McNeil, answer.

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WANTED

Expert Grinder for Monster Show. Must be sober, efficient and dependable. Complete route of high-class Fairs. Address:

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Fair Grounds, Charlotte, Michigan, Aug. 26-30; Dayton, Ohio, Fair Grounds, Sept. 1-4.

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To the First Party who can give me the present address of

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Address: LEE WIRTH, care Billboard, 390 Arcade Bldg., St. Louis, Mo.



L. E. (EDDIE) ROTH, owner of Blue Ribbon Shows, and Vernon Moore (right), business manager of the organization, posed for this photo in Elizabethtown, Ky., where the shows chalked up the best still date of their season so far.

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BEE'S OLD RELIABLE SHOWS, INC.
WANTS Diggers, Long Range Shooting Gallery, Penny Arcade, and all ten-cent Concessions. Agents for Stock Joints and Ball Games. Sober Ride Help at all times. Fun House. Shows with own equipment and transportation, 30% to office. Performers for Minstrel Show. Alabama Blossom, write Kid Murphy. Eight consecutive Fairs in Tennessee and Alabama. Campbellsville, Kentucky, this week; Waverly, Tennessee, next week.

RIDES . . RIDES . . RIDES
Fair Secretaries wanting to book Independent Rides, have available a complete set; also a few Concessions. Write
THOMPSON BROTHERS 2906 Fourth Avenue Altoona, Pa.

WALLACE SCORES

(Continued from page 41)

but the spirit was there and natives turned out in large numbers.

Much credit was given to all Western fair managements for the manner in which they are carrying on and meeting difficulties with a smile in trying times. Owner-Manager J. P. (Jimmy) Sullivan was high in praise of directors, managers, secretaries, and presidents of the circuit for the many acts of kindness and courtesy shown the organization.

Shows played 14 fairs in seven weeks, making two fairs each week and rail-roading as far as 200 miles after tear-down Wednesday night, and were in operation at the next fair at 4 p.m. the following day. J. B. Holden, president of the circuit, attended most of the fairs and officiated at opening of Prince Albert Exhibition. Keith Stewart, association secretary, also was on hand at many of the fairs.

Shows staged a benefit party for the Showmen's League of America and combined war charities to successful results in the Orpheum Theater, Prince Albert, on August 7. A substantial sum was raised and turned over to the League and charities. Gertrude Avery's revue and performers from the circuit provided entertainment.

CONKLIN GATE

(Continued from page 41)

Moon Rocket, Water Bug, and Tilt-a-Whirl were the high-grossing rides.

The Duke of Kent was sped thru Kiddieland, and fast-clicking photogs got some swell pictures of his majesty against a background of miniature rides and a mechanical circus.

Fort William Stand Up 25%

PORT WILLIAM, Ont., Aug. 23.—Riding on a prosperity wave created by defense industries in this sector, Canadian Lake Head Exhibition, August 11-16, established an all-time single-day attendance record on the closing Saturday with 24,000 paid admissions and was up 25 per cent in all departments over 1940 figures, according to Manager Wilf Walker.

J. W. (Patty) Conklin's Frolicland topped last year's grosses 25 per cent despite rain on Friday, second biggest day. Jimmie Lynch's Thrill Drivers, under management of Pat Purcell, repeating from last year, had two good grandstand matinees. Acts booked out of the Barnes-Carruthers office comprised the night grandstand show. Nightly prize attendance drawings and other stunts were effective business stimulants.

VIRGINIA GREATER

(Continued from page 41)

from the main street, shows presented an attractive appearance and a 10-cent gate prevailed. Committee co-operated and plenty of publicity was given shows.

Rides worked to near-capacity crowds and Ferris Wheel and Flaming Youth Show were the top money getters. Saturday's Kid Day, with proceeds going to a local family, was successful. Mr. and Mrs. Ken Davis, free act, joined here, and Capt. Ted Townsend visited them briefly.

Shows came in from a successful engagement at Willow Park, Hanover, Pa., under American Legion Post auspices. Committee co-operated and on Saturday local shoe factory employees held their annual picnic at the park and patronized shows. Shows' line-up includes Sol Nugger and Mr. and Mrs. Rocco Masucci, owners; William Murray, general agent; Ken Davis, free act; Raleigh Gibson, ride superintendent; Mac McMurdo, electrician.

Rides: Merry-Go-Round, Raleigh Gibson, foreman; Howard Ward, second man; Kiddie Ride and Chairplane, Art Gibson, foreman; James Monroe and Paul Caldwell, second men; Ferris Wheel, Paul Jones, foreman; Eddie Field, second man. Shows: Girl Show, Doc Venner, manager; Animal and Mickey Mouse, Mr. and Mrs. Dorner; Minstrel, William Floyd, and Flaming Youth, Ken Davis.

Bingo stand is office-owned, with Sol Nugger doing the calling and Henry Revior, Joe Clonan, and Eleanor Davis as agents. Teddy Baker and Sam Levy have three concessions with these agents: Vic Weinberg, Ed and John Gurry, Chicago Red, Steve Gordon, Phil Handsome, Al Demarest and Butch Williams. Tommy Delph has two stands, with Irish Cochrane and Al Sutton as agents. Other concessionaires are Mr. and Mrs. Mac McMurdo, popcorn and snowballs; Mr. and Mrs. Kile and daughter, Nedra, with photos; A. Stamos, 2—W. L. Allen, agent; G. Glick, 2; Mr.

and Mrs. Valdosta, 3; Harris Family, 2; Mr. and Mrs. Bartholomew, grab stand, and Whitey Stamford, hoop-la.

James Walker is canvasser and Ken Davis is mailman and *The Billboard* sales agent.

BG TOP AT IONIA

(Continued from page 41)

New Orleans colored revue, and Skinny Maddock's Royal Ice Palace played to record houses. Pete Kortess's Circus Side Show and Mr. Vogel's Monster Show did well, as did George Salisbury's Illusion and Magic shows and Zeke Shumway's Globe of Death.

Midway consisted of 14 shows, 18 rides, and 35 concessions, and the new Spitfire topped rides. Also working to outstanding results were the new midget Streamlined Railroad, three Ferris Wheels, and Merry-Go-Round.

BG Starts Well at Des Moines

DES MOINES, Ia., Aug. 23.—After a two-year absence, Beckmann & Gerety Shows opened on Iowa State Fair midway on August 20 to favorable weather and good business. Good crowds prevailed Thursday night and satisfactory business resulted. Shows made a good run here from Ionia, Mich. On Wednesday night fair board officers were guests of Messrs. Beckmann and Gerety, and included in group which toured the grounds were President John P. Mullen, Secretary Lloyd Cunningham, and Art E. Corey, assistant secretary and former fair manager. Earl Chambers enjoyed visits from Mr. and Mrs. Roy Hamilton. William Salisbury, who is operating the Illusion Show this year, was forced to trim 20 feet from his tent because of lack of space.

HIT BY 11,000 VOLTS

(Continued from page 41)

burned and his left foot. He was in contact with the wire only a second or two, but that powerful charge was burning and searing his foot and arm to the bone that time. Then the weight of his body broke the contact and he fell a distance of six feet or more down the pole, hanging suspended by his safety belt.

Other electricians rushed to his rescue and brought him to the ground and he was immediately taken to the hospital. He has been receiving treatment for four weeks and it will be another two months before he will leave the hospital. Physicians and surgeons say that he will be able to walk but he probably will never climb a pole again. Sykes knows that he is a lucky man—one in a million who "took" a dose of 11,000 volts of electricity and lived to tell the story.

GA REVAMPS LINE-UP

(Continued from page 41)

retary-treasurer; Fred Knight, publicity director; Red Roane, ride superintendent, and Ralph Decker, lot superintendent.

Rides and their foremen include Ferris Wheel, Harold Thorpe; Merry-Go-Round, Thomas Sheppard, Loop-o-Plane, John Petrus, and Chairplane, Thomas Allen. Shows and managers are Midgets, Frank Berk; Streets of Paris, Frank Allen; Nature's Mistake, Jean Nadja; Monkey Drome, Jimmy Hellman Jr.; Penny Arcade, Jimmy Hellman Sr.; Athletic, Harry Mamus, and Dog and Pony, Captain Irwin.

Concessions: Cookhouse, Frank Thomas; track, S. Charles; cigar store, J. C. Corbett; ham and bacon, Murray Bernstein; roll down, George Harvey; pan game, Frank Allen; Beeman Yancey; penny pitch, Harry Kelly; popcorn, John Neilson; cigarette pitch, Jerry Mahoney; photo gallery and dart game, Ray Groves; grab stand, J. Swerth.

BENEFIT AT SEDALIA

(Continued from page 41)

Pugh, show owner, as shows' bit towards the benefit drive.

Acts from the grandstand show and various units on the shows' midway provided entertainment, with Bernet handling emcee chores in capable style. A large delegation of members of HASC came in from Kansas City, Mo., to be on hand at the special performance. Other visitors were Ray Anderson, Thearle-Duffield Fireworks Display Company; Sheik Lambert, Chicago; Sidney Belmont; Edgar I. Schooley; Vince Borelli; Capt. Bob Ward, Hollywood Daredevil Aces, and Frank Joerling, of *The Billboard*. Charles Green, fair secretary, and other fair officials were on hand, as was Ernest Baker.

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Mammoth Munition and Defense Program with Two Million Dollar Payday. To be followed by

GREAT GALAX, VA., FAIR—September 8 Till 15

and Nine More Bona Fide Fairs in the Best of Proven Southern Territory. WE PLAY THE CREAM OF THE MUNITIONS AND DEFENSE TOWNS STARTING SEPTEMBER 1ST.

CAN PLACE NOW FOR ENTIRE ROUTE—Legitimate Concessions of All Kinds.

MARKS SHOWS

THIS WEEK—RONCEVERTE, WEST VA. Week of September 1st—Radford, Va.

DICK'S PARAMOUNT SHOWS

WANT WANT WANT

CONCESSIONS: Ball Games, Grind Stores, Guess Your Age, Scales, Fish-pond, Long and Short-Range Shooting Galleries.

HELP: CHAIRPLANE FOREMAN. Ride Help who can drive semis.

This week, HUNTINGTON, L. I. Next week, SUFFOLK COUNTY FAIR, RIVERHEAD, L. I.

DICK GILSDORF, Mgr.

KEYSTONE MODERN SHOWS WANT

For long route of Southern Fairs: Legitimate Concessions of all kinds. Experienced Ride Help and Truck Drivers. Chorus Girls, Musicians, Performers for Colored Minstrel Show. Address: Indiana, Pa., this week; Oakland, Md., week September 1 to 6.

Hughey & Gentsch Shows

Want to enlarge Colored Minstrel Show for Southern Fairs. MUSICIANS: Trumpet, Tuba, and Sax or Trombone to bring band up to ten people. Salary every week. PERFORMERS: Want one or two more real Comedians and three or four Chorus Girls. All must be good workers. All winter's work to good people as the show will go out as a one-nighter at end of carnival season. We have new outfit and bus transportation for people. SHOWS: Want one or two more Shows. Will furnish tops and fronts.

CONCESSIONS: Have several good openings for Concessions. Must be legitimate—no other kind carried. Address MARISSA, ILLINOIS, This Week.

Showmen's League of America



Sherman Hotel Chicago

CHICAGO, Aug. 23.—September is drawing close and applications are coming in nicely. Bernie Mendelson asked for more application blanks and he's trying to make his total 100 before September 1. That's the day the initiation fee will be increased to \$25. Applications were received during the week from Paul Revolt, Bill Perrot, William McClosky, Cecil Meyers, William Meyers, Joe Apell, Joe Miles, Charles McBride, A. Lee Maddox, and Robert Marcus, credited to Lee Sloan, A. J. Weiss, Sam Feinberg, Bernie Mendelson, and Jack Hawthorne. Sam Bloom, back from a long vacation, advised that he visited Robert Revolt at Fort Riley, Kan. Jess Jordan has recovered from his recent operation.

Stopping over here were Phil Gilson, Ralph Woody, Julius Turov, Nate Eagle, William McClosky, Robert Marcus, E. Lawrence Phillips, Morris Lipsky, Bud Paddock, J. C. Thomas, Mr. and Mrs. Ralph Lockett, and Mr. and Mrs. Clyde Beatty. Jack Hawthorne is back in town for a few days, and Vernon L. McReavy, of Polack Bros.' Circus, stopped in for a visit. Louis Berger, Goodman Wonder Shows, also was here for a few days. Carl J. Sedlmayr, Harry W. Hennies, and Curtis J. Velare were in town on business.

The 1942 Outdoor Amusement World Directory committee requests your attention to the forms sent you for listing in the book. Several brothers have been doing good work, so let's try to have at

Club Activities

least one advertisement from each member. Harry W. Hennies and John F. Courtney are doing their bit. This is the final notice of the increased initiation fee. There's still time to get your application in before September. Write for a blank form and it will be sent to you at once. To Charles Williams goes credit for the application of Frank C. Kokenmiller. A number of members have responded to the recent letter from Past President J. W. (Patty) Conklin on their pledge to the Showmen's Home Fund. Conklin plans to follow this up with another reminder to those who have not responded. Why not attend to yours at once?

Ladies' Auxiliary

President Mrs. Joseph L. Streblich, Mrs. Edna O'Shea, and Mrs. Jannette Wall made plans to visit Mighty Sheesley Midway at Hammond, Ind. Chaplain Mrs. Nate Hirsch went to Toronto, Ont., to visit her husband. Several applications were held over pending balloting, which will be taken care of at the next board of governors' meeting.

Dues for 1942 are coming in rapidly and club secretary is sure you will send yours. They are due and payable September 1. Mrs. A. J. Weiss, membership committee chairman, sent in several petitions for membership, as did Viola Fairly and Betty Hartwick. Sister Myrtle Hutt came into town for a day to do some shopping and visiting with friends. Do not forget to send your radio books to Mrs. William Carsky, 1329 Independence Boulevard, Chicago, Ill.



National Showmen's Assn.

Palace Theater Building New York

NEW YORK, Aug. 23.—Secretary Sam Rothstein back from a visit to Asbury Park, N. J., with applications of several new members, including Michael Weinstein chairman of the Housing Authority of New Jersey; Harry Walters, Arthur A. Seger, and Herman Ruben. Brother D. D. Simmons had quite a few of the local boys working with him on a USO bazaar at Sheepshead Bay, Brooklyn. Among them were Brothers Dada King, Willie Gottlieb, Nate Weinberg, and Louis Siegel. Brother George Rosen in town from Savannah, Ga. Brother Jack Zupan sends regards from Atlanta, and Brother Al Katzen from White Mountains, N. H. Brother David Epstein up and visiting the rooms regularly. Brother Paul Spitzer was in town from Asbury Park and paid dues he collected from members there. Have you paid yours yet?

Members are reminded that now is the time to line up prospective advertisers for the year book published in conjunction with the banquet to be held at Hotel Astor November 26. Executive Secretary John M. Liddy again on the road and reports that Brother W. C. Kaus has left the hospital in Portland, Me., and is back with his show. Secretary Liddy also visited O. C. Buck, Cetlin & Wilson, King Reid (where he visited with Brothers Harry Decker, K. C. McGary and King Reid), O. J. Back, Prell's World's Fair, Keystone, Kaus Exposition, James E. Strates, Penn Premier, and Lawrence Greater shows.

Birthday congratulations to Ben Barth, Max Alex, Paul Botwin, August 27; Murray Polans, C. F. Lauterbach Jr., Judge Abraham Lieberman, 28; Al A. Crane, F. T. McConville, 29; A. I. Kessler, Joe End, 30; Fred Phillipson, 31; Ralph W. Marquet, Ned E. Tortl, George D. Buchanan, September 1; Johnny J. Kline, Ralph E. Swisher, 2.

Ladies' Auxiliary

Parade of pennies for Orphans and Poor Kiddies' Christmas Dinner keeps marching on. Bags were returned filled this week by Mimi Sussman and Vice-President Edna Lasures. While visiting Coleman Bros.' Shows at Middletown Fair, Sister Dorothy Packman left a bag with Brother Tom Coleman which he will fill. Application for membership of Charlotte Short, Mike Prudent Shows, was received from Vice-President Lasures, while Sister Rose Rosen sent those of Mrs. Molly Milgrim and Mrs. Sarah Persily. Contributions were received for the Bess Hamid Sunshine Fund from Sisters Lena Keeney and Virginia Kline. Sister Leah Greenspoon writes that she and her husband have been with Conklin Shows all season and are enjoying gratifying business. Sister Julia Franck is recuperating at home from her recent illness, but Sister Sally Wagner is ill at her home in Coney Island.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

Ladies' Auxiliary

Club's weekly social, featuring a tea to raise funds for the Auxiliary, was held in Mora Bagby's spacious home, with Mrs. Hort Campbell as hostess, assisted by Mr. Campbell. About 80 guests, many of whom were out-of-town members, attended. The Bagby living room was appropriately decorated, and a fashion show was one of the features. Lunch and refreshments were served at 6 p.m.

During the afternoon many prizes, donated by members, were distributed. Margaret Welsh won an attractive pin, while Mother Minnie Fisher was awarded a lamp, donated by Mrs. Campbell. Bell Taylor won the door prize, donated by Peggy Forstall.

Heart of America Showmen's Club



Reid Hotel Kansas City

Ladies' Auxiliary

As fall nears, club members are busy making plans for the coming winter sessions. Secretary Loretta Ryan reports that several members have paid their dues, and the award books sent out by Viola Fairly have been coming in well. June Taylor was the first to send hers in, with Margaret Pugh second.

Mr. and Mrs. C. J. Butin and son passed thru the city while returning from a four-week tour of the East. Mrs. Jess Nathan plans to visit them at their home. Mr. and Mrs. Art Brainerd left for the Black Hills and Yellowstone Park for a two-week vacation. Margaret Haney was in town for two days.

Ray and Doris Bellew are in town from Beckmann & Gerety Shows. Mrs. Hymie Schreiber returned from a visit to her mother. Hazel Smith is expected back soon and will have Lola McRay as her guest. Lola Hart has returned to the hospital again. Ruth Ann Levin's dog, Sandy, presented to her by Auxiliary members on her wedding anniversary last year, died recently. Mike, the Tony Martones' dog, was at the hospital to have some teeth removed. Ann Callender is a new member. Loretta Ryan opened her restaurant to good business. Dues for 1942 are payable now and should be sent to Loretta Ryan, secretary, Reid Hotel.

The Du Quoin, Ill., State Fair, Sept. 1-6, Have Selected West's World's Wonder Shows

To Furnish the Shows, Rides and Concessions EXCLUSIVELY

WANTED—Shows, Rides not conflicting (Mrs. Melville, wire; also Mr. Britt and Doc Barfield), Spitfire, Rolloplane, Octopus. Concessions all open.

Key Weiss wants Talker and Girls for Posing Show. Former help, come on. Tickets to those we know.

Art Converse wants Reader or Mind-Reading Act for Side Show. Wanted for Minstrel Show—Musicians, Dancers and Performers. Want Ride Help, also Scenic Artist.

Note—Our FAIR ROUTE:

After Du Quoin comes Ken.-Tenn. District Fair, Fulton, Ky.; N. Miss. Fair and Stock Show, Corinth, Miss.; Yazoo City, Miss., Fair; Laurel, Miss., Fair; Hattiesburg, Miss., Fair; Alex. City, Ala., Fair; Dothan, Ala., Fair; Gulfport, Miss., Fair; New Orleans, La., Exposition and Fair.

All answers and inquiries for Du Quoin State Fair must be in by Sat., Aug. 30. "Join the show that has nothing but FAIRS until Xmas."

Address Bloomington, Ill., This Week.



Pacific Coast Showmen's Association

Annual Dues should reach our office between September 1 and November 1. EXPANSION MEMBERSHIP CAMPAIGN, closing November 15th. NOW GOING STRONG and is FAR IN ADVANCE of Any Previous Year. REINSTATEMENTS may Avoid PAST DUES PENALTY by Filing Applications NOW. . . . GET IN, Ex-Brothers, While the GETTING IS GOOD. Joe Glacy, Pres. Mike Krekos, Roy Ludington, Earl Douglas, John R. Ward, Vice-Presidents; H. A. Ludwig, Sec'y.

PACIFIC COAST SHOWMEN'S ASSOCIATION, 623 1/2 South Grand, Los Angeles, Calif.

W. C. KAUS SHOWS, INC.

WANT FOR LYCOMING COUNTY FAIR, HUGHESVILLE, PA., WITH WOODSTOCK, VA. TO FOLLOW: Will book Flat Rides like Whip or Silver Streak, Ridee-O. Ride Help for Wheel, Chair-plane, etc. Legitimate Concessions of all kinds and Grind Stores, Penny Arcade, Long or Short Range Shooting Gallery, Photos, Bowling Alley, Pitch-Till-U-Win, Ball Games, Scales, Guess Your Age, Cigarette Gallery, Novelties, Candy Floss or any other Eating or Drink Stands. Side Show or any other Walk Thru or Illusion, Fat or Unborn Show with own equipment. George Baldwin wants for Minstrel Show two Sax Players. William Fair and Maurice, write. He also wants Singer, must be attractive. Write or wire all communications to W. C. KAUS, Huntingdon Fair, Huntingdon, Penna.

CONCESSIONS AND FREE ATTRACTIONS WANTED MERCHANTS FESTIVAL AND POULTRY SHOW

NELSONVILLE, OHIO, SEPTEMBER FIRST TO SIXTH, INCLUSIVE.

Free Act, must be sensational, high and equipped to set on streets. Address Inquiries:

THE F. E. GOODING AMUSEMENT CO., 1300 Norton Ave., Columbus, Ohio.

Missouri Show Women's Club

Maryland Hotel St. Louis

ST. LOUIS, Aug. 23.—Secretary Grace Goss visited Royal American Shows at Illinois State Fair, Springfield, and called upon Sisters Marie Book and Mildred Laird. Trip also took Mrs. Goss to Iowa to the Dee Lang Famous Shows, where she visited Sisters Norma Lang, Viola Fairly, Marie Jones, and Mary Foster. She obtained the memberships of Babe Hutchinson, Pearl Van Wert, and Edith Kelley, all of the Lang Shows.

Elizabeth Anderson is on vacation at Lake Manitow, Ind. Dues and coupon books are coming in in good style and club looks forward to a successful season. Past President Catherine Oliver pens from New Orleans that she is still in the hotel business there.

MARY LAND SHOWS

CAN PLACE ORGANIZED MINSTREL SHOW AND ATHLETIC SHOW

STOCK CONCESSIONS OF ALL KINDS Privilege \$15.00 Per Week.

Address: EMIL SCHOENBERGER, Mgr., Saybrook, Ill., this week; Litchfield, Ill. (Fair and Labor Day Celebration), Sept. 1-6.

HUSTLER NOVELTYMEN Street Salesmen—Hawkers

Wanted For NATIONAL LEGION CONVENTION

MILWAUKEE, SEPT. 14-18. Readers sold. Everybody works. Don't order or bring stock.

M. MARASCO

100 No. Fourth St. Milwaukee, Wis.

KENT COUNTY FAIR

Grand Rapids, Mich., Sept. 9th to 13th.

Can place independent Shows and legitimate Concessions of all kinds. Will sell a few exclusives. We are now reserving space for the La Grange, Indiana, Corn School and Street Fair, to be held week of October 6th. Address:

W. G. WADE SHOWS

Knox, Indiana, this week

Direct From the Lots

James E. Strates

Batavia, N. Y. Week ended August 16. Location, fairgrounds. Auspices, Fair Association. Business, fair. Weather, rain and cold.

Altho an old stand-by of the shows, this fair was not up to previous years because of cold and rainy weather. Saturday, however, shows got a break in weather and the day showed a huge gross, which proved a life saver for shows and concessions. Because of lack of space, seven shows and three rides were set up in a grove, about a quarter of a mile from the main midway. James Yotis is mounting the big tank and power pump on the new water truck and Mike Olsen and transportation crew are brightening up equipment for the fairs. Seen on the midway were George A. Hamid, Nancy Miller, Paul Smith, and Harry Ahle. Assistant Manager Dick O'Brien left for a trip to the various fairs booked to look over the grounds and obtain enough space for the shows. Emanuel Bachinni is overhauling and repainting his cannon. Sighted in Steve Gekas's Cafe was Max Cohen entertaining friends from Rochester, N. Y., including Gus Goler, Mrs. Gordon Jepson, and Charles Hayes. General Agent William Fleming is in the South. SKY PUTNAM.

Johnny J. Jones

North Chicago, Ill. Week ended August 16. Location, 22d Street near Greenbay Road. Business, fair. Weather, variable.

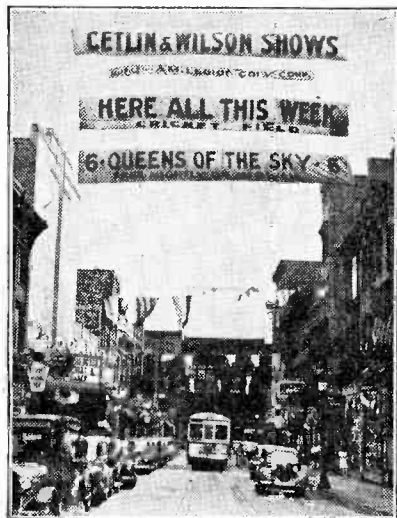
Business here was not up to the standard enjoyed by the shows at most of the stands in the North this year. It was an initial sponsorship for the Loyal Order of Moose and they co-operated. Wind and rain storms hit frequently and the velocity of Tuesday morning's storm carried the Clyde Beatty show top down, but efficient work on the part of Don Cook and crew and representatives of U. S. Tent & Awning Company had the tent repaired and the show in operation again Wednesday. Most of the personnel retouched their attractions in preparation for the fairs. William de L'horbe Jr. joined recently with his Flying Scooter. Superintendent Bert Miner and crew started work on the new front for the Del Rio Midgets. Shows are getting efficient runs and prompt unloadings under direction of John Beem, trainmaster. Publicity department is under direction of Floyd Newell, press representative, and Klara Knecht, radio exploitationist. Newell recently had the publicity wagon refinished and redesigned to meet the needs of shows' expanding advertising program. Walter A. White rejoined in an executive capacity at Milwaukee, and he and Mrs. White were welcomed back by show. Louis Rosenberg, advertising agent, has been doing creditable work. Clyde Beatty's Wild Animal Circus continues to be the top money attraction and the object of inspection and praise by every visiting show official and layman. Duke Drukenbrod is in charge of the front; Ernie Sylvester, tickets; Don Cooke, boss canvasser, and Mike Michaels, announcer. Owner E. Lawrence Phillips has recovered from a recent indisposition and has been making frequent trips to Chicago conferring with costumers and new acts to augment the Girl Revue and Magazine Covers attractions. Recent visitors were J. C. Simpson, Frank West, C. J. Velare,

Ban Eddington, Denny Pugh, Gene Whitmore, Bert Wilson, Howard Ramsey, and Mike Conti. RALPH LOCKETT.

Cetlin & Wilson

Altoona, Pa. Week ended August 16. Location, Cricket Field. Auspices, American Legion Convention Corporation. Business, good. Weather, one night rain; two days and nights threatening weather.

This was one of the big weeks of the season so far. Ideally located downtown, four blocks from the main business intersection, shows obtained their heaviest front gate of the year. Cricket Field was not large enough to accommodate the shows, but crowds liked the many varied and quality attractions. Hardy LaMont, Frank J. O'Toole, and James K. McNeal, of the sponsoring committee, co-operated. It was American Legion State Convention week and 50,000 delegates and visitors swelled the town population. The 40 and 8 parade on Thursday night started and ended at showgrounds, at-



THIS BANNER, stretched across a main intersection in Altoona, Pa., heralded Cetlin & Wilson Shows' engagement there as the midway attraction at the State convention of the American Legion. Shows exhibited at old Cricket Field, five blocks from downtown Altoona. Banner also was one of two which were hung along the main streets of Rochester, N. Y., preceding the shows' stand there. E. K. Johnson handled arrangements for hanging the banners in both spots. Photo by William F. Mahon, Altoona Tribune.

tracting even larger crowds. Capt. Billy Reid's Fighting Lions and the Vess Five Queens, free acts, were well received. Dorothy Mitchell, of the Vess act, returned from attending the funeral of her husband in Oakland, Calif. Vess's act goes to Ottawa, Ont., Exhibition but returns to midway at Easton, Pa. Capt. Billy Reid's lion act will be a feature free act on midway at Elmira (N. Y.) Fair. Mrs. Betty Greaves, of Lauther's Side Show, celebrated her birthday here. Paradise Song and Dance Revue, Miss Americas Show, and Lauther's Side Show topped shows. Mr. and Mrs. Carl Lauther, Carl Jr., Mr. and Mrs. Woodrow Olson; Persilla, Monkey Girl, and Emmitt, Alligator-Skin Boy, were guests on Tuesday of John Canole, of Altoona, at his mountain resort cabin. Visitors included Mr. and Mrs. Sam Patton, Mr. and Mrs. Fred Bowling, Mr. Augustine, and Jim Grant. RAYMOND D. MURRAY.

World of Mirth

South Portland, Me. Five days ended August 15. Location, Pine Tree Park. Auspices, American Legion Post. Business, good. Weather, rain one day.

Shows ended their local engagement here Friday night so that more time could be had to make the jump to Ottawa, Ont., for the Central Canada Exhibition. Attendance here was far ahead of any previous engagement, with the weather good four out of five days. Rain fell Friday, spoiling the day. Location was just over the Portland city

line. Community is exceptionally prosperous due to national defense work. Ship building contracts total about \$12,000,000. Painting and general fixing up of units went along rapidly and everything was in readiness for the first fair. L. Harvey Cann, general agent, went ahead of the show to complete immigration and custom requirements. J. W. Mulligan, Canadian customs official, remained with the shows during the local engagement. Phil Isser joined with additional units to handle concessions thruout the fair tour with Jack Gilbert. He will be joined by his daughters, Rochelle and Anita. JIM McHUGH.

L. J. Heth

Mount Carmel, Ill. Week ended August 16. Location, fairgrounds. Auspices, Mount Carmel Fair Association. Business, excellent. Weather, clear and hot.

Shows made a circus move in here from Vincennes, Ind., and arrived early Sunday morning. They opened to fair business at 4 o'clock that afternoon. Fair officials declared a free gate for Sunday and Monday, and the natives turned out well both nights. Fair Manager Guy Pixley arranged a good program and was repaid for his efforts by getting a big turnout each night and on Wednesday and Thursday afternoons. Jimmy Davidson left with his concessions at Vincennes, Ind., as did Hiram and Clara Rice. This was the second Sunday date of the season. Concessionaires joining here were Jake Parel, with 4; George Evitts, 1; Mr. and Mrs. H. T. Spears, hoop-la, fishpond, and cigarette gallery, and Wheeler Brown, 1. Jack Knight also joined here, as did Reno Reynolds, Swede Morrison, and Bernie Sloan. Visitors included Cliff Steele, Orla Lashbrook, and several officials from near-by Illinois fairs. Al Williamson, former advertising manager for various circuses, and wife and daughter, Linda Lou, visited with the writer. H. B. SHIVE.

Mighty Monarch

Pineville, W. Va. Week ended August 16. Pineville Fair. Business, good. Weather, fair.

Fair opened at 7 p.m. Monday, with ceremonies at main gate. Robert Bailey, fair association president, cut the ribbon. Tuesday, Children's Day, was marred by rain and was held again later in the week. Band Day, Wednesday, drew well, as did Farmers and Horse Show Day, Thursday. Friday's attendance fell off because of bad weather. Saturday, featuring the crowning of Miss Wyoming County, was the big day. Fair Manager Jack Percell and Owners N. P. Roland and George Goffas were well pleased with the fair.

Logan, W. Va. Week ended August 9. Location, Ellis show lot. Business, fair. Weather, good.

Attendance here was way below last

MEN!! Here Is a Real Money-Maker

Makes Quick Easy Profits!

This Popcorn Machine really sells Popcorn! Pays 70c profit on every dollar, too! Freshly popped "French Fried" Popcorn sells to everyone the year 'round. How people do buy! And how these quick profits do mount up.



INVESTIGATE!

These improved all-electric, large capacity models with color and illuminated display really draw business. Truly the world's finest and lowest priced.

WRITE FOR FREE All Sizes From CATALOG TODAY. \$139.50 UP Buy on Easy Terms.

ADVANCE MFG. CO. 6322 St. Louis Ave., ST. LOUIS, MO.

LAST CALL COTTON STATE SHOWS

SHOWS, RIDES, CONCESSIONS. NO X. MASONIC LABOR DAY WEEK CELEBRATION. LEAD MINES ALL WORKING. GET YOUR WINTER'S BANK ROLL. LEADWOOD, MO. THIS WEEK, ST. MARYS, MO. HEADING FOR THE COTTON COUNTRY.

RAY D. JONES, MGR.

TOE RIVER DIST. FAIR

Spruce Pine, N. C., Sept. 2-6. Want two High Free Acts. Can give 3 weeks' work. Priced right. FRANK CUSHING, wire. Can place Eating Stands, Sno Balls, Ball Games. Will book Popcorn and Photos balance season. Address:

CRESCENT AMUSEMENT CO. Martinsville, Va. (Fair), this week; Spruce Pine, N. C., next. P.S.: Ben Chappels wants Concession Agents. Tourist—wire.

JIMMIE CHANOS SHOWS WANT

Wheel Man and Merry-Go-Round Man. Must be sober and reliable. Good pay. Legitimate Concessions. Jackson Center, Ohio, this week; Antwerp, Ohio; Akron, Ind., Fair; more to follow; then south. JIMMIE CHANOS.

Want—Bremer's Consolidated Shows—Want

For Mineral Point, Wis., Fair, Aug. 29 to Sept. 1; Waukon, Iowa, Sept. 2 to 5;

Rides—Octopus, Roll-o-Plane or Scooter, with or without transportation. Ride Owners, notice! We will buy any of the above Rides that are in good condition and priced right. Will also book well-framed Pony Ride. Will book No. 12 Eli to dual with ours. Shows—Want to hear from a good organized Minstrel Show with at least a Six-Piece Band. We have a new top and seventy-foot truck front (office handles front). Will book Midget Show, Illusion, Crime, Wax, or any Grind Show with or without equipment. Will frame any show or front you want if your attraction warrants it. Want capable Athletic Show Man, have new top and front. H. Van Dee, wire me. Concessions—Any Stock Concession that works for stock and ten cents, also Custard, Floss Scales, Guess Your Age, Snow Cones, Ball Games, etc. Fair Secretaries in Ark. and Mo., attention—We are booked for the season of 1941 in your territory, but if you wish to do business in the future with an organization that has always filled their contract, visit us.

15 MORE BONA FIDE COUNTY FAIRS—15

NOT PROMOTIONS. KY., TENN., GA., ALA.

Will place Manager and Half and Half for complete Life Show. Doc Crosby, come on. Babe Labary no longer connected. Wanted—Talker, Musicians, Performers to improve our Minstrel Show. Salary and per cent or will place organized Minstrel Troupe. Our Fairs excellent Minstrel Show territory. Shows of merit that don't conflict with outfits; 30%, or will furnish outfits, 40%. Concessions all open. Ride Help with semi-trailer experience, come on.

BLUE RIBBON SHOWS

HODGENVILLE, KY., FAIR THIS WEEK

Unless our Electric Fans are returned at once, we will take necessary steps to get them. Will arrange to get same.

WEST BROTHERS' SHOWS

For Best Labor Day Spot in Iowa, Five Big Days, Ft. Madison, August 27 Through Labor Day, on the Downtown Streets, With Best Spots in the South to Follow.

Want Girl Show and Shows that don't conflict, legitimate Concessions. Top salaries for Ride Help. Route—Ft. Madison, August 27-Sept. 1; Jonesboro, Ark., Sept. 4-11; then the following Fairs: Columbus, 15-20; Macon, 22-26; Oxford, Sept. 29-Oct. 4; with Clarksdale, Drew, Vicksburg and Meridian to follow soon. Golden wants Side Show People.

CAN PLACE FOR HAGERSTOWN, MD.
The Boom Town of Maryland
Downtown location under strong auspices. Sept. 5 to 13, incl. Can use Shows and Concessions. No racket. Other good spots to follow. We own our own Rides. Long season south. All mail and wires:
Weiseman Amusement Co.
Hagerstown, Md.

WILL BUY BOOK OR LEASE UP-TO-DATE MERRY-GO-ROUND
With or Without Transportation, for Balance of Season. Have Good Route of Texas Fairs.
WORLD OF TODAY SHOWS
Address: Belleville, Kansas, this week

Ind., to buy stock. Mr. and Mrs. Ellis and daughter, Billie, came in from Dallas to visit Manager and Mrs. Zimdars. Mr. and Mrs. J. C. Scott, Roger's Greater Shows, visited, as did Harry Small.

Breese, Ill. Week ended August 9. Auspices, Clinton County Fair. Business, poor. Weather, hot.

Shows came here in good time, but as fair did not open until Wednesday, shows played still to little business. Opening day of the fair saw Flash Williams in front of the grandstand and he drew plenty of people. Fair also had acts booked thru Edna Deal Agency, but both got patrons out on the midway in good time. Rest of the week was poor. Sunday night was lost to rain. Gus Grunz, fair secretary, and members of the board co-operated. Patrons who did come out spent well. N. Pott's Miniature Train is getting its share of money. Mr. and Mrs. Art Perryman, Cotton States Shows, visited, as did Ray Jones, manager of the same shows.

EDITH CROWE.

Pryor's All-State

Madison, W. Va. Week ended August 9. Location, ball park. Auspices, Volunteer Fire Department. Business, fair. Weather, hot.

Manager Pryor returned from a business trip, and has shows booked for the rest of the season. Mr. Johnson repainted his new Whirl ride, and all other rides have had a new coat of paint. Heavy Anderson added two concessions, and Mr. Beltinghouse added a new pitch-till-you-win stand. While shows were in Eksale, Mr. and Mrs. Earl Burkette tendered their daughter, Marguerite, a surprise birthday party at the Dutch Mill night club. In attendance were Mr. and Mrs. Jacob Pryor, Mr. and Mrs. H. E. Brooks, Mr. and Mrs. Tedd Cole, Mr. and Mrs. Tex Miller, Mr. and Mrs. Mike Moses, Mr. and Mrs. Orville Miller, Norman Anderson, Pearl Morris, Helen Mooney, H. E. Broom, Jack Brooks, Stacy Johnson, Henry Lafferty, Mr. Ellis, Ralph Wahl, Mr. and Mrs. Frank Pepper, and Mr. and Mrs. Ed Nugent. A chicken dinner was served. Miss Burkette received many gifts.

ORVILLE MILLER.

Blue Ribbon

Springfield, Ky. Week ended August 16. Auspices, Fair Association. Business, fair. Weather, cool.

After a short move from Shelbyville, Ky., most of the shows were up Sunday night. Monday night's opener was fair. Fair opened Thursday to good crowds, altho the infantile paralysis epidemic kept children at home. Crowds thronged the midway until late Saturday night and shows, rides, and concessions did near-capacity business. Mrs. Patsy Patterson and daughter, Jane, joined with carmel corn, and Jack Holliday with percentage. Paul Balfonte came on with his sex show. Ride-o still leads rides, with Ferris Wheels and Boomerang close by. Darktown Follies and Fred Clark's Hell Riders top shows, with the Chez

Paree, Models-in-the-Flesh, and Sex Show coming up. All reported satisfactory business here. Lebanon (Ky.) Fair officials visited, as did Jesse Sparks, manager, J. F. Sparks Shows.

Shelbyville, Ky. Week ended August 9. Auspices, Fair Association. Business, fair. Weather, hot.

Shows opened Monday night to a small crowd, but fair business. Fair did not open until Thursday, which was also Children's Day, but because of the infantile paralysis epidemic few children were admitted. Altho business was off somewhat from last year, fair proved a winner and all reported satisfactory business. Crowds thronged the midway until 1 a.m. and rides were doing big business until 2 a.m. Curley Cowart purchased a new trailer and added another concession. Capt. Harry Seidler's Showboat was among the top money getters.

Elizabethtown, Ky. Week ended August 2. Business, good. Weather, hot.

After a short move from Frankfort, Ky., shows were ready to operate Monday noon. Shows and rides did fair until Thursday when the soldiers came in from Fort Knox, Ky., and all did capacity business, making the spot the best still date of the season so far. Gloom was spread over the midway Wednesday afternoon when Patty Ann, Mrs. L. E. Roth's pet bulldog, passed away. Patty Ann was shows' mascot. City officials co-operated. All concessionaires reported good business for the week.

LEE PADEN.

O. C. Buck

Gouverneur, N. Y. Week ended August 16. Location, fairgrounds. Auspices, Gouverneur and St. Lawrence County Fair. Business, poor. Weather, cold.

After a season of good weather, shows played to cold weather all week, with rain on Friday continuing over Saturday. Business all over the fairgrounds suffered. Radio stations in Watertown and Ogdensburg, N. Y., were used to exploit the fair and all papers in the county gave good support. A four-page herald was distributed, and Bligh Dodd, secretary, did a good job. Shows were attractive in their new paint jobs and many favorable remarks were heard on their appearance. Joe Mitchell, manager Plattsburg radio station, spent Sunday with the shows. O. C. Buck was interviewed in a radio broadcast from the grounds, as was Goldie Pitts. Prince and Lady Denis took their usual turn at the radio. Dick Singleton, who has the band at the Parkview Hotel, was a constant visitor and was shown around the grounds by Jimmie Howard. Micky McCann was the guest of Lloyd Coffee. Bucky Allen spent Friday with the show, and H. B. Kelly, president, Franklin County Fair, spent opening day with Bligh Dodds and O. C. Buck.

LON RAMSDALL.

Dodson's World's Fair

Watervliet, N. Y. Week ended August 16. Location, Beattie Flats showgrounds. Business, fair when weather permitted. Weather, intermittent showers.

Shows arrived late Sunday night because of difficulty encountered in loading at Poughkeepsie, N. Y. The four-mile haul from the lot to the freight yards was hilly and each wagon had to be spotted into the runs by the truck which brought it down. No other loading facilities were available. Despite these hardships Trainmaster Don Montgomery and crew did good work. Everything was on the lot in good shape and opened Monday night on time. All fronts have been rejuvenated and midway now consists of 15 shows and 18 rides. The Great Herman, brother of Harry Suss, man-

* * * * *

Announcing

THE NEWEST AND FASTEST MONEY MAKER IN THE AMUSEMENT FIELD TODAY

A Never Ending Parade of Dimes

* For live "on their toes" operators

LIP READING

* For Fairs—Resorts—Beaches—Indoor Shows—Night Clubs—Department and Syndicate Stores Anywhere—Everywhere

TRIED! TESTED!

* and Proven the Biggest, Most Terrific Dime Collector Presented in 1941.

EXPECT IT TO SWEEP AMERICA!

* The ice is broken! and it's now on the way to break every standing record in history! No talking—nothing to learn. Just check the charts, smile and hand to customers. Easy as ABC.

EASY TO START \$15.00

* And You're in Business

* No expensive flash to invest in! Make your own! Nothing to buy but the 2-color money-making Charts (all numbered) at only \$15.00 per thousand. 1/3 Deposit. Balance C. O. D.

* Horoscopes were good in their day. Handwriting OK, too, for the classes—Mind Reading? Intense Study—Expensive Equipment—SLOW QUARTERS.

NOW! It's Lip Reading for THE MASSES!

* and Fast, Fast, Fast Dimes

* This is one business where time and again they have stood in almost endless lines waiting to be amused. It's your winter bank roll staring you right in the face. How can you miss at 85% Profit?

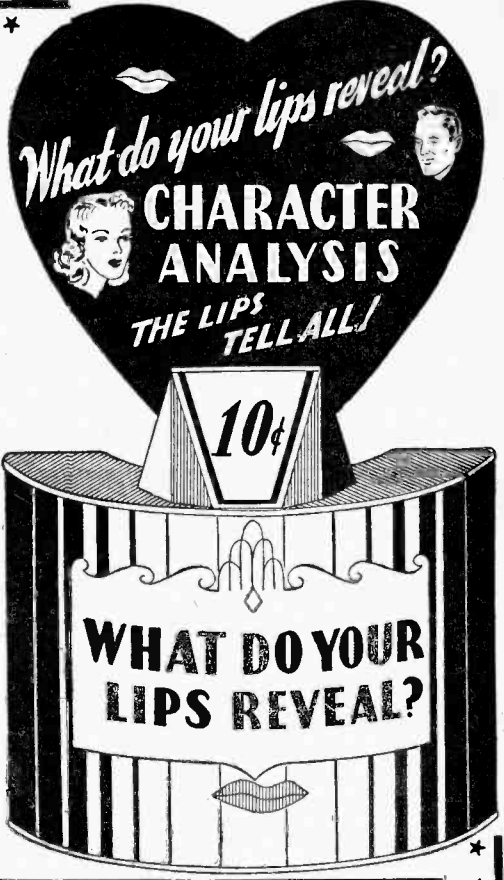
* **Send For Information and Sample Copy of Chart**

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ELECTRIC ARCHERY CO. BOX 5-B, SWETLAND BLDG., CLEVELAND, OHIO

WANT—For Central Virginia's Largest Fair

SIX COUNTY AGRICULTURAL FAIR

* 6-Days—Nights—6—SEPTEMBER 8 THRU 13—LYNCHBURG, VA.

* Can place CONCESSIONS of all kinds, including Wheels, Grind Novels, Ball Games, Novelties, Palmistry, Shooting Gallery, Photos, Hooplas, Fish Pond, Eat, Drinks, Candy Floss, etc. **PITCHMEN, DEMONSTRATORS**, write or wire Concession Manager, **SIX COUNTY AGRICULTURAL FAIR ASS'N**, 311 People's National Bank Building, Lynchburg, Va.

3000 BINGO

* Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:

* 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.

* No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

* **ROBERT GODDRICH.**

John H. Marks

* **Bridgeport, O. Week ended August 16. Location, Aetnaville Playgrounds. Business, good. Weather, variable.**

* Shows were the fourth of the season at this location, across the river from Wheeling, W. Va., but business was good. Weather varied from sultry the first part of the week to chilly temperatures the last part. A heavy downpour late Friday afternoon hurt business that night. Saturday was the big day, with fair weather and 8,500 night attendance. Saturday matinee was sponsored by a local dairy company with excellent attendance. Ray C. Hilborn, special agent, had everything ready on shows' arrival from Wheeling, W. Va., and an extensive advertising campaign in both Wheeling newspapers, as well as *The Martins Ferry Evening Times* and *The Bellaire (O.) Evening Leader*, with spot announcements over the Wheeling radio stations were utilized during the week. The Wallendas, free act, closed here to begin their fair tour after being with the shows' opening. A farewell party was staged for them on Friday night after

3000 KENO

* Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

* All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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* Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

* Automatic Bingo Shaker. Real Class ... \$12.50

* 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ... 1.25

* Lightweight Lapcards, 6x16. Per 10050

* 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000. 1.25

* 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M ... 1.50

* Postage extra on these sheets.

* Bingo Card Markers, in strips, 25,000 for 1.25

* Dice boards and pads, warirobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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OUTDOOR SHOWMEN

* On account of Labor Day no telegraphed or telephoned SHOW ADS will be accepted for September 6 issue after 10 a.m. (Eastern Standard Time) Monday, September 1.

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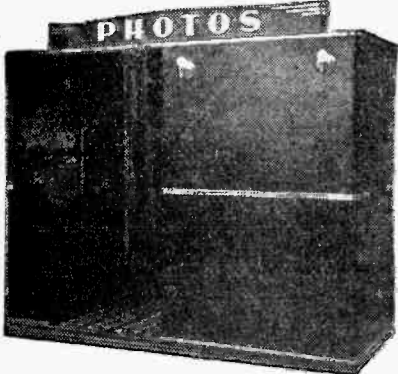
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Any place large or small crowds gather is JUST the spot for a flashy Hi-Striker, and we have 6 complete 1941 outfits, all No. 3 size, all single and towers in 3 sections; the base boilerplate, top on heavy super-frame. All bright RED, numbers 3" size, aluminum painted and trimmed in black. All 25 ft. high, regular \$75.00 machines. Only 6 outfits to go at \$65 each. You can wire us the order, to be sure and send full amount or a deposit. Immediate shipment on the 6 outfits ONLY. Each outfit boxed and crated, weight 280 lbs. Remember, all BRAND-NEW 1941 machines and ONLY 6 to offer. RUSH your order NOW and WE WILL RUSH outfit to you. Tell us if express or freight. W. M. Moore, Mgr. Estab. 1906. LAPER HI-STRIKER WKS., Lapeer, Mich.

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Gold Medal Products Company
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the midway closed. John H. Marks played host Thursday night to the Wheeling Tent, Circus Saints and Sinners Club of America. Al V. Dix, publisher of the Martins Ferry and Bellaire, O., newspapers, was a frequent midway visitor. Mrs. Margie Cramer is recuperating from an operation at her home in Vineland, N. J., and will rejoin soon. Joe Kessler is the new foreman of the Merry-Go-Round. William Markham is sound technician in charge of the p.-a. system. E. L. Jenkin's various concessions chalked a good week's business here. John Liddy, secretary National Showmen's Association, visited, as did Jake Shapiro. John H. Marks celebrated his birthday on August 15. J. W. (Diesel) Clements arrived from Memphis, Tenn., to check over the new Diesel plant units. Shows recently added a new pony ride. **WALTER D. NEALAND.**

Gold Medal Shows
Wausau, Wis. Six days ended August 14. Auspices, Wisconsin Valley Fair and Exposition. Business, excellent. Weather, rain two days.

Despite two days' rain, business here by far exceeded last year's gross and all obtained a big week. Saturday's opening was good, and Sunday saw big crowds despite much rain. The gross again exceeded the same day last year. Monday, Kids' Day, and Wednesday, Wausau Day, gave shows their biggest grosses of the week. Tuesday was okeh, and Thursday was good altho rain hampered activities. Paul Belfontte, who had the Sex Show, closed here. The Brown Skin Frolics, which will be featured on General Manager Bloom's newly purchased Cotton Blossom Showboat, goes into rehearsals next week. Mr. Starkey, scenic artist, has the fronts ready, and Barney Lamb purchased four new ponies for his pony track. General Manager Bloom and the writer visited Mr. Cooper on the Dixie Queen Showboat in Minneapolis. **HARRY E. WILSON.**

Patrick's Greater
Everett, Wash. Week ended August 17. Business, fair. Weather, cool and some rain. Pay gate, 10 cents.

Shows arrived on time from Toppenish, Wash., and were ready to open Monday, but because of rain remained closed. Opened Tuesday to good crowds, altho weather was cold. Gate fell off Thursday but picked up Friday and 1,300 went thru the pay gate Saturday afternoon and night. Ross Keeler is expected back soon with his new Octopus. Red Kelly, ticket seller on front gate, sustained second-degree burns on his right leg Thursday when a pan of gasoline he was using to clean a gun from the shooting gallery caught fire and, trying to knock it away, upset it on his leg. He's still in the hospital but is expected to be released soon. **PEGGY BAILEY.**

World of Fun
West Fairview, Pa. Week ended August 16. Location, Third Street. Auspices, Fairview Fire Company. Business, fair. Weather, cool. Free gate.

Committee co-operated, but nights were cool so patrons did not stay out late and business was not up to expectations. All rides and fronts have been repainted and shows are attractive. Barnhill's Loop-o-Plane took top ride money here. Barnhill returned from a trip to his home in North Carolina.

York, Pa. Week ended August 9. Location, Highland Avenue. Auspices, Reliance Hose Company. Business, very good. Weather, fair.

Everything was ready for Monday's opening, which drew a record-breaking crowd. All rides and shows did a big business, with the Ferris Wheel topping rides. The committee gave the shows here wonderful co-operation. General Agent Billie Marco returned with several fair contracts. Mrs. Helen Feeny, J. J. Steblar's daughter, and family visited from Stamford, Conn. Mrs. Billie Marco left for New York for a short visit with relatives. Mr. and Mrs. Neal Messaro made a trip to Philadelphia. Joseph Steblar purchased a new car.

Brunswick, Md. Week ended August 2. Location, ball park. Auspices, Baseball Club. Business, good. Weather, fair.

Move here saw shows in operation Monday night. Midway was packed and all reported good business. Wednesday and Thursday nights were lost to rain. Manager J. E. Steblar held shows over here for a second week and rides, shows, and concessions did well. De Phil and De Phil, free act, joined here and were popular. Al Bersoff's sound truck added

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These are just a few of our many Big Bargains. Rush your order for these numbers and write for prices on other sizes.

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cheap on account of illness: One complete office, modern in every detail, factory built, and a G.M.C. Truck, 16 ft. long. Price \$400. One complete Side Show, 160 ft. front, complete with Banners, Khaki Top (20'x140'), good as new. Light stringers ball cloth. Complete with sidepoles and centerpoles. Price \$400. Three Tops (20'x40') with sidewalls (khaki), good as new. Sidepoles and centerpoles including stakes. Price \$125 each. One two (2) ton G.M.C. Tractor with G.M.C. Trailer (24' long), enclosed body, good as new. Both for \$1100. Four Highway Trailers (20' and 22' long) with Chevrolet Tractors, best of shape. Price \$850 each. Will sell Tractors or Trailers separately. Motordrome, 70 ft. front, new top and wall. 3 new motorcycles. Price \$750. **BOX D-103, care The Billboard, Cincinnati, O.**

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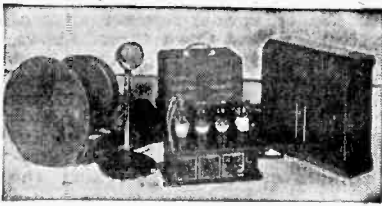
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new amplifiers. Neal Massaro added another concession here, and Bill Thompson repainted his concessions.

RAY SHARPE.

Crystal Expo

Irvine, Ky. Week ended August 16. Location, high school ball park. Auspices; American Legion Post. Business, good. Weather, fair.

Legion officials, including Monk Hood and Mr. Johnson, entertainment committee chairman; Mayor Parks, and the Police Chief, gave good co-operation here. The writer played host to Mrs. Demmy Davis, 106 years old, who visited a carnival for the first time on Thursday night. On her trip to the Minstrel Show, she wanted to see it twice. She toured the midway despite her age. Shows and rides did well here, as did the concessions. Freddie Stockton, for years foreman of one of the Ferris Wheels, is recuperating from an injury which has been bothering him for several years. Regular meeting of the Goodfellows' Club was held Wednesday night in the Minstrel Show, with Arthur Carver in charge. He staged one of the best floorshows yet. Mrs. Johnny Bunts, club secretary, reports the finances are in good shape. Capt. Speedy Phoenix's rigging was damaged Tuesday when a heavy windstorm hit the shows. Johnny Bunt's corn game also was damaged. Dick Davis, who joined recently, is doing a good job as taker on the Dope Show, as well as presenting a bird act in the Slide Show.

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Marshall, Ill. Week ended August 16. Auspices, Clark County Fair. Business, below expectations. Weather, hot, dry, and dusty.

Altho the fair did not open until Wednesday, shows were open Monday and Tuesday nights to small crowds, which spent little. After broadcasting far and wide that admission would be free Tuesday night, the fair association slapped on a paid gate at the last minute, which created adverse comment from local residents who resented such ill-advised tactics and went home. Attendance was light Wednesday, but it picked up the last three days. No records were broken on shows and rides, however. State inspectors closed all games, including penny pitches, and many concessionaires tore down and left for other fairs. Glenn Osborne and Slim Cunningham took three of their concessions to Plymouth, Ind., while others went to Terre Haute, York, and Christopher, Ind. Midway was augmented by many lunch stands. Sam Kaplan's Penny Arcade, Capt. Elliot Desman's Mechanical City, and Mr. and Mrs. A. E. Crane with their frozen custard stand joined from Buckeye State Shows. Mr. and Mrs. Roy Cowan rejoined here, and Ross Crawford took over the front of the Minstrel Show, adding another job to his many other duties. Abe Frank's father came over from Centralia, Ill., for a two-day visit and Matt Dawson visited from St. Louis. Other visitors included A. J. Powder Puff Beard and Charles (Red) Parkins. Mr. and Mrs. Shields, digger operators, were called to Lexington, Ky., because of the serious illness of the latter's mother and the writer, who is now in advance, spent the week back on the show.

WALTER B. FOX.

Bee's Old Reliable

Columbia, Ky. Week ended August 16. Location, fairgrounds. Auspices, Adair County Fair. Business, fair. Weather, good.

After a short move from Russell Springs, Ky., shows opened early Monday night to a small crowd. Tuesday night was lost to rain, but fair officially opened Wednesday to a good crowd. Attendance increased on Thursday, Friday, and Saturday and all did near-capacity business Saturday night. Billy Stinson's Athletic Show topped shows, and Wild Bill Gary did well with his Girl Show. John Czudek's Side Show and Willard Davenport's Minstrel Show continue to click. Kid Murphy is managing and talking on the Minstrel Show. Virginia McLemore, daughter of Manager L. McLemore, left this week for Jackson, Tenn., where she will attend school. Officials of the Adair County Fair co-operated. Mrs. Norene Garner Carter visited relatives as did Mrs. Billy Stinson. Several members of the Blue Ribbon Shows visited. Frankie Bland reported everything is going along nicely at the next fair at Lebanon, Ky. Walter Stephens, W. W. Owens, and Ted Owens, Russell Springs, Ky., were frequent visitors.

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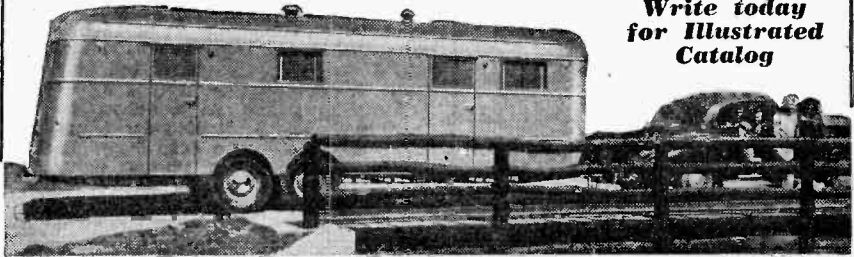
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'41 Ind. Festival Is Best; Big Attractions Bill Booked

CICERO, Ind., Aug. 23.—Fall Festival and Home-Coming here on August 7-9 was the most successful yet staged, reported Dr. C. H. Tomlinson, secretary. Extremely hot weather cut daytime crowds, but there was capacity attendance at night. Event is financed by merchants' donations and receipts from rides and concessions.

On the midway were six rides furnished by Cliff Thomas and a Tilt-a-Whirl which arrived late on Friday from the factory and did heavy business for remainder of the engagement. Concessionaires did good business. There were three free acts, Billy and George, comedy and musical team; Monty Beehler's Hollywood Dog and Pony Circus, and Lucille Anderson, high diver. Other attractions included contests, band concerts, and pet parade. Premiums were offered for agricultural, horticultural, milk goat, flower, and domestic art exhibits.

Shriners' Charity Profits Thru Hamid Show in Mass.

SPRINGFIELD, Mass., Aug. 23.—Gross of \$18,700 with about 19,600 attendance was the final report on George A. Hamid's *Echoes of Broadway*, featuring Ted Lewis's band, which was presented here under auspices of Melha Temple Shriners. After taxes and expenses are deducted, proceeds will be given to charities, principally Shriners' Hospital for Crippled Children here.

Steady rise in attendance was noted, with 2,400 Tuesday night, August 5, followed by 3,100 on Wednesday, 3,800 on Thursday, and 4,100 on Friday, final night. Weather was perfect for the outdoor show, presented in Pynchon baseball park. A huge stage was erected across the center of the diamond, where the Roxettes, Lewis's band, and the other acts presented their turns.

FOR six-day Garrett (Pa.) Home-Coming under auspices of volunteer firemen Bright Light Exposition Shows have been booked, reported Chairman W. C. Decker. There will be several parades.

WANT CARNIVAL

Playing Western or Central Pennsylvania for Week of Sept. 8th or 22nd. Field free. Center of 150,000 population. Opposite Pennsylvania's busiest airport. Show to be sponsored by Vol. Fire Co. Write, wire, phone. JOHN J. FOX, R. D. 2, Duncansville, Pa.

WANTED

A good, clean Carnival and Show for TENNESSEE JERSEY PRODUCTION SHOW OCTOBER 1st, 2nd, and 3rd WATSON KELSEY, Gen. Chmn., Collierville, Tenn.

RIDES AND CONCESSIONS WANTED

Fifth Annual Fall Festival

Wellsville, Mo., Sept. 11, 12 & 13
GEO. B. WINN, Con. Chmn.

WANTED

Rides, Shows and Concessions for American Legion Picnic

September 8-13, 1941. Address: FRANK SCHNEIDER, Commander, Chandlerville, Illinois

WANTED

Minstrel Show for FOURTH ANNUAL TOBACCO FESTIVAL Four days, October 1 through 4. Will draw Fifty Thousand People. Gadsden County Livestock Association will handle all licenses and taxes. Wire NED HINSON, Quincy, Florida

WANTED FREE ACTS

For NORTH JUDSON JUBILEE AND HOMECOMING Sept. 10-11-12-13. H. R. QUINN, North Judson, Ind.

GREENVILLE, MO., AMERICAN LEGION LABOR DAY CELEBRATION

3 BIG DAYS AND NIGHTS, AROUND THE SQUARE, COMMENCING AUG. 30—SATURDAY, SUNDAY AND MONDAY. (\$7500.00 Payroll Weekly.) WANT INDEPENDENT RIDES NOT CONFLICTING WITH THOSE NOW BOOKED. WHAT HAVE YOU? WANT INDEPENDENT SHOWS OF ALL KINDS, BINGO STAND AND OTHER CONCESSIONS OF ALL KINDS.

Wire, Write or Phone: H. P. HILL, Manager of Amusements, Greenville, Mo.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

Counter-Attractions, Rain Hit Canton Maccabee Show

CANTON, O., Aug. 23.—Despite a strong array of talent, *Salute to Freedom*, outdoor spectacle sponsored by the Maccabees at Stark County Fairgrounds here on August 17-19 drew light public response, with counter-attractions on opening day and weather the second day hurting attendance.

Show attracted about 1,000 Sunday night in the face of a 50,000 crowd at the National Soap Box Derby in Akron, 19 miles away, and 10,000 at a CIO picnic at Meyers Lake Park here. Rain fell shortly before gates opened Monday night, but the show, without fireworks, was presented to a small audience. Tuesday night's crowd nearly filled the grandstand and hundreds lined race-track fences opposite the big stage. In all probability the promotion would have been a winner if the show had been continued thru Wednesday, as it appeared people were beginning to wake up to the fact that the show had merit.

Advance sale was fair, opposition being encountered as a result of other solicitations. Plenty of exploitation was given. Newspapers here and in surrounding towns were liberal with space, radio stations co-operated, busses were used, and thousands of throwaways went out in a radius of 25 miles.

Program was one of the strongest offered here in recent years, including Bob Fisher and his Fearless Flyers, Roberta's Circus; Phil and Bonta, perch; Marie and Fred Guthrie, double traps and iron jaw; Conner Troupe; Ted Depish; Smiles Raines and Sully Scuiry, clowns; VFW Majorettes, and VFW Junior drill team. Hudson Fireworks Company's *Bombing of London* scored heavily. Emily Hahn directed an eight-piece band and played calliope. C. A. Klein, who set all acts except Fisher and Guthrie, emceed. C. H. Todd and T. A. Teeter handled promotional details, and Harold Bast, Loretta Yarnell, Artie Wilson, James Seybert, and George Bloxham were on the executive committee.

Bond Issue for Los Banos

LOS BANOS, Calif., Aug. 23.—At a meeting of Los Banos May Day Festival Association here on August 15 it was voted to continue the annual without State aid, Gov. Culbert L. Olson having vetoed an appropriation bill which would have given the city \$10,000 for building purposes. As a substitute, a bond issue will be floated for improvements to be made in City Park. Dates for the three-day 1942 annual were set and Arthur P. Craner was selected as general manager for the fifth year. Acting as committee heads will be Judge D. Oliver Germino, Joseph L. Toscano, Frank J. Arburua, Robert Puccinelli, and Joseph A. Encos.

Grosses Big at Ind. Event

OTTERBEIN, Ind., Aug. 23.—Aided by excellent weather and the fact that La Fayette, 14 miles away, is closed to carnival attractions, free-spending capacity crowds attended the American Legion Post Jubilee here on August 13-16, said George F. Foitz, who did electrical decorating on streets. Merchants reported big business during the celebration. Attractions, including 37 concessions and Miller's three rides, did capacity business and Jack White's Girl Show and Tom Watson's Dog Show also had heavy takes. Children were given free rides and candy Friday afternoon. Free act program included Prof. Helstand, daily balloon ascensions; Mike and Ike, and WLS acts on the platform.

Tarkington Heads Ind. Fete

KOKOMO, Ind., Aug. 23.—W. O. Tarkington, veteran showman, has been named director of the five-day free fall festival to be sponsored by Mystic Shrine Club here, reported O. (Buck) Saunders, publicity director of Gooding Greater Shows, booked for the date. A. E. Selden, "The Stratosphere Man," has been contracted as free act. Tarkington has had wide experience, having been a Ringling staff member in 1905 and '06 and for many years connected with Gentry Bros.' Dog and Pony Show. For the opening Indianapolis Murat Temple uniformed bodies, including its band, will parade thru town and back to the showgrounds. Heavy attendance is expected.

O. Event Closes in Black

WINCHESTER, O., Aug. 23.—Fall Festival here on August 12-16 under auspices of the American Legion Post was successful, as it has been in the past several years, reported Secretary J. Ralph Short. Thru public subscription and sponsored events the post has paid for its hall and now has a sizable balance to be used for charities and community betterment. Brown Novelty Company was on the midway. Weather was good except for a Thursday night shower and crowds were big, with exceptionally large attendance on Saturday night. Post had the carmel corn concession.

Ohio Street Fair Draw Big

EAST PALESTINE, O., Aug. 23.—Drawing heavily, the annual American Legion Post Street Fair here on August 14-16 ended successfully. Concessionaires reported increased spending this year due to improved industrial conditions and good weather. Ladies' auxiliary doll and sewing show in the K. of P. Hall was a new feature. Rubber Face Wilson was on the midway. Estimated attendance Friday night was 2,000, with capacity crowds closing night. R. H. Wade rides were on the midway, along with Larry Fallon's bingo, Hoover's photo gallery, and Wagner's Penny Arcade. Jack Davis was general chairman.

Gooding Books O. Festival

NELSONVILLE, O., Aug. 23.—F. E. Gooding Amusement Company has been booked to furnish midway attractions for the third annual six-day Nelsonville Home-Coming, Fall Festival and Poultry Show under auspices of retail merchants and the Business Men's Association. Eleven counties will participate in the poultry show, closing feature of the event which is held on the public square. It will open with a labor celebration. Business in the Hocking Valley is good, with all mines working, and heavy attendance of miners and farmers is expected by officials.

2,000 at Mass. Pyro Show

WEST SPRINGFIELD, Mass., Aug. 23.—About 2,000, a capacity crowd at 50 cents to \$1, saw *Pyrocade of America*, fireworks display presented by Pyrocade Corporation at the track of the former Crescent Kennel Club here on August 12 under sponsorship of the American Legion Post. Show included set pieces depicting outstanding historical events from the landing of Pilgrims to a present-day spectacle, *Arsenal of Democracy*, showing an airplane battling anti-aircraft guns. Supplemental fireworks depicted comedy and natural wonders.

Milwaukee Festival May Have Full-Time Director

MILWAUKEE, Aug. 23.—Midsummer Festival Commission on August 18 gave tentative approval to the plan of the executive committee to employ a full-time executive director.

It also authorized employment of Myrtyl Ross, pageant director, on an 11-month basis at \$2,000 a year. Miss Ross directed the pageants staged in connection with the last several festivals on a part-time basis and received \$1,000 after each festival.

California Festivals Prep; West Coast Shows Are Set

SAN FRANCISCO, Aug. 23.—Series of district festivals are slated for the next few months here, reported Director Arthur Craner, special representative of Mike Krekos's West Coast Circus Shows, slated to play some of the events. First will be a four-day event under auspices of the Italian Athletic Club, which now has a baby popularity contest under way. Visitation Valley Harvest Festival will be held four days in Bonvitas Hall. City-wide queen contest is preceding the affair.

After playing Walnut Creek (Calif.) Walnut Festival and Vallejo (Calif.) Aquacade, the West Coast shows will come here for the six-day Mission District Fall Festival under sponsorship of the Veterans of Foreign Wars Post. Miss Liberty contest and other promotions are now in progress.

Shorts

CIVIC AND COMMERCE ASSOCIATION'S sixth annual Apple Day at Excelsior, Minn., will feature acts, float parade, queen contest, band music, and drum and bugle corps.

W. M. (BILLY) GEAR, former showman now located in Port Arthur, Tex., reported he has contracted nine sponsored events committees in Texas towns to handle promotional details. He plans midways for the events and says bumper crops are looked for in the State.

ATTRACTIONS planned for the three-day 70th anniversary Lewistown (Mo.) Home-Coming in City Park include midway, parade and pageant, daily prize awards, extension club speakers, REA demonstrations, band concerts, and dancing.

J. R. EDWARDS SHOWS and other attractions will provide the midway for the six-day Carey (O.) Home-Coming and Street Fair. There will also be free acts, contests, and fireworks. Event is being sponsored by the Eagles' Lodge.

CAVALCADE OF STARS, sponsored by the John Cabot Club for the benefit of welfare activities, will be held two days in Lorain (O.) Recreation Stadium. Klein's Attractions will set attractions, which will include an eight-girl line, band, and several acts. Gorman and Hildebrand are handling details.

FIVE Gratziano & Carlin rides have been booked and arrangements have been made for parade, free acts, dancing, and band concerts for the annual fall festival under sponsorship of the American Legion Post in Canal Winchester, O., reported Charles W. Benner.

MANTON (Mich.) 17th annual Harvest Festival, to feature free acts, is being set up. New incorporation has qualified for State premium funds, and merchandise awards will be contributed by merchants. Demand for concessions is reported. Officers are Ray J. Hackman, president; Walter Nutter, vice-president; Rex Bostick, secretary, and Howard Horton, treasurer.

BEAVER DAM (Wis.) Centennial Celebration realized profit of over \$1,800, according to its executive committee. Estimated receipts were \$12,000. Balance will be turned over to Dodge County Historical Society.

EDDIE VIERA'S Four Sensational Stars and Lippincott, the magician, mystery unit, were free attractions at St. Roch's Church Celebration, Pen Argyl, Pa., on August 11-16, their second appearance at the annual event. Acts have reshuffled bookings in Eastern Pennsylvania because of infantile paralysis, having lost Abbotstown (Pa.) Farmers' Fair, postponed because of epidemic conditions.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Nat Green's

The Crossroads

CHICAGO

IN 1938 we were caught in the maelstrom of humanity on the Wisconsin State Fairgrounds on the Sunday Wrong-Way Corrigan was the attraction and 111,000 was the day's attendance record. Last week we were on hand to see three records broken at the fair. With no one special attraction, all daily attendance records were broken when 122,612 persons jammed the grounds at West Allis on Sunday (17). On the same day the grandstand attendance record toppled when nearly 18,000 spectators saw the Barnes-Carruthers revue, *Stars on Parade*; and in the afternoon Bell Boy, three-year-old pacer, driven by Dr. H. M. (Doc) Parshall, broke the track record, doing the mile in 2:01 in a match race with Jane Reynolds. It was a great day for a great fair, and Manager Ralph Ammon and A. W. Kalbus, assistant manager, were wreathed in smiles. So was Sam J. Levy once the revue got under way, but he probably chewed off all his fingernails at the delay in getting the scenery set due to the long run from Ionia, Mich., where the revue closed the previous night. At that, the revue was only half an hour late, and it was worth waiting for, setting a pace for gorgeousness that will be hard to equal next year. The Milwaukee fair attendance is but a reflection of other Midwestern fairs, all of which are going great guns. Pat Purcell, for instance, phoned from Manitowoc, Wis., that after doing a sellout show on Saturday (16) he packed 'em in at three shows on Sunday, something that's never been done before. We probably seemed incredulous, for Pat came back with: "It's no bull; we actually did it—and I'm as sober as a judge."

THEY all fall sooner or later! M. F. (Mickey) Coughlin, back home in Hot Springs, did an Arthur Hopper—got hitched without telling a soul. But the secret leaked out quickly. . . . Louis J. Berger, general agent of the Goodman Wonder Shows, off to the Southwest after making some railroad contracts in Chi. . . . There was quite a gathering of outdoor showmen at the Hotel Sherman last week-end (17 and 18), among those noticed on the Magic Carpet being Abner K. Kline, wondering if that new ride got set at State Fair Park, Milwaukee (it did!); Carl J. Sedlmayr, in from the Springfield Fair; Mr. and Mrs. Clyde Beatty, Ralph Lockett and Tommy Thomas, on their way to La Porte, Ind., and Jimmie Lynch, of Death Dodger fame. Lynch, by the way, has bought a ranch—1,500 acres—in Texas, and with cotton selling at \$100 a bale he shouldn't have to worry about automobile crashes and rollovers. . . . There are some vurry vurry interesting items in *The Menace Club Weekly News*, written for and about the personnel of Cole Bros.' Circus. . . . Crown Point (Ind.) fairgrounds utilizes a huge grove for parking space, which is ideal for romantic youngsters but tough on the oldsters who have passed the petting stage and have to stumble about in the dark to find their parked cars.

THERE'S nothing like a good argument to stimulate interest. The recent engagement of the Ringling-Barnum circus in Chi prompted a disgruntled circus-goer to write *The Tribune's Voice of the People*, and a circus fan to reply to the squawk. The first writer, who signed himself "Another Sucker," wrote: "How long are we Chicagoans going to tolerate the Ringling Bros. and Barnum & Bailey Circus racket? You pay \$1.10 to get herded into a section of boards so crudely put together that you almost break your neck trying to get on or off them. These 'seats' are so far removed from the performers that you can sit thru the whole performance without even being aware a show is going on."

Coming to bat for the circus, a fan who signed his letter "A Rube—But Friendly," wrote *The Trib*: "Hey, Mr. North, you're spoiling the public. You give them air-conditioning, and now I see by *The Tribune* that some guy calling himself 'Another Sucker' is hollering about the seats. Ask this potential 'First of May' what he wants for \$1.10—an overstuffed chair with a reclining back and a footstool? There are plenty of people who appreciate the real tradition and spirit of the circus—folks like

myself, for instance, who as kids carried lumber all morning for those seats 'Another Sucker' complains about—so we could see the show from them that afternoon. Tell this person to stick to double-features after this, and perhaps an occasional church picnic."

WE FINALLY got around to visiting the biggest little county fair in the country last week—the La Porte County Fair at La Porte, Ind. It's been run by the same triumvirate for these many years. E. O. Craft, the president, has been with the fair more than 50 years—20 as president; James A. (Uncle Jim) Terry is a mere Johnny-come-lately with only 36 years to his credit, and J. V. Dorland, treasurer, is starting his 36th year. Some young blood, in the person of Bob Miller, assistant secretary, has been introduced, and the combo of Terry and Miller seems to be an excellent one, for they have a thoroly live fair. We've seldom seen a midway that sprawls all over creation like the one at La Porte. From one end of the Johnny J. Jones Exposition to the other is darned near a mile. The layout has its disadvantages, but on opening night every foot of it was jammed with people. Visitors noticed on the lot included Verne Soule, Harrison, O.; Al Humke, Anderson, Ind., and J. C. (Jimmie) Simpson, Birmingham, Ala., who had a photo gallery at the fair. . . . Vernon L. McReavy, who recently left Polack Bros.' Circus, was a Chi visitor last week, on his way to Atlanta. . . . Omer J. Kenyon, exploitation manager of Edgewater Park, Detroit, dropped in to say hello. . . . Eddie Woekener, circus band leader, in town replenishing his music library.

Leonard Traube's

Out in the Open

NEW YORK

On Their Toes

THE VALUE of organization or esprit de corps will be seen in the case of the proposed new Revenue Act of 1941, various sections of which will, if passed, affect show business in its entirety. The tax bill was recently passed by the House of Representatives and went to the Senate, where the Senate Finance Committee has held and is holding hearings with groups desiring to air their views on a question which involves them in a profound and potentially deleterious way. The first two to leap into the breach in a valiant attempt to defend their own interests and the interests of the trade to which they are privileged to belong, particularly the latter because both of them are strangely notable for their work within the trade-group circle, were William Rabkin, president of International Mutoscope Reel Company, which does a considerable supply business with arcades, and Fred L. Markey, veteran secretary of the New England wing of the national amusement park-pool-beach association. Mr. Markey's personal business is with Dodgem Corporation, as well as night club and theater operation.

Letters released by Rabkin and Markey to the involved interests ask that these people communicate with their home senators urging them to note the confiscatory features of the revenue bill as it applies to a levy on games. Mr. Markey's special trade interest has to do with the admission tax clause of the bill.

This brings us to fairs, which are presently exempt from the admission tax. The trade organization with jurisdiction in this field as far as the State or major fairs of the country are concerned is the International Association of Fairs and Expositions. For years the position taken by the IAFE thru its Government Relations Committee, long headed by Milton Danziger, was that fairs, being educational and a principal factor in the encouragement and development of community life, including inspiration for that industry of considerable proportions known as agriculture, should be exempt from the burden of taxation. For years the federal department has supported

Hartmann's

Broadcast

CINCINNATI

IN HIS room of oddities opened a short time ago at his home in Hyde Park, N. Y., President Roosevelt has a collection of especially made hand-carved wooden novelties, a recent gift from Prof. and Mrs. A. L. Morrell, those widely known woodcarvers who boast of 55 years in show business and of never having missed a copy of *The Billboard* since it started in 1894.

And as proud as a peacock are these two old-timers of a letter the Professor received from the White House acknowledging receipt of the gift. The letter, written by Grace G. Tully, read: "The President has received the wood carvings which you were kind enough to send him and asks me to convey to you his sincere thanks. He appreciates your thought of him."

In the collection sent to the President were a monkey wrench two inches long, a wooden fan two feet in diameter, a pair of wooden scissors one and one-half inches long which open and close, and a matchstick with brimstone which has been carved into six pairs of pliers.

Prof. and Mrs. Morrell are now residents of Seal Beach, Calif., where he has on display a remarkable collection of wood carvings. His collection was one of the feature attractions at the four last World's Fairs with Ripley's Believe It or Not Odditorium. There has hardly been a circus of any consequence with which the Morrells have not been connected.

IN REFERENCE to "Save-the-Circus" movement, E. S. Bishop, a circus fan of Honesdale, Pa., who operates a general merchandise store, believes that Mr. and Mrs. C. W. Webb, of Russell Bros.' Circus, while possibly not cognizant, are

contributing factors to the cause.

"I recently spent a day on the Russell lot and found the show to be a very clean outfit in every respect," Bishop writes. "The entire personnel is very congenial, and Mr. and Mrs. Webb evidently extend the casual visitor every courtesy. As to the program, it is tops for its size, well balanced, fast moving, and the patrons really get value received. Side Show is exceptionally good, and nothing offensive is visible from front door to back yard."

Bishop also contributes a clipping of a column headed "Personal and Pertinent" from *The Scranton (Pa.) Times* of August 12 telling about the early circuses in Scranton and quoting Harlowe R. Hoyt's material on early circus days that appeared in *The Cleveland Plain Dealer*. Hoyt, the clipping stated, credited George H. DeHaven or Andrew Haight with the idea of circuses traveling by train. "Haight had located at Beaver Dam, Wis., where he conducted a hotel," Hoyt was quoted as saying. "In the course of time he met DeHaven, who was an experienced circus man. Following a successful run in Milwaukee, in 1866, Haight and DeHaven decided to move their circus. They figured it would be simpler to travel by rail than to pack across the country, that they could time their jumps better and would have less repair and upkeep. A contract was made with the Chicago, Milwaukee, and St. Paul Railroad to furnish an engine and cars, as needed, to transport the circus. When the train pulled in half the adults and all the small boys in the village were on hand to see the unloading, which was not as difficult then as it was to be in years later. The wagons, excepting those which carried the tents, were light and could be easily entrained. The experiment was a success. The train was almost as great an advertisement as the noonday parade."

But DeHaven or Haight was not the first to move a circus by train, according to Col. C. G. Sturtevant, circus historian. In this pillar, issue of May 3, we quoted Colonel Sturtevant as follows:

"The Spaulding & Rogers Circus used the railroad as well as steamboats first in 1856, but the use of the former was for only parts of seasons to get into special new territory at a distance. Loading was on the standard railroad-owned cars. Other shows which intermittently used railroad-owned equipment before 1872, when the Barnum show, managed by Coup, was the first circus to travel by rail in its own cars the entire season, were Haight & Chambers in 1866, Dan Castello in 1866 and 1867, and Maginley & Company in 1867, the last named making some moves in three box and six flat cars. J. M. Nixon, Egbert Howes, and Dan Castello had a circus that shipped some by rail in 1868 and the following year went to the Coast. L. B. Lent, who spent at least eight or nine months in New York City each year, used to ship by rail during the summer to various stands in New York State. In all of these railroad movements there was no attempt at one-night stands, and it was Coup who originated the rapid loading and unloading system which permitted this in 1872. All of the big shows by 1880 were on rails in their own trains except Van Amburgh, who stuck to wagons."

in fairdom is equal in many ways to the religious factor represented by the church, upon which the federal government has continuously refused to make inroads. The fact is, to come right out and say so, the fair in its own influential way has instilled a love of God in its constituents and helped to build the kind of youth which the New Deal is so interested in. The fact is that the fair did this long before the New Deal and long before other theories in American government were ever heard of. For these not unimportant reasons we feel that the admission tax clause as it applies to fairs should be stricken out and that the fairs be allowed to retain their exemption.

The chairman of the Senate Finance Committee is Senator George.

Polio Ban Bars Russell, Cole at Chattanooga; Kids at Knoxville

CHATTANOOGA, Tenn., Aug. 23.—An edict issued by Dr. F. O. Pearson, director of the city-county health department, barred the appearance here of Russell Bros.' Circus, skedded for Friday (22), and Cole Bros. on Saturday (23). In thus exercising his broad powers by placing a ban on circuses, Dr. Pearson explained that it is a necessary move in an effort to prevent the spread of poliomyelitis (infantile paralysis), of which 36 cases have developed here.

Asked why circuses had been singled out for his closing order and why motion picture theaters, swimming pools, skating rinks, and baseball parks are not being closed, Dr. Pearson said that it seemed wise to prohibit the circuses "as they are generally patronized by a different class of people" and that other places of amusement would be controlled and closed when and if conditions warrant such action.

As to whether the Chattanooga Interstate Fair, which has contracted the Royal American Shows, would be permitted to open on September 15, Dr. Pearson said it most likely would unless the polio situation becomes more alarming.

Both the Russell and the Cole shows had covered the city with paper and had run large opposition advertisements in newspapers for their first appearance in this city.

KNOXVILLE, Tenn., Aug. 23.—Cole Bros. and Russell Bros. circuses, here this week, both were hit by a tough break when the city would issue permits only on contingency of barring children 12

years old and under from the show in an effort to prevent the spread of infantile paralysis.

G. Cornwall Spencer, ahead of the Cole show, estimated that attendance would be off by a third under the children ban.

Jack Dempsey joined the Cole show this week to give it its biggest name attraction.

Mont., N. D. Big For Dailey Bros.

MANDAN, N. D., Aug. 23.—Dailey Bros.' Circus played two performances here under the Veterans of Foreign Wars, after a successful tour in the West. Montana and North Dakota were extremely profitable. The only two poor spots in Montana were Whitefish and Whitehall, both very bad.

The fleet of some 70 units crossed and recrossed the Continental Divide and other mountainous regions without the slightest mishap, but suffered two very serious wrecks on level roads due to the drivers falling asleep. One of the elephant trucks was badly wrecked and two others were replaced by 1941 models.

Enlarging the band to eight pieces, with the air calliope, has been a big improvement. Under the personal direction of Ben Davenport and his wife, Eva, the equipment is being steadily improved. Their little daughter, Norma, has proved a versatile performer all summer and scores a hit with children. She will return next month to the Academy for Girls, which she attends in Virginia.

Bill Green Handling Detroit Davenport Show

DETROIT, Aug. 23.—Publicity and promotion for the indoor circus to be staged by Orrin Davenport at the Michigan State Fair Coliseum, opening August 27 for 12 days, were placed in charge of Bill Green this week. Green, former manager for Rubino, noted violinist, has just closed a three-month tour as manager of the Plymouth Motor Fair.

Two late changes in acts were made, with the Wallace Bros.' elephants and the Hollywood Blondes being replaced respectively by the Adele Nelson Elephants and the Four Skating Marvels.

Beatty Plans 15-Car Circus Next Season, Later Rejoining Jones

DAYTON, O., Aug. 23.—Interviewed last week at North Chicago, Ill., where he appeared with the Johnny J. Jones Exposition, Clyde Beatty said that next year he plans to put out a 15-car circus, featuring his animal acts.

He aims to keep the circus on tour the early part of the season and then hook



VERNON L. McREAVY, who recently left Polack Bros.' Circus for a vacation at Leech Lake, Minn., has been engaged by J. D. Newman, of Cole Bros.' Circus, for the press staff of that show.

New Org Takes Over RB's 1942 Magazine

NEW YORK, Aug. 23.—An organization called Circus Publishing Company on Monday officially announced acquisition of contract to publish Ringling's 1942 circus program, magazine, and daily review. It had been known for months that new outfit, headed by Jack (Abie) Tavlin and Harry Dube, was replacing Joseph Mayer, Publisher, Inc., of which Frank Mayer is boss. Mayer company had the contract for 60 years' running. On Thursday Mayer sent out a letter to its advertisers informing them of the change, thanking them for their cooperation, etc. In this it told of building up the program from a four-sheeter to its present proportions, with millions of dollars' worth of advertising sold, and mentioning that it has no connection with the new publishers.

Circus Publishing announced a streamlined idea "with articles and features by many famous writers and commentators." It anticipates a 25 per cent up in circulation, "but rates will remain the same." Cartoon continuity spread thru about eight pages, a newly styled cover, and local advertising inserts are among the new features announced.

up with Jones show for fair dates in August and September.

Beatty is completing his second book, which is to come off the press in September. It will detail his experiences following those in *The Big Cage*. Tentative titles are *Man Versus Beast*, *My Friendly Enemies*, and *My Jungle Friends*.

Outdoor Show Ban Fails in Dallas; RB Date Sticks

DALLAS, Aug. 23.—A city ordinance to prohibit the licensing of outdoor attractions for two weeks before and two weeks after the scheduled dates of the Texas State Fair was not passed by the Dallas City council Tuesday. As the result of a tacit agreement between the city council, the State fair management, and representatives of the Ringling-Barnum circus, RB will show in Dallas September 26-27. The circus had formerly scheduled its Dallas dating for September 29-30, only four days ahead of the opening of the fair.

Management of the State fair contended that the circus dates scheduled so close to the fair's opening cut into the fair's revenue. Fair officials said they would consider an offer to rent the old race track at Fair Park for the RB show-grounds here, if the circus would schedule its Dallas appearance in the future at least two weeks before or two weeks after the Texas fair dates. It seemed probable that the agreement would be worked out.

McReavy Joins Cole Press Staff

ATLANTA, Aug. 23.—Vernon L. McReavy arrived here Wednesday morning from Leech Lake, Minn., and was immediately engaged by J. D. Newman, advance manager of Cole Bros.' Circus, for the press staff of the show. He will be in advance. His first town will be Greenville, S. C., for which point he left the day after his arrival here.

The Cole show now has four press men. One is back with it each show day in the towns where he handles the advance press and radio work.

Mrs. McReavy did not accompany her husband, she remaining at Leech Lake to supervise improvements and repairs being made on their summer estate. She has her father and mother with her and expects to stay at the resort until September 15.

Jean Mill Restrained From Using Mill, Mills in Titles

LONDON, Aug. 2.—In High Court recently Justice Bennett granted Cyril and Bernard Mills an ex parte injunction restraining, until resumption of the case, Jean Mill and her manager from using the name Mills or Mill in a circus title. Before case comes up again Miss Mill is seeking proof that she used her name professionally 10 or more years ago. At the initial hearing, when told that Miss Mill was the granddaughter of philanthropist John Stuart Mill, the judge commented that he did not have a circus.

Pending resumed hearing of title injunction case, the Jean Mill Circus, after being used for filming of *Old Mother Riley's Circus* by British National Films, is laying up. Business has not been good, a marked contrast with the experience of shows tenting in Northern England.

LONDON, Aug. 2.—George Sanger, in conjunction with magician Hillard, is doing well with a tent circus and variety hippodrome. George, grandson of Lord John Sanger and grandnephew of Lord George Sanger, with his wife, Poppy, presents animal acts. Hillard puts over a big magic show on a stage set close to the ring fence at one end of tent.

At Blackpool Tower the Lal Founs Chinese plate spinning and acrobatic troupe have replaced Montreal Trio of cyclists. Business continues good at this northwestern season spot.

Released from internment on Isle of Man, Schittini, formerly manager for the female fakir Koringa, currently headlining at Blackpool Tower, is working on a farm in Cumberland.

Repeat Christmas Show at Belfast Royal Hippodrome

BELFAST, Ireland, Aug. 2.—Inspired by the success of 1940, Dr. Hunter, of Belfast University, and Jack Delino, collaborating with proprietor Birch, will stage another Christmas circus at Belfast Royal Hippodrome.

In a blitz on Northern Ireland, Hunter lost his home, adding one more to the total of British circus people to suffer thru aid raids.

Coast Towns Good For Hunt Bros.

RED BANK, N. J., Aug. 23.—Hunt Bros.' Circus, touring coast towns, is enjoying one of the best seasons of recent years, Charles T. Hunt Sr. reported when the show played matinee and evening performances here Sunday, after Long Branch and Asbury Park one-nighters.

Long Branch (15) and Asbury Park (16) shows were heavily patronized, and the local date was well attended despite the fact that the show moved in on the heels of Gold Cup and National Sweepstakes Regatta which all but cleaned the town on the week-end.

Crowd was impressed with the precision with which motor unit moved in and out. Cleanliness of equipment and animals scored. Side show biz here was slightly off because crowd didn't arrive until just before big top offering.

Managers Harry T. and Charles T. Hunt Jr., report that weather has been fine all season. Only one rain-out before coming here, that on Long Island. This was more than compensated, however, by demands for four shows in two days on subsequent dates. Brother Edward, also with show, is doing a dandy job keeping things moving.

Date here was marked by arrival of a new red, white and blue marquee from Baker-Lockwood. Federal orders are holding up delivery of a new top for the side show, Harry said.

Mr. and Mrs. Bert Cole drove 35 miles down from Tottenville, S. I., to catch the show and talk over old times with Hunt Sr. Another visitor was Charles Meyers, inventor of the portable air conditioner used on the big tent.

Siegrist Club Members To Meet at Wooster Fair

WOOSTER, O., Aug. 23.—First new season activity of the Charles Siegrist Showmen's Club will take place here Monday night, September 8, at the Wayne County Fairgrounds when members will assemble in the dining hall for a banquet and entertainment. Clarence Smith, of Cleveland, cookhouse operator, who will have charge of the dining hall at the Wooster fair this year, will be in charge of banquet arrangements, with Meyer Levine, Andy Smith, and W. A. (Doc) Kerr as members of the program committee.

Visiting showmen will be conducted on a tour of the fair midway and will be guests of several of the concessionaires, including J. R. Edwards, Ted Depish, photographer of the club, will screen new circus movies taken this summer on the Ringling and Cole shows.



MEMBERS of the Circus Model Builders and Owners' Association as they gathered at Hamid's Pier, Atlantic City, recently as guests of Capt. Terrell and Dolly Jacobs. During Dolly's first performance a large sign of welcome (right) to the lady members was unfurled in the middle of the arena, and when Terrell went in with his cats he, too, had a large sign (left) of welcome. Details of the gathering were in last week's issue. Photo by Robert D. Good.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

CARL TRAYNOR worked with Bernie Griggs' clown troupe at the San Diego Rodeo August 9-10.

THREE DEANS, aerial acrobatic act, are headlining currently at George Olsen's Casino Gardens at the Michigan State Fairgrounds, Detroit.

CHARLES (KID) KOSTER and missus have moved to Hollywood. Charles feels great and has the Al Jolson show to open with, but he will not join just now.

DOC WADDELL and his gospel party are on tour in Kentucky and West Virginia. The party will tour Northern Ohio in September.

AFTER a short but profitable season, Lee Bros.' Circus, Robert Atterbury, owner, will close the last of this month and go into quarters at Dakota City, Neb.

GEORGE LERCH, slack wire performer who was with Mills Bros.' Circus for several weeks early in the season, is playing Ohio fairs and celebrations.

HUGHIE FITZ and company clowning for the merchants' association of Perth Amboy, N. J., August 13 to a crowd of 10,000.

AL MAETIN, Joe B. Webb, W. F. (Bill) Wilcox, Harry Bailey, and Bill Page, of the Bud Anderson show, visited the Ringling show at Ottumwa, Ia., August 17 and were shown every courtesy.

AFTER a very pleasant season with Mills Bros.' Circus, Mr. and Mrs. Kirk Adams left the show at Heightstown, N. J., to begin their fair season at Altamont, N. Y.

MR. AND MRS. AL SILVERMAN visited the Big Show at Ottumwa, Ia., August 17. In spite of heavy rain and a very muddy lot, business was big. Show played only in the afternoon.

EDDIE LEWIS, who had been with Bert Leach's front-yard grab stand with Lewis Bros.' Circus, left the show recently in Indiana and has rejoined Eddie Weekly's cookhouse for several weeks of Ohio fairs.

COLE EROS, will play its first date in Atlanta September 1-2 on the Highland Avenue showgrounds. The advance car, under Verne Williams, arrived August 17, and the crew began billing the town the next day.

GEORGE KIENZLE caught the night performance of Bell Bros.' Circus August 16 at Manheim, Pa. Big show and side show did nice business. George also was on the lot of Ideal Exposition Shows at Baltimore that day.

DON SMITH, president of the Circus Historical Society, visited with the Loyal Reppenski Troupe at the Ionia (Mich.) Free Fair August 16. He says the Reppenski's tally-ho act has never been equaled.

MR. AND MRS. FRED TIMON, of Oswego, N. Y., saw Beers-Barnes Circus at Hawley, Pa., August 13 at the matinee, and that night they saw Mills Bros.' at Hamburg, N. J. The next day at Long Branch, N. J., they visited Hunt Bros.' Circus. All did good business.

DENNIS STEVENS, comedy acrobat with Wallace Bros.' Circus the last two seasons and prior to that with Kay Bros., Lewis Bros., and Dan Rice circuses, played the Cat and Fiddle Club, Cincinnati, last week after playing club dates around Detroit.

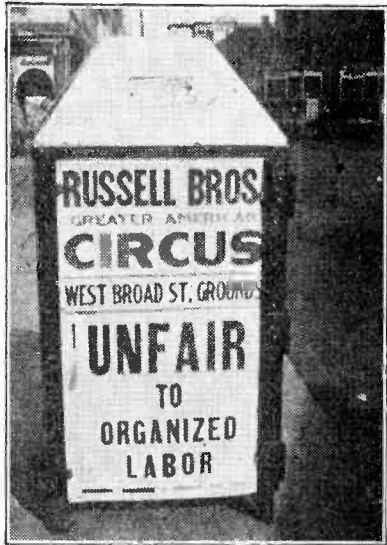
A CIRCUS FAN pilgrimage, headed by two bachelor past-mayors, H. H. Niemeyer, of Portage, Wis., and Adolph Andro, of Baraboo, visited the Ringling-Barnum show at Madison. It was the 33d exhibition day of the show there, and Niemeyer and Andro have never missed a performance.

MRS. VICTOR LEE, of Kay Bros.' Circus, had visits from old-time friends while playing towns thru Missouri, including Mrs. Charles Andress and son, Charles Jr.; Joe Lightner, magician and senator from Odessa, Mo., and Marvel Fell, retired violinist, who accompanied Lightner. Kay Bros.' business has been spotty and weather very hot.

THE FLYING ROMAS, after completion of their fair route, which runs well into November, will frame a seven-people flying return act, composed of four girls and three men, for indoor circus dates next fall and spring. They will also present for the first time in several years their double trapeze turn.

JUSTINO LOYAL, of the Loyal-Reppenski Troupe, received a signal honor recently when the troupe played Sioux City, Ia. Justino was the recipient of a gold medal presented to him by the citizens of the town, who consider him the best bareback rider in the business. The troupe is now playing fairs.

FRED'S KIDDIE CIRCUS, piloted by F. D. Whetten, played Petersburg, Mich., week before last to good biz. Whetten met his old partner, Gene Yarnell, there. Gene is manager of the Butterfield the-



IT'S STOOPING pretty low when an individual or group resorts to such tactics as shown in this picture. That part of the daub reading "Unfair to Organized Labor" before mutilated gave the dates "Monday, August 11, and Tuesday, August 12," when Russell Bros.' Circus appeared in Richmond, Va. The mutilation was done several days prior to the show's appearance. Investigation failed to reveal who was responsible for this piece of vandalism.

aters, Ypsilanti, Mich. Whetten says business at his pet zoo on Lake Wawasee, Indiana, has been very good. He has added more animals, a better car, and plenty of new advertising for next winter.

WHEN Marie and Fred Guthrie played the Salute to Freedom celebration at the Stark County Fairgrounds, Canton, O., July 17, they observed their 11th wedding anniversary. A trailer party following the Monday night show was enjoyed by fellow troupers on the bill, including the Conner Troupe, Bob Fisher and His Fearless Flyers, Phil and Bonta, Roberta, C. A. Klein, Leona Smith, Don Taylor, Johnny Drabble, and Mr. and Mrs. Rex McConnell.

BOB FISHER and his brother, Charles, both members of flying acts, met at Canton, O., August 18 for the first time this season. Bob was playing the Salute to Freedom spectacle at the Stark County Fairgrounds, and Charles was at Meyers Lake Park, less than a mile away. To make the reunion complete, Edythe Stegrest went to Canton and visited, renewing acquaintances on the two acts. Bob for several years was in the original Charles Stegrest Troupe when Edythe did the catching.

LATHAM'S ANIMAL SHOW is in its

fourth year in Texas, where it has been showing summer and winter. This year, instead of the straight animal show, the first half of the program consists of a six or seven-reel Western feature talking picture, followed by a 10-minute intermission for candy sales. The rest of the show consists of trained animals presented on a portable stage. Capacity houses are the rule, says Billy Latham, and week stands are played in city suburbs instead of in the sticks. Show is presented under a dramatic top and is transported on a truck and convertible trailer, which forms a stage after being unloaded.

ROY BARRETT is clowning at fairs. He will open with the Hamid-Morton Circus September 29 at Boston and continue with the show for its Philadelphia and Toronto dates. Early in November he will open at the Famous-Barr Department Store, St. Louis, and will work until Christmas. It will be his ninth year at the store. Following the holidays he will rejoin Hamid-Morton. Barrett visited the Ringling show in Chicago, also the Johnny J. Jones Exposition.

JENNIE ROONEY, as a result of the recent silk-freezing order for national defense, is now wearing a new kind of tights to replace the pink silk numbers she formerly employed in her turn with her brother, Ed, both appearing with Hamid's Circus on Hamid's Million-Dollar Pier in Atlantic City. She is now using liquid stockings. These come out of a small tube and are rubbed on, like cold cream. A fine rosin powder is dusted over, after the stocking job has been completed, to prevent the limbs from becoming sticky.

THE WHITE TOPS were well represented at the Detroit Police Field Day August 16 at the Michigan State Fairgrounds. Acts on the bill were the Teeter Sisters, high trap, and the Charles Siegrist Flying Act. Clowns under the direction of Arthur Gagnon included the LeRoy Brothers, Bob Couls, Buster Marsh, and Vern Wood, with 25 police clowns. The hit number was that of the LeRoy Brothers producing 30 men from the clown car, according to Jack Silvers, who says this is the largest number ever to come from a car.

EDDIE MIXON and Al Pitcaithley, of Billroy's Comedians, caught the Big Show at Burlington, Ia., August 16 and had a fine visit with Jack LeClaire and Felix Adler. They also met Merle Evans, Henry Kyes, Gabe Russ, and Phil Garhon, members of the band. At Oskaloosa, Ia., they saw Harry Villponteaux, formerly with Hagenbeck-Wallace. He is playing fairs. In Ottumwa, Pitcaithley and Mixon ran into Colonel Hoogewoning and wife. She is the former Nellie Orton. The Colonel once had the Mighty Hooce Circus and should be eligible to be called the oldest living circus manager, says Pitcaithley, as he is 81 years old.

HERB TAYLOR TRIO has finished eight successful weeks for J. C. Harlacker, of Providence, R. I., thru the Al Martin office and has signed a contract with Bob Morton to play with the Hamid-Morton Circus at Boston, Philadelphia, and Toronto. Herb recently visited Dave Manning at the Lawrence (Mass.) General Hospital. Manning, who was injured when he fell 75 feet from the rigging of the Four Bombshells while dismantling it, is getting along fine. Andy Wolandi is also resting after falling off his wire at Peabody, Mass., breaking his arm. Herb also reports that Sol Solomon and Harry Smith, the latter also of the Four Bombshells, are in Lawrence recovering from accidents.

SIG G. ARCARI, 87, former circus performer, recently had a reunion in Cleveland with his four sons and daughter and their families. Sig arrived in this country from Liverpool, England, October 4, 1887, and the following year became associated with the circus. He had a knife and battle-axe throwing act which he worked in vaudeville when the circus season was over. His daughter, Virginia, worked in the act from 1913 to 1921. Sig retired in 1935 and made his home with his son, George, in Cleveland. He had been with the following circuses: Wallace and Anderson, Barnum & Bailey, Walter L. Main, James Bailey and Forepaugh, Ringling Bros., Joe McMahon, Sells Bros., Forepaugh-Sells Bros., John Robinson, Hagenbeck-Wallace, Forepaugh, Sells-Floto, Al G. Barnes, Jess Willard-Buffalo Bill, Walter L. Main (when Floyd and Howard King had it), Cole Bros., Lewis Bros. and Ray Marsh Brydon's show.

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The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

CARL R. WENDLER visited Bee Ho Gray recently at Cowgill, Mo., and reports that Bee Ho has his own Western vaudeville show out and that it is an excellent attraction.

BUCK SORRELS, Tucson, Ariz., the first cowboy to win two championships at Cheyenne Frontier Days in many years, had the honor of being the best all-round waddie in the 1941 show. Sorrels, who won championships in calf roping and bulldogging, also won a \$200 award for being adjudged the best all-round cowboy in the field during the five-day show.

PROCEEDS of the rodeo held on the George Ross Ranch, Aden, Alta., went to the Canadian Red Cross. About 900 attended. Results: Saddle Bronk Riding, Jimmy Wells, Jimmy Ellison. Bareback Bronk Riding, K. Brower, E. Price. Calf Roping, J. W. Morton, E. Lund. Steer Decorating, K. Brower, V. Calder. Best Bucking Horse, Nick Lipka. George Ross Jr. was arena director, and Bert Lane, manager.

DURING the week of the Eastern States Exposition, Springfield, Mass., a rodeo will be held nightly in the Coliseum, featuring Hoot Gibson. More than 75 top riders, ropers, and cowgirls, combined with a variety of special novelty features, will make up the program. Chief Onelda's United States Indian Band, led by Princess White Fawn, has been signed, and Col. Jim Eskew is rodeo director. Entered in the rodeo are Junior Eskew, Buddy Mefford, Auvil Gilliam, and Col. Cy Compton.

MORE than 2,500 attended the recent Alsask (Sask.) Stampede. Winners were: Saddle Bronk Riding—Reiney Relke, Lone Breeze, Bill Pryor, Hap Leary. Finals, Hap Leary, Lone Breeze, Bill Pryor. Bareback Bronk Riding—George Spence, Lone Breeze, Jack Noyes. Calf Roping—Jim Mitchell, Spike Nogel, Fred Galameau. Wild Cow Milking—Oscar Cocks, Fred Galameau, Glen Cocks. Steer Riding—Jim Mitchell, Glen Cocks. Wild Steer Race—Oscar Cocks. Stampede officers include President N. W. Stewart, Vice-President B. Shantz, Manager S. J. Kol-

kinson, and Secretary-Treasurer, L. C. A. Pickett.

ANNUAL Castle River Stampede, at Beaver Mines, Alta., drew an estimated 3,000, officials reported. Results: Saddle Bronk Riding—Jimmy Wells, J. Ellison, Mike Yagos. Bareback Bronk Riding—Pete Prevost; D. Pergravi and J. Ellison split second and third. Steer Riding—J. Ellison, W. Bester, Bill Clark. Calf Roping—Ed Ivins, Sandy Porter, Frank Manyfingers. Wild Horse Race—R. Smith, C. Bester, Jimmy Wells. Wild Cow Milking—Bob Jackman, Frank Manyfingers. Stake Race—Fred Gladstone, Alex Vishloff. Arena director was Pete Legrandeur, and judges were Bert Connelly, Frank McDonald, Eddie Ivins, and Jim Robinson. C. Wins was chute manager.

RODEO at Brocket, Alberta, drew an estimated 2,000, including a number of Royal Canadian Air Force members from near-by MacLeod, Alta. Winners: Saddle Bronk Riding—Frank McDonald, Mike Yagos, Rex French, Verne Franklin. Bareback Bronk Riding—Pete Provost, Harold Bester, Jack Ellison, Art Weels. Calf Roping—Bob Jackman, Jack Cochlin, Vance Allred, Alex Fox. Wild Horse Race—Rex French, Harry Shade. Wild Cow Milking—Alex Eagle Plume, Sam Provost, George Cumming. Old-Timers Calf Roping—Jim Low Horn, Joe Young Pine, Joe Scott. Democrat Race—Jack Crowshoe, Joe Eagle Plume. Mile Race—Tom Three Persons. Best-dressed cowboy was Tom Three Persons, with the best-dressed cowgirl award going to Mrs. Tom Three Persons. Judges were Jim McNab, Claude Mills, and R. E. Patterson. Announcer was Jim Ryan.

WINNERS at the two-day Rocky Mountain House (Alta.) Stampede were: First day—Indian Pie Race, Tom Gray, Louis Sunchild, Yellowface. Saddle Bronk Riding, Bob Lauder, Cam Lansdale, Bud Cresswell. Bareback Bronk Riding, Ralph Thompson, Pat Swayne, Urban Doan. Steer Riding, Ralph Thompson, Urban Doan; Olie Armstrong, Russell Swayne, and Pat Swayne split second and third. Wild Horse Race, Pat Swayne, Bud Cressman, Slim Moger. Second day—Pie Race, Crane, Sunchild, Yellowface. Champion cowgirl was Gwenneth Young. Saddle Bronk Riding, Bob Lauder, Bud Cressman, Pat Swayne. Bareback Bronk Riding, Urban Doan, Ralph Thompson; Earl Doan and Olie Armstrong split third. Steer Riding, Urban Doan, Pat Swayne, Cam Lansdale. Wild Horse Race, Pat Swayne, Art Coburn, Slim Moger. Consolation, Slim Moger, Art Coburn, Art Boice. Best Bucking Horse, F. T. Paton.

THE 23d annual Ski-Hi Stampede at Monte Vista, Colo., was a success from every standpoint, according to J. H. Beatty, secretary Monte Vista Commercial Club, sponsor. A feature was a parade held each morning of the stampede, with some 300 horses and a long string of floats participating. Results: Bronk Riding—First day, Cecil Henley, Chet McCarty, Ken Hargis. Second day, Ned Ferraro, Paul Carney, Burel Mulkey. Third day, Doff Aber, Chet McCarty, and Ward Watkins split first, second, and third. Finals, Ned Ferraro. Brahma Steer Riding—Finals, Hubert Taylor, Albert McEuen; Jim McGee, Carl Mendess, Jim Whiteman, and Ned Ferraro split third.

Frontier Contest List

A list of frontier contests will be found in the List Section of this issue.

fourth, fifth, and sixth. Bulldogging—First day, Hugh Bennett, Glen Soward, Gene Ross. Second day, Jack Quait, Hugh Bennett, Gene Ross. Third day, Gene Ross, Jack Quait, Hugh Bennett. Finals, Hugh Bennett. Calf Roping—First day, Jack Skipworth, Gordon Davis, Ike Rude. Second day, Royce Sewalt, Roy Matthews, Buck Eckols. Third day, Jack Skipworth, Leo Brannan; Sunny Edwards, Buck Sorrels, Tom Coleman, and A. J. Pettigrew split third, fourth, fifth, and sixth. Finals, Jack Skipworth.

SEVENTH annual Spanish Trails Fiesta at Durango, Colo., August 9-10, drew an estimated 11,000 despite heavy rains on both days. Specialty acts included Monte Montana and troupe, Paul and Marie St. Croy, and Jean Allen and Carol Henry. Jell Kell and Elmer Holcomb clowned. One of the features was the historical pageant depicting the development of the region. Results: Bronk Riding—First day, Doff Aber; Paul Carney and Cecil Henley split second and third; Bill Seivers. Second day, Bill Seivers; Doff Aber and Bob Burrows split second and third; Louis Brooks and Lex Crawford split fourth. Third day, Doff Aber, Bill Seivers, Bob Burrows; Cecil Henley and Lex Crawford split fourth.

Brahma Steer Riding—First day, Louis Brooks and Hank Mills split first and second; John Chipman; Ned Ferraro and Gerald Roberts split fourth. Second day, Rufus Morris, Jim Like; Gerald Roberts and Ned Ferraro split third; Hank Mills and Smokey Snyder split fourth. Third day, Hank Mills; Gerald Roberts, Ned Ferraro, and Jim Like split second, third, and fourth. Bulldogging—First day, Homer Pettigrew, Ted Meese, Louis Brooks, Everett Bowman. Second day, Homer Pettigrew, Melvin Cropper, Tex Crawford, Paul Carney. Third day, Homer Pettigrew, Shorty Matlock, Everett Bowman, Louis Brooks. Calf Roping—First day, Everett Bowman, Jack Skipworth, Shorty Matlock, Juan Salinas. Second day, Fele Fernandez and Shorty Matlock split first and second; Harold Jackson, Jack Skipworth. Third day, Shorty Matlock, Jack Skipworth, Fele Fernandez, and Juan Salinas.

SPRINGFIELD (MO.) RODEO was well attended. Fred Alvord was arena director and arena secretary. Pete Adams announced.

Results: Bareback Bronk Riding—First day, Grant Marshall, Larry Finley; Ralph Collier and Jack Wade split third and fourth. Second day, Roy Martin, Hoyt Hefner, Jack Wade, Grant Marshall. Third day, Ralph Collier, Larry Finley, and Grant Marshall split first, second, and third; Hoyt Hefner. Finals, Grant Marshall, Ralph Collier, Hoyt Hefner. Jack Wade. Calf Roping—First day, Bill Eaton, Slim Whaley, Pat Parker, Cecil Owsley. Second day, Brown Todd, Deb Howard, Sam Proctor, Jess Goodspeed. Third day, Jess Goodspeed, E. Pardee; Truman Kelly and Dick Truitt split third and fourth. Fourth day, Jess Goodspeed, Hub Whiteman, Dick Truitt, Harry Williams. Finals, Jess Goodspeed, Slim Whaley; Glynn Harp and Cecil Owsley split third and fourth. Saddle Bronk Riding—First day, John Burnett; Ralph Collier and Larry Finley split second and third; Frank Finley. Second day, Frank Finley, George Yardley; Tommy Wilson and John Burnett split third and fourth. Third day, George Yardley, Tommy Wilson, Frank Finley; Jack Favor and Jim Robillard split fourth. Finals, Frank Finley, Tommy Wilson, Jack Favor, George Yardley.

Steer Wrestling—First day, Tom Hogan, Jack Wade, Claude Fletcher, Hub Whiteman. Second day, John Burnett, Claude Fletcher, Mike Fisher, Jack Wade. Finals, Claude Fletcher, Jack Wade, John Burnett, Hub Whiteman. Bull Riding—First day, Hughie Long; Frank Marion and Hoyt Hefner split second and third; Grant Marshall. Second day, Nub Martin, Doc Dyer, Louis Brooks, Orval Stanton. Third day, Nub Martin, Frank Marion and Orval Stanton split second and third; Hoyt Hefner. Fourth day, Louis Brooks, Hoyt Hefner; Hughie Long and Grant Marshall split third and fourth. Fifth day, Frank Marion, Nub Martin, Hughie Long; Grant Marshall, Orval Stanton, and Hoyt Hefner split fourth. Finals, Hughie Long; Hoyt Hefner and Frank Marion split second and third; Nub Martin.

Dressing Room Gossip

COLE BROS.—There seems to be a rumor going around that this show is not paying salaries. That is not true. This show has never missed a payday since it opened in Louisville. In fact, some weeks they pay us a day ahead of time.

Lots of visitors recently: Dr. W. Mann, from the Washington Zoo; Fred G. Orsinger, U. S. Bureau of Fisheries; Dr. L. C. Holland, CFA, of Suffolk, Va., who clowned an afternoon show; James K. Gulley, of Goldsboro, N. C.; Art La Rue, former clown, who is now at the naval base at Norfolk; Gypsy Davison, formerly with a skating act, and Lieut. Ronald Button, of the British Navy, who was in the dressing room all afternoon chatting with Clary Bruce and yours truly, finishing the afternoon with dinner in the cookhouse.

On the sick list last week were Clary Bruce, Joe Masker, Fermin Oliva, May Palmer, Jack Voise, Fred Wenzel, Huffy Hoffman, and Maurice Marmalejo.

Side Show news: Arthur Windecker, manager, celebrated his birthday, and his personnel gave him a grand time. P. G. Lowry and his boys played *Happy Birthday*. Art received some very fine presents. Anna Loving has lost one of her best snakes. Earl Graham and Larry Benner joined the Pacific Coast Showmen's Association thru Chuck Gammon.

I see where John Shubert is making a new rigging for vaudeville when it comes back. I hope Shubert isn't too old when it gets back. Dr. Troutman was a visitor at Roanoke and Charleston, Va. Emmett Kelly, Otto Greibling, Huffy Hoffman, and Alva Evans went out to Camp Lee when we played Petersburg, Va., and gave a show for the boys. They report a grand time visiting all around and having lunch in the mess hall. The show was under direction of Bruce Conning, staff sergeant. Our boys finished up by meeting General Hartman. **FREDDIE FREEMAN.**

Circus Historical Society

WICHITA, Kan., Aug. 23.—Participating in the annual powwow at Trenton, Neb., were Clarence Cordry and his Indian entertainment; the Coriells, featuring Vernell with his head slide; the Bell Thazer Trio, the Cycling Harrisons, and Kit Carson Jr.

E. H. Jones, of Warren, O., plans a rail show for Canada next spring. C. G. Marsh has been appointed band leader of the Buffalo (Okla.) High School band.

Fifty years ago Walter L. Main was in his first season on rails and in July was on Long Island, N. Y.

Walter Tyson, CHS of Guelph, Ont., and Bob Green, of Pontiac, Mich., planned to get together on the Conklin Shows at the Canadian National Exhibition in Toronto.

Summer exchange season is on in full blast among CHS members. Mails are filled with posters, photos, route cards, books, and model builders' supplies.

Gordon Potter, CHS, visited a week with the Ringling show in Chicago. Dr. H. H. Conley is to be congratulated on his historical piece, issued to honor the CFA convention in Springfield, Ill. P. M. Silloway traveled farthest to the CFA convention.

Bill (Baraboo) Kasiska, CHS charter member, works in the building formerly owned by the Ringling brothers in Baraboo, Wis.

Nearly enough members are available in the Detroit area to form a tent in that city.

Ernie White played his home town, Chattanooga, Tenn., August 23 with Cole Bros.' Circus.

Jack Harrison, of Pratt, Kan., was to spend his vacation on the Bud Anderson show in Iowa. Don Smith visited Wallace Bros. at Ann Arbor, Mich., and met Bill Woodcock, Ray Rogers, Flo McIntosh, Lee Powell, Irma Ward, and Charles Arley.

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GROSSES, PER CAP STAY UP

Flint Has Gain And Bigger Nut

Receipts up 40% and expenses 30%, says Berger—big day pulls 55,000

FLINT, Mich., Aug. 23.—Business in Flint Park in 1941 has been as good as in any of its 22 years, said E. E. Berger, manager of Flint Park and Amusement Company. Park will close on September 1 but the roller rink will be kept open.

Grosses have been up about 40 per cent, Manager Berger said, while expenses have increased about 30 per cent. The big day, July 4, attracted 55,000, according to estimate of Flint police. Nights on which 8,000 to 15,000 have turned out have not been unusual during the season.

Free acts are booked by Gus Sun Agency. E. A. Wright brought two rides, Lindy Loop and Auto Racers, from Des Moines, Ia., to make 19 rides. Roller Coaster and Merry-Go-Round continue most popular. Park also has 15 concessions, Penny Arcade, and beach.

Baseball Night Is Sure-Fire Draw at Detroit's Eastwood

DETROIT, Aug. 23.—Eastwood Park celebrated Baseball Night on Tuesday, with most members of the Tigers and the Yankees, in town for a series, as guests of the park management. It was a sure-fire draw for thousands of fans. Ty Tyson, radio sports commentator, was emcee of a special program in Eastwood Gardens, outdoor ballroom, with Harry James and his band.

Roster of Eastwood Coaster Company-operated pool, rides, and other attractions in the park comprises:

General Staff: Rilia McLain, president and general manager; Charles Rosenzweig, secretary and treasurer; Philip Stern, assistant manager; George McAllister, general superintendent; James Helmes, assistant superintendent; Walter Nummer, electrician; Steve Dvorjak, landscape gardener.

Coaster: Frank LaRouche, manager; William Waslar Jr., assistant; Edgar Fowler, ticket taker; Lorraine Hansen, head cashier; Maude Busted, Emma Aulwes, cashiers; Howard Megdall, assistant cashier.

Dodgem: John Fletcher, manager; Hiram Buckelew, Mildred Dugan, cashiers; Sam Ponzo, Marvin Turdebille, assistant ride men.

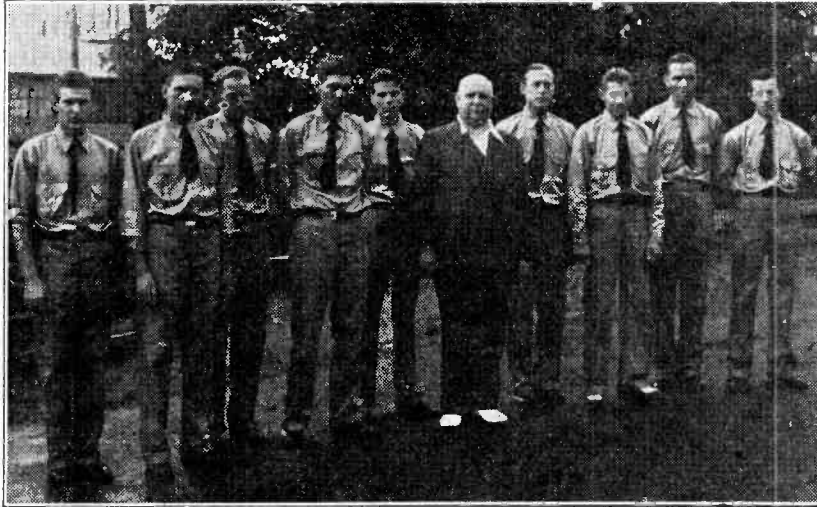
Rocket: George Dickson, manager; (See DETROIT EASTWOOD on page 61)

New England Spots Getting Heavy Play in Great Season

BOSTON, Aug. 23.—New England is having one of the greatest outdoor show seasons in years. Resorts and parks report receipts far above normal and in some instances business is far in excess of that of 1931, a boom year. Carnivals and circuses have been playing to near-capacity for the most part, and indications are that the season will continue to register strong business.

New England Council reported that recreational business in the six-State area was up about 20 per cent over last year's for first half of the season. This gain was reported by resorts, parks, hotels, and others who share in seasonal business. Altho defense activities have kept many from taking vacations, New England's tourist business is far ahead of last year's.

YOUNGSTOWN, O.—Mahoning Valley Zoological Society, in a letter to the city planning commission, asked that plans for a zoo be included in a six-year improvement program being prepared by the commission. Merrick Seamans, secretary of the society, suggested that the zoo be constructed so that native animals could be kept in control thru a moat system rather than in cages.



JOHN J. CARLIN, founder and owner of Carlin's Amusement Park, Baltimore, Md., posed with his staff of operators of riding devices just after they had donned the distinctive new uniforms selected for the Mardi Gras season, to open in the park on September 2 and continue thru September 14. A. T. Miller is park events director.

Miss Minnesota Contest Draws 10,000 at Excelsior

EXCELSIOR, MINN., Aug. 23.—Over 10,000 people, one of the best crowds of the season, were on hand August 17 at Excelsior Park to witness the picking of Miss Minnesota to represent the State in the Miss America contest next month in Atlantic City, said Rudy Shogren, ballroom manager and publicity director. Patricia Tietz, Minneapolis, was chosen from among 28 contestants.

Park has had fair weather breaks all season and attractions have all played to strong crowds. Only the ballroom, which has been booking name bands for one-nighters the last half of the season, has suffered, owing to extremely hot weather in July.

MONTREAL.—Belmont Park here, managed by Rex D. Billings, was scene of the presentation by the Canadian Car and Foundry Company, Ltd., and the Canadian Car Munitions, Ltd., Associations of a fighter, "Hawker" Hurricane plane to the Wings for Britain Fund at their picnic attended by 14,000. The Hon. Marguerite Shaughnessy broke a bottle of champagne on one of the wheels of the plane.

A. C. Pulls Another Jam During Diving Mercury and Dole of Gas

ATLANTIC CITY, Aug. 23.—Despite lower temperatures and rationing of gasoline in inland cities, the resort had another banner week-end on August 16 and 17. Crowd was just under the 550,000 of the week before. As most of the amusement and business interests put it, if they do not take in another dollar this season, they are still way ahead of last year. Unlike previous capacity week-ends, sleeping accommodations were provided for the overflow. Convention Bureau had appealed to private homes and rooming houses to list vacancies.

Crowd on the beach was 200,000, a third less than the previous week-end. As a result piers and other Boardwalk amusement centers were filled to capacity, many places having lines waiting to see shows.

Steel Pier had attractions headed by Bud Abbott and Lou Costello, Gypsy Rose Lee, Billy Gilbert, and Bobby Byrne's orchestra. For this week-end bill is topped by John Boles, Three Stooges, Gypsy Rose Lee, Billy Gilbert, and Sammy Kaye's orchestra. Labor Day bill will include Andrews Sisters, Glenn Miller's band, and Jimmy Dorsey's orchestra.

Hamid's Million-Dollar Pier for last week-end headed the bill with George White's *Scandals of 1942*, featuring Helen Morgan, and Vaughn Monroe's orchestra. Starting tomorrow George A. Hamid, operator, has arranged a cele-

New KC Spot Talked By Operator Group

KANSAS CITY, Mo., Aug. 23.—Proposal of C. D. E. Amusement Company for construction of an amusement park on land adjoining the south side of Swope Park here has been taken under advisement by the park board and will be placed before city council should the offer be found worthy of recommendation.

The amusement company, thru Byron Spencer, attorney, recently submitted a deed of dedication whereby the company would give to the city 25 of 40 acres of ground, retaining 15 for amusement equipment. Company also offered to pay the city 10 per cent of gross proceeds after the first \$400,000 in gross business in the first two years of operation.

Spencer estimated that city revenue would approximate \$25,000 a year. At the end of 15 years the 15 acres and improvements, excluding rides and equipment, would become city property.

Officers of the company are John W. Carlson, president; Harry Duncan, secretary-manager; E. M. Eslinger, treasurer, and Ed Borsierine and Elmer Ve-laire, directors.

G. B. Ready for Rush

GALVESTON, Tex., Aug. 23.—With 7,000 union members and half as many soldiers from near-by camps to take part in the Labor Day parade, Galveston Beach Association plans for the biggest period crowd in its history. Labor Council announced 30 floats will be in the pageant on Monday, with an all-day picnic on Sunday. Thousands of soldiers will be on leave from Camp Wallace and Fort Crockett, where 60,000 are encamped. Beach's Army recreation center can house 1,000. Plans are on for enlargement.

Kennon Milwaukee Zoo Head

MILWAUKEE, Aug. 23.—Henry M. Kennon, curator of birds and superintendent of anthropoid apes at St. Louis Zoological Gardens, has been named director of Washington Park Zoo here by the county park commission. Kennon, who ranked highest in civil service tests for the post, will succeed Ernst Unter-mann, who retired on January 1. Since then the zoo has been directed from the office of George Hansen, superintendent of parks. Zoological Society directors have voted to spend \$1,000 for 22 new types of birds and a pair of kangaroos.

Promotions in Period Are Few

Varied weather and lack of special events accompany general rise in takes

CHICAGO, Aug. 23.—With a variety of weather and few special promotions, operators reporting on questionnaires sent out by Executive Secretary A. E. Hodge, National Association of Amusement Parks, Pools, and Beaches, maintained large gross gains on the season and in the first week in August, and in per capita expenditures up to August 10. Questions and answers:

How does your gross compare to date with the same period in 1940?

Alabama, 9 per cent increase; California, 27.2 increase; Illinois, 36 per cent increase; Central Massachusetts, 90 per cent increase; Northeastern Massachusetts, 70 per cent increase; Southeastern Massachusetts, 56 per cent increase; Michigan, 38 per cent increase; Missouri, 66 2/3 per cent increase; Eastern New York, 26 per cent increase; Northern Ohio, 23 per cent increase; Southern Ohio, 22.57 per cent increase; Oklahoma, 18 per cent increase; Eastern Pennsylvania, 46 per cent increase; Western Pennsylvania, 25 per cent increase; Western Pennsylvania, 49 per cent increase.

August Starts Well

How was your gross for the first week in August, including August 10, compared with the same period in 1940?

Alabama, 45 per cent less; California, 25 per cent increase; Illinois, 34 per cent increase; Central Massachusetts, 90 per cent increase; Northeastern Massachusetts, 30 per cent increase; Southeastern Massachusetts, 39 per cent increase; Michigan, 40 per cent increase; Missouri, 200 per cent increase; Eastern New York, 37.3 per cent increase; Northern Ohio, 15 per cent increase; Southern Ohio, 20.80 per cent increase; Oklahoma, 11 per cent increase; Eastern Pennsylvania, 74 per cent increase; Western Pennsylvania, 12 1/2 per cent increase; Western Pennsylvania, 40 per cent increase.

How was the weather for the first week in August compared with the same period in 1940?

Alabama, same; California, better; Illinois, better; Central Massachusetts, (See Takes, Per Capita Up on page 61)

Polio Spread Brings Bans to Eastern Pa.

PHILADELPHIA, Aug. 23.—Park operators in Eastern Pennsylvania are concerned over spread of infantile paralysis.

A quarantine has been ordered in York, barring all under 21 years of age from public places and conveyances. Ban is effective until September 15 and it will be renewed if necessary. A quarantine, expiring on September 1, unless extended, has been ordered in Red Lion.

State department of health warned parents against permitting children to go to crowded places, and many picnics and other outings have been canceled.

BIRMINGHAM, Ala.—All municipal pools in this area have closed for the season several weeks in advance of regular closing, attendance having fallen heavily. Operators blamed spread of infantile paralysis for declining patronage.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

A Woman Speaks—and How!

For years we have discussed in these columns swim pools and beaches. We have discussed them from the pool owner's angle, pool manager's angle, life-guard's angle, performer's angle, advertising and publicity angle, and many more. This week while visiting a number of natatoriums in and around the metropolitan area I noticed that in most of the tanks male patrons greatly outnumbered females and, so far as family trade was concerned in swim pools, it was practically nil.

Perhaps, I thought, women expect different things in a pool than do men, and so I turned to Mrs. Nat A. Tor and asked, "What would you expect in a pool that you visited, either by yourself or with our offspring?" That started it and it hasn't stopped yet. So pool men, take heed, for from the women come your family trade, one of the most desirable groups to cater to, and thru mothers are molded future swimmers and future patrons of tanks. If a boy or a girl is trained to swim at a certain type of place, it stands 10, 2, and even that in later life he or she will continue to look for the same things in a pool.

First of all, the strongest impression

that I get from the tremendous flow of words that came from my spouse was that her first objection to the average pool was that it wasn't clean. It wasn't the filtering process that she was talking about or the condition of the water, but the very primary cleanliness of beach, locker rooms, lunch counters, entrance lobby, and appearance of help.

It may sound foolish to us men folks, but the wife says that if she walks into a pool and sees that the entrance needs a coat of paint or sees an empty candy wrapper on the floor, it gives her an immediate impression of carelessness, and no matter how many documents she were to see proving the purity of the water she wouldn't believe it. She just wouldn't swim in the pool. Another thing she objects to is, as she calls it, "the slimy feeling under foot" in locker rooms. She claims that they're always so sloppy-feeling that she wouldn't walk barefoot in them. Ads have had some effect, for she senses "athlete's foot" at each step.

Lunch counters at most pools are just something that she wouldn't patronize, and her reasons: Counter men look messy and never wear clean aprons. Counters are always full of crumbs from the last diner. Counter equipment is never bright and shiny as it is in the corner drugstore.

A suggestion that she made, which I have echoed many times, is the question of uniform attire for all employees. Lifeguards should all be made to wear the same type of trunks and, if they wear anything over the trunks, it should be uniform sweaters or shirts. Ticket takers and cashiers should also be dressed in uniform style. This, she claims, gives her a feeling of efficiency about the place and a sense that the pool is in business to stay. Besides which it makes it easy to spot a lifeguard or an employee at first glance.

All these suggestions seem to come under the heading of cleanliness, and leave it to a woman to discover them! But they all seem to be mighty important to the average woman, if I can call my wife an average woman without risking getting hit with a rolling pin.

Other feminine objections which don't come under the heading of cleanliness and which are a bit harder to remedy are, first, that a great many natatoriums don't have wading pools for children, which makes it almost impossible to take a 2-year-old, such as ours, swimming. Even in the shallow end of most pools the water is over his head and it is too great a risk to hold an active child.

This last is a ticklish question—that of skin conditions of bathers. The wife feels that the mere sight of anyone with his face or body broken out with rashes is distasteful to other swimmers. The fact that whatever causes the eruption is not catching won't change its effect on other bathers. I know of many pools that do not admit people so

afflicted, but it is a delicate problem at best.

Most of these problems are not too hard to solve; in fact, the frequent use of a scrub brush would seem to make most women happier. Mopping up locker-room floors a few times during the day and cleaning up beach and passageways would eradicate a look of carelessness that the average woman dislikes. A new paint job will do wonders to give the pool that freshly scrubbed look.

Bee Kyle, working at Palisades (N. J.) Park, is using nine ladders and doing a spectacular fire dive at night.

Pool at High Point, N. C., grabbed itself a ream of publicity with the staging of the nationals there last week. Some of the best swimmers in the country showed up for the events, and the pretty gals made it a heyday for newspaper photogs.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz continues good but weather spotty. Circus promotion a big card and outings holding up fine. Turnaways are the order at big Arena, at least when weather doesn't interfere. Out-going bill was a swell one, with Pallenberg's Bears held over. Guice Troupe also deserves special mention. Three Walters are funny as ever, and Jumbo and Pets drew lots of kiddies. Current program has Four Bombshells, Happy Spitzer, Jim Wong Troupe, Olympia Desvall's Russian Wolfhounds, Frieda's Pets, Hip Raymond, and Charlie Frank. Fireworks going strong. Park closing September 7, with pyrotechnics every night of final week.

Playland intra-mural shuffleboard contest finds Joe Merrill in lead, followed closely by Mrs. Charley Johnson. Johnny Franklyn reports his baseball and golf games doing plenty of biz. Crew at administration switchboard, Babs Cleary, Alice Frattorola, and Cynthia Dwyer. Westchester swim championship finals at pool August 20-21. Playland Aquatic Club has a team of 11 entered, with 250 expected to compete. Alice Crozier, of Playland, is tagged as dangerous, as are Sonny Norris and Bobbie Huber. Rose Fedar, of Abbott forces, recovering from appendectomy.

Ruthie Bellairs relief to Helen Kraft at kiddie playground. Gus Hudler, demon detector of phony money, still detecting. Joey Ciccone has been attendant on pachyderms at circus. The writer enjoyed a visit chatting over old times with Flora and Walter Guice. Vocalist Vera Barton, of Duke Daly band, a continuous click. Personnel talking winter vacation as 1941 season ready to go into eclipse. Ray (Personality) Gregory counting the days when he will return to big town. Jack Cliffe and Margaret still undecided as to winter spot. Hasta luego.

Atlantic City

By M. H. ORODENKER

Frank P. Gravatt, operator of Steel Pier, made a gratis contribution of an estimated \$5,000 exhibit space on the upper level of the pier to house a complete panorama of WPA projects. He also provided entertainment for the Kiwanis' Club at its meeting last week at Hackney's Restaurant, bringing Bud Abbott and Lou Costello, Ben Yost Singers, Paul and Nino Ghezzi, Gil and Bernice Maison, and Catherine Harris.

One of the gayest events of the season on Hamid's Million-Dollar Pier was a monster treasure hunt on August 15 and 16. Majority of prizes were in cash, secreted in boxes scattered over the amusement center. Keys for opening the boxes were distributed thru hotels, restaurants, shops, and business houses, and key holders had to search out the chests on the pier.

William H. McMahon, in his third year as publicity chief of Hamid's Million-Dollar Pier, has earned the sobriquet of "lion man" among the press agency. His first year on the pier, McMahon ballyed lion trainer Emanuel King; last year reams of publicity were in interests of Clyde Beatty, and this summer it's been the wild animal act of Terrell Jacobs. This is the 11th consecutive year that McMahon will handle press relations for Atlantic County Fair, Egg Harbor, N. J.

For the first time since 1930 there was floodlighted bathing last week, when the entire cast of *Ice-Capades of 1941* went on the beach after close of a night show. Arranged by Mall Dodson, Convention Hall publicity director, the only other such floodlighted bathing opportunity was given when the hall first opened and lights used for that purpose were turned on the beach. Moreover, for benefit of newsreel cameramen, the ice-show cast went ice skating on the beach. A special rink, made of a new composition, was constructed in front of Convention Hall and banked with cakes of real ice and machine-made snow.

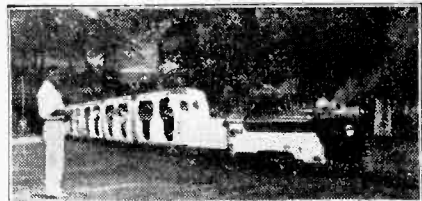
Sunday, August 17, marked the 45th anniversary of the naming of the wooden way as the Boardwalk. In 1896 the present steel and concrete supported Boardwalk was given its name, shortly after it was opened.

cut down to an hour's run and made up of vaudeville units from *Streets of Paris*, which show the Danziger Brothers took over from the Flushing Fair and operated on the road for 26 weeks last winter and for which William Miller is now booking talent. Eddie Welles, in charge of park operations, will control the stage direction for attraction. Many *Paris* employees are now working in various capacities in the park.

Bowery Briefs

Billy King has transformed himself from a talker at Ralph St. Angelo's World in Wax to a ticket seller at Bob Sled. . . . E. E. Sandsteel, construction engineer of Sled, said the World's Fair ride has done capacity all season here and he marvels at the number of re-riders. . . . Stanley Reiben, late of Skee Ball, was a visitor in soldier's uniform and declared he'd rather be a buck private than a lawyer. . . . Laughing Dave Rapp came from Sky Diver to take the place left vacant on Virginia Reel by Phil Cook, who was tendered a royal farewell send-off at Skeier's, Sheephead Bay, August 17 by the seven faithful, George Brown, Ted Stillman, Sam Rubenstein, Morton Garmesi, Herbert Shulman, Dan Maniacki, and George Kyrimes. Phil is now a Bronx business man. Shirley Rapp (no relation to Dave) is the physical attraction at Lou's Star Game and has been ever since July 4.

Five out of a total of eight female cashiers were dropped from Luna's pay roll recently. Among them was Anna Rosenberg, secretary of the Metropolitan Resort Employees, Local No. 1, of which Louis Ope, of the circus, became the new president when Hyman Malik vacated. . . . Eddie Davis, of Leon and Eddie's, Manhattan, and his family were the guests of Manager Hy Frank last week on their annual visit to Coney. Eddie whispered to Hy he was going to build a new nitery the coming winter in Florida. Body of floating idlers on the Luna pay roll since first of the season gradually melting. . . . Dave Rosen giving girl talent at *Streamlined Follies* a half day off every week and one show off every week-end. Ork members get a half day off every week.



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Coney Island, N. Y.

By UNO

Despite a brief shower on Saturday, it was another capacity jam for the month's third week-end, August 16-17. Press Photographers' Association held annual outing at Steeplechase Park August 18 with the Tilyous, Manager Jimmie Onerato and P. A. Billy Friedberg acting as general hosts and Mike Levy and his Fife and Drum Corps furnishing music. . . . Park also entertained Quiz Kids of radio renown on August 21. . . . Trixie LaMont and Billy Milton of *Streamlined Follies* celebrated their first wedding anniversary on August 19 by throwing a big party held in the Tirza (Luna) enclosure after closing time and to which came over 100 invited friends to help partake of the eats and drinks and participate in the general fun. . . . Edith Anderson, Danish ice-skating strip teaser, replaced Pat Paterson in Dave Rosen's show. Ginger Wayne leaving soon for the Embassy Club, Brooklyn.

Luna Lines

DeDios of the circus threw a birthday party in the tent for Harry Jr., on his first anniversary. Same night the Ricardos, trapeze act, staged a birthday party for daughter Bubbles at Midget Village. Mollie Sherman, of Dump-the-Lady, becoming expert ringing the ducks at Al Seskin's game. Danzigers' plans for 1942 include a Monte Proser Beachcomber atop ballroom. A new Boomerang ride will occupy part of the site now inhabited by Midget Village. A new policy will be

just one girlie show in all Luna. Free gate will again prevail, but in all probability for the last time in 1942. . . . All sign advertisers, taking in Ruppert's, Coca-Cola, and Philip Morris, have renewed contracts for 1942, with one of the three going in for additional space and more Gs. Still another (name later) about to sign a 15Gs contract for a space behind the Chutes. And another spot now being dickered for to the amount of 40Gs is for entire top of Dragon's Gorge.

Mac (Doc) Zeitlin, ticket man on Chutes, will again take to the road, his 30th time. . . . With Tom McKee out of Aquagals, show is now just an all-girl underwater ballet. Royal Raymond, talker, has left for a return to legit acting, this time in *Brother Cain*, a new drama to open next month. His wife, Shirley, another talker, has shifted from Aquagals to Tirza, where Ki-Ki is becoming adept as a wine bather to sub for Tirza so that latter may leave to fill a four weeks' contract at the Shoreham, Washington. Charles Greenbaum at Al Seskin's duck pond, park veteran the last six years, returned to his old profession, dress designing. Nights he is back at the ducks. . . . Ben Lenharr, midget bar boss, says he has leased a theater on Broadway, where he intends to operate a midget stock revue, something new for that part of the White Light district. . . . Also new for next season in Luna will be a musical revue

American Recreational Equipment Association

By R. S. UZZELL

All members of AREA and amusement park managers as well are very anxious to know whether or not the industry is to enjoy any priorities on materials entering into the building and repair of amusement rides and equipment. Rightfully, it should be and, equitably, it should have them, because no other industry does so much to keep up the morale of the people.

In England when the war broke, the Mills Circus, largest in Europe, was ordered to go into quarters and unload and turn over to the government within four days all of its railroad cars. The circus got under the wire with a margin of only a few hours. But it was found that the show was headed to bolster up morale, so in the spring of 1941 it was permitted to have the required cars and has been showing this entire season.

Be assured that your officers are working for the desired results, which are fraught with vital meaning to all of our fraternity of interests. Spillman Engineering Corporation had such difficulty in procuring required material to complete 1941 spring orders that it has gone wholly into war work for the duration. Eli Bridge Company refuses to make prices and commitments for 1942 until it can more accurately know what condition will confront it. A. R. Hodge is on his toes in this matter and ready to render every assistance.

Chi Program Moving

Fred L. Markey has moved right along with the program for the December meeting and has it practically complete. Will we have a meeting? Sure we will! Our fellows in this amusement park and kindred business are not the kind who lie down and quit.

Lloyds of London offer odds of 1,000 to 1 that the States will not be bombed. In March of this year the odds were 10 to 1 that peace would be reached in 1941. On August 1 this year the odds were 3 to 1. Watch them fall some more this fall!

Gasoline shortage has not perceptibly hurt park business yet and may not this season as the more drastic regulations will not become effective until after Labor Day.

Coney Island (N. Y.) Mardi Gras will come earlier this year than ever before. September 8-14 are the official dates. Labor Day is early this year and desire to avoid a lull between the holiday and opening of the Mardi Gras is the reason for these earlier dates. With the city full of soldiers, sailors, and aviators, it

should be the best in years, weather permitting.

Coney Bikes and Coasters

At Coney Island on the Kline property, just before reaching the side entrance of Steeplechase, there is a collection of bicycles in actual use that shows about every vintage from the old bone shaker of 50 years ago to the latest streamlined model. Yes, the one very large wheel with the one very small one is there but somewhat modified for safety of patrons. It would surely be a good movie sketch.

The old L. A. Thompson Scenic Railway at Coney, built in 1889, is still doing a good business. On a Saturday afternoon we saw it doing more business than any Coaster at Coney. Some of them must have cost four times what this one did.

Palisades, N. J.

By MARION CAHN

This will be remembered as the summer in which "rains held off." Saturday night, August 16, just when everyone was getting ready for the night's business, rain came with an intensity that made things look pretty hopeless and then, just as suddenly as it started, the rain stopped at 8:25, and from then on crowds poured in instead of rain. That was the start of a good week-end and Sunday, being an ideal day, topped it off nicely.

That week's free act bill necessitated a change in mid-week when Betty Fox, of Benny and Betty, became ill. Bee Kyle, who was slated to open on Monday, came in early and set up for over the week-end. She's diving from quite a height and doing a fire dive at night which the crowd always likes. Completing the bill is Louis Prima and his band, who double for free dancing alternating on the bandstand with Henry Daye and his orchestra, Palisades stand-by. Isham Jones, following Prima, will be in for nine days, including Labor Day week-end.

Delegates to the annual meeting of Pennsylvania Amusement Parks Association, at Hershey, Pa., on August 20 and 21 included Jack Rosenthal, Al McKee, M. Ericson, Murray Goldberg, Ed Wassman, Doc Morris, Jackie Morris, and Bert Nevins.

Odd request of the week: Jack Rosenthal just got an inquiry from an information service in Washington, D. C., asking how many electric light bulbs are used at Palisades. Figuring that out accurately would be a long-time job for someone.

WHN is breaking ground over here for its new frequency modulation tower, which will rise 650 feet above the Hudson. Good business has done Adolph Schwartz more good than doctors. Edwin Schoeppe, the architect, is preparing elaborate plans for an enlarged casino for next year. Work will start after the season's closing. Louis Asenjiano, head of the park's sanitation department, has enrolled in Newark Art College for a course in commercial art. Harry Shephard had a job figuring out how to fit Louis Prima's band on the bandstand. Altho Prima has the same number of men as most of the bands that have played here they just seem to take up more room. Fourth annual Mrs. America beauty contest will be held here on September 13. For *The Journal-American* Home Legion party on August 18-22 admission to the park was a pack of cigarettes, all donations being turned over to the men in training camps.

Nashville Fair Board Will Not Renew Operator Leases

NASHVILLE, Tenn., Aug. 23.—Lease of Cascade Plunge, privately operated swim pool on the State Fairgrounds here, will not be renewed when it expires in November. County Judge Litton Hickman announced. Judge Hickman, also chairman of the State Fair Commissioners, said the operator of the pool, E. H. Jones, had been notified a year ago that his licenses would not be renewed.

"We are trying to get rid of all privately owned amusements on the fairgrounds," Judge Hickman said. "People going to the pool have made a regular path across the race track."

Other attractions left in the park include a Roller Coaster, Old Mill, and Whip. Contracts on these expire this year and it has been reported that they will not be renewed. Other rides have been taken out during the past several years. Miller and Rose are operators of the Coaster. Jones said his pool business had been better this season than in the past five years.

With the Zoos

AKRON, O.—Twin male Bengal tigers born in Proske's Zoo, Summit Beach Park, here, are reported doing well. Two females were born on July 6 and one died. Proske said it was rare for Bengal tigers to be born in the Western Hemisphere.

PHILADELPHIA.—Princeton, a tiger in Philadelphia Zoo, was found dead in his cage by Fred Huber, keeper of the lion house. Tiger was 16 years of age. Born in the Washington (D. C.) Zoo in 1925, he was brought here in 1928, a gift by the late Robert Glendinning. Four tigers remain.

DENVER.—Blessed events in Municipal Zoo in Kendrick Park, Sheridan, Wyo., are not uncommon, but city officials were a bit reluctant to announce the birth of a faun, for the proud mother's name was Dick, and park attendants had supposed all along that Dick was a buck.

More Events at AC Pageant

ATLANTIC CITY, Aug. 23.—Several events have been added to the Miss America beauty pageant during Labor Day week here. Climaxing a day of parades, a giant night parade has been set for September 2 by Edward O'Keefe, chairman of the Mardi Gras parade committee. Boardwalk grandstands will remain standing for the night event. Another feature will be a junior drum and bugle corps contest. Mardi Gras parade is expected to include over 100 floats and 20 musical units. Vineland (N. J.) Fireworks Company was awarded contract for September 1 fireworks in front of Convention Hall, opening event. They will be discharged from a barge beyond the breakers line. A \$75,000 bundle of 50 Hollywood gowns is expected soon for Ruth Miller's production, *Cavalcade of Screen Glamour*, to be staged in Convention Hall. Among repeats this year are Bert Estlow's orchestra for beauty contest events in the hall and Bob Russell, emcee.

TAKES, PER CAPITA UP

(Continued from page 59)

same, hot; Northeastern Massachusetts, better; Southeastern Massachusetts, same; Michigan, better; Missouri, much warmer, no rain; Eastern New York, better; Northern Ohio, better; Southern Ohio, same, rain Saturday p.m.; Oklahoma, two cloudy days this season; Eastern Pennsylvania, better; Western Pennsylvania, more favorable in 1941; Western Pennsylvania, exceptionally warm.

How does your per capita expenditure to date compare with the same period in 1940?

Alabama, slight increase; California, same; Illinois, 19 per cent increase; Central Massachusetts, 50 per cent increase; Northeastern Massachusetts, same

Southeastern Massachusetts, 36 per cent increase; Michigan, 30 per cent increase; Missouri, 12 per cent increase; Eastern New York, 11.2 per cent increase; Northern Ohio, 10 per cent increase; Southern Ohio, 12.07 per cent increase; Oklahoma, same; Eastern Pennsylvania, increase; Western Pennsylvania, no record.

Per Capita Still Up

How did your per capita expenditure for the above week compare with the same week in 1940?

Alabama, no report; California, not yet obtainable; Illinois, 19 per cent increase; Central Massachusetts, 50 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 44 per cent increase; Michigan, 30 per cent increase; Missouri, 15 per cent increase; Eastern New York, 11.7 per cent increase; Northern Ohio, 18 per cent increase; Southern Ohio, 13.11 per cent increase; Oklahoma, same; Western Pennsylvania, no record.

Did you have any special promotions for the week in question which were of extra benefit?

Alabama, none, polio scare; Michigan, free acts; Missouri, five-day convention with 100,000 attendance; Northern Ohio, fireworks; Western Pennsylvania, additional outings.

DETROIT EASTWOOD

(Continued from page 59)

William Davis, cashier; Harold Schoenach, ticket taker.

Ferris Wheel: William Wells, manager; Louis Finegold, cashier.

Tumble Bug: Charles Hartwell, manager; James Lush, Ida Sillman, cashiers.

Whip: Zakarias Szucs, manager; Richard Rosenfeld, cashier.

Pretzel: Darius Pabst, manager; Harry Bebes, assistant ride man; Harry Clizbe, ride man; John Wittebrood, assistant manager; Aaron Schwartz, cashier.

Bubble Bounce: Arthur Zalewski, manager; Harry Rowley, cashier; Burnice Turner, ticket taker; Robert Turdebille, Philip Zalewski, assistant ride men.

Merry-Go-Round: Angello Carafely, manager; Elizabeth West, cashier; Harriet Mall, assistant cashier; John Dewey, Ambrose Russie, assistant ride men.

Loop: Bernard Brown, manager; Mike West, cashier.

Kiddielands: Joe Hoffman, manager; James Conway, assistant; Frederick Heintz, ride man.

VIOLETTA AND ROOKS, head balancers, were replaced as free act in Meyers Lake Park, Canton, O., by the Flying Fishers week of August 18. Marvello was slated to open there on August 25.

UPON their return from a South American tour recently, Sky High Alcidos opened a two weeks' engagement in Idlewild Park, Ligonier, Pa., and were held over for an additional two weeks, reported Sid Alcido. They will close on August 31 and begin their fair dates, opening at Chatham, N. Y.

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IONIA GOES TO NEW HIGHS

Gates, Stand, Midway in Tops

Attendance is estimated at 350,000—g. s. program, BG pile up record figures

IONIA FREE FAIR, Ionia, Mich., August 11-16. Rose Sarlo, secretary and concession superintendent. President Howard C. Lawrence, attraction superintendent. Grandstand: Adults, day, 50 cents; reserves, 75 cents; night, 50 and 75 cents; children, day, 25 cents; reserves, 75 cents; night, 25 cents; reserves, 75 cents; autos, day and night, 25 cents. Grandstand booker: Barnes-Carruthers Fair Booking Association. Midway: Beckmann & Gerety Shows. Horse racing: Four days. Auto racing: Big cars, one day. Automotive Thrill Shows: One day.

IONIA, Mich., Aug. 23.—Records made by grandstand and midway combined to give Ionia Free Fair on August 11-16 its biggest attendance, estimated at 350,000 as against about 325,000 last year. President Howard C. Lawrence pronounced it the greatest week of the "original free fair."

Secretary Rose Sarlo disclosed that for the first time grandstand night shows had played to 10,000 or more. It was Saturday night of the final day which gave fair officials their greatest satisfaction. In the grandstand were 10,644 paid customers, more than 3,000 in special race track seats. Saturday night's crowd broke an all-time record which had been set Wednesday night, when 10,317 paid to see the show. Friday night's 10,210 paid attendance was the third time the 10,000 mark had been reached. On Saturday afternoon 8,905 paid to watch auto races, with more than 20 cars taking part, and was an all-time afternoon total, surpassing the record of 8,725 made a year ago on Saturday afternoon.

Rain Hurts Thursday

Just why the fairgoers massed on Friday and then outdid themselves on Saturday was not quite clear to officials. It was believed, however, that a down-pour which began as the curtain lifted for the Thursday night show had much to do with later crowds. Rain came with a capacity grandstand on hand at 7 o'clock for the first of two night performances and continued until the show (See *New Tops in Ionia* on opposite page)

Stockton Expects Gate Peak

STOCKTON, Calif., Aug. 23.—San Joaquin County Fair here, August 15-24, had an opening-day attendance increase of 5,679 over the Friday opening of two years ago, and Saturday attendance was about 10,000 despite rain, exceeding the 1940 Saturday opener by 1,000. Secretary E. G. Vollmann is looking for a new attendance record. Fair's Saturday mutuel take this year was \$42,000 compared with \$27,945 for Saturday last year. Ray Noble's orchestra appeared before the grandstand two days.

Lax Inter-State Draw Up

LA CROSSE, Wis., Aug. 23.—The 51st annual Inter-State Fair here closed its five-day run on August 16 with estimated attendance of 71,000, one of the largest draws in recent years. Grandstand admissions for five nights approximated 15,000. Entertainment included WLS Radio Jamboree and Quiz Show, Barker Bros.' Rodeo and Circus, Jimmie Lynch's Death Dodgers, and fireworks. Sol's Liberty Shows occupied the midway. Admission to grounds was 25 cents and to the grandstand 15, 25, and 35 cents.

Fair List

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



TED WHITE, adopted son of Mr. and Mrs. E. W. Williams, Manchester, Ia., is now in the service of Uncle Sam. A corporal in the 113th Cavalry, he is stationed at Camp Bowie, Tex. Williams is secretary of Delaware County Fair, Manchester, and has long been secretary of the Fair Managers' Association of Iowa.

Three Fires, Assault At Mich. State Plant

DETROIT, Aug. 23.—In two fires last Sunday on Michigan State Fairgrounds here, the first resulted in little damage and the second destroyed about 90 horse stalls in barns near the track.

Between the fires an assault was made by unidentified men, "wearing cowboy hats," upon Jack Jones, grounds superintendent, who received minor injuries. No reason for the assault or cause of the fires were reported, but police were checking mystery angles. Fires caused a traffic jam as some 15,000 gathered, mostly in cars, to watch.

A third fire broke out on Tuesday in horse barns but did little damage, after four watchmen had been added to the fair staff. Evidence indicated that the third one had been set by someone with inside knowledge of the building layouts, according to police.

THROCKMORTON, Tex.—Throckmorton County Fair and Rodeo Association has been incorporated here. Incorporators are given as Frank Rhoades, L. C. Atkinson, and Norman McCluskey.

Heavy Gate at Wisconsin State Heads Toward All-Time Record

MILWAUKEE, Aug. 23.—With fair weather on opening days, indications were that the 91st Wisconsin State Fair, August 16-24, was headed toward a new attendance record of possibly 700,000. Total attendance for the first five days was 336,807 as compared with 294,661 for the same period last year. On opening day 67,079 clicked thru turnstiles, compared with 35,882 last year. Concession business was reported up 30 per cent over previous opening days, and 18,000 turned out for the WLS National Barn Dance show in front of the grandstand at night.

After a lapse of several years Grand Circuit races returned and a comfortably filled grandstand greeted opening races Saturday afternoon. Stakes totaling \$13,900, largest in history, were offered in 20 events.

In connection with matinee race events, 15 acts included Great Peters, Paul Lorenzo and Vicki, Gautier's Steeplechase, Dr. Herman Ostermaier and his horses, Doheos and Brown Beauty, and Maysy and Brach, balancing and juggling.

Exhibits generally exceeded those of last year to the extent that about 5 per cent of parking space on grounds had to be converted into exhibit space. Premiums and prizes total \$102,297, includ-

Ill. Pay Gate Count 437,846; Total Is Checked at 624,959

Officials declare satisfaction with results of first try-out of new policy—Manager Ward to submit plans for building to replace Coliseum—RAS has big play

ILLINOIS STATE FAIR, Springfield, August 9-17. William V. Ward, general manager. Harry J. Van Gundy, concessions superintendent. Gate admissions: Adults, day and night, 25 cents; children under 12, accompanied, free; autos, 25 cents. Grandstand: 25 cents to \$1.50, variously priced for different attractions. Grandstand bookers: WLS, Music Corporation of America, Flash Williams, Racing Corporation of America, J. E. Kidd. Midway: Royal American Shows. Harness racing: Five days. Auto racing: One day. Motorcycle racing: One day.

SPRINGFIELD, Ill., Aug. 23.—Marking the first time in Central Illinois residents' memories, the 89th annual Illinois State Fair here on August 9-17 maintained a 25-cent pay gate and, according to figures released by General Manager William V. (Jake) Ward, 437,846 paid to visit the fair. Total attendance was announced as 624,959, count having been made by National Youth Administration checkers. Difference between total and paid figures is accounted for by a free gate for kids on Children's Day, August 9, and Veterans' Day, August 10. Sales tax figures bore out Manager Ward's contention of better spending, also many concessionaires squawked plenty on the pay gate. Gate was lifted daily at 9:30 p.m. and crowds swarmed onto the midway of the Royal American Shows.

Carl J. Sedlmayr, of the RAS, said he (See *Pay Gate in Illinois* on page 81)

Sedalia Is Up; Green To Leave

SEDALIA, Mo., Aug. 23.—The 1941 Missouri State Fair here, August 17-24, farewell annual for Secretary-Manager Charles W. Green after nine years of service, was on its way to setting numerous records. Attendance on the first five days showed an increase of about 10 per cent over the corresponding period of 1940 despite an all-day Monday rain, which held crowds to a minimum. Grandstand receipts were running far ahead of any previous year, and midway grosses were reported 17 per cent above (See *Sedalia Makes Gains* on page 81)

New Records for Skowhegan

SKOWHEGAN, Me., Aug. 23.—Skowhegan Fair, August 10-16, again broke records for gates and grandstand, the ninth consecutive year the fair has shown increases, reported Secretary George Davis. This year's gains were 15 per cent and registered all-time highs. Records were set despite extremely cool, rainy weather. George A. Hamid grandstand production, in charge of Joe Hughes, drew turnaway crowds nightly.

Carroll "Vanities" Set for Aud in Dallas

DALLAS, Aug. 23.—Earl Carroll's *Vanities* have been booked by the Music Corporation of America as the Auditorium show for the 1941 State Fair of Texas here. Auditorium was not used by amusement last year, the revue, *Americana*, produced by Barnes-Carruthers Fair Booking Association being presented in front of the grandstand.

Construction on the fair's Cafe Esplanade has been started. The new de luxe night club is to be operated by George A. Smith, concessionaire at Casino Park, Fort Worth, Tex.

Talent already booked includes Orrin Tucker's band and Bonnie Baker, vocalist.

New Mark Set in Manitowoc

MANITOWOC, Wis., Aug. 23.—Despite rain Thursday night and late Friday afternoon, over 60,000 passed thru gates of Manitowoc County Fair here, August 13-17. Final day's attendance was over 20,000, a new high. On the same day the grandstand was practically filled and emptied four times for the morning horse-pulling contest and Jimmie Lynch shows in afternoon and at night. Entertainment included WLS National Barn Dance and *Belles of Liberty* revue. Sunday's record crowd boosted business on the midway, occupied by Snapp Greater Shows, to above 1940 receipts.

Red Lion Canceled by Polio

RED LION, Pa., Aug. 23.—Cancellation of the 23d annual Red Lion Gala Week Fair, August 18-23, was reported by Secretary R. M. Spangler as a result of an edict on August 15 by Dr. S. H. Ensminger, York, State health department representative of York County, that all public gatherings be postponed for at least two weeks because of infantile paralysis in the county. W. C. Kaus Shows, booked on the midway for the seventh time here and playing Ithaca (N. Y.) Fair at the time, were notified immediately of the cancellation.

YAZOO CITY, Miss.—Mississippi Oil Exposition, set for last week in August, has been canceled at request from Dr. F. J. Underwood, executive officer of the State board of health, following increase of infantile paralysis in this area.

OTTAWA.—Industrial employment in Canada reached an all-time high level at May 1, 1941, with 12,542 establishments reporting 1,450,542 persons at work as compared with 11,970 and 1,117,547 workers on May 1, 1940.

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Talent Coverage

WE THINK readers are entitled to know where material for this column originates. In the first place, it is important to note that this space, insignificant as it may be compared to other features and regular news departments of this publication, is not a clearing house for fair-linked rubbish. At least we don't think it is—not consciously, anyway. It is vital that some contributors we have had of late should understand that, although absence of any mention herein will serve as its own instrument of discouragement.

Much of the material used here is sent by promoters, producers, bookers, and performers. Occasionally a friend or booster of the foregoing brackets takes time out to keep the column informed. Sometimes, tho not very often, according to the critics, the column conductor himself does a little of the "think-it-up" stuff, especially when material happens to be on the lean side.

But there is other machinery—vast in scope—which functions as this corner's listening post as well as for *The Billboard* itself. This is the correspondents' corps, about 140 in number, spreading into every State of the Union and into virtually all capitals. Being local and on the scenery where news happens or is about to happen, they make up a cohesive, ever-growing army of news-detectors whose business it is to keep the trade informed. They represent a news-gathering organization of considerable importance, tho the merit of their work is not usually visible to the naked eye. *The Billboard* editors do their best to make correspondence readable if it lacks that quality when in the rough-copy stage. Good, bad, and indifferent, the product is known as *The Billboard*. We hope it's good.

Partly owing to his geographic advantage but mostly because he is one of the foremost correspondents, Rex McConnell, Canton, O., receives consistent attention in this corner. This week he forwards names of talent involved in *By Dawn's Early Light*, musical cavalcade written especially for the Ohio State Fair, Columbus. Cast includes John Charles Gilbert and Maxine Cassaretto, singers; Charles N. Lum, interpreter of Shakespearean roles; Littlefield Ballet; Joe Jackson, veteran comedy cyclist, and a male chorus dubbed "Marching Men of Song." Special stage is being erected with a spread of about 500 feet across the grandstand. Four 50-foot pylons are being built from which special lighting effects will be operated. A 60-piece band will be directed by Alphonse Cincione. Cast will approximate 300.

McConnell reports that it took a lot of maneuvering by C. A. Klein, Klein's Attractions, first week in August when his agency had simultaneous commitments at two Ohio and two Western Pennsylvania fairs and two Buckeye celebrations. His circus unit and revue alternated between Mount Vernon, O., and Mercer, Pa., and he had a complete circus unit that period at Warren, O., and a revue and circus acts at Franklin, Pa. His acts were also at Quaker City (O.) Home-Coming and United Brick and Clay Workers' picnic at Tuscora Park, New Philadelphia, O. Directing these multiple activities were Klein himself, Mrs. Klein, Jack Klein (their son), and Mrs. Beatrice Cassidy. Incidentally, the agency has the contract in West Alexander, Pa.

Wisconsin Trade News Bureau of Milwaukee, which represents this publication, reports that an estimated 25,000 attended Outagamie County Fair, Seymour, Wis. Bill included Four Rounders, Stellac Brothers and Pearl, Monahan and Morris, Wyoming Duo, Irene McAfee and Hollywood Wonder Dogs, Gasca Brothers, Don Pacho, Chilcott's Novelties, and Heinie and his Grenadiers. News agency also informs that four-day stand gate at Merrill (Wis.) Fair exceeded 5,000 at admission of 25 and 35 cents. Program: Whitey Ford and his radio show with the Duke of Paducah; Dan Beckman, harmonica; Swiss Twisters; Pedro and Rafael, balancing; Wright and Vivian, juggling; Noble Trio, comedy; Dickson Mule Derby; *Hooray America* revue; Tom,

Dick, and Mary, comedy; Joe Madden, juggling, and Wilde's Dogs.

Dedicated to human interest is a line from Albert J. Zack, Springfield, Mass., who says that local girl Catherine Carroll, after 10 years of training for the stage, got her big break without even leaving town. When one of the girls in the Gae Foster chorus of George Hamid's *Echoes of Broadway* revue was taken ill during troupe's non-fair appearance, Miss Carroll was recommended by her teacher, Anatole Bourman, and she won the spot following an audition. Now she's on fairs with the unit.

From Joe McCormick, correspondent in Cedar Rapids, Ia., comes a story with current interest as follows: "That yarn about the man on the flying trapeze who dropped his partner in the middle of their act when he was suddenly called in the draft was almost duplicated during All-Iowa Fair at Hawkeye Downs. Charles Verrell, strong man in a 100-foot aerial thriller with Ernie Young's revue, *Under the Stars*, was notified by his draft board in Los Angeles to report there by Saturday, August 16, day following close of fair. Charlie Moore, manager of fair, and Ernie Young immediately contacted the L. A. draft officials, explaining Verrell's contribution to the country's morale, winning the performer an extension until September 5."

Generalites

Billy Powers cards from Regina, Sask., that acts on the "B" Circuit (booked by Barnes-Carruthers) have formed an indoor ball team with participation by Famous Gold Dust Twins, DeCardos, a trio the name of which we can't decipher, and the Blenders. Standing to date is seven won and two lost in various towns on the loop. Acts also worked at Showmen's League of America benefit in Prince Albert. Aerialist Ora Ernst played Westport (N. Y.) and Wind Ridge (Pa.) fairs. Her daughter Mary stayed on in Los Angeles to study voice and dramatics. Jimmy Daley has booked Buddy Lumar thrillsters into Pittsfield, N. H., and Williamston, N. C., latter for two days. *Waterville* (Me.) *Sentinel's* page one went "all out" for Skowhegan Fair and Lucky Teter, supplementing its story with a three-column layout of Harry Daniels (Teter stuntster) going thru a flaming hoop on cycle. Brockton, Mass., is looking forward to a terrific handle with pari-mutual racing. Fair has built 50 wickets, paddock stalls for 10 nags, manicured the track, etc. Stand show's billing uses "a huge patriotic spectacle" theme.

NEW TOPS IN IONIA

(Continued from opposite page) ended. Thousands were soaked, while other thousands scurried from bleachers for protection. Second show had been completed just as a heavy thunder-shower ended activity in the stands and on the midway. Rain insurance was collected, but final figures are not available, as refunds were being given out five days after the show.

Grandstand Admissions:

	Afternoon	Night
Monday	4185	4959
Tuesday	3136	5274
Wednesday	6389	10317
Thursday	6104	6284
		2237
Friday	4025	10210
Saturday	8905	10644
Total	32744	49925
		82669

Midway's all-time attendance record was 291,817 paid admissions compared with 232,092 in 1940. A single day's paid admissions record was shattered with 79,481. Previous all-time paid midway admissions record was in 1937 with 265,585.

Fair's parking lot, expanded at least half during the past summer on property acquired, set an all-time high. Drivers of 20,073 cars paid to enter the lot as compared with 14,628 last year. Saturday was again the largest day with 4,530; Friday, 3,956; Thursday, 3,812; Wednesday, 3,898; Tuesday, 2,442; Monday, 1,435. Secretary Sarlo said net profit for the fair would be more than \$7,500. Profit of \$5,400 was reported a year ago.

All Departments Up
Fair followed the 1940 program with

only minor changes. Virtually every department was much larger. Livestock and agricultural departments were swamped with displays and many were turned away. Concessions reported tremendous sale of all products except soft drinks. Tuesday night overcoats and mufflers could be found among patrons, and the thermometer dropped to 42 degrees. Soft drink dealers reported a 40 per cent decrease in sales on the week.

Monday was Children's Day, with half prices and a thrill program. Tuesday marked opening of harness races with a world's record set for handicap racing on a half mile track by Dalehurst, owned by Dr. F. R. McNabb, Ithaca, Mich., and driven by Thomas Winn, in 2:05½ for a \$1,000 purse. Driver Winn suffered a fractured shoulder later in the week when his horse fell in front of the grandstand. Feature of harness racing on Tuesday thru Friday was the new handicap system, with Fred McGraw, Washington, Pa., judging and in charge. Purses totaled more than \$6,000.

On Wednesday Gov. Murray D. Van Wagoner addressed crowds with other State officials and politicians. Horse-pulling contests Tuesday and Wednesday mornings drew capacity. Grandstand gates were free. Annual 4-H Club and Future Farmers of America livestock parade and float contest were changed to Tuesday afternoon from Thursday night.

Two shows Thursday night probably will be continued next year unless a report that a 10-day fair is in prospect should materialize. Friday afternoon on National Defense Day 5,000 ex-service men and auxiliaries paraded, led by bands and bugle corps. Auto races on Saturday drew a large crowd. Highlight of closing night was a golden wedding ceremony, at which all Ionia County couples married 50 years or more were guests. With a new parking lot, lines of car traffic were sent into grounds over one-way streets and out in like manner.

BC Revue Is Acclaimed

M. H. Barnes, producer-owner of Barnes-Carruthers night revue, *Free Fair Follies of 1941*, declared the 1941 fair the most remarkable he had seen in the 27 years he had appeared here. Ionians and visiting showmen had high praise for the revue. With Izzy Cervone's band was Al Magard, featured as electric organist in half-hour band concert's preceding night performances. Ben Yost New Yorkers, vocalists, four men and four women, appeared in every scene and gave several off-stage concerts for charity and banquets.

Eris Troupe, acrobatic horsemen and horsewomen, who had formerly visited Ionia, received wide favorable comment on their change of act. Lorenzo and Vicki, high pole act, was a thriller. Great Peters, man who "hangs to live," as Jack Klein, emcee, told crowds, drew splendid responses. Something new here was the quartet of harps played by the Irene Vermillion Victor Harp ensemble in the Springtime set. Costumes for the Springtime scene included light white dresses in which were concealed small green and red lights operated in unison by small switches in the hands of 24 dancing girls.

Ernie Wiswell and his "Sawdust Lizzie" appeared afternoon and night with much gusto and fireworks. Five Maxellos' acrobatics were well received, and Callgarry Brothers were at their best in their slow-motion comedy. Victorian Troupe was heartily applauded for its trick

bicycle and unicycle presentation. Three Bernard Brothers dancing in scenes with six pretty girl companions was high-lighted. Most outstanding of the five stage scenes was Salute to the U. S. A. Al Gordon and his "racketeer" dogs, the mongrels doing everything Gordon asked them not to do, made a hit. Gordon had appeared here previously but with dogs which obeyed. Revue scenes were Piccadilly Lane, Congo South of the Border, Springtime, Durbar Oriental Moods, and Salute to the U. S. A.

Massive Settings Carried

Words for the music of Salute to the U. S. A. were written by Mary Sarlo, Ionia, sister of Secretary Rose Sarlo. Miss Sarlo, a stenographer for the State in Lansing, has written words to many popular songs. Music was written by Izzy Cervone.

For the 27th year Thearle-Duffield fireworks concluded night shows. Revue opened here for the first time this year and spent three days rehearsing in Ionia Armory before dress rehearsal on the grounds Sunday night. Show came to Ionia in seven baggage cars, three coaches, and a sleeper. New wardrobe boxes were constructed in Chicago during the six months it took to put the show in production. Included in props are 12 dummies used in a scene.

Members include Ainsley Lambert and Dorothy Hild, producers of dance numbers; Arthur Warning, stage carpenter; Wesley Dutton, electrician; George Kay, properties and steel; Mrs. Inaz M. Smith, costumes, assisted by Mrs. Arthur Warning; Jack Klein, company manager; Hal Monte, emcee; Capt Izzy Cervone, musical director and band; Rose Mary Deering, prima donna; Martha Henry, line captain on the tour. Eva Langury, Chicago, produced costumes; shoes were by Leo, Chicago, and scenery by Overbeck, of Acme Scenic Studios, Chicago. Scenery overall is 240 feet and 50 feet high, including a turntable for four sets of scenery. The 240-foot spread is backed with steel tubing, and 40 men are used in operation of scenery and stage.

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Why the So-Called Rodeo Is Losing Its Appeal as a Fair Attraction

By GUY WEADICK

IN THE issue of June 28, 1941, *The Billboard* presented its Fourth Annual Outdoor Attraction Section, an up-to-the-minute survey on various attractions in the outdoor amusement field and their suitability as to appeal to the paying public. That portion of the survey titled *Exhibition Rodeos* should be read and thoroly digested by everyone

legitimately interested or engaged in the business of Wild West exhibitions, frontier day celebrations, genuine cowboy contests, be they managements, contestants, performers, or livestock purveyors. *The Billboard* is to be congratulated

upon bringing out into the open the fact that, according to its poll among fair managers in the United States and Canada, indications point to a 28 per cent decrease in the booking of "rodeo" attractions at the larger fairs this year, and that the reasons generally given by fair managers for not desiring "rodeo" attractions in front of the grandstands are "too much sameness," "lack of new settings and presentation methods," and "inadequate facilities." But there are numerous other versions as to the attitude of fair managers toward "rodeos." All, of course, have a perfect right to their opinions as well as the right to express them.

at recognized contests. If this sort of thing is not misleading, I don't know what is.

It stands to reason that to obtain proper talent, livestock, and an experienced staff necessary to properly exploit and present a fast-moving diversified program of entertaining Western events that will not have the sameness and prove of interest to the public so as to draw them in and satisfy them to the extent that they become repeaters, such an attraction costs money. And in many cases far more money than some fairs can afford to pay; in fact, more money than some of them ever gross.

Again there are some managers who, altho paying a larger sum, could make money on an attraction of this kind provided they did not inject some of their own ideas as to how, when, and where the Wild West was to be presented. Several instances are on record where good outfits have been ruined be- (See *Why Rodeo Slipping on page 77*)

Likewise there are some of us folks identified with Wild West entertainment for years who feel that, altho the poll conducted by *The Billboard* among fair managers brought to light a condition that has been known to exist for some time, insofar as the average "rodeo" as presented by fairs goes, because of the great number of attractions of this type that have been staged successfully for years in various parts of the West, and which today seem to be increasing in popularity and attendance at such spots as Cheyenne, Pendleton, and Fort Worth, the fair poll might confuse some persons and indicate that real attractions of the cowboy type are on the way out. For that reason a little observation of the situation in fair circles as indicated by the poll may not be amiss at this time.

In the first place, the poll refers to what are termed "exhibition rodeos." Today at fairs and many other places there seems to be a yen to advertise and describe as a "rodeo" any attraction in which some of the participants are attired in cowboy costume. Further, attempts have been made to educate the public that a "rodeo" means cowboy and cowgirl competitions, usually for large cash purses and championship titles, where the participants receive no remuneration for their services, but only the cash purses they win in open competition. In other words, a "rodeo" generally has been sold to the public as an attraction such as those offered at Cheyenne, Pendleton, Fort Worth, and other recognized standard and successful celebrations of this nature. Altho "exhibition" in nature, with their performers hired on a salary basis—really Wild West shows—outfits have been foisted on the public at fairs as a contest rather than an exhibition.

Naturally there are too many of the public today who have witnessed real competitions of this kind and are not fooled by such crude attempts. On the other hand, there are many others who regard a "rodeo" as a real offering such as those they have heard or read about, and they are disappointed when an inferior presentation is offered them.

Some of these "exhibition rodeo" outfits have bodily lifted the style and methods of publicity successfully adopted by standard attractions, and in some cases used cuts of actual scenes



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Around the Grounds

PRINCE ALBERT, Sask.—The 58th annual Prince Albert Exhibition, August 7-9, was highly successful from an exhibit and attendance viewpoint, said officials. Last day, Farmers' Day, drew the largest crowd since 1929. An estimated 3,000 children attended opening day, when gates and grandstand were free and shows cost a nickel. *Chins Up, Canada*, Barnes-Carruthers presentation, was grandstand attraction, and Wallace Bros.' Shows of Canada were on the midway. Light horse show drew the most entries in history. Giveaways included a Ford automobile and war-saving certificates. J. B. Holden, Vegreville, Alta., president of the Western Canada Fairs' Association, officially opened the fair. Rain canceled some grandstand acts the first night.

JANESVILLE, Wis.—Despite heavy rain on opening day and a 25-cent gate for the first time, attendance at 12th annual Rock County 4-H Club Fair here, August 11-14, was an estimated 10,000. Wind and rain on August 11 did considerable damage to concession and exhibitor tents. Some 2,000 saw the grandstand shows, which included Badger State Barn Dance and Bernice-Kelly Circus. The 25-cent gate was in effect the last three days to provide funds for a new building.

YORKTON, Sask.—Paid attendance at Yorkton Exhibition, July 14-16, was up 1,415 over 1940. Attendance this year was 14,294. This year's grandstand show drew 11,095, as against 10,660 in 1940. On the last day some 500 soldiers and veterans were guests. Children were admitted the three days. Livestock entries were smaller due to lack of government grants. Prize money was \$2,300. *Chins Up, Canada*, Barnes-Carruthers show, was the grandstand fare, and Wallace Bros.' Shows of Canada provided the midway.

WAUSAU, Wis.—Despite rain causing cancellation of grandstand shows on the second night and afternoon and night of closing day, six-day Wisconsin Valley Fair and Exposition here closed on August 14 with attendance of 31,300, against 22,000 last year. Entertainment included WLS National Barn Dance, Barnes-Carruthers' *Belles of Liberty*, Christiansen's horses; Ward-Belle Flyers; Marions, aerialists, and Alexander and Santos Company, comedy dancers. Jimmie Lynch's Death Dodgers were rained out on closing day.

FOND DU LAC, Wis.—Fond du Lac County Fair here, August 14-17, attracted about 14,500, compared with 11,000 last year, said Secretary J. B. Kolsta. Entertainment included auto racing by International Motor Racing Corporation and *Passing Parade*, musical revue. Ellman Shows were on the midway. While the first Sunday fair in association history resulted in a turnout of 5,000, officials said the crowd was not as large as expected.

KUTZTOWN, Pa.—Under ideal weather conditions the 37th annual Kutztown Fair opened the afternoon of August 18, running five days and six nights. All concession and exhibition space was sold, said Secretary Claude L. Bordner. George A. Hamid staged the *Band Box Revue*, appearing in front of the bandstand nightly, with Victor's band for the music. Lawrence Greater Shows were on the midway. Fearless Freddie Reckless, perch, performed in the race track enclosure. Bicycle and mule races were featured Friday and jalopy races Saturday.

ZANESVILLE, O.—Altho figures have not been released, it is believed attendance at Muskingum County Fair here, August 12-15, topped last year's. Rain halted races on the final day, but the night grandstand show was presented. Grandstand shows drew heavily. They included Ezra Buzzington's Rustic Revelers, opening night; Hoagland's Hippodrome Sensations, the next two nights, and closing with Boone County Jamboree, all set by the Gus Sun office. Children's Day was observed Tuesday, with special events. Secretary P. D. Elliott said exhibits in all departments were the most complete in recent years.

NORTH WILKESBORO, N. C.—Construction of grandstand, stage, and new concession buildings has been completed for the 1941 Great Northwestern Fair here. Old grandstand and some other buildings were destroyed in a flood

on August 14, 1940. Fair was held last year without buildings. A new feature will be a horse show, under direction of T. S. Kenerly. Marks Shows will be on the midway. Nightly fireworks will be presented.

EDMONTON, Alta.—Edmonton Exhibition board has moved its office from the arena on the fairgrounds to a downtown building, and the \$160,000 arena building has been taken over by the air force as a drill hall.

MACON, Ga.—Plans made by General Manager E. Ross Jordan for 1941 Georgia State Fair here indicate this year's edition will be distinctly different and more elaborate than preceding fairs. He plans many additional educational and commercial displays. Premium list is due from the printer soon. Georgia Future Farmers of America will hold their convention during the fair and livestock division will be given added emphasis. Manager Jordan has under consideration a patriotic theme for the fair.

JEFFERSON, O.—Attendance records were broken at the 95th annual Ashtabula County Fair here, August 12-15. An all-time record was hung up on Friday, Andover Day, when Peter Astra, Hambletonian winner in 1939, and owner, Dr. L. M. Guilinger, held the spotlight. F. E. Gooding Amusement Company's (See *Around the Grounds on page 81*)

Wadena Sets Gate, Midway Marks; Grandstand Biz Up

WADENA, Minn., Aug. 23—Wadena County Fair, August 11-14, was one of the best in the association's 33-year history despite rain on one afternoon and early that night, said Secretary Whitney Murray. Paid gate was a little over 25,000, an all-time high, and estimated attendance was 46,000, including children under 12, admitted free. Grandstand attendance was also up.

Midway gross was largest in history, despite the fact that attractions were not set up until the first night. Heavy storm at a previous stand caused trucks to mire en route here over detours.

B. Ward Beam's Thrill Show on closing day drew near-record crowds, night crowd being over 4,000 and some 12,000 were on the grounds. Exhibits in all departments except agriculture set new highs. Holstein show topping exhibits with 75 entries. Agriculture displays were down because of hot weather.

Means Sees Big Colo. Gate

PUEBLO, Colo., Aug. 23—More than 150,000 will see the 1941 Colorado State Fair here, it is estimated by Manager Frank H. Means, as against 125,000 last year. Feature will be a championship rodeo directed by Leo Cremer. New will be nightly fireworks. Crack bands from high schools of the State will compete in the third annual concert and parade, sponsored by Pueblo Chamber of Commerce. There will be harness horse and relay races. Exhibits are expected to be best in years. A large new agricultural building will be ready, housing offices, rest rooms, floral show, school exhibits, and other departments. Several old frame buildings have been razed and grass plots planted. A new stone fence along the north section is almost completed, and the dust menace has largely been overcome by conditioning roads. Mardi Gras costume event will close the fair. Ray H. Talbot, Pueblo, is president of the State Fair Commission, other members being John Addington, Montrose, and George Hofman, Iliff.

Government Aids Mex. Expo

MEXICO CITY, Aug. 23—That the Mexican government is backing the Exposition Panamericana, to be held here in 1942-'43, was seen in announcement this week by Javier Rojo Gomez, chairman of the department of the federal district and a leader in the administration of President Manuel Avila Camacho, that leaflets explaining aims of the expo have been mailed to all business leaders in metropolitan Mexico City and to business men and government officials in all other large cities of the republic. Frank Bristol is handling United States publicity for the event.

New Ariz. Commish Would Break 5-Year Racing Pact

PHOENIX, Ariz., Aug. 23—State Fair Commission has taken steps to abrogate a contract granted by the former commission to J. K. Houssells, Las Vegas, Nev., to stage horse race meets on the grounds here. Contract, granted last year, set January 15 to April 15 as approximate dates for annual meets and was to have covered a five-year period. A resolution by the commission directs Paul F. Jones, secretary, to call on the attorney general's office to try to have the Houssells contract voided. Wes Polley, assistant attorney general, said he would file suit in Superior Court for declaratory judgment against Houssells. Action, he said, would be based on the allegation that the contract is null because it extends beyond the period of office of the commission that made it.

New commission seeks to break the Houssells agreement because of dissatisfaction with its terms. At least one proposal has been placed before the new board by a Chicago promoter. Under his offer, fair commission sources said, the State would net twice the revenue it would receive under the Houssells contract.

Houssells was the first to try to revive interest in racing on the fairgrounds track after a lapse of a number of years. New commission also questions the propriety of the old board in having contracted to tie up the track for five years only shortly before it went out of office. The former board holds granting of the contract was a matter of fairness to Houssells, who pioneered in bringing back racing here. When he entered the local picture, it was pointed out, there was an understanding that he would get a long-term racing concession, so that the enterprise could be built up.

Martin Is Latest Signed For Calif. State Grandstand

SACRAMENTO, Calif., Aug. 23—With signing of Tony Martin, screen and radio singer, California State Fair here has completed its line-up of names for the 10-day 1941 fair. There will be eight changes in top names for the night grandstand show this year as compared to five last year, said Kenneth R. Hamaker, secretary-manager.

A ruling of the American Federation of Musicians prohibiting doubling of name bands at fair dates does not become effective until September 15, it is said, so the bands will play in front of the grandstand for the night show and for dancing in Governor's Hall later the same evening.

Night show grandstand program: Three nights, Ozzie Nelson and Harriet Hilliard; one night, Abbott and Costello, Gene Krupa's band; one night, Sacramento Symphony Orchestra and Susanna Foster; one night, Orson Welles and Ray Noble's band; one night, Gene Autry and Charlie Barnett's band; one night, Vera Vague and Charlie Barnett's band; one night, Kay Kyser; one night, Tony Martin and Dave Rose's orchestra.

Ill. Annual Is Successful With \$500 Net, 12,000 Gate

NEW WINDSOR, Ill., Aug. 23—Successful seventh annual New Windsor Fair and Horse Show on August 13-15 drew about 12,000 and netted an estimated \$500, said Secretary P. E. Thomas. Loss of Thursday night because of rain was covered by insurance. Admission was 15 cents afternoons and 25 cents at night.

Free act was the Great Gretonas, supplied by Boyle Woolfolk-B. Ward Beam Agency, and Tilley Amusement Company grossed \$1,230.

Donation tickets are sold for prize giveaways. No entry fees are charged exhibitors so as to encourage large entries. Exhibitors are also favored with a lower admission fee. Premium book advertising is sold by association members, who charge no commission, thus saving about \$250. Work of setting up and tearing down is done by volunteers, who are tendered a party later as a token of appreciation.

SAGINAW, Mich.—Barker Bros. Circus and Rodeo, managed by Bill Blomberg, has been booked for seven-day Saginaw County Fair here thru Barnes-Carruthers and not thru Gus Sun Agency, as previously reported.

Premium Facts



Data collected from lists received by The Billboard

ALBUQUERQUE, N. M.—New Mexico State Fair, September 21-28. 248 pages. Officers Leon H. Harms, secretary-manager; Don E. Woodward, treasurer; F. D. Shufflebarger, advisor; Harold B. Sellers, Con W. Jackson, Nick Krannawitter, James M. Murray Sr., commissioners. Admissions: Adults, 25 cents; children 6-12, 15 cents; children under 6, free; vehicles, 25 cents; grandstand, adults, 75 cents; children, 6-12, 25 cents; boxes, \$1.25. Attractions: Grandstand, rodeo directed by Lynn Beutler, fireworks. Midway: Zeiger United Shows.

DOYLESTOWN, Pa.—Doylestown Fair, 19th annual, September 9-13. 68 pages. Officers: Dr. W. H. Turner, president; Robert H. Engart, treasurer; J. Allen Gardy, secretary. Admissions: Adults, 50 cents, day; 25 cents, night; children under 12, 25 cents; vehicles, 25 cents; grandstand, 50 cents to \$1, day; 25 and 50 cents, night. Attractions: Grandstand, *Revue Moderne*, California Skyettes, Watkins' Trained Animals, Skating Carters, and Lucky Teter's Hell Drivers, booked thru George A. Hamid. Midway attractions of Richard F. Lusse directed by Joe Redding.

CHATHAM, N. Y.—Columbia County Fair, 101st annual, August 30-September 3. 60 pages. Officers: Chester A. Braman, president; John S. Williams, vice-president; Charles E. Harder, treasurer; W. A. Dardess, secretary. Admission: Adults, 50 cents; vehicles, 25 cents; grandstand, day, 50 cents; night, 25 cents; reserves, 75 cents; paddock, \$1. Attractions: Grandstand, Eric the Great, Rutton's Dogs, and Sky High Alcidos, booked thru George A. Hamid.

Berea, O., Has Biggest Day

BEREA, O., Aug. 23—The 47th annual Cuyahoga County Metropolitan Fair here on August 14-17 had attendance of 52,800. Saturday's 19,400 gate set a new high for a single day. Concessionaires reported takes best at the fair in years, and J. R. Edwards, ride operator, said grosses were substantially up over previous years. Rangers Rodeo, in charge of Ralph Becholdt and Al Jones, was presented afternoon and night. Grandstand acts included George Lerch, slack wire; Three Macks, variety entertainers, and Four Reddingtons, acros and trampolines. On the midway were J. R. Edwards's five rides, cockhouses of Eddie Weekly, Clarence Smith, Cox, Hill, and Kelly; Phillips's peanuts, Leichtamer's and Hamilton's root beer, Richardson's photo gallery, Clark & Son's pony track, Otterbacher's seven concessions, White's four concessions, Bauer's Penny Arcade; Herb Fennel, novelties; Bill Schloer, cane rack; Taylor, high striker; Ward, basketball; Muckley, cider; Ted Mitchell, taffy; Charles H. Hodge's 10-in-One Show; Charles White, man turning to stone; Greenawald's Athletic Show, and Gooding's Monkey Speedway. J. M. Simpson was manager of concessions.

WINDOW CARDS



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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Changes in AOW Spots Being Made For New Season

BAYONNE, N. J., Aug. 23.—While America-On-Wheels rinks have been closed for the summer numerous changes and alterations have been made, reported Don Marshall, publicity representative.

A new organ stage has been installed at Roseland Skating Rink, Long Branch, N. J., and at Mount Vernon (N. Y.) Arena workmen have completed installation of giant blowers for the new air-cooling system now in operation. All skating floors have been refinished and the buildings were redecorated and remodeled where needed. Numerous features and innovations were also installed. In Trenton, N. J., America-On-Wheels

is remodeling its newest acquisition, Capitol Arena, formerly known as Skateland. The exterior and interior of the structure is being remodeled according to plans of Barney Singer, architect who designed the streamlined Boulevard Arena in Bayonne.

In Elizabeth, N. J., Twin City Arena is steadily nearing completion. Modern, indirect fluorescent lighting, fan-type skating floor, and other streamlined effects will afford a pleasant atmosphere for congenial roller skating. Tentative opening is set between September 12 and 19.

The other America-On-Wheels rinks will reopen according to this schedule: Passaic (N. J.) Rink, August 29; Perth Amboy (N. J.) Arena, August 30; Boulevard Arena, Bayonne, N. J., Labor Day; Mount Vernon (N. Y.) Arena, September 2; Capitol Arena, Trenton, N. J., September 5; Roseland Skating Rink, Long

Branch, N. J., September 19. All rinks will reopen at 7:30 p.m. on these dates. Special games will be held and there will be grand marches and skating until midnight.

Casino Arena, Asbury Park, N. J., will hold five sessions daily for remainder of the summer.

Glens Falls Arena Has Improvements

GLENS FALLS, N. Y., Aug. 23.—Extensive improvements in recent months have made Brennan's Roller Skating Arena, three miles north of here on Glens Falls-Lake George Highway, one of the largest and most elaborate layouts of its kind in this area. When additions now being made are completed the main floor skating surface will total 24,000 square feet, in addition to a novel 200 by 18-foot ramp. Besides the skating surfaces, the streamlined stucco-fronted one-story building includes dancing space of 24,000 square feet, 38-foot soda fountain, and dining room.

Spot offers unlimited parking facilities and runs a free bus service from the city every half hour at night. There is no admission charge except for skating, which is 25 cents for women, 35 cents for men, and 15 cents for children under 16. Other facilities, such as dancing to phonograph music, parking, and checking are free. During the summer there is free skating on Friday afternoons for children.

Helen Brennan, proprietress, reports investment of \$50,000 in the establishment, which attracts from 300 to 400 skaters nightly. During the summer much of the attendance comes from resorts in the vicinity of Lake George and Lake Luzerne.

Willie Brennan is skating instructor and manager. He finds the ramp a covered tunnel in a half circle extending out from the main building, a popular feature. Among special offerings are moonlight skates, waltzes, and grand march. Brennan has incorporated snake dance and La Conga steps into the grand march and finds it popular. Prizes are frequently offered. Summer carnival, in progress from August 10-24, provided for nightly attendance and prizes. Four hundred pairs of Chicago skates with both wood and composition wheels are used.



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New Pa. Arena Set By C. B. DeFilippis

LANCASTER, Pa., Aug. 23.—C. B. DeFilippis, who has spent 31 years in the operation of Rocky Springs Park Roller Rink and Maple Grove Park Rink here, reported plans for a new rink in the latter park, scheduled to open in late September.

New rink, to be known as Maple Grove Rollarena, will be located in the old field house, formerly used for athletic contests. It will have a new 85 by 175-foot hardwood floor, plus the latest in facilities, including lounges for men and women, 30-foot soda and lunch bar, and new lighting system.

Manager DeFilippis said his rules of department for skaters will be strictly enforced and that he will continue his policy of not offering cut rates or door prizes.

Heavy Call for Instructors In Smaller Rinks Is Found

HIGHLAND PARK, Mich., Aug. 23.—"I have just returned from contacting rinks in Michigan, Ohio, and Indiana territory and all indications point to the best roller rink season in history," said F. Tyler, Tyler Rink Supply, here.

"There is a desire on the part of smaller rink operators to unite for the purpose of skate dancing, racing, hockey, and figure competition, and someone should endeavor to accomplish this. How about Earl Van Horn? There is a demand for dance and figure instructors who will divide their time among several small rinks each week. Where are they?"

"Many small rink operators fail to realize that there is a war on and that it is affecting prices and causing a shortage of materials. They still expect four or five-day delivery on special orders, which they get in three weeks if they are lucky. Orders are rolling (See RINK INSTRUCTORS on page 97)

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Personal Contact in Rink Management

By EARL VAN HORN

ROLLER RINKS of yesterday are unknown to the skating public of today. Only here and there in backward sections remain obelisks of the "gingerbread" age, the era when roller skating spots were small, ill-lighted, cheaply ornate locations that smelled suspiciously like a gym and skated crowds that didn't care.

The "gingerbread" rink and all the malefactions against the skating sport it allowed cannot be obliterated from the roller records too soon. Back in the so-called good old days roller skating was a rowdy pastime.

EARL VAN HORN, general manager of Mineola (L. I.) Roller Rink, should know something about personal contact, as he projected personality across the footlights of leading vaudeville stages of this country, Canada, and Europe for 20 years. Not stopping there, he used personal contact as one of the principal tools in building Mineola Rink, which he took over in 1934, into one of the country's finest rinks.

He donned skates when six years old in Exposition Rink, Portland, Ore., managed by his brother, and when 12 began giving professional exhibitions. Four years later he was in vaudeville, forming the team of Van Horn and Ammer, which continued six years. Later he became the first part of Van Horn and Inez, a team that at various times played a total of 22 weeks at the Palace Theater, New York; was the highest paid act of its kind on the stage, and which developed several intricate fancy skating techniques, including the swivel neck spin.

In 1918 Inez became Mrs. Van Horn. That they still retain their superior skill is illustrated by the facts that Mineola is noted for its number of fancy skaters and that Manager Van Horn was named to head the skate dance committee of the Roller Skating Rink Operators' Association of the United States when the organization was formed in 1938.

Boys trailed girls around the rinks like so many young wolves, and thus the local rink became identified in the minds of the town gentry as a signpost pointing the way to petting and its ultimate consequences. Respectable young women refused to go roller skating and were not permitted to do so by their families, even had they desired. Some of the young men went skating on occasion. But when they did they sneaked into rinks and generally in quest of meeting 16 and 17-year-old girls who were prematurely curious about life and reckless in their interest.

The average skating crowd comprised a motley conglomeration of persons who went to the rink with divergent purposes. There was the rowdy gang, a nightmare to every rink operator and yet the bulk of his business. There were speed skaters, who utterly upset order with their sprints and flying turns. (And speed skating was coddled and promoted by rink managers, some of whom went so far as to accept a winged skate as officially emblematic of their particular rink.) There were those in the carnival mood, people who put on rollers just to "raise hell." And generally they did, much to the discomfort of the few devotees who really loved the sport of whirling wheels and looked for its development as an art.

Operators Erred in Yesteryear

Most skating rinks of yesteryear featured bars where beer flowed in profusion and made spinning rollers gyrate all the more dizzily. All these things added came to a sum total of an unsavory skating crowd, cheap rinks lacking in atmosphere and imagination, and a sport that was widely regarded as belonging to the indiscriminate. Only ignorance of the rink operator can be blamed for the unpopularity of roller skating with John Q. Public. And how unbelievably ignorant the operator was!

Obviously, roller skating was the rink operator's medium for making money,

gaining a livelihood. If roller skating flourished, the rink operator prospered. If roller skating sagged in popularity, the operator lost. In allowing his rink to become the venue for the very blights that smeared roller skating, the rink operator was at the same time ruining his individual place of business and irreparably damaging the sport which provided him a living.

Yet inexplicably the rink operator gave the rowdy crowd run of his rink and gained a notoriety for his rink and for roller skating that suggested the city dump. In blind ignorance, and in some instances indifference, rink operators saw roller skating flare in popularity and quickly fade. Roller skating's popularity was so sporadic and punctuated with complete lulls in activity that people called it a "fad."

What did skaters do at a session 20 years ago? They rolled 'round and 'round and 'round. And 'round again. Sometimes they skated couples and trios, and in couples and trios they went around, skating with monotonous push and glide. Push and glide skating gets pretty tedious. Thus skaters tried speed skating, "wheel-barrowing" with the girl cradled in the arms of her partner, played pranks, or became tired of the sport.

Mismanagement of rinks alone was not responsible for the sad plight of the skating business. Straight skating was not very exciting, and interest in it wore thin. Rink operators lacked the ability in showmanship to garnish the roller sport and make it more digestible. They lacked the imagination and initiative—and, yes, even the inherent good taste—to build rinks and decorate them on a level that would raise the plane of roller skating. They lacked the contact with skaters themselves to appreciate what skaters wanted. Many operators never had a pair of rollers on in their lives and wouldn't put them on if their lives depended upon it!

Progress Is Rule Today

Roller skating today is progressive. The chimera of the old "gingerbread" skating palace, the disrepute of the roller sport, the questionable conduct of rinks, and the taboo on the skating crowd are evaporating. Better type people are going skating. Rink conduct has advanced to where there are rules of etiquette. There are standards of dress. There are floor rules and uniformed attendants to enforce them. Rinks are streamlined, sleek clubs. They are well ventilated and lighted with newest neon, fluorescent, or polarized lamps.

Roller skating today will be the roller skating tomorrow; the crowds of today will carry over into tomorrow if rink operators follow the lead of pioneers who led the roller sport out of the wilderness. Ignorance, lack of ability, and mismanagement before kept roller skating in a state of chaos. Then a few men with the necessary adeptness in showmanship and public relations came along and blazed the trail.

The trail is there. Many rink operators have taken it and are prospering. Others stubbornly refuse or for a variety of reasons cannot follow suit and run rinks that will reduce roller skating's present high-flying popularity to the status of a past fad in their localities.

Transformation for Mineola

The writer went thru the mill, as it were. He took over a small roller rink known as the Fairgrounds Rink in July, 1934. He found the rink dirty, draughty, poor. It had wooden benches, and the site on which it was built had been a cowbarn before the skating surface was laid. Thirty-nine skaters turned out the first night, which was not particularly encouraging. The rink was located at a place considered "out of the way." It was in a county where the smart set holds sway and roller skating met much hostility.



EARL VAN HORN

This wretched little rink was laboriously built by the sweat of brow and the mental struggle of coping with public relationship into what is now Mineola Skating Rink. Among the roller rinks of the nation Mineola is a name that carries respect for what it is.

The problems to be met at Mineola were the problems to be met in building a roller rink business anywhere plus the additional handicap of overcoming Nassau County ultra-ultra and other difficulties peculiar to Long Island and the location. Thus the success of Mineola Rink should be at least an index to the formula of proper and profitable operation. Mineola Skating Rink represents an investment and business worth \$250,000. And this estimate is made by a neutral expert.

Problems And Their Answers

Here were the problems at Mineola and the answers:

The first consideration, naturally, had to be basic. What are the physical fundamentals of a good skating rink? Primarily, a good floor of suitable size. Secondly, good music of tempo suited for skating. Thirdly, good skates kept in top condition.

All these considerations are purchasable. Floor should be inch-and-a-quarter hard maple with an underflooring laid off a dry, damp-proof base. Good music is popularly considered the Hammond organ, to which a Hammond novachord and a solovox have been added at Mineola Rink. The novachord necessitates an additional expenditure in pay roll as well as in equipment, but it adds much. Good skates may be obtained from Chicago, Richardson, Roll-a-Way, or any other good skate manufacturer. It is wise to proportion rink skates with shoe skates, because better skaters insist on the latter.

One word about music. Buying a Hammond organ does not solve the music problem. It is necessary to employ top-flight musicians who can adapt themselves to the tempo of roller rhythms. Skating music is slower than most music, and a man who can keep with a metronome must be engaged. Standard roller tempos should be observed, ranging from a 92-beat to the fast 168-beat of the Continental Waltz. The average tempo is between 92 and 110. Keeping music at the right tempo requires constant supervision of the rink operator or manager. Music is one of the "musts." It must be good. It must be right in tempo. It must have accent and lilt.

Before departing from the fundamentals of floor, music, and skates, the writer would like to point out that the maintenance of these three things demands vigilant attention. The floor must be policed by the floormen for paper, chewing gum, and other foreign matter that may be inadvertently or

carelessly dropped by skaters. When the floor needs sanding, this should be done by experts. Likewise skates need the services of a diligent skate mechanic. Cleaning, oiling, parts replacing, and tightening of skates must be done with unending care.

Atmosphere Is All-Important

After the rink operator has his fundamentals in order, he must then look to atmosphere. A roller rink may have a perfect physical set-up, it may be brand new and big as a drum, and be hollow as a drum in atmosphere. Out at Mineola it was decided the best atmosphere for a skating rink was that of the friendly club. Thus Mineola Skating Rink was built on this basis.

It is difficult to create atmosphere in an unpleasant place. Atmosphere entails surroundings of good taste and quality. Accordingly, at the Mineola Rink skaters find a spacious lounge with luxurious red leather divans and chairs. Seats rim the skating surface, so that spectators who want only to watch are comfortably accommodated. Washrooms are comparable to those of the finest hotels, spotlessly white and insuperably sanitary. Check rooms are clean and manned by smiling girls.

And with this, it is well to interpose and discuss rink employees. The watchword of rink employees must be courtesy. This dictum must be drilled into employees over and over again. Employees should be neat and clean. Tailored uniforms, supplied by the rink, help much to solve this problem. Floormen should be garbed in uniforms, so that they are recognized by all skaters. Instructresses should always be available. Kind words, respect, and a cheerful willingness to be of assistance reap a rich reward in good will and appreciation from patrons. To pay every skater subtle courtesies is a "must" instruction at Mineola. Employees should keep 'em rolling, keep 'em satisfied. They should not commingle

(See Rink Management on page 97)

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Alabama

Alexander City—East Ala. Fair Assn. Oct. 14-18. Lewis B. Dean.
 Anniston—Anniston Co. Fair. Oct. 13-18. Sponsored by Ala. (Overseas Vets) State Fair Assn., P. H. Lipman, Montgomery.
 Athens—Limestone Co. Negro Fair Assn. Oct. 4-6. Maxie Allen.
 Athens—Limestone Co. Agrl. Fair. Week of Sept. 29. R. C. Martin.
 Atmore—Escambia Co. Interstate Fair. Oct. 20-25. Mort L. Bixler, Mobile.
 Attalla—Etowah Co. Fair Assn. Sept. 22-27. F. U. Logsdon.
 Birmingham—Alabama State Fair. Sept. 29-Oct. 4. Douglas K. Baldwin.
 Centre—Cherokee Co. Fair & Livestock Assn. Week of Oct. 13. Dr. S. C. Tatum.
 Courtland—Lawrence Co. Fair Assn. Oct. 6-11. C. C. Horton.
 Dothan—Houston Co. Fair. Oct. 20-25. Mrs. L. J. Lunsford.
 Florence—North Ala. State Fair. Sept. 22-27. C. H. Jackson.
 Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 16-20. Marie Dickson.
 Jasper—Walker Co. Fair Assn. Sept. 22-27. Ed Pierce.
 Lexington—Lexington Fair Assn. Oct. 2-4. Pearl Lanier.
 Mobile—Greater Mobile Gulf Coast Fair Assn. Oct. 13-19. E. T. Rosengrant, Crichton.
 Montgomery—Central Ala. State Fair. Oct. 5-11. Mort L. Bixler, Mobile.
 Montgomery—Montgomery Co. Fair. Sept. 28-Oct. 4. Sponsored by Ala. (Overseas Vets) State Fair Assn., P. H. Lipman.
 Silverhill—Baldwin Co. Fair. Sept. 29-Oct. 4. A. M. Phillips.
 Tuscaloosa—Tuscaloosa Co. Fair. Oct. 6-11. Sponsored by Ala. (Overseas Vets.) State Fair Assn., P. H. Lipman, Montgomery.

Arizona

Holbrook—Navajo Co. Fair. Sept. 26-28. Robert Henning.
 Phoenix—Arizona State Fair. Nov. 8-16. Paul F. Jones.

Arkansas

Arkadelphia—Clark Co. Fair & Livestock Assn. Sept. 25-27. George S. Dewes.
 Batesville—Independence Co. Fair Assn. Sept. 30-Oct. 4. Miss Robt. Ella Case.
 Bentonville—Benton Co. Fair Assn. Oct. 1-3. Harry R. McKee.
 Berryville—Carroll Co. Fair. Sept. 25-27. T. M. Brammer.
 Blytheville—Mississippi Co. Fair Assn. Sept. 22-30. J. Mell Brooks.
 Clarksville—Johnson Co. Fair Assn. Sept. 29-Oct. 4. G. B. Strong.
 Clinton—Van Buren Co. Fair Assn. Oct. 1-3. Mrs. Emma Tingley.
 Conway—Faulkner Co. Fair Assn. Oct. 8-11. Raymond Price.
 Danville—Yell Co. Fair Assn. Oct. 22-25.
 De Queen—Dairy & Livestock Show. Probably Oct. 1-3. Ralph B. Kite.
 Des Arc—Prairie Co. Livestock Show Assn. Sept. 19-20. Signus Rasmussen.
 Dumas—Dumas Livestock Show. Oct. 10-15. Pat H. Mullis.
 Fayetteville—Washington Co. Fair. Sept. 16-19.
 Fordyce—Tri-County Fair Assn. Oct. 2-4. Ike Murry.
 Foreman—Little River Co. Fair Assn. Oct. 2-4. O. H. McIlroy.
 Genney—Genney Fair & Stock Show. Sept. 11-13. H. C. Sengstake.
 Hampton—Calhoun Co. Livestock Stock & Fair Assn. Oct. 1-4. George Baunda.
 Harrison—Northwest Ark. District Fair. Oct. 15-18. Wm. Maurice Jarvis.
 Hope—Hempstead Co. Fair Assn. Oct. 13-18. R. P. Bowen.
 Imboden—Tri-County Fair & Livestock Show. Sept. 18-20. G. S. Butler.
 Magnolia—Columbia Co. Fair & Livestock Show. Oct. 6-11. W. L. Jameson.
 Malvern—Hot Spring Co. Fair Assn. Sept. 6-11. D. H. Montgomery.
 Marshall—Searcy Co. Fair Assn. Oct. 10-11. James R. Tudor.
 Melbourne—Izard Co. Fair Assn. Oct. 2-4. Lily Clem.
 Menard—Polk Co. Fair Assn. Oct. 16-18. J. E. Hall.
 Mountain View—Stone Co. Free Fair. Oct. 15-18. G. R. Sansom.
 Mount Ida—Montgomery Co. Fair Assn. Oct. 1-3. C. E. Alexander.
 Mulberry—Crawford Co. Fair Assn. Oct. 1-4. J. R. Snoddy.
 Murfreesboro—Pike Co. Fair Assn. Oct. 13-18. Alfred Featherston.
 North Little Rock—Ark. Livestock Show Assn. Oct. 27-Nov. 2. Clyde E. Byrd.
 Ozark—Franklin Co. Fair. Sept. 22-27. Robert L. Prince.
 Paris—Logan Co. Fair Assn. Oct. 20-25. B. B. Ihle.
 Perryville—Perry Co. Fair. Oct. 16-18. H. B. Patterson.
 Piggott—Clay Co. Fair. Oct. 1-4. V. C. Wright.
 Pine Bluff—South Ark. Livestock Show Assn. Oct. 21-24. T. R. Green.
 Pochontas—Randolph Co. Fair Assn. Oct. 2-4. Ben A. Brown.
 Prairie View—N. E. Logan Co. Fair Assn. Oct. 3-4. George Weiterer.
 Prescott—Nevada Co. Fair Assn. Oct. 22-24. Claude Price.
 Rison—Cleveland Co. Fair. Sept. 25-27. M. L. Wilson.
 Russellville—Pop Co. Fair Assn. Oct. 6-10. C. R. Turner.
 Salem—Fulton Co. Fair Assn. Sept. 25-27. Orville Benton.
 Searcy—White Co. Fair Assn. Oct. 1-4. Doyle Kelso.
 Stamps—Lafayette Co. Fair & Livestock Show. Sept. 29-Oct. 4. N. E. Graham.
 Star City—Lincoln Co. Fair Assn. Oct. 9-11. H. M. Phillips.
 West Helena—Phillips Co. Fair Assn. Oct. 1-4. L. C. Hefley.
 Wynne—Cross Co. Livestock Show Assn. Oct. 9-11. John Surginer.

California

Bakersfield—15th District Agrl. Assn. Sept. 16-21. Emory Gay Hoffman.
 Caruthers—Caruthers District Fair Assn. Oct. 9-11. C. L. Walton.
 Cedarville—Modoc Co. Fair. Sept. 4-7. Stewart Waite.
 Colusa—44th Dist. Agrl. Assn. Sept. 25-28. Wm. S. Randall.



1941 FAIR DATES

Crescent City—41st District Agrl. Assn. Sept. 17-21. C. A. Cronkhite.
 Del Mar—San Diego Co. Fair. Oct. 4-12. D. A. Noble.
 Eureka—Ninth Dist. Agrl. Fair. Sept. 24-28. Randolph A. Smith.
 Fresno—Fresno Dist. Fair. Sept. 30-Oct. 5. T. A. Dudge.
 Grass Valley—17th Dist. Agrl. Fair. Sept. 26-28. Loyce Freeman.
 Hollister—33d District Agrl. Assn. Oct. 10-12. Roy A. Hubbell.
 Imperial—Imperial Co. Fair. March 7-15. D. V. Stewart.
 Lakeport—Lake Co. Fair. Aug. 30-Sept. 1. William R. McNair.
 McArthur—Shasta Co. Intermountain Fair. Sept. 6-7. Mrs. Frances Gassoway, Pittville.
 Madera—21-A District Agrl. Assn. Oct. 9-12. H. J. Bunce.
 Marysville—Sutter-Yuba Fair. Sept. 11-14. J. A. (Jack) Fredericks.
 Merced—35th District Fair. Sept. 11-14. J. J. Uhle.
 Monterey—Monterey Co. Fair. Sept. 11-14. V. V. Adams.
 Orland—Glenn Co. Fair. Sept. 16-20. George F. Cantwell.
 Plymouth—Amador Co. Fair. Sept. 12-14. Mrs. Goula Wait.
 Pomona—Los Angeles Co. Fair. Sept. 12-28. C. B. Afflerbaugh.
 Sacramento—California State Fair. Aug. 29-Sept. 7. Kenneth R. Hammaker.
 San Jose—Santa Clara Co. Fair Assn. Oct. 4-11. Russell E. Pettit.
 Sonoma—Tuolumne Co. Fair. Sept. 19-21. Mrs. Frances M. Graham.
 Tulare—Tulare-Kings Co. Fair. Sept. 22-27. A. J. Elliott.
 Ventura—Ventura Co. Dist. Fair. Oct. 8-12. John Logomarsino.
 Watsonville—Santa Cruz Co. Fair Assn. Oct. 16-19. W. J. Dutro.
 Woodland—40th District Agrl. Assn. Sept. 19-21. Harry B. Crego.
 Yreka—Siskiyou Co. Fair. Aug. 30-Sept. 1. W. L. Kleaver.

Colorado

Calhan—El Paso Co. Fair Assn. Sept. 26-28. J. O. Phillips.
 Castle Rock—Douglas Co. Fair. Sept. 20-21. V. A. Case.
 Cortez—Montezuma Co. Fair & Rodeo, Amer. Legion. Sept. 4-6. George A. Meistrell.
 Deer Trail—Deer Trail Fair Assn. Sept. 6. F. O. Kitzmiller.
 Denver—Natl. Western Stock Show. Jan. 10-17. C. R. Jones, Union Stockyards.
 Eads—Kiowa Co. Fair. Sept. 4-6. John T. Weaver.
 Hayden—Routt Co. Fair. Sept. 9-10. A. E. Erwin.
 Hotchkiss—Delta Co. Fair Assn. Sept. 9-12. Jere Baxter III.
 Hugo—Lincoln Co. Free Fair-Rodeo. Sept. 11-13. Fred Schneider.
 Kremmling—Middle Park Fair Assn. Sept. 12-13. H. M. Hinman.
 Meeker—Rio Blanco Co. Fair. Sept. 5-6. Thomas W. Watkins.
 Pueblo—Colorado State Fair. Aug. 25-29. Frank H. Means.
 Rifle—Garfield Co. Fair & Rodeo. Sept. 1-3. S. E. Oglesby.
 Rocky Ford—Arkansas Valley Expo. & Fair. Sept. 3-5. Carl Holder.
 Sugar City—Crowley Co. Fair. Sept. 18. E. M. Gregory.
 Yuma—Yuma Co. Fair & Rodeo. Sept. 3-5. Webb D. Martin.

Connecticut

Avon—Cherry Park Fair. Sept. 26-28. Howard M. Deming, Winsted, Conn.
 Berlin—Berlin Grange Fair. Sept. 12-13. Edith L. Griffith, Kensington, Conn.
 Bethlehem—Bethlehem Fair Soc. Sept. 13. Rita M. Butler, Watertown, Conn.
 Broad Brook—Union Agrl. Soc. Oct. 1. B. R. Grant, Melrose, Conn.
 Brooklyn—Brooklyn Fair. Sept. 4-6. W. F. Herr.
 Chaplin—Natchaug Grange Fair. Sept. 13. Gloria Kammitz, North Windham, Conn.
 Danbury—Danbury Fair. Oct. 5-11. George M. Nevius.
 Durham—Durham Fair. Sept. 26-27. John A. Jackson.
 Fairfield—Greenfield Hill Grange Fair. Sept. 11-13. Mrs. Evelyn Normand.
 Goshen—Goshen Agrl. Soc. Sept. 1. Mrs. Louise W. Blakeslee.
 Goshen—Litchfield Co. 4-H Fair. Sept. 6 (tentative). Alice Slate, R. D. 2, Thomaston.
 Guilford—Guilford Agrl. Soc. Sept. 24. Marie E. Griswold.
 Haddam Neck—Haddam Neck Fair Assn. Sept. 1. Leonard J. Selden, R. D. 1, E. Hampton.
 Harwinton—Harwinton Agrl. Soc. Oct. 4. Eloy Johnson, R. D. 2, Torrington.
 Lyme—Hamburg Fair. Aug. 27. Curtis D. Clifford.
 Mansfield—Echo Grange Fair. Sept. 20. Fred Rosebrooks, Willimantic, Conn.
 Meriden—Meriden Grange Fair. Sept. 19-20. Mrs. Esther Megowan.
 North Stonington—New London Co. 4-H Club Fair. Aug. 29-30. Catherine Beckwith, Yantic, Conn.
 Norwich—New London Co. 4-H Club Fair. Aug. 29-30. Catherine Beckwith, Yantic.
 Norwichtown—Norwich Grange Fair. Sept. 12-13. Mrs. Luella P. Browning.
 Pachaug—Pachaug Grange Fair. Sept. 5-6. Mrs. Theo A. Edmond, R. D. 1, Jewett City.
 Riverton—Riverton Fair. Oct. 11. H. P. Deming, R. R. 2, Winsted.
 Stafford Springs—Stafford Fair. Oct. 2-4. Clarence D. Benton.
 Wallingford—Wallingford Grange Fair. Sept. 12-13. Flora E. Hough.
 Waterbury (near Waterbury)—Wolcott Fair. Sept. 6-7. M. E. Pierpont.
 West Avon—Hartford Co. 4-H Club Fair. Aug. 29-30. Esther Olson, R. F. D. 2, New Britain.
 Woodstock—Woodstock Agrl. Soc. Sept. 9-10. Freeman R. Nelson, Pomfret Center.

Florida

Bushnell—Sumter Co. Fair & Rodeo, Am. Legion. Nov. 10-15. Harry E. Coverston.
 Eustis—Lake Co. Fair. March 9-14. Karl Lehmann, Tavares, Fla.
 Jacksonville—Duval-Jacksonville Fair. Nov. 6-16. E. Ross Jordan, Box 739, Macon, Ga.
 Live Oak—Suwannee Co. Fair Assn. Oct. 13-18. S. C. Kierce.
 Marianna—Jackson Co. Fair. Week of Oct. 13. American Legion.
 Orlando—Central Fla. Expo. Feb. 23-28. Crawford T. Bickford.
 Pensacola—Pensacola Interstate Fair Assn. Oct. 20-26. J. E. Frenkel.
 Tallahassee—Leon Co. Fair Assn. Nov. 5-8. K. S. McMullen.
 Tampa—Florida State Fair & Gasparilla Carnival. Feb. 3-14. P. T. Strieder.
 Winter Haven—Florida Orange Festival. Jan. 19-24. John A. Snively Jr.

Georgia

Americus—Sumter Co. Fair. Week of Oct. 27. O. C. Johnson.
 Athens—American Legion Fair. Oct. 13-18. Tony Postero.
 Atlanta—Southeastern Fair. Sept. 26-Oct. 5. Virgil Meigs.
 Augusta—Exchange Club Fair. Nov. 3-8. H. H. Moss.
 Bainbridge—Decatur Co. Fair. Oct. 13-18. T. E. Rich.
 Buena Vista—Marion Co. Fair. Oct. 27-Nov. 1. A. S. Boyett Jr.
 Camilla—Mitchell Co. Fair. Sept. 29-Oct. 4. B. H. Hurst.
 Canton—Cherokee Co. Fair. Oct. 6-11. Bob Latham.
 Carrollton—Carroll Co. Fair. Sept. 29-Oct. 5. Frank J. Searcy.
 Colquitt—Miller Co. Fair. Oct. 13-18. McArthur Sloan.
 Columbus—Chattahoochee Valley Expo. Oct. 6-11. Felix L. Jenkins.
 Conyers—Rockdale Co. Legion Fair. Sept. 29-Oct. 4. L. C. Summers.
 Covington—Newton Co. Fair. Oct. 20-25. J. G. Rogers.
 Douglas—Coffee Co. Fair Assn. Oct. 20-25. R. H. Vickers.
 Eastman—Dodge Co. Legion Fair. Nov. 3-8. Jim Gary.
 Elberton—Elbert Co. Colored Fair Assn. Week of Oct. 27. Lee Ray Dooley.
 Elberton—Elberton Fair Assn. Week of Oct. 27. I. V. Hulme.
 Ellijay—Gilmer Co. Fair, Lions Club. Sept. 15-20. Dr. Robert W. Smith.
 Fitzgerald—Ben Hill Co. Fair. Oct. 27-Nov. 1. Gainesville—Northeast Ga. Fair Assn. Oct. 20-25. Herbert H. Adderholdt.
 Hawkinsville—Pulaski Co. Fair Assn. Oct. 20-25. W. M. Jennings.
 Jackson—Butts Co. Fair. Sept. 22-27. M. L. Powell.
 Jasper—Pickens Co. Fair. Sept. 22-27. H. E. Chaustain.
 Jeffersonville—Twiggs Co. Fair. Oct. 20-24. David L. Moseley.
 Jonesboro—Clayton Co. Fair Assn. Sept. 22-27. Lucius Arnold.
 La Fayette—Walker Co. Fair Assn. Oct. 8-11. C. W. Wheeler.
 Lawrenceville—Gwinnett Agrl. & Indust. Fair. Oct. 20-25. P. V. Kelley.
 Macon—Georgia State Fair. Oct. 13-18. E. Ross Jordan.
 Madison—Amer. Legion Fair. Sept. 29-Oct. 4. J. R. Turner.
 Manchester—Lyons Community Club Fair. Sept. 22-27. Welby Griffith.
 Marietta—Cobb Co. Fair Assn. Sept. 23-27. J. H. Henderson.
 Milledgeville—Middle Ga. Fair Assn. Oct. 7-11. Mrs. F. W. Hendrickson.
 Monroe—Amer. Legion Fair. Week of Oct. 20. E. C. Pattillo.
 Ocilla—Irwin Co. Fair. Nov. 3-8 (tent). Claud McNeill.
 Sandersville—Washington Co. Fair. Oct. 7-11. G. S. Chapman.
 Thomasville—Thomas Co. Fair. Oct. 13-18. E. B. Callaway.
 Trenton—Dade Co. Fair. Oct. 10-11. A. J. Embry.
 Waycross—Southeast Ga. Fair, Amer. Legion. Oct. 13-18. E. A. Clary.

Idaho

Blackfoot—Eastern Idaho State Fair. Sept. 15-19. Eric Sundquist.
 Boise—Western Idaho State Fair. Aug. 26-30. Ben Wood.
 Bonners Ferry—Boundary Co. Fair. Sept. 26-27.
 Burley—Cassia Co. Fair. Sept. 3-5. S. H. Clark, R. F. D. 1, Oakley, Idaho.
 Cambridge—Washington Co. Fair Assn. Sept. 5-7. Frank Ingebreetsen.
 Coeur d'Alene—Kootenai Co. Fair. Sept. 11-13. C. W. Neider.
 Cottonwood—Idaho Co. Fair. Sept. 4-6.
 Filer—Twin Falls Co. Agrl. Fair & Rodeo. Sept. 9-12. Thomas Parks.
 Jerome—Jerome Co. Fair Assn. Sept. 16-19. Floyd O. Beddall.
 Moscow—Latah Co. Fair. Sept. 11-13. Henry L. Hanson, Avon, Idaho.
 Nezperce—Lewis Co. Fair. Sept. 25-27.
 Orofino—Clearwater Co. Fair. Sept. 12-13. G. E. McProud.
 Pocatello—North Bannock Fair. Sept. 12-13. Eugene Clark, R. 1.
 St. Maries—Benewah Co. Fair. Sept. 11-13.
 Sandpoint—Bonner Co. Fair Assn. Sept. 18-20. Walter F. Thomas.

Illinois

Albion—Edwards Co. Agrl. Fair Assn. Sept. 2-5. Loy L. Thread.
 Aledo—Mercer Co. Agrl. Assn. Aug. 26-29. John W. McHard.
 Anna—Northern Ill. Fair Assn. Aug. 25-29. J. F. Norris.
 Augusta—Augusta Community Livestock Assn. Sept. 2-4. N. J. Hoover.
 Bradford—Stark Co. Agrl. Exhibit & Horse Show. Sept. 4. T. J. Mowbray.
 Bridgeport—Lawrence Co. Fair. Aug. 25-29. Sam L. Irwin.

Brownstown—Payette Co. Fair Assn. Sept. 2-6. L. A. Tudor.
 Chicago—Internat'l Livestock Expo. Nov. 29-Dec. 6. B. H. Heide, Union Stockwards, Chicago.
 Du Quoin—Du Quoin State Fair Assn. Sept. 1-6. H. E. Strong.
 Fairfield—Wayne Co. Fair Assn. Aug. 27-30. Ralph C. Finley.
 Flora—Clay Co. Agrl. Fair Assn. Aug. 25-29. Edgar Booker.
 Georgetown—Georgetown Fair. Aug. 26-29. Nelson Smith.
 Greenville—Bond Co. Fair Assn. Sept. 18-19. G. C. Clementz.
 Henry—Marshall-Putnam Fair. Sept. 9-12. R. H. Monier, Sparland, Ill.
 Highland—Highland-Madison Co. Fair. Aug. 27-31. Harold W. Homann.
 Industry—McDonough Co. Fair. Aug. 26-28. E. Lloyd Rich.
 Jacksonville—Morgan Co. Fair Assn. Aug. 27-29. Richard P. Hartman.
 Litchfield—Montgomery Co. Fair. Sept. 1-6. Marvin Larkin.
 Marion—Williamson Co. Fair Assn. Aug. 25-30. Ray Miller.
 Mazon—Grundy Co. Agrl. Fair. Aug. 29-Sept. 1. W. F. Carter.
 Melvin—Melvin Community Fair. Sept. 3-6. C. D. Thompson.
 Mendota—Mendota Agrl. Fair. Aug. 30-Sept. 1. Gilbert J. Truckenbrod.
 Modesto—Macoupin Co. Agrl. Soc. Sept. 9-11. Ed O. Turner.
 Monticello—Platt Fair Assn. Aug. 25-29. Elmer Lamb, Bement, Ill.
 Morrison—Whiteside Co. Fair Assn. Sept. 2-5. William Dearing.
 Mount Vernon—Mt. Vernon State Fair Assn. Sept. 8-13. N. K. Bond.
 Oblong—Oblong Co. Fair Assn. Sept. 1-5. O. B. Price.
 Olney—Richland Co. Farm & Fair Assn. Sept. 16-19. W. H. Shultz.
 Oregon—Ogle Co. Fair. Aug. 30-Sept. 1. E. D. Landers.
 Paris—Edgar Co. Agrl. Assn. Aug. 26-29. P. S. Henry.
 Peotone—Will Co. Fair Assn. Aug. 26-29. Henry S. Werner.
 Petersburg—Menard Co. Agrl. Fair. Sept. 3-5. Lloyd W. Chalcraft.
 Princeton—Bureau Co. Fair. Aug. 26-29. Wayne Slutz.
 Rushville—Schuyler Co. Livestock Show Assn. Sept. 9-11. V. A. Green.
 Sandwich—Sandwich Fair Assn. Sept. 1-4. C. R. Brady.
 Shawneetown—Shawneetown Fair Assn. Sept. 16-19. Ebb Hargrave, McLeansboro, Ill.
 Sparta—Randolph Co. Fair. Sept. 16-19. E. H. Beaver.
 Stronghurst—Henderson Co. Fair Assn. Aug. 27-29. Ralph Butler.

Indiana

Akron—Akron Agrl. Fair Assn. Sept. 10-13. Fred A. Blackburn.
 Alexandria—Free Fair on streets. Sept. 9-13. Jim Williams.
 Auburn—De Kalb Co. Fair Assn. Sept. 29-Oct. 4. B. L. Hetrick.
 Bourbon—Bourbon Fair Assn. Sept. 18-20. P. B. Good.
 Bluffton—Bluffton Free Street Fair Assn. Sept. 23-27. Carl Helms.
 Covington—Covington Free Fair. Aug. 25-30. Frank Servies.
 Fairmount—Grant Co. Agrl. Fair Assn. Aug. 24-28. John A. Siegel.
 Fairview—Switzerland & Ohio Co. Fair Assn. Sept. 18-20. Walter Lee.
 Goshen—Elkhart Co. Fair. Aug. 26-30. Walter M. Cripe.
 Hartford City—Merchants & Farmers' Agrl. Assn. Sept. 16-20. Robert Newbauer.
 Indianapolis—Indiana State Fair. Aug. 29-Sept. 5. P. S. Dunn.
 Kentland—Newton Co. Fair. Sept. 9-12. A. M. Schuch.
 Lyons—Lyons Community Club Fair. Sept. 10-13. Arthur Foster.
 Marion—Marion Fair. Sept. 15-20.
 Medaryville—Medaryville Community Fair Assn. Sept. 4-6. Wm. F. Prall.
 Montpelier—Montpelier Fair Assn. Sept. 9-13. Harold D. Nelson.
 New Harmony—New Harmony Fair. Aug. 28-31. Cy Knight.
 Pierceton—Pierceton Fair. Sept. 11-13. Dick Waters.
 Princeton—Gibson Co. Fair Assn. Aug. 25-30. Charles A. Steele.
 Rensselaer—Jasper Co. Fair. Aug. 26-29. George M. Reed.
 Reynolds—Reynolds Fair. Sept. 3-6. Albert Geier.
 Rising Sun—Ohio Co. Farmers Fair Assn. Aug. 27-30. E. V. Menefec.
 South Marion—Free Fair. Sept. 15-20. George Fetters.
 Sunman—American Legion Fair. Sept. 4-6. Ernest W. Howrey.
 Warsaw—Kosciusko Co. Fair Assn. Sept. 23-27. John Holm.

Iowa

Ackley—Four-County Fair. Nov. 17-20. Joe W. Cobie.
 Audubon—Audubon Co. Fair. Sept. 1-5. W. G. Wilson.
 Avoca—Pottawattamie Co. Fair Assn. Sept. 8-11. R. F. McKinley.
 Coon Rapids—Four-County Fair Assn. Sept. 8-12. Dennis Brannon.
 Cresco—Howard Co. Fair. Aug. 26-29. C. G. Nichols.
 Derby—Derby District Fair. Sept. 2-5. O. W. Morris.
 Des Moines—Iowa State Fair & Expo. Aug. 20-29. L. B. Cunningham.
 Elkader—Elkader Fair. Sept. 3-5. Pat O'Brien.
 Grundy Center—Grundy Co. Fair. Sept. 2-5. C. S. Macy.
 Guthrie Center—Guthrie Co. Fair. Sept. 16-20. M. L. Branson.
 Humboldt—Humboldt Co. Fair. Aug. 25-28. W. E. Crissey.
 Iowa Falls—Central Iowa Agrl. Assn. Sept. 24-25. James K. Campbell.
 Jefferson—Greene Co. Fair Assn. Sept. 15-18. George A. Stone, Grand Junction, Ia.
 Manson—Calhoun Co. Fair. Aug. 28-31. Sara S. Klotz.
 Mason City—North Iowa Fair Assn. Aug. 30-Sept. 3. R. V. Wilkinson, Rock Falls, Ia.
 Marshalltown—Central Iowa Fair. Sept. 15-19. W. A. Buchanan.
 Missouri Valley—Harrison Co. Fair Assn. Sept. 9-12. Frank C. Burke.

Moville—Woodbury Co. Fair. Sept. 4-7. Clyde Spry, Bronson, Ia. National—Clayton Co. Agrl. Soc. Aug. 26-29. F. L. Lau, Garnaville, Ia. Postville—Big 4 Agrl. Soc. Aug. 29-Sept. 1. A. S. Burdick. Rock Rapids—Lyon Co. Fair. Aug. 26-28. W. H. Sistrerman. Sac City—Sac City Fair. Sept. 3-6. J. C. Lake. Sibley—Osceola Co. Livestock Show. Sept. 2-5. Sam D. Robinson. Spencer—Clay Co. Fair. Sept. 8-13. J. H. Peterson. Spirit Lake—Dickinson Co. 4-H Club Congress. Sept. 4-6. L. E. Hendricks. Tipton—Cedar Co. Fair Assn. Sept. 2-5. C. S. Miller. Waterloo—Dairy Cattle Congress. Sept. 29-Oct. 5. E. S. Estel. Waukon—Allamakee Co. Fair Assn. Sept. 2-5. E. M. Phipps. Webster City—Hamilton Co. Expo. Sept. 1-5.

Kansas

Allen—Northern Lyon Co. Fair Assn. Sept. 4-6. J. A. Wilson. Auburn—Auburn Grange Fair. Oct. 3-4. Mrs. Ina Cellers. Barnes—Washington Co. Fair. Sept. 17-19. D. Linn Liviers. Belleville—North Central Kan. Free Fair. Aug. 25-29. Homer Alkire. Beloit—Mitchell Co. Fair Assn. Sept. 9-13. Frank L. Hill. Berryton—Berryton Grange Fair. Sept. 19-20. Mrs. Bessie H. Sowers. Big Spring—Douglas Co. Fair Assn. Aug. 27-29. Pete Bahnmair, Lecompton, Kan. Blue Mound—Blue Mound Fair. Sept. 18-20. N. V. Stark. Blue Rapids—Marshall Co. Fair Assn. Sept. 23-26. Floyd M. Brown. Buhler—Buhler Community Fair Assn. Oct. 30-Nov. 1. J. A. Johnson. Burden—Eastern Cowley Co. Fair Assn. Sept. 10-12. Dick Alexander. Caldwell—Sumner Co. Fair Assn. Sept. 10-12. George W. Murray. Cheney—Sedgwick Co. Fair. Oct. 2-4. Ivan Parris. Clay Center—Clay Co. Free Fair Assn. Sept. 2-5. Loren Law. Columbus—Amer. Legion Reunion & Free Fair. Aug. 25-30. Cooper Osterhout. Conway Springs—Conway Springs Fair Assn. Oct. 9-10. R. H. Chise. Cottonwood Falls—Chase Co. Fair Assn. Sept. 24-27. C. A. Ballweg. Dighton—Lane Co. Free Fair. Aug. 27-29. C. J. Van Pelt. Dodge City—Great Southwest Fair. Sept. 1-6. Jim Dunsford. Ellis—Ellis Co. Junior Fair. Oct. 2-4. Jack R. Nicholson. Emporia—Lyon Co. 4-H Club Fair. Aug. 29-30. E. L. McIntosh. Havensville—Havensville Community Fair Assn. Sept. 18-19. Harley A. Blanka. Gardner—Johnson Co. Free Fair Assn. Sept. 11-13. Dale Baker. Garden City—Finney Co. Fair. Oct. 2-3. Ben Grimsley. Garnett—Anderson Co. Fair Assn. Sept. 3-6. Fred L. Coleman. Girard—Crawford Co. Fair Assn. Aug. 26-30. Leon Horteng. Glasco—Cloud Co. Fair. Sept. 2-5. R. M. Sawhill. Greensburg—Kiowa Co. Free Fair Assn. Aug. 26-29. C. A. Cochran. Hardtner—Barber Co. Fair Assn. Aug. 26-29. J. M. Molz. Harper—Harper Co. Agrl. Fair Assn. Oct. 7-10. R. E. Dresser. Hartford—Hartford Free Fair. Sept. 18-20. Walter K. Thomas. Hiawatha—Hiawatha Fall Fair & Dairy Show. Aug. 26-28. Al Smith. Hillsboro—Marion Co. Fair Assn. Sept. 23-26. C. P. Ashcraft. Horton—Tri-County Fair Assn. Sept. 3-5. F. J. Henney. Hutchinson—Kansas State Fair. Sept. 14-19. S. M. Mitchell. Independence—Montgomery Co. Farn Bureau Fair. Aug. 28-30. Mrs. Guy Kidd, R. 4. Inman—Inman Community Fair. Oct. 17-18. Win. J. Braun. Iola—Allen Co. Fair Assn. Aug. 25-29. A. A. Holdeman. Junction City—Geary Co. 4-H Club Show. Aug. 26-28. Paul B. Gwin. Kincaid—Anderson Co. Farmers' Fair Assn. Sept. 25-27. W. R. Brown. Kingman—Kingman Co. Fair Assn. Oct. 8-11. Arthur Gomer, Zenda, Kan. Kinsley—Edwards Co. Free Fair. Aug. 28-29. George Edman. Liberal—Seward Co. Free Fair. Sept. 24-27. Herman Shorb. Lindsborg—Lindsborg District Fair Assn. Oct. 8-9. S. E. Dahlsten. Meade—Meade Co. Fair Assn. Sept. 8-10. Agnes W. Todd. Minneapolis—Ottawa Co. Fair Assn. Aug. 27-29. F. L. Zuker. Mound City—Linn Co. Fair. Sept. 3-6. John H. Morse. Neodesha—Neodesha Junior Fair. Sept. 26-27. A. T. Heywood. North Topeka—Indian Creek Grange Fair. Oct. 2-3. Mrs. Chester C. King, R. 5. Norton—Norton Co. Fair. Sept. 1-5. W. W. Isaac. Onaga—Pottawatomie Co. Fair Assn. Aug. 27-29. Howard Houghawout. Osawatimie—Osawatimie Free Fair. Sept. 11-13. G. R. Lovf. Oswego—Labette Co. Free Fair. Aug. 25-30. Joe A. Carpenter. Ottawa—Franklin Co. Agrl. Soc. Aug. 27-30. John R. Thompson. Parsons—Tri-State Fair Assn. Sept. 1-4. C. E. Perkins. Salina—Saline Co. 4-H Club Fair. Aug. 27-29. H. N. Eller. Sedan—Chautauqua Co. Free Fair. Oct. 1-4. Carl Ackerman. South Haven—South Haven Fair Assn. Sept. 25-27. Dave G. Heeney. Spring Hill—Spring Hill Fair. Aug. 27-30. C. W. Williams. Stafford—Stafford Co. Fair. Aug. 26-29. E. B. Weir. Stockton—Rooks Co. Free Fair. Aug. 26-29. W. McCasin. Sylvan Grove—Lincoln Co. Fair. Sept. 9-12. Ira C. McKay. Thayer—Thayer Home-Coming Picnic & Fair. Sept. 3-5. H. M. Minnich.

Tonganoxie—Leavenworth Co. Fair Assn. Sept. 3-5. Walt Niebarger. Topeka—Kansas Free Fair. Sept. 6-13. M. W. J. Jencks. Uniontown—Bourbon Co. Fair Assn. Sept. 2-4. W. A. Stroud. Valley Falls—Jefferson Co. Fair Assn. Aug. 27-29. Bert W. Booth. Wakefield—Wakefield Fair Assn. Oct. 2-3. Joe Mason Jr. Washington—Washington Co. Fair Assn. Sept. 11-13. A. C. Fuhren. Watson—Shawnee Grange Fair. Sept. 6-7. Roy E. Lewis, Berryton, Kan. Wellsville—Wellsville Picnic Fair Assn. Sept. 4-5. J. H. Cramer. West Mineral—Mineral District Free Fair. Oct. 10-13. V. B. Howey. Wichita—Kansas Natl. Livestock Show. Oct. 13-15. Conlee Smith. Winfield—Cowley Co. Fair Assn. Oct. 7-10. G. B. Woodell.

Kentucky

Alexandria—Alexandria Fair. Aug. 30-Sept. 1. J. W. Shaw, Newport, Ky. Beattyville—Lee Co. Fair. Oct. 1-3. T. H. Jones. Bowling Green—Warren Co. Fair Assn. Aug. 27-30. W. H. Richeson. Brandenburg—Meade Co. Fair. Sept. 26-27. Julia Ann Ditto. Burna—Livingston Co. Fair. Oct. 3-4. Mrs. Hervy Lucas. Calhoun—McLean Co. Fair Bureau. Oct. 10-11. T. H. Leet. Campbellsville—Taylor Co. Fair. Aug. 27-30. S. B. Sanders. Carrollton—Carroll Co. Fair. Oct. 8-11. P. H. Williams. Cave City—Cave City Free Fair. Sept. 18-20. Robert C. Whitaker. Edminton—Metcalfe Co. School & Agrl. Fair. Sept. 19-20. James M. Ennis. Frenchburg—Menifee Co. Fair. Sept. 19. C. V. Cornwell. Georgetown—Scott Co. Fair. Sept. 18-19. H. S. Long. Glasgow—Free Fair & Harvest Festival. Sept. 25-27. Ed L. Kerley. Greensburg—Green Co. Fair. Latter part of Sept. J. H. Sanders. Hartford—Ohio Co. Fair. Sept. 4-6. Robert Hudson. Hodgenville—Larue Co-Operative Fair Assn. Aug. 26-29. Beryn M. Morris. Hopkinsville—Pennyroyal Agrl. Fair. Oct. 9-11. J. L. Thurmond. Irvine—Estill Co. Fair. Oct. 17-18. C. C. Shade. Irvington—Breckenridge Co. Fair. Sept. 18-20. R. J. Cain. Lawrenceburg—Lawrenceburg Colored Fair Assn. Aug. 28-30. W. M. Coleman. Lexington—Lexington Colored Fair. Aug. 25-30. John B. Caulder. London—Laurel Co. Fair. Sept. 1-6. Opal Lucas. Louisa—Lawrence Co. Fair. Third week in Sept. Harper Preston. Louisville—Kentucky State Fair. Sept. 6-13. Robert B. Jewell. Madisonville—Hopkins Co. Fair. Sept. 24-27. Wm. R. Perry. Marion—Crittenden Co. Fair. Sept. 5-6. O. M. Shelby. Mayfield—Style Mart Fair. Week of Sept. 22. Dave Albaugh. Middlesboro—Tri-State Fair. Middle of Sept. H. J. Douglas. Morgantown—Butler Co. Fair. Sept. 26-27. Kathleen Hatcher. Mount Sterling—Montgomery Co. Fair. Oct. 23-24. E. E. Curtis. Munfordville—Hart Co. Fair. Oct. 3-4. John Rowlett. Murray—Calloway Co. Fair. Latter part of Sept. Mrs. Price Lassiter. New Castle—Henry Co. Fair. First week in Oct. Louis Clarkson. Owenton—Owen Co. Agrl. Fair. Sept. 26-27. Floyd Gaines. Owensville—Bath Co. Agrl. Fair Assn. Sept. 18-20. Aitkin Darnell. Paintsville—Johnson Co. Fair Assn. Sept. 18-20. Mrs. Carlos Goble. Paris—Bourbon Co. Fair. Middle of Oct. B. J. Santen. Prestonsburg—Floyd Co. Fair. Sept. 25-27. S. L. Isbell. Richmond—Madison Co. Agrl. Fair. Sept. 16-18. O. L. Bane. Russellville—Logan Co. Fair. Sept. 4-7. Harvey T. Reid. Sandy Hook—Elliott Co. Fair. Approx. Oct. 1. Orville Hayes, Isonville, Ky. Stamping Ground—Stamping Ground Community Fair. Sept. 18-20. V. E. Lucas. Taylorsville—Spencer Co. Agrl.-School Fair. Sept. 26-27. Hubert Hume. Vanceburg—Vanceburg Fair. Oct. 10-11. Omar B. Harrison. Whitesburg—Letcher Co. Fair. Oct. 3-4. Jerry Johnson.

Louisiana

Alexandria—Rapides Parish Fair. Oct. 2-4. B. W. Baker. Arcadia—Bienville Parish Fair Assn. Sept. 24-27. Sam Trammell. Bastrop—Morehouse Parish Fair. Oct. 16-17. Malcolm Seat, Bonita, La. Baton Rouge—East Baton Rouge Fair. Oct. 8-12. I. J. Heath. Centerville—St. Mary Parish Fair. Sept. 26-28. Grace Barras. Clinton—East Feliciana Parish Fair. Oct. 23-25. A. L. Irwin. Coushatta—Red River Parish Fair Assn. Sept. 24-27. W. J. Andrews. Covington—St. Tammany Parish Fair. Oct. 3-6. Eugene Matranza. De Ridder—Beauregard Parish Fair. Oct. 14-18. C. J. Ledoux. Donaldsonville—South La. State Fair. Sept. 28-Oct. 5. R. S. Vickers. Doyle—Livingston Parish Fair Assn. Sept. 19-21. H. A. Merrill. Eunice—Tri-Parish Fair. Oct. 16-19. B. B. McManus. Franklinton—Washington Parish Fair Assn. Oct. 11-14. L. Ray Mills, Bogalusa. Greensburg—St. Helena Parish Free Fair. Oct. 16-18. L. M. Guin. Habnville—St. Charles Parish Fair Assn. Sept. 19-22. W. E. Simmons. Hattiesburg—Claiborne Parish Fair Assn. Oct. 8-11. Joe R. Jones. Houma—Terrebonne-Lafourche Agrl. & Livestock Fair Assn. Sept. 12-13. E. R. Theriot.

Jennings—Jeff Davis Parish Fair Assn. Oct. 23-26. J. C. Barman. Jonesboro—Jackson-Winn Parish Fair Assn. Oct. 6-11. W. T. Holloway. Lafayette—South La. Mid-Winter Fair. Jan. 8-10. Edward Stagg, Lake Charles, La. Logansport—Interstate Free Fair. Sept. 24-27. C. J. Malone. Leesville—Vernon Parish Fair Assn. Oct. 7-11. M. N. Oakes. Mansfield—DeSoto Parish Fair Assn. Oct. 1-4. Mrs. Margaret B. Holcomb. Many—Sabine Parish Fair. Oct. 14-18. Byron P. Belisle. Marksville—Avoyelles Parish Fair. Oct. 10-12. Earl Edwards. Monterey—Concordia Parish Fair Assn. Oct. 10-11. M. M. Parry. Natchitoches—Natchitoches Parish Fair. Oct. 7-11. J. V. Hinton. New Roads—Pointe Coupee Parish Fair Assn. Oct. 3-5. J. Wade LeBeau. Oak Grove—West Carroll Parish Fair. Oct. 8-11. R. E. Benton. Oberlin—Allen Parish Fair Assn. Oct. 2-4. G. C. Meaux. Olla—North Central La Fair. Oct. 7-11. H. Vinyard. Plain Dealing—Bossier Parish Free Fair. Oct. 9-11. Mrs. J. B. Turnley. Port Allen—West Baton Rouge Parish Fair Assn. Sept. 26-28. A. E. Camus. Shongaloo—Webster Parish Fair Assn. Oct. 3-4. C. F. Burley. Shreveport—Louisiana State Fair. Oct. 18-27. W. R. Hirsch. Shreveport—Caddo Parish Fair. Oct. 15-17. Leslie A. Cowley. Sulphur—Calcasieu-Cameron Fair. Oct. 20-25. Dr. A. H. Lafargue. Tallulah—Louisiana Delta Fair Assn. Oct. 7-10. P. O. Benjamin. Verda—Grant Parish Fair. Oct. 8-11. Odelia Purvils, New Verda, La. West Monroe—Ouachita Valley Fair Assn. Oct. 7-12. John H. Birdsong.

Maine

Athens—Wesserunnett Valley Fair Assn. Sept. 23-24. Lee W. Foss. Blue Hill—Blue Hill Fair. Aug. 30-Sept. 2. E. G. Williams. Cherryfield—Cherryfield Fair. Sept. 16-18. C. H. Small, Addison, Me. Cornish—Cornish Agrl. Assn. Sept. 22-27. Leon M. Ayer. Cumberland Center—Cumberland Farmers' Club. Sept. 15-20. Frederic C. Wilson, R. D. 5, Portland, Me. Damariscotta—Lincoln Co. Fair. Aug. 26-28. Samuel Knowlton. Dover-Foxcroft—Piscataquis Valley Fair. Aug. 30. Frank A. Pierce. Embden—Emden Agrl. Assn. Sept. 13. Lelia Case, North Anson, Me. Farmington—Franklin Co. Agrl. Soc. Sept. 16-18. Frank E. Knowlton. Fryeburg—Fryeburg Fair. Sept. 30-Oct. 2. G. Myron Kimball. Guilford—Guilford Athletic Assn. Sept. 6. Donald Page. Leeds—Leeds Agrl. Assn. Oct. 2. Mrs. Beatrice Safford, N. Leeds. Lewiston—Maine State Fair. Sept. 1-6. Malcolm Philbrook, Auburn, Me. Litchfield—Litchfield Farmers' Club. Oct. 7-8. Chas. H. Harvey. Machias—Washington Co. Agrl. Soc. Sept. 9-11. J. L. Andrews, Jonesboro, Me. Monmouth—Cochewagon Agrl. Assn. Sept. 24-25. Clement H. Smith. North Waterford—World's Fair Assn. Sept. 26-27. Roy G. Wardwell, R. 1, East Stoneham. Norway-South Paris—Norway & Paris Fair. Sept. 9-13. Sidney Verrill, S. Paris. Pembroke—Washington Co. Pomona Grange Fair. Sept. 26-27. Alice M. Ayers, Ayers, Me. Presque Isle—Northern Maine Fair. Aug. 25-28. Clayton H. Steele. Springfield—North Penobscot Agrl. Soc. Sept. 1-3. L. A. Averill, Prentiss, Me. Topsham—Sagadahoc Agrl. Soc. Oct. 14-16. Samuel Woodward, Brunswick, Me. Unity—Unity Fair Assn. Sept. 9-10. E. S. Farwell. Windsor—South Kennebec Agrl. Soc. Aug. 29-Sept. 1. E. R. Hayes.

Maryland

Bel Air—Harford Co. Fair Assn. Aug. 26-29. Gladden Davis. Fair Hill—Cecil Co. Breeders' Fair. Sept. 5-6. G. Dudley Gray, 101 Delaware Trust Bldg., Wilmington, Del. Frederick—Great Frederick Fair. Oct. 7-10. Guy K. Motter. Hagerstown—Great Hagerstown Fair. Sept. 23-27. C. W. Wolf. La Plata—Charles Co. Fair. Sept. 25-28. W. Mitchell Digges. Prince Frederick—Calvert Co. Fair. Oct. 14-16. J. B. Morsell. Timonium—Timonium Fair. Aug. 31-Sept. 11. Matt L. Daiger, Pimlico Race Course, Baltimore. Upper Marlboro—Marlboro Fair. Sept. 18-20. Wm. G. Brooks. White Hall—White Hall Fair. Sept. 24-27. H. Ross Almony.

Massachusetts

Acton—Acton Agrl. Assn. Sept. 12-13. Albert P. Durkee, R. D., Concord, Mass. Ashfield—Ashfield Grange Fair. Sept. 5-6. Gilbert D. Bristol. Blandford—Union Agrl. & Hort. Soc. Sept. 1-2. C. R. Ripley. Bridgewater—Plymouth Co. Agrl. Soc. Oct. 12. Elias S. Ellis. Brockton—Brockton Agrl. Soc. Sept. 7-13. Frank H. Kingman. Burlington—Burlington Community Fair. Sept. 5-6. Carl H. Bussey. Cummington—Hillsdale Agrl. Soc. Sept. 23-24. Leon A. Stevens. Great Barrington—Barrington Fair Assn. Sept. 22-27. Edward J. Carroll. Greenfield—Franklin Co. Agrl. Soc. Sept. 9-11. Whitman B. Wells. Heath—Heath Agrl. Soc. Aug. 27. Homer S. Tanner. Huntington—Littleville Community Fair Assn. Sept. 26-27. Elmer O. Olds. Marshfield—Marshfield Fair. Aug. 26-Sept. 1. H. C. F. Jones. Middlefield—Highland Agrl. Soc. Aug. 29-30. Willard A. Pease, Chester, Mass. Monson—Monson Community Fair. Sept. 12-13. Mrs. Howard L. Carew. Nantucket—Nantucket Agrl. Assn. Aug. 27-28. Herbert P. Smith.

Northampton—Hampshire, Franklin & Hampden Agrl. Soc. Sept. 4-7. John L. Banner. Orange—Orange Community Fair. Sept. 12-13. E. C. Hempel. Palmer—Palmer Grange Fair. Sept. 4-6. Mrs. Hazel LaBroad, Belchertown. Rehoboth—Rehoboth Agrl. Soc. Sept. 3-6. Mrs. D. Lee Johnson, R. F. D. 1, Attleboro. Segreganset—Bristol Co. Agrl. Soc. Nov. 9-11. Florence M. Corder. Southwick—Southwick Community Fair. Sept. 12. Mrs. Moses Helman. Spencer—Spencer Driving Club. Aug. 30-Sept. 1. R. F. Klittredge. Springfield—Eastern States Expo. Sept. 14-20. Charles A. Nash. Sterling—Sterling Farmers' Club. Sept. 24. Charles W. Wiles. Topsfield—Essex Agrl. Soc. Sept. 3-7. Robert P. Trask. Warren—Warren Grange Fair. Sept. 12-13. Mrs. Carrie L. Tuttle. West Springfield—Hampden Co. Fair. Sept. 14-20. L. B. Boston. West Tisbury—Martha's Vineyard Agrl. Soc. Sept. 10-11. George G. Gifford. Woronoco—Woronoco Community Fair. Sept. 10. David M. Dalrymple.

Michigan

Addison—Addison Community Fair. Oct. 2-3. Clinton Smith. Adrian—Lenawee Co. Fair. Sept. 15-20. F. A. Bradish. Allegan—Allegan Co. Agrl. Soc. Sept. 15-20. E. W. DeLano. Allenville—Mackinac Co. Fair Assn. Sept. 11-14. Robert Saxton, Moran, Mich. Alpena—Alpena Agrl. Soc. Sept. 1-4. R. J. Bushey. Ann Arbor—Washtenaw Co. Fair. Aug. 26-29. Frank W. McLane, Ypsilanti, Mich. Bad Axe—Bad Axe Fair. Sept. 9-12. Frank F. Glass. Barryton—Barryton Community Fair. Oct. 29-30. Bertie McNeilly. Blissfield—Blissfield H. S. Fair. Nov. 7-8. R. M. Leonardson. Bronson—Bronson Community Fair. Nov. 6-7. Chas. R. Hilton. Cadillac—Northern District Fair Assn. Sept. 22-26. P. R. Blebesheimer. Cassopolis—Cass Co. Fair. Sept. 2-6. Paul File. Centerville—St. Joseph Co. Grange Fair. Sept. 15-21. Lester R. Schrader. Charlotte—Eaton Co. 4-H Agrl. Soc. Aug. 26-30. Hans Kardel. Chelsea—Chelsea Community Fair. Oct. 3-4. Thomas Bust. Chesaning—Chesaning Community Fair. Jan. 21-24. C. L. Taylor. Clare—Clare-Isabella Agrl. Soc. Nov. 6-7. Arthur Steeby. Clayton—Clayton Community Fair. Oct. 3. Addison Miller. Coldwater—Branch Co. 4-H Fair. Sept. 10-13. Gordon R. Schubatis. Coopersville—Coopersville Agrl. Assn. Oct. 31-Nov. 1. Duane W. Dalgleish. Crossville—Crosswell Agrl. Soc. Aug. 26-29. Paul Helm. Detroit—Michigan State Fair. Aug. 27-Sept. 7. Bernard J. Youngblood. Eagle—Eagle Township Fair. Oct. 10-11. Jay H. Morris, R. 3, Grand Ledge. East Jordan—Charlevoix Co. Agrl. Soc. Sept. 9-12. Lorence O. Isaman, Ellsworth, Mich. Escanaba—Upper Peninsula State Fair. Sept. 3-7. H. P. Lindsay. Fremont—Fremont Community Fair. Oct. 10-11. Clarence C. Mullet. Gladwin—Gladwin Co. Fair Assn. Sept. 16-19. Rufus W. Card. Grand Rapids—S. Kent Fair Assn. Sept. 10-13. Ernest B. Blett. Grant—Grant Community Fair Assn. Oct. 2-4. Mrs. A. E. Ekstrom. Hartford—Van Buren Co. Agrl. Soc. Sept. 29-Oct. 4. Paul F. Richter. Harrison—Clare Co. Fair. Aug. 26-29. John W. Bell, R. 4, Clare, Mich. Hart—Oceana Co. Agrl. Assn. Sept. 3-5. W. H. Chuichill, New Era, Mich. Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 21-27. H. B. Kelley. Hudsonville—Hudsonville Community Fair. Sept. 4-6. Carl Ohlmann. Iron River—Iron Co. Agrl. Soc. Aug. 26-29. Carl Lindquist. Jackson—Jackson Co. Fair Assn. Aug. 26-30. E. R. Hively. Kalamazoo—Kalamazoo Co. Fair. Sept. 24-27. Herman Kadabaker, Scotts, Mich. Lakeview—Lakeview Community Fair. Nov. 20-21. Guy L. Cantwell. McBain—McBain Agrl. Fair Assn. Oct. 24-25. Otto G. Smith. Marne—Berlin Fair. Aug. 26-29. Mrs. Harvey Walcott, R. 2, Coopersville, Mich. Marquette—Marquette Co. Agrl. Soc. Aug. 26-30. Milton C. Spencer. Middleville—Thornapple Community Fair. Nov. 6-7. Roy E. Walters. Midland—Midland Co. Agrl. Soc. Sept. 4-6. Chas. L. Crapser. Mio—Oscoda Co. Agrl. Soc. Sept. 17-19. Fred Shepard. Morenci—Morenci Community Fair. Oct. 10-11. C. H. Osgood. Morley—Morley Agrl. Fair Assn. Nov. 7-8. Harold U. Burgess. Muskegon—Muskegon Co. Junior Expo. Oct. 8-11. C. H. Knopf. Nashville—Nashville Agrl. Soc. Oct. 30-31. John W. Hamp. Newaygo—Garfield Community Fair. Sept. 25-26. Arnold Ackland.

ELECTRIC PENCIL

Professional model. Guaranteed for one year. Sold on approval or money back. Great money maker at fairs, wherever crowds appear. Engraves small, medium or big lettering; gold, silver, colors, on almost any material—silk, leather, wood, plastics, sea shells, etc. Exclusive features insures safety, long life, dependability, comfort in using continuously. We originated the practical Electric Pencil in 1931. Avoid clumsy imitations. Switch on seven-foot safety cord with roll superior gold, \$4.75; same without switch, five-foot cord, with gold, \$3.75. Send money order. Two rolls superior gold, 1"x400", \$1.00; six rolls, \$2.50. Deposit \$1.00 for C. O. D. Also pencil to operate on your six-volt auto battery, with gold, \$3.75.

R. E. STAFFORD

2434 N. Meridian St. INDIANAPOLIS, IND. (Better save this ad)

Northville—Northville Wayne Co. Fair Assn. Sept. 10-13. Fred W. Lyke.
 Norway—Dickinson Co. Fair Assn. Aug. 29-Sept. 1. Art Londorf, Iron Mountain.
 Onekama—Manistee Co. Agrl. Soc. Sept. 17-20. George D. Walker, Bear Lake.
 Paw Paw—Paw Paw Grape Growers Agrl. Soc. Sept. 18-20. N. L. Adamson.
 Peck—Peck Community Fair. Oct. 2-3. Louis Reuter.
 Petoskey—Emmet Co. Grange Fair. Sept. 16-19. Wilson J. McDonald.
 Pinconning—Pinconning Community Fair. Sept. 26-27. Meryl A. Bird.
 Prescott—Prescott Agrl. Soc. Sept. 1. Elmer S. Cornwell.
 Pickford—Pickford Dist. Agrl. Soc. Sept. 8-11. Samuel Rog.
 Saginaw—Saginaw Co. Agrl. Soc. Sept. 7-13. Clarence J. Harnden.
 St. Louis—St. Louis Community Fair. Nov. 27-28. R. M. Whitney.
 Sault Ste. Marie—Chippewa Co. Agrl. Soc. Aug. 29-Sept. 1. C. G. Walker.
 Sparta—Sparta H. S. Fair. Nov. 6-7. Fred R. Humeston.
 Stalwart—Stalwart Agrl. Soc. Sept. 25-26. Robert B. Crawford.
 Stanton—Stanton Agrl. Soc. Nov. 7. Edwin St. John.
 Traverse City—Northwestern Michigan Fair. Aug. 26-29. Arnel Engstrom.
 Utica—Utica Fair. Aug. 24-31.

Minnesota

Bird Island—Renville Co. Agrl. Soc. Sept. 8-10. Paul Kolbe.
 Blue Earth—Faribault Co. Agrl. Soc. Sept. 11-13. L. B. Erdahl, Frost, Minn.
 Brocton—Brocton Community Fair. Sept. 18-21. J. B. Wall.
 Caledonia—Houston Co. Fair Assn. Aug. 28-30. Ed Zimmerhaki.
 Cambridge—Icanti Co. Fair. Sept. 3-6. L. O. Carlson.
 Canby—Yellow Medicine Co. Fair Assn. Aug. 25-27. J. L. Thieszen.
 Fairmont—Martin Co. Agrl. Soc. Sept. 3-5. Louis Vogel.
 Fergus Falls—Otter Tail Co. Fair. Aug. 27-30. Knute Hanson.
 Glenwood—Pope Co. Agrl. Soc. Sept. 11-14. J. A. Leedah.
 Grand Marais—Cook Co. Agrl. Soc. Sept. 10-12. Mrs. Raymond Olson.
 Hutchinson—McLeod Co. Agrl. Assn. Sept. 15-18. Everett Oleson.
 Jordan—Scott Co. Good Seed Assn. Sept. 11-13. Hubert G. Strait.
 Madison—Las Qui Parle Co. Agrl. Soc. Sept. 4-7. Olaf T. Mork.
 Marshall—Lyon Co. Agrl. Soc. Sept. 2-5. Roy W. Williams.
 Montevideo—Chippewa Co. Fair Assn. Sept. 15-17. Carl Engstrom.
 Morris—Stevens Co. Agrl. Soc. Aug. 29-31. Daniel Stang.
 Netis—Hubbard Co. Agrl. Assn. Sept. 4-6. Mrs. John Avenson, Park Rapids, Minn.
 Pequot Lakes—Crow Wing Co. Agrl. Soc. Aug. 25-27. A. C. Larson.
 Red Lake Falls—Red Lake Co. Fair. Sept. 19-20. John D. Dysard.
 Redwood Falls—Redwood Co. Agrl. Soc. Sept. 22-25. W. A. Hauck.
 St. Paul—Minnesota State Fair. Aug. 23-Sept. 1. Raymond A. Lee.
 St. Vincent—St. Vincent Union Industrial Assn. Sept. 18-19. L. C. Ward.
 Slarion—Murray Co. Agrl. Soc. Aug. 28-30. W. M. Leebens, Fulda, Minn.
 Two Harbors—Lake Co. Agrl. Soc. Sept. 2-5. Fred D. W. Thias.
 Wheaton—Traverse Co. Agrl. Assn. Sept. 4-7. A. W. Vye.
 Willmar—Kandiyohi Co. Fair Assn. Sept. 10-13. Wm. F. Johnson.
 Windom—Cottonwood Co. Agrl. Soc. Sept. 3-6. Al T. Anderson.

Mississippi

Brookhaven—Lincoln Co. Free Fair. Oct. 1-3. G. D. Williams.
 Charleston—Tallahatchie Co. Fair Assn. Sept. 22-27. W. P. Mullen.
 Columbus—Columbus Fair & Livestock Assn. Sept. 15-20. W. B. Latham.
 Decatur—Newton Co. Farm Bureau Fair. Sept. 30-Oct. 2. Bernita Johnston.
 Forest—Scott Co. Colored Fair Assn. Oct. 6-11. Ananias Ware.
 Fulton—Itawamba Co. Fair. Sept. 25-27. C. F. Randle.
 Jackson—Miss. Negro State Fair. Oct. 13-18. H. H. Young.
 Hazlehurst—Cochise Co. Fair Assn. Sept. 18-20. W. B. Alford Jr.
 Jackson—Mississippi State Fair. Oct. 6-11. Mabel L. Stire.
 Kosciusko—Central Miss. Fair. Sept. 29-Oct. 4. Nelson Siegrist.
 Laurel—South Miss. Fair. Sept. 29-Oct. 4. Hurdis Whitaker.
 Louisville—Winston Co. Legion Fair. Sept. 15-20. Mrs. R. W. Boydston.
 McComb—Pike Co. Free Fair Assn. Sept. 22-26. Virginia Bunch.
 Macon—Noxubee Co. Fair Assn. Sept. 22-26. T. S. Boggers.
 Macon—Noxubee Co. Colored Fair. Sept. 30-Oct. 4. Joe Reed.
 Meadville—Franklin Co. Fair Assn. Oct. 22-25. C. O. Weeks.
 Meridian—Mississippi Fair & Dairy Show. Sept. 22-27. Hillman Taylor.
 Oxford—Lafayette Co. Fair Assn. Oct. 9-11. John Lee Gaaney.
 Ripley—Tippah Co. Livestock & Fair Assn. Oct. 9-10. W. H. Anderson.
 Sebastopol—Sebastopol Fair Assn. Sept. 2-6. W. D. Lang.
 Tupelo—Mississippi-Alabama Fair. Sept. 30-Oct. 4. James M. Savery.
 Waynesboro—Wayne Co. Fair Assn. Oct. 6-11. Theola Cran.
 Wiggins—Stone Co. Fair. Oct. 1-3. Clarence Ramsey.
 Winona—Montgomery Co. Fair. Sept. 25-27. Mrs. Rupert Ringold.
 Yazoo City—Yazoo Co. Fair Assn. Sept. 22-27. J. N. Ballard.
 Yazoo City—Yazoo Negro Fair Assn. Oct. 13-18. R. J. Pierce.

Missouri

Albany—Gentry Co. Agrl. Soc. Sept. 3-6. Carl Gillespie.
 Appleton City—Appleton City Fair Assn. Aug. 27-29. A. N. Brownberger.
 Ava—Douglas Co. Fair & Stock Show. Sept. 11-13. Harry Martin.

Aurora—Tri-County Fair. Sept. 18-20. Harry E. Ritzhart.
 Bethany—Bethany Fair. Aug. 31-Sept. 5. T. R. Nickerson.
 Brunswick—Brunswick Fair Assn. Sept. 18-20. Harold Boucher.
 California—Monteau Co. Agrl. Soc. Aug. 26-29. George Hess.
 Canton—Lewis Co. Fair. Aug. 27-30. Harry M. Ward.
 Cape Girardeau—Southeast Mo. Dist. Fair. Sept. 16-21. H. V. Beal.
 Caruthersville—Amer. Legion Fair. Oct. 1-5. H. E. Malloure.
 Concordia—Concordia Fall Festival. Oct. 2-4. George A. Klingenberg.
 Edina—Knox Co. Fair. Sept. 2-5. Paul Bebe-myer.
 Farmington—St. Francois Co. Fair. Sept. 25-27. Joe Grandhomme.
 Fulton—Callaway Co. Fair. Oct. 1-3. O. R. Baker.
 Greenfield—Dade Co. Free Fair Assn. Sept. 1-7. Robert Barnwell.
 Hale—Hale Free Fair Assn. Sept. 18-19. Elmer G. Hunt.
 Jasper—Jasper Free Fair. Sept. 11-13. N. M. Todd.
 Kansas City—American Royal Live Stock & Horse Show. Oct. 18-25. A. M. Paterson.
 Lutesville—Bollinger Co. Fair. Sept. 11-13. Mary Ellen Allen, Marble Hill.
 Marshfield—Webster Co. Fair. Sept. 4-6. C. W. Beatle.
 Maryville—Nodaway Co. Fair. Sept. 10-13. L. E. Forsyth.
 Memphis—Scotland Co. Agrl. Soc. Sept. 15-19. E. M. Woods.
 Mound City—Holt Co. Fair. Sept. 11-13.
 Ozark—Christian Co. Agrl. Soc. Sept. 3-6. Joe C. Howard.
 Perryville—Perry Co. Fair. Sept. 12-13.
 Platte City—Platte Co. Agrl. Assn. Aug. 27-30. J. Frank Sexton.
 Safe—Safe Community Fair. Sept. 2-5. W. T. Copeland.
 Senath—Dunklin Co. Community Fair. Oct. 7-12. Lyle Richmond.
 Shelbyna—Shelby Co. Fair Assn. Aug. 26-28. Ernest E. Key.
 Slater—Slater Fair Assn. Sept. 8-13. H. B. Brown.
 Springfield—Ozark Empire District Fair. Sept. 7-13. G. B. Boyd.
 Versailles—Morgan Co. Fair. Sept. 24-27. Gene Bartram.
 West Plains—Howell Co. Fair. Sept. 10-13. E. W. Thornburg.

Montana

Baker—Fallon Co. Fair. Sept. 11-13. George S. Severson.
 Chinook—Blaine Co. Fair. Aug. 31-Sept. 1. Floyd Bowen.
 Choteau—Teton Junior Fair. Aug. 29-30.
 Forsyth—Rosebud Co. Fair & Rodeo. Sept. 8-10. Frank Barnum.
 Fort Benton—Chouteau Co. Fair. Sept. 5-7. L. R. Loundagin.
 Glendive—Dawson Co. Fair Assn. Aug. 31-Sept. 2. Claude Utterback.
 Hamilton—Ravalli Co. Fair. Sept. 11-13. Mary R. Hieronymus.
 Kallispell—Northwest Mont. Fair. Aug. 27-29. Roy J. Ellis.
 Lewistown—Central Mont. Fair. Sept. 1-3. Hall Clement.
 Miles City—Eastern Mont. Fair. Sept. 4-6. J. H. Bohling.
 Plains—Sanders Co. Fair. Sept. 11-13. F. A. Ralston, Thompson Falls, Mont.
 Sidney—Richland Co. Fair. Aug. 28-30. C. W. Johnson.

Nebraska

Albion—Boone Co. Agrl. Assn. Sept. 9-12. Keith Newton.
 Arlington—Washington Co. Agrl. Soc. Sept. 16-19. H. C. McClellan.
 Arthur—Arthur Co. Agrl. Soc. Aug. 28-30. M. B. Reynolds.
 Aurora—Hamilton Co. Agrl. Soc. Aug. 25-28. H. E. Toof.
 Beaver City—Furnas Co. Fair Assn. Sept. 15-17. John J. Metzger.
 Bridgeport—Morrill Co. Fair Assn. Sept. 1-3. J. Cedric Conover.
 Broken Bow—Custer Co. Agrl. Soc. Sept. 16-19. P. G. Richardson.
 Central City—Merrick Co. Fair Assn. Sept. 9-12. Agnar Anderson.
 Chadron—Dawes Co. Fair. Sept. 16-19. Wallace Crites.
 Chambers—Holt Co. Fair. Sept. 9-12. E. A. Faries.
 Chappell—Deuel Co. Fair Assn. Aug. 25-27. R. A. Fritchman.
 Concord—Dixon Co. Agrl. Soc. Aug. 27-29. Roy E. Johnson.
 Crete—Saline Co. Fair. Sept. 9-12. Harry C. Belka.
 Culbertson—Hitchcock Co. Agrl. Soc. Sept. 15-18. Henry Kleven.
 David City—Butler Co. Agrl. Assn. Aug. 25-28. W. J. Anderson.
 Dunning—Blaine Co. Agrl. Soc. Sept. 11-13. Pete Whitescarver.
 Elwood—Gosper Co. Fair. Sept. 17-19. M. R. Morgan.
 Eustis—Frontier Co. Agrl. Soc. Sept. 3-5. Ralph E. Lidgard, Stockville, Neb.
 Franklin—Franklin Co. Agrl. Soc. Sept. 14-17. C. A. Pool.
 Gordon—Sheridan Co. Fair & Rodeo. Sept. 3-5. Bill Morey.
 Grant—Perkins Co. Fair Assn. Aug. 28-30. W. E. Cannady, Madrid, Neb.
 Harrison—Sioux Co. Agrl. Assn. Aug. 28-30. V. E. Marsteller.
 Harrisburg—Banner Co. Fair. Sept. 6-9. Mrs. V. J. Johnson, Potter, Neb.
 Hartington—Cedar Co. Agrl. Soc. Sept. 6-9. Edgar Hoar.
 Hastings—Adams Co. Fair. Aug. 26-29. Henry R. Fausch.
 Hemingford—Box Butte Co. Agrl. Soc. Aug. 25-27. Frank Dee.
 Humboldt—Richardson Co. Agrl. Soc. Sept. 10-12. Jess A. Harris.
 Hyannis—Grant Co. Agrl. Soc. Aug. 26-28. R. W. Bonfield.
 Johnstown—Brown Co. Agrl. Soc. Aug. 30-Sept. 1. O. C. Honnen.
 Kearney—Buffalo Co. Fair Assn. Aug. 25-29. S. A. Wilson.
 Kimball—Kimball Co. Fair. Aug. 28-30. Vert B. Cargill.
 Lewellen—Garden Co. Fair Assn. Sept. 4-6. Paul Temple.
 Lexington—Dawson Co. Agrl. Soc. Aug. 26-30. Nelle D. Kiffin.

Lincoln—Nebraska State Fair & Expo. Aug. 31-Sept. 5. E. J. Millie.
 Lincoln—Lancaster Co. Agrl. Soc. Aug. 31-Sept. 5. D. F. Preston, R. 5.
 McCook—Red Willow Co. Fair. Aug. 27-29. Elmer Kay.
 Madison—Madison Co. Agrl. Soc. Sept. 10-12. E. J. Moyer.
 Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 10-13. O. P. Burrows.
 Neligh—Antelope Co. Fair. Sept. 4-7. John Halbur.
 Nelson—Nuckolls Co. Fair Assn. Aug. 27-29. J. E. Portwood.
 Norden—Keya Paha Co. Agrl. Assn. Sept. 10-12. L. E. Turner.
 Omaha—Ak-Sar-Ben Live Stock & Horse Show. Oct. 5-11. J. J. Isaacson.
 Ord—Loup Valley Agrl. Soc. Aug. 26-29. C. C. Dale.
 Orleans—Harlan Co. Junior Fair. Sept. 18-20. W. A. Lennemann.
 Pawnee City—Pawnee Co. Fair. Oct. 1-3. D. W. Osborn.
 St. Paul—Howard Co. Agrl. Soc. Sept. 2-5. Charles Dobry.
 Sargent—Sargent Community Fair Assn. Sept. 1-3. Robert M. Spooner.
 Scribner—Dodge Co. Fair. Sept. 10-12. W. H. Hasebrook.
 Sidney—Cheyenne Co. Fair. Sept. 2-5. O. A. Olson.
 Springfield—Sарy Co. Fair. Aug. 28-30. Leslie S. McCamley.
 Stanton—Stanton Co. Agrl. Soc. Sept. 2-5. Ervine E. Pont.
 Stapleton—Logan Co. Agrl. Soc. Aug. 28-30. R. R. Brown.
 Stockville—Frontier Co. Agrl. Soc. Aug. 26-29. Ralph E. Lidgard.
 Syracuse—Otoe Co. Agrl. Assn. Aug. 26-28. J. F. Sorrell.
 Valentine—Cherry Co. Agrl. & Livestock Assn. Sept. 17-19. R. E. Brickley.
 Wahoo—Saunders Co. Agrl. Soc. Sept. 17-19. R. C. Anderson.
 Walthill—Thurston Co. Fair. Sept. 4-6. Alfred D. Raun.
 Waterloo—Douglas Co. Fair. Sept. 10-13. Robert Herrington.
 Weeping Water—Cass Co. Agrl. Soc. Sept. 9-12. D. D. Wainwright.
 West Point—Cuming Co. Fair. Aug. 24-28. Ed. M. Baumann.

Nevada

Elko—Elko Co. Agrl. Assn. Sept. 12-16. Donald Droun.
 Fallon—Nevada State Fair. Last week in Aug. C. J. Thornton.

New Hampshire

Canaan—Mascoma Valley Fair. Aug. 28-30. William A. Shepard.
 Center Sandwich—Sandwich Town & Grange Fair Assn. Oct. 12. W. Leroy White, N. Sandwich.
 Contoocook—Hopkinton Fair. Sept. 23-25. L. A. Nelson.
 Deerfield—Deerfield Fair Assn. Oct. 1-2. Loring H. Bartlett, RFD 1, Gossville.
 Keene—Cheshire Fair Assn. Aug. 25-27. Clifford H. Perkins.
 Lancaster—Lancaster Fair. Aug. 30-Sept. 1. Carroll Stoughton.
 Pittsfield—Pittsfield Agrl. Fair Assn. Sept. 4-6. William M. Osgood.
 Plymouth—Union Grange Fair Assn. Sept. 9-11. W. J. Neal, Meredith, N. H.
 Rochester—Rochester Fair. Sept. 16-20. Ralph E. Came.

New Jersey

Dunhams Corner—Middlesex Co. Fair Assn. Sept. 10-13. Fred C. Heyl, R. F. D. 1, New Brunswick.
 Egg Harbor City—Atlantic Co. Agrl. Fair. Aug. 27-30. A. G. Vautrinot.
 Englishtown—Englishtown Fair. Aug. 25-30. Flemington—Flemington Agrl. Fair Assn. Aug. 26-Sept. 1. Major E. B. Allen.
 Trenton—New Jersey State Fair. Sept. 21-27. Harry E. LaBreaque.

New Mexico

Alamogordo—Otero Co. Fair. Sept. 13-14. Murray Morgan.
 Albuquerque—New Mexico State Fair. Sept. 21-28. Leon H. Harms.
 Clayton—Union Co. 4-H Club & FFA Fair. Sept. 11-13. L. S. Kurtz.
 Clovis—Clovis Bi-State Fair Assn. Oct. 15-18. A. W. Anderson.
 Deming—Luna Co. Fair Assn. Oct. 11-12. Wallace Johnson.
 Farmington—San Juan Co. Fair Assn. Sept. 12-14. L. H. Moore.
 Lovington—Lea Co. Fair & Rodeo. Sept. 17-18. W. E. Flint.
 Lordsburg—Southwestern N. M. Fair. Oct. 25-27. Harlan Black.
 Portales—Roosevelt Co. Fair. Sept. 24-27. W. G. Vinzant.
 Roswell—Eastern N. M. State Fair. Oct. 1-4. E. E. Patterson.
 Taos—Taos Co. Fair. Sept. 28-30. Mrs. Ruth G. Fish.
 Tucuman—Quay Co. Fair Assn. Oct. 8-11. Roy H. Smith.

New York

Avon—Genesee Valley Breeders' Assn. Sept. 5-6. John Steele.
 Bath—Steuben Co. Fair. Sept. 9-13. J. Victor Faucett.
 Brookfield—Madison Co. Agrl. Soc. Sept. 1-4. C. C. Crane.
 Cambridge—Cambridge Valley Agrl. Soc. Aug. 27-30. P. J. Houlton, Hoosick Falls.
 Chatham—Columbia Co. Agrl. Soc. Aug. 30-Sept. 3. William A. Dardess.
 Cobleskill—Cobleskill Agrl. Soc. Sept. 15-20. William H. Golding.
 Dundee—Dundee Fair Assn. Sept. 16-18. Lewis R. Hamner.
 Dunkirk—Chautauqua Co. Agrl. Corp. Sept. 1-6. C. C. Cain.
 Fonda—Montgomery Co. Agrl. Soc. Aug. 30-Sept. 3. Edward Rothmeyer, Tribes Hill.
 Hemlock—Hemlock Lake Union Agrl. Soc. Sept. 3-6. Glenn C. McNinch, Conesus, N. Y.
 Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 27-30. J. W. Watson.
 Lockport—Niagara Co. Fair. Aug. 25-30. F. E. Pease.
 Mineola. L. I.—Mineola Fair. Sept. 9-13. Fred D. Baldwin.
 Morris—Amer. Legion Night Fair. Aug. 25-29.
 Naples—Naples Union Agrl. Soc. Aug. 26-29. Fred D. Delbridge.

Palmira—Union Agrl. Soc. Sept. 24-27. W. Ray Converse.
 Rhinebeck—Dutchess Co. Fair. Aug. 26-30. Benson R. Frost.
 Riverhead—Suffolk Co. Fair. Sept. 1-6. Cort R. Hincken.
 Rush—Monroe Co. Fair Assn. Sept. 5-7. Lester Forman, Courthouse, Rochester.
 Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 1-4. Carl W. Lohnes.
 Syracuse—New York State Fair. Aug. 24-29. Paul Smith.
 Trumansburg—Union Agrl. & Hort. Soc. Oct. 1-4. Mrs. Mary E. Cronk.
 Vernon—Vernon Agrl. Soc. Sept. 9-13. Charles Warren, Oneida, N. Y.
 Watertown—Jefferson Co. Agrl. Soc. Aug. 26-30. G. H. Righter.
 Watkins Glen—Schuyler Co. Agrl. Soc. Sept. 9-12. Milo Hitchcock, Odesa, N. Y.
 White Plains—Westchester Co. Agrl. Assn. Sept. 17-20. Mrs. John McAllister, Scarsdale.

North Carolina

Ahoscie—Atlantic Dist. Fair Assn. Oct. 14-17. E. M. Weaver.
 Albemarle—Stanly Co. Fair Assn. Oct. 6-11. F. B. Patterson.
 Apex—Apex & Fuquay Five-Co. Fair. Week of Sept. 22. Dr. Sam H. Baldwin.
 Asheboro—Randolph Co. Fair Assn. Sept. 22-27. Waldo C. Cheek.
 Asheville—Buncombe Co. Dist. Agrl. & Homecoming Jubilee. Aug. 25-30. E. W. Pearson.
 Beaufort—Carteret Fair. Oct. 20-25. C. Z. Chappell.
 Boone—Blue Ridge Fair Assn. Sept. 8-13. Roy Ellison.
 Burlington—Burlington Community Fair. Sept. 15-20. G. E. Love.
 Carthage—Moore Co. Fair. Week of Oct. 13. Paul H. Waddill.
 Charlotte—Southern States Fair. Oct. 27-Nov. 1. J. S. Dorton.
 Cherokee—Cherokee Indian Fair Assn. Oct. 7-11. J. L. Walters.
 Clinton—Sampson Co. Fair. Oct. 28-31. Wm. G. King.
 East Bend—Yadkin Co. Fair. Oct. 1-4. N. G. Hutchens.
 Ellenboro—Cofax Free Fair. Sept. 4-6. Curtis Price.
 Enfield—Firemen's Agrl. Fair. Sept. 29-Oct. 4. George R. Ivey.
 Fairmont—Fairmont Fair. Sept. 1-6. E. C. (Jack) Huffines.
 Franklinton—Tar River Dist. Fair Assn. Week of Sept. 15. A. J. Grey, 1073 W. 45th st., Norfolk, Va.
 Gastonia—Gaston Co. Fair, Oct. 13-18. F. A. Whiteside.
 Goldsboro—Wayne Co. Fair. Week of Oct. 6. W. C. Denmark.
 Greensboro—Greensboro Fair. Sept. 29-Oct. 4. Norman Y. Chambliss.
 Greenville—Pitt Co. Fair Assn. Week of Oct. 20. A. J. Grey, 1073 W. 45th st., Norfolk, Va.
 Hamlet—Richmond Co. Fair Assn. Sept. 22-27. J. B. Johnston.
 Henderson—Golden Belt Fair. Oct. 20-24. C. M. Hight.
 Henderson—Vance Co. Colored Fair. Oct. 27-Nov. 1. Brooks Hawkins.
 Hendersonville—Western N. C. Agrl. & Indust. Fair. Sept. 22-27. G. R. Lewis.
 Hickory—Catawba Fair Assn. Oct. 7-11. John W. Robinson.
 High Point—High Point Fair Assn. Sept. 22-27. A. C. Ingram.
 Kinston—Neuse-Atlantic Fair. Week of Oct. 13. Chas. P. Williamson.
 Kinston—Lenoir Co. Recreational Fair. Sept. 29-Oct. 4. W. H. Moore.
 Laurinburg—Scotland Co. Sand Hill Fair. Oct. 14-17. P. F. Newton, R. 1, Box 43, Laurel Hill.
 Leaksville—Rockingham Co. Fair Assn. Sept. 9-14. Karl K. Massey.
 Littleton—Littleton Tri-Co. Fair. Week of Oct. 27. T. R. Walker.
 Lenoir—Franklin Co. Fair Assn. Oct. 6-11. A. H. Fleming.
 Lumberton—Robeson Fair Assn. Sept. 16-20. R. A. Hedgpeh.
 Monroe—Union Co. Fair Assn. Oct. 14-18. M. W. Williams.
 Mount Airy—Mt. Airy Am. Legion Fair. Sept. 22-27. W. L. Sydnor.
 Murphy—Cherokee Co. Fair Assn. Sept. 30-Oct. 4. T. W. Axley.
 New Bern—New Bern Fair. Week of Oct. 6. Chas. P. Williamson, Kinston, N. C.
 North Wilkesboro—Great Northwestern Fair. Sept. 16-20. W. A. McNeil.
 Raleigh—North Carolina State Fair. Oct. 14-18. J. S. Dorton.
 Reidsville—Reidsville Fair Assn. Sept. 29-Oct. 4. Aaron Weinstein.
 Rocky Mount—Rocky Mount Fair. Oct. 7-11. Mrs. Norman Y. Chambliss, 301 Sunset ave. Roxboro—Person Co. Agrl. Fair Assn. Week of Sept. 19. W. R. Minor.
 Salisbury—Rowan Co. Fair. Week of Oct. 6. Bob Hallock.
 Sanford—Lee Co. Fair. Week of Sept. 22. W. R. Makepeace Jr.
 Shelby—Cleveland Co. Fair. Sept. 29-Oct. 4. Dr. J. S. Dorton.
 Shelby—Cleveland Co. Colored Fair. Oct. 8-11. Rev. A. W. Foster.
 Smithfield—Johnston Co. Fair. Oct. 20-25. Dr. J. W. Whitehead.
 Spindale—Rutherford Co. Fair. Sept. 23-27. F. E. Patton, Rutherfordton, N. C.
 Spring Hope—Nash Co. Fair. Week of Sept. 22. Hobart Brantley.
 Spruce Pine—Toe River Fair Assn. Sept. 2-6. W. M. Wiseman.
 Statesville—Iredell Co. Agrl. Fair. Sept. 29-Oct. 4. George Neel.
 Tarboro—Edgecombe Co. Fair. Week of Sept. 29. Chas. P. Williamson, Kinston, N. C.
 Warrenton—Warren Co. Fair. Oct. 13-19. R. H. Bright.
 Warsaw—Duplin Co. Agrl. Fair. Nov. 10-15. R. D. Johnson.
 Washington—Beaufort Co. Fair Assn. Oct. 13-18. T. T. McDevett.
 Weldon—Halifax Co. Fair. Week of Sept. 22. Chas. P. Williamson, Kinston, N. C.
 West Jefferson—Ashe Co. Fair Assn. Week of Sept. 15. H. D. Quessenberry.
 Williamston—Martin Co. Agrl. Fair. Sept. 29-Oct. 4. W. E. Dunn.
 Wilson—Wilson Co. Fair. Oct. 20-25. W. H. Dunn.
 Winston-Salem—Winston-Salem & Forsyth Co. Fair. Oct. 7-11. G. C. McNair.
 Woodland—Roanoke-Chowan Fair. Week of Oct. 13. T. R. Walker, Littleton, N. C.

Zebulon—Five-County Fair. Sept. 29-Oct. 4. Eugene Privette.

North Dakota

Bottineau—Bottineau Co. Agrl. Soc. Sept. 25-27. Dr. J. C. Jinkow. Carrington—Foster Co. Junior Fair Assn. Sept. 10-12. C. B. Craven. Cooperstown—Griggs Co. Fair. Sept. 8-10. Marshal Shelstad. Fargo—Red River Valley Fair. Aug. 25-30. A. D. Scott. Mott—Hettinger Co. Fair Assn. Sept. 12-13. R. J. Bloedau. Wishek—Tri-Co. Exhibitors' Assn. Sept. 8-10. A. R. Krein.

Ohio

Ashland—Ashland Co. Agrl. Soc. Sept. 17-19. James S. Atterholt. Attica—Attica Fair. Oct. 1-3. Carl B. Carpenter. Barlow—Barlow Agrl. Assn. Sept. 25-26. C. E. Lawton. Bellefontaine—Logan Co. Agrl. Soc. Sept. 16-19. Carl C. Kirk. Bellville—Bellville Ind. Agrl. Soc. Sept. 10-13. E. O. Kochheiser. Bluffton—Bluffton Agrl. Soc. Dec. 3-5. Harry F. Barnes. Burton—Geauga Co. Agrl. Soc. Aug. 29-Sept. 1. Charles A. Riley. Cadiz—Harrison Co. Agrl. Assn. Oct. 1-3. Lance N. Barger. Caldwell—Noble Co. Agrl. Soc. Aug. 27-29. O. J. Lorenz. Canfield—Mahoning Co. Agrl. Soc. Aug. 29-Sept. 1. E. R. Ziegler, Youngstown, O. Canton—Stark Co. Agrl. Soc. Sept. 1-4. Ed S. Wilton. Carrollton—Carroll Co. Agrl. Soc. Sept. 24-27. Leonard George, Harlem Springs, O. Carthage—Cincinnati—Hamilton Co. Agrl. Soc. Sept. 10-13. D. R. Van Atta, 410 Court House, Cincinnati. Circleville—Pickaway Co. Agrl. Soc. Oct. 8-11. Mack D. Parrett. Columbus—Ohio State Fair. Aug. 23-29. Win H. Kinnan.

Columbus Grove—Putnam-Allen Co.'s Ind. Fair. Dec. 16-19. T. M. Teegardin. Coshocton—Coshocton Co. Agrl. Soc. Oct. 7-11. C. V. Croy, Dresden, O. Croton—Hartford Ind. Agrl. Soc. Sept. 3-6. Clell H. Sinkey, Centerburg, O. Dayton—Montgomery Co. Fair. Sept. 1-4. R. C. Haines. Delaware—Delaware Co. Agrl. Soc. Sept. 16-19. John Wagner. Dover—Tuscarawas Co. Agrl. Soc. Oct. 2-4. S. O. Mase. Elyria—Lorain Co. Agrl. Soc. Aug. 30-Sept. 1 (if held). Robert Agate. Findlay—Hancock Co. Agrl. Soc. Sept. 3-6. Orvell Crates, Jenera, O. Fremont—Sandusky Co. Agrl. Soc. Sept. 2-5. Russell S. Hull. Gallipolis—Gallia Co. Agrl. Soc. Sept. 21-27. Miss Nellie McNealey.

Georgetown—Brown Co. Fair. Oct. 1-3. William M. Warner. Hamilton—Butler Co. Agrl. Soc. Sept. 23-27. John W. Cochran, Seven Mile, O. Kenton—Hardin Co. Agrl. Soc. Oct. 8-10. Robert E. Mallow. Lancaster—Fairfield Co. Agrl. Soc. Oct. 15-18. Russell W. Alt, R. R. 1, Baltimore, O. Lebanon—Warren Co. Agrl. Soc. Sept. 16-19. John T. Gorman. Lisbon—Columbiana Co. Agrl. Soc. Sept. 9-12. J. H. Sinclair, Hanoverton, O. Logan—Hocking Co. Fair. Sept. 17-20. J. H. Barker. Loudonville—Loudonville Agrl. Soc. Oct. 7-9. Charles Bernhardt Jr. McArthur—Vinton Co. Agrl. Assn. Sept. 3-6. John Jones. McConnellsville—Morgan Co. Agrl. Soc. Sept. 10-12. Ray G. Smith, R. 1, Blue Rock, O. Marietta—Washington Co. Agrl. Assn. Sept. 1-3. L. E. Apple. Marysville—Union Co. Agrl. Soc. Sept. 23-26. H. A. Taylor. Medina—Medina Co. Agrl. Soc. Sept. 3-5. Jay V. Einhart. Middleport—Meigs Co. Fair. Sept. 10-12. Mrs. Jean Hart, Pomeroy, O. Millersburg—Holmes Co. Fair. Sept. 2-5. H. C. Logsdon. Montpelier—Williams Co. Agrl. Soc. Sept. 10-13. G. V. Lockhart. Mount Gilead—Morrow Co. Fair. Sept. 23-26. O. E. Smith. Napoleon—Henry Co. Agrl. Soc. Aug. 27-30. James D. Murray. Norwalk—Huron Co. Agrl. Soc. Sept. 9-12. Mrs. Elfreda Crayton.

Old Washington—Guernsey Co. Agrl. Soc. Sept. 17-19. J. F. St. Clair. Ottawa—Putnam Co. Fair. Sept. 30-Oct. 4. Joseph L. Brickner. Paulding—Paulding Co. Agrl. Soc. Sept. 16-19. O. C. Lehman, Payne, O. Randolph—Randolph Agrl. Soc. Sept. 12-13. R. P. Hamilton. Saint Clairsville—Belmont Co. Agrl. Soc. Sept. 11-13. William R. Butcher Jr. Shelby—Shelby Community Street Fair Assn. Sept. 3-6. Carl L. Wentz. Sidney—Shelby Co. Agrl. Soc. Sept. 9-12. Ben O. Harman, Anna, O. Smyrna—Tri-Co. Ind. Agrl. Soc. Sept. 25-27. H. M. Fitch, Moorefield, O. Toledo—Lucas Co. Agrl. Soc. Sept. 11-14. Charles Glann. Upper Sandusky—Wyandot Co. Agrl. Soc. Sept. 9-12. H. A. Hudson. Van Wert—Van Wert Co. Agrl. Soc. Sept. 1-5. N. E. Stuckey. Wapakoneta—Auglaize Co. Agrl. Soc. Aug. 24-29. Harry Kahn. Wauseon—Fulton Co. Agrl. Soc. Oct. 1-3. C. C. Ackerman. Woodsfield—Monroe Co. Fair. Sept. 3-5. Ralph Schumacher. Wooster—Wayne Co. Agrl. Soc. Sept. 8-13. W. J. Buss.

Oklahoma

Ada—Pontotoc Co. Free Fair Assn. Sept. 10-13. Milton Keating. Agra—Agra District Fair. Sept. 1-3. Tom Kinder. Altus—Jackson Co. Fair. Probably Sept. 8-10. Lant Hulse. Alva—Woods Co. Free Fair Assn. Oct. 1-4. J. H. Whitney. Anadarko—Caddo Co. Free Fair Assn. Sept. 10-13. E. T. Cook. Apache—Apache District Fair. Aug. 27-29. O. H. Goff.

Arapaho—Custer Co. Free Fair Assn. Sept. 10-13. Riley Tarver. Ardmore—Southern Okla. Fair & Expo. Aug. 25-30. J. R. Lane. Arnett—Ellis Co. Fair Assn. Sept. 11-13. C. A. Null. Beaver—Beaver Co. Free Fair Assn. Sept. 10-13. Alice Barby. Blackwell—Kay Co. Free Fair Assn. Sept. 8-13. W. R. Hutchison, Newkirk, Okla. Buffalo—Harper Co. Free Fair. Sept. 11-13. W. E. Bland. Carnegie—Carnegie Tri-Co. Fair Assn. Aug. 27-30 or Sept. 3-6. J. C. Stafford. Carney—Carney District Fair. Sept. 4-6. N. B. Reeves. Chandler—Lincoln Co. Free Fair. Sept. 10-13. A. M. Jarvis. Cherokee—Alfalfa Co. Free Fair. Oct. 14-18. J. A. Schmook, Helena, Okla. Cheyenne—Rogers Mills Co. Jr. Fair. Sept. 15-16. Mabel Stroud. Cordell—Washita Co. Free Fair. Sept. 10-13. Fred Amen. Coweta—Wagoner Co. Free Fair. Sept. 12-13. A. A. Sewell. Cushing—Cushing District Fair. Sept. 1-6. O. A. Collins. Dewey—Washington Co. Free Fair Assn. Sept. 8-11. Neva Scott, Bartlesville, Okla. Dover—Dover Community Fair. Aug. 28-30. Conn Price. Duncan—Stephens Co. Fair Assn. Sept. 8-13. Murray Cox. Durant—Bryan Co. Fair Assn. Sept. 8-13. Allen Hill. Enid—Garfield Co. Free Fair Assn. Oct. 21-25. J. B. Hurst. Fairview—Major Co. Free Fair. Sept. 10-13. W. B. Hanly. Frederick—Tillman Co. Free Fair. Sept. 11-13. S. E. Lewis. Freedom—Woods Co. Free Fair. Sept. 11-13. Walter Bishop. Guthrie—Logan Co. Free Fair. Sept. 15-18. Chester W. Mitchell. Guymon—Texas Co. Free Fair. Sept. 30-Oct. 3. W. W. Kennedy. Hennessey—Hennessey Free Fair. Sept. 1-3. Art Walters. Holdenville—Hughes Co. Free Fair. Sept. 3-6. James W. Rodgers. Hobart—Kiowa Co. Free Fair. Sept. 11-13. Tom Morris. Hydro—Hydro District Fair. Sept. 4-6. Mrs. Grace R. Felton. Kendrick—Kendrick District Fair. Sept. 5-6. Mrs. Lena Barnes. Marietta—Love Co. Free Fair. Sept. 3-6. H. E. Chambers. Meeker—Meeker District Free Fair. Sept. 4-6. Ray Thomas. Miami—Ottawa Co. Free Fair Assn. Sept. 2-5. Mae Woolard. Muskogee—Oklahoma Free State Fair. Sept. 28-Oct. 4. Ethel Murray Simonds. Norman—Cleveland Co. Free Fair. Sept. 11-13. Clarence Burch. Nowata—Nowata Co. 4-H Club Fair. Sept. 4-6. Claude S. Sullivan. Okemah—Okfuskee Co. Fair Assn. Sept. 4-6. C. R. Humphrey. Oklahoma City—Oklahoma State Fair & Expo. Sept. 20-27. Ralph T. Hemphill. Okmulgee—Okmulgee Co. Free Fair. Sept. 16-20. Harry Greaves. Pauls Valley—Garvin Co. Free Fair Assn. Sept. 11-13. Russell Pierson. Pawhuska—Osage Co. Free Fair. Sept. 15-18. Fred Ahrbeg. Pond Creek—Grant Co. Free Fair. Oct. 7-10. J. R. Childers, Medford, Okla. Poteau—LeFlore Co. Free Fair. Sept. 15-20. Harold V. Yerby. Purcell—McClain Co. Free Fair Assn. Sept. 11-13. Forrest Nelson. Shawnee—Pottawatomie Co. Free Fair. Sept. 10-13. John Nelson. Stillwater—Payne Co. Free Fair. Sept. 9-12. W. Cromwell. Tryon—Tryon Free Fair. Aug. 28-30. Hazel Teegarden. Tulsa—Tulsa State Fair. Aug. 31-Sept. 5. William B. Way. Walters—Cotton Co. Free Fair. Sept. 4-6. Ira Goodfellow. Watonga—Blaine Co. Free Fair Assn. Sept. 9-12. Floyd D. Dowell. Waurika—Jefferson Co. Free Fair. Sept. 11-14. Roy Richerson. Waynoka—Waynoka Dist. Free Fair. Sept. 18-20. Mrs. A. G. Webb. Wellston—Wellston District Fair. Aug. 28-30. Burl J. Bost. Wewoka—Seminole Co. Free Fair. Sept. 3-6. L. H. Stinnett.

Oregon

Albany—Linn Co. Fair. Sept. 28-29. F. G. Mullen. Burns—Harney Co. Fair Assn. Sept. 12-14. D. C. Jordan. Canby—Clackamas Co. Fair. Aug. 27-30. J. F. Telford, Oregon City. Condon—Gilliam Co. Fair. Sept. 6-7. W. P. Marshall. Drain—Douglas Co. Fair. Sept. 12-13. Lula C. Gortell, Roseburg, Ore. Eugene—Lane Co. Fair Assn. Sept. 17-20. R. C. Kuehner. Gold Beach—Curry Co. Fair. Aug. 29-30. H. Hansen. Grants Pass—Josephine Co. Fair. Sept. 3-6. F. G. Roper. Halfway—Baker Co. Fair. Sept. 1-2. Thos. G. Jones, Robinette, Ore. Hermiston—Umatilla Co. Fair. Aug. 25-27. M. E. Knickerbocker. Hillsboro—Washington Co. Fair. Aug. 28-30. Leon S. Davis. Hood River—Hood River Co. 4-H Club Fair. Aug. 27-28. A. L. Marble. John Day—Grant Co. Fair. Sept. 19-21. Chas. Trowbridge. La Grande—Union Co. Fair Assn. Sept. 18-20. W. R. Gekeler. Lakeview—Lake Co. Fair. Aug. 30-Sept. 1. E. A. Felsch. Madras—Jefferson Co. Fair. Sept. 12-13. Mrs. B. N. Conroy. Moro—Sherman Co. Fair Assn. Sept. 12-14. LeRoy C. Wright. Myrtle Point—Coos Co. Fair. Sept. 10-13. L. H. Pearce. Ontario—Malheur Co. Fair & Rodeo. Aug. 30-Sept. 1. Harold F. Logue. Portland—Pacific Internat'l Livestock Expo. Oct. 4-11. O. M. Plummer. Prineville—Crook Co. Fair. Sept. 10-13. Ray L. Schee. Redmond—Deschutes Co. Fair Assn. Sept. 26-28. C. L. Colegrove.

Salem—Oregon State Fair. Sept. 1-7. Leo G. Spitzbart. Tygh Valley—Wasco Co. Fair & Rodeo. Sept. 19-21. F. L. Kelly, Maupin, Ore.

Pennsylvania

Allentown—Great Allentown Fair. Sept. 16-20. M. H. Beary. Arendtsville—South Mt. Fair Assn. Sept. 17-20. A. D. Sheely. Bellwood—Antis Tp. Community Assn. Oct. 16-18. W. C. Singleton. Bloomsburg—Bloomsburg Fair. Sept. 22-27. Harry B. Correll. Cambridge Springs—Cambridge Springs Comm. Fair Assn. Sept. 11-13. Leone Hawk. Centre Hall—Grange Encampment & Centre Co. Fair. Aug. 23-29. Mrs. Samuel Grove. Cochranton—Cochran Community Fair. Sept. 18-20. Elvin Galmish. Conneautville—Conneautville Community Fair. Sept. 11-13. Cookport—Cookport Fair. Sept. 11-13. Earle L. Haskins. Cresora—Schuylkill Co. Fair. Oct. 6-11. Howard G. Leeland, Pottsville, Pa. Delmatia—Lower Mahonoy Fair. Oct. 23-25. Neal B. Witmer. Derry—Derry Community Fair. Sept. 11-13. J. A. Greubel. Doylestown—Doylestown Fair Assn. Sept. 9-13. J. Allen Gady. East Greenville—Upper Perkiomen Valley Fair. Nov. 5-7. V. S. Ensinger. Ebensburg—Cambria Co. Fair Assn. Sept. 1-6. R. G. Davis. Edinboro—Edinboro Fair Assn. Sept. 18-23. N. P. Mannes. Ephrata—Ephrata Farmers Day Assn. Oct. 8-11. Ira E. Fasnacht. Fleetville—Benton Township Community Fair. Sept. 18-21. Byron K. Horner. Ford City—Armstrong Co. Fair. Sept. 1-6. Walter H. Bowser. Forkville—Sullivan Co. Agrl. Soc. Sept. 3-6. J. R. Whiteley. Gilbert—West End Fair Assn. Aug. 27. Amos A. Kresge, Brodheads, Pa. Gratz—Gratz Fair Assn. Sept. 16-20. Guy F. Klinger. Hanover—Forest Park Free Fair. Sept. 2-7. A. F. Karst. Harford—Harford Agrl. Soc. Sept. 10-12. J. A. Williams. Hatfield—Montgomery Co. Fair. Sept. 1-6. Alton F. Kinsey. Hollidaysburg—Hollidaysburg Farm Show. Oct. 8-10. Glenn Bressler. Honesdale—Wayne Co. Agrl. Soc. Sept. 24-27. R. W. Gammell. Hughesville—Lycoming Co. Fair Assn. Sept. 2-6. Elton B. Edkin. Huntingdon—Huntingdon Co. Fair. Aug. 25-30. James C. Morgan. Indiana—Indiana Co. Fair Assn. Aug. 26-28. B. H. Lichteberger. Jennertown—Jenner Fair Assn. Sept. 9-15. A. O. Lape, Jenners, Pa. Lampeter—W. Lampeter Fair. Sept. 17-19. Wayne B. Rentschler. Laurelton—Union Co. West End Fair Assn. Sept. 3-6. N. B. Shaw. Lehighton—Lehighton Fair. Aug. 26-30. Frank R. Diehl. Ligonier—Ligonier Fair Assn. Sept. 18-20. C. E. Stahl. Linesville—Linesville Community Fair. Sept. 3-5. O. C. Lance. Litzitz—Litzitz Community Fair. Sept. 18-20. William N. Young. McConnellsburg—Fulton Co. Fair Assn. Sept. 3-6. H. H. Peck. Mansfield—Smythe Park Assn. Sept. 10-13. Frank Marvin. Manheim—Manheim Farm Show. Sept. 25-27. E. Allan Auld. Martinsburg—Morris Cove Comm. Fair Assn. Oct. 23-25. Ella S. Ebersole, Curryville, Pa. Mechanicsburg—Grangers (Fair) Picnic. Aug. 25-Sept. 1. Roy E. Richwine. Millersburg—Millersburg Farmers Fair Assn. Sept. 11-13. Neil B. March. Millersville—Manor Farm Fair. Sept. 25-27. Howard P. Siglen. Millport—Oswayo Valley Community Fair. Sept. 10-13. Rachel Freeman, Shinglehouse. Montrose—Susquehanna Co. Agrl. Assn. Aug. 27-29. Paul C. Harrison. Mount Joy—Mount Joy Community Fair. Oct. 16-18. Robert G. Hostetter. Myerstown—Myerstown Community Fair Assn. Oct. 8-10. James B. Woodford. Newfoundland—Greene-Dreher Comm. Fair Assn. Sept. 4-6. Henry Botzer, Greentown. Newville—Mifflin Agrl. Assn. Sept. 17-20. E. Lee Oiler. New Holland—New Holland Farmers Day Assn. Oct. 2-4. Isaac W. Caulter. Newport—Perry Co. Fair Assn. Sept. 9-12. A. K. Ludwig.

North East—North East Community Fair Assn. Sept. 18-20. Mrs. Mildred E. Hendrickson. Northampton—Twin Co. Agrl. Assn. Sept. 11. Robert S. Frable. Oxford—Oxford Community Fair. Oct. 15-17. Seth L. Burt. Peach Bottom—Black Barren Springs Fair Assn. Sept. 10-12. W. F. Solinger. Pittsburgh (South Park)—Allegheny Co. Fair. Aug. 28-Sept. 1. George E. Kelly. Pleasant Valley—Springfield Farm Fair. Nov. 20-22. W. I. Rothenberger. Port Allegany—Port Allegany Community Fair. Oct. 9-11. C. C. Lynch. Port Royal—Juniata Co. Agrl. Soc. Sept. 2-6. J. H. Book. Reading—Reading Fair. Sept. 7-14. Charles W. Swoyer. Schaefferstown—Heidelberg Community Fair. Oct. 22-24. George M. Myers. Shanksville—Stony Creek School Fair. Oct. 2-4. Edith Geisel. Smethport—McKean Co. Fair Assn. Sept. 1-4. B. J. Garlick, E. Smethport. Spartansburg—Spartansburg Fair. Sept. 18-21. J. A. Whitney. Stoneboro—Stoneboro Fair. Aug. 26-Sept. 1. Walter B. Parker. Sugar Grove—Sugar Grove Community Fair. Sept. 11-13. T. R. Sronsler. Tionesta—Forest Co. Fair. Sept. 18-20. J. R. Ailes. Troy—Troy Fair. Aug. 26-30. H. D. Holcombe. Tunkhannock—Wyoming Co. Fair Assn. Sept. 16-20. B. O. Sheldon, Laceyville, Pa. Turbotville—Turbotville Community Fair. Oct. 1-4. Calvin W. Menges, R. R. 2, Watson-town.

Ulysses—Ulysses Community Fair Assn. Sept. 3-5. Don Rounesville. Unionville—Unionville Community Fair. Oct. 23-25. Roland Connard. Washingtonville—Montour-De Long Community Fair. Oct. 15-17. Walter J. Lewis. Washington—Washington Co. Fair. Sept. 17-20. J. R. Henderson. Waterford—Waterford Community Fair. Sept. 10-13. Ray J. Salmon. Wattsburg—Wattsburg Agrl. Soc. Aug. 26-30. H. M. Burrows. Waynesburg—Waynesburg Fair & Agrl. Assn. Week of Sept. 8. Ambrose Bradley. West Alexander—West Alexander Agrl. Assn. Sept. 11-13. Paul Rogers. Westfield—Westfield Fair. Sept. 15-20. Wind Ridge—Jacktown Fair. Aug. 26-29. O. I. Dillie. Wooddale, Mt. Pleasant—Pleasant Valley Grange Fair. Oct. 7-11. Eugene Keefer. Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 16-18. Howard F. Fox, Loysburg. York—York Inter-State Fair. Sept. 30-Oct. 4. John H. Rutter. Youngsville—Youngville Community Fair Assn. Sept. 3-6. R. L. Albright.

Rhode Island

Kingston—Rhode Island State Fair Assn. Aug. 26-Sept. 1. A. N. Peckham.

South Carolina

Anderson—Anderson Fair. Nov. 3-8. J. A. Mitchell. Anderson—Anderson Co. Colored Fair. Nov. 10-15. J. A. Gresham. Brunson—Hampton Co. Fair Assn. Thanksgiving Week. W. F. Hogarth. Camden—Kershaw Co. Fair. Oct. 13-18. D. J. Creed. Central—Pickens Co. Fair Assn. Oct. 13-18. L. S. Griffin. Charleston—Charleston Agrl. & Indust. Fair. Oct. 20-25. W. M. Frampton. Cheraw—Chesterfield Co. Colored Fair Assn. Oct. 6-11. A. Bloomfield. Chester—Chester Co. Colored Fair Assn. Oct. 20-25. Wayman Johnson. Columbia—South Carolina State Fair. Oct. 20-25. Paul V. Moore. Dillon—Dillon Co. Fair Assn. Oct. 7-12. L. B. Rogers. Florence—Pee Dee Fair Assn. Oct. 28-Nov. 1. Wm. B. Douglas. Greenville—Greenville Co. Fair Assn. Oct. 20-25. C. A. Herlong. Greenville—Greenville Co. Colored Fair Assn. Oct. 21-25. U. S. G. Sweeney, Simpsonville. Greenwood—Greenwood Co. Fair. Oct. 20-25. E. B. Henderson. Kingstree—Williamsburg Co. Fair Assn. Sept. 22-27. H. C. Crawford. Lancaster—Lancaster Co. Fair Assn. Oct. 13-18. E. Lee McDow. Manning—Clarendon Co. Fair. Oct. 13-18. Harry P. Thames. Newberry—Newberry Co. Fair. Oct. 27-Nov. 1. J. P. Moon. Orangeburg—Orangeburg Co. Fair Assn. Oct. 28-Nov. 1. J. M. Hughes. Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 7-10. W. C. Lewis. Owings—Mt. Carmel Fair. Oct. 15-18. A. N. Saxon. Rock Hill—York Co. Fair Assn. Oct. 13-18. Miss F. M. Fewell. St. George—Dorchester Colored Fair Assn. Nov. 3-8. L. R. Brown. Spartanburg—Spartanburg Co. Fair Assn. Oct. 6-11. D. C. Todd. Sumter—Sumter Co. Fair. Oct. 7-11. J. Cliff Brown. Union—Union Co. Fair. Oct. 30. Sarah Wilson.

Walterboro—Colleton Co. Fair Assn. Week of Oct. 27. E. E. Jones. York—York Co. Colored Fair Assn. Oct. 13-18. L. A. Wright, Clover, S. C.

South Dakota

Clark—Clark Co. Fair. Aug. 28-30. Jack Knight, Sisseton, S. D. Clear Lake—Deuel Co. Fair. Sept. 24-26. D. Fred Seeger. Edgemont—Fall River Co. Fair Assn. Aug. 31-Sept. 2. Lloyd McColley. Huron—South Dakota State Fair. Sept. 1-6. C. B. Hansen. Milbank—Grant Co. Fair. Sept. 9-13. Jack Knight, Sisseton, S. D. Mitchell—Corn Palace Festival. Sept. 22-27. E. A. Kirkpatrick. Nisland—Butte Co. Fair. Sept. 11-13. Beyer Aune, Newell, S. D. Rosebud—Rosebud Sioux Indian Fair. Aug. 28-30. Carl B. Aamodt. Sisseton—Roberts Co. Fair. Sept. 16-20. Jack Knight. Tripp—Hutchinson Co. Fair. Aug. 25-29. John H. Craig. Webster—Day Co. Fair. Sept. 18-20. C. J. Lee.

Tennessee

Adamsville—McNairy-Hardin Co. Fair. Sept. 5-6. Mrs. H. S. Carothers. Alexandria—De Kalb Co. Fair. Aug. 27-30. Rob Roy. Ashland City—Cheatham Co. Fair. Oct. 2-4. Mrs. W. C. Jackson. Benton—Vocational Agrl. & 4-H Fair. Sept. 11-12. F. R. Bradford. Bolivar—Hardeman Co. Fair. Sept. 29-Oct. 4. J. M. Cohn. Bolivar—Hardeman Co. Colored Fair Assn. Oct. 9-11. W. B. Hunt, Grand Junction. Camden—Benton Co. Fair Assn. Sept. 24-27. E. L. Davis. Celina—Clay Co. Agrl. Free Fair. Aug. 28-30. Guy B. Johnson. Centerville—Hickman Co. Fair. Sept. 10-13. G. J. Carothers Jr. Chattanooga—Chattanooga Interstate Fair. Sept. 15-20. W. M. Broxton. Clarksville—Montgomery Co. Colored 4-H Fair. Oct. 3-4. James A. Belle. Clarksville—Cumberland Valley Beef Cattle & Agrl. Fair. Sept. 24-29. Louise Booth. Cookeville—Putnam Co. Agrl. Fair. Sept. 4-6. O. D. Massa. Cottage Grove—Cottage Grove Com. Fair Assn. Sept. 26-27. Dan H. Snow. Covington—Tipton Co. Fair Assn. Sept. 9-12. J. H. Bennett, Brighton, Tenn. Crossville—Cumberland Co. Fair Assn. Sept. 4-6. John Laminack. Dayton—Rhea Co. Fair Assn. Sept. 10-13. Carroll Tallent. Decaturville—Decatur Co. Fair. Oct. 6-11. B. C. Dailey.

Adamsville—McNairy-Hardin Co. Fair. Sept. 5-6. Mrs. H. S. Carothers. Alexandria—De Kalb Co. Fair. Aug. 27-30. Rob Roy. Ashland City—Cheatham Co. Fair. Oct. 2-4. Mrs. W. C. Jackson. Benton—Vocational Agrl. & 4-H Fair. Sept. 11-12. F. R. Bradford. Bolivar—Hardeman Co. Fair. Sept. 29-Oct. 4. J. M. Cohn. Bolivar—Hardeman Co. Colored Fair Assn. Oct. 9-11. W. B. Hunt, Grand Junction. Camden—Benton Co. Fair Assn. Sept. 24-27. E. L. Davis. Celina—Clay Co. Agrl. Free Fair. Aug. 28-30. Guy B. Johnson. Centerville—Hickman Co. Fair. Sept. 10-13. G. J. Carothers Jr. Chattanooga—Chattanooga Interstate Fair. Sept. 15-20. W. M. Broxton. Clarksville—Montgomery Co. Colored 4-H Fair. Oct. 3-4. James A. Belle. Clarksville—Cumberland Valley Beef Cattle & Agrl. Fair. Sept. 24-29. Louise Booth. Cookeville—Putnam Co. Agrl. Fair. Sept. 4-6. O. D. Massa. Cottage Grove—Cottage Grove Com. Fair Assn. Sept. 26-27. Dan H. Snow. Covington—Tipton Co. Fair Assn. Sept. 9-12. J. H. Bennett, Brighton, Tenn. Crossville—Cumberland Co. Fair Assn. Sept. 4-6. John Laminack. Dayton—Rhea Co. Fair Assn. Sept. 10-13. Carroll Tallent. Decaturville—Decatur Co. Fair. Oct. 6-11. B. C. Dailey.

Dickson—Dickson Co. Fair Assn. Sept. 24-27. C. W. Bretney.
Cover—Stewart Co. Fair. Sept. 4-6. John Ridgeway.
Dunlap—Sequatchie Co. 4-H Club Fair. Sept. 25-26. Lou Nora Lasater.
Erin—Houston Co. Fair Assn. Oct. 2-4. Robert Claxton.
Franklin—Williamson Co. Fair. Sept. 11-12. Sarah Coleman.
Gadsden—Crockett Co. Fair. Oct. 9-11. W. L. Colvett.
Gainesboro—Jackson Co. Fair. Sept. 11-13. S. J. McFall.
Gallatin—Sumner Co. Agrl. Fair Assn. Aug. 28-30. Edw. V. Anthony.
Harriman—Roane Co. Fair Assn. First week in Sept. W. B. Stout.
Henderson—Chester Co. Fair Assn. Oct. 2-4. N. S. Martin.
Hohenwald—Lewis Co. Fair Assn. Aug. 27-30. Cordell Hull.
Huntingdon—Carroll Co. Colored Fair Assn. Oct. 15-18. W. A. Cox.
Huntingdon—Carroll Co. Fair. Sept. 30-Oct. 4. J. F. Walters.
Jackson—West Tenn. District Fair. Sept. 8-13. A. U. Taylor.
Jackson—Madison Co. A. & M. Fair (Colored). Sept. 15-20. J. E. McNeely.
Jamestown—Fentress Co. Fair Assn. Week of Sept. 8. Carl V. Wright.
Jasper—Marion Co. Fair. Sept. 11-13. J. E. Graham.
Jonesboro—Washington Co. Fair. Sept. 17-19. Mrs. H. W. Stegall.
Knoxville—Tennessee Valley A. & I. Fair. Sept. 22-27. Charles A. Brakebill.
Lafayette—Macon Co. Fair. Sept. 25-27. D. H. Piper.
Lawrenceburg—Lawrence Co. Middle Tenn. Dist. Fair. Sept. 29-Oct. 4. D. E. R. Braly.
Lebanon—Wilson Co. Fair. Sept. 10-13. A. W. McCartney.
Lexington—Henderson Co. Colored Free Fair. Sept. 8-13. C. C. Bond.
Lexington—Henderson Co. Fair. Sept. 22-27. C. F. Armstrong.
Linden—Perry Co. Fair Assn. Sept. 4-6. Tom Godwin.
Madisonville—Monroe Co. Fair Assn. Sept. 15-20. E. C. Morgan.
Manchester—Coffee Co. Fair Assn. Sept. 18-20. David W. Shields Jr.
Martin—Martin Community Fair. Nov. 14-15. Milburn Gardner.
Maryville—Blount Co. Fair Assn. Sept. 8-13. C. H. Sterling.
Memphis—Mid-South Fair. Oct. 11-18. Henry W. Beaudoin.
Memphis—Colored Tri-State Fair Assn. Oct. 23-25. Dr. L. G. Patterson.
Monterey—Monterey Agrl. Fair. Aug. 28-30. J. O. Johnson.
Nashville—Tennessee State Fair. Sept. 15-20. Phil C. Travis.
Newbern—Dyer Co. Fair. Nov. 5-6. F. E. Wyatt.
Oneida—Scott Co. Fair. Sept. 4-6. E. C. Terry.
Ottway—Ottway, Green Co. Fair. Oct. 2-4. Paul Rankin, R. 1, Greenville, Tenn.
Parsons—Decatur Co. Fair Assn. Oct. 6-11. B. C. Bailey.
Pikeville—Bledsoe Co. Fair Assn. Sept. 25-27. Hayden Wilson.
Portland—Portland Community Fair. Sept. 12-13. Mrs. T. E. Booker.
Ramer—Ramer Community Fair. Sept. 26-27. S. T. Haddon.
Saltillo—Saltillo Community Fair. Oct. 9-11. Theo. Hughes.
Santa Fe—Maury Co. Fair Assn. Sept. 4-6. T. S. Wade.
Sevierville—Sevier Co. Fair Assn. Sept. 15-20. Ernest Thurman.
Sparta—White Co. Fair Assn. Sept. 11-13. Paul Andrews.
Spencer—Van Buren Co. Fair. Sept. 5-6. H. L. Hollingsworth.
Trenton—Cibson Co. Fair. Sept. 24-27. John R. Wade.
Union City—Obion Co. Fair Assn. Sept. 8-13. Fred Latimer.
Union City—Obion Co. Colored Fair Assn. Sept. 16-20. Rev. M. L. Young.
Westmoreland—East Sumner Fair. Sept. 5-6. Gustine Simmons.
Wheat—Wheat Community Fair. Sept. 18-20. Mrs. Ernest Gallaheer.
Winchester—Franklin Co. Fair. Aug. 29-30. Floyd Anderton.
Woodbury—Cannon Co. Fair. Sept. 11-13. Mrs. J. H. Cummings.

Texas

Ablene—West Texas Fair Assn. Sept. 29-Oct. 4. Grover Nelson.
Amarillo—Amarillo Tri-State Fair. Sept. 29-Oct. 4. R. R. Pinkney.
Anderson—Grimes Co. Fair Assn. Oct. 1-4. T. W. Jennings.
Angleton—Brazoria Co. Fair Assn. Oct. 7-11. Richard J. Higgins.
Bandera—Bandera Co. Fair. Aug. 30-Sept. 1. Chas. H. Brient.
Bartlett—Bartlett Community Fair. Oct. 2-3. Lee Janke.
Beaumont—South Texas State Fair. Oct. 30-Nov. 9. L. B. Herring Jr.
Bellville—Austin Co. Fair Assn. Oct. 1-3. Herbert Vogelphol.
Blanket—Blanket Fair. Oct. 18. S. E. Lacy.
Bloomington—Bloomington Fair. Sept. 18-20. W. A. Crawford.
Boerne—Kendall Co. Fair Assn. Aug. 29-31. A. McD. Gilliat.
Bowie—Montague Co. Fair. Sept. 24-27. H. M. Moore.
Brenham—Washington Co. Fair Assn. Oct. 22-24. Buddy Fisher.
Carthage—Panola Co. Fair. Sept. 30-Oct. 4. Forrest E. Roberts.
Center—Shelby Co. Fair Assn. Oct. 7-11. Bubba Cowser.
Cleburne—Johnson Co. Fair. Sept. 10-13. Herman Brown.
Clifton—Central Texas Fair. Nov. 6-8. Hulen C. Aars.
Conroe—Montgomery Co. Fair Assn. Oct. 27-Nov. 1. Oscar B. Jones.
Corsicana—Corsicana Livestock & Agrl. Show. Sept. 23-27. R. W. Knight.
Crockett—Houston Co. Fair & Livestock Show. Sept. 29-Oct. 4. T. D. Craddock.
Crosbyton—Crosby Co. Fair Assn. Sept. 16-18. Frank E. White.
Dallas—State Fair of Texas. Oct. 4-19. Roy Rupard.
Decatur—Wise Co. Fair. Last week in Sept. Cliff Gates.

Denton—Denton Co. Fair. Sept. 30-Oct. 4. O. L. Fowler.
Eagle Pass—Eagle Pass Intl. Fair Assn. Oct. 22-26. J. M. Mabe.
Eagle Lake—Colorado Co. Fair. Nov. 8-11 (tentative). Ben H. Faber.
Eastland—Eastland Co. Fair Assn. Sept. 25-27. H. J. Tanner.
Emory—Rains Co. Free Fair. Oct. 2-4. R. G. Glenn.
Franklin—Robertson Co. Fair Assn. Oct. 1-4. V. M. Harris.
Garwood—Garwood Fair. Oct. 23-25. John H. Hancock.
Giddings—Lee Co. Fair Assn. Sept. 18-20. M. F. Kieke.
Gonzales—Gonzales Co. Fair & Pecan Expo. Oct. 21-25. E. L. Mueller.
Graham—North Central District Fair & Rodeo. Sept. 16-20. Glenn Burgess.
Greenville—Hunt Co. Fair. Sept. 15-20. C. A. Duck.
Haskell—Central West Texas Fair. Oct. 8-11. Homer Neal.
Henderson—Rusk Co. Fair & Agrl. Assn. First week in Oct. Ben C. Marable.
Houston—Texas Internatl. Expo. Oct. 21-28. Bill Siros.
Iowa Park—Wichita Co. Free Fair. Sept. 24-27. Mrs. Lucy Dale.
Jasper—Jasper Co. Fair Assn. Oct. 7-11. J. Paul Hardin.
Jefferson—Marion Co. Fair Assn. Sept. 16-20. C. R. Heaton.
Jourdanton—Atascosa Co. Fair. Oct. 23-25. E. S. Morgan.
La Grange—Fayette Co. Fair Assn. Oct. 17-19. G. A. Koenig.
Lamesa—Dawson Co. Fair. Oct. 23-25. Raymond Lee Johns.
Leonard—Leonard Fair Assn. Sept. 30-Oct. 4. H. H. Blackburn.
Liberty—Trinity Valley Expo. Oct. 22-25. Milton Slipes.
Lindale—Lindale Fair Assn. Sept. 5-6. Leon York.
Linden—Cass Co. Fair. Sept. 23-27. W. D. Berry.
Livingston—Polk Co. Fair Assn. Oct. 13-18. B. B. Martin.
Longview—Gregg Co. Fair. Sept. 8-13. Grady Shipp.
Lubbock—Panhandle South Plains Fair Assn. Oct. 6-11. A. B. Davis.
Lufkin—Texas Forest Festival. Oct. 6-11. W. R. Beaumier.
McKinney—Collin Co. Fair Assn. Sept. 23-26. W. Hammond Moore.
Manor—Manor Fair & Home-Coming. Sept. 4-6.
Marfa—Highland Fair Assn. Oct. 2-4. R. I. Bledsoe.
Marshall—Central East Texas Fair Assn. Sept. 22-27. Edward Stone.
Mesquite—Mesquite Fair Assn. Sept. 17-20. E. S. McKenzie.
Mexia—Bi-Stone Fair. Oct. 2-4. Wright Kincheol.
Mount Pleasant—Titus Co. Fair. Sept. 30-Oct. 4. C. E. Lee.
Nacogdoches—Nacogdoches Co. Fair. Oct. 13-18. Joe L. Mock.
New Boston—Bowie Co. Fair Assn. Oct. 7-11. Belton Simmons.
New Braunfels—Comal Co. Fair Assn. Sept. 26-28. H. H. Wittenborn.
Orange—Orange Co. Fair. Oct. 20-25. T. O. Landrum.
Palestine—Anderson Co. Fair. Oct. 6-11. C. O. Miller Jr.
Paris—Lamar District Fair. Sept. 1-6. H. L. Baker.
Pearsall—Winter Garden Fair. Oct. 2-4. Don M. Sanders.
Pittsburg—Northeast Texas Fair Assn. Sept. 24-27. O. E. Acker.
Quanah—Greenbelt Fair Assn. Sept. 25-27. Pat L. Davis.
Quinlan—Quinlan Fair & Rodeo. Sept. 22-27. Hobart Lytal.
Richardson—Richardson Community Fair. Sept. 11-13. Mrs. Jackie Huffhines.
Richmond—Rosenberg—Fort Bend Co. Fair Assn. Oct. 9-12. C. I. Snedecor, Needville.
Rio Grande City—Starr Co. Fair-Rodeo. Sept. 19-21. J. H. May.
Rising Star—Rising Star Free Fair. Sept. 18-20. J. F. Robertson.
San Augustine—San Augustine Co. Fair Assn. Oct. 7-11. J. J. Mitchell.
Seminole—Gaines Co. Fair. Oct. 29-31. Roy K. Shifflet.
Sherman—Red River Valley Fair. Sept. 29-Oct. 4. Frank Thompson.
Snyder—Scurry Co. Products Show. Oct. 16-18. Robert G. Dillard.
Terrell—Tri-Co. Agrl. & Livestock Show. Sept. 15-20. J. S. Spivey.
Throckmorton—Throckmorton Fair & Rodeo Assn. Sept. 3-4. J. H. Thomas.
Tomball—Harris Co. Fair Assn. Oct. 8-11. George T. Southwell.
Tyler—East Texas Fair Assn. Sept. 15-20. V. F. Fitzhugh.
Warren—Warren Community Fair. Oct. 23-25. O. L. Reyall.
Wellington—Collingsworth Co. Fair. Oct. 15. J. W. Wells.
Wharton—Wharton Co. & Gulf Coast Livestock & Agrl. Expo. Oct. 14-18. H. C. Copenhaver.
Wortham—Wortham Community Fair. Oct. 9-11. Roy Ragsdale.
Yorktown—Yorktown Fair Assn. Oct. 15-18. Paul A. Schmidt.

Utah

Coalville—Summit Co. Fair Assn. Sept. 11-13. K. B. Hixson.
Fillmore—Millard Co. Fair. Sept. 11-13. Sam Gordon.
Logan—Cache Co. Fair & Rodeo. Sept. 9-11. N. J. Crookston.
Milford—Beaver Co. Fair. Sept. 5-7. D. E. Kirk.
Morgan—Morgan Co. Fair. Sept. 3-5. Gilbert Francis.
Murray—Salt Lake Co. Fair. Aug. 28-30. C. L. Bello, Magna, Utah.
Nephi—Juab Co. Fair. Sept. 3-4. Miss LaVon Harris.
Provo—Utah Co. Fair. Aug. 28-30. M. H. Harrison.
Salt Lake City—Utah State Fair. Sept. 20-27. E. S. Holmes.
Tremonton—Box Elder Co. Fair & Rodeo. Aug. 28-30. Don Peckenpaugh.

Vermont

Essex Junction—Champlain Valley Expo. Aug. 25-30. H. K. Drury.
Londonderry—Londonderry Fair. Sept. 20-21. A. E. Phillips.

Rutland—Rutland Co. Agrl. Soc. Sept. 1-6. Carl W. Olney.
Sherburne—Sherburne Valley Fair. Aug. 28-30. Evelyn H. Power.
Tunbridge—Union Agrl. Soc. Sept. 16-18. Edw. R. Flint.

Virginia

Abingdon—Southwest Va. Fair. Sept. 1-6. G. Y. Booker.
Amherst—Amherst Co. Fair Assn. Oct. 1-3. L. H. Shrader.
Blackstone—Courier-Record Fair Assn. Sept. 15-20. W. C. Coleburn.
Bland—Bland Co. Fair Assn. Sept. 5-6. T. E. Mallory.
Chase City—Mecklenburg Co. Fair Assn. Oct. 7-10. R. L. Emory.
Chesterfield—Chesterfield Co. Fair. Oct. 8-11. J. C. McKesson, R. F. D. 8, Richmond.
Clintwood—Farmers' Fair. Sept. 4-6. W. H. McCoy.
Covington—Alleghany Co. Fair Assn. Sept. 8-13. Thomas B. McCaleb.
Danville—Danville Fair Assn. Oct. 7-10. C. L. Booth.
Dungannon—Scott Co. Fair Assn. Sept. 17-20. Charles W. Compton, Wood, Va.
Emporia—Emporia Fair. Oct. 20-25. B. M. Garner.
Farmville—Five-County Fair Assn. Sept. 29-Oct. 4. George A. Newman.
Fincastle—Botetourt Co. Fair Assn. Sept. 16-20. C. E. Slusser.
Galax—Galax Fair. Sept. 8-13. G. F. Carr.
Harrisonburg—Rockingham Co. 4-H Club Fair. Sept. 15-20. Regina Reilly.
Lexington—Rockbridge Co. Fair Assn. Sept. 15-20. C. C. Humphries, E. Lexington.
Luray—Page Co. Fair. Sept. 8-13. Ames Cave.
Lynchburg—Lynchburg Agrl. Fair Assn. Sept. 22-27. Abe Cohen.
Lynchburg—Piedmont Colored Fair Assn. Second week in Sept. H. F. W. Williams, R. 2, Box 18 A, Forest, Va.
Lynchburg—Six-Co. Agrl. Fair. Sept. 8-13. L. H. Shrader.
Manassas—Manassas Horse Show & Fair Assn. Sept. 1-6. J. M. Baucum.
Martinsville—Martinsville Colored Fair. Sept. 1-6. D. O. Baldwin.
Martinsville—Henry Co. Fair Assn. Sept. 15-20. C. E. Hensley.
Mathews—Mathews Co. Fair. Sept. 1-6. R. W. Foster.
Petersburg—Southside Va. Fair. Sept. 29-Oct. 4. R. Willard Eanes.
Porksmouth—Norfolk Co. Fair & Agrl. Expo. Sept. 15-20.
Radford—Great Radford Fair. Sept. 1-6. F. E. Grayson.
Richmond—Virginia State Fair. Sept. 22-27. Charles A. Somma.
Roanoke—Roanoke Fair. Sept. 8-13. Carleton Penn.
Rocky Mount—Rocky Mount Fair. Sept. 1-6. H. F. Fralin.
South Boston—Halifax Co. Fair Assn. Oct. 14-18. W. W. Wilkins.
Staunton—Staunton Fair. Sept. 8-13. Charles B. Ralston.
Suffolk—Tidewater Fair Assn. Oct. 21-24. H. C. Holman.
Warsaw—Northern Neck Fair Assn. Sept. 15-20. L. F. Altaffer.
Wise—Wise Co. Fair. Aug. 28-30. B. F. Gilliam.
Woodstock—Shenandoah Co. Fair Assn. Sept. 9-12. Mrs. D. G. Dymock.

Washington

Battle Ground—Clark Co. Fair Assn. Sept. 11-13. E. C. Durdle, Box 524, Vancouver.
Cheney—Cheney Community Fair. Sept. 18-20. Mamie Ottomeier.
Colfax—Whitman Co. Fair Assn. Sept. 18-20. Anton F. Harms.
Colville—Stevens Co. Grange Fair Assn. Sept. 18-20. A. K. Millay.
Cusick—Pend Oreille Co. Fair. Aug. 29-Sept. 1. E. E. Jones, Newport, Wash.
Davenport—Lincoln Co. Grange & 4-H Fair Assn. Sept. 11-13. Ed Heinemann.
Dayton—Columbia Co. Fair. Sept. 12-13.
Deer Park—4-H Club & Community Fair. Sept. 12-13. L. D. Boyd, Clayton.
Ellensburg—Kittitas Co. Fair. Aug. 30-Sept. 1. Wendell W. Prater.
Friday Harbor—San Juan Co. Fair. Sept. 4-7. Anna Marie Doyle.
Goldendale—Klickitat Co. Fair. Sept. 5-6. L. W. Terhaman.
Langley—Island Co. Fair. Sept. 12-13. Glen Collins.
Longview—Kelso—Cowlitz Valley Fair. Sept. 4-6. Milton Scott, Kelso, Wash.
Lynden—Northwest Wash. District Fair Assn. Sept. 10-13. Dr. A. E. Rusco.
Menlo—Pacific Co. Fair. Sept. 5-6. R. T. Cole, South Bend, Wash.
Olympia—Thurston Co. Fair. Aug. 26-27. Mary Ann Falletto.
Oroville—Okanogan Co. & Intl. Fair Assn. Aug. 30-Sept. 1. I. J. Doerr.
Port Angeles—Clallam Co. Fair. Sept. 4-7. W. C. Gellor.
Port Townsend—Jefferson Co. 4-H Fair. Aug. 29-30. M. C. Haugan.
Puyallup—Western Wash. Fair Assn. Sept. 15-21. A. E. Bartel.
Republic—Ferry Co. Grange Fair. Aug. 30-Sept. 1. K. M. Kirkwood.
Ritzville—Adams Co. 4-H Fair. Sept. 5-6. A. C. Rummer.
Skamokawa—Wahkiakum Co. Fair. Sept. 12-13. Ralph E. Roffler, Cathlamet, Wash.
Spokane Valley (Evergreen Zoo)—Spokane Valley Co. Fair. Sept. 4-7. A. E. Warsinske, R. 8, Spokane.
Walla Walla—Southeastern Wash. Fair. Sept. 4-6. Leslie L. Stewart.
Waterville—Douglas Co. Fair. Sept. 12-14. William Volz.
Yakima—Central Wash. Fair. Sept. 25-28. J. Hugh King.

West Virginia

Belington—Belington Fair & Festival. Sept. 11-13. Mrs. Bess McCollum.
Clay—Clay Co. Fair. Sept. 17-20. C. W. Thorniley.
Cowen (Camp Caesar)—Webster Co. Fair. Sept. 1-6. Ralph Cunningham.
Daybrook—Clay District Fair. Sept. 11-13. Kenneth B. Moore, R. 2, Fairview, W. Va.
Dunbar—West Virginia Free Fair. Aug. 30-Sept. 7. E. M. Johnson, Charleston.
Elizabeth—Wirt Co. Fair. Aug. 27-29. Paul H. Hess.

Evans—Jackson Co. Fair. Aug. 26-29. Carl Powers, Box 306, Ripley, W. Va.
Helvetia—Helvetia Community Fair Assn. Sept. 11-13. Mrs. James McNeal.
Lewisburg—West Va. State Fair. Aug. 25-30. W. L. Tabscott.
Mannington—Mannington Dist. Fair Assn. Sept. 3-6. Goffe H. Sturm.
Moundsville—Marshall Co. Fair Assn. Sept. 1-3. Samuel Shaw.
New Hope—Beaver Pond Dist. Farmers' Fair. Sept. 11-13. C. P. Hylton, R. 1, Box 78, Princeton.
Oak Hill—Fayette Co. Negro Fair. Sept. 25-27. J. Edgar Jordan, Fayetteville.
Parsons—Tucker Co. Fair. Sept. 4-7 (tent.). L. W. Sturms.
Pensboro—Ritchie Co. Fair Assn. Aug. 26-29. H. J. Scott.
Petersburg—Tri-County Fair. Sept. 10-12. C. L. Sticker.
Phillippi—Barbour Co. Street Fair. Sept. 24-27. J. C. Boggess.
St. Marys—Pleasants Co. Fair. Sept. 18-20. H. M. Taylor.
Summersville—Nicholas Co. Fair Assn. Aug. 27-30. B. N. McCutcheon.
Sutton—Braxton Co. Fair Assn. Sept. 8-13. Earle Morrison.
Wadestown—Battelle District Fair. Sept. 24-27. D. S. Tennant, Burton, W. Va.
Weston (Jacksons Mill)—Jacksons Mill 4-H Fair Assn. Sept. 17-19. C. H. Hartley.
Wheeling—Oglebay Park Regional Fair. Aug. 27-29 (tent.). R. S. Virtue, Moundsville, W. Va.
Winfield—Putnam Co. Fair Assn. Aug. 25-30. B. A. Hensley.

Wisconsin

Athens—Athens Agrl. Assn. Aug. 26-28. A. W. Braun.
Baraboo—Sauk Co. Agrl. Soc. Aug. 26-29. M. H. Schey.
Beaver Dam—Dodge Co. Fair Assn. Sept. 6-10. J. F. Malone.
Black River Falls—Jackson Co. Fair Assn. Sept. 6-9. Douglas J. Curran.
Bloomington—Blakes Prairie Agrl. Assn. Aug. 28-31. B. J. Oates.
Cedarburg—Ozaukee Co. Agrl. Soc. Sept. 5-7. H. F. Kaul, Thiensville, Wis.
Chilton—Calumet Co. Fair. Aug. 29-Sept. 1. T. Henry Weeks.
Crandon—Forest Co. Agrl. Soc. Aug. 26-29. Ray M. Ritter, Argonne, Wis.
Elkhorn—Walworth Co. Agrl. Soc. Aug. 29-Sept. 2. F. M. Porter.
Ellsworth—Pierce Co. Fair. Sept. 3-5. O. A. Halls, East Ellsworth.
Florence—Florence Co. Agrl. Soc. Aug. 30-Sept. 1. Wallace T. O'Connor.
Friendship—Adams Co. Fair Assn. Sept. 12-14. Robert W. Roseberry.
Gays Mills—Crawford Co. Fair. Sept. 4-7. Leonore M. Feldmann, Prairie du Chien, Wis.
Hayward—Sawyer Co. Agrl. Fair. Aug. 29-Sept. 1. J. K. Walker.
Lodi—Lodi Union Agrl. Soc. Sept. 3-5. Grant E. Bissell.
Luxemburg—Kewaunee Co. Fair. Aug. 30-Sept. 1. Julius Cahn.
Marshfield—Central Wis. State Fair Assn. Aug. 31-Sept. 4. R. R. Williams.
Mauston—Juneau Co. Agrl. Assn. Aug. 27-30. Manly Sharp.
Mellen—Ashland Co. Fair Assn. Aug. 27-29. George L. Wright.
Milwaukee—Milwaukee Co. Winter Fair. Nov. 25-28. Dr. Harry F. Seymer, Sta. D. R. 2, Box 1262.
Mineral Point—Southwestern Wis. Fair Assn. Aug. 29-Sept. 1. C. L. Winn.
Mount Horeb—Fall Frolic. Sept. 4-6. Jorgen M. Moe.
Oshkosh—Winnebago Co. Fair & Expo. Aug. 25-29. Taylor G. Brown.
Phillips—Price Co. Agrl. Soc. Aug. 29-Sept. 1. Karl Mess.
Plymouth—Sheboygan Co. Agrl. Assn. Aug. 29-Sept. 1. W. H. Eldridge.
Portage—Columbia Co. Free Fair. Aug. 23-27. W. Horace Johnston.
Richland Center—Richland Co. Agrl. Soc. Sept. 9-12. H. J. Gochenaur.
Rosholt—Rosholt Free Community Fair Assn. Aug. 30-Sept. 1. Dr. W. A. Jensen.
Saxon—Iron Co. Fair Assn. Sept. 12-14. W. G. Thebert.
Shawano—Shawano Co. Agrl. Soc. Sept. 2-4. Louis W. Cateau.
Slinger—Washington Co. 4-H Club Fair. Aug. 30-Sept. 1. E. E. Skaleskey, West Bend.
Union Grove—Racine Co. Agrl. Soc. Aug. 26-28. E. A. Polley, Rochester, Wis.
Viroqua—Vernon Co. Fair. Sept. 23-27. Fred S. Rogers.
Wausaukee—Marinette Co. Fair Assn. Sept. 5-7. Charles B. Drewry, Marinette, Wis.
Webster—Central Burnett Co. Fair Assn. Sept. 4-6. R. E. Krause.
Westfield—Marquette Co. Agrl. Assn. Sept. 2-5. W. P. Fuller.

Wyoming

Afton—Lincoln Co. Fair. Aug. 29-30. Orin Jenkins.
Douglas—Wyoming State Fair. Sept. 5-8. Lem Carmin.
Gillette—Campbell Co. Fair Assn. Aug. 27-29. B. C. Kohrs.
Powell—Big Horn Basin Fair. Aug. 27-30. R. A. Allan.
Rawlins—Carbon Co. Fair. Aug. 28-30. V. E. Farmer.
Riverton—Fremont Co. Fair Assn. Aug. 30-Sept. 1. Harry McMillan, Lander, Wyo.
Sundance—Crook Co. Fair. Aug. 29-30. Torrington—Goshen Co. Fair & Rodeo. Sept. 1-3. E. P. Perry.
Wheatland—Platte Co. Fair & Rodeo. Aug. 29-31. Don Collins.
Pine Bluffs—Laramie Co. Fair. Sept. 4-6. Harold Johnson.

Hawaii

Kahului, Maui—Maui Co. Fair. Oct. 9-11. Lipa Nichols.

Canada

BRITISH COLUMBIA
Abbotsford—Central Fraser Valley Fair. Sept. 5-6. L. J. Kettle.
Agassiz—Agassiz Agrl. Assn. Sept. 10. Kathleen M. Harris.
Armstrong—Interior Provincial Exhn. Sept. 23-25. Mat. Hassen.
Celista—Celista Agrl. Assn. Sept. 20. E. F. Grasham, Anemont.
Chilliwack—Chilliwack Agrl. Assn. Sept. 17-18. E. H. Barton.

Cloverdale—Cloverdale Agrl. Assn. Sept. 9-10. T. W. Currie, R. R. 3, New Westminster. Cobble Hill—Cobble Hill Dist. Agrl. Assn. Aug. 28. J. S. R. Green. Coombs—Coombs Agrl. Assn. Sept. 10-11. A. S. Attenborough, Parksville. Courtenay—Comox Agrl. & Indust. Assn. Sept. 2-3. H. P. Allberry, Sandwick, B. C. Duncan—Cowichan Agrl. Assn. Sept. 1. R. Morford. Fort Fraser—Fort Fraser Agrl. Assn. Sept. 1. Mrs. S. H. Ray. Golden—Golden Agrl. Assn. Sept. 1. O. W. Nicholson. Haney—Haney Agrl. Soc. Sept. 17-18. F. Fairbrother. Invermere—Windermere Dist. Farmers Institute & Agrl. Assn. Aug. 29-30. N. M. Marples. Ladysmith—Ladysmith Agrl. Assn. Sept. 17-18. Rev. C. McDiarmid. Langley (Milner)—Langley Agrl. Assn. Sept. 23-24. W. L. Dence, Milner. Lasqueti Island—Lasqueti Island Agrl. Assn. Sept. 9. T. A. Millcheap. McBride—McBride Agrl. Assn. Sept. 5. G. T. Holdway. Matsqui—Matsqui Agrl. Assn. Sept. 12. R. B. Whitson. Mission City—Mission City & Dist. Agrl. Assn. Sept. 9-11. Mrs. Victor Ogle. Nanaimo—Nanaimo Agrl. Assn. Sept. 4-6. H. M. Wilson. Peachland—Peachland Agrl. Assn. Sept. 4. Mrs. E. M. Redstone. Prince George—Prince George Agrl. Assn. Sept. 2-3. J. M. Skinner. Richmond—Richmond Agrl. Soc. Sept. 17. Wm. Gardiner, Eburne. Saanichton—Saanichton Agrl. Soc. Sept. 23-24. S. G. Stoddard. South Burnaby—South Burnaby Agrl. Assn. Sept. 15-16. E. Diffner, Burnaby. Vancouver—Vancouver Exhn. Assn. Aug. 25-Sept. 1. S. C. McLennan. Victoria—B. C. Agrl. Assn. Sept. 6-13. W. H. Mearns. Williams Lake—Cariboo Livestock & Fair Assn. Oct. 9-10. Wm. T. Carlyle. Woodpecker—Woodpecker Agrl. Soc. Sept. 1. B. Thorley, Hixon.

MANITOBA

Altona—Altona Agrl. Soc. Sept. 12. D. G. Reiner. Cartier—St. Francois—Agrl. Soc. Sept. 11. C. A. Prefontaine. Kinostota—Kinostota Agrl. Soc. Sept. 10. H. H. Scarse. Plumus—Plumas Agrl. Soc. Sept. 19. E. A. Mellersh. St. Anne—St. Anne Agrl. Soc. Sept. 16. Teulon—Teulon Agrl. Soc. Sept. 6. R. S. Erskine. Treherne—Treherne Agrl. Soc. Sept. 17. P. E. Dupasquier.

NEW BRUNSWICK

Port Elgin—Port Elgin Fair Assn. Sept. 24. Carl Allen, Melrose, N. B. Stanley—Stanley Fair. Sept. 23-26. T. Allan Best.

NOVA SCOTIA

Antigonish—Antigonish Co. Farmers Exhn. Sept. 9-10. D. P. Chisholm. Bear River—Bear River Agrl. Soc. Sept. 24-25. C. E. Chisholm. Bridgewater—Lunenburg Co. Exhn. Sept. 30-Oct. 3. W. J. Crouse. Caledonia—Queens Co. Fair. Sept. 23-25. Fred Kempton. Lawrenceton—Annapolis Co. Exhn. Sept. 16-19. Donald St. C. White. Middle Musquodoboit—Halifax Co. Exhn. Sept. 23-24. Ira White. North Sydney—Cape Breton—Cape Breton Co. Exhn. Sept. 1-5. Charles Munn. Oxford—Cumberland Co. Exhn. Sept. 10-12. D. W. Wood. Shelburne—Shelburne Co. Agrl. Soc. Sept. 25-26. Leslie MacKay. Windsor—Windsor Exhn. Sept. 16-19. Yarmouth—Yarmouth Fair. Sept. 24-25. E. L. Crosby.

ONTARIO

Aberfoyle—Puslinch Agrl. Soc. Oct. 7-8. D. A. Stewart. Abingdon—Abingdon Agrl. Soc. Sept. 26-27. George Nicholls, Calstor Centre. Acton—Acton Agrl. Soc. Sept. 16-17. F. L. Wright. Alliston—Alliston Agrl. Soc. Sept. 18-19. G. M. Lawrence. Almonte—N. Lanark Agrl. Soc. Sept. 3-10. M. Pilkey. Alvinston—Alvinston Agrl. Soc. Oct. 1-2. W. J. Weed. Ameliasburg—Ameliasburg Agrl. Soc. Oct. 4. Apsley—Apsley Agrl. Soc. Sept. 3-4. Mrs. M. J. Tucker. Arnprior—Arnprior Agrl. Soc. Sept. 15-17. W. H. Murphy. Arthur—Arthur Agrl. Soc. Oct. 2-3. W. J. Ellis. Ashworth—Stisted Agrl. Soc. Sept. 16. Jos. Demaine. Atwood—Elma Agrl. Soc. Sept. 29-30. E. H. Swing. Avonmore—Roxborough Agrl. Soc. Sept. 25-26. E. M. Miller. Aylmer—Aylmer Agrl. Soc. Sept. 23-25. D. H. Connor. Ayton—Ayton Agrl. Soc. Oct. 2-3. J. W. Werner. Barrie—Barrie Agrl. Soc. Sept. 15-17. A. Howard Felt. Bar River—N. Shore Agrl. Soc. Sept. 24. G. G. Fremlin. Bayfield—Bayfield Agrl. Soc. Sept. 24-25. A. E. Irwin. Baysville—Baysville Agrl. Soc. Sept. 17-18. Mrs. R. Vancleave. Beachburg—North Renfrew Agrl. Soc. Sept. 23-24. B. H. Brown. Beamsville—Clinton & Louth Agrl. Soc. Oct. 3-4. Fred Barraclough. Beaverton—North Ontario Agrl. Soc. Sept. 19-20. Fred R. McMillan. Beeton—Beeton Agrl. Soc. Sept. 30-Oct. 1. F. C. Pierson. Belleville—Belleville Agrl. Soc. Sept. 8-10. A. L. Burke. Belmont—Belmont Agrl. Soc. Sept. 25. E. L. Taylor. Binbrook—Binbrook Agrl. Soc. Sept. 19-20. R. S. Laidman, Glanford Sta. Blackstock—Cartwright Agrl. Soc. Sept. 23-24. Creighton Devitt, R. R. 3, Burketon. Blyth—Blyth Agrl. Soc. Sept. 17-18. Miss G. M. Fawcett. Bobcaygeon—Verulam Agrl. Soc. Sept. 26-27. Thos. H. Henderson. Bolton—Albion & Bolton Agrl. Soc. Oct. 3-4. Dr. W. J. McCabe.

Bonfield—Bonfield Agrl. Soc. Sept. 24. Mrs. Loretta Seguin. Bothwell's Corners—Bothwell's Corners Agrl. Soc. Sept. 9-10. Bracebridge—South Muskoka Agrl. Soc. Sept. 18-19. Jerry Dickie. Brampton—Peel Agrl. Soc. Sept. 9-10. D. E. Smith. Bridgen—Moore Agrl. Soc. Sept. 30. W. J. Manley. Brighton—Brighton Agrl. Soc. Sept. 12. Miss M. R. Lapp. Bruce Mines—Bruce Mines Agrl. Soc. Sept. 9-10. W. A. White. Burford—S. Brant Agrl. Soc. Sept. 16-17. A. Campbell. Burks Falls—Burks Falls Agrl. Soc. Sept. 18-19. Fred Metcalfe. Caledon—Caledon Agrl. Soc. Sept. 19-20. Charles Barrett. Caledonia—Caledonia Agrl. Soc. Oct. 2-4. W. S. Hudspeth. Campbellford—Seymour Agrl. Soc. Sept. 23-24. G. G. Stephens. Carp—Carp Agrl. Soc. Sept. 26-27. A. C. Cavanagh. Cenerville—Addington Agrl. Soc. Sept. 12-13. Ronald Brown. Charlton—Charlton Agrl. Soc. Sept. 16-17. Mrs. M. B. Chrysler, R. R. 1, Englehart. Chatsworth—Holland Agrl. Soc. Oct. 9-10. A. D. McColeman. Chesterville—Chesterville Agrl. Soc. Sept. 2-3. W. H. Casselman. Clarence Creek—Clarence Creek Agrl. Soc. Sept. 16. George David. Clute—Clute Agrl. Soc. Sept. 2-3. Cecil A. Golding. Cochrane—Cochrane Agrl. Soc. Sept. 9-10. E. J. Jameson. Cobden—Cobden Agrl. Soc. Sept. 16-17. H. McMillan. Coe Hill—Wollaston Agrl. Soc. Sept. 17-18. C. H. Doolittle. Coldwater—Coldwater Agrl. Soc. Sept. 17-18. Chester Martin. Collingwood—Nottawasaga & Great Northern Exhn. Sept. 25-27. O. G. Bernhardt. Comber—Comber Agrl. Soc. Sept. 20. Raymond Markham. Cookstown—Cookstown Agrl. Soc. Oct. 2-3. T. J. Dawson. Cooksville—Cooksville Agrl. Soc. Sept. 30-Oct. 1. W. Livingston. Delta—Delta Fair Assn. Sept. 1-3. Isaac Stevens, Harlem, Ont. Demorestville—Demorestville Agrl. Soc. Oct. 1. W. Rightmeyer, R. R. 8, Picton. Desbarats—Desbarats Agrl. Soc. Sept. 16-17. Howard Hicks. Desboro—Desboro Agrl. Soc. Sept. 18-19. T. R. McGregor. Desoronto—Mohawk Agrl. Soc. Sept. 17. Clayton John. Dorchester Station—Dorchester Agrl. Soc. Oct. 1. B. R. Barr. Drayton—Peel & Drayton Agrl. Soc. Sept. 23-24. Frank Brandon. Dresden—Camden Agrl. Soc. Sept. 16-18. H. J. French. Drumbo—Drumbo Fair Agrl. Soc. Sept. 23-24. W. A. Cockburn. Dryden—Dryden Agrl. Soc. Sept. 4-5. Mrs. F. Wilkinson. Dunchurch—United Tps. Agrl. Soc. Sept. 17-18. Gordon Powell. Dundalk—Proton Agrl. Soc. Sept. 23-24. A. D. McAllister. Dungannon—Dungannon Agrl. Soc. Oct. 2-3. C. W. Alton. Durham—Durham Agrl. Soc. Sept. 4-5. W. G. Bayley. Elmira—Elmira & Woolwich Agrl. Soc. Aug. 29-Sept. 1. H. W. Zilliox. Elmvale—Flos Agrl. Soc. Sept. 22-24. Thomas E. Smith. Emsdale—Perry Agrl. Soc. Sept. 23-24. Arthur Rowley. Englehart—Englehart Agrl. Soc. Sept. 19-20. Mrs. H. M. Peterson. Exeter—Exeter Agrl. Soc. Sept. 17-18. Clark Fisher. Fairground—Fairground Agrl. Soc. Oct. 7. Ferguson—Wellington Co. Agrl. Soc. Sept. 11-12. Wm. A. Maedel. Feversham—Osprey Agrl. Soc. Sept. 30-Oct. 1. George W. Ross, Maxwell. Florence—Florence Agrl. Soc. Sept. 25-26. F. S. Bodkin. Forest—Forest Agrl. Soc. Oct. 7-8. Keith Sutherland. Galetta—Mohrs Corners Agrl. Soc. Sept. 16-17. Ira Cavanagh, Kinburn. Galt—S. Waterloo Agrl. Soc. Sept. 18-20. R. E. Cowan. Garden River—Garden River Agrl. Soc. Sept. 17-18. T. Thibault. Georgetown—Esquesing Agrl. Soc. Sept. 12-13. O. Lirch. Glencoe—Mosa & Ekfrid Agrl. Soc. Sept. 11-12. C. McTaggart. Gore Bay—Gore Bay Agrl. Soc. Sept. 23-24. John W. Kinney. Gorrie—Gorrie Agrl. Soc. Oct. 3-4. Grand Valley—E. Luther Agrl. Soc. Sept. 26-27. Willis Rounding. Hanover—Hanover Agrl. Soc. Sept. 11-12. Harrow—Colchester, South. Agrl. Soc. Sept. 25-27. F. J. Martin. Highgate—Orford Agrl. Soc. Oct. 10-11. Merton S. Scott. Holstein—Eremonet Agrl. Soc. Sept. 25-26. Clarence Penton. Huntsville—N. Muskoka Agrl. Soc. Sept. 25-26. W. J. A. Lalor. Iderton—London Township Agrl. Soc. Sept. 24. Ed Douglas. Iron Bridge—Iron Bridge Agrl. Soc. Sept. 24. A. LaRone, Dean Lake. Jarvis—Jarvis Agrl. Soc. Sept. 25-26. George L. Miller. Kagawong—Billings Agrl. Soc. Sept. 30-Oct. 1. Chas. Robertson, Ice Lake. Kemble—Keppel & Sarawak Agrl. Soc. Sept. 23-24. J. E. Hutchison. Kilsyth—Kilsyth Agrl. Soc. Sept. 16-17. Ernest Fleming, R. R. 5, Tara. Kincardine—Kincardine Agrl. Soc. Sept. 18-19. E. A. Henry. Kingston—Kingston Fair. Sept. 16-19. Donald Paul. Kinmount—Galway & Somerville Agrl. Assn. Sept. 12-13. C. P. Doherty. Kirkton—Kirkton Agrl. Soc. Sept. 25-26. Hugh Berry, Woodham. Lakefield—Lakefield Agrl. Soc. Sept. 16-17. H. W. Beavis, Peterboro. Lanark—Lanark Village Agrl. Soc. Sept. 12. B. Willis. Langton—N. Walsingham Agrl. Soc. Sept. 27. C. W. Slaght.

Lansdowne—Lansdowne Agrl. Soc. Sept. 11-13. S. C. E. Dixon. Leamington—Leamington Dist. Agrl. Soc. Sept. 29-Oct. 4. Miss E. Atkins. Lindsay—Lindsay Central Exhn. Sept. 10-13. W. E. Agnew. Lion's Head—Eastnor Agrl. Soc. Sept. 10-11. H. Loughead, R. R. 2. Listowel—Listowel Agrl. Soc. Sept. 17-13. James Cleland. Lombardy—Lombardy Agrl. Soc. Sept. 13. John Breen. McDonalds Corners—Dalhousie Agrl. Soc. Sept. 25-26. William Anderson. McKellar—McKellar Agrl. Soc. Sept. 23-25. Leonard Moffat. Maberly—Maberly Agrl. Soc. Sept. 23-24. Craig Greer. Madoc—Madoc Agrl. Soc. Oct. 7-8. W. J. Hill. Magnetawan—Magnetawan Agrl. Soc. Sept. 16-17. O. A. Schade. Manitowaning—Manitowaning Agrl. Soc. Sept. 26. G. A. Beatty. Markdale—Markdale Agrl. Soc. Sept. 18-19. Russell Freeman. Markham—Markham Agrl. Soc. Oct. 2-4. R. H. Crosby. Marmora—Marmora Agrl. Soc. Sept. 30-Oct. 1. H. W. Sabine. Massey—Massey Agrl. Soc. Sept. 23-24. B. Houle. Maxville—Kenyon Agrl. Soc. Sept. 13-19. J. P. McNaughton. Meaford—Meaford & St. Vincent Agrl. Soc. Probably Sept. 25-26. Walter H. Chapple. Melbourne—Melbourne Agrl. Soc. Oct. 10. Allan McDougald. Merlin—Raleigh & Tilbury Agrl. Soc. Oct. 8-9. Lewis W. King. Metcalfe—Metcalfe Agrl. Soc. Sept. 19-20. J. E. Craig. Middleville—Lanark Township Agrl. Soc. Sept. 19. Agnes Yuill. Midland—Tiny & Tay Agrl. Soc. Sept. 11-13. Robe. G. Nesbitt. Mildmay—Carrick Agrl. Soc. Sept. 16-17. P. D. Liesemer. Milton—Haltom Agrl. Soc. Sept. 26-27. E. M. Readhead. Milverton—Morningside Agrl. Soc. Sept. 11-12. Martin Calder. Mindemoya—Mindemoya Agrl. Soc. Sept. 16-17. Mitchell—Fullarton Agrl. Soc. Sept. 23-24. Mrs. John McNay. Moraviantown—Moraviantown Agrl. Soc. Oct. 16-17. Johnson Huff, Bothwell. Mount Forest—Mount Forest Agrl. Soc. Sept. 18-19. H. A. Ross. Murillo—Oliver Agrl. Soc. Sept. 23-24. Arthur Lawrence. Napanee—Lennox Agrl. Soc. Sept. 22-24. G. M. Van Loven. Neustadt—Normanby Agrl. Soc. Sept. 5-3. A. J. Hessel. New Hamburg—Wilmot Agrl. Soc. Sept. 12-13. Allan R. G. Smith. Newington—Stormont Fair. Sept. 11-12. P. J. McEwan. Niagara-on-the-Lake—Niagara Town & Township Agrl. Soc. Sept. 19-20. Kathryn Burback. Norwich—N. Norwich Agrl. Soc. Sept. 23-24. John McKee. Oakwood—Oakwood Agrl. Soc. Sept. 8-9. J. E. Weldon. Odessa—Odessa Agrl. Soc. Sept. 18-19. A. M. Fraser, R. R. 3, Kingston. Ohsweken—Ohsweken Agrl. Soc. Sept. 30-Oct. 2. Arthur Anderson. Orangeville—Dufferin Agrl. Soc. Sept. 9-10. Jos. E. Cooney. Oro—Oro Agrl. Soc. Sept. 10. I. T. McMahon, Hawkestone. Orono—Durham Central Agrl. Soc. Sept. 15-17. J. C. Gamey. Oshawa—South Ontario Agrl. Soc. Sept. 8-10. R. E. Faith. Owen Sound—Owen Sound Agrl. Soc. Sept. 27-30. Otto Johann. Paisley—Paisley Agrl. Soc. Sept. 22-23. W. T. Hopper. Pakenham—Pakenham Agrl. Soc. Sept. 19-20. R. M. McKenzie. Palmerston—Palmerston Agrl. Soc. Sept. 19-20. Mrs. W. Messer. Parham—Parham Agrl. Soc. Sept. 1. C. S. Ball. Paris—Paris Agrl. Soc. Sept. 26-27. H. C. O'Neil. Perth—South Lanark Agrl. Soc. Sept. 5-6. D. J. Hagan. Picton—Picton Agrl. Soc. Sept. 26-27. F. J. Webster. Porquis Junction—Porquis Junction Agrl. Soc. Sept. 11-12. Mrs. Jack Bailey. Port Elgin—N. Bruce Agrl. Soc. Sept. 25-26. Robert Scott. Port Hope—Port Hope Agrl. Soc. Oct. 3-4. W. T. Marvin. Port Perry—Port Perry Agrl. Soc. Sept. 26-27. R. D. Woon. Powassan—Powassan Agrl. Soc. Sept. 16-17. W. G. Oldfield. Rainy River—Atwood Agrl. Soc. Aug. 28-30. E. J. Gosselin. Ramona—Ramona Agrl. Soc. Sept. 24. Renfrew—South Renfrew Agrl. Soc. Sept. 9-12. H. A. Jordan. Riceville—Riceville Agrl. Soc. Sept. 16-17. B. Fawcett. Richmond—Carleton Co. Agrl. Soc. Aug. 28-30. George M. Stewart. Ridgeway—Ridgeway Agrl. Soc. Sept. 23-25. J. D. Brien. Ripley—Huron Tp. Agrl. Soc. Sept. 23-24. A. K. McLay. Rocklyn—Rocklyn Agrl. Soc. Sept. 11-12. J. W. Clarke. Rodney—Rodney Fair. Oct. 7-8. J. A. MacLean. Roseneath—Roseneath Agrl. Soc. Oct. 16-17. C. W. Varcoe. Rosseau—Rosseau Agrl. Soc. Sept. 17-18. Mrs. George E. Foster. St. Marys—S. Perth Agrl. Soc. Sept. 30-Oct. 1. H. B. Mossip. Sarnia Reserve—Agrl. Soc. Sept. 19. Arthur W. Maness, Sarnia. Saugeen—Saugeen Agrl. Soc. Sept. 25-26. Sidney Solomon, Chippewa Hill. Sault Ste. Marie—Central Algoma Agrl. Soc. Sept. 9-11. J. C. Noble. Schomberg—Schomberg Agrl. Soc. Sept. 26-27. A. H. McLeod. Severn Bridge—Morrison Agrl. Soc. Sept. 26. Albert Forsythe. Shannonville—Shannonville Agrl. Soc. Sept. 20. K. R. Vivian. Shedden—Shedden Agrl. Soc. Sept. 17. M. D. McCormick.

Sheguandah—Howland Agrl. Soc. Sept. 18-19. George Halcrow. Shelburne—Dufferin Central Agrl. Soc. Sept. 16-17. George E. Foster, Honeywood. Simcoe—Norfolk Co. Fair. Oct. 6-9. W. B. Durward. Smithville—Peninsular Central Agrl. Soc. Oct. 1-2. E. B. Hodgkins. South Mountain—Mountain Agrl. Soc. Sept. 4-5. Dr. C. Stirtan. South River—Machar Agrl. Soc. Sept. 23-25. F. W. Hosking. Spencerville—Spencerville Agrl. Soc. Sept. 23-24. A. I. Miller. Springfield—South Dorchester Agrl. Soc. Sept. 17-18. E. E. Ward. Sprucedale—McMurrich Agrl. Soc. Sept. 11-12. H. E. Watson. Stella—Amherst Island Agrl. Soc. Sept. 30. David H. Filson. Stirling—Stirling Agrl. Soc. Sept. 16-17. F. R. Mallory. Stratford—Stratford Agrl. Soc. Sept. 14-17. James Stewart. Strathroy—Strathroy Agrl. Soc. Sept. 17-19. J. W. Ratcliffe. Sunderland—Brock Agrl. Soc. Sept. 24-25. Miss M. B. St. John. Sundridge—Strong Agrl. Soc. Sept. 11-12. A. J. Christie. Tavistock—Tavistock Agrl. Soc. Sept. 5-6. R. Ruddy. Teeswater—Teeswater Agrl. Soc. Sept. 30-Oct. 1. Alex B. McKague. Theford—Bosanquet Agrl. Soc. Oct. 1. J. O. Jamieson. Thorold—Thorold Town & Township Agrl. Soc. Sept. 16-17. T. A. Thompson, Box 83, Merriton. Thorndale—Thorndale Agrl. Soc. Sept. 17. A. J. Moyes. Tillsonburg—Tillsonburg Dereham Agrl. Soc. Sept. 8-10. M. Ostrander. Tiverton—Tiverton Agrl. Soc. Oct. 6-7. S. A. Cameron. Toronto—Canadian National Exhn. Aug. 22-Sept. 6. Elwood A. Hughes. Trout Creek—Trout Creek Agrl. Soc. Sept. 16-17. C. H. Elliott. Tweed—Tweed Agrl. Soc. Oct. 2-3. S. R. Curry. Udora—Udora Agrl. Soc. Oct. 1. Underwood—Underwood Agrl. Soc. Oct. 14. Allan Hunter, R. R. 2, Tiverton. Upsala—Upsala Agrl. Soc. Sept. 20. Utterson—Stephenson & Watt Agrl. Soc. Sept. 23-24. Fred R. Bray. Val Gagne—Val Gagne Agrl. Soc. Sept. 10. Mrs. M. A. Perron. Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 11-13. C. J. Campbell. Wallacestown—W. Elgin Agrl. Soc. Oct. 2-3. S. Turville. Walpole Island—Walpole Island Indian Fair. Aug. 26-29. Chas. R. Jacobs, R. R. 3, Wallaceburg. Walsh—Walsh Agrl. Soc. Oct. 11. Walters Falls—Walters Falls Agrl. Soc. Sept. 23-24. H. V. Wales. Warren—Warren Agrl. Soc. Sept. 23-24. Leona Daoust. Warkworth—Percy Tp. Agrl. Soc. Oct. 9-10. Dr. H. S. Allen. Welland—Welland Co. Agrl. Soc. Sept. 11-13. A. A. Marshall. Wellandport—Monck Agrl. Soc. Oct. 10-11. Chas. Freure. Wellesley—Wellesley Agrl. Soc. Sept. 9-10. R. W. Ormand. Wiarton—Warton Agrl. Soc. Sept. 11-12. G. R. Rathwell. Wilkesport—Wilkesport Agrl. Soc. Sept. 25. Williamstown—St. Lawrence Valley Agrl. Soc. Sept. 16-17. Murdie A. McLennan, Lancaster. Woodbridge—Woodbridge Agrl. Soc. Oct. 10-13. N. George Wallace. Wooler—Wooler Agrl. Soc. Sept. 25-26. Roy Putnam. Wyoming—Plympton & Wyoming Agrl. Soc. Oct. 2-3. W. R. Mills. Zurich—Zurich Agrl. Soc. Sept. 22-23. E. F. Klopp.

QUEBEC

Aylmer—Gatineau Co. Agrl. Soc., Div. A. Sept. 11-13. R. K. Edey. Beauceville—Beauce Agrl. Soc., Div. A. Sept. 9. Jos. Roy. Brome—Brome Co. Agrl. Soc. Sept. 1-3. George A. McClay. Cape Cove—Gaspé Agrl. Soc. Oct. 8. Sydney L. Cass. Chapeau—Chapeau Agrl. Soc., Div. B, No. 2. Sept. 16-18. Irvine P. Cahill. Coteau du Lac—Federation of Agrl. Soc. and Farmers' Clubs. Sept. 1. Laurier Leger, Coteau Landing. Granby—Granby Hort. Soc. Sept. 4-6. J. J. B. Payne. Han-Nord—Wolfe Agrl. Soc. No. 2. Sept. 9. J. A. Comtois. Havelock—Huntington Agrl. Soc., Div. B. Sept. 17. W. P. Fisher, Hemmingford. Huntington—Huntingdon Agrl. Soc., Div. A. Sept. 11-12. John Small. Inverness—Meganic Agrl. Soc., Div. A. Sept. 3. Allen Learmonth. Laprairie—Laprairie Agrl. Soc. Sept. 16. Raoul Lussier, St. Philippe. Maniwaki—Agrl. Soc. of County of Gatineau, Div. B. Sept. 15-17. Palma Joanis. New Richmond—New Richmond Agrl. Soc. Sept. 23. W. H. Willett. Papineauville—Papineau Agrl. Soc. Sept. 3-4. J. N. Frappier, Plaisance. Quebec—Quebec Provincial Expo. Aug. 30-Sept. 6. Emery Boucher. Roberval—Roberval Fair. Aug. 27-30. J. Ed Bolly. St. Barnabe—St. Maurice Agrl. Soc. Sept. 9. Chas. Marcouiller. St. Bruno—Chambly Agrl. Soc. Aug. 28. Albert Bernard. St. Famille—Montmorency Agrl. Soc., Div. B. Sept. 24. Albert Faucher. St. Jean—St. Jean Agrl. Soc. Sept. 1-2. J. R. St. Arnaud. St. Julien—De Montcolm Co. Agrl. Soc. Sept. 16. Jean Durand. St. Stanislas—Champlain Agrl. Soc. Aug. 28. J. T. Jacob. St. Victoire—Richelieu Agrl. Soc. Aug. 27-28. J. U. Girouard, Papineau, Montreal. Shawville—Pontiac Co. Agrl. Soc. No. 1. Sept. 19-21. R. W. Hodgins. Sherbrooke—Eastern Township Agrl. Assn. Aug. 23-30. Norrey W. Price. Shigawake—Bonaventure Agrl. Soc., Div. A. Sept. 25. Lewis LeGrand, Port Daniel Sta.



These dates are for a five-week period.

Arkansas

Brinkley—Livestock Show. Week of Sept. 22. G. R. Warblow.
Glenwood—Fall Festival. Sept. 25-27. L. C. Clemmens.
Siloam Springs—Stock Fair. Sept. 18-19.

California

Del Rey—Community Fair, Am. Legion. Sept. 4-6. H. F. Nielsen.
Escondido—Grape Day Celebration. Sept. 9. Helen M. Hall.
Healdsburg—Harvest Festival. Aug. 30-Sept. 1. Bessie M. Brooks.
Lodi—Grape & Wine Festival. Sept. 12-14. Merlin W. Drucquer.
San Francisco—St. Francis Regatta. Sept. 14-22.
San Mateo (Bay Meadows)—County Flesta. Sept. 18-21. Chester P. Lipman.
Vallejo—Aquadace. Sept. 23-28.
West Riverside—Harvest Festival. Aug. 29-Sept. 1. Dewey B. Goodale, R. 2, Box 397, Riverside.

Colorado

Arvada—Harvest Festival. Sept. 12-13. C. M. Drage.

Florida

Crestview—Silver Anniv. Celebration. Sept. 3-6. M. Martin, Am. Legion.
Pensacola—National Home Show. Sept. 8-13 Edwin N. Williams.

Idaho

Cottonwood—Idaho Co. Stock Show. Sept. 4-6. Frank Albers.

Illinois

Abingdon—Horse Show. Sept. 12-13. Chas. W. Reeder.
Ashkum—Home-Coming. Aug. 30-31. Orval Ryan.
Alexis—Home-Coming. Sept. 5-6. Commercial Club.
Biggsville—Harvest Home Picnic. Aug. 28-29. John Gibson.
Bridgeway—Home-Coming. Aug. 30-Sept. 1. Mike Maturro.
Casey—Fall Festival. Sept. 21-25. M. Burdett.
Elmwood—Fall Festival, Amer. Legion. Aug. 28-30.
Forreston—Sauerkraut Day. Sept. 18. Bill Moss.
Gridley—Fall Festival. Aug. 27-30. Wilbur Boies.
Hoopston—Natl. Sweet Corn Festival. Sept. 15-18. A. L. Knox.
Lena—Firemen's Festival. Sept. 4-6. H. V. Wales.
Le Roy—Fall Festival. Sept. 4-6. W. J. Strange.
Libertyville—Libertyville Days. Aug. 30-Sept. 1. Carl C. Wadman.
Mackinaw—Home-Coming. Aug. 28.
Mahomet—Fall Festival. Sept. 4-6. H. K. Pasley.
Mansfield—Home-Coming. Aug. 29-30. Duane Ross.
Meredosia—Home-Coming. Aug. 28-30. C. A. Korsmayer.
Minier—Home-Coming. Aug. 29-30. I. J. Cooper.
Nauvoo—Grape Festival. Sept. 12-14. L. E. Schafer.
Ottawa—Corn Festival. Aug. 29-Sept. 1. Lee Carroll.
Plymouth—Old Settlers' Picnic. Aug. 27-28. B. W. Jackson.
Ridgway—Amer. Legion Home-Coming. Sept. 8-13. Leo G. Allison.
St. Anne—Gladiolus Show. Aug. 28-30. Edgar Burnett, Boswell, Ind.
Strasburg—Home-Coming. Sept. 3-6. Lauren R. Hamm.
Teutopolis—Home-Coming. Aug. 30-Sept. 1. Charles Thoele.
Washburn—Fall Festival. Sept. 18-20. R. L. Pacey.
Windsor—Harvest Picnic & Home-Coming. Aug. 27-30. C. H. Minor.

Indiana

Bowling Green—Old Settlers' Reunion. Sept. 5-6. D. R. Staley.
Darlington—Fall Festival. Sept. 18-20. J. Wilbur Cooper.
Denver—Fall Festival & 4-H Fair. Sept. 24-27. Carl Solt.
Ellettsville—Fall Festival. Sept. 25-28. Mrs. Dewey Hudson.
Knox—Street Fair. Aug. 27-30. Everett C. White.
Kokomo—Fall Festival, Shrine Club. Sept. 16-20. W. O. Tarkington.
Marion—Free Fair & Fall Festival. Sept. 15-20. George Fetters.
Markle—Fall Festival. Sept. 3-6. W. O. Randall.
Montpelier—Street Fair. Sept. 9-13. Harold D. Nelson.
North Judson—Jubilee & Home-Coming. Sept. 10-13. H. R. Quinn.
Portland—Kids' Day Event, Legion. Aug. 28.
Vincennes—Celebration. Week of Sept. 1. B. Frank Yocum.
Williamsport—Lions Club Celebration. Sept. 2-6. Ned McCabe.

Iowa

Belle Plaine—Celebration, Commerce Club. Aug. 27-28. Lyle G. Woods.
Cherokee—Pilot Rock Plowing Match. Sept. 1-2. Willard Fee.
Clarinda—Inda-Clar Days. Sept. 11-13. H. J. Morgan.
Creston—Mid-West Horse Show. Sept. 8-9. Mose Hurst.
Drakesville—Davis Co. Old Settlers' Reunion. Aug. 28-30. Edward Thompson.
Fort Madison—Fun Festival. Aug. 27-Sept. 1. V. J. Borgman.
Iowa Falls—Festival. Sept. 24-25. Chamber of Commerce.
Keokuk—Fall Celebration. Sept. 3-6. John C. Fry.

Marion—Corn Festival. Sept. 18-20. John C. Mullin.
Mystic—Good-Will Celebration. Aug. 28-30.
New Hampton—Farm-Home Expo. Sept. 2-3. Wm. Hurley.
Russell—Home-Coming. Sept. 11-12. Wm. Elsenberry Jr.
Spirit Lake—Dickinson Co. 4-H Club Congress. Sept. 4-6. L. E. Hendricks.

Kansas

Cherokee—Home-Coming. Sept. 5-6. T. T. Gillihan.
Lyons—Tri-Golden Jubilesta. Sept. 1-3. Thorpe Menn, Chamber of Commerce.
Melvern—Sunflower Days. Aug. 28-29. John H. McNab.
Russell—4-H Fair & Festival. Aug. 28-30. C. W. Pangburn.

Kentucky

Fulton—Ken-Tenn Expo. Sept. 8-14. M. L. Parker.
Louisville—Jubilee. Sept. 1-14. Doc Howell.
Madisonville—Farm Products Show. Sept. 24-27. Hall Allen.
Princeton—Tobacco Festival. Aug. 28-30. Thomas J. Simmons.

Massachusetts

Boston—Gift Show. Sept. 8-12. George F. Little, 200 5th Ave., New York City.
Pittsfield—Grotto Charity Circus. Sept. 18-20. Dudley H. Jacob.

Michigan

Buchanan—Home-Coming & Labor Day Celebration. Aug. 29-Sept. 1.
Edwardsburg—Home-Coming. Sept. 11-13. Harry Beagles.
Freesoil—Home-Coming. Aug. 30-Sept. 1. Mrs. Bernice Eddy.
Mulliken—Home-Coming & Celebration. Aug. 25-27.
Ovid—Gladiolus Festival. Aug. 30-Sept. 1. Dr. B. L. Bates.
Paw Paw—Grape Festival. Sept. 18-20. Nyle L. Adamson.
Perry—Harvest Festival. Sept. 5-6. W. T. Lemmon.
Pinconning—Home-Coming. Sept. 26-27. Meryl A. Bird.
South Haven—Peach Festival. Aug. 29-30. Fletcher C. Fox.

Minnesota

Amboy—Corn Festival. Sept. 16-17. T. O. Torgerson.
Austin—Celebration. Aug. 29-Sept. 1. C. of C. and CIO.
Clements—Balloon Days. Sept. 6-7. Carl V. Jensen.
Excelsior—Apple Day Celebration. Sept. 1. S. P. Colihan.
Henderson—Sauerkraut Days. Sept. 5-7. Elmer Brahs.
Montgomery—Kolacky Day. Sept. 28. Dr. Frank J. Pexa.
Morristown—Corn & Colt Show. Sept. 19-20. P. M. Saemrow.

Mississippi

Newton—State Dairy Show. Week of Sept. 22. W. A. Bell.
Water Valley—Carnival. Sept. 25-27. J. Horan.
Yazoo City—Miss. Oil Expo. Aug. 27-29. John F. Collins.

Missouri

Alma—Fall Festival. Sept. 18-20. Alfred Franz.
Bucklin—Home-Coming. Sept. 4-6. C. A. Larson.
Chillicothe—Am. Legion Stock Show-Fall Festival. Sept. 11-13. H. E. Barnes.
Fayette—Fall Festival. Sept. 16-17. James Weathers.
Galeno—Pioneer Days. Sept. 3-6. Bill Pike.
Gallatin—Daviss Co. Fall Festival. Sept. 17-20. Wm. Tarwater.
Hamilton—Legion Races. Aug. 26-29. R. C. Hendren.
Hermann—Home-Coming. Aug. 30-31. Herbert Gerdemann.
Huntsville—Old Settlers' Reunion-Festival. Sept. 8-13. C. E. Semple.
Ironton—Fall Festival, Jr. C. of C. Sept. 9-13. E. H. Beauchamp.
Jackson—Home-Comers' Celebration. Aug. 27-30. Allen A. Reed.
Jamesport—Fox Hunt. Sept. 9-13. J. F. Jackson.
Kansas City—Gift & Mdse. Show. Sept. 7-12. Fred Sands, 541 Dierks Bldg.
Lamar—Farm & Indust. Expo. Sept. 17-20. Bud Moore.
Maysville—Horse Show. Sept. 1-2. C. M. Quigley.
Newburg—Lions Carnival. Sept. 3-6. O. M. Lucas.
Norborne—Farm & Farmacy Fair. Sept. 24-25. George Clasen Jr.
Palmyra—Fall Festival-Home-Coming. Sept. 18-20. Albert Juetie.
Pleasant Hill—Street Fair & Home-Coming. Sept. 24-27. Buster Jones.
Richmond—Fall Festival. Sept. 25-27. Martin Mayses.
St. Louis—Horse Show. Sept. 27-Oct. 4.
Warrensburg—Fall Festival. Sept. 18-19. A. T. King.
Washington—Farm Products Show. Aug. 28-30. J. T. Gibbs Jr.
Wellsville—Fall Festival. Sept. 11-13. Allen E. Updyke.

Nebraska

Schuyler—Am. Legion Celebration. Aug. 30-Sept. 1. Amos Svoboda.

New Hampshire

Franklin—Elks' Carnival. Aug. 27-Sept. 1. Jean W. Shaw.

New York

Buffalo—Charity Circus & Carnival. Aug. 25-Sept. 3. Polish Charities.
Huntington, L. I.—Amer. Legion Celebration. Aug. 28-30. Frank Ware.
New York—Atlantic Coast Premium Buyers Expo. Sept. 8-12. Howard W. Dunk, 500 5th Ave.
New York—Country Fair at Madison Sq. Garden. Sept. 10-20.
New York—Natl. Defense Expo. at Grand Central Palace. Sept. 20-Oct. 18. Almon R. Shaffer.
New York—Gift Show. Aug. 25-30. G. F. Little, 200 5th ave.

North Carolina

Lenoir—Caldwell Co. Centennial Celebration. Sept. 14-17.

North Dakota

Grenora—Fire Dept. Carnival. Sept. 2-3.

Ohio

Adena—Firemen's Carnival. 10-13.
Andover—Street Fair. Sept. 5-6. E. G. Haas.
Antwerp—Centennial Celebration. Sept. 4-7. P. S. Rockefeller.
Ashtabula Harbor—North End Street Fair. Sept. 4-6. John J. Porter.
Canal Winchester—Fall Festival. Sept. 10-13. Chas. W. Benner.
Carey—Home-Coming & Fair. Sept. 15-20. Order of Eagles.
Cincinnati—Food Show at Zoo. Aug. 19-Sept. 1. A. E. Scheffer, 1252 Elm st.
Cincinnati—Hartwell Country Club Fall Festival. Sept. 6. H. Bachler.
Columbiana—Street Fair, Am. Legion. Sept. 5-6. Harry Lundgren.
Frazesburg—Home-Coming. Aug. 28-30. M. C. Graham.
Gallipolis—Fall Festival. Sept. 24-27.
Gibsonburg—Home-Coming & Ox Roast. Aug. 27-30. Frank Ottney.
Hoytville—Home-Coming. Aug. 26-30. Rex Teatsorth.
Nelsonville—Home-Coming. Sept. 1-6.
North Canton—Fair & Home-Coming. Aug. 28-30. George Marlow, Canton.
Perrysville—Street Fair. Sept. 24-27. Booster Club.
Port Washington—Vol. Firemen's Celebration-Home-Coming. Aug. 27-30.
Rawson—Rawson Band Celebration. Sept. 9-13. Ross Fellers.
Reynoldsburg—Business Men's Jamboree. Sept. 18-20. C. B. Arbogast.
Sandusky—Grape Festival. Sept. 24-27. Henry Graefe.
Sardinia—Street Fair. Sept. 4-6. Karl Pierce.
Seaman—Fall Festival. Sept. 11-12.
Shelby—Community Street Fair. Sept. 3-6. C. L. Beal.
Tiltonsville—Street Fair. Aug. 28-30. Dorwood R. Reece.
Winchester—Amer. Legion Festival. Aug. 27-30. J. Ralph Short.

Oregon

Astoria—Regatta & Salmon Derby. Aug. 26-30. Bill Callan.

Pennsylvania

Bryn Mawr—Horse Show. Sept. 24-27. St. George Bond, 246 S. 15th St., Philadelphia.
Clymer—Celebration. Sept. 1-6. Samuel L. Capizzi.
Du Bois—Celebration. Aug. 29-Sept. 1. Malvin L. Bloom.
Duquesne—Firemen's Jamboree. Sept. 21-27.
Fleetwood—Firemen's Fiesta. Aug. 29-Sept. 1. Earl F. Heffner.
Garrett—Home-Coming. Sept. 1-6. W. C. Decker.
McClure—Bean Soup Home-Coming. Sept. 11-13. S. H. Bubb.
North East—Grape Carnival. Sept. 18-20. Clifford V. Green.
Olyphant—Northestern Pa. Vol. Firemen. Aug. 30-Sept. 1.
Philadelphia—Gift Show. Sept. 20-26. George F. Little, 200 5th Ave., New York, N. Y.
Sharon—Firemen's Celebration. Aug. 24-30.

South Dakota

Aberdeen—Golden Pheasant Festival. Sept. 15-20. Bill Snyder.
Faith—Faith Sneyper & Wool Show. Aug. 27-28. V. D. Tidball.
Hudson—Firemen's Sports Days. Aug. 27-28.
Madison—Turtle Days. Aug. 29-30. Gardner H. Dibble.
Timber Lake—Celebration, Rodeo, Livestock Show. Aug. 28-29. R. J. Gibson.
Wentworth—Corn Days. Sept. 18-19. Chamber of Commerce.

Tennessee

Paris—Nancy Hall Jubilee. Sept. 17-19. R. O. Wilson.
Petersburg—Colt Show. Sept. 2-3. I. M. Davidson.
Shelbyville—Tenn. Walking Horse Natl. Celebration. Sept. 4-6. P. J. Scudder.

Texas

Breckenridge—County Products Show. Sept. 25-27. E. R. Maxwell.
Brownfield—Lions' Club Carnival. Week of Aug. 25.
Cooper—Cotton Carnival & Rodeo. Sept. 25-27. Rube S. Wells.
Dallas—Gift Show. Aug. 25-Sept. 1. Fred Sands, 541 Dierks Bldg., Kansas City, Mo.
Hallettsville—LaVaca Fiesta. Sept. 5-6. Dr. Harvey Renger.
Henrietta—Clay Co. Pioneers Reunion. Sept. 12-13. Kenneth Slagle.
Roaring Springs—Old Settlers' Reunion. Aug. 28-29. Mrs. M. S. Thacker.

Utah

Brigham—Peach Day Celebration. Sept. 5-6. W. L. Holst.
Payson—Golden Onion Days & Home-Coming. Aug. 31-Sept. 2. J. A. Law.

Virginia

South Boston—Natl. Tobacco Festival. Sept. 4-5. W. B. Barbour.

Washington

Grandview—Harvest Festival. Sept. 5-6. E. R. Browder.

West Virginia

Berkeley Springs—Tomato Festival. Aug. 30-Sept. 1. Gene Miller.
Davis—Blackwater Falls Festival. Sept. 15-20.
Huntington—Police Fall Festival. Sept. 4-6. Address Manager, Camden Park.

Wisconsin

Gillett—Oconto Co. Youth Fair. Sept. 11-13. K. F. Koch.
Madison—Junior Livestock Expo. Sept. 22-24. A. Mucks, Agrl. Hall.
Mount Horeb—Fall Frolic. Sept. 4-6. Jorgen M. Moe.
Redgranite—Celebration, Commercial Club. Aug. 30-Sept. 1. Fred McBriar.
Waupun—Labor & Trades Celebration. Aug. 30-Sept. 1. Otto Sprenger, Fond du Lac.

Wyoming

Basin—Bean Festival. Sept. 19-20. L. L. Breining.



These Dates Are for a Five-Week Period

California

Glendale—Sept. 14. Bud Lewis, care Los Angeles (Calif.) Times.
Oakland—Sept. 21. W. H. Stapenhorst, 2575 64th Ave.
Pomona—Sept. 27-28. Mrs. Ruby C. Smith, 1643 S. Hayworth Ave., Los Angeles.
Santa Cruz—Sept. 7. Helen P. Rosemont, 20 Sycamore St., San Francisco.

Colorado

Denver—Sept. 19-20. V. E. Lantow, 1757 Stout St.

Connecticut

Darien—Sept. 27. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.

Iowa

Waterloo—Sept. 13-14. Mrs. H. A. Sharp.

Massachusetts

Great Barrington—Aug. 31. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.
Lenox—Aug. 30. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.

Michigan

Detroit—Aug. 30. A. Wilson Bow, 2306 12th st.
Grand Rapids—Sept. 6. Wm. C. Gugerli, 507 S. Jackson St., Auburn, Ind.
Jackson—Sept. 7. Wm. C. Gugerli, 507 S. Jackson, Auburn, Ind.
Royal Oak—Aug. 31. A. Wilson Bow, 2306 12th st., Detroit.

Missouri

St. Louis—Sept. 28. W. J. Kinsella Jr., 428 S. 7th St.

Montana

Great Falls—Sept. 7-8. Arnold H. Olson.

New Jersey

Far Hills—Sept. 13. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.

New York

Buffalo—Sept. 28. R. R. Watkins, 235 Vulcan st.
Huntington, L. I.—Sept. 14. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.
Rochester—Sept. 7. Mrs. Katherine S. Palmer, 111 S. Union St.
Rye—Sept. 7. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.
Tuxedo Park—Sept. 5-6. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.
Westbury, L. I.—Sept. 28. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.

North Carolina

Fayetteville—Sept. 27. Edgar A. Moss, 808 Summit Ave., Greensboro.
Lumberton—Sept. 29. Edgar A. Moss, 808 Summit Ave., Greensboro.

Ohio

Chippewa Lake—Sept. 21. W. A. Sheldon, 1568 W. Exchange St., Akron.
Greenville—Sept. 21. Wm. C. Gugerli, 507 S. Jackson St., Auburn, Ind.

Pennsylvania

Harrisburg—Sept. 20. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.
Reading—Sept. 21. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.

Washington

Spokane—Aug. 31-Sept. 1. Frances Holland, R. 4, Box 114-A, Oregon City, Ore.

Wisconsin

Wewaskum—Sept. 27. Norris G. Murphy, 306 Cherry St., Green Bay, Wis.



These Dates Are for a Five-Week Period.

California

Bakersfield—Bakersfield Frontier Days. Sept. 20-21. O. Kramer.

Colorado

Pueblo—Rodeo at State Fair. Aug. 25-29. Frank H. Means.

Idaho

Filer—Rodeo at Fair. Sept. 9-12. Thomas Parks.

Lewiston—Lewiston Round-Up. Sept. 19-21. Tom Cunning.

Michigan

Detroit—Mich. State Fair Rodeo. Aug. 27-Sept. 7. Harry A. Mack.

Nebraska

Gordon—Sheridan Co. Rodeo. Sept. 3-5. Wm. A. Morey.

Nevada

Winnemucca—Nevada Rodeo. Aug. 30-Sept. 1. Alice Nelson, Box 165.

Oklahoma

Vinita—Will Rogers Memorial Rodeo. Aug. 29-31. Tom Hawkins.
Woodward—Elks' Rodeo. Sept. 5-7. Dr. C. R. Donley.

Oregon

Lakeview—Round-Up. Aug. 30-Sept. 1. C. J. Clause.
Pendleton—Pendleton Round-Up. Sept. 10-13. Roy W. Ritner.

- DUNCAN, LOUIS GASTON
Dunn, Edw.
Duou, Ouchit
Dusch, John F.
Dyer, Amos
Eade, Milton
Eagle Eye, Chief
Larnest, L. R.
EAST, WALTER
Eaton, Gale
Eck, Johnny
Eckert, Chas.
Edwards, Chas. W.
Edwards, Clint
Edwards, Eddie
Eigen, Jack
Eiler, R. E.
Elder, Edgar M.
Elliott, Wiley
Ellis, Chief Tom
ELLIS, DAVID
CLARENCE
Elwell, David K.
Emery, Alfred T.
Emswiler, Babe
ENGLEMAN, RALPH
QUINLIN R.
Engleson Monkey Show
Erbacher, Wm. J.
Erickson, James
Eskew, Tom Mix
Eskues, Jim
Espinoza, Hugo
EUDALEY, CLARENCE M.
Eule, Monroe
Evans, Joe or
Evans, George
Eysman, Theodore
Eysted, Bani. Al.
Fairway Shows
Falcons, Fearless
Falknor, L. E.
Farrell, Edw. S.
FARELL, PAUL
FAULKNER, JOHN H.
Faulkner, Roland L.
Faust, Ben
Pay, Charlie
FEINBERG, RALPH
Felski, Stanley
Ferguson, Clarence
Ferriera, Don
Fisher, Chas.
Fisher, Dr. John
FISHER, THOS. G.
Fix, Bill
Fleming, W. G.
FLICK, FRANK
Flint, Robert
Flowers, Larry
Flynn, Thomas F.
Fontenelli, Hal
Ford, E. M.
Ford, E. M. Pat
Foreman, L. K.
Fortner, Billy
Foster, George
FOSTER, JACK
FOSTER, MITCHELL
FOSTER, RAYMOND D.
Frank, Johnny
Frank, W. E.
FRAZIER, HARLEY
Frederick, J. J.
Freeman, John P.
French, C.
Frost, Jerry
Fuld, Vincent
FULKNER, ROBT. WM.
Fuller, Pd
Fuller, Sherman
GALLANT, GEO. B.
GALLOWAY, WM. DOUGLAS
GAMBIEN, WM. HENRY
GARLAND, ROBT. C.
Garner, Joe H.
GARNER, ROBERT A.
Garrity, J. C.
Garris, Joseph
Garvrea, D. H.
Gatewood, A. L.
Gatberg, Clifford
GEE, JAMES
Geer, Frank H.
Geitz, Burton
Geissinger, Harry
Gelfman, Max
Gentry Bros. Circus
George, Eli
George, Gus
George, Jimmy
GEORGE, MILLER
GEORGE, SAMMY
Georgette Bros
Gerlach, Roy Duke
Gerber, Joe (Red)
Gerwin, F.
Ghanam, Albert K.
Gibbons, Harry
GIBSON, BEIT DALE
Gilbert, Jack
Gilbert, Walter J.
Gill, S. C.
Gilliland, R. W.
Giles, Sol
GLEASON, FRANK S.
Gluskin, Sam
Glynn, Mack A.
Gobbini, Angelo
Gobelle, Fred J.
GOBLE, WM. HAROLD
GODING, WARREN F.
Godwin, W. H.
Goldberg, Arthur
Goldbeck, Paul E.
Goldstein, Abraham I.
Goldstone, Ralph
Gollin, Max, Mgr.
Good, Pete
Goodman, Sidney I.
Goodrich, R. M.
Gordon, Buster
Gosch, Wm.
Gosnell, Ray
Goss, Jack
Gossage, G. C.
GOUZIE, FRANK C.
Gouzales, R. G.
GRABERT, JOS. LEWIS
Grable, Hugh Levy
Grady, Jack C.
Graham, David
Graham, Harry
Graham, Horace
Graham, Howard
GRAHAM, P. W.
Graham, Robert
GRANT, HARRY LEE
Gratiot, Merle
GRAVES, CLINTON H.
Gray, A. J.
Gray, Fernand
Greco, A.
GREEN, DOO (MINSTRELS)
Green, Harry
Green, Herman
Green, Thomas H. DoDo
Greenberg, Harry
Greene, Edw. N.
Greenland, Jerry
Gregorsko, Mr.
Gregory, Earl
Gregory, Wilfred
GRIBBIN, ALDON H.
Griffin, Johnny
Griffith, Frank N.
Griffith, Jack N.
GRIFFITH, LEWIS
GRIPP, JAMES M.
GUEST, PAT
Gunn, Harry
Gunnels, Thos. C.
Gurck, Geo.
GUTHRIE, CURTIS A.
Guy, Garland
Gyreson, Cotton
Hackbarth, Wm.
HAIL, G. V.
HALE, CHAS. W.
Hale, Price Eco
Hale, Ellsworth
Hale, Tom
Haley, Chas. Loyd
HALL, GEORGE
Hall, H. Dale
Hall, Geo. Tex.
Halm, Eugene J.
Hamilton, Eddie
Hamilton, Harold
Hamilton, William L.
HAMMOND, CARL J.
HAMRICK, W. T.
HANKINS, HAYDEN H.
HANSON, DANIEL ROSS
Hansen, Andy
Hardin, Wm. Bill
Harding, Bill
Harley, Bill
Harrman, Norgie
Harris, Melvin
Harris, Robt. Slim
HARRISON, JOHN DUVAL
Harrison, Lou
Harrison, Naylor
HARRISON, NAYLOR ROBT.
HARRISS, PAUL W.
Harrison, Whitey
Hart, Geo.
HART, JAMES HENRY
HART, ROY OSRO
Hartley, Geo.
Hartman, Lloyd
Hartwick, Doc
Harwood, W. T.
Hasson, Thomas
Hayes, Bill
HAYES, KAY (Curly)
Hayes, R. F.
Hayes, Suicide
Head, John
Heck, Robt. A.
Heckendorn, Clarence
HECTOR, FRANK
HEDDINGS, VICTOR A.
Heffner, Ben
HELL, CHAS. R.
Jones, Ernest W.
JONES, FREDDIE WILLIAM
Jones, Leland
Jones, O. J.
JONES, ROGER LEE
Jones, Willie
Jordan, Clyde
Jusaites, Frank A.
Justus, John J.
Kahntroff, Morris
Kalen, James B.
Kaue, E. J.
Kannegieter, Art
Karras, Sam
KARI, MATT
Kaslin, Tom
Kaufman, W. H.
Kays, Five
Kazon, Jackie
Keating, Robert
Keating, Johnnie
Keith, Ferrell
Keller, Prof.
Kelley, Richard
KELLY, JOHN LISBON
Kelly, Joe Fingers
Kelly, Sonny
KELSEY, ALAN H.
Kenley, E. M.
Kent, Geo.
KENT, WM.
Kenyon, Jack
Keown, Charles B.
Kerschizes, John
Kettle, John
KIDNEY, W. A. Pop
KILMORE, RAYMOND L.
Kimball, Romaine L.
Kimmell, Harry
Kinnis Duo
King, Billy
King, E. A.
King, Earl
King, George
Kirk, Homer H.
Kirksey, Marvin
Kirkwood, H.
Kitcher, Johnny
Kite, Jene
KLINE, ALBERT COLVIN
Kling, Pete
Klinschky, Andrew
Knapp, Geo.
KNIGHT, DALLAS C.
Knight, Hugh B.
Knoch, Conrad
Knuckles, Virgiles (Rodeo)
Kohler, Richard A.
KOLZEN, WILLIAM EDWARD
Korn Kobblers
Kosterman, Ralph
KOUSIOS, JOS.
Kramer, Paul
Kridell-o, Sid
KULP, CHAS. J.
Kunat, Chas. J.
LaBlair, Jack
LaLave, Charles
LaMan, Harry
LaMarr, John
LaPage, Paul
LaRocca, Phillips J.
LaRue, Ralph
LaVella, Ted
LaVette, Henri
LaVola, Don
Lacroix, Antoine
Lafier, Johnnie
LAJOIRE, WM. WATSON
Lake, Charlie
Lamar, Buddy
Lancaster, James
Lanck, Clinton
LAND, CLARENCE ROOSEVELT
Lanford, Tex
Langdale, K. M.
Langer, Fred
Langford, Vanden L.
Lark, Prof. Thomas
Larabee, James
Latham, Edw. B.
Laughlin, Jr., Bob
Laurie, Mike
LAWLEY, ALBERT JACK
Lawson, Samuel J.
Lawson, Scotty
Lawson, Willie
Lawton, Curtis
Lay, J. C.
LeMarr, Jack
Leasure, J. P.
LEATH, ROOSEVELT
Ledley, Danny
LEE, JOE ELLISON
Lee, Lewis E.
Lee, Rex
Lee, R. C.
LeGrande, Joe
Leitani, Francis L.
Lentini, Frank
LEONARD, JAS.
Lennis, Robt. A.
LEVY, JESTIS B.
Leway, Johnnie
Lewis, Allen
LEWIS, DAVID
Lewis, Eddie H.
Lewis, Elmer B.
Lewis, Harry Kay
LEWIS, HANSON HARLOW
LEWIS, ISAAC NEWTON
Lewis, L. R. Doc
Lewis, Lavern
Lewis, Lester R.
LEWIS, WM. DON
LILLEY, JOHN HENRY
LINDLEY, JNO. ALVIN
Lindsay, W. J.
Linsley, Earl
LITCOFSKY, NATHAN
Little, Curtis
Loar, G. C.
Lockett, Charlie
Loftis, C. M.
Long, F. D.
Long, Sam
Long, Wayne G.
LORDLAW, JOHN MILLER
Lorraine, Al Spida
Loter, Happy & Marie
Lowery, H. J.
Ludlow, Harry
Lumbly, Freeman
Lunsford, Elijah
Lunsford, Mack
LYMAS, JAMES
Lyon, Sam L.
McAllister, J. V.
McAllister, James
McArthur, Hugh
McBEGLEY, WM.
McCabe, J. P.
McCANDLESS, JAS. HARRISON
McCarroll, Robt. L.
McCarthy, Charley
McCASKILL, ROBT.
McCauley, D.
McCauley, Peter
McClain, O. C.
McCleary, Ray
McCleary, Lucky
McCure, Robt.
McCuskey, J. J.
McConnell & Moore
McCoey, Mac
McCuin, Bob
McCUMBER, LESLIE CURTIS
McDermott, J. L.
McDONALD, CHAS. F.
McDonald, Claude
McDonald, Earl
McDonald, Reid
McDonald, Roy
McDowell, Karl E.
McGea, A. N.
McFarland, Tobe
McGee, Humby D.
McGee, Jimmie
McGee, P. L.
McGOWAN, FRANK JOSEPH
McGowan, Pat
McGrew, Ed
McKay, Arthur H.
McKay, Eddie
McKenzie, W. D.
McKLERCY, JOHN
McKoin, Thomas
McLAUGHLIN, MELVIN HENRY
McLean, R. T.
McLendon, R. F.
McMAHAN, MOTE PAUL
McMinnis, Jimmie C.
McNally, Harry
McSpadden, John R.
McWhirter, C. S.
MACKEY, CHAS. L.
Mack, Mader (Singer)
Madden, Toney
Madison, James
Magliery, Paul
Majors, Abbott
Majors, Louis Neil
Malon, Ralph W.
Malone, T. J.
MANGIE, JOHN
Mannheim, Jos.
Mannheimer, Jos.
Manning, Eddie (or Marnie)
Mansholt, M.
Mansky, Lee
Margaris, Anastasios
Marietta, Roy E.
MARMOR, LEO AVIL
Marohl, Ernie
Marratta, Sam
Marrison, Slim
Marry, James A.
Mars, Wilt
Martin, Bull
Martin, Dutch
Martin, E. B.
Martin, E. M.
Martin, Earl
Martin, George
Martin, Jack R.
Martin, Terry W.
Martini, Tony
Mason, George
Mason, Dr. H.
Massey, Edward
MASSON, ADOLFO F.
MATHEWS, ROBT. E. P.
MATSUMOTO, TOMOTSU
May, Wm. H.
Maynard, Willie W.
Mayo, LaBeau
Medford, Buddie
Meeker, Geo. Edw.
Meekin, Fran
MEISS, RAYMOND T.
Mello, Charles
MEPORK, MATTIO JOS.
Merrill, Doc
Meyers, A. E. F.
Meyer, Clint V.
Meyer, Otto
Meyers, Bill
Meyers, Frank H.
MICALI, JAS. JOHN
Miller, Al Moxie
Miller, Dan
Miller, Dick
Miller, Dusty
Miller, Frank W.
Miller, George R.
Miller, Jack C.
Miller, Paul C.
Miller Productions, Geo.
MILLER, RALPH RICHARD
MILLER, HARVEY A.
Miller, J. W. Dad
Miller, Jake-Mgr.
Miller, Jimmie (Swinging Ball)
Miller, Nate
Miller, Paul H.
Miller, Ray C.
MILLER, ROBT. CHAS.
Miller, Walter
Mills & Mills
MILLS, JOHN LINCOLN
MILLS, MADISON EMORY
Mills, Walter (Troupe)
MISTRUO
MISTRKA, STEVE A.
MITCHELL, ANTHONY J.
Mitchell, Clyde
Mitchell, Fred D.
Mitchell, Geo. J.
Mitchell, Green
Mitchell, J. W.
Mitchell, Lenny
Mitchell, Lewis
Mitchell, Luckie
Mitchell, McMillen
Mitchell, Mitcho
Mitchell, Ralph G.
Mitchell, Ted L.
Mitchell, Tom
Mix, Art
Mize, Woodrow
Moe, Arthur
Moeller, James
MONROE, GLENN
Montague, Willie
Montan, Allen
Montee, W. A.
MONTELLO, JAS. TOS.
Montgomery, Carl
Moore, Archie E.
MOORE, ARTHUR RALPH
Moore, A. L. Dinty
Moore, Bill
Evansville
Moore, H. J. Blue
MOORE, EARL EDW. GORDON
MOORE, JOHN DAVID
Moore, Kellie
MOORE, THOMAS MOOREHEAD, F. C.
Moreno, Tony
Morgenthau, Lester
Morris, Dave
Morris, Elmer
Morris, Joe
(M Devil Drivers)
MORRISON, ROBT. ERT P.
MORROW, MATHEW JAS.
Mort, Joe
Mortin, Dutch James
Morton, Bob
Morton, John
MOSLEY, WILLIE LAWSON
Mounts, Geo.
Mouton, Ben
MROFCHAK, GEORGE GEROME
Mulkey, Virgil H.
Mullenix, Thomas Barry
Munford, J. M.
Munsey, Marshall
MUOIE, PETER JOHN
Murphy, Frank
Murphy, Joseph
Murphy, Red
Murphy, Tim
Murphy, Walter Moreland
Murray, E. J. (Doc)
Murray, James
Murray, Red
Myers, Clint
Myers, Elmer C.
Myers, Sammy O.
Nadeau, Earl D.
Naldrett, Stanley
Nance, Thomas W.
NASH, VICTOR PARKER
Neff, Jack
Nation, Jack
NAUGLE, MICHAEL ANDY
Neal, Joe
Nealand, Walter D.
Nelson, Bill & Jean
Nelson, H. O.
NELSON, JACK CLIFFORD
Nelson, Jack Rodeo
Nesbitt, Jim
Newton, Albina
Nicholas, John
Nicholas, Leveno
Nichols, Frank
NOE, EDWIN LOUIS
NOLEN, ELMER HOLLEEN
NORTON, RALPH JAS.
Null, Johnny J.
Nuss, Frank
O'Brien, Capt. Jerry
O'BRIEN, MICHAEL O'Connell, Spike
O'Connell, Ted
O'Connor, Murrell
O'Day, Tim
O'Neil, Frank J.
Owener
O'Neil, Gene
O'NEIL, PATRICK
O'Neil Sr., James B.
O'Reilly, Jack
O'Reilly, Jerry
O'Reilly, Thos. F.
O'Shaughnessy, Austin
O'Shea, Johnny
Oday, Bill
Odell, Manvel
Okada, George (Jap)
Oldson, Nappy
Olegario, A. G.
Oliver, Donald
OLSON, JAMES A.
Orantos, The
Ormsby, Roland Eric
Osborne, James L.
Ottis, John
Overfield, Warren
Owens, Buck
Page, Gene
PAGE, PAUL EDWARD
Paige & Jewett
Paige, Otto
PAINTER, ROBERT WESTLEY
Park, Clinton
Parker, Sherwin
Parkus, C. A.
PARMESE, PATSY
Parsons, Carl F.
Parsons, S. S.
Patterson, Robt.
PATTISON, JAS. RUDOLPH
Patton, Cliff
Patton, Eddie C.
PATTON, JAS. CUMFORTH
PAUL, ALBERT
PAYNE, RAY LEE
PAYNE, WM. GRIFF
Pearce, James C.
PENDERGRASS, EMERY H.
Penny, Prof. John E.
Perdue, Roy
Perkins, A. H.
Perkins, Carl B.
Perkinson, C. B.
Perrotto, Tony
Peters, The Great
Peter, Stephen
PETERSON, JAMES
Petrali, Sam
Petrella, Louis
Pezia, Fred
Pheleg, F. W. Buck
PHILLIPS, LOYD IVAN
Piccininni, Frank
Pierce, C. R.
Pickert, Rolly, & Verna
Piercy Jr., Geo. Fred
Pipkin, Charlie
Piquet, L.
Pitkamen, Robt.
Pitzer, Billy
POEL, MARVIN H.
Poluskie, Edw.
POMPONINI, ANTHONY
Pond, Addison
Pontus, B. G.
PORTER, EARL C.
POO'RE, ROSCOE
Poster, J.
Potter, James A.
Pounds, Claude
Pounds, Earl
Powell, Lee
Powell, W. D.
Powers, Bill
Pregal, A.
Prell, Paul
Printer, Lewis F.
PRITCHETTE, CLYDE A.
Purcell, Joe
Proctor, Dick
Provanoha, E. W.
PURCELL, WALTER R.
Purdy, Lon
Purree, Vic
Putney, Elmer
Pyatt, Al
Pyne, Charles
Qualls, Knox
QUINN, CYRIL E.
Rainer, Marvin
SHEPHERD, SANDY OTIS
Ramus
Raney, Doyle S.
RANGERS ALL STAR RODEO
Rankine Jr., Tom
RAPER, ARNOLD
Ray, Glen
Ray, Joey
Rays, the Radio
Reach, Rayvon
Read, Russell Roy
Reaver, Vernon
Reckless, Fred
Rector, Chas. (King)
Red Feathers, Chief Little
Reeves, Floyd M.
REEVES, JAS. LELAND
Reid, Dr. J. V.
Reilly, James
Reilly, Mark
Reiner, Louis C.
Reinhold, Clarence M.
Reitras, W. J.
Reno, Al (Scales)
Reynolds, Geo. L.
Reynolds, H. L.
Rhea, Arthur
RHEA, WALTER
Rhinehart, Jake
Rhodes, Sam
Rhyner, W. L.
RIBBONS, ALBERT EDW. WESLEY
Rice, A. C.
Rider, Joe
Richards, George
Richmond, Jack
Richter, Dick
Ridley, Hugh
Riggs, John Leslie
Rising, Thad
Ristick, Dushen
RISTICK, LOUIS
Rivers, Curly
Roads, J. D.
Roane, Wm. F.
ROBBINS, CLARENCE N.
Robbins, Dave
Robbins, Milt
Roberson, David E.
Roberts, Clint
ROBERTS, GEORGE A. H.
Roberts, Stuart
Roberts, Stuart
Roberts, Weatherford
Robinson, Cole
Rochford, Wm.
Rodieck, Charles H.
Rogers, Eddie
Rogers, O. G.
ROGER, RAYMOND
Romig, Carl
ROOKS, HARRY
Rooks, Robert
Roone, Forest Red
Rose, Dave
ROSE, JAMES R.
Rosen, H. B.
Rosen, Herbert
Rosenberger, Bert
ROSENBERG, (Rosy)
ROSENTHAL, SAMMY
ROSS, ALVIS V.
ROSS, BARNEY D.
Ross, James C.
Rothrock, Ralph
Rouse, Bill
ROWELL, JAS. A.
Royal Midway Shows
Rucker, Al
Ruddy, George N.
Rukin, Al
Rumbell, E. J.
RUSH, CARL
RUSSELL, PAUL GORDON
Ryan, Dick
Ryan, H. E.
Ryan, Jack A.
Ryan, Col. Whitey
Sachau, Wm. B.
Sacobies
Sanchez, Frank
Sandors, Mark L.
Sanders, Red
Sanford, The
Santini, Hiram
Sarrenson, Joe
Sarricelli, Frank
Sateja, Chuck
Saunders, Ora Buck
Saylor, Popeye
SCARFLE, ANTHONY J.
Schaffer, Floyd
SCHAFFAN, RAY C.
SCHALASKY JR., JOE
Scharding, John
Schellschmidt, A. L.
Seherharth, Jack
Schermerhorn, Loyd
Schermerhorn, Stanley
Schmidt, Richard H.
Schoen, Edw.
Schoenwizet, Carl
SCHONOVER, HAROLD EARL
Schrimsher, A. F.
Schultz, C. E.
SCHULTZ, STANLEY NORMAN
Scott, Fred
Scott, Herbert V.
Scott, J. W.
Seewald the Magician
Seleski, Carl
Serlen, Sam
Sessoms, Curley
Shand, Terry
Shanks, Dr. DeWitt
Shannon, Jess L.
Sharon, J. B.
Sharpe, Arthur E.
Sheffield the Magician
Sheldon, Jimmie
Shelley, Bartele
Shelton, Marvin
SHEPHERD, SANDY OTIS
Sherman, Jack
SHERWIN, HARRY L.
Shields, Jon. O.
Shields, W. A.
Shifflet, Elmer
Shim, Leo (Sailor Roberts)
Shoe, Carl
Shoemaker, R. P.
Showman, Tom
SIHLER, BERKLEY
Siegrist, Charles Troupe
Signor, Sig
Silver, Barney
Silver Bros. Circus
Simes, J. W.
SIMMONS, CHAS. JOS.
Simmons, Chic
Simmons, R. H.
Siscoe, R. H.
Sissine, Samuel S.
Sjoquist, Chas. Wm.
Sky Larks
Skusnar, Robert
Snusser, Don-Ted
SMALES, ARTHUR L.
SMIGO, MICHAEL
Smith, Billy
Smith, Capt. Jerome
Smith, Chris M.
Smith, Estee
SMITH, FRANK CARL
Smith, Gene
Smith, J. Lucy
SMITH, MCGOWAN
Smith, Johnnie
Smith, Leonard
Smith, Ted
SMITH, THOS. M.
SMITH, URIAL CHESTER
Smith, Wm. Bradley
Smith, W. M. B.
SMITH, WILLIS O.
Smithson, Charles C.
Snell, Chas. C.
Souda, Eugene
Soutz, Carl H.
Spain, Vernie
Sparks, I. C.
Sparks, Robt. Geo.
Spelberg, Sam
Spencer, Shim
Spirdies, Geo.
Spurlock, JAS. CLAUDE
STACK, PORTER GRAY
Staham, Lonnie
Stanley, Benny
Stanley, Chas. W.
Stanley, Edw. S.
Stanley, Stephen
STANLEY, STEVE
Staples, Geo.
Starr, Albert
Stein, Sam
Steel, Bob
Steele, G. H.
Stephens, True
STEPHENS, ULYSSES FINDER
Stephenson, Jack
Stevens, Dennis
Stevens, J. J.
Stevens, Johnnie
Stevens, Fremont
STEVENS, LOYD T.
Stewart, Ernie
Stewart, Jack
STEWART JR., MALLIE A.
Stewart, Patrick
STEWART, VINCENT DAVID
Stinson, Billy
Stone, Harry (The Clown)
Stone, Smoky Ray
Stopper, Kid
Stout, Eugene
Chestfield
STRATAKES, LOUIS
STRATTON, WM. H.
STREETER, JAS. W.
Strickland, Smoky
STROUSE, JACK ROBT.
Strout, Edgar B.
Stuart, Frank K.
Stubblefield, J. B.
Stulken, Henry C.
Stuls, Tom
Sturchio Jr., G. A.
Sugar, Bob
Sullivan, Ed
Sullivan, Howard
SULLIVAN, JOHN THOS.
Summers, Chas. W.
Sumner, Jack
Sumbrock, Larry
SUTTON, KENNETH
SWANSON, HAROLD EARL
Schrimsher, A. F.
Schultz, C. E.
SCHULTZ, STANLEY NORMAN
Scott, Fred
Scott, Herbert V.
Scott, J. W.
Seewald the Magician
Seleski, Carl
Serlen, Sam
Sessoms, Curley
Shand, Terry
Shanks, Dr. DeWitt
Shannon, Jess L.
Sharon, J. B.
Sharpe, Arthur E.
Sheffield the Magician
Sheldon, Jimmie
Shelley, Bartele
Shelton, Marvin
SHEPHERD, SANDY OTIS
Sherman, Jack
SHERWIN, HARRY L.
Shields, Jon. O.
Shields, W. A.
Shifflet, Elmer
Shim, Leo (Sailor Roberts)
Shoe, Carl
Shoemaker, R. P.
Showman, Tom
SIHLER, BERKLEY
Siegrist, Charles Troupe
Signor, Sig
Silver, Barney
Silver Bros. Circus
Simes, J. W.
SIMMONS, CHAS. JOS.
Simmons, Chic
Simmons, R. H.
Siscoe, R. H.
Sissine, Samuel S.
Sjoquist, Chas. Wm.
Sky Larks
Skusnar, Robert
Snusser, Don-Ted
SMALES, ARTHUR L.
SMIGO, MICHAEL
Smith, Billy
Smith, Capt. Jerome
Smith, Chris M.
Smith, Estee
SMITH, FRANK CARL
Smith, Gene
Smith, J. Lucy
SMITH, MCGOWAN
Smith, Johnnie
Smith, Leonard
Smith, Ted
SMITH, THOS. M.
SMITH, URIAL CHESTER
Smith, Wm. Bradley
Smith, W. M. B.
SMITH, WILLIS O.
Smithson, Charles C.
Snell, Chas. C.
Souda, Eugene
Soutz, Carl H.
Spain, Vernie
Sparks, I. C.
Sparks, Robt. Geo.
Spelberg, Sam
Spencer, Shim
Spirdies, Geo.
Spurlock, JAS. CLAUDE
STACK, PORTER GRAY
Staham, Lonnie
Stanley, Benny
Stanley, Chas. W.
Stanley, Edw. S.
Stanley, Stephen
STANLEY, STEVE
Staples, Geo.
Starr, Albert
Stein, Sam
Steel, Bob
Steele, G. H.
Stephens, True
STEPHENS, ULYSSES FINDER
Stephenson, Jack
Stevens, Dennis
Stevens, J. J.
Stevens, Johnnie
Stevens, Fremont
STEVENS, LOYD T.
Stewart, Ernie
Stewart, Jack
STEWART JR., MALLIE A.
Stewart, Patrick
STEWART, VINCENT DAVID
Stinson, Billy
Stone, Harry (The Clown)
Stone, Smoky Ray
Stopper, Kid
Stout, Eugene
Chestfield
STRATAKES, LOUIS
STRATTON, WM. H.
STREETER, JAS. W.
Strickland, Smoky
STROUSE, JACK ROBT.
Strout, Edgar B.
Stuart, Frank K.
Stubblefield, J. B.
Stulken, Henry C.
Stuls, Tom
Sturchio Jr., G. A.
Sugar, Bob
Sullivan, Ed
Sullivan, Howard
SULLIVAN, JOHN THOS.
Summers, Chas. W.
Sumner, Jack
Sumbrock, Larry
SUTTON, KENNETH
SWANSON, HAROLD EARL
Schrimsher, A. F.
Schultz, C. E.
SCHULTZ, STANLEY NORMAN
Scott, Fred
Scott, Herbert V.
Scott, J. W.
Seewald the Magician
Seleski, Carl
Serlen, Sam
Sessoms, Curley
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Sky Larks
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Snusser, Don-Ted
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Ste

Mason, Dot
Montoya, Pola
O'Brien, Dolly
Pennetti, Marge
Raymond, Marie
Rose, Doris B.
Russell, Bessie
Sibley, Peggy

Men

Alvord, Ned
Andre, Pal
Applebaum, John
Ardalas, George
Bailey, Dusty
Barrone, Phillip P.
Bowers, Joseph
Bradley, Frank
Hannacker
Branco, Jose C.
Bratton, Harry
Braunstein, Benjamin
Brin, Emil
Burns, Matty
Charnoff, Irving
Cherry, John
Cranen, William
Cramer, William
Crown, Donald V.
Davenport, Charles
(Padrone)
Davis, Edward J.
Dillon, Robert
DITMORE,
NICHOLAS
Dolan, Harold
DUPLISEA,
HOLLIS
DURANT, JAMES
A.
Duvall, William A.
Dyer, Edward
Finnerty, Pat
Fleig, Howard F.
Eltons, The Fire
Emerling, Joe T.
Franklin, Jack
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Gauy, Fernand
GEORGE,
MICHAEL F.
Goldie, Billy
Gordon, John A.
GOREISO, JOHN
J.
Gray, A. J.
Greene, Harry A.
HARRIS,
WILLIAM
AUFONSO
Harrison, Happy
(Circus)
Hershel, Allen
Horan, J. B.
Hornfield, Isidor
Huffar, Hal
Iser, Phil
Jarnets, The
Kapelson, Aron
George Wolf, Andrew

Jordan, Clyde
Knapp, Robert
KOIKYTKO,
MARTIN JAMES
LaFleur, Arthur
Laurence, C. E.
Lawrence, John
Lerkowitz, Samuel
Lenz, A.
Lester, Eugene
Lewis, Richard
Lovesoy, Richard
McCarney, Mickey
McKay, Arthur H.
Malo, Mike
Martin, J. J.
Mathis, Youles
Menki, Tommy
METZGER,
ABRAM REESE
Mittor, Glen
Mirebell, William
MURRAY, FRED
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George Wolf, Andrew

Eyler, Walter
Fink, F. Howard
Flanagan, Jerry
Flannigan, Frank
Sunset Amuse. Co.
Flannigan, Pat or
Ted
Foster, Warren
Gardner, Thomas
Gould, Peter
GRAHAM, JOHN
HENRY
Griffith & Wells
Gunn, George
HALLET,
ROBERT
FRANCES
HARRISON,
ELBERT
ERNEST
Healy, Michael
Heider, Fred
Hennessey, Emmet
(Shipwreck)
Higdon, Dixie
Holoboff, Pete
Hubbells, Earl T.
Joy, Billy
Kimball, Guy
Knight, Stanley
Lane, J. T.
Laycock, Wally
Les and Poppy
(Knockabout
Comedy)
Leway, Johnie
Lindley, Leo P.
Lloyd, Artie
LONG, MAURICE
Luck, W. J.

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Layman, J. H., 9c
Screbneff, Wm., 30c

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Adams, Minnie
Adams, Mrs. Will
Ames, Mrs. Frank
Banard, Madam
Hippodrome
Attractions
Barro, Mrs. Adele
Breckenridge,
Rosemary
Brunson, Babe
Brunson, Mrs. Lois
Burns, Mrs. R. A.
Capps, Elinore
Courtney, Myrtle
Crowell, Mrs.
Harold
Cross, Mrs. Nersa
Fortune, Mrs.
George
Fowler, Mrs. Mary
Hilderbrand, Lettia
Carnival

Men

Abbott, John W.
Adams, William E.
ALFORD, ZED
TALMADGE
Alexandra, Pasha
ALLEN,
IRELAND
Dudley, James E.
Duffy, Ray L.
Eddington, C. L.
Eldas, Harry S.
Finning, George
Fisher, A. H.
Frazier, Opal
Freeman, Cecil
FRID, ROLAND
EDWARD
GILLIS,
CLARENCE
SIDNEY
Goode, W. L.
Gorden, Matthew T.
Gotch, Jack
Goucher, Dave
Graves, Willard C.
Grimm, Homer L.
GUNN, RUSSELL
EDWIN
Gould, Max
Hall, Bill

McKIDDIE,
JASPER
Martenay, H. R.
Mason, Chas.
Owings
Mason, Thos. C.
Monfort, Joe
Moore, Don
Murphy, J. B.
Murphy, Joe
Muto, Francis
Nad
O'Hara, Joe
Osborne, Charles
Palen, Bud
Pendleton, C. J.
PETKA, A. R.
Reed, Ronnie
RHODES, JAMES
ALDEN
Ryan, James
(Pop)
Shakob, Gimmie
Shafie, Dick
Sharp, Mr. Robert
Shone, Douglas
Simpson, Bill
Sims, Emmett
Spencer, Don
Stoddard, Doc
Swan, W. L.
SWINTON, ELDA
RICHARD
Tap out Harry
Thomas, R. D.
Townsend, Cal
Tucker, Billy
Varnadore, Varnie
Vogel, Ralph
Walton, Lou
Winchell, Cliff
Wolfe, Rocky

Halstead, Wm. L.
Hand, Leonard
Leona
Hansen, Arthur H.
Harrison, Frank
Hann, Randall
Henderson, Lester
House, Bob
Howard, Tommie J.
Jones, Howard
Krapp, Edward
Kalzen, Dee Ed
Lambert, Nathan
Larson, Joe
Layman, J. H.
Lee, Robert
Leibere, John
Littrell, Sam B.
Luttrell, Sam B.
McCall, Jack
McCoy, T. F.
McFarland, Tobe
McGregor,
Harold G.
McPeck, R. J.
Mansion, Francis
Mansion, J. (Mickey)
Martin, Terry
Melody, Candy
Meyers, E. L.
Middleton, Gordon
Miller, B. E.
Miller, Bertram E.
Minsome, Louis
Mohie, Reuben
Moore, Ed
Muelock, R. W.
Moxley, Joe
Nelson, E. W.
Nelson, Harold E.
North, James H.
Norton, D. J.
Nevak, Anderson
O'Wesney, Ray
Ostrum, James M.
Pasha, T. G.
PETTY, ROY
BLADLEY
Printup, Robert
Rambo, Wesley
Ray, Ralf P.
Ray, Ralph (Ky)
REED JR.,
ALBERT
LAWRENCE
Reeves, Goebel Leon
Reeves, Stanley
Rhinheart, Jackie
Rhodes Jr., T. A.
Roberts, E. S.
Remig, Carl A.
Ryan, Donald
Sargeant, Edison
Screbwell, William
SEWELL,
CHARLES M.
Sewell, Dave
Shannon, Jack
Sharp, Joe
SHOEMAKER,
JOSEPH
MARION
Shorty, Ice W.
Smith, Wm. D.
Snyder, William E.
Sorber, Geo. H.
Sparks, Frank
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Stanley, Lazie
Stanley, Paul
Stoltz, L. F.
Suddurth, Harvey
Taghione, Edward
TAYLOR,
GROVER
ALLEN
Taylor, G. A.
Taylor, Jim
Texas, Tommy
Thompson, E. L.
Tucker, W. J.
Trunks, Tommie
Truer, David
Vinson, J. L.
Vreeland, Jack
Walker, Paul
West, Paul
WISHNER,
LAWRENCE H.
WHITE,
WILLIAM
CHARLES
WILLIS, HARRY
WILLIAM
Wilson, Harry E.
Wilson, William
Mickel
Winters, J. W.
(Jimmie)
WOMACH,
CHARLES
THOMAS
L.
Wray Jr., James L.

fairgrounds, was not held in conjunction with the fair in July, but in September as an independent attraction. The total gate and grandstand receipts for the Calgary Exhibition that year were \$32,634.70. The total gate and grandstand receipts for "The Stampede" the same year were \$89,285.80.

These figures bring out some interesting facts. The total gate and grandstand receipts for "The Stampede" by itself in 1912 exceeded by more than \$30,000 any year's combined gate and grandstand receipts of the Calgary Exhibition from its inception in 1900 up to the time when "The Stampede" was added as its outstanding feature in 1923.

At the end of the 1922 season the Calgary Exhibition found itself hopelessly in debt to the tune of over \$20,000. It was at that time Mr. Richardson evidently had changed his mind, after a period of 10 years, regarding the ability of a real cowboy entertainment being of value to a fair, because he then arranged with me to produce "The Stampede" in conjunction with the Calgary Exhibition as its real feature.

At that time, and from its beginning, the Calgary Exhibition was one of many scattered all over the continent, simply an agricultural and industrial fair with only a local appeal, using the same grandstand attractions and the same carnival that were being used at the other Canadian cities on the Northwestern Canadian Circuit. In 1923 "The Stampede" was added. Nothing was eliminated as to carnival or grandstand attractions. They were booked as usual; in fact, larger and better attractions were constantly booked. But there was a system developed where each attraction was used to the best advantage, no cutting up and destroying the value to put another over.

There were seven running races each afternoon. A fast-moving diversified Stampede performance was presented along with the races each afternoon, and the grandstand attractions and fireworks were presented at night—two different styles of entertainment each day for six days. The cowboy contests were real because the largest cash purses in the contest business were offered and as a consequence attracted the tops of the cowboy world in open competition.

The combined celebration quickly got out of the local fair class and became an international event and was treated as such by the press the world over, because stories regarding it were of news value.

Sure, such an outfit costs money, but it made money and put Calgary out of the ordinary run-of-the-mill class of fairs and attracted thousands from distances to see a different fair combination, persons coming from many places where their own agricultural and industrial fairs far outdistanced anything Calgary could offer in that line.

Other figures may be interesting, because they speak louder than words as to just what the cowboy attraction will do when properly organized, exploited, and presented—and financed. The total general attendance at the Calgary Exhibition from 1913 to 1922 was 1,029,694. The total gate and grandstand receipts for the same period were \$388,579.88.

The total general attendance for the 10 years I produced "The Stampede" as a feature of the fair, from 1923 to 1932, was 1,910,019, and the total gate and grandstand receipts for the same period were \$943,989.13, which shows an increased revenue of \$555,409.25 over the 10 preceding years before "The Stampede" was added.

Those were the years that brought Calgary into the limelight, and it created and maintained a reputation for increasing business and drawing them long distances. That's when big money was spent and proved a good investment.

These are facts based upon personal knowledge. Since the conclusion of the 1932 season I don't know anything about Calgary's operations, altho it still advertises "The Stampede" as the big feature of the exhibition.

These things are cited to show that this type of attraction can be made a success if given a real presentation, re-

gardless of the fact that some fair managers insist their patrons don't like this style of entertainment—before they have really given their patrons a chance to see a real one.

No fair manager would expect to get hardwood for his dance floor at rough-lumber prices. Neither would he expect to get a name band for the same price he can book a hick amateur band, even if the members of the latter dress like those in the name band and try to imitate their methods. Then why do managers of fairs, large or small, figure they can get something in the Wild West line to compare with the standard and successful attractions of this nature at rough-lumber prices?

Altho the poll of fairs managers indicates they are getting fed up on "rodeos" as an attraction for their fairs, that does not alter the fact that elsewhere experienced persons with the proper livestock in numbers necessary, paying for the goods in this line, are annually increasing their attendance and revenue.

But there can be no question that the presentation of cluck "exhibition rodeos" at fairs or elsewhere will harm the legitimates in the cowboy entertainment field, and the sooner those most vitally interested in the successful continuance of this style of entertainment get together and educate the press, public, and even fair managers to the fact that there is a difference between the phony and the real thing, the better it will be.

Common sense tells anyone that no "championship contest" held in a large city for from 7 to 10 days and offering a total in cash purses of around \$3,000 can ever expect to attract contestants of quality in sufficient number to make a really interesting one. Neither can a leading fair offer a total cash prize list of \$2,000 for a six-day run and expect to draw the number of real ones a fair that size warrants. Neither can the sandwiching in between races Wild West acts at a time convenient to the presentation of other features, with a disregard to the fact that some consideration must be given an attraction that has been billed as one of the fair's outstanding attractions, expect to draw.

"Sameness," "slow moving," "lack of proper production methods" must be all charged up to lack of experience and showmanship. Such attractions should never be booked.

It might be well for the Rodeo Association of America, whose membership consists of what is calculated to represent the legitimate cowboy attractions of the United States and Canada, as well as the Cowboys' Turtle Association of America, whose members claim to represent the best in the cowboy contest field, to go into the matter with their respective memberships and learn if any of their members are guilty of presenting or participating in "rodeos" that come under the adverse criticism revealed in the fair managers' poll as conducted by *The Billboard*. It might be well for the Rodeo Association of America to check on the offerings presented by the fair managers who are members of its organization and who are on its board of directors to see if they are living up to the standard professed by the association.

It is the duty of these organizations to educate the press and public to the fact that there is a vast difference between the standard, recognized, successful cowboy attraction and the so-called "rodeo" that seems to be giving such entertainment a black eye.

As both organizations purport to be the official governing and supervising bodies of legitimate cowboy competition wherein official "world's championship" titles are awarded annually—at the close of the season, not at individual contests—they might make some real effort to discourage all infringements upon their published efforts rather than sit idly by and have opinions of persons not qualified to pass judgment upon such matters spout that "rodeo" attractions "just ain't there" as real profitable entertainment features at fairs or any place else. The facts prove different.

WHY RODEO SLIPPING

(Continued from page 64)

fore they ever started, simply because they were subordinated to various other attractions, and their real value lost. This despite the fact that the advance billing indicated to the public that the "rodeo" was to be the big feature of the fair.

Some fair managers insist they know exactly what their patrons like and dislike. No doubt that is quite true in many instances. On the other hand, from the figures which continually show many fairs remaining in the red, it would indicate those boys haven't found out yet just what their patrons desire. Whenever one of these fairs flops and a "rodeo" happens to be among the attractions present, the usual alibi is, "Our people don't like a rodeo." It might be well for them first to give their patrons a chance to see one—something along the lines they advertise instead of some of the offerings that have been used to date.

Whenever I hear a fair manager say, "Our people are not interested in rodeos," before he has ever given them a chance

to see a real one, it puts me in mind of the expression and prediction made by E. L. Richardson some years ago when he was manager of the Calgary (Alta.) Exhibition. When I first approached him to see if the fairgrounds could be obtained for "The Stampede" I was to produce in Calgary, privately financed, he very briskly and definitely informed me "no," adding that "the people of Calgary are not interested in cowboy contests. They have seen that sort of thing and don't care for it."

What they evidently had seen was a lot of junk, probably on a par with some of the "exhibition rodeos" fair managers, in their expert judgment, or in the judgment of their free-attraction suppliers, selected for them.

Well, despite the authoritative and decisive "no" from Mr. Richardson and that his public did not care for such entertainment, we did get the use of the fairgrounds, and the results obtained by our first presentation have had much to do with the carrying on of the Calgary Exhibition up to date.

A few figures may be of interest. "The Stampede" in 1912, altho given on the

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FOR SALE—KEENEY SUPER TRACK TIMES Pastimes, Pastimes, Paces Races, Mills Bonus, Radio Rifle, Revolver and Safes. CHARLES PITTLE, New Bedford, Mass. oc18

FOR SALE—USED BUCKLEY BOXES—Chrome, 20 Record. Last Year's Model. CLEM CONTER, 2219 N. Eighth, Sheboygan, Wis.

FOR SALE—COAN-SIETTELAND CANDY MACHINES, 25 54-Capacity, \$25.00; 15 108-Capacity, \$40.00. BIRMINGHAM VENDING CO., 2117 3rd Ave., N., Birmingham, Ala. x

FREE PLAYS—ALL IN A-1 CONDITION. Triumphs, \$12.50; Scoops, \$14.50; Short-stops, \$22.50; Roxys, \$18.50; Vacations, \$19.50; Mr. Chips, \$14.50; Brite Spots, \$19.50; Big Towns, \$21.50; Three Scores, \$22.50; Spottems, \$16.50. Over 500 more Free Plays, Pay Tables, Consoles and Counter Games to choose from. Send for complete list. Terms: 1/3 deposit with order, balance C. O. D. METRO NOVELTY CO., 2000 N. Oaklev, Chicago. x

I PAY CASH FOR USED PHONOGRAPHS, Slot Machines, Consoles, Pay Tables and Penny Slot Machines. SMITH NOVELTY HOUSE, Hayward, Wis. se6

PISTOL MACHINES—CHALLENGERS, \$11.50; Model "F" cream color cabinets, \$7.95; Late Model "F", \$13.95; Rock-Ola World Series, \$39.00. THE ATLAS, Wells, Minn.

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Bargains. Accessories, Parts, and Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. aug30x

TEN LIKE NEW CENT-A-MINT ALL STEEL Slug-Proof-Mint Venders adaptable for gum, \$100.00. Wurlitzer 716 Phonograph, \$49.50. Rock-Ola Master, \$174.50. ELGIN MUSIC & NOVELTY, Elgin, Ill.

TWENTY LATEST MODEL BUCKLEY CONSOLES; seventeen Daily Doubles; three Track Odds. Some only used three weeks. Write for details. WARD PETERS, Baton Rouge, La. se13

USED RECORDS—VICTOR, COLUMBIA, Decca, etc.; good assortment popular numbers. Dance bands, polkas, etc., \$5.00 per 100. KENYON COMPANY, Canton, O. au30

WANTED—1937 AND 1938 KEENEY TRACK Times. One or twenty five. Write BOX 92, Steubenville, O. au30

WANTED—I EXHIBIT TABLE TENNIS GAME. New or used. BENJAMIN ROSENBERG, 1644 55th St., Brooklyn, N. Y.

WANTED—BLUE AND GOLD AND CHROME Vest Pockets; Chrome Bells; Slots; Slot Cabinets; Four Bells; Club Trophies and other late type free play machines. State serial numbers and lowest prices. BOX C-210, care Billboard, Cincinnati.

WANTED—NOVELTY FREE GAMES, A-1 condition. Any quantity. Best Price first letter. H. W. DES PORTES, 1429 Lincoln St., Columbia, S. C.

WANTED—MILLS SCALES; BIG HEAD PORCELAIN models, with "One" large spring operated mechanism. Also want Watling "No Spring" models. BABE LEVY, 2830 10th Court South, Birmingham, Ala.

WANTED FOR CASH—MUTOSCOPE PHOTO-matic Machines and Scientific Poker Tables. BOX 272, The Billboard, New York City.

WE WILL PAY CASH FOR PENNY WEIGHING Scales and Grip Testers, any make. AUTOMATIC NOVELTY COMPANY, St. Augustine, Fla.

WURLITZER 600s, \$129.50; 51s, \$49.50; also Bar Boxes, Superior Racehorse Venders, \$44.50; Pace Royal Comets, \$74.50; Penny Twin Watlings, \$29.50. COLEMAN NOVELTY, Rockford, Ill.

Show Family Album



BAND MEMBERS of the Billy Bennett Show, snapped at headquarters at Milaca, Minn., some time during 1908 or 1909. Bennett is the father of Belle Bennett, former film actress. Standing, left to right, are Harry Anhauer and Clyde Gordon, cornet; Frank Boyer, clarinet, and Robert Zerke, cornet. Left to right in the middle row are Harry Beecher Gilbert, Dan Rice, and Tom Lewis, trombone; Frank Davidson, now living in St. Marys, O., melophone, and Howard Macey, alto. Left to right in the lower row are Norman Hanley, baritone; Otto Johnson, bass; Elmer Nardseth, bass drum, and Joe Parr, snare drum.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WURLITZER SKEE-BALL 14 FOOT, COMPLETE. Excellent condition, \$35.00. Model 50 Wurlitzer Console Phonograph, \$45.00. E. O. Likens, 924 Fifth St., N. W., Washington, D. C.

10 RED, WHITE, BLUE ABT TARGETS—THESE machines in good condition. \$13.50 each. RICHARD INGE, 161 Glenwood, Mobile, Ala.

25 ABT FIRE & SMOKE TARGET MACHINES, used very little. \$10.00; \$9.00 in quantity. NEW ORLEANS NOVELTY COMPANY, 115 Magazine Street New Orleans, La.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS—TWELVE quart heavy leakproof steel Popping Kettle, \$14.50. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

COMBINATION OF SIX KIDDIE RIDES including Merry-Go-Round, Fire Engine, See Saw, Boat Ride, Fire Engine, Chocho Train, now operating at Missouri and Boardwalk. RAFFAEL DONADIO, 130 South Missouri Ave., Atlantic City, N. J.

CONCESSION WAGON, ALL METAL. 6 1/2 x 14. Good looking, ready to go, must sell at once. \$75.00. HAROLD ROSIER, Leslie, Mich.

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. se20x

CORN POPPERS, CAMEL CORN EQUIPMENT, aluminum geared Popping Kettles, Burners, Tanks; Long-Eakins, Burch, Cretor, Dunbar. NORTHSIDE MFG. CO., Indianola, Iowa. oc18x

FOR SALE—PORTABLE HAMBURGER-HOT Dog Cooking Outfit and Stand built in metal trunk; used once; cost \$75.00; will sacrifice for \$39.00. Paddle Wheel, \$5.00. MADAME ASTRA, 630 Holly St., Richmond, Va.

FOR SALE—90 K. W. G. E. GENERATOR 440 Volts A.C. 3 phase complete with switch board. Cost \$3,400.00. Will take \$1,200.00. First class shape. FRANK MIRELES, P. O. Box 979, Presidio, Tex.

LONG RANGE SHOOTING GALLERIES, ALSO new 15 Shell Slotted Loading Tubes, 60c Dozen, 25% deposit required. H. B. SHERBACH, Wayne, Neb.

LUNGTSESTER—SURE MONEY MAKER. BIG flash. Built for traveling. Circular on request. BACH, 400 East 9th Street, New York City.

MARVELOUS HEADLESS WOMEN ILLUSION. Complete Gimmick. Velvet Lobbies Props, Scientific, Medical Atmosphere. Sacrifice, \$50.00. Other Illusions. WALLACE, 2416 No. Halsted, Chicago.

NEW PERSONAL HEADLINE PRESS, COMPLETE with Papers. Also One-Minute Photo Camera bargains. CHAS. F. CASWELL, Route 2, Altoona, Pa.

POPCORN CRISPETTE MACHINE, CAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O. se6x

PORTABLE ROLLER RINK—50x120 TENT, sectional maple floor; available September 30. Now operating Route 29, Somerville, N. J. Price, \$1,900. HENRY KORDES, Somerville, N. J. au30

SACRIFICE RINK EQUIPMENT—SKATES. Parts, Plyfyer, Floor Surfacers, Neon Sign, other equipment. Organ equal to 60 piece band; cost \$3,200.00; \$200.00; good order. T. S. CULP, 6th S. W., Canton, O.

WATCHES—FIVE USED RUNNING POCKET and Wrist-Watches; American and Swiss; our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill. au30x

ZIRCONS—GENUINE DIAMOND CUT, 3 FOR \$1.75. Opals, genuine Mexican and Australian, 12 for \$1.50. B. LOWE, Box 525, Chicago, Ill. x

1939 CHEVROLET TRUCK; 135 PAIRS CHICAGO Skates; 60 Watt P. A. System; equipment first class condition; price, \$700.00. Son in navy. MARTIN'S ROLLER RINK, Sheffield, Ala. se6

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLROOM, STAGE AND FREE ACT LIGHTING Crystal Showers, Spotlight, etc. NEWTON, 253 W. 14th St., New York, N. Y.

BALLOONS, PARACHUTES AND INFLATERS. New and used for sale; complete outfits or any part. HENDERSON BALLOON CO., Haskins, O.

CARROUSEL 48-FT. 3-ABREAST MODERN Streamlined Park Machine; bargain price for quick sale. PAUL, 3122 N. Park Ave., Philadelphia, Pa.

CIRCUS TRUNKS—TAILOR MADE, SIZE 30x16x28" perfect condition. \$5.00 each, with keys. Fits into house trailers. LESSER, 517 Monroe, Chicago.

DONKEY BALL GAME—MECHANICALLY operated, life size, used one season, \$100.00 cash. Equipped for immediate use. BERGERON, 308 Sherman Ave., Jersey City, N. J.

FOR SALE—THREE SPRINGFIELD SEMIS. Chevrolet Trucks for same: one Ford Truck with 80 KVA Transformers. BOX 174, Myrtle Beach, S. C.

FOR SALE—8-CAR OCTOPUS IN A-1 CONDITION, \$3,800.00. Can be seen at beach. MRS. MABLE REID, Jacksonville Beach, Fla.

KIDDIE AUTO RIDE, TEN CARS, NEWLY painted, electric motor, canvas top, good condition, \$350.00 with trailer. PHILIP BEHM, Howard, S. D.

MITTE TOP—FOURTEEN OUNCE TWO SECTION 10x16, like new, folding panel front, six folding Chairs, Table, Poles, Stakes; bargain, first \$65.00. VIRGINIA ANN TOONE, Box 3, Pennsville, New Jersey.

SEACLIGHTS, HOLLYWOOD TYPE; SIZE 30 and 24 inch. Twin Arc Klieg Floods. Close outs. LEE, 934 N. Lancaster, Dallas, Tex.

SHOOT HITLER—SHORT RANGE TARGETS made right; priced right. 10 kinds. Free samples. W. WOOLEY, 612 Charlton, Peoria, Ill.

TENT PICTURE SHOW, 40x100 NEW TENT, two 35MM. Powers Machines, comfortable Cushion Seats; complete at a bargain; wire or write. S. S. STEINBERG, care Street Car City, Milan, Tenn.

WHIP, LINDY LOOP, CATERPILLAR, CHAIR-o-Plane, Roller Coaster, Miniature Railway, Ferris Wheel, Carousel. T. E. KERSTETTER, 3902 21st St., N. E., Washington, D. C.

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ALL TYPES ROADSHOW ATTRACTIONS—35MM., outright sales. Bargains in Late Releases, advertising free. Send for Large Catalog, BUSSA FILM EXCHANGE, Friendship, Ohio. se6

AMBITIOUS?—SHOW TALKIE THEATRE-less communities. Sound Equipment, Weekly Programs rented reasonably. Used 16MM. Sound Projectors, \$95.00. ROSHON, State Theatre Bldg., Pittsburgh.

ARE YOU LOOKING FOR BARGAINS? WRITE for our Lists of 16MM. Sound Dramas, Cartoons, Comedies, Sensational and Religious Subjects. State your needs. WALDO FILMS, No. 6 Waldo Bldg., 8th and Elm, Cincinnati.

ATTENTION, ROADSHOWMEN—SAVE MONEY on your 16MM. Film Rentals. Send for our latest "Roadshowmen's Catalog and Handy Booking Guide" today. INSTITUTIONAL CINEMA SERVICE, INC., 1560-R Broadway, New York.

ATTRACTIONS OF MERIT AT PRICES YOU can afford to pay, 35MM. sound only. Free list. STANDARD FILM SERVICE, Charleston, W. Va. au30

BIG LIST OF 35MM. SOUND FEATURES AT \$10.00 each. Condition guaranteed. Sound Projectors, \$50.00; late Sound Programs rented, \$7.50; Silent 35MM. Wanted. SIMPSON FILMS, Miamisburg, O.

CLEARANCE SALE—25% DISCOUNT ON ALL 35 Millimeter Sound Features, Westerns, Serials, and Short Subjects. Free Catalogue. CROWN PICTURES COMPANY, P. O. Box 5893, Cleveland, O.

CLOSING OUT—35 MILLIMETER PRINTS very reasonable. Will trade for 16 and 35 Sound Portable Projectors or consider other merchandise. MERTZ, Virginia, Ill. se13

DEVRY 16MM. SOF CHALLENGER PROJECTOR, complete, ready to operate. 750 Watt Lamp, \$150.00. E. C. AREHART, Milford, Ia.

FILMS GALORE! SOUND, SILENT, FEATURES, Shorts. Projectors, Sound-Heads, Stereopticons, Accessories, bargains. State wants. FRANCIS KEY, 2519 Jackson, Anderson, Ind.

FOR SALE—TWO HOLMES WESTERN ELECTRIC 35MM. Projectors complete with Sound System. A-1 condition, \$450.00. Also Two 35MM. feature pictures, \$15.00 each. TIVOLI THEATRE, Le Roy, Minn.

GRAND OPENING SALE—35MM. FILMS. Projectors. Silent Shorts, \$1.65; Sound Subjects, \$2.10; Features. List 5c. BEDNER, 5300 S. Talman, Chicago. au30

LATEST 35MM. TALKIES FOR SALE OR RENT. Sales priced at \$10.00 and up. ARROW PICTURES, 5910 Oram, Dallas, Tex.

NEW AND USED HOLMES EDUCATORS, SIMPLEX Projectors, Low Intensity Lamps, complete Sound Systems. Sound Features, real money-makers* for better class showmen. WESTERN FEATURE FILMS, 1018 S. Wabash, Chicago.

ROADSHOWMEN SPECIAL—COMPLETE 16MM. Sound Programs only \$9.50 per week. Finest money making pictures available. You'll clean up. SOUTHERN VISUAL, Box 2404, Memphis, Tenn. x

SACRIFICING FOR QUICK SALE—35MM. Silent and Sound Films, Projectors and Equipment. List 3c stamp. MOVIES ROUTE No. 4, Trenton, N. J.

8-16-35MM. SILENT SOUND FILMS SOLD. Exchanged. Old Time Movies. Lists, 5c. 1,000 Feet 35MM., 75c; 16MM. Medical Subjects, odd reels, \$1.50 up. INTERNATIONAL, 2170 Strauss, Brooklyn, N. Y.

16MM. FILM, 100', \$1.98. POSTPAID: Weston 12, processing included, new Cartoons, etc., \$2.95. Write E. B. PEACHEY, 35 Garfield, Trenton, N. J.

16MM. SOUND FILM RENTALS—NEW BIG Attractions at lowest prices. Write now. I. M. P. E., 4726 South Packard Avenue, Cudahy, Wis.

16MM. PASSION PLAY (SOUND), ALL LANGUAGES, 1,400 ft., brand new, \$19.50. Used Passion Play Feature, \$13.90. ARTCRAFT, Hammond Bldg., Hammond, Ind. se6

35MM. WESTERNS, FEATURES, SERIALS FOR sale or trade. Used over circuit. A-1 condition. B. D. BENNETT, McGehee, Ark.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y. au30x

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. au30x

FREE! EIGHT GLOSSY DECKLE EDGE ENlargements with each roll developed, 25c. Overnight Service. THE GIANT FOTO SERVICE, Box 642, Lincoln, Neb. Dept. BB. se20

PHOTO CASES—1 1/2x2—\$2.00 PER 100. FREE Catalogue on other cases. F. BONOMO, 206 Melrose Street, Brooklyn, New York. se20x

PHOTO MACHINE CAMERAS—3 1/2 x 5 1/2 (POST card size) or smaller, now only \$10.00; Double Camera, \$15.00; Enlargers, \$10.00 and \$15.00, OLSON SALES CO., 315 9th, Des Moines, Ia.

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. se6x

START A PROFITABLE LIFETIME BUSINESS— Latest brand new Double Photo Outfits complete, \$95.00. GLOSSICK MFG. CO., 206 Cass St., East Peoria, Ill.

THIRD DIMENSION PICTURES! SINGLE Prints. Pictures appear real with our new amazing device, \$3.50, guaranteed. NU-MIRROR CO., Bridgeport, Conn.

4 FOR 10 SUPPLIES FOR LESS — NEW COMBINATION Machine making 1 1/2x2 and 3x5 busts and full length. We carry all sizes Eastman Direct Positive Paper, 1 1/2x250', \$4.75 per roll. Glass Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. au30x

ACTS, SONGS & PARODIES

ATTENTION! MASTER CEREMONIES, NIGHT Club Entertainers—Large collection spicy material. Price one dollar. TIZZARD, 104 W. 71st Street, New York.

IMPROVE YOUR ACT WITH MY 62 ORIGINAL Songs, Poems, Serious and comic, 25c postpaid. DISSELL, 4667 Rockwood Road, Cleveland, O.

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING GOWNS, WRAPS, \$2.00; Shoes, 50c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York.

CELLOPHANE HULAS—RED BAND COATS, Caps. Headless Women Illusion, Chorus Costumes, Scenery, Orchestra Coats, Clowns, Minstrels. WALLACE, 2416 No. Halsted, Chicago.

LEGPADS GLORIFY UNSHAPELY CROOKED Legs (Undetectable). Rubber Busts for undeveloped, flat chest. Silk Opera, Seamless, Nylon Hose. Wigs, Toupees, Eyelashes, Corsets, Lingerie. Elastic-Rubber Garments. Female Impersonator Outfits. Latest illustrated booklet 10c, with Costume Illustrations, 15c (deductible from order). SEYMORE, 246 Fifth Ave., New York. x

MOVIE STARS' SLIGHTLY USED CLOTHING, Gowns, Dresses, Slacks, Playsuits, Sweaters, Shoes, \$5.00 and \$10.00; Mixed Bundles plus 50c mailing. Send size with money order. J. MOSS, 5975 Franklin Ave., Hollywood, Calif.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books, Wholesale. Largest stock, 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. se6x

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. au30

BARGAIN MAGICAL SECRETS—MINDREADING, Escape, Sidshow Illusion. Also Illustrated Catalogue, 20c. GENOVES, General P. O. Box 217, New York, N. Y.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. se20x

MAGICIANS CATALOG, NEWEST TRICKS, 10c (stamps). Refunded on first order. STERLING MAGIC CO., 345 John R St., Detroit, Mich.

VENTRILLOQUIAL FIGURES—24 PAGE ILLUSTRATED Catalog, 15c. FRANK MARSHALL, 5518 So. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists.

ANIMALS, BIRDS, REPTILES

ANIMALS, BIRDS REPTILES — WRITE FOR large free all new 1941 Catalog, now ready. MEEMS BROS. & WARD, Oceanside, N. Y.

ATTENTION SHOWMEN! GIANT FEMALE Chimpanzee, 8 years old, suitable for exhibition, \$200. Male Chimpanzee, chain broken, three years old, \$300. Tame Borneo Apes, \$40 each. Ringtails, \$17.50 each, large, small. Large Ocelot on chain, \$50. Pigtail Monkey, \$40. Tame Spider Monkey, \$35. Giant Turtles, 75 pounds, \$75.00 each. Redfaced Monkey, \$25. Male and female Doguera Baboons, tame, \$40 each. HENRY TREFFLICH, 215 Fulton Street, New York City.

BADGERS, WILD CATS, COATIS, PACAS, Squirrels, Monkeys, Opossum, Hawks, Owls, Parakeets. Other Animals, Birds, Reptiles. STOLLER'S ANIMAL FARM, Tomah, Wis.

CHAPMAN ZEBRAS, PERFECT, HEALTHY specimens. Price reasonable. Immediate sale. BOX 271, The Billboard, N. Y. C.

CHIMPANZEES — MONKEYS, BABOONS, Birds, Llamas, small Animals. New shipment just arrived. Send for list. WARREN BUCK, 420 Garden Ave., Camden, N. J.

CIRCUS MICE—ASSORTED COLORS, \$10.00 per 100. Full grown and mostly light colors. Waltzers, \$6.00 per dozen. HOWARD JONES, Palmetto, Fla.

DEEP SEA WONDERS AND CURIOSITIES — Curious Stuffed Fish and Sea Animals for exhibition. JOSEPH FLEISCHMAN, 1515 Seventh Ave., Tampa, Fla.

FOR SALE — COMPLETE ACT, ONE MALE, two female Terriers doing clever routine acrobatic, balancing feats, hind and front foot walking, also somersault. HENRY WOLFORD, Billboard, Cincinnati.

JAPANESE WALTZING MICE — GOOD PERFORMERS, assorted colors. Pair, \$1.50; Dozen, \$7.50. DU-SAY PET SUPPLY CO., 220 Dauphine, New Orleans, La.

MIDGET CIRCUS STOCK — SMALL TYPE pure-bred Shetlands, any color. Missouri Mules that are real midgets. Matched pairs and drill teams. FRED WILMOT, Richards, Mo. x

TWO-TOED SLOTHS, \$27.50; RHESUS MONKEYS, \$15.00; six for \$75.00; Pacas, \$17.00; Spider Monkeys, \$27.50; Dens large assorted Snakes, \$10.00. IMPORT PRODUCTS COMPANY, Moncks Corner, S. C.

2 1/2-YR. OLD GELDING PURE WHITE ALBINO partly high schooled. DAVID RITTENHOUSE, 131 N. Mary St., Lancaster, Penna.

4 HEAD MIDGET BULLS TRAINED TO WORK. All 35" high, 2 black, 2 red. Price on request. SHY MUNGER, 229 Husband, Stillwater, Okla.

PARTNERS WANTED

AUCTIONEER DESIRES PARTNER-MANAGER for carnival auctions. Any circuit. Work Mid-West farm sales winter. N. 2601 Pittsburg St., Spokane, Wash.

HELP WANTED

BOY TO WORK IN ESTABLISHED ACT—Want novelty such as juggler, musical single, cartoonist, magician, or skater. Little dancing ability preferred, not necessary. Consider young, clever amateur. Write BOX C-215, Billboard, Cincinnati.

DANCE MUSICIANS FOR ROAD BAND. STATE all in wire or letter. Vocalists preferred. ORCHESTRA LEADER, Box 80, Grand Island, Neb.

DUCHIN-STYLE PIANIST ABLE TO PLAY Solovox, String Bass, Violinist, Accordion, Electric Steel Guitar, Trumpet. Singers preferred. Minimum Salary, \$35. BOX C-212, Billboard Cincinnati.

NEW YORK GIRLS—POSE FOR OUTDOOR bathing beauty photos. \$7.00 for day. Write enclosing snapshot. FORMAN, 882 Lorimer, Brooklyn, N. Y.

PIANO PLAYER WHO IS MODERN READER and can sing. Woman or man. Year's work to right party. State all in first letter. EARL'S GRILL, Castle St., Geneva, N. Y.

WANT ROLL-O-PLANE FOREMAN. FRANK JOSEPH, Seaside Park, Virginia Beach, Va.

WANTED — AERIALISTS. YOUNG LADY, also young man for established novelty act. State all details in letter. BOX 263, The Billboard, 1564 Broadway, New York.

WANTED—RELIABLE, EXPERIENCED MOVIE Operators and Booking Agents. School and hall circuits. State lowest, etc. BYRON GOSH, General Delivery, Pulaski, Va.

WANT PARTNER THAT CAN LECTURE, SELL Medicine, no investment. Good proposition, open in November. Write LOCKHART, Box 21, Hummels Wharf, Pa.

WANTED — MAN EXPERIENCED PONIES, dogs. With or without act. PAMAHASIKAS STUDIO, 3504 N. 8th St., Philadelphia, Pa.

WANTED IMMEDIATELY—GIRL MUSICIANS. Pianist also Alto Sax doubling Clarinet for all girl band. Union, steady location work. BOX C-213, Billboard, Cincinnati.

WANTED TO BUY

ESPECIALLY INTERESTED IN BUYING ONE Small Young Hind Leg White Dog. Must be good; do few other tricks. Also one well trained Monkey wearing clothes, doing fast, complete, clever routine. State full details and lowest cash price. Address BOX C-208, Billboard, Cincinnati.

GOOD USED PORTABLE DE LUXE KWIKUP Concession Stand, complete (8x8 ft. preferred). Must be good condition. State lowest cash price. What have you? State full particulars. W. E. WONNER, 607-N. Star, Hutchinson, Kan.

ONE HUNDRED PAIRS OF CHICAGO ROLLER Rink Skates wanted. Must be in good condition. Write. M. L. DIXON, Chunchula, Ala.

UNCLE TOM'S CABIN FILM—15MM. SILENT, good condition. All kind Uncle Tom's Paper for sale. One-half to 24 sheet. DOUGLES OSTERLY, Ridley Park, Pa.

WANT CHAIR-O-PLANE—PREFER 16 SEAT. Must be cheap for cash. ART NELSON, Seymour, Ia.

WANT TO BUY—ELECTRIC SNOW CONE ICE Shaver. Give full description and price. BOX 177, Pattonsburg, Mo.

WANTED—USED SMALL 110 VOLTS A. C. Electric Plants, also Used Upholstered Cafe Booths and Chrome Chairs. FRANK MIRELES, Box 979, Presidio, Tex.

At Liberty Advertisements

50 a Word (First Line Large Light Capitals)
20 a Word (First Line Small Light Capitals)
10 a Word (Entire Ad Small Light Type)
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NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

Agent, Booker, Contractor, Publicity Director — Twenty years' coast to coast theatrical, musical revue, vaudeville, circus experience. Close contacts with theatrical, city, county, state officials. Real contractor. State salary. Have auto. Join on wire. Robert Saul, 150 N. Winter St., Adrian, Mich. au30

Press Agent and Booker—Plenty of experience with the best. Only reliable attractions considered. Wire or write Press Agent, Box 400, Billboard, Ashland Block, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

MUSICAL TEAM, GIRLS. PLAY TEN DIFFERENT Instruments. Union. Plenty Novelty. BOX C-214, Billboard, Cincinnati.

TRIO — AVAILABLE LAST OF SEPTEMBER. Tenor Sax doubling Baritone and Clarinet, also Vocals and M. C.; Piano; Drums doubling Vibes. Union, draft exempt. Write KEN NICHOLS, care J. Anderson, Rt. 7, Box 441, Olympia, Wash. au30

WELL ORGANIZED SMALL COMBO — FIVE men and beautiful versatile girl vocalist. Available August 17. Uniforms, union, experienced. Only reliable hotels, clubs, agents, contact. LEADER, Forrest Hotel, Hattiesburg, Miss. au30

WELL KNOWN MIDWESTERN BAND — Eleven men and girl. Styled, all special arrangements. Union. Go anywhere. For details write ORCHESTRA, 247 Eighth, Murphysboro, Ill. au30

4 or 5 Piece Modern Orchestra—Now in Midwest. Have large library, fronts, lights and P. A. system. Anything considered. Available after Labor Day. Box C-203, Billboard, Cincinnati. se6

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—A REAL FEATURE ANIMAL Act. Troupe of Six. Doing Liberty Act and nineteen other numbers. Open time after August 22d. Wire or write for full particulars. MAC DOUGLAS, 101 Lancaster, Charlotte, N. C. se6

Aerialists want to join circus this fall or next spring. Write Paul Eston, Glasgow, Ky.

AT LIBERTY DRAMATIC ARTISTS

BETH AND JEFF UNRUH, September 8th. Beth: Piano, Characters, General Business, Accordion. Height, 5 ft. 9. Age, 44. Jeff: Trumpet, Violin, lead orchestra or side. General Business. Age, 49. Double Musical Specialties. Nice house trailer. Care Norma Ginnivan Show, Adrian, Mich., August 25-30; Manchester, Mich., September 1-6.

At Liberty — Lady doing Singing, Dancing and Comedy Talking; changes 10 nights. A-1 in Acts. Bits. Will need ticket. Am reliable and dependable and a lady at all times. Address Gussie Flamme, General Delivery, Allentown, Pa.

Versatile Team — Both do strong line of parts. Excellent wardrobe, strong specialties. Both double orchestra, Trumpet and Trombone. Real trouper. Have worked for the best. Have car. Seldon and LaVelle, 623 S. Branson St., Marion, Ind.

AT LIBERTY MAGICIANS

MARLO, THE MAGICIAN, AT LIBERTY AFTER September 1st. One hour show of good magic. Theatre, tent shows, etc. Will accept any reliable offer. MARLO, 131 Hinman Ave., Waukesha, Wis. se6

Comedy Magician and Punch — Experienced all around showman in theatres, circuses, night clubs, and carnivals. Reliable proposition. Can join on wire. Have car. J. Stanley, 894 Grand St., Brooklyn, N. Y. se13

Large Stage Show open for fall dates in theatres or under auspices. Five Illusions and Magic with plenty of comedy. Two hour show for auspices; one hour theatre midnight show program. Absolutely guaranteed to please any type of audience. Wisconsin agents, please contact. Kaylo, 422A Bluff, Beloit, Wis. se6

AT LIBERTY MISCELLANEOUS

AT LIBERTY — PROMOTER. Ten years' experience in amusement business. BOX C-194, Billboard, Cincinnati. au30

Gagwriter, Idea Man—Writer of band novelties, acts, skits. Wishes connection with legitimate act or other theatrical enterprise. Free to travel. Frankel, 3023 Dickens, Chicago.

Small Novelty Musical Show suitable for schools. For agents with territory not too far from New York City. Box 269, The Billboard, New York. se6

AT LIBERTY M. P. OPERATORS

Projectionist at Liberty — Married, steady, age 39. Long experience, any equipment. Connecticut license. Go anywhere. Sound and screen results guaranteed. Not interested in labor troubles. Box 536 Port Orange, Fla. au30

AT LIBERTY MUSICIANS

BAND DIRECTOR — EXPERIENCED, competent. Municipal, civic, industrial. Library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. se6

DRUMMER — CIRCUS OR Band. ROLLIE HYDE, Park Hotel, Columbus, Ohio. au30

GIRL STRING BASS

Player — Age 20, union, experienced. Read or jam, vocals. Available September 15. Photos on request. BOX C-207, The Billboard, Cincinnati, O. au30

A-1 TRUMPET PLAYER DOUBLING DRUMS wishes to locate; industrial band. Any kind of employment considered. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

AT LIBERTY—TRUMPET, FULL TONE, GOOD range, go. Age 28. 50 ULSTER AVE., Saugerties, N. Y.

BANDMASTER — EXPERIENCED, COMPETENT, like to hear from schools, municipal, industrial bands. LEONARD DOTO, Iron Mountain, Mich. se6

DRUMMER—AVAILABLE AFTER LABOR DAY. Draft exempt. Read, fake, cut shows. Union; have car; go anywhere. Sober and reliable. State #1 in first. WINDY WINDEMUTH, Box 35, Russells Point, O.

FRENCH HORN — SEPTEMBER FIRST. Concert, municipal, State fair bands. MARK LEACH, Rushville, Ill. au30

FACTORY AND INDUSTRIAL BANDMASTERS —A-1 Saxophonist and Clarinetist, doubling Flute and Piccolo, wants connection with industrial firm or factory. Name band, recording, radio, pit and band experience; fine arranger; guarantee to cut. Married, age 34, one child. Experienced typist, clerical, shipping clerk, visual instruction service, trucking; strong build. Go any place for steady job. Reference: musical, business, character. Photo on request. MUSICIAN, 212 North Hazel, Ames, Ia. se6

GIRL DRUMMER—UNION. LOCATION PREFERRED. Available. RITA SENARD, 101 Cherry St., Punxsutawney, Pa. se6

GIRL SAXOPHONIST, ALTO, BARITONE, SOPRANO. Double some Piano. Specialties. Large or small combo. Union. BOX C-214, Billboard, Cincinnati.

LADY DRUMMER—EXPERIENCED IN ALL branches of the profession. Union. BESS VANCE, Osceola, Neb.

LOMBARDO STYLE SAX SECTION—READ, phrase, full tones. Young and reliable. Union. Interested in sweet commercial style band only. Available after September 11th. JOE CORDELLA, 1626 W. 9th St., Kansas City, Mo.

STRING BASS—YOUNG, MODERN, SOLID, read, fake. Thoroughly experienced, reliable. State all, available September 3. BILL LECK, Hunter, N. Y.

STRING BASS, GUITAR, DOUBLE PIANO. Experienced. Jump or commercial music. College graduate; Arranger. Union, young, single, sober; draft exempt. No panics. WILLIAM LENZ, 107 West 13th Street, Dubuque, Ia.

TROMBONE AVAILABLE IMMEDIATELY— Semi name and name band experience. Age 22, single, and draft deferred. Either location or road band considered. MUSICIAN, Box C-211, Billboard, Cincinnati, O.

TROMBONIST — READER, FINE TONE, FAKE. Young, sober, experience. Range high D. Write or wire TROMBONIST, St. Andrews Hotel, Mobile, Ala. au30

TRUMPET AND ARRANGER — FIRST OR Second, Dixie take off. Eight years' experience name and semi-name bands. Union, age 27. Can bring fine Drummer, experienced and union, age 21. Prefer working on same band. Will work separately if necessary. Join on one week's notice. Only reliable offers considered. Write, don't wire. State all first letter. MUSICIAN, Turner Hotel, Room No. 303, Shreveport, La. au30

TRUMPET — AVAILABLE SEPT. 1. YOUNG, sober, dependable. Good reader, cut shows. Prefer location. BOB MACK, 145 E. Wilson, Pontiac, Mich.

TRUMPET—AGE 30, LOCAL 234, NAME band experience, read and swing good. doubles; violin and steel guitar. HENRY MATURO, 549 Howe Ave., Shelton, Conn.

VIOLINIST, VOCALIST — DRAFT EXEMPT. Six years' strolling experience. Consider top cocktail unit. Full particulars, photos, recordings to right parties. BOX C-172, Billboard, Cincinnati, O. se6

Alto Sax — Double Clarinet, Accordion and Cello. Good arranger, good reader, poor jam. Plenty experience, able to play for relief music alone on accordion. Latin music. Box 270, The Billboard, New York. se6

At Liberty Soon—Experienced, capable Hammond Organist. Wants steady position in club, lounge, rink or what have you. Address Box C-206, care Billboard, Cincinnati.

At Liberty — Dixieland Trumpet. Reader, take off, all essentials. Joe Coleman, 813 1/2 E. Newall St., Flint, Mich.

Drummer — Age 20, plenty experience; read, fake. New Krupa drums. Go anywhere; draft out. State all in first. Fred Pitts, 50 Ulster Ave., Saugerties, N. Y.

Hammond Rink Organist—Metro named tempos, skate dances, Combine Solovox. Steady, no draft. East preferred. Organist, 197 Division St., Pittsboro, Pa. se6

Radio and Stage Western Type Fiddler—Can also straight vaude acts, play guitar and sing, ensee if necessary. Six years' experience. Hams, lay off. Want job with group. John W. Malone, General Delivery, Denver, Colorado. au30

Trap Drummer — Long experience dance halls, cafes, road shows, etc. Age 48. Address C. L. Ward, 5033 Lake Park Ave., Chicago, Ill.

AT LIBERTY PARKS AND FAIRS

A HIGH SWAYING POLE
Act well known for its crowd pulling powers has a few late weeks open following park and State fair route. Unusual rigging assures greatest possible sensationalism and attention. Wire or write BOX C-181, Billboard, Cincinnati, O. au30

AERIAL FREE ACT — BOB FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. se6

AERIAL COWDENS — Three Snappy Acts. BILLBOARD, Cincinnati. se13

BALLOON ASCENSIONS
furnished with one to six chute drops. Girl or Gent Parachutist. Modern equipment. HENDERSON BALLOON CO., Haskins, O. au30

BALLOON ASCENSIONS
for all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. se6

BALLOON ASCENSIONS — Parachute jumping. Modern equipment for fairs, parks, celebrations, any place, anytime. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. se20

BINK'S FOUR CIRCUS
Acts. Route One, Cudahy, Wis. au30

HIGH POLE THRILLER — World's Highest Aerial Contortion Act. Two different acts. Reasonable price and literature on request. BOX C-75, Billboard, Cincinnati, Ohio. au30

CORIEILL ATTRACTIONS, PEKIN, ILLINOIS. Theodoshia Slides Again—Theodoshia, the Clown.

ANOTHER SEASON ROLLS BY—WE'VE HAD our big share with America's Grandest Kiddy Circus Show—now ready for 1942 bookings only. Thanks to all. Contact CAPT. MACK SMALL FRY CIRCUS, R. F. D. 1, Paterson, N. J.

BALLOON ASCENSIONS, PARACHUTE JUMPING furnished for parks, fairs, celebrations. Established 1918. Experienced operators. References furnished. OSCAR E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind. se6

FONDAW AND GLADYS — HIGH DOUBLE Trapeze Act and two people Comedy Ring Chair Balancing Act. Available late fairs, indoor circus. Address 317 Oak St., Columbus, Ohio. se13

FRED'S KIDDIE CIRCUS — TRAVELING PET Zoo. Different, reasonable. Syracuse, Ind. se6

LEAD GALLERY OPERATOR WITH THREE guns. Will come East for string of fairs or location in good park. If you have no equipment, don't worry. I'll rig. Will ship guns as security for ticket. Wire A. V. D. SANDT, 38 Cornelia Ave., Mill Valley, Calif. au30

THE CARMENES — TWO COMPLETE AND distinct acts. Gymnastic Balancing Novelty, Comedy Acrobatic Act. Price and literature on request. P. O. BOX 89, East Lansing, Mich. se13

TRAINED HORSES AND ANIMALS — BARE-back Riding Girl, Dancing, Singing, Concert. MUSICAL MILLERS, Wilton, Wis. au30

Aerial Cowdens — Lady, Gent, Three snappy Free Acts. Double Trapeze, Comedy, Revolving Ladder, Swinging Ladder. Flashy appearance. Literature, price on request. Address Billboard, Cincinnati, O. se13

Charles La Croix (In Person)—Original, Outstanding Novelty Trapeze Act. High class platform free attraction. Available for celebrations, street fairs, etc. Very attractive equipment. Special large modern advertising posters free. Wonderful act, elaborately costumed. Big drawing card. Platform required. For full particulars address Charles La Croix, 1504 S. Anthony Blvd., Fort Wayne, Ind.

Charles Augustus — Classy Trapeze Artist. Committees wanting a real feature novelty act as a free attraction for outdoor celebrations and other events, write me. Act can be erected on your platform and featured. Have complete flashy apparatus. Real act. Literature, price on request. Write Charles Augustus, care Sub Station 15, Fort Wayne, Ind.

E. R. Gray's Attractions—Twelve Vaudeville and Circus Acts. Six ladies and four gents. Triple Bar Act, Rolling Globes, Contortionist, Roman Ladders, Skating Act, Comedy Acrobats, Swinging Ladders, Slack Wire, Dog Act, Posing Act, Singing and Dancing. Can be booked as a unit or separately. Address E. R. Gray, Ross and Keck Ave., Evansville, Ind. se13

Guthries, Fred and Marie—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. 201 W. 9th St., Cincinnati, O. se13

Free Acts for Fairs and Celebrations—Four separate Acts. Slack Wire Act, Comedy, Juggling and Balancing Act, Comedy Trapeze Act, and outstanding Dog Act. Chester Huber, Wabasha, Minn. se13

Ike and Mike — 2 Acts. Comedy Acrobatic, Rub Act, Matelda and Iiram. Rubbing streets or midway. Price reasonable. 1918 Smith St., Ft. Wayne, Ind. se13

Pamahaska's Society Circus — Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws. Presented by the only original Prof. Pamahaska. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5538.

The Lerches — Two Platform Acts, aerial and comedy; lady and gent. 1801 W. Main St., Belleville, Ill. se6

AT LIBERTY PIANO PLAYERS

A-1 RHYTHM PIANIST DOUBLING ACCORDION. Fully experienced, cut shows, etc. Own car, out of draft. Please state hours and salary in first. JACK LONG, 760 W. Wayne St., Lima, O.

Experienced Non-Union Pianist for tavern, cocktail lounge or small club. No orchestra. Read, fake, and transpose. Harold Drager, Marshall, Wis. se13

AT LIBERTY SINGERS

BARITONE — WANTS TO sing with small night club band. Sings Irish, ballads, and popular songs. Can M. C. Prefer Minnesota or Wisconsin. Draft exempt. Write Box C-209 Billboard, Cincinnati.

TITIAN BLONDE VOCALIST—PERSONALITY and appearance. Sweet and swing. Three years' experience; previous engagement four months. Club or hotel work desired. At liberty August 1st. ARDELLE PIERCE, 1613 So. 14th St., Sheboygan, Wis. se6

AT LIBERTY VAUDEVILLE ARTISTS

A-1 TEAM—BLACKFACE. ONE OF THE South's best. Supreme Monologist, can sell song and dance well, can produce show. Lady, attractive, neat appearing, sings, plays guitar, good actress. A-1 M. C. Has car, can do advance work. At liberty after September 10. Please don't ask us to state salary. Write exactly what you have to offer, whether salary or per cent and how much. Will not consider separating. Plenty radio, theatrical and med. experience. 3 weeks' changes. VAUDE TEAM, General Delivery, Charlotte, N. C.

BOOKING NOW FOR 1942—AMERICA'S grandest Kid Circus. Soliciting high type deals only. Good luck to all however. Write CAPT. MACK, R. F. D. 1, Paterson, N. J.

Nellie M. H. King's High Class Novelty Musical Act; George King's Puppet Show (Punch and Judy); also Ventriloquist. Address (mail only) General Delivery, Homer City, Pa. se6

WIS. HAS BIGGEST DAY
(Continued from page 62)

year, which was Children's Day during the 1940 fair. Tuesday's attendance, however, was up again with 58,827 as against 50,390 for the same day last year. Monday afternoon three horses, Gentleman Jim, Voltina, and Marquette, were driven to new records.

Not only was grandstand and general attendance running ahead of last year, but business along the midway operated by C. S. Rose was reported brisk. Four new riding devices, ultra-modern and illuminated with neon, were added to the midway. Included were Twin Ferris wheels. Modernistic ballroom on the midway offered nightly dancing to Griff Williams and Steve Swedish, with business reported as being brisk.

Sunday's record crowd had food concession operators reeling. One owner operating a number of stands used three tons of ground meat, enough to make 48,000 hamburgers. They handled more than two tons of frankfurters, and it was not uncommon for 100 cases of bottled or canned beer to disappear when concessionaires made one trip thru the packed grandstand and crowd.

Fifth day, despite showers, saw 59,280 turn out, with 10,000 in the grandstand in the afternoon for the harness races. A foot of water flooded dressing rooms of the Stars on Parade cast as result of a heavy downpour at 5:30 p.m. on Wednesday, but, despite wet costumes, the musical extravaganza, part of the \$60,000 fair entertainment, went on according to schedule before a well-filled grandstand. Opening of the annual horse show in the Coliseum Wednesday night produced capacity of 3,000. Show continues nightly thru Sunday.

PAY GATE IN ILLINOIS
(Continued from page 62)

was well pleased with returns and that the RAS probably grossed more than Hennes Bros.' Shows here in 1940. Cool weather late in the week was thought to have cut attendance, but on the four opening days there were temperatures near the 100-degree mark.

Stories attacking the management's stand on the pay gate were rife during the week and may have cut attendance some, but fair officials said they were "very well pleased" with the pay-gate plan. It was said that Manager Ward had advised superintendents of some departments that there would be numerous personnel changes before the 1942 fair.

Ward announced that he had ordered plans for a three-story building to house traveling units, ice shows, indoor circuses, and similar events on the site of what is now Happy Hollow. The plans will be presented to the fair board at a session soon and later advanced thru Director of Agriculture Howard Leonard and thence to the State Assembly and Gov. Dwight H. Green for final approval. Ward said federal funds would be sought for use in conjunction with State cash for construction.

Proposed building, with street-level entrances and entrances on the lower floor, would supplant the Coliseum, site of horse shows. Need for such a building was shown this year, as well as in 1940, when rain interfered with complete presentation of Veterans' Day activities.

Rain for four hours Sunday morning delayed running of AMA-sponsored motorcycle races. Main event was ended just before dark and two delayed races were run on Monday. Auto races on Saturday attracted a good crowd and, with 46 drivers competing, gave fairgoers what was the best show in several years at the speedway. Ralph Wilburn copped the 50-mile championship event, while Gus Schrader chalked up a new mark in time trials and set a new world record in the five-mile event. The rain dispersed crowds earlier than usual, with the RAS taking advantage of the situation by getting well torn down before midnight.

SEDALIA MAKES GAINS
(Continued from page 62)

last year's figures for the same time. Many departments established new highs. There was a \$7,000 increase in sale of concession space; a 30 per cent gain in livestock entries, eclipsing previous marks by a wide margin and necessitating rental of extra tents to take care of the overflow; new peaks for horse

show and harness race entries, and a premium on exhibit space, with the greatest number of displays in history.

All attendance records were broken on August 17, when nearly 70,000 under the "Everybody-Pays-25-Cents" policy, established several years ago, entered the grounds. Commissioner of Agriculture John W. Ellis, appointed last May by Missouri's new governor, Forrest C. Donnell, was elated over the first five days of operation. Ernest Baker, a veteran exhibitor here, is slated for appointment to Secretary Green's post within a few weeks.

Sunday's opening saw all records broken for any automobile race day, with standing room being sold several hours before opening gun was fired. Races were presented by Racing Corporation of America, with Aut Swenson in charge for Alex Sloan Jr. Today was set for another race day, with a gratifying advance sale. Splendid crowds attended the nightly horse show appearing in the Coliseum Sunday thru Friday. During afternoons, Monday thru Friday, harness races were held. Purses exceeded those of previous years. Afternoon of August 24 was set as Thrill Day, with Capt. Bob Ward and His Hollywood Daredevil Aces.

Belmont Show Elaborate

Sidney Belmont again booked and directed the night grandstand show, Monday thru Saturday, and fair officials acclaimed it the best presented here in years. Feature was Stars Over America, produced by Edgar I. Schooley. Vince Borrelli was musical director and Ted Miller did a good job as emcee. Featured numbers are the opening toe ballet number with Margaret Koche and 24 Starlets going thru their steps in fine style; A Bit of Holland, Dutch ensemble number with Crystal Cook as soubrette and the Dales doing a comedy dance; the Girl in a Fan, an elaborate number with ostrich plumes embellishing costumes, Ruby Lyons singing and supported by a mixed quartet, with the Dales doing a ballroom waltz; the Aztec, a colorful Indian number, and the finale, an elaborate patriotic number in which the entire company participates, with Margaret Koche featuring Columbia the Gem of the Ocean. Comedy predominates, and acts presented in addition to the revue included Three Miltons, comedy acrobats; Six Cressonians, teeterboard; Christy and Brown, knockabouts; Joe and Jane McKenna, comedy; George Downey, comedy cyclist; Captain Frankee's Dogs; Nelson's Marionettes; Ted and Art Miller, comedy musicians, and Four Apollos, high aerialists. Elaborate fireworks by Thearle-Duffield, with Ray Anderson in charge, close the show.

Midway Receipts Up

According to Mel H. Vaught, general manager of World of Today Shows, business for the first five days showed an increase of about 17 per cent over last year. Shows made an impressive appearance, repainted and redecorated thruout. There were 15 rides, 11 shows, and a large string of concessions. Capt. Eddie Geyer, high swaying pole, was free act. Joseph Murphy is assistant manager in charge of concessions. Among featured attractions were Earl and Alice Strout's Girl Revue and Posing Shows, Johnnie Bejano's Side Show, James Dunlavey's Snake Show, John Kenlo's Illusion Show, Jake Dime's Minstrel Show, and Mrs. A. Dodson's Hollywood Monkey Circus. Denny Pugh, co-owner of the show, was a visitor. En route to Sedalia from Bloomfield (Ia.) Fair two trucks were wrecked, demolishing the Merry-Go-Round. Purchase of two new trucks and trailers to replace the loss was made immediately, and a new Merry-Go-Round is expected soon. Dr. and Mrs. Ethel Murray Simonds, the latter secretary-manager of Muskogee (Okla.) Free Fair, were also visitors. Phil Little, eat and drink concessionaire, reported a big increase in business this year. Gaylord T. Heath, new fair director of publicity, did a good job.

AROUND THE GROUNDS
(Continued from page 65)

rides were on the midway in charge of George Bouic, with Charles Hodges's Side Show and Pit Show, and Charles White, man turning to stone; Dick and Helen Johns's Playland, Larry Fallon's concessions, Von Black's popcorn, Charlie Martin's cookhouses and taffy, Patter-son's pony track, and Ward's basketball. Klein's Attractions before the grandstand, days and nights, included Lillian Strock, aerialist; Roberta's Circus; Phil and Bonnie, perch and hand balancing, and Tom and Betty Watters, tight wire.

WAYCROSS, Ga.—Big plans, to include State department exhibits, tri- (See Around the Grounds on page 97)

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Round-Up On for Fall Promotion Merchandise

Suitable items for the coming autumn and winter seasons are being lined up by bingo and salesboard operators, pitchmen, and direct sellers

NEW YORK, Aug. 23.—With the opening of the fall season only a few short weeks away, bingo and salesboard operators, pitchmen, direct sellers, and all other merchandise users are shopping at supply houses for merchandise which may be pushed. Jobbers and wholesalers report that merchandise users are making the rounds daily seeking outstanding items that will catch the public fancy and reap the cash for workers. Business during the summer has been exceptionally good. It is the consensus in the merchandise trade that one of the busiest of fall seasons may be expected this year. The defense program, now being stepped up even further with orders for Russia as well as Great Britain, has increased sales in all fields and money in circulation is reaching new all-time highs. A spending boom, unprecedented in the history of this country, is well on its way.

The latest patriotic trend, which gives indications of reaching new heights during the fall season, is the "V for Victory" campaign. Victory emblems were the first to be introduced and the demand was so great that a diversified line of V merchandise is being prepared.

Pitchmen and street workers expect to clean up with V merchandise at outdoor events scheduled for Labor Day. Buttons, flags, military and patriotic banners, victory pins, and similar merchandise will be featured. A service guide, listing the rank and rating of officers and enlisted personnel in the army and navy, already reported to be one of the biggest sellers, will be pushed by pitchmen and agents.

Fall is the traditional season for household items and direct sellers are busy stocking up on housewares, chromeware, foods, cosmetics, wearing apparel, jewelry, dolls, toys, and novelty gifts. Other staple items used for direct sales include carded goods, watches, clocks, smokers' articles, electrical appliances, silverware, cutlery, dressing sets, blankets, radios, leather goods, and luggage.

Salesboard and bingo operators are also stocking up on this merchandise in preparation for anticipated record-breaking business. The merchandise lines offered, in addition to the usual staples, include many interesting innovations. New designs, attractive colors, and worth-while values are stressed in merchandise offered for the fall and winter seasons. Bingo game operators have always been one step ahead of public demand and this season they are combing the markets for novel merchandise that will increase interest in their games. Deals offered by salesboard operators also stress practical merchandise for the home, or personal use, including beverage and cocktail sets, coffee makers, electric shavers, and cameras.

With the coming of fall there is an increase in home parties and this, in turn, boosts demand for staple joke novelties. Demand is expected for such perennial favorites as salt chiclets, exploding cigars and matches, rubber hot dogs, and the thousand and one other novelties used to liven up parties. Halloween and Thanksgiving, the two important fall holidays, will also create demand for this type of merchandise and it is expected that sales will be far in excess of other years.

Merchandise users are on the alert, looking for new ideas and items, and supply houses report that new merchandise having possibilities of wide sales to the public is eagerly snapped up.

Lists

A list of coming events and other dates will be found in the List Section of this issue.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

An announcement from Casterline Bros. on their new streamlined candy deals brings to mind the thought that candy deals in general should crop up strong again within the next couple of weeks. They always do when the weather turns cool. And with manufacturers setting up the confections in attractive containers which may be re-used for decorative purposes and to hold trinkets, operators should collect plenty of folding money on them before the year is out.

We have a card on our desk which features the Globe Timeteller or Patriotic Minuteman, an appealing timely item which should move well. Card has 30 holes, 1 to 29 cents, and takes in \$6.95. One consolation award is distributed, a Pencilite, combination of pencil and flashlight.

A. M., of Reseda, Calif., writes: "I used the name 'salesboard' on Herbert Red-Label Boards 20-odd years ago while I was secretary and general manager of Herbert Specialty Manufacturing Company. As far as I know, at that time all other manufacturers were using the name 'punchboard.'"

We have always said that the man responsible for the acceptance of the name "salesboard" for this wonderful little merchandising aid deserves a vote of thanks from all. The new name played an important role in gaining public approval for the business.

And talking of salesboards, do you know that the small radio was one of the first items to graphically illustrate the value of the salesboard as a retail sales stimulator. Some years ago when the Emerson people had their hands full trying to crack the retail market several local operators rendered valuable assistance by turning over thousands of Emersons on a board deal. The board promotion and its fine direct-to-the-consumer publicity stimulated many more thousand Emerson sales in retail stores—just the lift that Emerson needed to get moving.

And talking of radios, ever since the introduction of the midget unit radios have been one of the top producers on a card. When there is nothing else to work, radios will usually keep an operator in pocket money. When the set has a new angle the boys will really go to town.

HAPPY LANDING.

BINGO BUSINESS

By JOHN CARY

A SPECIAL service designed to benefit bingo operators has been organized by N. S. Bank & Company, supplier of bingo equipment and large-scale operator. At regular intervals the firm contacts operators and asks for suggestions on improving the operation of bingo games. Whenever a suggestion is received that has possibilities, the firm incorporates it in its own operation for a trial period. If the suggestion proves worth while it is passed along to operators without charge. The main idea is to unearth new ideas that will add profits to operators.

A REVISION has been made in Haverhill, Mass., legislation covering bingo licenses. Instead of a flat fee of \$25 for an annual license, a fee of \$5 a month has been announced by Mayor Albert W. Glynn. The mayor stated that he would not approve issuance of one-day licenses or any new licenses. He is not in favor of issuing more permits than there are in existence now, it is reported.

THE FIGURES on July bingo games in Cincinnati, according to a report issued by Police Chief Eugene T. Weatherly, show that there were fewer games in July than during any month since August, 1940. The attendance figures were also correspondingly lower. However, the gross, net, and average cost per player were higher than in June.

The report did not reveal the number of parties, but showed a total attendance of 271,352; gross, \$200,168.34, and prizes, \$49,056.68, leaving a net of \$151,111.66 to the sponsoring organizations. Average net cost per player was 55.7 cents. During the month of June a comparison of figures shows there were 262 parties, with an attendance of 283,143. Gross was \$194,881.35 and prizes amounted to \$46,798, leaving a net of \$148,083.35. The average net cost per player for the month of June was 52.3 cents.

WITH ATLANTIC CITY'S bingo situation unchanged and the games transferred to hotels, some operators have (See BINGO BUSINESS on page 85)

More Fur Coat Sales Predicted

NEW YORK, Aug. 23.—Workers who handle fur coats are due for a considerable share of the national upsurge of business during the fall months just ahead, is the prediction of furriers and wholesalers. The outlook for the coming season looms brighter as the end of summer approaches.

Employment total in the United States is at a new peak. Pay rolls are increasing steadily and industrial centers in all sections of the country are booming. The so-called low-income group is beginning to feel the effects of the upswing in higher salaries and bonuses. This, the largest segment of the buying public, is susceptible to the appeal of fur coats. This means that fur coats, jackets, scarfs, capes, and boleros will be in greater demand.

The 1942 styles feature smart detail, quality workmanship, and popular prices. Selections of diversified furs include muskrat, squirrel, raccoon, skunk, and fox. Coneys, sea lions, caracul, mouton lambs, Persian paws, silver fox, red fox, marminks, pony, kid skins, beaverettes, and krimmers are also available in the new lines.

Manufacturers offering the latest merchandise include S. Angel & Company,

Include Bingo In Proposed Federal Taxes

WASHINGTON, Aug. 23.—A study of the proposed new federal admission tax shows that bingo will also be liable to taxation. Section 1700 of the Internal Revenue Code has been amended to read as follows:

"(1) RATE.—A tax of 1 cent for each 10 cents or fraction thereof of the amount paid for admissions to any place, including admission by season ticket or subscription; except that in case the amount paid for admission is less than 10 cents, no tax shall be imposed. In the case of persons (except bona fide employees, municipal officers on official business, children under 12 years of age, members of the military or naval forces of the United States when in uniform, and members of the Civilian Conservation Corps when in uniform) admitted free or at reduced rates to any place at any time when and under circumstances under which an admission charge is made to other persons, an equivalent tax shall be collected based on the price so charged to such other persons for the same or similar accommodations, to be paid by the person so admitted. Amounts paid for admission by season ticket or subscription shall be exempt only if the amount which would be charged to the holder or subscriber for a single admission is less than 10 cents."

It is further stipulated that Section 1701 of the Internal Revenue Code, relating to exemptions from admission tax, shall not apply with respect to amounts paid, on or after the effective date, for admission. This includes bingo, beano, charity affairs, and the like.

Tourist Dollars Increase Sales

NEW YORK, Aug. 23.—Vacation tides ran high this summer and boosted sales to new highs for concessionaires at beach and mountain resorts. Bingo and salesboard operators, pitchmen, direct sellers, streetmen, and other premium and merchandise users. More people took vacations this year than ever before, according to reports issued by the American Express travel bureau, and the vacationists spent huge sums for amusement and recreation.

Coney Island, Jones Beach, Playland, Palisades Park, and other near-by metropolitan resorts have piled up impressive attendance and sales totals. Throngs have patronized all amusements and concessions in record numbers. New England, the Great Lakes States, the West, the Pacific Coast, and the South, according to reports received from resorts in these centers, have also profited by the spending spree of Mr. and Mrs. America on a vacation.

The defense training centers thruout the country have drawn their share of tourist visitors. Pitchmen, street photographers, concessionaires, and bingo and salesboard operators operating near the camps have had an excellent season, according to reports. Every conceivable type of merchandise, from novelty items to practical household accessories, have been sold to summer tourists by the different categories of merchandise users.

Soldiers and sailors on furlough have also contributed handsomely to grosses. The season is by no means over and the beach and mountain resorts continue to reap a golden harvest.

M. Seidel & Son, H. M. J. Fur Company, Cohen Brothers & Son, Andrew Paul & E. Arkas, General Fur Company, Rose Fur Company, Al Feder, and B. Weiss. Illustrated catalogs are available without cost.

Now! AT AMAZING LOW PRICE... For BINGO

U. S. PAT. NO. 2041466

THAT COAST-TO-COAST BOX OFFICE SENSATION!
NOW FOR THE FIRST TIME—AVAILABLE TO YOU!

INCREASE YOUR CAPACITY AND PROFIT 200% TO 300%!
NO CORN—NO BEANS—NO TABLES—NO MESS—FAST ACTION—EASY TO RUN

Look at these unheard of Prices!
BINGO CARDS \$1.65 PER 1000 In Lots of 10,000

\$.20 per M in single thousands. \$1.80 in 5M lots 25% Cash with order—Balance C. O. D.



Bingo Cards—Numbered 0-99,200 in a set. Die-cut tab under each number for player to lift when number is called. One winner to every 100 cards.

NOT "PAPER"
100 lb. Stock—
Card Size 5 1/4 x 3 1/4

BINGO ELECTRICAL DEVICE

Fits on stereopticon

\$240 PER WEEK RENTAL

\$10 Cash Deposit Refunded

Bingo will project in color—on any flat surface—walls, screens, sheets, etc.—in a lighted room!

LIVE-WIRE JOBBERS!

Many profitable exclusive territories still open to firms of recognized rating. Send for full details of our liberal commission offer—

Free!

STERIOPTICON FURNISHED!
If you do not have a stereopticon—we will furnish one FREE! \$20 deposit required—refunded upon return of machine.

WRITE—"WIRE"

KEITH MFG. CO.

225 NORTH MICHIGAN AVENUE · CHICAGO, ILLINOIS
DEPARTMENT B

JOBBER!

A NEW 3000 SET of Bingo Specials

- in one color
 - in one carton
 - in one serial
- Write for Catalog.

ALSO REMEMBER OUR

BINGO BLOWERS!

OVER 500 NOW IN USE

ASK ABOUT BINGO SPECIALS

MORRIS MANDELL
1123 BROADWAY · NEW YORK CITY

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. Enclose addressed and stamped envelope for prompt reply.

Victory Buttons

Epstein Novelty Company has introduced the V for Victory button, which reproduces the three dots and a dash emblem. Item has a red, white, and blue background as a patriotic tie-in. The firm is also offering To Hell With Hitler buttons in two sizes and reports that initial response on this item has been very good.

Combo Card Game

Combo Novelty Company is offering Combo Card Game, which combines a fortune-telling game with a Monte Carlo put and take game. The game uses 30

SPECTACULAR FUR COATS JACKETS, BOLEROS

1942 STYLES with every smart detail revealing the full richness of Radiant Furs. Quality Workmanship at Popular Prices. We offer: **Coneys \$8.00** Sealines, Beaverettes, Caraculs, Marmots, Kidskins, Krimmers, Squirrels, Persian Faws, Raccoons, Skunks and Foxes. Buy Direct From Manufacturer and Profit.

Ask for FREE LIST and ILLUSTRATED CATALOG.

S. ANGELL & CO. Manufacturing Furriers
236 W. 27th St., Dept. B-7, New York, N. Y.

FURS OF DISTINCTION

DIRECT FROM OUR FACTORY
MAKE YOUR SELECTIONS FROM OUR SENSATIONAL 1941-'42 STYLE FUR COATS, CHUBBIES, JACKETS AND BOLEROS.

\$5.50 UP

Muskrats, Squirrels, Raccoons, Skunks, Foxes in all shades, Marminks, Checkiangs, Caraculs, Mouton Lamb, Pony, Kid Skins, Sealines, Beaverettes, Persians and every other Fur from \$5.50 up.

WRITE immediately for our new illustrated catalog and price list just off the press. It is free.

ANDREW PAUL AND E. ARKAS

Manufacturing Furriers (Dept. B)

154 West 27th St. New York, N. Y.



Send for Our BIG 1941 GENERAL CATALOG No. 57

- PREMIUM USERS
- SPECIALTY MEN
- SALESBOARD OPERATORS
- STREETMEN
- PITCHMEN
- AUCTIONEERS
- NOVELTY WORKERS

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!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



FURS

COATS, JACKETS, BOLEROS

1941-'42 Catalog Now Ready

Latest 1942 Styles, Coneys, Sealines, Caraculs, Muskrats, Mouton Lamb, Persian Faws, Skunks, Silver Fox, Red Fox, etc. Write for Large Illustrated Catalog. Free.

LOWEST PRICES

M. SEIDEL & SON
243 W. 30th St. N. Y. C.

BINGO JOBBERS

BUY YOUR BINGO SPECIALS DIRECT FROM THE PRIESTERS

ST. MARKS PRINTING CORP.
80 FOURTH AVENUE, NEW YORK, N. Y.

5	27	35	50	65
10	18	41	47	68
12	25	34	53	70

COMBINATIONS UP TO 3000 CARDS ALIKE

BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

NORMAN ROSEN
Wholesale Jeweler

801 SANSOM ST. PHILADELPHIA, PA.

PLUG SCREWS INTO ANY SOCKET

RING FITS CEILING RING

NO MORE Costly Installation—NO MORE Special Wiring—NO MORE Extra Equipment—NO MORE High Prices—MODELS, SIZES, for every use!

NOW FLUORESCENT LIGHTING FIXTURES

Screw INTO SOCKET JUST LIKE

CHANGING ORDINARY LIGHT BULB!

Sensational Opportunity FOR AGENTS AND DISTRIBUTORS

Hundreds of the smartest Distributors and Salesmen in the country are asking—"How Can I Get Into Fluorescent Lighting?" They see it coming—and coming fast. They saw one million tubes sold in 1939. They saw the sale jump in 1940 to EIGHT Million Tubes. They see 1941 offering markets for FIFTY MILLION or more—and they want to get in while the big money is to be made.

Huge markets now opened by this latest development—and unbelievable volume to be gotten this year because of vastly reduced prices—fixtures with tubes, complete, ready to light to sell at retail for less than \$5.00. This is the biggest Distributor opportunity since the invention of radio. It offers salesmen the biggest earnings of the decade. It's the ONE chance of your life to clean up and at the same time establish a business with a future big enough to satisfy anyone.

Now you can get complete facts—we'll send them free. We'll show you why Fluorescent Lights give three times the light for the same current cost—or how people can have the same light at one third the cost. We'll explain why Fluorescent gives actual DAYLIGHT—soft, white, glareless light. We'll explain the amazing new invention that enables EVERYONE to install Fluorescent as easily as changing a bulb—just screw it in and throw the switch.

NORTH AMERICAN MFG. CO. DEPT. 88, 433 E. ERIE ST., CHICAGO, ILL.

SAVES one third on light bills.

GIVES 88 1/2% true daylight

NO glare—no deep shadows—no yellow cast

ALL parts Underwriters tested and approved

FIXTURES complete with tubes as low as \$4.95

COMPLETE Line for Stores, Factories, Homes. At Prices Never Before Quoted

RUSH COUPON

Samuel A. Ward, Pres.
North American Manufacturing Co., Dept. 88, 433 E. Erie Street, Chicago, Ill.

Please send me your complete presentation showing the opportunities that exist today in the Fluorescent Lighting Field. I am under no obligation whatever and there is no charge for this information.

Name

Address

City State

zodiac cards for fortune telling, and instructions are clear and concise. Players shuffle and the cut cards are read three times. Item has just been placed on the market and is said to be a good number for those who handle novelty games. The two games in one deck feature is a strong sales argument, the firm reports.

Candy Deals

Casterline Bros. announce that they have streamlined their special candy deals. The assortments will now consist chiefly of nationally advertised big-value bars. All assortments will consist of year-round sellers, with free goods to dealers even on small minimum orders. Electrical goods, such as fans and waffle irons, are given with original and repeat orders as an inducement for reorders. Workers interested in the candy business in any way may secure full information by writing the firm.

Patriotic Boom in Philly

PHILADELPHIA, Aug. 23.—With the spirit of patriotism running high, the national convention here of Veterans of the Foreign Wars, starting today and continuing for a week, has created unprecedented demand for patriotic items. Supply houses are practically depleted of their stocks of flags, bunting, emblems, buttons, and novelties. The convention is bringing over 100,000 visitors, and the merchandisers are taking full advantage of the opportunity. Of many new items on display, interest is greatest in a variety of "V for Victory" emblems and buttons, and replicas of the Liberty Bell.

V Pins

The V wave is on in earnest and the public is responding in a satisfactory manner to all new items introduced, according to reports. Bengor Products Company has produced an attractively designed line of V pins and buttons, including a plain V, a V formed by two fingers, and a large pin with the word "Victory" and the three dots and dash symbol. A button with the V symbol, three dots, and a dash is also offered.

Fur Muffs

As the fall season approaches the activity in fur muffs is picking up. This item has always been popular with salesboard and bingo operators, concessionaires, and other merchandise users, and sales have been substantial, according to reports received by Charles S. Brand, furrier. The firm's new line includes civet cat, leopard cat, and black opossum muffs, featuring the envelope style. Muffs are 12 by 14 inches and are lined with a satin finish rayon. There is a zipper pocketbook and mirror.

Jocko

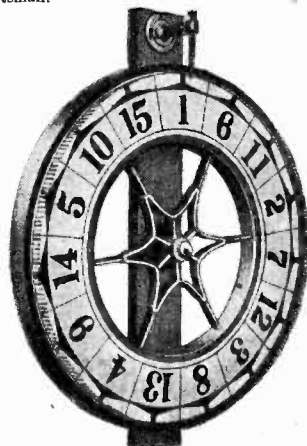
Jocko is a new patented toy that will produce many laughs, according to Lefell Devices, manufacturer. Jocko is a trained monkey which at command salutes, claps hands, bows, rolls up, and lets out his tail. His repertoire includes an imitation of a policeman directing traffic, Napoleon, and Hitler. It is stated toy may be operated at a distance of from 5 to 20 feet. It comes in two sizes, 12 and 18 inches, and instructions explain operation fully.

Stereo-Mirror

The Stereo-Mirror, based on a newly discovered principle in optics, gives a scientific solution to the problem of obtaining a satisfactory stereoscopic effect with single pictures, according to an announcement by Nu-Mirror Company, the

For Consistent Earnings!

The original well-known "French Wheels." Flashy, perfectly balanced and true, by master craftsman.

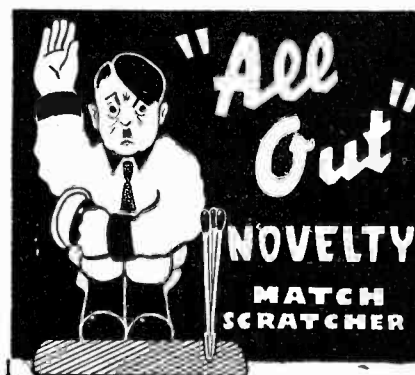


20" WHEEL, TWO SIDES PAINTED TO ORDER \$13.50

Other Wheels and Games for Carnivals, Celebrations, Fairs, Bazaars, etc.

Write for Catalogue NOW!

FRENCH GAME & NOVELTY MFG. CO. 1437 N. 16th St., Milwaukee, Wis.



MYSTERY ITEM!

The hottest, comical novelty of the times! Brings a chuckle every time—and a sure sale. IT'S A SECRET! GUESS WHERE HE'S "ALL OUT?" Must be seen to be appreciated. Holds matches and provides laugh-fetching scratcher. Great for taverns or cigar counters. Pitchman's dream. Entirely new and different! Immediate fast seller! Send today. Literature FREE!

Dept. B-10 CARGO CORPORATION, MILWAUKEE, WIS.

SENSATIONAL OFFER

JEWELLED LADIES' BAGUETTE WATCH



With 50 Sparkling Fac-Simile Diamonds SPECIAL: No. 150—HIGH GRADE JEWELLED Brand New Movement. Guaranteed to keep accurate time for 3 years. Modeled from a \$300 Article. In Lots of 3, Each \$5.00

25% Deposit, Balance C. O. D. SEND FOR CATALOGUE CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY. **FRANK POLLAK**

72 BOWERY NEW YORK CITY

LEADING SELLERS IN FUR COATS



Better sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superior styles and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FREE CATALOG! Just off the press! **LOWEST! H. M. J. FUR CO. PRICES! 150-B West 28th St., N. Y. C.**

New! P. D. Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!

Takes and Finishes Black & White, or Sepia Photographs IN ONE MINUTE.

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos. It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE Information. **P. D. Q. CAMERA CO. 109 E. 35th St., Dept. 888, Chicago, Ill.**

LOOK! Joe Hoy, Ark., writes: "Crossed \$39.20 Saturday." Zeller, Mass., says: "Did \$20 Sunday with P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 photos in 2 days."

Complete outfit costs about \$60. That's all you require to start This Big Money Business.

WAXED ARTIFICIAL FLOWERS—Best Quality—Beautiful Colors

No. 8—Large Georgine \$25.00 per 1,000; \$2.75 per 100
No. 10—Large Butterfly Georgine..... \$27.50 per 1,000; \$3.00 per 100
No. 7—Large Dahlia \$27.50 per 1,000; \$3.00 per 100
No. 12—Large American Beauty Rose..... \$25.00 per 1,000; \$2.75 per 100
No. 16—Medium Size Rose..... \$17.50 per 1,000; \$2.00 per 100

Sample Box 100 All Above Numbers Sent Postpaid for \$3.50
Mountain Laurel In Season, 25 lb. Carton, \$3.75; 50 lb. Carton, \$7.50; Small Quantities, 25c lb.

Prepared Green Foliage for All Flowers, Large Bunch, \$1.00
25% Deposit, Balance C. O. D. Send for Price List.

FRANK GALLO, Importer and Manufacturer
1429 LOCUST STREET, ST. LOUIS, MO.

FOR YOUR FAIRS AND CELEBRATIONS

WE'RE ALL SET WITH COMPLETE STOCKS TO TAKE CARE OF YOUR REQUIREMENTS. OUR CENTRAL LOCATION ASSURES YOU OF PROMPT ONE-DAY SERVICE AND DELIVERY. BINGO SUPPLIES AND A COMPLETE LINE OF CONCESSION GOODS. Featuring the Newest Items for the Novelty, Premium and Specialty Man.

1 day Service ACME PREMIUM SUPPLY CORP. 3333 LINDELL BLVD. ST. LOUIS, MO.

ANNOUNCEMENT

KIPP'S 1941 CARNIVAL, NOVELTY AND GENERAL CATALOG IS JUST OFF THE PRESS.

Write for copy.
State your business.
LEON LEVIN, Mgr.
KIPP BROS.' CO.
117-119 So. Meridian St., Indianapolis, Ind.

NEW OIL BURNER

Never Wears Out

Burns Old Crank Case Oil. Burns in stoves, furnace, steam boilers, oil drum wherever you need heat and plenty of it at NO COST.

Uses So Little, Produces Powerful Heat.
Special 1/2 Price 20 Days Only
Buy Now Before Cold Weather.
Write today for Circular and Price.

Western Oil Burner Co.
555 Market St., San Francisco, Calif.

FLASH!

"V's" are sweeping the nation. People are wearing them on pins, key chains, buttons, and dozens of other ways. Illustrated are a few of Bengor's "V" items at very low prices. We have many other styles available. Order today while the demand is great!

V1 DOZ. . . \$.35
GROSS . . 3.75

V2 DOZ. . . \$.25
GROSS . . 2.50

V3 DOZ. . . \$.40
GROSS . . 4.50

V4 100 . . \$ 1.25
1000 . . 10.00

BENGOR PRODUCTS CO.
878 BROADWAY NEW YORK, N. Y.

manufacturer. In appearance item looks like the usual round plane mirror, six inches in diameter, with a narrow longitudinal metallic band in the middle. Its brass frame, chromium plated, has a handle which may be folded against the back to reduce the size of the instrument. When examining a picture, especially a large one, with this device one has the impression of seeing a uniformly enlarged image with a marked relief. Item is also used for study of X-ray negatives and for projection of movies in the home.

Fudge Candy

A new food item on the market the past year, and reported to have turned in unusual volume in dime store demonstrations, is now available to fairground operators, food-show men, and department-store concessionaires. Chocolate fudge candy is a wholesome butter fudge made up in a dry powder form. Water, in proper amounts, is added at the time of preparation. The basic powders, vanilla and chocolate, offer many varieties thru the addition of available nut meats. Doughnut Corporation of America, miller of this prepared mix, states that it will offer complete merchandising assistance, as well as loan all necessary equipment essential for cooking the candy at point of sale without cost to reliable operators. Only a nominal investment in ingredients is required for a good start, it is claimed. A good worker may easily develop circuit operation, and profits are assured since cost of materials is only 25 per cent of the selling price, the firm explains. Product is a strong all-year-round proposition.

Plaster

Wisconsin De Luxe Corporation is offering a diversified line of plaster products and promises immediate shipment on all stock numbers. Offerings include a 14-inch crucifix and a 12-inch grotto in religious items. All plaster is finished in bright colors and decorated with tinsel. The firm also offers a catalog which lists a line of premiums, novelties, and salesboards.

Pearl Novelty Pins

The firm of Zaharoff, manufacturer of pearl plates for wire workers and pearl novelty jewelry, announces a new line of pearl novelty pins manufactured from black Tahiti pearl. This pearl, altho not exactly black, is much darker than ordinary mother-of-pearl. The firm is featuring seven numbers, including the V for victory number. Later they plan to announce additional designs. Items are complete, fitted with pin and clasp. Murray Simon, of the firm, states that same day delivery service is maintained.

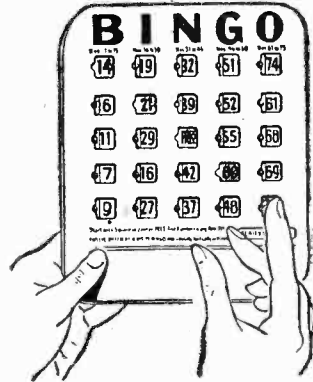
BINGO BUSINESS

(Continued from page 82) opened new parlors in off-shore points, with free taxi transportation offered customers. This has led to amusing incidents in the intense rivalry for patronage.

One operator, having opened a parlor at the Gateway Casino at near-by Somers Point, had several hundred taxicabs lined up at down-beach street-ends at the resort to transport players. Another operator, whose game has opened in another place in Somers Point, is reported to have sent out a number of his employees to fill the cabs. He had them ride over to the opposition parlor and play the first game or two, which are free, and return to town.

BINGO JOBBERS

E. S. LOWE CO. is again first with a series of new bingo ideas to make your volume and profits bigger than ever!



NEW! FINGER-TIP (NO MARKER) SLIDE BINGO CARDS

- A FLICK OF FINGER—MOVES SHUTTER!
- Transparent Shutters Reveal Called Numbers.
 - Instantly Identifies Winning Line for Checking.
 - Eliminates Use of Markers, Pencils.
 - Made From Plates Guaranteed 100% Accurate.
 - Complete Set Consists of 3,000 Series.

As Always E. S. Lowe Is YOUR Headquarters For ALL Bingo Supplies

- BINGO SPECIALS—3000 Series
- BINGO SPECIALS—1500 Series
- BINGO SPECIALS—5 up, 6 up, 7 up
- MARKERS—Cardboard, Wood, Transparent
- CAGES—Regular Wire Cage, Wire Chute Cage, Rubberized Chute Cage
- NEW MIDGET BINGO CARDS—Medium, Heavy and Extra Heavy
- LARGE SIZE LAP BOARD SHEETS—5x7—7 Colors (3000)
- LARGE SIZE, EXTRA HEAVY 5"x7" CARDS (3000)
- BINGO BALLS, BINGO PENCILS, Door Prize Coupons, Admission Tickets, and all Bingo Supplies

The E. S. Lowe Co. will not be undersold because our new, completely equipped printing plant GUARANTEES the greatest economy, lowest prices and 100% accuracy. It's owned and controlled by the pioneers of Bingo—the E. S. LOWE CO.

Jobbers—Write For New Catalog and Prices!

E. S. LOWE CO., INC., 27 WEST 20th STREET, NEW YORK

BINGO SUPPLIES

JOBBER!!!
Write for newest **BINGO CATALOGUE**

Just off the press. Listing complete line of Bingo Blowers, Cages, Cards, Specials, etc. It's Free.

METRO MFG. CO. 28 W. 15 St. NEW YORK CITY

CANDY DEALS

"HERSHEY'S"—"BABY RUTH BARS"—"ROCKWOOD'S"—"SUNNYSIDE"—AND OTHER FAMOUS CANDIES! FREE GIFT!

ANDERSON'S 2nd ORDER, \$250.00. Sell Wholesale to Grocers, Candy Stores, Drug Stores, Taverns and Stands—ALL Big Buyers! New long profit deals beat all we have had in the past and they were the best of the times. You make double profits now. Attractive free gifts. Self-selling counter display vendors. Bulk and deal candies. Fast, quick repeat. Dealer can't renew from anyone but you. Our deals pay up to \$9.60 net profit to you on a single sale. Send for FREE details of our "Naglo Salesman." New Plan—a gold mine for salesmen and distributors.

CASTERLINE BROS.
2030 Sunnyside, Chicago
Dept. 708.

BINGO OPERATORS

LET US BUY YOUR BINGO SUPPLIES FOR YOU

Lowest Prices Obtained Because We Buy in Quantities.

Only First Class Supplies Handled.

Write to Us and Tell Us Your Needs—We Have What You Want—the Way You Want It.

Send Now for Our Illustrated Catalog

N. M. BANK & CO.
Bingo Specialists
60 BRANFORD PL., NEWARK, N. J.

BULOVA—ELGIN WALTHAM—HAMILTON

GUARANTEED LIKE NEW

SEND FOR 1941 CATALOG

BERMAN GREEN CO.
801 Sansom St. Philadelphia, Pa.
Diamonds Bought and Sold

STAMPED LINENS at 1/2 PRICE

Buy quality stamped goods direct from manufacturer—save one-half. Over 100 new items—Scarves, Pillow Cases, Table Cloths, Bridge Sets, Towels, Aprons, Imported Linens and Novelties. Complete embroidering instructions free. It's easy. Write: **MERRIBEE ART EMBROIDERY CO.** 22 W. 21st St., Dept. 759, New York, N. Y.

THE MOST RELIABLE BINGO BLOWERS FLASHBOARDS

HAND AND MOTOR CAGES. PORTABLE OUTFITS FOR THE CARNIVAL MAN.

MANUFACTURED BY **THE REINHOLD STUDIO**
8 UPHAM ST. REVERE, MASS.

SEA SHELLS AND SEA SHELL NOVELTIES

Lowest Prices. Write for Price List.

Red's Novelty Shop
P. O. Box 504B, Boca Raton, Fla.

ELGIN ILLINOIS BULOVA WALTHAM HAMILTON

1941 CATALOGUE NOW READY DIAMONDS AND WATCHES AT LOWEST PRICES

A penny postal will bring you our Watch and Diamond catalog illustrated with the best deals in the country. Write now. Don't delay. Your Order Filled by Return Mail.

QUAKER CITY JEWELRY CO.
8th & Walnut Sts., Philadelphia, Pa.

1941 FOOTBALL CATALOGUE NOW READY

Send in for Free Copy **LOWEST PRICES in the Country**

BIG NEW WINNER CALIFORNIA NATURAL MINIATURE STRAW FLOWERS

In Assorted China Pots \$21.60 PER GROSS Send \$1.80 for Sample Doz.

Positively a Bank Roll For the Fairs

KIM & CIOFFI
918 Arch St. Philadelphia, Pa.

FUR MUFFS New 1942 Designs

Civet Cat, Leopard Cat and Black Opossum marking; envelope style; size 12x14 inches. Beautifully made with pleated bedding and lining of satin-finish rayon. Zipper pocket-book with mirror.

FOR SALESBOARDS AND GIFT SPECIAL

\$2.50 each, in dozen lots

Sample \$3.00 Prepaid

CHAS. BRAND, Furrier
154 W. 27TH ST., NEW YORK

TIE-MEN!

Here is an article that is a proven seller: non-wrinkable ACETATES in the latest patterns of the season. In spite of increases in goods and supplies, we have kept our prices down so you can benefit. Sample doz.—\$2.00 per doz. (prepaid), \$18.00 per gross (plus postage). 20% with order, balance C.O.D. Catalog and swatches free on request.

HERCULES NECKWEAR CO.,
772 Vermont St. Brooklyn, N. Y.

TRICKS

Novelty Stores and Gift Shops, send \$1.00 for ten samples of Magic Tricks and wholesale price list. Retail value of tricks, \$4.50.

MILLER MAGIC SHOP
431 N. CLARK CHICAGO, ILL.

V... FOR VICTORY DEKALS
Delicately Transfers. Actual Size of "V" 6"x4 1/4" \$6.00 PER 100. SAMPLE 10¢.

NEW "V" FOR VICTORY PINS
Red, White and Blue enameled "V" with Wings. The latest attractive Patriotic Novelty Pin. Size 2 1/4"x1". Mounted 12 on Display Card. \$1.50 PER DOZEN. SAMPLE 25¢.

WESTERN NOVELTY BROOCHES
(20 Different Kinds and Styles) at 80¢ and \$1.80 per Dozen. Send \$1.00 for Sample Assortment.

Deposit Required on All Orders

Schreiber Merchandise Co.
1001-3 Broadway, KANSAS CITY, MO.

Bingo Trends and Promotions

By **EMIL ZUBRYN**

OUTSTANDING in the annals of public entertainment is the remarkable growth and development of bingo. In eight years it has risen from a place of comparative obscurity to become one of the major forms of mass entertainment in the United States today.

It is true that the game's history is a venerable one. There have been variations of bingo for hundreds of years, but it was not until it was promoted as a fund-raising medium that bingo came into its own and became tremendously popular with the masses.

There is no authentic tabulation of bingo players in the country, but it would be no exaggeration to say that there are at least 40,000,000. As a matter of fact, attendance at bingo games has been so great that supply houses have been obliged to increase game cards from 1,500 series to 3,000 series to accommodate the players.

Newspapers have contributed to the

rise in bingo attendance by taking the stand that games conducted for worthwhile funds should be permitted. Organizations such as the Elks, Eagles, Knights of Columbus, etc., and leading churches have also done much to convince authorities of the good accomplished by the funds raised thru the games. There is nothing wrong with bingo if it is legitimately conducted, and intelligent action has been effective in opening up cities which previously banned the game.

Bingo began primarily as a fund-raising game. For years it has been highly commercialized, but now during the national emergency the swing is once again to the fund-raising feature. A number of patriotic groups have raised funds to purchase ambulances, medical supplies, food, and for the care of refugee children thru bingo games. Women's organizations have also organized bingo parties to provide funds to purchase cigarettes, candy, razor blades, writing paper, and other incidentals for the boys in training camps.

It is interesting to note that the Selective Service Act has been responsible for increasing interest in bingo games. Most of the boys who went to camp are bingo fans and their demand for bingo has brought an increase in games in small towns. Merchandise prizes are featured, according to supply house reports, and interest in the games is high.

Bingo operators today, realizing the vast profit-making possibilities, conduct

their games in a straightforward manner. Shady, illegal practices are frowned upon by the great majority of operators. Alert operators realize that bingo is a big business, with unlimited possibilities. Fully aware of the value of sound promotional methods to create and retain interest in the game, operators have shown considerable initiative in developing ways and means of putting their games over with the public. For example, the Church of Ascension, Ridgewood, N. J., uses car-card announcements in all town busses, advertising their games.

Ball parks have been taken over by operators and games run—usually for a period of two to four weeks—when the home ball team is away. Some operators offer a 30 or 45-minute show, including live talent and films. Since the main event of the evening is bingo, programs are purposely made short, usually humorous, to put the audience in the mood to enjoy the game. The practice of offering entertainment originated in Canada, but it is also being used effectively now in this country.

Games on Long Island, N. Y., have become so big that a special bingo newspaper has appeared. The paper is sent to churches, fraternal organizations, and other groups that conduct bingo games. Issued weekly, the paper features bingo news and articles, and runs advertisements of firms offering bingo supplies and merchandise.

Operators have solved the problem of having players bring their game markers by giving away, as a consolation award, a zipper-topped leather pouch containing markers. Rabbit's foot charms have also proved very effective as consolation awards. The good-will value of these inexpensive giveaways reacts to the benefit of the operator.

Flash grand prizes and awards for specials still attract players, according to operators. The merchandise prizes offered are varied, practical, and worth while. This policy of awarding better grade merchandise has played a very important part in stimulating interest in merchandise bingo.

The manner of prize awards is another important point operators have worked out. Players sometimes may be discontented because they are forced to accept an item they do not need. Operators have overcome this by having winners choose their own prizes. If the winners are still dissatisfied they are given a gift card, which is exchangeable for a suitable award at the next game. This not only builds good will but is a very important repeat business promotion.

The consensus of successful bingo operators is that it pays to keep a mailing list of prize winners. Some operators, as still another good-will builder, offer to exchange merchandise a month after winners receive awards. Naturally, the merchandise has to be of the best. It is reported that this idea has drawn very favorable comments wherever used and has been instrumental in bringing in many new players.

Matinee games have been coming to the forefront recently. Tho the attendance is usually smaller than at night games, operators find they have been able to attract women, particularly those with children. Unable to attend evening games, these women welcome the matinees, which usually start at 1 o'clock in the afternoon and wind up around 4, giving the housewives plenty of time to get home to prepare the family meal. At night operators have found it practical to install nurseries to bring in the family trade. The cost of a competent attendant necessary to take charge of children is a shrewd investment.

The element of surprise does much to maintain interest in games. Customarily operators work the surprise angle with-

out any advance ballyhoo. This keeps players guessing and their interest high. A stunt that has worked well is the offer to pay the traffic ticket fine for the member of the audience who can produce a traffic violation ticket. Another simple stunt is to place admission tickets to the next game under the player's seats. There are hundreds of variations of the surprise element. The stunts worked out are laugh provokers and make a good finale.

Operators have found it a good idea to give a lap board on payment of the admission fee. In addition, a pad con-

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FOR VICTORY SATIN SILK BANNER
 Red, White and Blue, Gold Fringe Tassels, Double Spear Point Stick, 9x12 In.—PER 100 **\$13.50**

VICTORY PINS
 BB908—Red, white and blue enameled metal with "VICTORY" imprint, topped off with golden eagle. Each on card. Per Dozen 80¢. Per Gross **\$10.20**
 BB907—Wing shape, screw type pin, gold finish with colorful enameled "V" in center. Each on card. Per Dozen 80¢. Per Gross **\$9.40**

LEVIN BROTHERS
 TERRE HAUTE, INDIANA

taining five, six, or seven specials is offered. The pads are now made up by manufacturers. The reason for their popularity is that there is no disturbance during the game selling specials.

A survey of the bingo supply situation shows that operators are buying better equipment. The national defense program has raised costs in the industry for cages, cards, markers, and merchandise. Paper and material costs are rising and manufacturers predict that prices will be boosted approximately 25 per cent. Operators are paying more for equipment today as compared with prices of only a few months ago. Leading game operators are placing heavy orders now in anticipation of a price rise. The smaller operators would do well to follow their example, for it will mean a considerable saving.

Manufacturers and jobbers have worked closely with operators in supplying the type of equipment demanded. For example, as a drawing card for attractiveness the bingo blower has supplanted the bingo cage at most big games. Markers were formerly manufactured in black, but now there is a general demand for red ones. A new 3,000 set in large bingo comes in seven different colors, making it possible to use different color combinations every night in the week.

Altho a relative newcomer to the bingo field, plastics have forged ahead rapidly to take a prominent place. Plastic balls have been on the market for some time. Recently, however, operators have demanded that plastic balls be made in five colors. The idea is that the different colors for each letter make it possible for the audience to determine at once what letter is going to be called. Time-saving ideas in bingo are important, for operators know that their chief problem is to keep the games going at a smooth pace, never permitting interest to lag.

No article on bingo would be complete without touching on the player's reaction to sundry anti-bingo moves usually started for purely selfish motives on the part of the instigators. If a national vote were taken on whether or not the public approves of bingo the result would be a landslide in favor of the game. Bingo holds an undeniable fascination for Mr. and Mrs. America, perhaps because it offers the thrill of winning a prize, coupled with wholesome entertainment for "just plain folks." The fact that some worth-while charity benefits from the game also influences players, since

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Defense Savings Bonds can be registered in the name of children as well as adults.

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 For Windshields, Windows, Doors, etc. Rich, 3-color decalcomania transfers packed with patriotic appeal! Sell like hotcakes to motorists, merchants, for homes, etc. Size 4 3/4"x5 5/8". No. 757—Per Doz. **75c**
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Americans have been noted for lending a helping hand to the underdog.

The future of bingo is particularly bright. Operators anticipate the day when merchandise bingo will be an accepted fact thruout the land. The day is not very far off, for the public insists on its right to play bingo and does not look with approval on lawmakers who present anti-bingo proposals. The game has provided necessary funds for many deserving enterprises and will be the instrument of financing additional worth-while projects in years to come.

On the strength of past experience it is evident that bingo is rapidly approaching the status of an industry. Many workers in diversified fields, from raw materials to completed merchandise, have been added to pay rolls as a result of the enormous demand for merchandise, bingo supplies, and equipment. Certainly the vast quantities of prizes awarded have increased profits for manufacturers, wholesalers, and jobbers who cater to the needs of the operators.

In England afternoon tea is a ritual no Englishman would miss—even now with the war going on. In America the public can't do without bingo. And that is why bingo is slated to become even bigger and more powerful as an entertainment medium than it is today!

Events for Two Weeks

- August 25-30
- CALIF.—Healdsburg. Harvest Festival, 30-Sept. 1.
 - West Riverside. Harvest Festival, 29-Sept. 1.
 - COLO.—Fueblo. Rodeo at Fair, 25-29.
 - D. C.—Washington. Powwow-Rodeo, week Aug. 25.
 - IDAHO—Boise. Rodeo at Fair, 26-30.
 - ILL.—Ashkum. Home-Coming, 30-31.
 - Bigsville. Harvest Home Picnic, 28-29.
 - Braidwood. Home-Coming, 30-Sept. 1.
 - Elmwood. Fall Festival, 28-30.
 - Gridley. Fall Festival, 27-30.
 - Libertyville. Libertyville Days, 30-Sept. 1.
 - Mackinaw. Home-Coming, 28.
 - Mansfield. Home-Coming, 29-30.
 - Meredosia. Home-Coming, 28-30.
 - Minier. Home-Coming, 29-30.
 - Ottawa. Corn Festival, 29-Sept. 1.
 - Plymouth. Old Settlers' Picnic, 27-28.
 - St. Anne. Gladiolus Show, 28-30.
 - Teutopolis. Home-Coming, 30-Sept. 1.
 - Windsor. Harvest picnic, 27-30.
 - IND.—Knox. Street Fair, 27-30.
 - Portland. Legion Kids Day, 28.
 - IA.—Belle Plaine. Commerce Club Celebration, 27-28.
 - Drakesville. Old Settlers' Reunion, 28-30.
 - Fort Madison. Fun Festival, 27-Sept. 1.
 - Mystic. Celebration, 28-30.
 - KAN.—Larned. Pioneer Celebration, 25-26.
 - Melvorn. Sunflower Days, 28-29.
 - Russell. 4-H Fair & Festival, 28-30.
 - KY.—Princeton. Tobacco Festival, 28-30.
 - MASS.—Great Barrington. Dog Show, 31.
 - Lenox. Dog Show, 30.
 - MICH.—Buchanan. Home-Coming, 29-Sept. 1.
 - Detroit. Dog Show, 30.
 - Freesoil. Home-Coming, 30-Sept. 1.
 - Mulliken. Home-Coming, 25-27.
 - Ovid. Gladiolus Festival, 30-Sept. 1.
 - Royal Oak. Dog Show, 31.
 - South Haven. Peach Festival, 29-30.

(See EVENTS FOR 2 WEEKS on page 93)

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HOTTEST REPEAT ITEM YOU'VE EVER SEEN!

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No. B93C25—50-Hr. Movt. Ea. \$1.69

\$1.69 Each

Sections Self-Starting Tambour Electric Clock. Similar to illustration. Size 17" long, 7" high, Walnut finished wood case. Wt. 4 lbs. No. B21C48. Ea. \$2.35

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Silk Lined Ties, Sample 15¢, Doz. \$1.50; Slide-On Ties, Sample 25¢, Doz. \$2.40; Custom Made Ties, Sample 20¢, Doz. \$2.00; Hand-Made Ties, Sample 35¢, Doz. \$3.90, 25% deposit, balance C. O. D.

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ONLY 72c PER DOZ.

Packed Three Dozen to Carton

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The Kiddies will go wild over this number. Beautiful Kiddie Purse Bags, imitation leather, with Patriotic Emblem and Transparent Handkerchief Pocket—Snap Fastener. Assorted Colors.

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SLUM 30 diff. items big Value at 70¢ per gross assorted. Or can supply Ind. items from 40 to 90¢.

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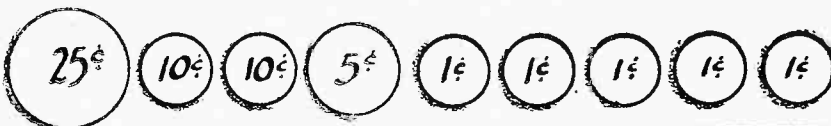
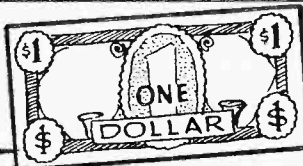
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to become interested in Show Business
WANTED! WANTED! WANTED!

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IMPORTANT! The coupon below is good only if copies are mailed to a permanent address, cash with order, and the deadline is midnight, September 6. Remember, prices on everything are advancing. You may never see such a liberal offer again.



**YOU SAVE \$1.55
WHEN YOU ACCEPT THIS
SENSATIONAL SPECIAL OFFER
17 BIG ISSUES FOR ONLY \$1.00**

THE BILLBOARD, CINCINNATI, OHIO

Please mail a copy of the next 17 issues to me for which I enclose ONLY \$1.

FS

Name

Address

City State.....

Occupation

New Renew

Regular Rate. 1 Year \$5. Single Copy 15c.

YOU SAVE \$1.55—

OR MORE THAN

9c A COPY

DON'T WAIT

THIS OFFER IS

GOOD FOR

10 DAYS ONLY



PIN A DOLLAR TO THIS COUPON—MAIL IT NOW!

OAK-HYTEX PATRIOTIC BALLOONS

UNCLE SAM'S SOLDIER TOSS-UP

THE NEWEST and biggest hit among patriotic novelty balloons. It's strictly up to date in timeliness with large V and Morse code signal on cap. Individually packed, with cardboard feet, in red, white and blue envelope with "V for Victory" slogan. Inflates 20 inches high.



RED, WHITE AND BLUE HY-GLO CIRCULAR STRIPES
"The most beautiful balloons ever made."

FLAG AIRSHIPS
AMERICAN FLAG and slogan in red and blue on white balloons. 40-inch and 72-inch sizes.



NATIONAL COLORS SERIES

OFFERING a variety of American Flag and stars and stripes designs, coupled with appropriate slogans. Striking red, white and blue effects.



OAK-HYTEX BLACK SAMBO TOSS-UP

BLACK balloon with figure imprinted in white. Stands 23 inches high on cardboard feet.

PATRIOTIC SALUTES

TOPS among individual patriotic designs. Red or blue stars around center; red and blue stripes above and below—on white balloons.

OAK-HYTEX BALLOONS Are Sold By The Leading Jobbers

Safeguard your profits! Buy OAK-HYTEX in the Blue Box with Yellow Diamond Label. Write for Free Catalog

OAK-HYTEX BILLY BEAR TOSS-UP

MADE in two styles: No. 920 (head and body) as pictured, and in No. 723 (head, body and ears). Complete with cardboard feet.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

ART NELSON . . . pens from Prince Albert, Sask., that he has worked the A Circuit of fairs and part of the B Circuit there. He is going to Ottawa and Toronto. Nelson is still with med and says the people there really love it.

CLEANLINESS of merchandise and a neat appearance are prime requisites of a successful pitchman.

EDITH EVELAND . . . is working name sea-shell brooches and sea-shell jewelry in Detroit to good results. She recently worked Buffalo, which was a red one. Edith says she met Charlie Gow in Detroit. He had been vacationing in Crystal Beach, Ont. This is Edith's first pipe.

H. J. KAMHI . . . and Aaron Stein, both of New York, are reported to have leased the McGlamery Hotel and Cafe at Hayesville, N. C. Kamhi is also said to have started a one-day laundry service there.

WILLIAM C. PERRY . . . pens from Sandy Creek, N. Y., that he met Doc Saint Clare, med; Doc Lydell, med; Doc Kennedy, dot and dash; Johnnie Morris, skimmers; Dave Adams, sheet, and Joe Hall, glass cutters, at the recent Sandy Creek Fair. William Hagan, ex-pitchman, had the beer license at the fair, says Perry. He also reports that Morris has a new car and trailer.

CONDEMN a fellow worker's merchandise and you're really condemning your own.

SAM BLUESTEIN . . . is in Omaha, Neb., after returning from Colorado, where he had made several rodeos. The air show in Denver was very successful, he reports. Says he has the X at the coming Dayton, O., air show.

"WE'RE STILL MAKING . . . the same territory we've played the last three years," Anna Mae Noell letters from Norfolk, Va. "The natives look for our Noell's Ark each year around this time and they call Bob Captain Bob now. We don't bother to ask to come into a number of these spots because we have a standing invitation to play them whenever we like. It's almost like visiting your home town to work them. We have a 16mm. talking picture projector and all films are new. With this outfit it will be a simple matter to buy new films and

have an entirely different show each time we make the rounds. We mix in a little vaude, but don't need too much to give them a good show. We certainly miss our little dog, Trouper, who died recently after trouping with us for eight years. The two kiddies, Bobby and Sister, miss her very much. We still have the Great Dane and Snookie, the chimp, and I never realized a chimp could be so intelligent until we obtained this one. Why don't we ever see pipes from

FOUNTAIN PENS

Now! New Winchester line. Push-Button. Lever-Fill Combinations. Ideal for pitchmen and fair workers. Write for new summer specials.

STARR PEN COMPANY, Dept. O
500 N. Dearborn, Chicago

NEW LINE 1941 JEWELRY NOW READY

Military Jewelry. Signet Pins, Rings, Bracelets, suitable for engravers; Mother-of-Pearl Locketts, Cameo and White-stone Rings, Roller Skate Pins. Complete samples, \$2.

JACK ROSEMAN CO.
307 Fifth Ave., New York City

CHEWING GUM 26 BOX

RETAILS FOR \$1.00

Each box holds 20 Cellophaned 5c Packs Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50¢ for sample box (prepaid).

GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave., Newark, N. J.

ELGIN & WALTHAM REBUILT WATCHES \$175

7 Jewel, 18 Size, in 8. H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

PENS • PENCILS • COMBOS

New **FAIR Packages**

JOHN F. SULLIVAN
458 Broadway (Fast Service Sully) N. Y. City

NEWEST, FAST SELLING JEWELRY

FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, Etc. **FAST SERVICE!** Send \$3.00 for samples or write for free catalog.

MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue New York, N. Y.

WE LEAD IN PRICES

Push Fillers Plungers ★ Lever Fillers Combinations

MODERN PEN MFG. CO.
396 Broadway New York City

AGENTS, DEALERS WANTED!

25,000 Social Security Plates Below Cost. \$ 2.50 per 100 \$20.00 per 1,000 All Perfect—No Rejects. Send only 25¢ and see for yourself. Catalog free, on Plates, etc.

We need 3 Smith Stamping Machines for stamping plates. Please write. State price and condition.

FRANK BONOMO
206 Melrose St. (Dept. B-30), Brooklyn, N. Y.

FILL-O-MATIC

The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS

New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for quality.

ARGO PEN-PENCIL CO., Inc.
220 Broadway, New York, N. Y.

MEDICINE MEN

Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices. If you are paying more, you are paying too much.

THE HOUSE OF DEPENDABILITY

If you buy from us your goods will always be shipped promptly.

PRODUCTS LIABILITY INSURANCE CARRIED.

CELTONSA MEDICINE CO.
M. F. GUYER, Sales Mgr., CINCINNATI, O.

NEW—LOW PRICES

PENS — PENCILS — COMBOS

Send for New Price List

JAMES KELLEY
487 Broadway, NEW YORK CITY

MEDICINE MEN

Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio

The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

FLASH!!

WE HAVE SCOOPED THE COUNTRY!

NEW V . . . FOR VICTORY PINS!
Hottest Item in the Nation Today



No. 1
7/16" Wide by 3/4" High

Gold Plated Men's Lapel Pin With Imitation Red, White & Blue Stones Pin & Catch, \$7.50 per Gr., F.O.B.



No. 2 Exact Size

Gold Plated and Hand Painted—Attractive Red, White and Blue Colors. \$8.50 Per Gross F. O. B.



No. 3 1 1/2" High by 1" Wide

All Pins Same Size Gold Plate \$7.50 per gross F.O.B.

- 1. The Jewel V!
2. Victoria Wing
3. Hand & V Type

25% Deposit, Balance C. O. D. Sample Pin 10c

Small Lapel V—Red, White, and Blue Rhinestones. Gold Plated, \$7.00 Gross Silver Plated, \$6.50 Gross

BE FIRST TO CASH IN—ORDER TODAY!

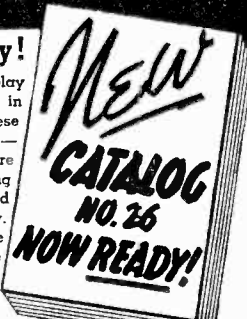
Del Rose Products 118 E. 11th St. New York, N. Y.

New! ENGRAVING PINS



"Style up" Your Display!

"Style up" your Engraving Display with the new embossed designs in 1941 Engraving Pins . . . these styles have "caught on" at the fairs . . . and are selling in a big way. Wire or write for the new 1941 Engraving Catalog . . . and see all the brand new styles in Engraving Jewelry. . . . This catalog features the biggest and most complete line of Engraving Jewelry. Specify Catalog Number 26. (State Your Business)



HARRY PAKULA & CO. 5 N. WABASH AVENUE • CHICAGO, ILL.

NAT K. MORRIS says:

"Watch The Billboard or get in touch with us for some brand-new Kitchen Gadgets that we will shortly introduce."

FOR THE BETTER PITCHMEN—

We are still supplying DuPont Plastic Juicers and our Durex Glas Knives. KITCHEN GADGET MFG. CO., Asbury Park, New Jersey

Always Something NEW for the Engravers

EDW. H. MORSE & CO.

94 County Street, Attleboro, Mass.

'We Lead—Others Follow'

PHOTO MOUNTS DIRECT FROM THE FACTORY

Mountings from 1 1/2x2 up to the largest sizes—Now, a new line of "service" designs with flags and insignia—just right for military camps. Write for illustrated circular. Samples 25c postpaid.

THE GROSS PHOTO SUPPLY CO. 1501-17 W. BANCROFT ST., TOLEDO, OHIO

VETERANS, GET ABOARD IN THE ARMY NOW

Hot new fast seller. Fun and facts, wit and humor. Great flash speaking illustration. Quick money. Monthly Magazine, steady seller. 5th Column Exposed, Service Joke Books, Patriotic Calendars in season. U. S. Supreme Court decision authorizing sales everywhere. Free samples, 10 cents. VETERANS' SERVICE MAGAZINE 169 Duane Street New York City

SLUM JEWELRY \$1.00 Asst'd Gross

ARMY, NAVY & AVIATION RINGS— \$1.50 14k, Finish. Doz. \$1.00 CROSSES, with Stones, fast seller. Dozen \$1.00, \$1.25, \$1.50, \$1.75 RINGS, hot numbers. Dozen 75c. \$1.00, \$1.25, \$1.50. LOCKETS, popular numbers. Dozen \$3.00 and \$6.00. 25% Deposit, Balance C. O. D. Include postage with order. FELDMAN BROS., 159 CANAL ST. NEW YORK CITY

Morris Kahntroff, L. C. (Chappy) Chapman, Clarence Giroud, Ed Bennett, E. J. Franklin, 'Texas Slim' Williams, C. L. Stumpf, and George Bishop any more."

YEA, WE KNOW you write well, but not often enough to the Pipes column. Get those inksticks working, fellas.

HARRY E. DALY . . . is working Pennsylvania territory with a med show to reported successful turns.

L. D. POWERS . . . continues to work a downtown Cincinnati pitch location with white shoe cleaner to good results.

PITCHMEN'S SAYINGS: "Don't leave now, folks, I'm going to show you again."—George Haney.

THE BOYS AND GIRLS . . . would like to know if Frenchy Delmar is still working Butte, Mont., with pens; if Sam Anderson is getting the geedus working Atlanta with can openers, razor blades, and cleaner; if L. Morris and his son, Archie, are still with Jim Krilow; if Joe Morris and Ed Williams are jamming on the boardwalk in Asbury Park, N. J., this summer; if Jerry Birns and Dave Kline are purveying pants pressers on the boardwalk in Atlantic City, and if Jerry Fox continues to work his jewelry layout? Pipe in, boys, and let us know what's doing.

JERRY THE JAMMER SEZ: "You'll find that the fellow who makes his pitch with enthusiasm and sincerity is the one who is making the biggest passouts.

WORKING SHOPS . . . in the Ohio sector with cleaner to good turns is Arnold M. Bickley.

SUPLANT . . . your old ideas with new ones.

PITCHING . . . is the art of influencing others to buy what you have to sell.

IN ADDITION TO PRICE and quality appeal, a colorful attractive display will help immeasurably in attracting customers and making sales.

MRS. ROSS ELIJAH . . . working handwriting analysis, opened at the Rockville (Ind.) Fair with a bang. Among old-timers there were Pinky Hamilton, working ice cream, and Bob (Whitey) Thornton, paper. All got their share, says Mrs. Elijah.

BILLY BEAHAN recently closed his 22d consecutive season with Ed White's Franklin Show, without losing a single performance, which Billy believes is a record.

THE MIDWAYS of the various fairs this season are packed and jammed with every known concession. From all indications the money accrued from the defense spending programs all over the country played a big part in the backing of a lot of new ones. Wonder if most of them will be on deck next year.

Pitchdom Five Years Ago

Johnnie Gray had been working Minnesota, Iowa, Illinois, and Missouri. (See PIPES on page 94)



DEALERS WANTED TO SELL THESE NEW 1941 FAST SELLING LIBERTY BELLS

3 KINDS 5 1/2"x8" Ind. Boxed, Painted Cop. & Bronze, blk. trim—Flag, red, white, blue, Eagle, gold & white—Sells on sight. ONLY 25c EACH IN DOZ. LOTS Sample 50c—Catalogue Free BERTRAM'S 524 N. Water St. Milwaukee, Wisconsin

PERFUMES

8 Different Odors 1 Oz. Size Doz. \$1.40 Gross \$16.00 2 Oz. Size Doz. 1.75 Gross 20.00 Send for Trial Order JAMES KELLEY 487 Broadway, NEW YORK CITY

GOING LIKE MAD!

Every Estimate of How Many Would Sell Was Wrong! Doubled and Redoubled are the Orders for the 1941-'42 "MUST" Book

COL. BEDFORD'S SERVICE GUIDE

A RED-HOT SERVICE ITEM— IT IS POSITIVELY A CLEAN-UP! FOR PUBLIC & SOLDIERS— GET IN N-O-W!



7 1/2x10 1/2 Copyrighted!

A 16-page book of Authentic Service Data Printed in Full Four Colors.

Description—

Contains reproductions and definitions of Army, Navy, and Marine Corps Uniforms, Insignia, Rating Badges, Honor Decorations, Medals, etc., etc. Also American Flag display regulations, training camp list, much other timely military information. The only book of its kind: For every man, woman, and child! Something everybody will want.

The fastest selling 10c item at camps, on streets, in stores . . . anywhere!

YOUR PRICES:

250 - - - \$ 6.00 500 - - - 11.00 1000 - - - 19.85 Sample Hundred \$3.00 25% deposit with order. Balance C. O. D.

Sheet Writers!

This is a natural as a premium item

JOBBERS—WRITE FOR LARGE QUANTITY QUOTATIONS. FAIR SECRETARIES, THEATER MGRS. showing "Sgt. York" (or any Army or Navy picture)

Use "SERVICE GUIDE" as Unique Advertising Feature. Ask for Quantity Price with your Special Imprint on page 16

WM. C. POPPER & CO.

"Fine Color Printers Since 1893" 148 Lafayette Street, New York "Ask your bank or banker"

A GOLDMINE at FAIRS-CARNIVALS TRADE SHOWS ETC. MAKES A GREAT ITEM FOR DEMONSTRATION! PRES KLOTH WE AVER PRES KLOTH CO. 4965 CENTER ST. OHAMA-NEBR. BIG MONEY CAN BE MADE BY PITCHMEN WITH THIS SENSATIONAL ITEM & WE CAN MAKE DELIVERY

Pitchmen and Demonstrators--Their Relationship and Qualifications

By STANLEY NALDRETT

SHOULD we conceal our identity in relation to our profession? Are we demonstrators or pitchmen? Store managers frequently ask me what's the difference between a demonstrator and a pitchman. Of course, we in the business know there is a decided difference, so please don't misunderstand my attempt to differentiate between the two. To say that a demonstrator is mechanical sounds unfair, yet the fact remains that he, in part, is.

Demonstrators follow the lines of least

resistance by doing enough work to get by in order to keep their weekly checks coming in. Manufacturers are greatly at fault on this score inasmuch as they send poorly qualified workers on the road. In most instances they are sadly underpaid. I have known of many cases where a manufacturer has sent a demonstrator on a 500-mile trip simply to cover a spot and thereby remain in the good graces of the main offices, having no regard for the graces of the store manager, and, least of all, the district superintendent.

During the recent depression era the demonstration and pitch fields became overcrowded with what we termed "depression workers." All a manufacturer had to do to hire workers was place an ad in the "Help Wanted" columns of the newspapers. Most of these applicants had little or no knowledge of the duties or qualifications of a demonstrator.

The chain stores, namely drug and five and dime establishments, fully appreciate



STANLEY NALDRETT

ate the extra volume of business they obtain from demonstrations, whether the counter or window work is done by a demonstrator or a pitchman. The better department stores dislike both demonstrators and pitchmen, but have a soft spot in their hearts for "personal representatives." Actually, what the department stores want are men and women who know how to pitch or lecture, not just demonstrators, because the general run of demonstrators are devoid of the art of showmanship, not to mention the ability to ad lib.

A number of years ago I accepted a job with a manufacturer to conduct a series of demonstrations in an important drug chain. It was not my job to employ demonstrators—I was to train them. That's where the rub came in. I received a good overwrite on their sales, but it was the toughest job I ever tackled. I had little difficulty in making demonstrators because they would follow, to the line, the demonstration sales talk and rules for demonstrators. I could not, however, make them understand that certain something which pitchmen have, simply because they are pitchmen, not made, but born, and not obtainable thru want ads.

If manufacturers, department, and chain stores, and the independent merchants would decide to abolish the use of demonstrations it would be music to the pitchmen's ears. Because manufacturers and department and chain stores as well as the independent merchants have in the last 15 years put members of pitchdom in a position where it has become a matter of dog eat dog, so to speak. Hence we find ourselves working side by side.

The average run of demonstrators do not like pitchmen, mainly because they do not have the slightest conception of the qualifications of a pitchman. On the other hand pitchmen have no love for demonstrators, chiefly because the pitchman is temperamental, jealous, and selfish, and, to give the devil his due, you can't blame the pitchman much for disliking the outsider. Pitchmen can enter any store and feel right at home despite the fact that they come in off the lot. Take the prestige and atmosphere of any store away from demonstrators and they "lay eggs, in doorways, on street corners, and at fairgrounds, only because they are accustomed to resting on the oars of the stores and manufacturers.

When it comes to a question of sink or swim, they usually sink. However, there always will be demonstrators, and some very good ones. Don't forget that. They are here to stay. They have been

here for a long time, but pitchmen have been here much longer. There are some very bad demonstrators, too, which, we all know, we will always have to contend with.

To further substantiate the difference between demonstrators and pitchmen let's take the manufacturers and merchandisers who use display advertising to drum up business in the demonstration and pitchdom fields. From time to time we all read with interest their ads, as we are ever on the lookout for new items.

In analyzing some of the ads here's what I found a well-known manufacturer stated: "My product positively is not being sold for 10 cents in dime stores. I protect the pitchman." Here's a manufacturer spending good money for large display advertising and makes

STANLEY NALDRETT was born in London November 29, 1894, and came to the United States "on his own" in 1910. Shortly after arriving in this country he enlisted in the army and served on the Mexican border. He later saw service with the A. E. F. in France during the World War, receiving his American citizenship papers in 1919. He has been widely known in the demonstration and pitch fields in this country for the last 25 years, especially for his integrity, straightforwardness, and knowledge of the business.

NEW! NEW! NEW! NEW!

BLACK TAHITI PEARL

Seven new styles including VICTORY Pin—all as illustrated, fitted with cemented pins and clasp. This new line is fast gaining popularity with wire workers. Don't overlook our VICTORY Pin—it's a winner. All items illustrated are approximately half-size. Immediate delivery.

PRICE LIST

- No. 301 Bird Doz. \$2.00; Gross, \$21.00
- No. 302 Seal Doz., \$2.00; Gr., \$21.00
- No. 303 Stallion Doz., \$2.00; Gr., \$21.00
- No. 304 Victory Pin, Snail V. Superimposed. Doz., \$2.00; Gr., \$21.00
- No. 305 Winged Heart, White Heart Superimposed. Doz., \$1.85; Gr., \$19.80
- No. 306 Skull & Cross Bones. Doz., \$2.00; Gr., \$21.00
- No. 307 Uncle Sam's Hat. Doz., \$1.85; Gr., \$19.80

SEND \$5.00 for sample assortment, half dozen of each number. Regular wholesale value \$6.85. Returnable for refund if not satisfactory.

25% deposit on C. O. D. orders. We pay postage on all paid orders.

ZAHAROFF, 109 SOUTH FIFTH ST., BROOKLYN, N. Y.

ENGRAVERS!!!

We have plenty of merchandise in stock for immediate shipments. Our numbers are genuine 14kt, gold electroplated and guaranteed to stand up.

Send for Free Catalog

American Jewelry Mfg. Co.
19 Washington St., Plainville, Mass.

MY ROUTE BUILDING PLAN

Starts YOU in a BUSINESS

Hundreds of men like you now make really big money week after week backed by our Money-Making "Store Route" Plan. Let me explain how your earnings should go UP the minute you take on our big-profit line of 5¢-10¢ goods. Many products Nationally Advertised in Saturday Evening Post, Good Housekeeping and 100 other magazines. Show storekeepers proved plan to increase sales and profits up to 50% and complete with chains. Free Goods Offers and Premium Deals make it easy to start. Experience not needed. Write TODAY.

H. B. LAYMON, President
Dept. 8-PP, Spencer, Indiana

HEAD-QUARTERS FOR 1 Minute & 4-for-10 Photographers

MAKE GOOD MONEY THIS FALL & WINTER with our New Designed Mounts and Folders. Photo Pocket Mirrors with Catchy Sayings! Also Leatherette Double Photo Holders! SOMETHING NEW! Chromium Novelty Frames.

Fresh Stock of Improved BLACK BACK CARDS. 1 1/2" direct positive paper, and all supplies always on hand ready for immediate shipment.

BENSON CAMERA CO. 186 Bowery, NEW YORK, N. Y.
Catering to Quick Finishing Photographers for Over 30 Years.

LOOK AT THESE FAST SELLERS BEFORE YOU BUY!

VITEX-GLAS JUICER

Made of non-breakable plastic and has the best cutting edge of any juicer on the market today. Every one a 100% worker, and sells like wildfire.

Sample Offer
Vitex-Glas Juicer—10c.
Iron-Plas Knife—25c.
Vitex-Glas Knife—25c.
All Three—50c.
Write for Low Quantity Prices!

IRON-PLAS KNIFE

Made of transparent plastic, unbreakable, sharp and stainless. Truly a beautiful knife and well balanced. A real hot item, and getting fast money.

VITEX-GLAS KNIFE

Needs no introduction. A hot item if there ever was one, and what's more, a proven sales natural. Made of glass—durable, and strong, and never requires sharpening. Always a money getter.

"THUMBS UP" PIN!

As timely as today's news! Just the pin for British Relief Affairs, etc. British and American flags with "thumbs up" in red, white, blue, gold colors enameled attractively on brass. 63c Doz.; \$7.20 Gross; Sample Pin 10¢.

IDENTIFICATION CO.
133 W. 25th Street NEW YORK CITY

BIG PROFITS!

Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.

HART MFG. CO.
311 Degraw Street Brooklyn, N. Y.

RENWAL MFG. CO., INC., 915 BROADWAY, NEW YORK CITY

SIGNET ENGRAVING JEWELRY
as low as \$3.75 Gross

MILITARY NOVELTY JEWELRY

New Catalog Now Ready—Write Today For Copy
— ALL ORDERS SHIPPED SAME DAY —

BIELER-LEVINE, INC. 37 SO. WABASH AVE. CHICAGO

FLUORESCENT Sensational New Fixtures!

Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorescents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.

WHIRLWIND SALES TO STORES AND HOMES

Thousands who thought Fluorescent too costly, or too troublesome, now buying. Homes install in bath, kitchen, hallways, living rooms, and as bed lamp. Stores install in scores of places. You never saw such sales.

SKYBEAM CO., DEPT. F-439 225 FIFTH ST. DES MOINES, IOWA

COMPLETE LINE Part of amazing new low-price line that is making competition worried—making amazing advance commission sales for agents and salesmen on C. O. D. order plan. Get demonstrator sample. Rush name for pictures, prices, profits on these, and twenty other amazing fixtures. All information free.

FREE RUSH NAME
Wire, air-mail, or write today for free offers. Get your demonstrator at once. A whirlwind profit-maker for agents. Send name at once. Costs nothing to investigate.

no reference to demonstrators. On the other hand, I found a better-known manufacturer using in a large display ad the words "Demonstrators—Peeler Workers," with no reference to pitchmen. Could it be this manufacturer's belief that all demonstrators are potential peeler workers? There are many ads using the caption "Demonstrators and Pitchmen," which only serves to prove there is a decided difference and that there are two separate fields. However, because of the recent depression they have been brought closer together. Hence, it seems that we should try to understand, not high-hat one another. But don't jump at conclusions, Mr. Demonstrator, and expect Mr. Pitchman to open up his little black book and reveal all his sneak spots and other valued angles and information that he carries in the "encyclopedia" resting on his shoulders.

It has been said many times that I'm a chump educator and that, by running off at the mouth, I'm responsible for dozens of Johnnies going into the juicer business. Yes, I know what you mean—but why the juicers? Long before loud-speakers I sat in windows and tapped on the glass to bally with a razor in my hand, cutting lead and wood and splicing hairs. Hence, if I have made juicer workers, is it not possible that I have also made razor, coil, color, med, shampoo, foot, block, and blade workers, for I have worked all of them and enjoy keeping the other fellow whether he be a Johnny, a demonstrator, or a pitchman?

Now to sum up. There is a close relationship between demonstrators and pitchmen, especially in view of the fact that in the last 10 years the pitchmen have gone into the demonstrators' territory, namely stores. Likewise the demonstrator has entered the pitchmen's field, namely the fairgrounds, outside spots, etc. Well, without revealing any secrets or specific angles, may I state that both always should be neat in appearance, should avoid bad breath, should be clean shaven, and should conduct themselves in a courteous, refined manner. Wise-cracks, offensive remarks, or misrepresentation of merchandise should not be tolerated. Never refer to the other fellow's merchandise or compare it. Consider yourself a one-man organization and conduct yourself accordingly.

AMERICA'S LATEST CRAZE

YOUR NAME

In Raised Coral Colored Letters on a Genuine Tropical

SEA-SHELL BROOCH

Here 'Tis Sailors Like 'Em! Soldiers Have 'Em! The Girls Rave About 'Em!

Knocking them dead from coast to coast. Your name, any name, any saying. Flash, Color, plus Patriotic and Name Appeal.

California Redwood was big. Shell Name Brooches are Tremendous. Beautiful Sun Set Shell, running a gamut of colors, and Coral Letters. Knocks them cold! Truly Nature's most gorgeous creation. The fastest selling novelty in years. Costs 2 1/2¢ complete with printed brooch card. Easy to assemble with Duco cement—takes half a minute. Getting a very fast 25¢ at Fairs, Conventions, Celebrations, Homecomings, Beaches, Amusement Parks, Carnivals, and by independent demonstrators at Grant, Kresge, Kress and McCrory Stores. Hustlers! Demonstrators! Pitchmen! Novelty Workers! Act Now while it's NEW.

PRICE LIST:

Sun Set Shells	\$1.75	Gross Thousand \$10.00
Jeweler's Brooch Pins	...	1.50	10.00
Printed Brooch Cards60	4.00
Coral Colored Letters,	50¢ a pound.		

Small Shells for initials or "V", only \$5 per thousand.

Samples, postpaid, 15¢. 50% deposit with order, balance C. O. D. Use Air Mail. Special Delivery or Western Union for fast One-Day Service.

J. A. WHYTE & SON
7310 N. E. 2d Ave., Miami, Fla.
Importers of Cuban and Bahama, West Indies Novelties, Curios, etc. Shell Lamps and Shell Jewelry. Price list on request.

PATRIOTIC SPECIALTIES

2 HOT V NUMBERS

THE NEW V BANNER
Fine Satin Tasseled and Fringed. This is the Banner that sells.
9x12 \$1.25 Doz. Gross \$14.00
5x7 Fringed effect—This is the popular seller to autoists.
75¢ Doz. Gross \$8.50

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PIPES

(Continued from page 91)

He did okeh at the Davenport (Ia.) Fair. He saw Doc Floyd Johnstone and Marg in Blue Earth, Minn., doing good biz. . . Earl Wilson visited the Pipes desk in Cincinnati en route to New York fairs. He had found the South badly burned up and no good for pitchmen. . . Joe Smith, with sharpeners, left St. Louis to make fall fairs. . . Al West, who was working his clown advertising wrinkle, visited the Pipes desk in Cincy. He had been at the fair in Shelbyville, Ind., where boys with novelties did well. Al was accompanied to the Pipes desk by Ethel Hart. . . J. D. (Senator) Rockwell had returned to Seattle, Wash., from a trip around the Olympic Peninsula and the San Juan Islands with R. Guild Stewart. They worked an Indian

reservation at Neah Bay to big biz. . . H. Tenny was in Bingen, Wash., still writing the sheet. . . Earl Salsbury was working a doorway in Fremont, O., to okeh biz. . . Harold Brooks, with astrology and health books, was working Indian Lake, Russells Point, O. . . Art Munz had been making the fairs in Indiana. . . Stanley Anderson was still settled in Boston, where he was supervising and merchandising for 78 doughnut shops in New England under direction of Doughnut Corporation of America. He had a long talk with Clyde Hager, stage exponent of pitching. . . Morris Kahntroff had just made a jump from Minocqua, Wis., to Chicago and Huntingburg, Ind. He saw Salem Bedonie, Mr. Ramer, and Fido Kerr and wife at Rhinelander, Wis. . . Mrs. Frank R. Crawford piped in with a rare bit of news about herself. She had

three names in less than 24 hours. She was divorced from Jack Dunn at Danbridge, Tenn., July 20 and had her maiden name, Lena May Powell, restored. She was then married July 21 at Knoxville to Frank R. Crawford, concessionaire with the Crystal Exposition Shows. . . Bert Dunlap, Ernie Atherton, and Claude Oliver had contracted for space at the Indiana State Fair. . . That's all.

It Hasn't Changed

By E. F. HANNAN

FROM the day that the first herb salesman in the med field began to promote nature's gift to mankind from the fields and forests there has been no slackening of interest in the root, herb, and bark industries. Down thru the years the wandering med showman was often the butt of some of the public's jokes, but if there is a laugh left it has been tossed into the lap of the old-time Doc.

In fact, "the get your vitamins idea" is new proof that the herbalist has been on the right track all the time, for what has he been selling but a combination of all the grasses that are now being extolled as the only way to a longer life? Dandelion and sassafras, gentian and celery seed, and all the rest that the new health discoverers are playing up heavily are the same that med showmen have lectured on to the public for over 50 years.

They've dressed it all up now and it's as good as ever, but no better, except that the word vitamin was unknown to the old-timer. If the old showmen of the Kickapoo, Pontiac, King Phillip, and all the other oprys could only come back and see their sales talks being vindicated, perhaps they'd all retire to a nature food restaurant and have a cup of gentian tea or a waft of sassafras cordial. The old med showman had an ace in the hole all the time, only he didn't live long enough to play his hand.

EVENTS FOR 2 WEEKS

(Continued from page 88)

- MINN.—Austin. Celebration, 29-Sept. 1. Barnesville. Celebration, 31-Sept. 1. Sanborn. Watermelon Day, 26.
- MISS.—Yazoo City. Miss. Oil Expo, 27-29.
- MO.—Ash Grove. Legion Celebration, 26-31. Hamilton. Legion Races, 26-29. Hermann. Home-Coming, 30-31. Jackson. Home-Comers' Celebration, 27-30. Washington. Farm Products Show, 28-30.
- NEB.—Schuyler. Am. Legion Celebration, 30-Sept. 1.
- NEV.—Winnemucca. Rodeo, 30-Sept. 1.
- N. H.—Franklin. Elks' Carnival, 27-Sept. 1.
- N. Y.—Huntington, L. I. Legion Celebration, 26-30.
- New York. Gift Show, 25-30.
- O.—Frazeyburg. Home-Coming, 28-30. Gibsonburg. Home-Coming, 27-30. Hoytville. Home-Coming, 26-30. North Canton. Fair-Home-Coming, 28-30. Port Washington. Firemen's Celebration, 27-30.
- Tiltonsville. Street Fair, 28-30. Winchester. Legion Festival, 27-30.
- OKLA.—Vinita. Rodeo, 29-31.
- ORE.—Astoria. Regatta, 26-30.
- PA.—Du Bois. Celebration, 29-Sept. 1. Fleetwood. Firemen's Fiesta, 29-Sept. 1. Olyphant. Vol. Firemen, 30-Sept. 1. Sharon. Firemen's Celebration, 24-30.
- S. D.—Faith. Sheep & Wool Show, 27-28. Hudson. Firemen's Sports Day, 27-28. Madison. Turtle Days, 29-30. Redfield. Celebration, 26-27. Salem. Harvest Festival, 25-26. Timber Lake. Celebration, Rodeo, & Stock Show, 28-29.
- TEX.—Brownfield. Lions' Club Carnival, week Aug. 25. Dallas. Gift Show, 25-Sept. 1. Galveston. Rodeo, 30-Sept. 1. Midland. Rodeo, 30-Sept. 1. Roaring Spring. Old Settlers' Reunion, 28-29. Sweetwater. Rodeo, 30-Sept. 1.
- UTAH.—Payson. Golden Onion Days, 31-Sept. 2. Tremonton. Rodeo at Fair, 28-30.
- WASH.—Ellensburg. Rodeo, 30-Sept. 1. Olympia. Harvest Festival, 26-27. Seattle. Gift Show, 25-28.
- Spokane. Dog Show, 31-Sept. 1.
- W. Va.—Berkeley Springs. Tomato Festival, 30-Sept. 1.
- WIS.—Waupun. Labor & Trades Celebration, 30-Sept. 1. Redgranite. Com'l. Club Celebration, 30-Sept. 1.
- WYO.—Evanston. Rodeo, 30-Sept. 1. Thermopolis. Rodeo, 31-Sept. 1.
- Sept. 1-6
- CALIF.—Del Rey. Community Fair, 4-6. Santa Cruz. Dog Show, 7.
- FLA.—Crestview. Celebration, 3-6.
- IDAHO—Cottonwood. Stock Show, 4-5.
- ILL.—Alexis. Home-Coming, 5-6. Lena. Firemen's Festival, 4-6. LeRoy. Fall Festival, 4-6. Mahomet. Fall Festival, 4-6. Strasburg. Home-Coming, 3-6.
- IND.—Bowling Green. Old Settlers' Reunion, 5-6. Markie. Fall Festival, 3-6. Vincennes. Celebration, Week Sept. 1. Williamsport. Lions' Club Celebration, 2-6.
- IA.—Cherokee. Plowing Match, 1-2. Keokuk. Fall Celebration, 3-6. New Hampton. Farm-Home Expo., 2-3. Spirit Lake. 4-H Club Congress, 4-6.

- KAN.—Cherokee. Home-Coming, 5-6. Lyons. Jubilesta, 1-3.
- KY.—Louisville. Jubilee, 1-14.
- MICH.—Detroit. Rodeo at State Fair, 27-Sept. 7. Grand Rapids. Dog Show, 6. Jackson. Dog Show, 7. Perry. Harvest Festival, 5-6.
- MINN.—Clements. Balloon Days, 5-7. Excelsior. Apple Day, 1. Henderson. Sauerkraut Days, 5-7.
- MO.—Bucklin. Home-Coming, 4-6. Maysville. Horse Show, 1-2. Newburg. Lions Carnival, 3-6.
- MONT.—Great Falls. Dog Show, 7-8. NEB.—Gordon. Rodeo, 3-5.
- N. Y.—Rochester. Dog Show, 7. Rye. Dog Show, 7. Tuxedo Park. Dog Show, 5-6.
- N. D.—Grenora. Fire Dept. Carnival, 2-3. O.—Andover. Street Fair, 5-6. Antwerp. Centennial Celebration, 4-7. Ashtabula Harbor. Street Fair, 4-6. Cincinnati. Hartwell Country Club Festival, 6. Columbiana. Street Fair, 5-6. Nelsonville. Home-Coming, 1-6. Sardinia. Street Fair, 4-6. Shelby. Street Fair, 3-6.
- OKLA.—Woodward. Elks Rodeo, 5-7.
- PA.—Clymer. Celebration, 1-6. Garrett. Home-Coming, 1-6.
- TENN.—Petersburg. Colt Show, 2-3. Shelbyville. Walking Horse Celebration, 4-6.
- TEX.—Colorado City. Round-Up, 4-5. Halttsville. LaVaca Fiesta, 5-6.
- UTAH—Brigham. Peach Day Celebration, 5-6.
- VA.—South Boston. Tobacco Festival, 4-5.
- WASH.—Colfax. Round-Up, 5-6. Grandview. Harvest Festival, 5-6.
- W. Va.—Huntington. Fall Festival, 4-6.
- WIS.—Mount Horeb. Fall Frolic, 4-6.

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Many Fairs To Quit If Gates Are Taxed -- Somma to SFC in Brief

RICHMOND, Va., Aug. 23.—Acting on its constitutional privilege, the International Association of Fairs and Expositions, thru Charles A. Somma, chairman of the IAFE powerful government relations committee, yesterday forwarded a brief to the Senate finance committee in Washington to support verbal testimony made by IAFE President Charles W. Green, secretary of Missouri State Fair, Sedalia, before the SFC on Monday during a hearing in connection with removing exemption enjoyed by fairs on gate admission taxes. Somma is general manager of Virginia State Fair here.

In the brief, a 3,000-word document, the association went on record as "opposed to that part of the revenue bill of 1941, which takes away the present exemption on the payment of admission taxes now enjoyed by agricultural fairs." IAFE seeks restoration in the bill of Section 1701 of the Internal Revenue Code, Subsection B, relating to agricul-

tural fairs. A wide and diversified range of accomplishments by fairs is cited in the paper, which notes that "in 1917 the fairs offered their services to the federal government" and that "the President of the United States, the federal food administrator (Herbert Hoover), the Secretary of War, and the federal railroad administrator (the late Senator McAdoo) all urged the fairs to continue operation as a means of encouraging food production and maintaining national morale."

Morale Building Cited

Chairman Somma offered a declaration of what fairs can do in the "present crisis." Among his points were that fairs keep up the morale of citizens by providing wholesome diversion, clean recreation, and public interest; furnish a medium for federal and State governments to popularize the defense program. Example cited here is that the President and Secretaries Knox and Stimson have approved a six-acre defense exhibit at Eastern States Exposition, Springfield, Mass., and have had a staff of army officers planning the exhibit; all fairs have offered their facilities to government agencies in furthering and promoting defense activities.

Chairman Somma outlined what effect a levy on admissions would have, stating it would reduce attendance and declaring that if the proposed gasoline rationing goes into effect on the Eastern seaboard "it will definitely hurt Sunday attendance at many fairs and in some cases will result in a financial loss because Sunday is a big day, and because of the things mentioned above a substantial number of State fairs have reduced their outside gate admission to 25 cents—and this has made a difference between a profit and a loss to many fairs."

He said it would reduce revenue in other ways: (1) Fewer patrons, which would mean fairs would be forced to reduce prize money; (2) reduced number of patrons would lessen the values of a fair, not only to patrons but to exhibitors, which would include many federal and State departments; (3) reduced values would mean the closing of many fairs, especially the smaller fairs, of which there are over 1,500.

Cannot Absorb Tax

Mr. Somma said his committee has gathered statements from a large number of fairs saying they could not pass the tax on to their patrons and yet the fairs could not absorb the tax themselves, "and they definitely would not hold a fair if required to pay a tax."

The peculiar position of fairs is cited under "Hazards of Fair Operation Are Almost Insurmountable," in which it is stated that no fair is organized to make money and very few actually make money; the best men in every community are its directors because it is considered a community builder; a large number of State fairs are financed by the State because they are considered educational; fairs operate for one week out of 52; a date once set cannot be changed; long-term contracts must be made to have certain departments; premium offerings must be announced early in the year so that farmers and others can grow the crops to be exhibited; because of these commitments quick adjustments by a fair are absolutely impossible; every year many fairs show a financial loss solely because of weather; there is nothing a fair can do to protect itself; when this occurs either the taxpayer's money is taken out of the State Treasury to pay the loss or the private individuals do the same.

In a summary Chairman Somma declared that "up to this date and after repeated federal hearings over a period of years, the federal government has recognized the value of fairs and has not imposed an admission tax. Without a fair's inherent soundness a tax would have been imposed years ago."

If a tax is imposed "a substantial number of fairs will go out of business rather than try to operate" and "a number of them have gone on record stating that this will be their decision," the brief set forth.

The IAFE roster shows that there is membership of 59 State or major fairs in the United States, eight in Canada, and approximately 500 other fairs represented in the parent body thru membership affiliations by 27 State-wide associations.

OUTDOOR SHOWMEN

On account of Labor Day no telegraphed or telephoned SHOW ADS will be accepted for September 6 issue after 10 a.m. (Eastern Standard Time) Monday, September 1.

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LAST CALL! LAST CALL! LAST CALL!
99th Annual MINEOLA FAIR—SEPT. 8-13 Day and Night Fair
Wanted: Rides that don't conflict—Octopus, Roll-o-Plane. All other Rides we have. Shows of all kinds with own tops—Ten-in-One, Girl Revues, Monkey Drome, Motor Drome, etc.
ALL LEGITIMATE CONCESSIONS OPEN — BINGO
Scales, High Striker, Penny Pitch, Pitch-Till-You-Win, Dart Games, Ball Games, American Palmistry, Novelties, Duck Pond, Shooting Galleries, Cookhouse, Grab Joint, Custard, Popcorn, Candy Apples, Candy Floss, etc.
BEN WILLIAMS SHOWS
50-25 71st Street
WOODSIDE, L. I., N. Y.

Royal Exposition Shows WANT
For Bland County Fair, Bland, Virginia, next week, with eleven other consecutive Fairs and Celebrations to follow, ending at Brunson, So. Car., week Nov. 17. Shows: Any worth-while Shows with own outfits and transportation, especially Trained Animals, Minstrel, Monkey Circus, Fun House, Motordrome. Rides: Can use Octopus or Spitfire with own transportation. Want one more Free Act to feature. Price must be right. To end up season, a few more 10-Cent Concessions, such as a Long Range Gallery, Diggers or Merchandises, Penny Arcade, etc.
Address: H. B. ROYAL, this week, Oceana, W. Va.; then as per route.

C SERVICE—A-I QUALITY—PRICE C
A These 3 factors are important to you candy buyers who must have immediate shipments and good quality at the best prices. Our concession trade experience (Established 1892) leaves nothing to be desired—depend upon us for all your needs. Write today for complete information, stating your requirements.
N
D
Y **WM. C. JOHNSON CANDY CO., 76 E. McMicken Avenue, Cincinnati, Ohio**

What Is Unfair Competition?

By LEO T. PARKER, Attorney at Law

VERY frequently owners of circuses, carnivals, amusement parks, concessions, and traveling shows are confronted with the legal problem: How shall I deal with a competitor who unfairly and fraudulently violates my legal rights? Generally speaking, any person who does so practices unfair competition and is liable therefor.

It is important to know that unfair competition is any act by which one person deals unfairly with another in ordinary business transactions. However, it is well to know that such acts relating to infringement of trade-marks is not always unfair competition, but liability for the infringement is certain. While only trade-marks can be registered under federal laws, many States and cities provide for registration of trade names, such as names of business firms. Therefore suits may be filed to recover damages for infringement of trade-marks and trade names, and in many instances the original user of a trade name may also sue under the unfair competition

laws which broadly prohibit all persons, firms, and corporations from dealing unfairly with competitors.

Trade-Mark Rights

The higher courts consistently hold that no person, firm, or corporation may have exclusive ownership, or obtain a trade-mark for common or descriptive words, geographical names, and the like. On the other hand, where fraud is present and another sustains financial loss that may be unfair competition, particularly where the loss results to the person or company which first adopted, advertised, and used the thing, idea, or subject matter in controversy.

However, no person, firm, or corporation has any right to the exclusive ownership of a word in common use in the show, concession, carnival, or circus business. See *Whitman*, 289 N. Y. S. 961, in which an amusement company used a common word in its business. Soon afterward another company used the

same word but did not copy the other's business tactics, trade name, or advertising methods. The court held that this act did not constitute unfair competition, and said: "Unfair competition is a species of fraud. I can discern no fraud here . . ."

Of course, if a person, firm, or company has expended a large amount of money to advertise anything, then he may prevent a competitor from using or adopting any thing, plan, or method likely to effect an advantageous result to the competitor and financial losses to the original user, or likely to deceive the public. This latter always is important because all courts will prevent the promotion, adoption, and sale of all things, products, and plans likely to deceive the public. For this reason when any act effects financial loss to any person, firm, or corporation and it is likely to prove deceptive to the public, the court invariably will interfere and enjoin continuation of the act.

For example, in a leading case, 70 Fed. (2d) 310, the court said that it is unfair to use words similar to words used by a competitor unless the new user places upon every piece of advertising, used in connection, a notification that the new user is not connected with the original user. In other words, a new user of words, or a symbol, must be certain to notify the public that he is not connected in any sense with the older user of such words or symbol in order to be certain that he will not infringe upon the legal rights of the original user and that the public will not be deceived.

Applying to Two Users

A further example of this rule of law is found in *General vs. General*, 237 Fed. 64. Here it was shown that a corporation whose headquarters was in one State adopted a trade name. A corporation in another State adopted a similar name. The first corporation sued the later adopter and asked the court to grant an injunction against further use of the trade name. The court granted this request and issued an injunction saying: "A corporation is charged with the duty of not selecting a name for fraudulent purposes. . . . The fact that the charter was obtained from the State cannot deprive a court of its power to prevent fraud and protect property rights."

Therefore irrespective of the authority by which a corporation acquires its

name, an older corporation whose name is infringed has a legal right to prevent such use providing, of course, the two trade names are known by the same prospects or customers. Therefore a person, firm, or corporation may adopt and use exactly the same trade name if the two users operate in entirely different localities and neither appeals to or does business with customers of the others. This is so because, under these circumstances, the public is not and cannot be deceived. These rules of law are applicable to trade names, slogans, and the like.

(Continued next week)

GOLD MEDAL SHOWS WANT

First-class Cook House that caters to Show People to join at once. Privilege in tickets. Also want Manager for Crime Show. Playing Fairs until Nov. 15. Address OSCAR BLOOM, Mgr., Elkhorn, Wis., Aug. 28-Sept. 2.

WANT RIDE HELP

Must be experienced and sober. Have for sale Jones Chairplane, 24 seats; also small Menagerie and Trained Lion Act. Reasonable. Wire or write.

Hamilton Amusement Co.
Bessemer, Ala., Week Ending Aug. 30

POPCORN CONCESSIONAIRES

Write for low prices on Popcorn and Supplies. Corn Oil, 5 Gallon, \$6.25.

C. R. FRANK, POPCORN AND SUPPLIES
4310 Delmar Blvd., St. Louis, Mo.

W. S. MALARKEY

Can place Shows and Concessions for Brookfield, N. Y., Fair, Sept. 1-5 Mansfield, Pa., Fair, Sept. 10-13 Westfield, Pa., Fair, Sept. 15-20 Address W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

CONCESSIONS WANTED for the Strasburg Homecoming and Free Barbecue September 3, 4, 5, and 6. One of the largest and longest established street celebrations in Central Illinois. We will sell X on the following Concessions: Novelties, Penny Pitch, Snow-Balls, Frozen Custard, Scales, Guess Your Age, Basket Ball, Hoop-a-La, Dart Balloons, Rat Game, Fish Pond, Slum Spindle, Stock Concessions that work for 10 cents or any other legitimate Concessions that do not conflict. LAUREN R. HAMM, Concession Mgr., Strasburg, Ill.

PRELL'S WORLD FAIR SHOWS, INC.
WANTS -For big Labor Day Merchants' Exhibit and Industrial Fair, September 1st to 6th, at Selinsgrove, Pa., and for a Long String of Southern Fairs.

SEPT. 8-13 Leaksville-Spray, N. C.	SEPT. 15-20 ROBESON CO. FAIR Lumberton, N. C.	SEPT. 22-27 NEW DEAL MERCHANTS FAIR AND EXHIBIT Concord, Kanopolis Road, N. C.
SEPT. 29-OCT. 4 IREDELL CO. FAIR Statesville, N. C.	OCT. 6-11 STANLY CO. FAIR Albemarle, N. C.	OCT. 13-18 UNION CO. FAIR Monroe, N. C.
OCT. 20-25 LAURINBURG, N. C. FAIR	OCT. 27-NOV. 1 WADESBORO, N. C., FAIR	Nov. 3-8 and Nov. 10-15. Two big Monster and Industrial Fairs where there are thousands of people working on defense work.

ALL ABOVE FAIRS ARE PLAYED IN AREAS WHERE THERE WILL BE 400,000 to 600,000 MEN ON MANEUVERS. Those joining now will have preference on our winter unit, which will be out all winter showing Southern Georgia and Florida.

CONCESSIONS: Want all kinds of Concessions. Can use two sets of Diggers. Happy Hawkins, get in touch with me. Can place Scales, Guess Your Age. Will sell exclusive to right party. CAN PLACE FIRST-CLASS COOK HOUSE AT ONCE. Joe Decker, Mike Roman, get in touch with me.

RIDES: Will book or buy Fly-o-Plane, Spitfire or Caterpillar. We have all others. Want Pony Ride, must be up to date. Want two more Kiddie Rides. RIDE HELP WANTED IN ALL DEPARTMENTS, MEN WHO CAN DRIVE SEMI TRAILERS PREFERRED.

SHOWS: Minstrel Show, have beautiful outfit for same. Leo Barzell wants Girls for his DOPE SHOW, Bob Mansfield wants Girls for his POSING SHOW. Want Manager and Grinder for beautiful framed SNAKE SHOW. Want Fat Show, Midget Show or any Pit Show that meets with approval and can get money.

FREE ACTS: Want two high-class FREE ACTS starting September 1st at Selinsgrove, Pa., and for the balance of the season up to November 15th.

All address: SAMUEL E. PRELL, General Manager; LEO BISTANY, Business Manager, Williamsport, Pa., this week; Selinsgrove, Pa., Sept. 1st to 6th.

Fairs — J. F. SPARKS SHOWS — Fairs

SCOTT COUNTY FAIR ONEIDA, TENN., SEPT. 2-8	BLOUNT COUNTY FAIR MARYVILLE, TENN., SEPT. 8-13
--	---

Two of Tennessee's Best

DE KALB COUNTY FAIR FT. PAYNE, ALA., to follow.	WALKER COUNTY FAIR JASPER, ALA. All mines working. Bumper cotton crop.
---	--

Will book any good Grind Shows. Complete Motordrome. Legitimate Concessions. Sell exclusive American Palmistry—Cheesey, answer. Candy Floss and Candy Apples. Book Ball Games. Fish Ponds, Pitches—Ford Smith, write. Grab Stands for Oneida and Maryville. Replies—J. F. Sparks Shows, Wise, Va., this week. P. S.—Want Chorus Girls and Musicians for Minstrel Show.

MARSHALL COUNTY FAIR AND LABOR DAY CELEBRATION
MOUNDSVILLE, WEST VIRGINIA

Wanted—Concessions of all kind except Bingo and Popcorn. Good opening for Cook House. Shows with or without own outfits except Girl Show. Rides—Will book Octopus, Roll-o-Plane, Tilt or any Flat Ride. Address:

JONES GREATER SHOWS
WESTON, W. VA.

MATTHEW J. RILEY ENTERPRISES
PLAYING 7 MORE WEEKS, BEST LOCATIONS.

WANT Meritorious Shows, Merry-Go-Round, Chairplane, any other Flat Ride. CONCESSIONS: Hoopla, Pitch-Tilt-Win, Fish Pond, Duck Pond, Ball Games, American Palmistry, any other Legitimate Concessions. WANTED

Address MATTHEW J. RILEY, 917 Walnut St., Philadelphia, Pa. Phone Kingsley 0855. Week Aug. 25—26th St. and Snyder Ave.

HELLER'S ACME SHOWS, INC.
CAN PLACE

Concessions of all kind, Pocomoke City, Maryland, Firemen's Fair, and Crisfield, Maryland, Big Labor Day Fair. Will book Octopus, Roll-o-Plane, Tilt-a-Whirl or any major Ride. Can place Plantation Show with own outfit. Also will turn over complete beautiful Girl Show to reliable party. Want Girls for Girl Show, also Talkers. This week, Pocomoke City, Md.; next week, Crisfield, Md.

J. J. PAGE SHOWS

CAN PLACE UP-TO-DATE COOKHOUSE TO JOIN ON WIRE. MANAGER WITH RIDERS TO JOIN ON WIRE TO TAKE CHARGE OF MOTORDROME. HAVE COMPLETE DROME WITH LION AND BANNER.

Want legitimate Concessions of all kinds except Bingo. Good opening for Frozen Custard, Long Range Gallery, Snow Cone and all other legitimate Concessions. Want Chorus Girls and Musicians for Colored Minstrel Show. Our dates include Laurel County Fair, London, Ky., next week, followed by Knoxville, Tenn., Legion Colored Fair; Sevier County Fair, Sevierville, Tenn.; Dickson County Fair, Dickson, Tenn.; Rome, Ga.; Washington Co. Fair, Sandersville, Ga.; Thomas Co. Fair, Thomasville, Ga.; Coffee County Fair, Douglas, Ga.; Monroe, Ga., Fair, and Swainsboro, Ga., Fair. Address: J. J. PAGE SHOWS, Alexandria, Tenn., this week; Laurel Co. Fair, London, Ky., next week. P.S.: WANT HIGH AERIAL FREE ACT, must be flashy, to join next week at London, Ky.

FOR SALE (I Have Government Job)

Allan Herschell Carrousel, 32 ft. 2 abreast Little Beauty, 5 h.p. elec. motor, double tracker bar, Wurlitzer style 150 organ with 1 h.p. motor, complete with tools and crates, price \$2,200. Ell 5 Ferris Wheel, 4 cyl. LeRoI motor, V-belt drive, price \$2,200. Smith & Smith 24-seat Chair-o-Plane, new type, LeRoI motor, swell lighting, price \$1,000. Allan Herschell Ten-Car Kiddie Auto, crates and 1 1/2 h.p. elec. motor, price \$500. Transformer, 100 k.w., mounted in 1935 Dodge van job, s.w. board, high line cut outs, 1,000 ft. of 2.0 rubber cable, pass city inspection, price \$1,000. Office Trailer, 22 ft., price \$300. One Bingo, 20x40; two Milk Bottle, 16x16; 10 8x10 Concession Tops, Frames and Trunks, price \$500. Can be seen in operation Appleton, Wis., until Sept. 1; Milwaukee to follow. Price for all cash \$7,000. Playing lots near Chicago. Address: O. C. HENKE, 2314 W. State, Milwaukee, Wis.

FUNLAND SHOWS

U. S. O. & V. want for biggest Labor Week's Celebration in East. Sparrows Point, Md., Sept. 1st-6th, with Fairs to follow: Popcorn, Apples, Peanuts, Candy Floss, Arcade, Scales, Pill Game, American Palmistry, Photos, Bumper, Blower, Fish Pond, Shive Rack, etc. Shows open: Wax, Animal, Drome, String and Funhouse. One Flat and Kid Ride. Want Wheel Foreman. All winter's work south. Barret wants Girls. Funland Shows want capable Special Agent with car for Carolinas and Florida. All replies: Essex, Md., this week.

Start Promises 400,000 Count In Des Moines

DES MOINES, Ia., Aug. 23.—The Iowa State Fair (August 22-29) got off to a healthy start, with attendance up to Saturday night running 18,051 ahead of 1940, giving officials hope for another 400,000 year, which has been accomplished only twice before in the last 10 years.

Total attendance up to 10 p.m. Saturday night was 127,265 as compared with 109,214 for the same period last year.

On both of the two preparation days and the first two fair days the attendance figures exceeded 1940 marks but were far short of all-time highs. Altho perfect weather prevailed on the fairgrounds, rain out-State on both Friday and Saturday was believed to have held down the attendance from record-breaking heights. A heavy downpour late Thursday night was also believed to have hurt Friday's business.

Attendance on Friday was 57,818 as compared with 55,709 last year and on Saturday 49,424 went thru the gates as compared with 33,569 last year. Preparation day on Wednesday had 8,545 and Thursday 11,478, only slightly ahead of 1940 figures.

Grandstand, Midway Takes Up

Grandstand and midway receipts were up, slightly ahead of last year, with Barnes-Carruthers Music on Wings revue pulling in near-capacity crowds both nights. Fair officials expected the well-received revue to pull down high grosses for the remainder of the fair.

The Friday auto races attracted 10,000 and a capacity crowd of 12,000 saw the Saturday afternoon thrill show featuring Capt. F. F. Frakes. The Friday evening show pulled in approximately 9,000 and an overflowing crowd of 15,000 witnessed the spectacle Saturday night.

W. B. Naylor, press representative of Beckmann & Gerety Shows, reported business was running ahead of last year's figures, with a 12 per cent boost on Friday and even more than that on Saturday. BG returned to the Iowa Fair after an absence of two years.

Displays, Exhibits Increase

More displays and exhibits than ever before were on the grounds, and industry hall gave no indications of any effect from the OPM.

Bernie Cummings got off to a poor start in the dance pavilion with less than 400 dancers at 50 cents each on Friday night, but he turned the trick on Saturday night with 1,250 persons at the same price.

RINK MANAGEMENT

(Continued from page 67)

with skaters, however, regardless of the requests of skaters themselves.

With a clean, courteous rink staff, the rink is then in a position to expect its skaters to be neat, properly attired, and to observe polite decorum. This adds

HOME RELIGION COURSE

ARE YOUR CHILDREN losing interest in religion? Can you explain the old religious truths to them clearly and simply? Can you solve the doubts that others implant in their minds? My weekly lessons will help you. Write now for free particulars to

RICHARD HAMMONS, Teacher of Divinity
4712 NORTH AVE. CHICAGO, ILL.

SPECTACULAR BALLOON ASCENSIONS

FOR ALL OCCASIONS
This is a Feature Act, a real "THRILLER," and never fails to draw exceptional crowds. Write or wire for open time.

Jacksonville Balloon Co.
Jacksonville, Ill.

CARNIVAL WANTED

Carnival wanted for Colored Fair, either September 25-27 or October 2-4, Huntsville, Alabama. Fifty million defense project now under way in Huntsville. Colored Fair should go over big this year. Address: R. K. BELL, care Madison County Fair Association.

CARNIVAL WANTED

RIDES — SHOWS — CONCESSIONS
SEPT. 25, 26, 27
C. of C. COMMUNITY FAIR
NORMANGE, TEXAS
Third annual event—during Cotton Selling Time—crops good—prices best in years. Midway between Dallas and Houston. Communicate at once.
DAVIS COZART, Chair.

to atmosphere, and here is a good place to transpose back to the physical side.

Creating Spirit Hard Work

In keeping with the policy of making Mineola like a club, the writer had walls and ceiling lined with natural knotted pine, stained dark, and the floor of the lobby covered with rich, maroon carpet. The carpet is a luxury, but it has a most practical purpose in keeping skaters who idle off the skating surface from slipping when they move about. Every picture is appropriately framed in harmony with the decorative theme of the lobby. Signs are not allowed except for extraordinary occasions.

To augment the physical elements that make for atmosphere, plus the hand-picking of rink help, there must be that "certain something" which is the will-o-the-wisp for so many rinks. Actually there is no mystery about just what the "certain something" is. When you have a well-planned rink, it attracts a well-bred clientele. Thru promoting roller skating in your rink and making the clientele skate enthusiasts, you create an appreciation that becomes a pride, which in turn is akin to school spirit or fraternal spirit. This pride or spirit does not come easy. You must work for it and work hard.

How did Mineola Rink achieve that "certain something," that intangible air that makes it just a little different and distinctive from the ordinary rink and makes it possible to advertise, "There's Only One Mineola!"? It was a long struggle, but it makes a short story.

Lessons Learned in Show Biz

The writer had been in show business before starting to operate a rink. He was a roller skater. He skated in rinks from Coast to Coast and across the water on the Continent. From much experience, pleasant and otherwise, in the shapeless limbo of roller skating as it was in its highly disorganized and uncultivated state at that time, the writer found what skating needed most.

It needed class. It needed variety. It needed showmanship. It needed development of both the skate and skating itself. It was decided to start dance skating at Mineola, which now enjoys the appellation, "Home of Dance Skating." Sleeves were rolled up and Mineola went to work. Dance skate classes were organized. Ice skating dances were worked out on rollers. New roller dances, such as the Chicago Hop and the Mineola Swing were born. Dance skating was plugged, plugged, plugged. The smashing success of the dance skating promotion is best sung in the extent to which it was imitated and followed. On Long Island dancing on rollers was picked up quickly. New Jersey rinks were "Johnny-Come-Latelles," but they are doing it now. The entire country is dancing on wheels wherever there are roller rinks.

The first United States Dance Skating Championships were held at Mineola Rink in April, 1939. This is cited merely to accent the prairie-fire speed with which the dance-skate craze swept rollerdom.

Thru teaching Long Islanders how to dance-skate, Mineola secured the atmosphere that matched the planned physical set-up of the roller rink. That atmosphere is jealously guarded and maintained. It is the key, the difference, the denominator of success.

Future Now Up to Operators

Summarizing briefly, the formula for a successful roller rink is the properly planned rink with a good floor, good music, and good skates, atmosphere created thru the proper application of good taste and creative advancement of roller skating as a sport, and making a club out of your place of business. This is only the plan.

The application of the plan depends on the ability and ingenuity and imagination of the individual rink operator. If the operator is resourceful, if he has the knack of personal contact, if he knows the public, then he is certain of success. The roller rink business is like any other business. You have to know

what it's all about.

The skating sport is now rolling swiftly from the clouded past. It is rolling towards first place in American participation sport—or, more accurately, social recreation, because that is what roller skating is. Newspapers are at last recognizing roller skating. Parents are lauding the decorum of the rinks.

The roller business is launched. Where it will go depends upon rink operators and how well they maintain their rinks and proper public relationship.

RINK INSTRUCTORS

(Continued from page 66)

in from Key West to Portland and from California to Maine, thanks to advertising in *The Billboard*.

INCREASED interest in roller skating in the West is reported by Fred J. Bergin, Skateland, Dayton, O., and chairman of the dance committee of the Roller Skating Rink Operators' Association in the United States, who has returned after an extensive tour with Robert D. Martin, Arena Gardens Rink, Detroit, and chairman of the RSEOA figure skating committee. "We covered the entire West," writes Chairman Bergin, "and found the same interest,

whether it was in Seattle, Portland, or Los Angeles." Incidentally, he has taken occasion to recommend some recordings which he has heard and believes especially suitable for use by operators. *Amapola* he considers an excellent two-step; *Tramp, Tramp, Tramp*, suitable for 14-step or grand march, and *Skater's Waltz*, appropriate for an all-skating waltz or a straight waltz. Chairman Bergin, now in the East, plans to write for *The Billboard* a detailed report of the Western trip.

SHORTLY after a windstorm on July 28 badly damaged the tent covering Big Top Roller Rink, Kensington and Hunting Park Avenue, Philadelphia, officials obtained a new \$500 top and resumed operations, reported Charles Goff, publicity director.

AROUND THE GROUNDS

(Continued from page 81)

State stock show, and merchants and manufacturers' displays, have been made for six-day eight-county Southeast Georgia Fair here, to be sponsored by the American Legion Post. Mighty Monarch Shows have been contracted for the midway. Fair board, elected for a 10-year period, had a 10-year lease on grounds and a shutout arrangement with city and county for the same period.

MONTGOMERY COUNTY FAIR

HATFIELD, PENN.

Followed by Reading, Pa., Fair, and New Jersey State Fair, Trenton
Want Monkey Circus, Silodrome and Grind Shows. Can place legitimate Merchandise Concessions, Eating and Drinking Stands. Want Oriental Dancers for Glitter Gals Show.

Address: This Week, Easton, Penn.

CETLIN & WILSON SHOWS

Free Fair --- FREEPORT, ILLINOIS --- Free Fair

SEPTEMBER 10 TO 14

Wants Fun House, Animal Show, Arcade, and other Shows of merit. Also Concessions, Cook Houses, Ice Cream, Frozen Custard, Novelties, Show Candy Floss, Candy Apples, Long Range Gallery, Ball Games, Fish-Til-U-Win, Age, Weight, Game Rack. Also want small county fair prices. \$2.00 a foot. Concessions for Alexis Home Coming, Sept. 3-4-5-6, Alexis, Ill., and Galesburg, Ill., Labor Day Celebration on the streets. Address all mail to

C. L. STORER, Care Hoffner Amusement Co.

This week Galesburg, Ill.; next week Alexis, Ill.

WANTED—SHOWS . . . SHOWS . . . SHOWS . . . SHOWS

KALAMAZOO COUNTY FREE FAIR

SEPT. 24-27—DAY & NIGHT

No Girl, Posing, Geek or Athletic Shows wanted. Big Shows, take notice—This Fair should have third largest attendance in State. Can place few more legitimate Concessions. Free Gate—Free Parking—Free Acts and Fireworks. Billed like a circus. Write or wire
SUPT. OF ATTRACTIONS, BOX 729, KALAMAZOO, MICH.

SPENCER, MASS., FAIR

AUGUST 29-SEPTEMBER 2 INCLUSIVE

Free Gate. Harness Racing Daily. Attendance Last Year 38,000.
Want non-conflicting Rides and Shows. Would especially like to hear from organized Girl Show with or without top. All Concessions open, come on. Bingo open. Can place Ride Help, also Concession Agents. Fred Calk, come on. All replies to
HARRY KAHN or FRANCIS KELLEY, Hotel Lee, Worcester, Mass.

DIXIE BELLE SHOW WANTS

Account of O'Steen leaving, will book for balance of season Cook House or Crab, Photos, Fish Pond, Hoop-La, Cigarette Gallery, Penny Pitch or any legitimate Concession not conflicting with what we have on our Midway. We have now 4 Rides, 4 Shows and 16 Concessions. We have 6 Fairs yet to play in Kentucky and Indiana. Address:
LOUIS T. RILEY, Mgr., Rising Sun, Ind., this week.

GREAT AMERICAN SHOWS WANT

Cookhouse, privilege in tickets. Also Bingo, Cigarette Gallery, Photos, and Sound Truck. Sullivan, wire. Can place Penny Arcade. Walter Valance, wire. Want Girls for Miss America. Salary from office. Will lease or book set of Rides. Opening September 8. South until November 25. All address GREAT AMERICAN SHOWS, Midvale, N. J., this week; Fairview, week September 1.

ENDY BROS.' SHOWS, Inc.

WANTS Rollo-Plane Foreman, Ride Help, Truck Drivers, Talkers and General Help.

ALL WINTER'S WORK IN FLORIDA

This Week, Presque Isle, Maine

Toronto's First 2 Days Are Up 20,000 Over '40

TORONTO, Aug. 23.—Canadian National Exhibition opened here Friday under the most encouraging conditions. Despite threatening weather attendance was 58,000, an increase of 14,000 over last year. Repeating on Saturday, turnstiles registered 278,000, an increase of 6,000, giving the show a total attendance for the first two days of 275,000, a lead of 20,000 over the same period last year.

Impressive ceremonies were conducted at the band shell. His Royal Highness the Duke of Kent officially opened the 63d chapter, entitled *Canada's Answer*. Everywhere the war and Canada's part is predominate. Today, Warrior's Day, over 40,000 veterans and soldiers paraded thru the grounds, including veterans from the United States. Military tattoo in front of the grandstand played to a capacity audience. *Britannia*, the spec. opens Monday. Frolexland presents 18 shows, 21 major rides, and 12 attractions in Kiddieland. The general appearance this year was considered far ahead of anything ever held here and drew praise from the directors, who complimented Director J. W. Conklin on its attractiveness.

Frolexland Biz Jumps

Business on the opening day was officially given as 100 per cent over last year. Saturday crowds jammed the midway all day, taxing the shows and rides to capacity. It was estimated that the gross for this first Saturday should better last year by 50 per cent. Prices were up 20 per cent on all attractions to take care of the amusement tax. Aquacade, presented by Sam Howard and Alf Phillips, holds number one spot on the line-up and took top money. Fly-o-plane, Moonrocket, and Maynes' Waterbug are out in front in the ride section. Tommy Dorsey closed a two-day span under the big top and registered capacity crowds, with Guy Lombardo moving in Monday for two days.

General Manager Elwood A. Hughes declared tonight that this year's exhibition, according to present indications, should reach the 2,000,000 mark for attendance and top any other year for spending. All that is needed now is continued good weather. Everybody has plenty of money to spend.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 23.—Our visitation program took us to Batavia, N. Y., on August 14, where we visited the James E. Strates Shows at Genesee County Fair. We had opportunity to spend a pleasant evening with Owner-Manager Strates and many of his personnel, including *The Billboard* agent, Sky Putnam, and Mrs. Putnam, Assistant Manager Dick O'Brien, Press Agent C. Foster Bell, Special Agent Keith Buckingham, and Sol Solsberg. We also found among other visitors Secretary J. V. Fawcett, Bath (N. Y.) Fair. George A. Hamid was a visitor, and a pleasant half hour was spent in discussing problems of the industry.

More personnel memberships have been received from Gooding Greater Shows, boosting the Gooding total to 89 and assuring that organization second place in the race at this date. First place is still retained by the Strates Shows, with Cetlin & Wilson Shows in third place and Endy Bros.' Shows in fourth place. ACA President Floyd E. Gooding intends to contact some member shows urging their participation in the personnel membership race.

We have frequently pointed out that the association's office receives large quantities of information and data

which is or should be of interest to the industry, and that it is available upon request. All that is necessary to obtain any information mentioned in this column from time to time is to write or wire us and a copy of the material will be promptly on its way to the member making the request.

ROUTES

(Continued from page 31)

O'Connell, Alice (Lincoln) NYC, h. Orr, Henry J. (Paramount) La Salle, Ill., nc. Ortega, Belen (Havana-Madrid) NYC, nc. Ortega, Rosita (Villa Venice) Chi, nc. Osta, Teresita (El Chico) NYC, nc. O'Toole, Ollie (Chicago) Chi, t. Overman, Wally: Akron, O., 25-Sept. 1; Canton 2-8. Owen, Guy (New Yorker) NYC, h.

Palmer, Joel (Indian Beach Club) Rehoboth, Del., nc.

Parker, Adrienne (Leon & Eddie's) NYC, nc. Parr, Mildred (Colosimo's) Chi, nc. Passer, Rolf (Rainbow Room) NYC, h. Paul, Slim & Eddie (Earle) Phila, t. Paulson, Lehua (Lexington) NYC, h. Pedro & Rafael (Fair) Rantoul, Ill. Penton, Kay (Hurricane) NYC, nc. Phillips, Jackie (Club Frolics) NYC, nc. Pickard, Roy (Fair) Wattsburg, Pa.; (Fair) Hughesville Sept. 1-6. Pickett & Ross (Biltmore) NYC, h. Pierce, Burton (Chicago) Chi, t. Pitchmen, Three (Palmer House) Chi, h. Poggi, Grace & Igor (Villa Venice) Chi, nc. Powers' Models (Loew's State) NYC, t. Price, Sammy (Cafe Society Downtown) NYC, nc. Princess & Willie's Hawaiians (Burton) Allegany, N. Y., h.

Rabold, Rajah (Tower) Kansas City, t. Ramirez, Carlos (Palmer House) Chi, h. Ray & Arthur (Earle) Washington, t. Ray & Trent (Buffalo) Buffalo, t. Raydon & Rogers (Maple Grove) Harrisburg, Pa., nc. Raye & Naldi (Palmer House) Chi, h.

Renee & Root (Ball) Miami, Fla., nc. Rhythm Rockets (Capitol) Washington, t. Rice, Sunny (Strand) NYC, t. Richards, Jackie (Paddock International) Atlantic City, nc.

Richey, Jean (Blackhawk) Chi, re. Riley, Joan (Park Central) NYC, h. Rios, Aida (Park Central) NYC, h. Robbins, Gail (Blackhawk) Chi, nc. Roberta (Casanova) Detroit, nc. Roberts & Co. (Roxy) Ryder, N. D., 27-28; (Opera House) McGregor 29-30; (Memorial) Noonan 31; (Palace) Wild Rose Sept 1-2; (Crosby) Crosby 3-4, t. Rochester (Strand) NYC, t. Rodrigues, Aida (Havana-Madrid) NYC, nc. Rogers & Revell (Fair) Little Valley, N. Y. Rollickers Trio (Nightingale) Sturgeon Bay, Wis., c.

Rollini, Adrian, Trio (Jack Dempsey's) NYC, re. Rolly, Rolly (Capitol) Washington, t. Rosario & Antonio (Palmer House) Chi, h. Rosette, Belle (Village Vanguard) NYC, c. Rosillanos (Buffalo) Buffalo, t. Rosini, Paul (Royale) Detroit, nc. Russell, Lynn (Bill Bertolotti's) NYC, nc. Russell, Mary Ann (Harry's New Yorker) Chi, nc.

St. Clair & Durand (Zimmerman's Hungaria) NYC, nc. Sanschi, Lorraine (Palmer House) Chi, h. Schenk, Al (Kaliner's) Phila, nc. Scott, Hazel (Cafe Society Uptown) NYC, nc. Sedley, Roy (18 Club) NYC, nc. Selder, J. & L. (Earle) Washington, t. Senators, Four (Mayfair) Washington, c. Sevilla, Anita (El Chico) NYC, nc. Sexton, Al (Sawdust Trail) NYC, nc. Shandor & Margo (Jack & Bob's) Trenton, N. J., nc. Shanley, Robert (Music Hall) NYC, t. Sharon, Nita (Times Tap Cocktail Bar) Rockford, Ill. Shaver, Buster, with Olive & George (State-Lake) Chi, t. Sherman Bros. & Tessie (Swan Club) Phila, nc.

Singing Marines (Hi Hat Club) Chi, nc. Slate Bros. (State-Lake) Chi, t. Smith, Rollin (Hickory House) NYC, nc. Son & Sonny (Sherman) Chi, h. South, Eddie (Cafe Society Uptown) NYC, nc. Spear, Harry (Latin Quarter) Boston, nc. Spencer, Kenneth (Cafe Society) NYC, nc. Starlets, The (Royale) Detroit, nc. Stephanie & Craig (Casanova) Detroit, nc. Stewart, Jacqueline (Sutton) NYC, h. Stoker Bros. (Carlton) Ambridge, Pa., 27-29, nc. Stone, Al (Kitty Davis) Miami Beach, nc. Street, Christeen (Lincoln-Douglas) Quincy, Ill., h. Stuart & Lee (Edgewater Beach) Chi, h. Stylists, The (210th Century) Phila, nc. Sullivan, Joe (Sutton) NYC, h. Sullivan, Maxine (Congo) Detroit, nc. Sumner, Helen (Ivanhoe) Chi, re. Suter, Ann (South Bluff) Peru, Ill., cc. Swann, Russell (Drake) Chi, h. Swifts, Three (Music Hall) NYC, t.

Tapps, Georgie (Rhumba Casino) Chi, nc. Tatum, Art (Cafe Society) NYC, nc. Tempos, Three (West Front Grill) Dover, O., nc. Thomas, Danny (5100 Club) Chi, nc. Thomas, Shiril (Armando's) NYC, nc. Tip, Tap, & Toe (Music Hall) NYC, t. Tomack, Sid, & Reis Bros. (Colosimo's) Chi, nc. Toner, Adrienne (Music Hall) NYC, t. Torres, Alberto (Havana-Madrid) NYC, nc. Torres, Fay (Havana-Madrid) NYC, nc. Travis, Kay (Casanova) Detroit, nc. Truex Twins (Kit Kat Klub) San Antonio, Tex., nc. Tyner, Evelyn (Waldorf-Astoria) NYC, h.

Valdes, Miguelito (Waldorf-Astoria) NYC, h.

Valencia, Carlos (French Monte Carlo) NYC, nc. Valtone, Val (Hurricane) NYC, nc. Vance, Vivian (Evergreen) Phila, nc. Vaughn's, Jerry, Radio Stars (Roxy) Ryder, N. D., 27-28; (Opera House) McGregor 29-30; (Memorial) Noonan 31; (Palace) Wild Rose Sept. 1-2; (Crosby) Crosby 3-4, t. Vermonte, Claire (Fifth Avenue) NYC, h. Villarino, Jeronimo (Village Vanguard) NYC, c. Vine, Billy (Hurricane) NYC, nc. Vinson, Maribel (New Yorker) NYC, h. Von Dell, Ceil (606 Club) Chi, nc.

Wahl, Watler Dare (Orpheum) Omaha, t. Wakefield, Merl (Buckhorn) Rockford, Ill., c. Waldron, Jack (Park Central) NYC, h. Walker & Cozy (Fair) Terre Haute, Ind. Walton & O'Rourke (Beverly Hills) Newport, Ky., cc.

Walton, Jules & Joanne (Harry's New Yorker) Chi, nc. Walzer, Oscar (Fifth Avenue) NYC, h. Ware, Dick (Bismarck) Chi, h. Wayne, JinJa (Hickory House) NYC, nc. Weaver, Doodles (Biltmore) NYC, h. Weeks, Larry (Chateau) Rochester, N. Y., nc. Whalen, Jackie (Nomad) Atlantic City, nc. White, Danny (Iceland) NYC, re. White, Jack (18 Club) NYC, nc. Wiere Bros. (State-Lake) Chi, t. Wilcox, Vern (Madison) Baltimore, nc. Williams, Jack (Paramount) NYC, t. Williams, Hermanos (Waldorf-Astoria) NYC, h. Wink, George (Jimmie Dwyer's Sawdust Trail) NYC, nc.

Winton & Diane (Park Central) NYC, h. Wonder, Tommy (Versailles) NYC, nc. Wood, Eleanor (Park Central) NYC, h. Wood, Tony (Park Central) NYC, h. Woods, Johnny (Palmer House) Chi, h.

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc. Young, Helen (New Yorker) NYC, h.

Zerby & Wiere (Fox Coast) Long Beach, Calif., t. Ziegfeld, DeLores (New Yorker) NYC, h.

REPERTOIRE-TENT SHOWS

Blythe, Billy, Players: North Troy, Vt., 25-30. Brown, Harry O., Show: Colfax, Wis., 25-30. Schaffner Players: Queen City, Mo., 25-30.

GRAND-STAND AND FREE ATTRACTIONS

(Routes are for current week when no dates are given)

Adams, Kirk, Dogs (Fair) Cambridge, N. Y. Albanis, The (Coney Island) Cincinnati. Balzer, Sisters (Canadian Natl. Exhn.) Toronto, Ont., Can., 25-Sept. 6. Barrett, Roy (Fair) Jackson, Mich., 26-30; (Rodeo) Solider Field, Chi., 31-Sept. 1. Beehler's, Monty, Animals: Fort Madison, Ia., 27-28; Stronghurst, Ill., 29; Fort Madison, Ia., 30-Sept. 1. Bink's Circus Atcs (Fairs) Gibsonburg, O.; (Fair) Luxemburg, Wis., 31-Sept. 1; (Fair) Shawano 2-4. Blondin-Rellim Troupe (Canadian Natl. Exhn.) Toronto, Can., 25-Sept. 7. Bogosh & Bardine (Fair) Essex Junction, Vt.; (Fair) Fonda, N. Y., 31-Sept. 3. Christy Circus unit (Fair) Little Valley, N. Y.; (Fair) Dunkirk Sept. 1-6. Clark & Bailey (Fair) Oshkosh, Wis.; (Fair) Chilton 30-Sept. 1; Escanaba, Mich., 2-6. Cogswell, James (State Fair) Pueblo, Colo. Cooke & Cooke (Fair) New Berlin, Pa. Couls Clowns (Fair) Utica, Mich. D'Arcy Girls (Fair) Hartland, Vt. Darnell, Nancy: West Middlesex, Pa. Donatella Bros. & Carmen (State Fair) Lincoln, Neb., Sept. 1-5. Emerald Sisters (Fair) Lehighton, Pa.; (Fair) Brookfield, N. Y., Sept. 1-4. Francis, Leo (Fair) Watertown, Wis., 31-Sept. 1; (Fair) Markle, Ind., 3-6. Franklin, Joe, & Pals (Fair) Flora, Ill., 25-27; (Fair) Marion 28-29; Teutopolis Sept. 1; (Fair) Albion 2-5. Fishers, Five Flying: Lewisburg, W. Va. Fisher's, Bob, Flyers (Home-Coming) Jackson, Mo. Grotofents, The (Coney Island) Cincinnati. Hanneford, George, Family (Canadian Natl. Exhn.) Toronto, Can., 24-Sept. 6. Harbison Five (Celebration) Allerton, Ia. Hodgini Bros. & Sister (Legion Celebration) Knox, Ind.; (Soldier Field) Chi 31-Sept. 1; (Fair) Oblong 2-5. Jaydee, Great (Fair) Wind Ridge, Pa.; (Fair) Cheviot, O., Sept. 4-6. Jewels, Five Juggling (Fair) Presque Isle, Me.; (Fair) Quebec City, Can., Sept. 1-6. Knoll, Great (Fair) Flora, Ill.; Rantoul Sept. 1-3; (Celebration) Chi 4-14. LeRoy Bros. (Fair) Utica, Mich. LaSalle Trio (Fair) National, Ia., 27-29; (Fair) Webster City Sept. 1-3; (Fair) Audubon 4-6. LaTona Troupe (Celebration) Calmar, Ia., 27; (Celebration) Allen, Neb., 4-5. LaZellas, Aerial (Fair) Powell, Wyo. Lerches, The (Celebration) Washington, Mo., 27-28; (Celebration) Fredericktown Sept. 1. Lorenzo, Paul, & Vicki: St. Paul, Minn. Malloy, Ullaine (Fair) Goshen, Ind.; Vincennes Sept. 1; Antwerp, O., 4-7. Mills Troupe (Indoor Circus) Moncton, N. B., Can.; (Fair) Granby, Que., Sept. 1-6. Otaris, Flying (Coney Island) Cincinnati. Peaches Sky Revue (Belmont Park) Montreal, Can.; (Fair) Rutland, Vt., Sept. 1-6. Reed, Betty (Fair) Sidney, Mont., 28-30; (Fair) Glendive 31-Sept. 2; (Fair) Miles City 4-6. Reynolds & Donegan Skating Girls (State Fair) Des Moines, Ia.; (Fair) Mason City 30-Sept. 3. Roberta's Circus (Summit Beach Park) Akron, O. Roberts, Stuart, Troupe (State Fair) St. Paul, Minn. Romas, Flying (Fair) Fort Madison, Ia., 27-Sept. 1; (Fair) Sac City 4-6. Sailors, Four (Fair) Essex Junction, Vt.; (Fair) Fonda, N. Y., 31-Sept. 3. Siegfried, Great (St. Mary's Lawn Party) Pittsfield, Mass.; (Fair) Northampton, Mass., 4-7.

Siemon, Hank, & Archie (Fair) Bridgeport, Ill., 27-29; (Fair) Elkhorn, Wis., 30-Sept. 1; (Fair) Melvin, Ill., 3-6. Sky-Rockets, Three (Legion Celebration) Knox, Ind.; Soldier Field) Chi 31-Sept. 1; (Fair) Oblong 2-5. Strock, Lillian (Fair) Wind Ridge, Pa. Ullis & Clark (Theater) Rock Springs, Wyo., 27-29; (Fair) Torrington Sept. 1-3; (Fair) Douglas 5-7. Valentinus, Flying (Fair) Campbellsville, Ky.; (Fair) Leroy, Ill., Sept. 4-6. Warnecke's Wonder Show: Morristown, Minn., 31; Belgrade Sept. 1-2. Watkins, Capt., Animals & One-Ring Circus (Canadian Natl. Exhn.) Toronto, Can., 25-Sept. 6. Wright, Earl, Dogs (Fair) Napoleon, O., 26-27; (Fair) Dayton Sept. 1; (Fair) Canton 3-4.

CIRCUS

Beers-Barnes: Birdsboro, Pa., 26; Spring City 27; Malvern 28; West Chester 29; Kennett Square 30. Cole Bros.: Nashville, Tenn., 25-26; Decatur, Ala., 27; Birmingham 28-29. Gainesville Community: (Shrine) Austin, Tex., 25-27; (Variety Club) Dallas Sept. 1. Hunt Bros.: Wildwood, N. J., 27. Kay Bros.: Aurora, Mo., 27; Bronson 28. Kelly, Al G-Miller Bros.: Gering, Neb., 22. Lewis Bros.: Portage, Wis., 25-26; Mauston 27-28. Mills Bros.: Harrisonburg, Va., 27; Bridge-water 28; Glasgow 29; Buchanan 30; Bedford Sept. 1. Polack Bros.: (Palomar Theater) Seattle, Wash., 25-31. Ranger Rodeo & Circus: Wapakoneta, O., 26-29. Raum's Circus & Rodeo: Charlotte, Mich., 25-30. Ringling Bros. and Barnum & Bailey: Ogden, Utah, 26; Pocatello, Idaho, 27; Butte, Mont., 28; Missoula 29; Spokane, Wash., 30; Seattle Sept. 1-2; Tacoma 3; Portland, Ore., 4. Russell Bros.: Paris, Tenn., 26; Dyersburg 27; Jackson 28; Memphis 29-30.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Alamo Expo.: (State Fair) Pueblo, Colo. All-American: (Fair) Apache, Okla. Allen, Fred: (Fair) Naples, N. Y., 26-29; Canistota Sept. 1-6. American Expo.: (Fair) Stoneboro, Pa., 28-Sept. 1. American United: Kalispell, Mont.; Chinook 30-Sept. 1. Anderson-Srader: Stockton, Kan. Antique Am. Co.: Loris, S. C. Arthur's American: (Fair) Ontario, Ore., 25-Sept. 1; (Fair) Cambridge, Idaho, 3-7. Bach, O. J.: Cambridge, N. Y. Baker, Tom, Attrs.: Fairmount, Ind., 25-28; (Ideal Beach) Monticello 29-Sept. 1. Bantly's All-American: (Fair) Flemington, N. J., 25-Sept. 1; (Fair) Port Royal, Pa., Sept. 2-6. Barker: Manson, Ia. Barkoot Bros.: (Fair) Marne, Mich.; Farwell Sept. 1-6. Baysinger, Al: Austin, Minn., 25-Sept. 2. Beckmann & Gerety: (State Fair) Des Moines, Ia., 25-29. Bee's Old Reliable, No. 1: (Fair) Campbellsville, Ky.; (Fair) Waverly, Tenn., Sept. 1-6; No. 2 (Colored Fair), Lexington, Ky., 25-30. Blue Ribbon: (Fair) Hodgenville, Ky.; (Fair) Russellville Sept. 1-6. Bodart's Rides: Luxemburg, Wis. Bremer's Consolidated: Mineral Point, Wis.; Waukon, Ia., Sept. 2-5; Flat River, Mo., 8-13. Bright Lights Expo.: Frostburg, Md.; Garrett, Pa., Sept. 1-6. Brown Family Rides: Milled, Ga. Buck, O. C.: Rhinebeck, N. Y.; Dunkirk Sept. 1-6. Buckeye State: (Fair) Jackson, Mo.; (Fair) Marshfield Sept. 1-6. Bullock Am. Co.: Mount Hope, W. Va. Burrell & Rust: Shelby, Mo., 26-28; Waterloo, Ill., 30-31. Byers Bros. (Carl): (Fair) Anna, Ill.; Pocatonto, Ark., Sept. 1-6. Byers Bros. (Jimmie): Hamilton, Mo.; Noyinger 31-Sept. 1; Albany 2-6. C. L.: Sparks, Kan. Casey, E. J.: (Fair) Emo, Ont., Can., 25-27; (Fair) Rainy River 28-30; (Fair) Dryden Sept. 4-5. Central States: Dighton, Kan. Cetlin & Wilson: Easton, Pa.; (Fair) Hatfield Sept. 1-6. Chanos, Jimmie: Jackson Center, O. Cherokee Am. Co.: Valley Falls, Kan.; Uniontown Sept. 2-6. Claudius Rides: Goodrich, Mich., 26-28. Clyde's United: Irvona, Pa.; Jeanesville Sept. 1-6. Coleman Bros.: Pittsfield, Mass.; (Fair) Schaghticoke, N. Y., Sept. 1-5. Colley, J. J.: Iola, Kan.; (Fair) Wewoka, Okla., Sept. 1-6. Conklin: (Canadian Natl. Exhn.) Toronto, Ont., Can., 25-Sept. 6. Convention: (Broadway & Bailey sts.) Buffalo, N. Y. Cotton State: St. Marys, Mo.; Leadwood Sept. 1-5. Crescent Am. Co.: (Fair) Martinsville, Va.; (Fair) Spruce Pine, N. C., Sept. 1-6. Crystal Expo.: (Fair) Pennington Gap, Va.; (Fair) Abingdon Sept. 1-6. Cumberland Valley: (Fair) Winchester, Tenn.; (Fair) Petersburg Sept. 1-3; (Fair) Cookeville 4-6. Cunningham & Ripley: W. Va., 26-29. Carl, W. S.: Lebanon, O.; Lancaster Sept. 1-6. Dailey Bros.: Hartner, Kan. Denton Johnny J.: (Fair) Celina, Tenn.; (Fair) Spencer Sept. 1-6. Dick's Paramount: Huntington, L. I., N. Y.; Riverhead, L. I., Sept. 1-6. Dixie Belle: Rising Sun, Ind.; (Free Fair) Irvington, Ky., Sept. 1-6. Dodson's World's Fair: Lockport, N. Y.; Martinsburg, W. Va., Sept. 2-6. Dudley, D. S.: Roaring Spring, Tex.; (Fair) Walters, Okla., Sept. 1-6. Dyer's Greater: Westby, Wis., 25-28; Withee 29-31; Strum Sept. 1-2; Hersey 6-7. Eddie's Expo: Stoneboro, Pa. Edwards, J. R.: (Fair) Burton, O., 29-Sept. 1; (Street Fair) Andover 5-6. Elite Expo.: (Fair) Kearney, Neb., 25-29.

FRED ALLEN SHOWS

**AMERICAN LEGION
LABOR DAY WEEK CELEBRATION**

Carastota, N. Y., Sept. 1 to 6.
First show in five years, parades, etc.
Wanted—Shows, 25 per cent.
Wanted—Cook House, Bingo, Ball Games,
10-Cent Grind Stores, \$15. Wanted—Pop-
corn, Floss, Apples, Waffles, Ice Cream or
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Best, sure wages. This week, Fair,
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MAMMOTH YELLOW, SUPER-JAP HULLESS, GOLDEN FLAKE, Etc., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, Etc.

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Flashy Aerial Free Act. Concessions of all kinds. Diggers. Lead Gallery, Stock Wheels. Want Ferris Wheel. Need Grind Shows. Second Man with car. Office Secretary.

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Buncombe County Fair, Asheville, N. C.

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RIDES AND CONCESSIONS FOR FREE BARBECUE DAY

SEPTEMBER 18

Sponsored by Elkader Comm. Club and various Farm Organizations. Address ELKADER COMMERCIAL CLUB, Elkader, Ia.

TRI-COUNTY FAIR

Princeton, W. Va., 4 Days, Sept. 4-5-6-7

Want one more Ride, Shows with own outfits. Legitimate Concessions except Bingo. Grab. Photos. come on. Real spot. Also want Kiddie Ride. Route to follow or you can make this one only if you desire. Wire SAM HARDEMAN, Star Am. Co., Princeton, W. Va.

WANTED

Augusta, Ill., Fair, Sept. 3-4-5; Rushville Fair, Sept. 9-10-11; Athletic Show, Photo Machine. Stronghurst, Ill., Fair, Aug. 27-28-29.

Oliver Amusement Co.

GARRETT, PENNA., HOME COMING AND FIREMEN'S CELEBRATION

Week September 1. Want Concessions and Shows of all kinds opening for Cook House or Grab. All Celebrations and Fairs until December. Write or wire BRIGHT LIGHTS EXPOSITION SHOWS, Frostburg, Md., this week.

ROGERS AND POWELL WANTS

Shows and Concessions for 8 Mississippi Fairs, starting September 1, Sebastapol. Joe Sharky, come on. Durant, Miss., this week.

WANT DANCING GIRLS

For Fairs. Long season. \$30 per week. Reply

WHITY WAGNER

Western Union, Baltimore, Md.

EDWARDSBURG, MICH., SEPT. 11-12-13 BIGGEST LITTLE SPOT IN SO. MICH. AMERICAN LEGION CELEBRATION

Want one or two more major rides, one Kiddie Shows, Penny Arcade, Palnaistry, Bingo, Erie Digger, Fish Pond, Shooting Gallery, Blankets, etc. HARRY BEAGLES, Edwardsburg, Mich.

Ellman: (Fair) Baraboo, Wis., 26-29; (Fair) Slinger 30-Sept. 1; (Fair) Shawano 2-4. Endy Bros.: (Fair) Presque Isle, Me., 25-30; show splits, playing (Fair) Windsor, Me., and (Fair) Blue Hill, Me., Sept. 1-6. Evangeline: Arnaudville, La. Fidler's United: (Fair) Harrison, Mich., 26-29; Niles Sept. 1-6. Fleming, Mad Cody: Reynolds, Ga. Four Star Expo.: (Fair) Georgetown, Ill.; (Celebration) Vincennes, Ind., Sept. 1-6. Frank's Greater: Cordele, Ga.; Macon Sept. 1-13. Frederick Am. Co.: Lexington, Neb. Frisk Greater: Caledonia, Minn. Fuzzell's: Fort Dodge, Ia.; Audubon Sept. 1-6. Gibbs, W. A.: Stafford, Kan.; Horton Sept. 1-6. Gold Medal: (Fair) Portage, Wis., 23-27; (Fair) Elkhorn 29-Sept. 2. Golden Arrow: (Fair) Amity, Ark., 27-30. Golden Belt: (Fair) Peotone, Ill.; Booneville, Ind., 31-Sept. 1. Golden West: Postville, Ia., 29-Sept. 1. Gooding Greater: (Fair) Jackson, Mich. Gooding, F. E., Am. Co.: No. 1 (State Fair), Columbus, O., 25-29; No. 2 (Centennial Celebration), Sharon, Pa., 25-30; No. 3 (Fair), Charlotte, Mich., 25-30; No. 4 (State Fair) Columbus, O., 25-29; (Free Fair) Covington, Ind., 25-30. Goodman Wonder: (Fair) Hastings, Neb.; (State Fair) Lincoln Sept. 1-6. Grand Union: (Fair) Minneapolis, Kan.; (Fair) Glasco Sept. 1-6. Great American: Greenwood Lake, Hewitt, N. J. Great Lakes Expo.: (Fair) Bowling Green, Ky.; (Fair) Hartford Sept. 1-6. Great Sutton: Bridgeport, Ill. Greater Fairway: (Fair) Powell, Wyo., 27-30; (Fair) Lewistown, Mont., Sept. 1-3. Greater United: Shawnee, Okla. Groves Greater: Monterey, Tenn. Hames, Bill: Ardmore, Okla. Hamilton Am. Co.: Bessemer, Ala. Happy Attrs.: No. 1, Frazeyburg, O., 28-30; No. 2, Frazeyburg, O., 28-30. Heaton's, Johnnie W., Expo.: Asheboro, N. C.; Asheville Sept. 1-6. Heller's Acme: Pocomoke City, Md.; Crisfield Sept. 1-6. Hennies Bros.: (State Fair) Detroit, Mich., 27-Sept. 7. Heth, F. R.: (Fair) Asheville, N. C. Heth, L. J.: (Fair) Fairfield, Ill.; Princeton, Ind., 31-Sept. 1; Central City, Ky., 2-6. Hoffner Am. Co.: Galesburg, Ill.; Alexis Sept. 1-6. Hottle, Buff: California, Mo. Huggins' Model: (Fair) Oroville, Wash., 29-Sept. 1. Hughey & Gentsch: Marlissa, Ill. Hyalite Midway: Iola, Kan.; Shidler, Okla., Sept. 1-6. Ideal Expo.: Newport News, Va.; Norfolk Sept. 1-6. Imperial: Effingham, Ill. Jackson, Silver: Pottsville, Pa.; Tower City Sept. 1-6. Jansen's: Milnor, N. D., 26-28; Barnesville, Minn., 29-30. Jones Greater: Weston, W. Va. Jones, Johnny J., Expo.: (State Fair) Indianapolis, Ind., 29-Sept. 5. Kaus Expo.: (Fair) Peensboro, W. Va., 25-29; (Fair) Charleston 30-Sept. 7. Kaus, W. C.: (Fair) Huntington, Pa. Keystone Modern: (Fair) Indiana, Pa.; Oakland, Md., Sept. 1-6. LaDeane Attrs.: Covington, Tex. LaGasse Amuse.: Lancaster, N. H., 25-Sept. 2. Lake State: (Fair) West Branch, Mich., 25-27; (Water Carnival) Lake City 28-30; Manton Sept. 1; (Fair) Midland 4-6. Land, Mary: Saybrook, Ill.; Litchfield Sept. 1-6. Lang, Dee: (Fair) Fargo, N. D.; (Fair) Huron, S. D., Sept. 1-6. Large, H. P.: Noble, Ill.; Findlay Sept. 1-6. Lawrence Greater: (Fair) Egg Harbor City, N. J. Lewis, Art: (Fair) Leighton, Pa.; (Fair) Ebensburg Sept. 1-6. McArdell's, E. J., Midway of Fun: Waupon, Wis., 28-Sept. 1; (Fair) Lodi 3-6. McMahon: (Fair) Humboldt, Ia., 25-28; (Fair) Webster City Sept. 1-5. M. & M.: Port Henry, N. Y.; Chatham Sept. 1-6. Mac's Caravan: Phillipsburg, Mo.; Ozark Sept. 1-6. Magic Empire: Appleton City, Mo. Marks, John H.: (State Fair) Lewisburg-Rouceverte, W. Va.; (Fair) Radford, Va., Sept. 1-6. Mid-Way of Mirth: (Fair) Canton, Mo.; (Fair) Tipton, Ia., Sept. 2-5. Mid-West: Rosebud, S. D., 28-31. Mighty Monarch: Princeton, W. Va. Miner's Midway: Hazleton, Pa., 25-Sept. 1; Danville 2-6. Motor City: Mulliken, Mich., 25-29; Buchanan 30-Sept. 1; (Fair) Reynolds, Ind., 3-6. Nolan Am.: Hoytville, O. Northwestern: Wayland, Mich.; (Fair) Hart Sept. 2-5. Oliver Am. Co.: (Fair) Stronghurst, Ill., 27-29; (Fair) Augusta Sept. 3-5. Ozark Am. Co.: Ash Grove, Mo. Ozark Empire: Piedmont, Mo. Page, J. J., Expo.: (Fair) Alexandria, Tenn. Palace United: Virginia, Ill. Pan-American: Columbus, Ind. Parada: Spring Hill, Kan. Patrick's Greater: S. Tacoma, Wash., 25-31. Pearson: Paris, Ill. Penn Premier: McCool, Md. Pioneer: Olyphant, Pa. Pleasureland: Boyne City, Mich., 25-28; Belding 29-Sept. 1. Prett's World's Fair: Williamsport, Pa.; Selinsgrove Sept. 1-6. Pryor's All-State: (Fair) Summersville, W. Va.; (Fair) Webster Springs Sept. 1-6. Rainbow Am. Co.: (Fair) Gentry, Mo., 28-29. Raney: Ferguson Falls, Minn. Reading's: No. 1 (Fair), Hohenwald, Tenn.; (Fair) Santa Fe Sept. 1-6; No. 2 (Fair), Gallatin, Tenn.; (Fair) Linden Sept. 1-6. Reid, King: Townsend, Vt. Reynolds & Wells: Bethany, Mo. Rogers Bros.: Cass Lake, Minn., 24-28; McGregor 29-31; Cloquet Sept. 1, Two Harbors 2-5. Rogers Greater: Flora, Ill. Royal American: (State Fair) St. Paul, Minn. Royal Expo.: Oceana, W. Va. Rubin & Cherry Expo.: Vancouver, B. C., Can. Scott Expo.: (Fair) Knoxville, Tenn.; (Fair) Crossville Sept. 1-6. Scottie Rides: Scotland, Pa. Siebrand Bros.: Tremonton, Utah. Sims Greater: Bedford, Que., Can., 28-30. Smith Bros.: Achille, Okla. Snapp Greater: (Fair) Oshkosh, Wis.; (Fair) Plymouth 30-Sept. 2. Sol's Liberty: Cresco, Ia. South West: Boswell, Okla. Southern States: Coolidge, Ga. Sparks, J. F.: (Fair) Wise, Va.; (Fair) Oneida, Tenn., Sept. 1-6. Strates, James E.: Syracuse, N. Y. Stritch, Ed: (Fair) Boerne, Tex., 29-31; (Fair) Manor Sept. 1-6. Sunburst Expo.: (Fair) Little Valley, N. Y. Texas: (Fiesta) Beeville, Tex. Texas Expo.: (Fair) Columbus, Kan.; (Fair) Parsons Sept. 1-6. Texas Kidd: (Fair) Tipton, Okla.; Binger Sept. 1-6. Thomas, Art B.: Columbus, Neb., 26-28. Tidwell, T. J.: (Rodeo-Fair) Vinita, Okla.; Lawton Sept. 1-6. Tilley: (Fair) Princeton, Ill., 25-29; (Fair) Mendota 30-Sept. 1; (Fair) Sandwich 2-5. Tivoli Expo.: (Fair) Girard, Kan.; (Fair) Greenfield, Mo., Sept. 1-6. Tower Am. Co.: Bowman, S. C. Traver Chautauqua: Watertown, N. Y. Virginia Greater: Culpeper, Va.; Gordonsville Sept. 1-6. Wabash Valley: St. Anne, Ill. Wade, W. G.: Knox, Ind.; Medaryville Sept. 3-6. Wallace Bros.: (Legion Fair) Metropolis, Ill. Wallace Bros. of Canada: Sherbrooke, Que. Wallace, I. K., Attrs.: (Garden Pier) Atlantic City, N. J. Ward, John R.: (Fair) Goshen, Ind. West Bros.: Fort Madison, Ia., 27-Sept. 1; Jonesboro, Ark., 4-11. West Coast: (Fair) Lukeview, Ore., 28-Sept. 1; (Fiesta) Reno, Nev., 4-14. West, W. E., Motorized: (Fair) Tripp, S. D., 25-28. West's World's Wonder: (Fair) Bloomington, Ill.; (Fair) Du Quoin Sept. 1-6. Wilson's: Lacon, Ill. Wolfe Am. Co.: Sylvia, N. C. World of Pleasure: (Fair) Marquette, Mich.; (Fair) Escanaba Sept. 1-6. World of Today: Belleville, Kan. Wright Am. Co.: Remsen, Ia.; Sibley Sept. 1-6. Yellowstone: (Fair) Magdalena, N. M. Zacchini Bros.: Richmond, Va. Zeiger, C. F.: (Fair) Sidney, Mont., 28-30; (Fair) Glendive 31-Sept. 2; (Fair) Miles City 4-6.

DeCleo, Magician: Alliance, O., 25-30. Fallon's, Larry, Concessions (Fair) Canfield, O., 29-Sept. 1; also (Home-Coming) North Canton 26-30. Fred's Kiddie Circus: Portland, Ind., 28; Berkeley Springs, W. Va., 30-Sept. 1; (Forest Park) Hanover, Pa., 2-7. George, Doc, & Tommy: Calmar, Ia., 26-27; Morley Sept. 1; Waterloo 3-6. Harlan Med. Show: Edinburg, Pa., 25-30. Hayworth, Seabee: Arvonia, Va., 25-30. Johns, Dick & Helen, Playland: Coshocton, O., 25-30. Klein's Attractions (Fair) Wind Ridge, Pa., 25-30. Long, Magician: Bronson, Fla., 27; Otter Creek 28; Cedar Keys 29-31; Archer Sept. 1; Gainesville 2-5. Malloy's, J. R., Circus Unit: West Middlesex, Pa., 25-30. Myhres Entertainers: Bottineau, N. D., 25-30. Mysterious Howard: Houston, Tex., 25-30. Sewell Concessions (Fair) Shebina, Mo., 25-30.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Avalons, Six (State Fair) Sacramento, Calif., 25-30. Gray, Gary (Top Hat Club) Bay-City, Mich., 25-30; (Rolling Green Club) Saginaw Sept. 1-6. Jaxon, Great, & Jerry (Cox's Club Cafe) Royal Oak, Mich., 25-30. Lynch, Marty (The Barn) Williamsville, N. Y., 25-30. Stirling & Rubia (New Penn Club) Library, Pittsburgh, Pa., 25-30. Walker & Cozy (Fair) Fairfield, Ill., 25-30.

ORCHESTRA ROUTES

(Continued from page 20)

Spivak, Charlie (Madison Sq. Garden) NYC 27; (Lakewood) Mahanoy City, Pa., 28, p; (George F. Pavilion) Johnson City, N. Y., 29; (Saylor's Lake) Saylorsburg, Pa., 30; (Lyonshurst) Marlborough, Mass., 31; (Lincoln) N. Dartmouth Sept. 5, p. Strong, Benny (Washington) Jacksonville, Fla., h. Sullivan, Joe E. (Bartlett's Pavilion) Jackson, Mich., 25-30.

Teagarden, Charles (Tunetown) St. Louis, b. Varzos, Eddie (Biltmore) Providence, R. I., h. Weeks, Anson (Meadow Acres) Topeka, Kan., 30; (Ballroom) Ravenna, Neb., Sept. 1; (Legion) N. Platte, 2, b. Welk, Lawrence (Trionon) Chi, b. Werner, Johnnie (Club Alicia) Detroit, nc. Williams, Griff (Palmer House) Chi, h.

MISCELLANEOUS

Black, Von, Enterprises (State Fair) Columbus, O., 23-29. Crazy Ray's Calliope on Steamer Idlewild: Beardstown, Ill., 27; Lacon 28; Ottawa 29; Peoria 30-31. Daniel, Magician: Varna, Ill., 25-31.

PLASTER GALORE! IMMEDIATE SHIPMENT ON ALL STOCK NUMBERS SELDOM EQUALLED—NEVER SURPASSED SERVICE . . . QUALITY SHAWLS make Warm Friends ONE CASE OR CARLOAD ALL PLASTER FINISHED IN BRIGHT COLORS DECORATED WITH TINSEL Complete Line of Premiums, Novelties, Sales Boards. Write for Catalog. State Your Business. WIS. DELUXE CORP. 1902 NO. THIRD STREET MILWAUKEE, WISCONSIN

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Economy

Money and lives may be saved by preparing, spending, and acting when there is time to act

Economy is a word that seems almost out of place when war is staring a nation in the face. But this is not to be an orthodox discussion of economy. When faced with a world crisis about the only rule to follow is that of spending, and then talk about economy afterwards.

People who harp on economy often forget that there is a time when liberal spending may save billions in later years. Or, to put it in different words, there is such a thing as spending for timely preparedness which may in later years save millions of lives and billions in money.

It also happens that timely and courageous action may later save money and human lives.

The United States is now faced with the job of hastily preparing for war and of the most unpleasant job of paying for the most expensive war in history—when it is all over. The costs and the unpleasantness of paying for it all are perhaps just beginning to dawn upon the average citizen. The 1942 tax bills will probably bring the idea a little closer home.

One fact will be true in all the complaints. Those who complain the loudest are usually the ones who opposed spending in time, acting in time, and preparing in time.

The war is now far enough along to make a few facts clear about the early beginnings of it all. That the United States, England, and France fell victims to a peculiar and deceptive type of pacifist propaganda following the previous World War is now plainly evident. That this propaganda was promoted by enemies of the democratic countries is now pretty well established.

But when dictators began to march in Europe and Asia there was still plenty of time for intelligent peoples to wake up and act. The costs then would have been much less than they are now. A little timely action then would have saved millions of lives, as well as billions in money. But at that time England had appeasers at the head of its government, France was torn with partisan politics, and the United States was listening to pacifist propaganda. If a President had dared to act in time he would have run the risk of assassination.

When you are having to help pay the heavy costs

of this war, remember that much of it could have been saved by acting in time, but that most American preferred the dream of peace to facing a real world. It would have been real economy to spend then. It would have made our tax bills much cheaper now by spending a billion or so then.

It is an interesting point of history that President Roosevelt did try a little sly acting soon after the dictators began to move. He proposed that the American fleet would move into the Pacific if the British fleet would move in on the other side of Japan. The American fleet made its trip but the British fleet did not show up. An appeaser was at the head of the British government who was afraid of a little action and a little spending at the right time. Few people at that time were willing to open their eyes and see what was actually taking place. History shows what has happened since and no one will ever know how many millions of lives might have been saved and how much smaller our tax bills might have been had the United States, England, and France acted quickly when it was time to act.

England and France have had to pay dearly since then, and when we worry about our own tax load and all the business woes that come along with it, there may be a little comfort in the fact that we are not quite as hard hit as other nations are.

A recent report by economic experts estimates that Norway is paying \$11 per week per family of four to support the present military occupation of its country by an enemy. Norway is one of the countries that hoped for peace and was sold out by its appeasers. The bill which that country is now paying may give some idea of how costly peace may be and how much cheaper it may be to fight for freedom. The bill that France is paying has already gone beyond estimate, and the same terrible story is being repeated in a lot of other countries.

It is economy in most cases to prepare in time and to take daring action in time. The United States could have saved money and lives by acting much sooner than it did. All the delays, appeasement, and dicker-ing of the democratic countries have added to our tax bills and the upsets in business which we now face.

Assn. Rep Appears Before Senate Finance Committee

Glassgold suggests that distinctions be made between various types of machines

WASHINGTON, Aug. 23.—Revision of proposed taxes upon coin machines by the Senate finance committee was asked Thursday (21) by George M. Glassgold, representing the Coin Machine Industries Joint Council of New York, who appeared at hearings to consider the measure passed by the House of Representatives about three weeks ago. Glassgold made it clear that he did not oppose taxation of the industry but did want to obtain an equitable distinction between the various types of machines.

He declared that the present wording of the coin machine clause did not differentiate between amusement machines and gaming devices. He criticized this lack of distinction from the standpoint of ability to bear the proposed tax of \$25 per year for each machine to be paid by the operator.

Glassgold described the short life of a novelty machine and the continued need for change which operators contend with in their daily business. It would be hard, he indicated, for operators to adjust the government tax to a machine having a few months of usefulness. Maintenance costs are very high and the profits to be derived by the operator are limited, he declared.

"We believe that the so-called slot machine or gambling device, since they use coins up to the size of one dollar and are not continually changed in design, can readily pay an occupancy use tax of \$25 per annum—or more," he stated to the senators. On the other hand, he argued, the pinball games and similar machines are constantly changing and become obsolete quickly and the coin for operation is usually a nickel and suggested the tax should be fixed at \$10 per year.

He admitted that there are many operators in the metropolitan districts who could afford the proposed tax, but the bulk of the operators have their machines distributed in rural areas where gross income is small. Rather than have the present provisions apply to the industry, he suggested that a separate section be added for the amusement machines.

Glassgold also reminded the committee members that many of the devices are installed in resort places where usefulness is limited to three or four months of the year. It would not be equitable to employ a full year's tax on these machines, he said. The factor of poor locations was another item to be considered, he stated.

He suggested that the government, instead of offering an annual tax, adopt a semi-annual method of taxation to care for the resort and poor-location cases. He pointed out also that many of

the amusement devices are installed in arcades, where as many as two or three hundred machines are available. The tax to such an arcade operator would run as high as \$10,000, he suggested, and to remove injustice from this class of operator he advanced an arcade tax of \$300 per year to cover all the machines installed.

For clearness in the new law it was suggested by the New York spokesman that Congress define a gaming device as "one which automatically pays out coins or tokens and operated by chance and having no element of skill." This type of machine could pay the proposed tax, he said. The definition suggested for amusement devices was a "game operated with an element of skill, where the player's skill determines the result, and which does not automatically pay out money, cash, or tokens redeemable for cash."

Because the Senate committee is limiting the time allowed each speaker, Joseph Hart, representing the Empire Distributors and Jobbers' Board of Trade of New York, ceded his time to Glassgold. Hart was planning to speak on the coin machine tax but allowed his colleague to make a complete statement instead. It was agreed by the senators to allow Hart to submit a brief giving his position to the finance committee, and this will be filed during the coming week.

Industry Mentions



Magazines
Newspapers
Radio

Modern Industries, national defense magazine, recognizes the essential part played by vending machines today in defense industries. It states: Between-meal feedings are provided in many industrial plants by various machines. Neat, trim vending machines for snacks are becoming almost universal. In many plants milk is being sold from vending machines, as well as soft drinks, chewing gum, sandwiches, and cigarettes. In most instances machines are installed with a low rent charge to management; local dairies, bottlers, or distributors of vended products servicing the machines."

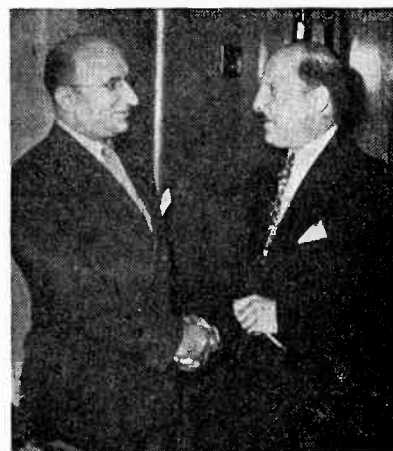
Bozoffice, motion picture trade paper, carries a two-page ad inserted by 20th Century-Fox to publicize its new picture, *Sun Valley Serenade*. Part of the copy reads, "300,000 juke box program cards—and stickers, too!"—certainly indicating that 20th acknowledges the value of music box popularity.

In the Paramount picture "Power Dive," featuring Richard Arlen, an automatic phonograph gets an unusually good publicity break.

Several scenes in the picture are set in a night club spot frequented by pilots from a near-by airport. In two separate pieces of dialog Arlen tells his brother to "go put a nickel in the juke box." In one close-up an automatic phono occupies the full length and breadth of the screen. This is a head-on shot and the best movie shot of a phono we have ever seen.

The Daily Oklahoman, July 25.—On the sports page is a picture of a good-looking student of Cimarron air college, where young cadets are learning to fly for Uncle Sam, manipulating a ray target gun.

The Sunday Sun, Baltimore, Md., August 10.—The metrograture section turns again to the army career of two brothers, which it told about last fall shortly after their enlistment. It traces their career from then until now. Of one brother it says: "Vincent does his



BEN LAZAR (left), of B. D. Lazar Company, Pittsburgh distributor, congratulates Murray Sandow on his recent appointment as manager of Weston Distributors, Inc., which handles Exhibit games in New York, New Jersey, Westchester, and Connecticut. (DR)



LEO A. BELFY, Jennings factory distributor in the Southeastern States, visits the Jennings factory and talks things over with Leo J. Kelly, Jennings vice-president, as they inspect the new Chrome De Luxe Chiefs which replace 1941 models. (MR)

shooting with nickel-in-the-slot artillery. Being in a branch of the service that is excused from combat, his military education has not included practice on the range. He has not yet felt the kick of a service rifle." Vincent is shown squinting into the range finder of a ray target machine.

A Hollywood release states that coin-operated phonographs will play a part in a new Warner Bros. motion picture. *Juke Box Girl* is the tentative title, but there will be a new title by the time the picture is released. Talk now is that Ida Lupino may be the feminine lead. The story is of Florida's Everglades. It is a tale of the struggles of two men to win places in the world higher than the environment into which they were born. Since music machines supply all music for Florida migrants and nickels bring workers their amusement, the machines will be an important part of the picture.

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

USED FREE PLAY					
Airport	\$12.00	Follies	\$15.00	Red Hot	\$17.50
All-American	40.00	Four Diamonds	57.50	Repeater	39.50
Bally Beauty	20.00	Glamour	27.50	Review	15.00
Bally View	6.00	Gold Star	32.50	Roxy	15.00
Bang	6.00	Golden Gate	12.00	Scoop	10.00
Boo Hoo	5.00	Hi Dive	62.50	Score Champ	15.00
Cargo	6.00	Hi Hat	57.50	Score A Line	25.00
Carom (Payout)	6.00	Horoscope	62.50	Sky Line	32.50
Clocker (Payout)	10.00	Jolly	15.00	Sports Parade	47.50
Big Game	\$79.50	Landslide	20.00	Sports	17.50
Fast Time	70.00	Leader	32.50	Spottem	12.00
Grand Stand	52.50	League Leader	50.00	Stars	42.50
Jennings Cigarolla	75.00	Line Up	17.50	Summertime	20.00
Daval "21" 1¢	\$ 8.00	Majors	15.00	Target Score	25.00
Imp 1¢ Cigarette	7.00	Majors 1941	67.50	Target Skill	55.00
Klix 1¢	10.00	Mascot	27.50	Topper	12.00
Anti Aircraft (Brown Cabinet)	\$52.50	Metro	37.50	Trapeze	25.00
Anti Aircraft (Black Cabinet)	37.50	Miami Beach	67.50	Twinkle	15.00
Write for Our Complete List on All Types of Used Games.		O'Johnny	22.50	Vacation	18.00
Every Machine except those sold "As Is" is in Perfect Mechanical Condition. Thoroughly Cleaned and Checked. Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days and receive Full Credit.		Play Ball	50.00	Vogue	10.00
Terms: 1/3 Deposit, Balance C. O. D.		Polo	27.50	White Sails	15.00
We Have All the New Games On Hand for Immediate Delivery. Write for Prices.		Power House	30.00	Wild Fire	45.00
OLIVE NOVELTY CO.		Progress	32.50	Zip	10.00
2625 LUCAS AVE. ST. LOUIS, MO.		Rebound	9.00	Zombie	37.50
		1 BALL FREE PLAY			
		1-2-3 1939	\$35.00	Sport Special	77.50
		"AS IS"		Mr. Chips	\$ 9.00
		Follow Up (F.P.)	\$ 6.00	Paramount	5.00
		Golden Gate (F.P.)	7.50	Ritz	6.00
		Golden Wheel (Payout)	5.00	Speed	6.00
		Jeckey Club (Payout)	10.00	Thriller (F.P.)	6.00
		Keen-A-Ball (F.P.)	6.00		
		PAYOUTS		Square Bell	\$52.50
		1-2-3	\$35.00	Sugar King	45.00
		Paces Races (Brown)	90.00	Track Time 1938	97.50
		30-1	90.00	Smoke Reels	\$ 6.00
		Saratoga (Skill Field)	70.00	Sparks 1¢ Cigarette	17.50
		COUNTER GAMES		Tot 10	8.00
		Lucky Strike	\$ 8.00	Rockola World Series (1937)	\$25.00
		Pick-A-Pack 10	8.00	Wurlitzer 412	37.50
		Mercury 1¢	15.00		
		LEGAL EQUIPMENT			
		Jalbird Gun	\$45.00		
		Rapid Fire	90.00		
		Texas Leaguer	35.00		



THE LA JUNE CAFE, CARDIFF, N. J., has an installation of 15 Packard Pla-Mor remote-control units. The installation was made by New Jersey Sound System Company, Vineland, N. J. (MR)

AUTOMATIC PHOTOGRAPHY

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BRIEFS OF THE WEEK

Deaths

Allyn E. Cain, serviceman for Jensen Bros., Logansport, Ind., and brother-in-law of M. E. Thiede, of E. T. Mape Music Company, Los Angeles, killed in automobile accident in Plymouth, Ind., August 16. Burial in Logansport August 20. Survived by widow, three children, his mother, two sisters, and a brother.

Births

A girl to Mr. and Mrs. Leo Knebel August 18. Father is manager of the mechanical department of Manhattan Distributing Company, New York.

A boy to Mr. and Mrs. Ike Leonard in Chickasha, Okla., August 16.

A boy to Mr. and Mrs. Paul Testa August 21. Father is operator in Cleveland, O.

Marriages

Lawrence Shankman, service manager Acme Coin Machine Exchange, Buffalo, to Betty Cushner, of Detroit; August 17.

Personnel

Harold C. Genter, Frances A. Genter, and Jean Genter have joined Walter B. Palechek, Coin Meter Detroit Company,



JUST AS THOROBRED HORSE OWNERS never get tired of admiring their holdings Ben Neubauer, Thibodaux, La., owner of a "stable of Wurlitzer phonos," never tires of watching the Polaroid illumination of the de luxe Wurlitzer. Here he tells Frank DeBarros (right), manager of the New Orleans office, F. A. B. Distributing Company, that "he sleeps in peace because his top spots all have this type of phonograph." (MR)

Detroit, as partners.

Shirley Villruba has joined office staff of the Dixie Coin Machine Company, New Orleans.

Leighton Bates has joined the service staff of Carl Pollard, San Bernardino, Calif.

New Addresses

Automatic Coin Machine Corporation, 1209 Washington Street, Boston. Joe Cantor, Western Vending Machine Service, 2702 South Hill Street, Los Angeles.

Webster-Rauland (sound equipment mfrs.), 4245 Knox Avenue, New York.

New Firms

Arthur J. Jacques is forming the Shoe Matic Shine Machine Company at 5075 Maryland Avenue, Detroit.

Alfred T. Kvarnstrom and Eva M. Leslie have formed the A. & E. Dispensing Machine Company at 8909 Harper Avenue, Detroit.

Joseph V. Lachar is forming the American Vending Company at 2454 Blaine Avenue, Detroit.

Robert Mathies has organized the Dearborn Vending Machine Company at 5402 Reuter Avenue, Detroit.

Helen Olson has established the Type-o-Matic Sales Company at 39 W. Milwaukee Avenue, Detroit.

In Chicago Last Week

Joseph Hart, Empire Distributors & Jobbers' Board of Trade of New York. George M. Glassgold, Coin Machine Industries Joint Council of New Jersey. Dave Lear, New York.

In New York Last Week

Ben Kulick, Buffalo, on combination business and pleasure trip. B. D. Lazar and daughter, Pittsburgh, on vacation. Walter Strauss, Boston representative National Vendors, Inc.

Mitchell Happy in New Headquarters

BROOKLYN, Aug. 23 (DR).—"It's a great feeling to be back in this building," said Irv Mitchell to a group of his friends the other evening. The coinmen had come down to congratulate Irv on his new headquarters in what had formerly been Dave Robbins's showrooms.

"What gives me the greatest pleasure is that now I am in a position to take care of all my customers, regardless of the type of equipment they are inter-

ested in," continued Mitchell. "I have taken over all of Robbins's stock and, in addition, have added many lines.

"Now that I have this building I am able to do a bigger job on pin games than ever before. Altho I am now selling merchandisers and counter games, I certainly am not going to let up on pin games. If anything, I expect to double both my new and used sales."

Koplo's Counter Games "On Hand"

CHICAGO, Aug. 23.—Al Koplo, head of Koplo Sales & Supply Company, reports that his counter games Roll-a-Cent and Seven Grand are in greater demand, due to the defense program, which has opened hundreds of new locations as well as having revitalized old locations throuthout the country.

"We have always had a steady demand for these machines," Koplo declared. "With the spending of defense money growing stronger we have noted a corresponding demand for these fine counter machines.

"Seven Grand and Roll-a-Cent are available for immediate shipment. We have a sufficiently large stock on hand to handle a large number of orders—but it's a case of first come first served."

Clean Up on Counter Games

Each	Each
3 1c Daval's "21" .. \$10.00	11 5c Goldaward Sparks, beer symbols .. \$25.00
12 1c Kliz .. 15.00	1 5c Goldaward Sparks, cigarette reels .. 25.00
3 1c Pok-o-Reels .. 15.00	1 1c Goldaward Sparks, cigarette reels .. 25.00
1 5c Ace .. 6.00	6 1c CentaPak & Smokes .. 4.00
1 1c Ace .. 6.00	3 Zephyr .. 7.00
3 1c Cub .. 6.00	5 Tickettes .. 5.00
4 1c Imp .. 5.00	1 Xray .. 10.00
1 5c Imp .. 5.00	1 Ohio Derby .. 5.00
1 1c Ginger .. 10.00	4 Tockettes & Chex .. 10.00
3 Zephyr .. 7.00	2 Smoke Reels .. 7.00
3 Penny Pak .. 6.00	10 Pikes Peaks .. 15.00
4 1c Liberty, sport symbols, venders .. 18.00	1 Mills Kounter King .. 5.00
3 5c Liberty, fruit reels, venders .. 18.00	1 Mills Black .. 5.00
3 5c Liberty, sports .. 15.00	2 1c Pak .. 10.00
3 1c Liberty, sports .. 15.00	4 Goldaward Columbia cigarette reels .. 37.50
2 1c Liberty, fruit .. 16.00	
1 5c Liberty, fruit .. 16.00	

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Pinball Mechanic. Must understand Remote Control and Ray Guns, also Automatic Photographs. Excellent salary for right man. Phone 8532 in Niagara Falls. Reverse charges.

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2233 Montreal St. New Orleans, La.

MORRIE LUCKY SMOKES

Cigarette reels salesboard number action — that's Daval's LUCKY SMOKES! A big profit puller on every type of location.

BOTH GAMES FOR ONLY \$22.50

F.O.B. Chicago

WE GIVE YOU DOUBLE YOUR MONEYS WORTH IN THIS TRULY SENSATIONAL 2 IN 1 COUNTER GAME

EDDIE AMERICAN FLAGS

Patriotic 3-reel flag action — that's Daval's AMERICAN FLAGS! A miracle moneymaker everywhere and anywhere!

RUSH YOUR ORDER NOW

1/3 Deposit, Balance C. O. D.

ATLAS NOVELTY CO. 2200 N. Western Ave., Chicago, Ill.

CABLE PRICE PLUS GUARANTEED SATISFACTION

FREE PLAY NOVELTY GAMES

All A-1 Reconditioned — Ready for Locations

All American .. \$41.50 Anabel .. 22.50 Armada .. 35.00 Arrowhead .. 12.00 Attention .. 37.50 Bally Beauty .. 15.00 Bandwagon .. 32.50 Big Chief .. 39.50 Big Show .. 16.00 Big Time .. 39.50 Big Town .. 17.50 Blonde .. 22.50 Blue Grass, like new .. 124.50 Boomtown .. 52.50 Britz Spot .. 17.50 Broadcast .. 37.50 Chief .. 10.00 C. O. D. .. 14.00 Commodore .. 16.00 Contact .. 10.00 Cowboy .. 11.00 Crossline .. 37.50 Crystal .. 49.50 Dixie .. 30.00 Doughboy .. 19.50 Drum Major .. 19.50 Eureka .. 24.50 Fifth Inning .. 12.50 Fleet .. 27.50 Flicker .. 39.50	Follies .. \$15.00 Formation .. 32.50 Golden Gate .. 12.00 Gold Star .. 38.50 Hi Hat .. 59.50 Holdover .. 20.00 Home Run .. 22.50 Jolly .. 18.50 Keenaball .. 14.00 Lancer .. 18.00 Landslide .. 19.50 Leader .. 34.50 League Leader .. 42.50 Masoot .. 22.50 Miami Beach .. 69.50 Mr. Chips .. 14.50 Metro .. 39.50 Mystic .. 49.50 O'Johnny .. 19.50 On Deck .. 17.00 Pan American .. 67.50 Paradise .. 47.50 Pickem .. 11.00 Playball .. 55.00 Polo .. 22.50 Red Hot .. 17.00 Red, White & Blue .. 39.50 Roller Derby .. 15.00 Rotation .. 17.00	Roxy .. \$18.00 Salute .. 37.50 Sara Suzi .. 35.00 Scoop .. 12.00 Score Champs .. 15.00 Sea Hawk .. 62.50 Seven Up .. 55.00 Silver Skates .. 42.50 Skyline .. 32.50 Sport Parade .. 44.50 Sport Special .. 67.50 Sparky .. 39.50 Sparty .. 17.50 Stars .. 49.50 Sunbeam .. 54.50 Super Six .. 12.00 Trailways .. 47.50 Triumph .. 7.50 Ump .. 47.50 Up & Up .. 10.00 Vacation .. 21.50 Variety .. 12.50 Velvet .. 42.50 Vogue .. 12.50 White Sails .. 14.50 Wildfire .. 47.50 Yacht Club .. 16.00 Zip .. 10.00 Zombie .. 37.50
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Terms: One-Third Deposit, Balance C. O. D.
Send for Our Complete Price List on Any Games You Are Interested In.

IDEAL NOVELTY CO.

2823 Locust St. St. Louis, Mo.

CLOSE-OUTS F. P. GAMES

IN ORIGINAL CRATES

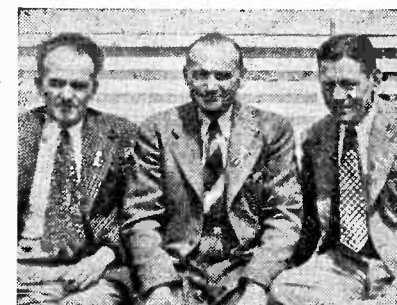
Gottlieb's Belle Hop, \$74.50; Kirk's Night Bomber Gun, \$149.50; Evans f. p., in barrel, \$74.50. GET OUR PRICE ON NEW DRIVE MOBILE, ACE BOMBER, MILLS OWL, MILLS JUMBO COMB., HIGH HAND PLAIN, HIGH HAND MINT VENDOR. New Pikes Peak, new model, \$15.00 WRITE FOR COMPLETE PRICE LIST.

USED FREE PLAY MACHINES

Jumbo Parades, f.p., anim. .. \$84.50 Sky Fighter .. 125.00 Gun .. 25.00 Bally Bullseye .. 35.00 Guns .. 25.00 Chicken Sams .. 35.00 Pikes Peak .. 12.50 Strat-o-Liner .. 39.50 Sport Parade .. 39.50 Gold Cup, f.p. .. 25.00 Sunbeam .. 44.50 Flickers .. 35.00 Majors 1941 .. 60.00 Snappys .. 64.50 Metro .. 34.50 Attention .. 37.50 Big League .. 15.00 Defense .. 34.50	League Leader .. \$39.50 Bally Hawthorne .. 25.00 Payout Table .. 25.00 Boom Town .. 49.50 Wow .. 49.50 Mystic .. 32.50 Stars .. 39.50 High Hat .. 59.50 Playball .. 49.50 Convention .. 19.50 Powerhouse .. 17.50 Mills 1939 .. 25.00 1-2-3 .. 22.50 Bally Fleet .. 24.50 Formation .. 24.50 Bandwagon .. 25.00 Sparky .. 20.00 Limelight .. 17.50 Cadillac .. 17.50	Blondie .. \$17.50 Drum Major .. 17.50 Yacht Club .. 15.00 Chrome Wrigleys one cent gum .. 2.50 Flat stick .. 2.50 Zombie .. 30.00 Lone Star .. 17.50 Britz Spot .. 12.50 Rotation .. 15.00 Short Stop .. 15.00 Roxy .. 10.00 Mr. Chips .. 10.00 Jolly .. 12.50 Double Feature .. 12.50 Big Show .. 12.50 Bowling Alley .. 12.50 Fifth Inning .. 7.50 Topper .. 10.00	Cowboy .. \$ 7.50 Variety .. 7.50 Sparty .. 12.50 Ocean Park .. 10.00 Nippy .. 10.00 Superchargers .. 7.50 Scoop .. 7.50 Pickem .. 7.50 Mills Vest Pocket, Green .. 25.00 American Eagle, one cent .. 20.00 ABT Target .. 12.50 Skill .. 12.50 Ginger Cigarette Reel .. 10.00 Sanitary Postage Machine .. 25.00
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1/3 DEPOSIT, BALANCE C. O. D.

K. C. NOVELTY 419 MARKET ST., PHILADELPHIA, PA.



U-NEED-A-PAK'S ANNUAL picnic held at Indian Point, N. Y., featured a baseball game. Shown, left to right, are James C. Evans; Louis Steiner, the firm's president, and George E. Cook watching the game. (MR)



GET HEP TO THE HOTTEST THING IN AMERICA

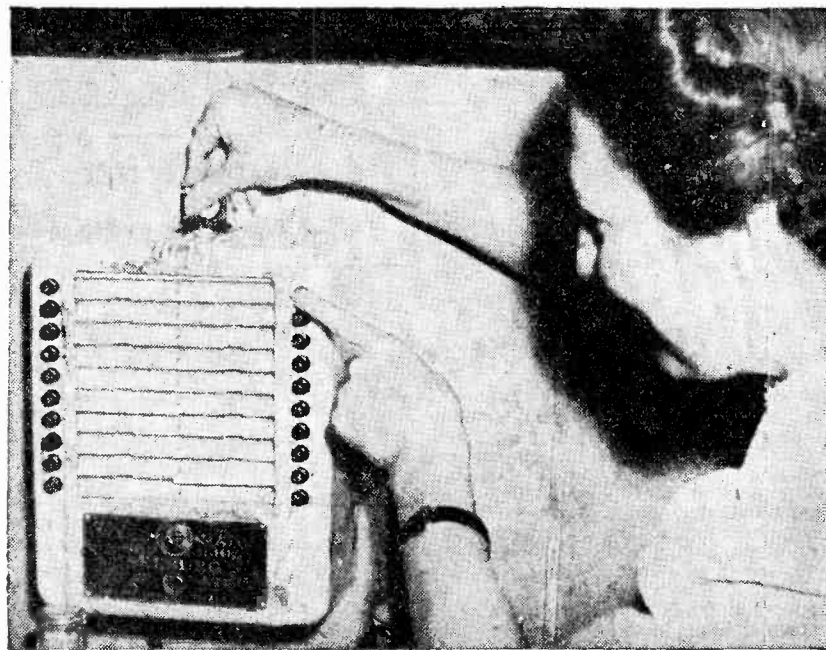
FLIPPER

By MARKEPP

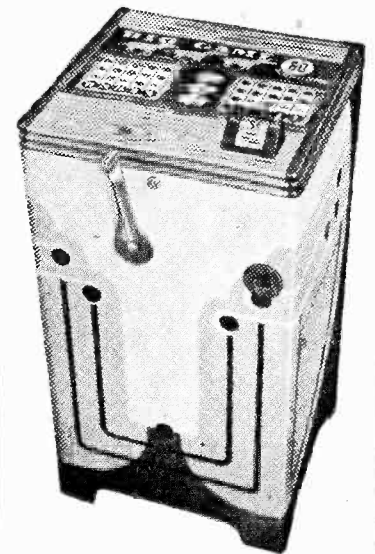
It's hotter than a firecracker! Earns big, steady profits on any location—month after month—for years! A sure winner. And — strictly pure amusement so that you can run it anywhere! Rush your order today—you can't lose with "FLIPPER"!!

\$19.50 2 FOR ONLY EA. \$37.50

THE MARKEPP CO
3328 Carnegie Ave., Cleveland, O.



THIS PATRON OF ONE OF THE WHITE KITCHENS, popular cafe chain in Louisiana, is enjoying Seeburg music with her lunch, thanks to a recently installed remote-control Seeburg Music System. All White Kitchens are now 100 per cent Seeburg, it is reported. (MR)



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable address "WATLINGITE," Chicago

FALL BARGAINS—FREE PLAY

All American	\$32.00	Paradise	\$32.50
Anabel	16.00	Play Ball	49.50
Blonde	16.00	Red, Wh. & Bl.	30.00
Crossline	19.50	Rotation	15.00
Duplex	41.00	Roxy	12.00
Do Re Mi	61.00	Sparky	26.00
Drum Major	15.00	Sea Hawk	53.00
Formation	20.00	Silver Skates	50.00
Flicker	29.50	Stratolliner	31.00
Horoscope	66.00	Stars	34.00
Hi Hat	62.00	Zombie	29.00
League Leader	39.50	Cowboy	10.00
Leader	20.00	Dbl. Feature	10.00
Line Up	17.00	Lancer	10.00
Major 1941	61.00	Thriller	10.00
Mystic	27.50	Triumph	10.00
O'Boy	12.00	Chips, Nov.	10.00
Powerhouse	17.00		

1/3 Cash Deposit, Under \$18.00 Full Cash.
Cable Address: Colmnmachin, N. Y.

MARC MUNVES, INC. 555 West 157th St.
New York, N. Y.

The Defense Tax Bill

Announcement From Coin Machine Industries, Inc.

It has come to our attention that operators and operators' associations are being solicited for contributions for work to be done by individuals in Washington on the coin machine sections of the Defense Tax Bill.

It is the purpose of this announcement to assure the coin machine industry that every possible step is being taken to protect the interests of all coinmen. Coin Machine Industries, Inc.; Automatic Phonograph Manufacturers' Association, and National Automatic Merchandisers' Association have experienced and capable representatives in Washington looking after the interests of manufacturers, operators, distributors, and jobbers.

The manufacturers realize and appreciate the fact that operators' and manufacturers' interests are mutual—that the well-being of the operators means the well-being of manufacturers and distributors.

Representatives sent to Washington by the manufacturers' associations are well advised of the problems that affect each and every kind of coin-operated equipment. They are exerting every effort to have the rates of taxation equitably adjusted and the interpretations clarified. (Signed) James A. Gilmore, secretary-manager.

AT LIBERTY

First-class fast Coin Machine Mechanic. Past 14 years' experience includes radio and sound, phonos, pin tables and all types coin machines. Thirty-four years old, out of draft, sober and reliable. Now working but can join on short notice. Can take complete charge of large arcade or frame new arcade for responsible party. Prefer South or Southwest, but will go anywhere. Will consider bench or factory job or route work or group maintenance and installation job. Will write or wire all wanted information.

MECHANIC

Box D-105, Billboard, Cincinnati, O.

Gam Sales Head Sees Big Season

PEORIA, Ill., Aug. 23 (MR).—"This year Gam's big football jackpot ticket idea will prove itself the outstanding ticket game based on the gridiron pastime," says Maurice G. Sax, of Gam Sales Company.

"When we developed and produced Big Football Jackpot we tried to give the operators something that would let them offer players the thrill of playing a ticket game in which the winning possibilities are based on play between local favorites. We know now that we have succeeded. The player enthusiasm and play attraction of Big Football Jackpot is due to this local game appeal feature. Because of the profits it has made on tests in every type of location, we feel that Big Football Jackpot will be a sure-fire winner for operators everywhere.

"With the World Series just a few short weeks off, new printing equipment in our union pressroom and new folding and banding equipment is busily turning out this and other fall season merchandise for operators and users. This year's advance order demand for Football shows that operators and users themselves believe it the greatest ticket game idea we have ever offered. They're getting lined up to start with the All-Star Game and kick off to a big season."

FREE PLAYS

All American	\$47.50	League Leader	\$39.50
Barrages	65.00	Major 1941	75.00
Broadcast	40.00	Wow	54.50
Flicker	40.00	Sport Parades	49.50
Fleet	30.00	Miami Beach	62.50
Gold Star	37.50	Umps	54.50

1/3 Deposit—Balance C. O. D.

WILL PAY CASH FOR
Rock-Ola Imperial 20's
QUOTE LOWEST PRICES

AVON DISTRIBUTING CO.
4700 Prospect Avenue Cleveland, Ohio

Baker Launches Silver Spray

CHICAGO, Aug. 23 (MR).—"Hold everything, skippers! There'll be slick sailing to swift profits for operators soon, for next week the new Baker five-ball novelty table will be officially launched and named Silver Spray," say officials of the Baker Novelty Company. "A smashing new hit, with real deep-sea flavor. Class

in every inch, adventure, thrills, appeal from stem to stern. One of the sweetest, fastest money-makers operators ever sailed on.

"Silver Spray is loaded with new ideas, has six ways to score, boasts an entirely new, simplified play, new arrangement, new scoring, new fool-proof action, literally alive with color, flash and action. In every location test it has amazed 'em with its play-capturing appeal. Watch for our announcement in next week's issue."

To which Harold L. Baker, president of the company, added: "You'll go overboard for Silver Spray the minute you see it! It's the kind of a game operators have been asking for. When Silver Spray drops anchor into a location you can bet the collections will be shipshape."

Tooling up for production on this new number has been under way for weeks at the Baker plant, and it will take another week before machines roll off the lines in large enough quantity to take care of the demand that will follow official announcement of the game, officials say.

MILLS 1-2-3

One Ball Free Play at
\$25.00

1/3 Deposit and Balance C. O. D.

AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST.
SPRINGFIELD, MASS.

Cupid Spears Nate Gottlieb

CHICAGO, Aug. 23.—Those sure-shot bettors in the Windy City's coin machine fraternity who for years have been laying odds that Nate Gottlieb, of D. Gottlieb & Company, would never be laid low by Cupid's bow, had the table turned on 'em last night when Nate indicated that he would soon join the ranks of benedicts by slipping a hefty solitaire on the finger of Irene Levine, a local girl. No date has been set for the wedding, but Nate intimated that it would come off soon. And almost as happy as the potential bridegroom about the forthcoming nuptials is brother Dave Gottlieb, big chief at the Gottlieb company.

END OF SEASON CLOSEOUTS

FORTUNE MACHINES

Grandmother Fortune	\$175.00
Kiss-o-Meter, New	140.00
Smiling Sam, New	125.00
Mystic Pen, New	110.00
Whistles, New	29.50
Love Meter, New	29.50
Wheels of Love, New	29.50

ATHLETIC EQUIPMENT

Barnhardt Dial Striker	\$ 70.00
Exhibit Tiger Pull Tails	75.00
Raise the Devil	85.00
Aviation Striker	70.00
Star Striker	75.00
Grandfather Clock	60.00
Mills Punch Bag	85.00

NOVELTY

Texas League, New	\$ 37.50
Kirk "Guess Weight Scale", F.S.	115.00
Mutoscope Magic Finger	65.00
Mutoscope Shoot-o-Matic	110.00
Gatter Travelling Target	85.00
Seeburg Hockey	35.00
Mason Mint Vendor, New	12.50

RIFLES

Keeney Anti Aircraft	\$ 50.00
Keeney Air Raider	110.00
Seeburg Shoot-the-Chutes	65.00
Seeburg Chicken Sam	39.50

COUNTER GAMES

A.B.T. Challenger, New	\$ 27.50
A.B.T. Big Game Hunter, New	27.50
A.B.T. Fire and Smoke, New	27.50
Skooter, New	17.50
View-a-Scope, New	22.50
Pikes Peak, New	14.50

1/3 Deposit, Balance C. O. D.
Write for Our Complete List of Free Play Pin Games.

"THE ARCADE KING"

MIKE MUNVES

593 TENTH AVENUE
NEW YORK

All Phones: BRyant 9-6677

CLEARANCE SALE

All American	\$36.50	Leader	\$24.50
Anabel	18.50	Sports Parade	38.50
Attention	34.50	Seven Up	42.50
Bandwagon	27.50	League Leader	46.50
Blonde	18.50	Velvet	43.50
Powerhouse	18.50	Duplex	43.50
Sporty	17.50	Stratolliner	34.50
Flicker	32.50	Sun Beam	44.50
Four Roses	41.50	Zombie	33.50
Formation	24.50	Gold Star	27.50
Silver Skates	55.50		
Sea Hawk	56.50		
Big Time	37.50		
Stars	38.50		
Miami Beach	62.50		
Double Play	67.50		
Metro	32.50		
Pan American	66.50		
Cadillac	19.50		
Landslide	16.00		

CLOSE OUTS!

Commodore	
Roxy	
Double Feature	
Nippy	

ONLY \$11.50 EACH

ALL GAMES RECONDITIONED AND SHIPPED LIKE NEW. WE CARRY A COMPLETE LINE OF NEW AND USED FREE PLAY GAMES. FOR FASTER SERVICE PLEASE GIVE SECOND CHOICE WHEN ORDERING.

1/3 Down, Balance C. O. D.
"THE HOUSE OF 'GOOD WILL'"

Ambassador Vending Co.
789 Coney Island Ave., Brooklyn, N. Y.

MUSIC MERCHANDISING

Galaxy of Phono Favorites To Appear in Leading Movies And Radio Shows This Season

NEW YORK, Aug. 23.—Announcements being made by major film companies of the screen bill-of-fare for the coming months reveal that a good number of top-ranking stars on the automatic phonograph network will have feature roles. Same is true of major radio shows soon to make their debut. Operators have become more and more interested in flickers starring phono favorites in the past two years, since the publicity the star gets usually helps boost the play of his or her records on the machines. Tie-ups between the local theater owner and leading operators to promote publicity for the picture and encourage play on the phonos also have been found to be profitable promotions for all concerned.

Advance release dope from the film firms reveals a good crop of pictures that will bear operators' watching this season. One of the first to appear will be *Sun Valley Serenade*, in which Glenn Miller and his orchestra perform. Twentieth Century-Fox has announced a nationwide publicity campaign to boost the pic, including release of special Glenn Miller record albums, tie-ups with local record dealers and distributors, and the distribution of 300,000 stickers and program cards for use on music machines.

Bob Wills and His Texas Cowboys, popular hillbilly group, will sing in the Columbia pic *Go West, Young Lady*, starring Peggy Singleton and Glenn Ford, now awaiting release. *Birth of the Blues*, soon to be released Paramount picture, has such phono favorites as Bing Crosby, Mary Martin, and Jack Teagarden and his ork in the line-up. Kay Kyser and Ginny Simms are the stars of *Playmates*, now in production on the RKO lot.

On the Universal list of pictures soon to be released is *Swing It, Soldier*, in which Frances Langford and Skinnay Ennis and his band appear. Two phono favorites, Ella Fitzgerald and the Merry Macs, are part of the newest Abbott and Costello comedy, *Ride 'Em, Cowboy*. The Andrews Sisters have been featured in the last three pix that have shot these former burlesque comics to stardom. Merry Macs are also scheduled to appear in Universal's *San Antonio Rose* and *Melody Lane*. *Time Out for Rhythm* is a forthcoming Columbia pic in which Joan Merrill will be heard singing with Rudy Vallee and his orchestra.

Carol Bruce is being billed as a "find" by Universal in the forthcoming *This Woman Is Mine* and is also slated for other screen work. Dinah Shore was recently screen tested. Universal also is planning production of 13 two-reel shorts in which leading recording bands and singers will be starred.

On the Air, Too

A galaxy of automatic phono network

Tri-Way Sees Big Fall Music Season

NEW YORK, Aug. 23 (MR).—Officials of Tri-Way Products Company, Inc., report that they look toward the fall season with greater optimism than ever before, and say they have just passed thru the best sales season in their history.

"This summer," firm executives report, "has proved that our all-chrome Ultratone and all-gold all-chrome Illumitone speaker-baffles are just what the trade wants."

"Our featherweight pick-up has also taken good hold. Operators using the twin unit and those using the single unit for 24-record machines report this jewel needle is the answer to what they have always wanted. Not only do they get 50,000 perfect plays, but they get the finest tone from their sound systems or phonos."

"With the fall season on the way in definitely showing an increase in music purchases, we feel that we are in for the greatest sales season in our history. Advance orders already prove these statements."

stars are also being set for leading radio shows scheduled to make their fall debut in the next few weeks. The Andrews Sisters began a four-week stint on the Holland Furnace Show August 14. Benny Goodman is set for the same show for seven weeks. Bob Crosby landed a three-year contract for the Ballantine Ale show, which begins in the fall over MBS. Dinah Shore has again been signed for the Eddie Cantor show. Guy Lombardo August 2 began a new series of Thursday night shots over CBS for Colgate Tooth Paste. The Lady Esther show, long in the hands of Lombardo and previous to him Wayne King, is now featuring Freddy Martin's music. Bing Crosby will be back at his old post on the Kraft Music Hall beginning October 23 on NBC-Red. Abe Lyman's *Waltz Time* is scheduled to continue for Bayer Aspirin, as is Dick Todd's Saturday morning vaudeville show for Lever Bros. Wayne King will be heard this season on Cashmere Bouquet program, Lanny Ross has been renewed on his Franco-American spaghetti program.

In addition to those programs featuring the same stars week after week, program directors are also busy signing up many phono favorites for guest shots. These number practically everyone in the "who's who" of record stars.

Pete Haas Wins Cookery Award

NEW BRUNSWICK, N. J., Aug. 23 (DR).—Pete Haas, president of New Brunswick Music Company, one of the largest phono operators in the State, was awarded the cookery prize at the annual outing of the Little Cedars of New Brunswick organization this week.

Pete proved himself one of the best chefs in the country, in the estimation of all those present. Many leading State officials and coinmen were in attendance.

According to Dave Stern, of Royal Distributors, Inc., Elizabeth, N. J.: "Pete Haas not only deserves the cookery award and the compliments of all those present, but everyone present ate so much of Pete's cooking that they won't have to eat for weeks to come."

"Pete did his cooking to the sizzling tune of filet mignons broiling over charcoal. He did it up brown. Everthing that Pete placed on the festive board went the way of all flesh. Pete is America's champion cook, and that doesn't bar Oscar of the Waldorf."

Boston

BOSTON, Aug. 23.—Local coinmen began making plans this week for the fall season. Operators of summer locations started to arrange for moving their equipment into winter spots and buying activity was heightened, both by the price increases and by the desire to get new

merchandise before the fall season actually begins.

New England music operators received telegrams from the Atlas Coin Machine Company during the week warning them of the price advance and urging them to purchase before the increase takes effect. As a result the Atlas showrooms were crowded and Louie Blatt reported that all old stock, which had been kept at the old price level, was almost completely disposed of.

An old music machine purchased by Bill Wells from a Rhode Island storekeeper is now on display in the showrooms of the Apex Coin Machine Company. The machine takes pennies, nickels, dimes, or quarters, and vends a ball of gum with each insertion of a coin. Steel records, 16 inches in diameter, are used in the machine, which still has a remarkably clear tone. It is believed to be about 50 years old. The storekeeper from whom it was purchased had the machine for almost 30 years. It took in an average of \$30 yearly, which the storekeeper used to pay his taxes. The machine bears no manufacturer's name.

Ben Simon, Providence, R. I., pintable operator, in town picking up additional equipment. Ben is expanding his route and is carefully selecting locations.

Bert Klapper, of Bay State Automatic Music Company, is adding pin games to his route.

J. J. (Jerry) Golumbo, district manager for A. I. C., reports he is being kept busy making trips to the various points in his territory as a result of the consistent demand by operators for the new Singing Towers phono. Jerry tries to remain in Boston for at least one day a week, but can more easily be found in some plane than in his office.

Ben Palastrant, district manager for Packard Manufacturing Company, back in town after a trip thruout his territory, reports business especially good thru up-State New York. Ben spent a day catching up on his correspondence and then was back on the road again. Ben; Rudy Greenbaum, Packard general sales manager, and Johnny Fuller, Albany (N. Y.) distributor for Packard, spent one day together in New York.

Expansion of the arcade operated by Sid Wolbarst for Joseph Joseph at Falmouth, Mass., is being planned. Joseph, who operates the beano game there, plans to give over the entire floor space to the



AT A RECENT WURLITZER DISTRIBUTOR CONCLAVE in Chicago distributors, district managers, and Wurlitzer officials posed for this picture. First row (top): Kemmons Wilson, Southern Distributing Company, Memphis; Ted Sncarly, R & S Sales, Marietta, O.; W. R. Deaton, district manager; Fred Barbee, district manager; Joe Greene, Hub Automatic Sales Co., Boston; M. H. Rosenberg, district manager; Lawrence LeStourgeon, Southern Music Co., Greensboro, N. C.; W. T. Cruze, National Sales Co., Knoxville, Tenn.; L. F. Cox, Vending Machine Co., Salisbury, N. C.; Fred Fields, Seattle, Wash.; Wolf Reiwitz, Wolf Sales Co., Denver; J. H. Winfield, Buffalo, and Ed Wurgler, sales representative.

Second row: Ted Abeles, Southern Distributing Co.; Al Mendez, district manager; C. A. Camp, Southern Distributing Co.; Art Freed, Chicago Simplex Distributing Co.; Larry Cooper, district manager; Morris Hankin, Hankin Music Co., Atlanta; Paul Jock, Guarantee Distributing Co., Indianapolis; Joe Eisen, Manhattan Distributing Co., New York; Pete Brandt, Wal-Bil Novelty Co., St. Louis; Art Herman, Art Novelty Co., Albany, N. Y.; Leo Fox, Hub Automatic Sales Co., Boston.

Third row: Benjamin Sterling Jr., Sterling Service, Moosic, Pa.; Wilbur Bye, district manager; the late Joe Williams, Commercial Music Co., Dallas; J. A. McIlhenny, district manager; Morris Roessner, Mayflower Distributing Co., St. Paul; Jackie Fields, Mayflower Distributing Co., Pittsburgh; W. C. Mossbarger, Wurlitzer manager; Sam Taran, Mayflower Distributing Co., Pittsburgh; Don Clark, Interstate Distributing Co., Omaha; H. R. Sanders, G & S Distributing Co., Nashville; Harry Graham, Wolverine Music & Spec. Co., Detroit, and J. A. Darwin, district manager.

Fourth row: Rod Rose, R & S Sales; Ted Bush, Acme Novelty Co., Minneapolis; Mike Hammergren, general sales manager; Carl Johnson, general manager; Spence Reese, assistant general sales manager; Bob Bleekman, district manager; Sam Cass, district manager; Tim Crummett, Central Distributing Co., Kansas City, Mo.

Fifth row (sitting): Al Goldberg, Chicago Simplex Distributing Co.; Babe Thomason, Amusu Novelty Co., Spartanburg, S. C.; John Mondelli, Simplex Distributing Co., Jacksonville and Miami; Ernie Petering, asst. general sales manager; Dave Margolin, Manhattan Distributing Co., and Finley Mason, Central Distributing Co. (MR)

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

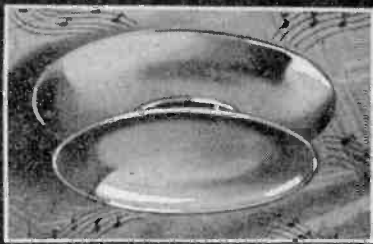
HILLBILLY RECORDINGS: You Are My Sunshine, Gene Autry, Airport Boys; Be Honest With Me, Gene Autry; I Guess I'll Be on My Way, Four Clefs; Come Swing With Me, Tennessee Ramblers.

INTERNATIONAL RECORDINGS: Pound Your Table Polka, Lo-Lo-Lita, Misirlou, Waltzing on the Kalamazoo.

FOREIGN RECORDINGS: German, In Muenchen Steht Ein Hofbrauehaus, Isarwinkler Schuetzenparade; Bohemian, Smutna Vdovicka, Ja Rada Tancuju; Hungarian, Lekaszaltak mar retet, Meby a gozos lefele; Croatian, Marijana, Kukavica; Polish, Nie chce wiecej robic, Poczekaj, Powiem Mamme, Za Granica; Scandinavian, Balen I Karlstad, Janka, Karpatski; Swedish, Styrman Karlsons Hambo, Jungman Janssons; Italian, Canto della notte, Non Mi Stanco; Jewish, Shein Vie Die Levoone, Belz, Shloimele Malkelle; Greek, I Vasso, Zehra.

BEAUTY plus UTILITY plus ECONOMY

Tested and Endorsed by the Nation's Leading Music Ops and Distributors

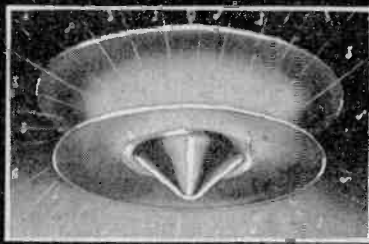


ULTRATONE

Chandelier Baffles

**CHROMIUM
NON-ILLUMINATED**

Suspend from a Single Ceiling Point
Like a Standard Lighting Fixture.



ILLUMITONE

Chandelier Baffles

**GOLD OR CHROME
ILLUMINATED**

Beautiful Indirect Lighting Shipped
Complete With Bales.

MODEL UA: 31 in. diameter. Accommodates 15 in. or 12 in. Speaker. **\$28.50**
MODEL UAS: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. **\$39.00**
MODEL UB: 23 in. diameter. Accommodates 12 in. or 8 in. Speaker. **\$27.50**
MODEL UBS: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. **\$38.00**

MODEL IQ: 31 in. diameter. Gold. Accommodates 15 in. or 12 in. Speaker. **\$30.50**
MODEL IGS: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. **\$41.00**
MODEL IC: 31 in. diameter. CHROME. Accommodates 15 in. or 12 in. Speaker. **\$34.50**
MODEL ICS: Same as above, equipped with finest quality TRI-WAY PM 12 in. Speaker. **\$45.00**

START OFF RIGHT THIS SEASON! Buy the speaker-baffles that have captured the country—that have won the greatest music operator following in history—and that are today recognized as the **MOST OUTSTANDING EVER BUILT!** Nothing in the music field today makes it as easy to obtain first class locations as a promise to the proprietor to install an Ultratone or an Illumitone Ceiling Speaker. Actually a beautiful **FIXTURE** plus a new magnificence of tone with full 360 degree uniform sound coverage to every nook and cranny in the location. One of these speakers suspended from the ceiling in the center of the room often takes the place of 3 and even 4 auxiliary speakers. **JUST ASK ANY OPERATOR WHO NOW HAS THEM ON LOCATION!!**

**RUSH YOUR ORDER IMMEDIATELY! ALL PRICES ARE NET,
F. O. B. NEW YORK CITY—SUBJECT TO CHANGE WITHOUT NOTICE**

TRI-WAY PRODUCTS CO., INC. 108 E. 27th ST. NEW YORK

Pacific Coast: **MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.**

arcade as soon as the beano season ends. Business has been good thus far, despite the fact that limited floor space has prevented use of too many pieces of equipment. Once alterations are completed the arcade will be run the year 'round.

Ed Adams, of Mills Automatic Merchandising Corporation of New England, took time off this week to give a piece of good advice to operators. "The secret of success in the vending machine business,"

Adams declared, "is constant application of effort. If you let it go for one week you're lost." Ed speaks from 35 years' experience in the business. Mills now employs a dozen men in this area to service machines. Additional help is needed, Ed reports, but it is difficult to get a good man because of the national defense boom.

Joe Glazier, of C. W. Claire Company, Bangor, Me., in town to purchase equipment for its fast-growing route, spent some extra time to chat about business conditions.

Phil Bogin, salesman for the Economy Supply Company, in town to visit local coinmen and show them the new lines.

Dave Bond, of Trimont Coin Machine Company, local A. I. C. distributor, kept busy out of town with the showings of Singing Towers Phonos which he has arranged. Showings have already been held in Providence, R. I.; Bangor and Portland,

Me., and Springfield, Mass. Dave reports attendance at this series of showings is good and operators are taking to the new phono and the accessory equipment being shown. Accompanying Dave on the trips are Jerry Columbo, A. I. C. district manager, and salesman Joe Vigue, who handles Maine, New Hampshire, and Vermont, and Jerry Plum, who handles Massachusetts and Rhode Island.

Mr. and Mrs. Alex Gold and Max Putterman, of the Putterman Novelty Company, were week-end guests of Murray Schultz, of Atlantis Distributing Company, at the latter's summer home in Onset, Mass.

Abe Fish, of General Amusement Company, Hartford, Conn., one of the largest pin game operators in New England, reports business good. Abe has approximately 400 pintable locations and keeps 20 men busy on service and collections.

A target gun has been installed in the lobby of the RKO-Boston Theater and further installations of this type are expected. Some theaters have had guns or other amusement devices in the lounges for some time.

A Panoram Soundie machine has been installed in the lobby of the Normandie Theater, and collections are reported high.

Ed Ravreby, of Owl Mint Machine Company, on a much-needed vacation thru the Canadian provinces. When last heard from Ed was at the Frontenac in Quebec. He expects to return some time next week. Meanwhile the Owl Mint alterations are taking shape and are expected to be completed within a few weeks.

Phil Schwartz back in the hospital for further treatment on his injured leg.

Leo Fox, of Hub Automatic Sales Company, local Wurlitzer distributor, reports business slightly off as a result of the seasonal lull. It is expected to pick up again immediately after Labor Day. Operators are showing interest in the wall-boxes, deliveries on which are coming thru steadily.

Frank W. King, of Automatic Coin Company, reports alterations on the firm's new showrooms on Coin Row have been slowed up because of the scarcity of men as a result of the national defense boom. King said he had hopes of completing all work within the next few weeks. He is already making plans for holding a showing of the firm's line as soon as the new showroom is completed.

Jack Schwartz, of the Win-Rox Vending Company, reports he is working hard and collections continue good.

Bill Wells, of Apex Coin Machine Company, spent a few days out of town contacting operators. He was joined by Ernest (Blackie) Blackman.

Mike Balkin, salesman for Jack Fitzgibbons, is reported looking over vacant stores along Coin Row with an eye toward opening a showroom here.

PHONOGRAPH HEADQUARTERS



SPOT LIGHT VALUES

WURLITZER
16-Record
Completely Remodeled
MARBL-GLO
With Illuminated Dome.

Complete
Ready To Operate
Money-Back Guarantee
\$79.50

WURLITZER 61
Counter Model With Stand
GUARANTEED PERFECT \$79.50
With D.C. Motor, \$84.50

51 Wurlitzer, counter model spec. \$39.50
616 Wurlitzer 54.50
500 Wur. Keyboard. 159.50
500 Wur. Keyboard, Slugproof 169.50
600 Wur. Rotary, Slugproof 134.50
600 Wur. Keyboard, Slugproof 144.50
Mills 1940 Throne o' Music 159.50

MISCELLANEOUS
Chicken Sam \$ 69.50
Gottlieb Skee Balletto 69.50
Shoot the Chutes 79.50
Air Raider 129.50
Navy Bomber 139.50
Sky Fighter 175.00
Anti Aircraft (Brown) 69.00
Buckley DeLuxe Digger 129.50
Love Testers (used) 145.00

WINGS

Sensational New 5-Reel Cigarette Counter Game.
8 of a kind wins 1 pack.
4 of a kind wins 5 packs.
5 of a kind wins 10 packs.
\$22.50
1/3 Deposit With Order

GERBER & GLASS
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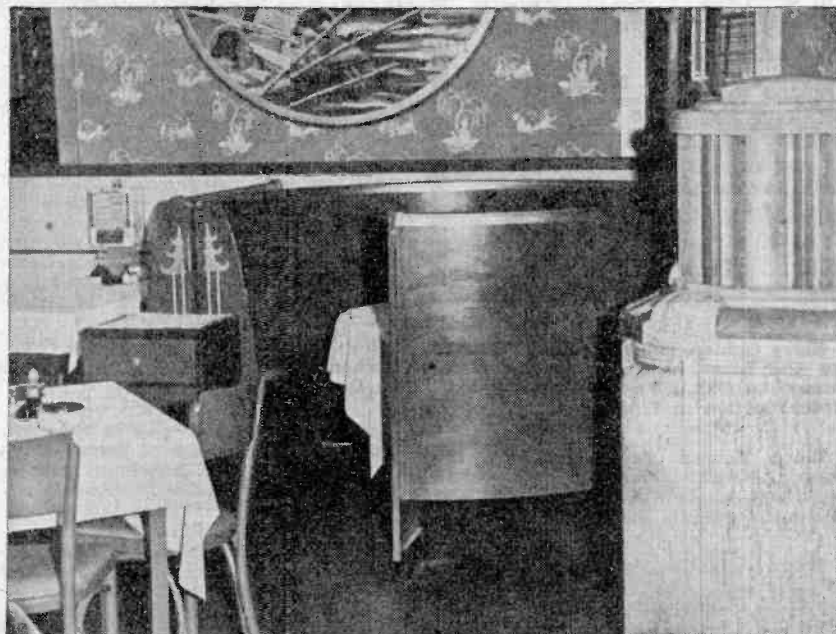
TALENT AND TUNES ON MUSIC MACHINES

THE MUSIC MACHINE INDUSTRY'S PART IN BETTERING PAN-AMERICAN RELATIONS

and many other features of interest to operators will appear in the Third Annual Edition of **TALENT AND TUNES ON MUSIC MACHINES** The Billboard's Big Record Supplement for Operators.

Watch for it!

TALENT AND TUNES ON MUSIC MACHINES



SEEBURG OPERATOR I. WEISEL reports he is proud of the Seeburg music system he has installed in the China Clipper Cafe, Worcester, Mass. In the location are 23 Seeburg wireless Wall-o-Matics and a Seeburg Super HiTone Symphonola. (MR)

You Never Have to Turn the PFANSTIEHL 4000 PLAY COIN MACHINE NEEDLE

So You Save Time...and Trouble...
and INCREASE
YOUR OPERATING PROFITS

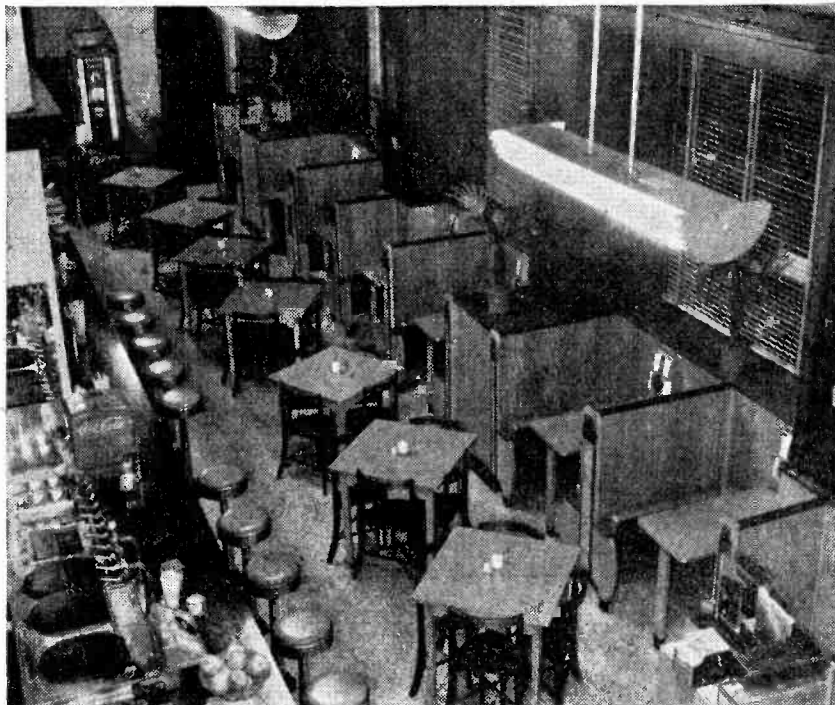
* * * * *

No Wonder Our Business
Is Doubling . . .
and Redoubling!

* * * * *

Metallurgical Division
of the

PFANSTIEHL CHEMICAL COMPANY
WAUKEGAN, ILLINOIS



MECCA FOODS, INC., OF NASHVILLE, TENN., is well known for fine quality foods. "And now," says Will T. Fulcher, operator, "the Mecca will be known for its fine music, for I have just installed this Rock-Ola Spectravox ToneColumn with Dial-a-Tune booth and counter boxes. (MR)

Stormy Session Predicted When IRNA, NAB Execs Mull Contracts

NEW YORK, Aug. 23.—Executive board members of the Independent Radio Network Affiliates and the National Association of Broadcasters will meet here Wednesday to consider and perhaps approve the finished contract forms of the proposed ASCAP-NBC pact which would return the Society's music to NBC. Contract forms have been gone over by Robert Meyers, legal counsel for NBC, and Herman Finkelstein, of ASCAP counsel. In some quarters it is predicted that session will be a stormy one, but NBC execs feel they will not have too much trouble persuading the groups to accept the deal. IRNA has already gone on record as approving the contract in principle for NBC affiliates.

The finished contract forms were mailed to the exec boards of IRNA and NAB Friday (22), and the board men will mull them over the week-end.

In some quarters it is believed ASCAP music will be back on NBC by September 1. Others feel that some recalcitrant stations will hold up the proceedings further.

In any event, some publisher members of the Society are showing much aggravation over the proposed pact whereby ASCAP would receive two and three-quarter per cent of networks' time sales. Jack Robbins, one of leading Tin Pan Alley pubs, sounded off against the chains and the ASCAP leadership, describing the latter as "punch-drunk." He pointed out that with the government concerned with a war, Tin Pan Alley could not buck Hitler's front pages.

When ASCAP music is returned to NBC, it is felt that band leaders and transcription companies will again be hit hard, insofar as the switch in catalogs will be costly. Maestri and waxeries have been caught in the middle since the beginning of the radio-music warfare.

Much speculation in the trade centers around whether the chains will continue to support BMI. BMI has "oral assurances" to this effect but will seek long-term contracts from the radio industry at the expiration of current contracts at the end of March.

change Monday. Walter Pierce has been working for Atkins.

Mrs. Clara Earls, office manager of the Boyle Amusement Company, has gone to Missouri for two weeks away from music machines.

Byron Lewis, service man for Jack Coll, Oklahoma City operator, has returned from his vacation in New Mexico and other Southwestern States.

Bill Foster, formerly of the Houston office, has been transferred to cover Oklahoma for Decca Distributing Corporation, Leroy Alexander, branch manager, announced Thursday. It will be a return trip for Foster, since he worked in Oklahoma before going to Texas. He replaces Bill Morris, who has gone to Michigan.

Mrs. Charles Chastain, wife of the Oklahoma City operator, has gone to San Diego, Calif., on vacation.

Among recent purchasers of Wurlitzer equipment at Commercial Music Company have been Ben Hutchins, Lawton; Jack Coll, Oklahoma City; Charley Gibbs, Tulsa; C. A. Culp, Chelsea; Virgil Biggs, Perry; Ike Leonard, Chickasha, and J. L. Mayfield, Oklahoma City.

L. W. Rice, of the Rice Music Company, reports that his firm's business has held up "very well indeed" thru the summer. "We can't tell how it compares with previous summers," he said, "because we've gone thru only one summer, and that, in 1940, was when we were just starting in business and offers no

basis for comparison. But we're very well satisfied with the way things have held up during the hot weather months."

Raymond Williams, head of the Dallas office of Commercial Music Company, was a visitor at the Commercial office here recently.

T. G. Wolfe, head of Sooner Novelty Company, said Friday his firm has enjoyed the biggest business the last three months that it has had in its nine years' existence. Covering Oklahoma and Arkansas for Seeburg, Wolfe has found operators in a buying mood, he said. He attributed this to national defense booms and to eagerness to beat price advances and rising taxes.

M. H. Rosenberg, Omaha, Neb., returned here recently from his vacation and spent considerable time at the Commercial Music Company.

Fall Rush Is On, Says Sam Sachs

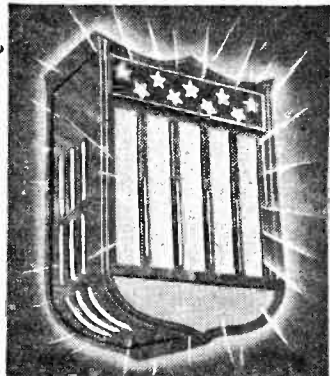
NEW YORK, Aug. 23 (DR).—Sam Sachs, president of Acme Sales Company, Inc., reports heavy activity on the remodeling of phonos sent in by operators from all over the country. "Our factory is working extra shifts to accommodate operators," stated Sachs. "I believe that the close proximity of the fall operating season is the chief factor contributing to this activity."

"THE PATRIOT" America's Outstanding Speaker Cabinet

Lustrous illumination in a truly patriotic setting. DISTINCTIVE DESIGN! QUALITY THROUGH-OUT!

Genuine all-Walnut Cabinet with brilliant Red, White and Blue illuminated plastics.

Will house either 12" or 15" speaker. Completely wired. Equipped with lamps, wire and sockets. Just plug in to light up! Size 18"x24"x9 3/4".



Sensationally Different! Timely! Patriotic! Appealing!

OPERATOR'S PRICE
\$22.50

(Complete Cabinet)
F. O. B. New York

1/3 Deposit with all orders, we ship Balance C. O. D.

"ECONOMIZE WITH ECONOMY"!! WRITE FOR OUR COMPLETE CATALOG OF ALL PARTS AND SUPPLIES! SAVE MONEY!!

ECONOMY SUPPLY COMPANY
436 WEST 45th ST., NEW YORK (Tel.: Circle 6-8652)

Oklahoma City

OKLAHOMA CITY, Aug. 23.—The summer slump in Oklahoma continues to hang on like a sticky shirt and operators are beginning to wish the national defense program in this area would sprout wings. Until it does, or until fall crops begin to show, the outlook apparently will have a summer dullness that the industry agrees has lasted too long. But altho operators' business has not improved noticeably, distributors report they are buying new equipment about as fast as it comes in and is unpacked. Wurlitzer and Seeburg distributors alike state that there has been a rush for new equipment in the last few weeks.

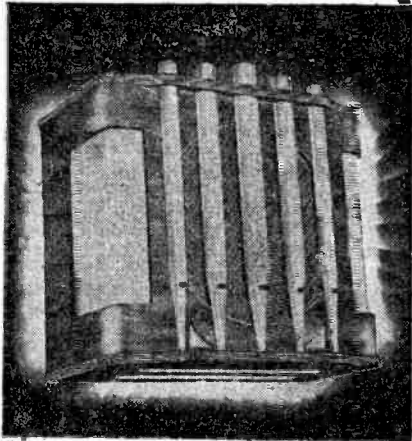
Harry Golden, general service manager for the Rice Music Company, has returned to Oklahoma City from a two-week vacation in Florida.

Lloyd Barrett, route man for the Sooner Novelty Company, is expected back from his two-week vacation at San Bernardino, Calif., Sunday (24).

Leroy Alexander, manager of the Decca Distributing Corporation branch here, returned Monday from a visit home to Dallas.

Kenneth Hensley, route man for W. B. Atkins, Oklahoma City operator, for two and a half years, has joined the Sooner Novelty Company here. He made the

**O.K. OPERATOR!
YOU ASKED FOR THEM...**



**ILLUMINATED
ORGANETTE**

OP'S PRICE ONLY **\$8.82**
(COMPLETE Cabinet)

MODEL OR-12 is the Light-Up Cabinet operators are raving about! Luxurious walnut cabinet glamorized with illuminated red plastic and gold "pipe." "ORGANETTE" dimensions are 17" wide, 15" high, 8" deep . . . for all 12" speakers. Equipped with lamps, sockets, line cord, and plug . . . JUST PLUG IN TO LIGHT UP.

**12" WALNUT
CORNER
CABINET**

OP'S PRICE
\$7.64

MODEL TR-12

"Peri-Conic" design of the triangular Corner Cabinet offers high-fidelity music reproduction . . . improving the performance of any 12" speaker. Triangle shape permits easy corner mounting. Size: 19 1/2" high, 19" wide, 9" deep. Walnut finish with "music box" motif and acousti-cloth grille.

**NEW 15"
WALNUT
CABINET**

OP'S PRICE
\$6.76

MODEL AE-15

You can use the 15" speaker from your old phonographs with this luxurious walnut cabinet. Size: 20" high, 18" wide, 12" deep at top end. Exclusive "music box" motif with gold acousti-cloth grille. Your BEST BET for extension speaker work.

12" WALNUT CABINET
OP'S PRICE **\$4.70**
MODEL AE-12

Same attractive walnut finish and "music box" design as the above model—the AE-12 will accommodate all 12" speakers. Size: 15 1/2" high, 14" wide, 10" deep at top end. Operators have used thousands of this popular acoustic enclosure.

Please Order By Model No.
1/3 Deposit—Balance C.O.D.
ATLAS SOUND CORP.
1444-39th St., Brooklyn, N. Y.
DISTRIBUTORS: Write For Details!

Buffalo

BUFFALO, Aug. 23. — Coin machine lane is still enjoying good biz, altho distributors' sales at the end of August are always slower than at any other time of the summer. Collections with most operators are excellent, and the season is shaping up as one of the finest in years.

The Mayflower Distributing Company, new Wurlitzer distributor here, is planning an official opening party after Labor Day. The firm boasts a large display room, private offices, special used machines display room, and is located on swank Delaware Avenue. Large basement allows for easy loading and unloading of equipment, has fine storage facilities, and complete repair shop. Additional space may be available later, if needed. Personnel includes: Hymen Singer, service manager; Art O'Melia, sales; Vincent McCabe, sales, and Helene Korona, secretary and receptionist, in addition to big boss Sam Taran and resident manager, Ray Peterson.

Ben Kulick, Atlas Phonograph Company, Seeburg distributor here, is spending a week in New York City with his wife and children. He is scheduled to return around August 23.

Rex Amusement Company is reporting good success with its new record store. Sales of music boxes and game, however, are only fair at the moment. Mrs. Wolf's son has departed for California where he'll finish high school, and start college next year. The Wolfs are already planning for the trip out to see him.

Harry Pearlman, traveling district salesman for Acme Coin Machine Exchange, has enlarged his territory to include New York State, Pennsylvania, and Ohio.

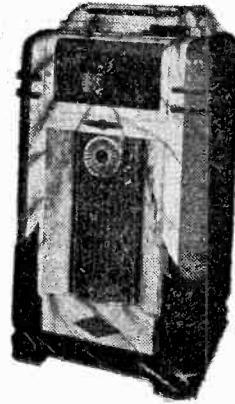
Ted Mills, of Mills Amusement Company, prominent music operating firm, reports collections good. Most Mills' spots are in suburban districts.

James B. Greenville, music operator here, is investing in remote wall box set-ups to augment his Wurlitzer phonographs. Summer season has been very good for him, and he hopes for fair weather until mid-September. After that he will move his equipment back to town.

Lawrence Shankman, service manager at Acme Coin Machine Exchange, headed by Boris Siegel, got married to Betty Cushman from Detroit, August 17, and is already back on the job. He and his bride are now making their home in the Queen City.

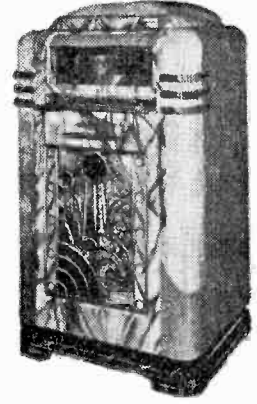
Sam Taran, Mayflower Distributing Company, also head of Mayflower branches in Pittsburgh and St. Paul, has returned to the last mentioned city to see his family, after spending considerable time getting the new offices established. The Wurlitzer territory has been expanded for Taran to include Rochester

**Custom-Built Super
REMODELED WURLITZER PHONOGRAPH**



SUPER WURLITZER "600"

Completely remodeled with new dome PLUS LEATHER SIDES and MARBL-GLO FRONT. Only **\$159.50**



SUPER WURLITZER "500"

Completely remodeled with new dome (heavy molded plastic), new grille, new door plastic, new chrome plate above key-board, etc. PLUS LEATHER and MARBL-GLO finish. Only **\$199.50**

(1/3 Deposit F.O.B. N. Y.)

Remodeled Wurlitzer 616 . . . \$84.50 Remodeled Wurlitzer 24 . . . \$124.50

Attention!

OPERATORS OUTSIDE OF NEW YORK TERRITORY

● WE WILL REMODEL YOUR OWN WURLITZERS "500" AND "600" AT THE REGULAR PRICES OF \$72.50 AND \$46.50, RESPECTIVELY.
● WE WILL PAY THE FREIGHT BOTH WAYS!!!
● If you are located within 700 miles of New York City, write for photographs, further information and shipping instructions.
● Operators outside the 700 mile limit, write for adjustment in price.

ACME SALES CO. 625 TENTH AVE. N.Y.
TEL: LONGACRE 3-5136

and entire Western New York State plus Western Pennsylvania, he reports.

Lester Weintraub, office manager of Atlas Phonograph Company, reports a 10 per cent increase on all Seeburg products since August 15. Sales, he said, are slowed up now. Phillis Clark, Atlas secretary, has returned from her vacation, and Weintraub expects to take his in late August.

Earl Snyder, one of the most prominent cigarette machine operators hereabouts, has purchased a line-up of automatic phonographs and is now operating a fair-sized music route.

Royal Amusement Company's record store is still in the beautifying process, and altho it was expected to be ready by mid-August, it now is set for an official opening on September 4.

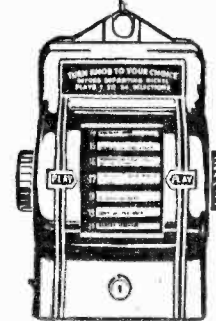
**IN MICHIGAN
ANGOTT SAYS:**

PACKARD PLA-MOR

Selective Remote Control

Is Earning
33 1/3%

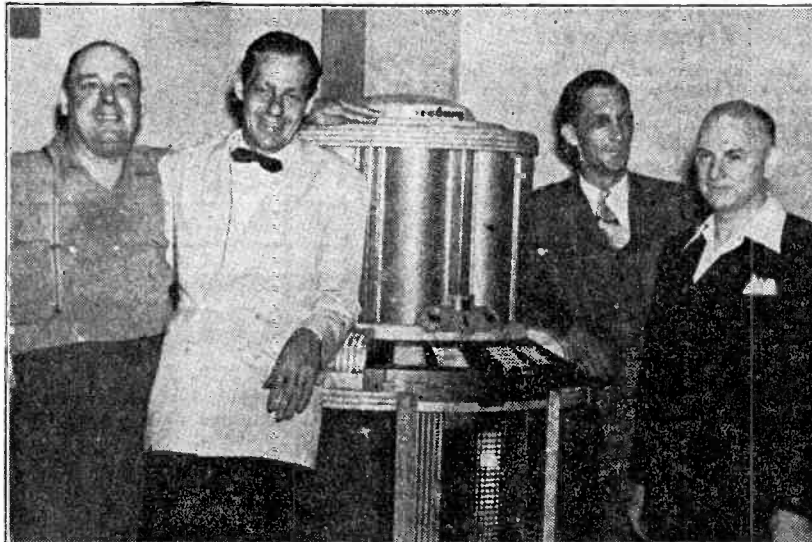
More Than
Any Other
Remote
Equipment.



ADAPTERS for
Any Make
Phonograph to
Play on or Off
Floor.

SPEAKERS and
STEEL
CABINETS.

ANGOTT SALES CO., Inc.
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THE SEEBURG PHONOGRAPH is the rallying point for three Detroit operators and a well-known orchestra leader. Left to right: James Ashley, Orchestra Leader Bob Chester, Ed Carlson, and Roy Small. (MR)

**MASTERCRAFT
PADDED COVERS**



**FOR AUTOMATIC
COIN PHONOGRAPHS**

Saves you money by avoiding damages to your cabinets. Sturdily made and waterproof.

- No. 4 Adjustable Pad (for cabinets up to 55"x36"x27") \$11.50
- No. 12 Adjustable Pad (for cabinets up to 67"x40"x28") \$13.75
- No. 25 Slip-Over Pad (for cabinets up to 55"x36"x27") \$10.00
- No. 35 Slip-Over Pad (for cabinets up to 67"x40"x28") \$10.75
- No. 30 Adjustable Carrying Mat (for all size cabinets) \$7.50

BEARSE MANUFACTURING CO.
Ino. 1921.
3815-3825 Cortland St., Chicago, Ill.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

TO 12-355 EA. 113 TO 99. 25C EA. - 100'S 1P. 200'S EA.
MIRACLE POINT
Sell good music
It costs no more!
Miracle Point Needles
M. A. GEREY CORP. 2947 NO. 30 ST. MILWAUKEE WIS.

Tell the Advertiser in The Billboard
Where You Got His Address.

Still another great recording artist is added to this already amazingly long list—

NOW THERE ARE NINETEEN!

★
CARMEN CAVALLARO

great new wizard of the piano brings you DECCA record 3933

of



★

(-from The Billboard, "On the Records," Aug. 23:)

The piano wizardry of Cavallaro entirely devoted to his classical and sparkling improvisations at the Steinway. A violin and bass provide the background for *Intermezzo*.

With an undying devotion to "Intermezzo" on part of the populace, this late entry will still bring a brisk phono play. Cavallaro's efforts here are on par with the high plane set by his other platters and albums.

AND HERE'S THE LONG LIST OF PREVIOUS RECORDINGS

OF

INTERMEZZO

★

INTERMEZZO on the DECCA label

Salon Orch., dir. Harry Horlick
Cuy Lombardo Bob Hannon
Albert Kerry Woody Herman
Tony Martin

★

INTERMEZZO on the COLUMBIA label

Benny Goodman Clyde Lucas
Xavier Cugat Marie Green
Vladimir Selinsky

★

INTERMEZZO on the VICTOR label

Enric Madriguera Wayne King
Toscha Seidel Allan Jones

★

INTERMEZZO on the BLUEBIRD label

Freddy Martin Joan Merrill

★

INTERMEZZO on the OKEH label

Charlie Spivak

★

Publishers of INTERMEZZO

EDWARD SCHUBERTH & CO., INC.
11 E. 22nd St. New York

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Lawrence Welk made a one night Eastern debut Tuesday (19) at the Rustic Cabin, Englewood Cliffs, N. J., and his press agent went all-out to promote the maestro's records. An automatic phonograph was installed in the foyer of the spot a week in advance of Welk's appearance and all Welk records were on the machine, together with signs and other promotional matter. . . . Ginny Simms, Kay Kyser's featured vocalist, may be spotted in RKO's picture, "Playmates," which soon goes into production. . . . Sammy Kaye returns to New York August 29 for a Victor recording session. . . . Benny Goodman's new gal singer is Peggy Lee, whom the maestro picked up in Chicago to replace Helen Forrest. . . . Net income of Decca for the six months ended June 30, 1941, came to \$383,591. Vaughn Monroe passed his 20th-Fox screen test and makes his first picture this winter. . . . Skinnay Ennis and band have signed for a test with Victor, the leader's first recording since 1939. They'll probably be put out on the Bluebird label.

Frankie Carle, Horace Heidt's pianist, returns to his post in a couple of weeks after a check-up and rest cure at Mayo's in Rochester. . . . Singer Dick Todd is shipping copies of his recordings to the boys in the American Eagle Squadron in England. He calls it his "Platters for Pilots Club." . . . The Hoosier Hot-Shots are going to Hollywood for a role in "Ride 'Em Cowboy." . . . Carl Hoff's band has signed for a year's recording duties for Okeh. It's the maestro's first disk contract. . . . The Committee To Defend America by Aiding the Allies has made arrangements with the Robbins Music Corporation to publish the two prize-winning songs chosen in its patriotic song contest, "Me and My Uncle Sam" and "My Own America." Robbins will also distribute the tunes among operators of coin phonographs when they are recorded. Add Corrections: A typographical error of omission described Dinah Shore as "dusky" in this column recently. What was referred to, of course, was her voice. Sorry.

The Retailer's Slant

Ben Katz, owner of one of Broadway's busiest music stores, is sold 100 per cent on what the music machine has done for the retail record business. Ben will tell the trade all about it in *The Billboard's* forthcoming supplement edition of the Third Annual Talent and Tunes on Music Machines. Up to a few years ago the bulk of his business was in the sheet music line. Then it suddenly became a record shop. Ben was a little amazed at the swift change and started checking up on the why's and wherefore's of it all. What he discovered is lucidly told by him in his article, "Music Machines' Influence on Home Recording Sales."

Release Prevues

Russ Morgan and band hopped into New York last week to record "Cowboy Serenade," "Why Don't We Do This More Often?," "You're a Natural," and "Johnny Is in the Pantry" for Decca. . . . "When Johnny Comes Marching Home" and "We're in the Army Now" were recorded for Okeh by Carl Hoff. . . . Joe Marsala's next session for Decca will include "Moanin' Low" and "Thou Swell." . . . Al Donahue is doing "Shrine of St. Cecilia," "I Love You More and More Every Day," "Under Fiesta Stars," "Hi Neighbor," "The Waiter, the Porter, and the Upstairs Maid," and "How Deep Is the Ocean?" on the Okeh label. . . . Mitchell Ayres' Bluebird date has on the list "I Don't Want To Set the World on Fire," "The Waiter, the Porter, and the Upstairs Maid," and "When Are We Going To Land Abroad." . . . Bob Chester is doing "Can't Believe You're In Love," "The Wind Blows Free," "A New Shade of Blue," "Feed the Kitty," and "Clap Your Hands on the After Beat" on Bluebird. . . . Vaughn Monroe's next Bluebird releases are "One, Two, Three O'Lairy," "Loved One," "My Foolish Heart and I," and "Two in Love."

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:

HELENA, MONT.:

Sonny Boy. Andrews Sisters

A comedy novelty number which hit the market last month, but has been slow getting under way. Out here, however, operators say it is beginning to pay off in the cash boxes now and they are re-ordering. The Andrews girls have something a little different here from their usual stuff, so operators elsewhere might keep an eye on it.

WILMINGTON, DEL.:

Embraceable You. Jimmy Dorsey.

An old number but a new record by that Dorsey fellow again. It's going over in this area and may well stretch out into other sections of the country. The tune plus the Dorsey moniker on the label gives it a good chance of doing just that.

PITTSBURGH:

It's So Peaceful in the Country. Mildred Bailey, Charlie Spivak.

A lovely ballad that has been around for some little time now, and by all the measuring rods should be doing much better. The two disks listed here are pulling the nickels in this town, however. Tune might still prove to be a sleeper and suddenly hit the top brackets.

DES MOINES, IA.:

Mamma. Horace Heidt.

This record appeared in the "Possibilities" section of the Record Buying Guide last week, and is already a coming up item in this corn-belt city. Heidt's is the first recording out on the tune, which is being plugged as a sequel to Sammy Kaye's *Daddy*. Heidt's present air time in the Midwest has been a big help, too.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended August 23 and the week before, ended August 16, see the Music Popularity Chart in the Music Department in this issue.

Baltimore

BALTIMORE, Md., Aug. 23.—Collections the past week were exceptionally good, states I. Schwartz, head of the Fallsway Coin Machine Company. He says he looks for a similar upward climb during the remainder of the season.

"This trend," Schwartz pointed out, "has been helped considerably by wall boxes. In locations where these have been installed collections have shown gains ranging from 50 to 100 per cent. Schwartz said he regards wall boxes as one of the greatest advancements made in the coin machine phono field.

General Vending Service Company reports excellent action on Baker's Kicker and Catcher. Irvin F. Blumenfeld, head of the firm, said he looks for a big play on this number. Blumenfeld reports continued brisk action on Gottlieb's Spot Pool, and states new sales records are being chalked up with this number. Mutoscope's Ace Bomber is going well, as is Drive Mobile, he states.

Firm has received its first shipment of Gottlieb's New Champ, and Blumenfeld looks for this number to be a knockout.

Summer sales have been exceptionally good, states Roy McGinnis, local distributor of Keeney and other makes of machines. McGinnis said he is looking forward to brisk activity in September as city coin machine activities get under full steam. McGinnis is scheduled to get a shipment of the new Keeney's Super Bell. "A sample model is now on location and the reaction," he said, "has been astounding." He also states Jennings' Totalizer continues to move in large volume in keeping with the console trend in this area.

"While shipments of Rock-Ola phonographs, adapters, wall and counter boxes continue to be received we are hard pressed to meet the demand," states Aaron Goldsmith, president of Hub Enterprises "Sales to date," he states, "are 100 per cent greater than for the corresponding period of last year."

While final tabulations on summer business has not been made by distributors and operators, it is evident from the reports that are available to date on summer sales and collections that gains range from 25 to 100 per cent. Increased business at the outdoor places of amusement has more than offset the city slack, both distributors and operators declare.

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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 13)

HARRY JAMES (Columbia 36296)
You Made Me Love You—FT. *A Sinner Kissed an Angel*—FT; VC.

James's reputation has been building by leaps and bounds (and so have his sales), and the current release should carry him along tidily, particularly his version of the oldie on the A side. His trumpet takes it up at the start with a typically terrific passage, and the rest of the side keeps it there, giving new life to an always appealing number. James's trumpet has never been better, the arrangement is interesting and effective, and the whole thing should prove highly popular. The B side leans heavily on its vocal by Dick Haymes—a long and wordy refrain, the words of which are given somewhat unfortunate prominence by Haymes's excellent diction. James's trumpet picks it up later, but neither Haymes nor James can entirely get over the hurdle of those words.

In spots where oldies are favored, the "Love You" side should prove an ace nickel-puller—and its appeal is by no means limited to these. It's practically a new number as here given, and Harry's horn lifts it way out of the world. It's the sort of side whose draw should build steadily as more and more people hear it and want to hear it again. The B side is a likely prospect only where the James and Haymes names can draw the play.

BOBBY BYRNE (Decca 3906)
I Guess I'll Have To Dream the Rest—FT; VC. *What Word Is Sweeter Than Sweetheart*—FT; VC.

Showing continued disk improvement in smoothing out its edges in giving full body and smooth treatment to a ballad, the Byrne boys gives a virile rendition for the *Dream* ballad. Set in the slow tempo, the three *trom-byrnes* introduce the theme, the ensemble finishing out the opening refrain and gives way for Stuart Wade's romancy baritone for the

lyrical expressions. The trombone trio picks it up for the chorus's middle strain and the voice carries it out.

The *Sweet* side gets the same sweet treatment, opening with Stuart Wade's vocal that gets the benefit of some fancy flute figures in the background. Single muted trumpet picks it up at the middle and the voice finishes out the chorus. However, on a comparative basis, the *Dream* side overshadows its plattermate on more counts than one. Importantly, it has the trombone stamp identified with the maestro. And more importantly, the arrangement is not as hampered as the *Sweet* side that gives an endless succession of overly-long and over-arranged modulations that only make for so many musical stage waits.

Operator attention is directed to the "Dream" side. Byrne gives the ballad the type of treatment it calls for and Stuart Wade's voice enhances its selling possibilities for phono play. Moreover, the song itself has practically assured itself a seat in hit song circles and Byrne's rendition is a highly acceptable one.

More and more, orchestra leaders are coming to the realization that records play an important part in determining their popularity on one-nighters, on location, on any and every engagement. More and more they are learning that they can build prestige and increase the drawing power of their names by turning out the kind of records the automatic phonograph operators will place in their machines. More and more, the annual Talent and Tunes Supplement of *The Billboard* has become to be considered as the barometer of the music machine and recording industry. The third annual edition makes its appearance late in September, and the interest and participation already manifest in its publication, makes it the most progressive step taken as yet by any publication servicing the industry. In fact, from its very inception, it has remained the only compendium of the popular record field serving the music and music machine industry alike.

GOLDEN GATE QUARTET (Okeh 6345)
The Sun Didn't Shine—Spiritual. *Blind Barnabus*—Spiritual.

The marvelous spiritual-singing quartet that got its start at Cafe Society in New York should add plenty to its circle of devotees with this brace of splendidly sung—and swung—spirituals. The *Sun* number, on the A side, is less suited es-

entially to the type of treatment favored by the Golden Gaters, but by the time they get thru with it it's terrific. Accompanied only by drums, they do their usual stand-out job. The *Barnabus* tune gets similar treatment, and the two sides stack up as powerfully potent for anyone who's a devotee of this sort of thing—and, for that matter, for plenty who haven't been until they hear these topnotch recordings.

Obviously, appeal is limited to certain specialized locations. However, in these the platter should do top trade. "Sun," taken as a whole, will probably pull the greatest number of coins, but both sides can be highly recommended for any spot where the Gaters and their type of vocal, spiritual swing are known and liked.

VAUGHN MONROE (Bluebird 11245)
If It's You—FT; VC. *Lazy Acres*—FT; VC.

Vaughn Monroe emphasizes his vocal capabilities for both ballads making for this couplet. And his inspired baritone, enhanced by the solid setting laid down by the band, is strong enough to sell either side. Strongest entry, however, is in the B side, taken from the *Billy the Kid* movie score. Monroe's virile voice is much more at home with the cowboy ballad, with the added advantage of the "on the trail" embellishments of the band. Taken at a medium tempo, a lift is imparted to the melody. Opening with the clarinet creating a song setting associated with the wide open spaces, a muted trumpet carries the opening strains of the chorus, maestro Monroe takes over for the singing of a full chorus. A third chorus gives the side its real lift, a solo clarinet carrying the melody with the trombones riffing a figure in the background. Monroe picks it up from the middle and finishes it out.

The *If It's You* side, also a screen song, from *The Big Score*, gives the maestro a heavy vocal load. Set in a slow and torchy tempo to match the mood of the music, Monroe voices the opening chorus, taking time out to let the band step up for a single strain, and then sings it out.

While both songs are from the screen, neither are cutting any fancy figures in song popularity, thru no fault of their own because both are strong, both musically and lyrically. They've been out for some time and have still to make any real start on the phono network. And while Monroe's treatment for both is tops, it is doubtful whether these sides can apply the spark. However, in view of the maestro's increasing popularity especially with the younger fans in the East, the machine operator cannot afford to ignore the disk completely. There's little to choose from either side, and selection must fit the particular location. Both are ballads, the "If It's True" on the romancy side and the "Lazy Acres" a cowboy lullaby.

EDDY HOWARD (Columbia 36303)

Yours—V. *I Went Out of My Way*—V. This coupling represents an above-average effort by an effective singer who knows how to make lyrics sound sincere. *Yours* is good, with the bolero instrumental tempo being catchy and the arrangement as a whole being interesting. The flipover, *I Went Out of My Way*, is a torchier affair. Both tunes are given excellent orchestral accompaniment under Lou Adrian's direction.

Operators will find "I Went Out of My Way" a catchy tune that will please Howard fans.

(See ON THE RECORDS on page 111)

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LINDA MUJER
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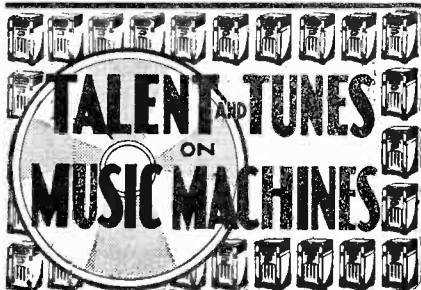
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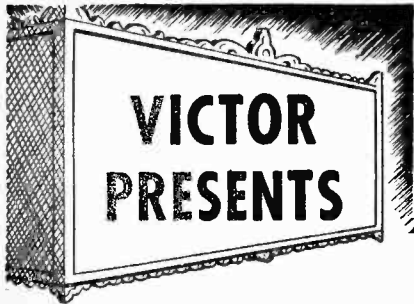
143 RECORD ARTISTS TOLD MUSIC MACHINE OPERATORS ABOUT THEIR RECORDS IN THE '39 and '40 Editions of The Billboard's Big Record Supplement
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RECORDS

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GLENN



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B-11274

"SAM, YOU MADE THE
PANTS TOO LONG"

VAUGHN

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B-11260



"A NEW SHADE OF BLUE"

BOB



Chester

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RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

MARIA ELENA (12th week)	JIMMY DORSEY (Bob Eberly) WAYNE KING (no vocal) TONY PASTOR (Dorsey Anderson)
DADDY (12th week)	SAMMY KAYE (Ensemble) ANDREWS SISTERS
THE HUT-SUT SONG (11th week)	HORACE HEIDT (Donna and Her Don Juans) FREDDY MARTIN (Eddie Stone and Ensemble) KING SISTERS THE JESTERS
GREEN EYES (8th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
GOODBYE DEAR, I'LL BE BACK IN A YEAR (4th week)	HORACE HEIDT (Ronnie Kemper-Donna Wood)
'TIL REVELLE (3d week)	KAY KYSER (Harry Babbitt) BING CROSBY
YOU AND I (2d week)	BING CROSBY GLENN MILLER (Ray Eberle) KAY KYSER (Harry Babbitt-Ginny Simms-Ensemble)

COMING UP

KISS THE BOYS GOODBYE BEA WAIN
TOMMY DORSEY (Connie Haines)

About ready to set itself into top company, this catchy tune from the film of the same title came right along this week, making it almost safe to say that next week will see it on top. Bea Wain and Tommy Dorsey have the recordings which are getting the big play so far, but there's a good chance they'll soon have some competition, judging from the number of artists who have recorded the tune.

YOURS JIMMY DORSEY (Helen O'Connell-Bob Eberly)

This one looked as if it would be a cinch for the top brackets last week, but again it failed to garner enough mentions on the reports to spring it into that position. Jimmy Dorsey is all alone on it with his record, and it's a lovely arrangement, especially with Dorsey's star vocalists contributing. Tune may have leveled off at this point for keeps, but there's still a chance of it becoming a No. 1 choice.

YES, INDEED TOMMY DORSEY (Sy Oliver-Jo Stafford)

Here's another number that has experienced a temporarily static condition as far as the machines are concerned. It's still showing up in this division on several of the reports, but didn't show any more or less life than last week. T. Dorsey has the disk that's being used.

MA, I MISS YOUR APPLE PIE GUY LOMBARDO (Kenny Gardner)

This novel number is climbing right along now and appears to be a cinch for a higher perch. It has a nickel-grabbing title to begin with, and the Lombardo boys give it a very commercial and nifty treatment, which is evidently tickling the patrons of the coin phonographs into action.

BLUE CHAMPAGNE JIMMY DORSEY (Bob Eberly)

Still very much in the running and showed a new sparkle in the reports this week. Record is still in the yes-and-no stage as far as the trip upward is concerned, but it definitely will not be dropping out of sight for some time to come.

COWBOY SERENADE KAY KYSER (Harry Babbitt)
GLENN MILLER (Ray Eberle)

Fresh from the "Possibilities" division of the Guide, this rolling, lilting, cowboy ditty hit plenty of the country's music machines this week, and from the looks of the area covered by the many mentions, it will keep right on rolling. The Kysers and Miller jobs are the ones being bought up by the operators at this point.

I GUESS I'LL HAVE TO DREAM THE REST GLENN MILLER (Ray Eberle-Modernaires)
TOMMY DORSEY (Frank Sinatra-Pied Pipers)

Nothing much more happened in this corner this week. Both the Miller and Dorsey recordings seem to be coming right along with the operators in all sections of the country, so this ballad should have no trouble forging its way up the scale. Maybe the tune was just catching its breath this week.

BOOGIE WOOGIE PIGGY GLENN MILLER (Tex Beneke-Modernaires)

Miller's swiny rendition of this jumpy novelty seems to be running its course right in this department. It's still figuring in many of the reports, but not as a number with potential strength in reserve. Right now it doesn't look like it would go much farther.

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 tho they most probably will never climb into "Going Strong."

THE THINGS I LOVE JIMMY DORSEY (Bob Eberly)
BARRY WOOD

About out of the running now.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

Here's a number that will
set the World on fire!



HORACE HEIDT
and his musical knights

give you
"I DON'T WANT
TO SET THE
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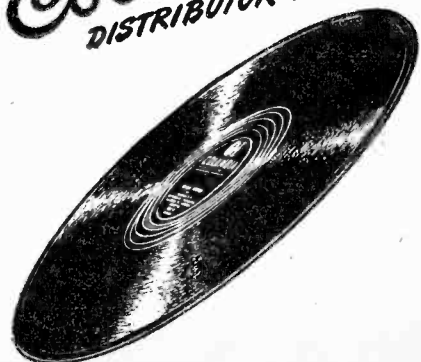
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This is a super-duper example of just how sweet and smooth swing can be when Horace Heidt gets to work on it. Slap it on your machines and stand aside while the nickels pour in. The fans go wild over it! Singable, danceable, with a silky chorus by Larry Cotton, backed up nicely by Donna and Her Don Juans. A money-maker in its own right—and guess what, "Mamma's" on the other side! Need we say more?

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ON THE RECORDS

(Continued from page 109)

CAB CALLOWAY (Okeh 6341)

I See a Million People—FT; VC. *We Go Well Together*—FT; VC.

Cab, deserting the milieu that made him popular, turns, in this platter, to a couple of sugary and sentimental items that are nicely done but hardly the perfect fare for his particular idolators. Tone of the band is full and excellent, and passages here and there suggest the top musical imagination that Cab brought to his earlier swing items, but for the most part both sides are fodder for the Lombardos et al. rather than for Calloway. On the A side he carries a heavy vocal assignment, backed by the Palmer Brothers, and does nicely with it; it's a sentimental tune that will probably go places. His vocal assignment (solo this time) is also heavy on the *Go Well Together* number, and both stack up as good, competent jobs. The distinctive attributes of the band, tho, have no particular place in either in which to shine out.

Calloway fans will, of course, give both sides a play. In addition, "I See a Million People," which shows possibilities, should definitely be stocked—and the Calloway rendition, even tho it doesn't display Cab in his most popular mood, is a good, solid job.

More and more, orchestra leaders are coming to the realization that records play an important part in determining their popularity on one-nighters, on location, on any and every engagement. More and more they are learning that they can build prestige and increase the drawing power of their names by turning out the kind of records the automatic phonograph operators will place in their machines. More and more, the annual Talent and Tunes Supplement of *The Billboard* has become to be considered as the barometer of the music machine and recording industry. The third annual edition makes its appearance late in September, and the interest and participation already manifest in its publication, makes it the most progressive step taken as yet by any publication servicing the industry. In fact, from its very inception, it has remained the only compendium of the popular record field serving the music and music machine industry alike.

LANNY ROSS (Victor 27538)

Til Reveille—FT; V. *I Guess I'll Have To Dream the Rest*—FT; V.

Caressing two stand-out ballad favorites of the day, the soft tenor voice of the radio favorite expertly sketches the two sides. Both songs set in the slow tempo, with the accompanying orchestra emphasizing woodwinds and strings to match the qualities of the voice that follows the close melodic lines of the lyrics. Ross chalks up a dandy doubling with these sides.

For the class locations and cocktail lounges, where the appeal of Lanny Ross is undoubtedly greater, nothing less than both sides will suffice for the music boxes. Apart from the excellent interpretation the radio singer imparts to the songs, both sides represent two hit parade entries that are even now practically assured a long play life in the phonos.

WILL BRADLEY (Columbia 36297)

I'm Tired of Waiting for You—FT; VC. *City Called Heaven*—FT; VC.

A good Bradley disk that has the band displaying its excellent rhythm style. Flashiest side is *Tired*, which starts off sharply and runs along in toe-tapping style. The vocal chorus by Lynn Gardner, in clear, nice voice, and Ray McKinley, in gruff drawl, is handled okeh. The flipover is *City Called Heaven*, and Miss Gardner does justice to the lyric, with the band again coming thru with a swingy, easy rhythm.

Phonograph possibilities are in the "Tired" side, which is snappier, more rhythmic, and more attention-getting of the two. A good platter for locations where better swing is liked.

BARRY WOOD (Okeh 6346)

A Little Love, A Little Kiss—FT; V. *The Girl With the Light Blue Hair*—FT; V.

Barry Wood turns his attention to a pair of standards. The combination with Mark Warnow's ork for background aids and abets the Wood chirpings to the extent that the better sounding side, *A Little Love, A Little Kiss*, will probably make a strong phono possibility. Arrangement has dolled this ditty up sufficiently to excite interest for those who will invest a nickel in sentiment. The Wood-Warnow treatment extracts every

bit of charm and interest out of this piece.

Flipover is a meaningless jumble in spite of the vocal instrumental combination. Gabriel Marie's "Golden Wedding" has been given the lyric headed "The Girl With the Light Blue Hair." Aside from its failure to blend suitably with the melody, it will probably be too closely associated with the ill-fated "Jeanie With the Light Brown Hair," which was bruited about horribly during the early days of the ASCAP-radio war. Wood is aided vocally by an unbilled soprano. Despite the care taken in production, most of the strength of the disk lies in its companion piece.

DICK ROBINSON (Decca 3908)

Answer to You Are My Sunshine—FT; VC. *\$21 a Day—Once a Month*—FT; VC.

In keeping with the tradition of the hillbilly tunewriters, one good turn is deserving of another. And now that Bob Atcher's *You Are My Sunshine* has strongly established itself, the composer now sees fit to prepare an "answer." However, in this instance, since there has been no clamoring on the part of the public for an "answer," it would have been just as well to leave well enough alone. This "answer" is a confession of love to *Miss Sunshine*. But both the tune and lyrics are trite. Dick Robertson sings three of the four choruses and it still adds up to a sum total of absolutely nothing.

For the B side, stemming from the draft cycle of songs, Dick is joined by the four male harmony voices of The Norsemen. In the 6/8 marching tempo, it's a strong novelty song on the comedy side. And the voices all sell it strongly.

Operator attention is directed to the "21 a Day" side. A comedy song at the expense of the draftees, but in good-natured fashion, it's a cinch to get a wide phono play in locations near the nation's army encampments. There have been other disk versions of the song, but since this is practically all vocal, and that is what sells the song, Dick Robertson's entry is the formidable one. In spite of the obvious title appeal, the "Answer" side is a great disappointment and any phono play it could get would strictly be on the curiosity angle because of the wide appeal of the still-favored "You Are My Sunshine."

HAROLD GRANT (Standard T-2009)

Waltzing On the "Kalamazoo" (The Honeymoon Limer)—W; VC. *Misirlou*—FT; VC.

From the Victor foreign division comes two contrasting sides, one a novelty waltz and the other an exotic chant. And Frank Knight is equally proficient in the singing of both sides. The *Waltzing* is a light waltz-me-around-Willie ditty, and taken in the bicycle-built-for-two tempo. Sells itself on the lyrics, being a nostalgic narration of the gay blades cutting fancy and romantic figures on the honeymoon limer.

The *Misirlou* side is worthy of serious attention on part of the regular dance band boys seeking out song material that is different. This one is definitely so. It's an entrancing and enchanting song of the Shalimar, entirely Oriental in character and appeal. Knight's vocal dominates the disk and his sultry chanting in the bary range smacks true of the desert sands. Grant's band, predominantly reeds and accordion, sets a beguine tempo for the background.

For the music machine operator, it's the "Waltzing" side that commands attention in servicing spots where the older folks congregate, especially at the tap and tavern locations. A novelty dish, it brings back those bicycle-built-for-two days for such listeners.

CLAUDE THORNHILL

(Columbia 36298)

Paradise—FT; VC. *You Were Meant for Me*—FT; VC.

Another fine record by Columbia's newest band. As in his previous recordings, Thornhill displays colorful, solid melodious arrangements that include the leader's rippling piano passages. *Paradise* is a new tune that sounds familiar, and Kay Doyle does nicely with the vocal chorus. *Meant* is a hit of 1929 and is still one of the finer musical comedy tunes around. The band gives it a catchy, languorous treatment, and tenor Dick Harding does okeh vocalizing.

For the machines, this platter is not too strong. Thornhill's name is not yet too familiar, and the music is really too good for the drinking spots, where novelties and stand-out tunes usually have the best chance.

ART KASSEL (Bluebird 11249)

With So Many Reasons (The Torch Song)—W; VC. *Our Golden Wedding Day*—W; VC.

The waltz tempo takes the spotlight for this pairing. Both are new tunes that make no pretense at sophistication. And while the word and music content

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of both fall short of striking at mass appeal, the disk meets the demands of the waltzing coterie. Taken at a slow and easy tempo, the sweet and sugary style of Art Kassel is conducive to building castles in the sky for such dancers. The A side, taking on a "torch" connotation because of its lyrical expressions in the sin-to-tell-a-lie category, has the sugary sax choir taking the first chorus, Harvey Crawford singing the second, and the band coming in for the closing strains to take it out.

The *Wedding Day* music has a pert patriarchal appeal to those whose song interest starts and stops with *Auld Lang Syne*. That's the intent of both music and lyrics and Kassel gives it that kind of treatment. The band introduces the theme and Crawford takes over to chant both the verse and the chorus.

The "Wedding Day" side holds some interest to the music machine operator. For phono placements, its appeal is only at such locations where the older of the old-timers gather to greet each other, especially for the old-time dances and hoe-downs. However, with continual demands being made on the operator for specialized music to fit a special occasion, the side amply meets the needs for the occasion specified in the title.

HORACE HEIDT (Columbia 36295)

Mama—FT; VC. *I Don't Want To Set the World on Fire*—FT; VC.

This is Heidt's attempt at a sequel to the enormously successful *Daddy*, and it comes off nicely enough to warrant high hopes. The rhythmic pattern is simple but catchy, and the lyrics (by glee club) are definitely reminiscent of *Daddy*. They stress the complaint about a demanding Mama and end on a cute note, altho they are not as clever as the *Daddy* lyrics. The phrase "Mama Mama Mama" recurs sufficiently to make the idea of the song easily remembered. If there could be a sequel to *Daddy*, this is it. The B side, *World*, is a ballad in slow, melodious style and with fine tenor vocal by Larry Cotton and pleasant warbling by Donna and Her Don Juans trio. A fine musical and instrumental job.

"Mama," of course, ought to get into a lot of nickel machines and seems to have the makings of a hit. As for the B side, Tommy Tucker's recording of the same song is already getting some attention and may cast a shadow on later recordings.

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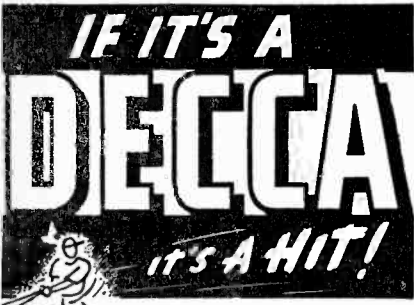
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JIMMY DORSEY	Jim A New Shade of Blue3963
INK SPOTS	Keep Cool, Fool Until the Real Thing Comes Along3958
BOBBY BYRNE	I Guess I'll Have To Dream the Rest What Word Is Sweeter Than Sweetheart .3906
JOHNNY LONG	The Boogie Woogie Piggy Chattanooga Choo Choo3905
DICK ROBERTSON	Answer To You Are My Sunshine \$21 a Day—Once a Month ..3908
BING CROSBY and CONNIE BOSWELL	Yes, Indeed Tea for Two .3689
JIMMY DORSEY	A Rose and a Prayer Be Fair3812
THE JESTERS	Bless 'Em All I've Been Drafted3932
GUY LOMBARDO	You and I Yip-I-Addy-I-Ay3880
PETE JOHNSON	Basement Boogie Death Ray Boogie3830
LOUIS JORDAN	Brotherly Love Saxa-Woogie. 8560
JIMMIE DAVIS	The Prisoner's Song I Told You So. 5966

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RECORD BUYING GUIDE--PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

BELOW THE EQUATOR **SAMMY KAYE** (Allan Foster)
GLENN MILLER (Ray Eberle-Modernaires)

As the title implies, it's a Latin rhythm on the ballad style. Both of the above recordings of it have the stuff that usually attracts the nickels in the music machines, and operators will do well to watch 'em. Tune itself should start the hit parade climb soon.

I DON'T WANT TO SET THE WORLD ON FIRE **TOMMY TUCKER** (Amy Arnell-Voices Three)
HORACE HEIDT (Larry Cotton-Donna and Her Don Juans)

This one bears repeating here, altho the operators still haven't discovered it. It's definitely a number to watch for music machine fodder, and both of the above bands will no doubt enjoy a successful run on it. So far Tucker seems to have the edge. Both, however, have good arrangements and neat vocal settings.

TIME WAS **JIMMY DORSEY** (Bob Eberly-Helen O'Connell)

A J. Dorsey disk that has been around a while, but now pops up as a contender for fame on the machines. Several operators report that they are starting to have some success with it, so this should be a hint to others to check back on it if they've passed it up before.

MAMA **HORACE HEIDT** (Glee Club)

The mentions are beginning to trickle thru on the reports for this record, and for that reason it is being listed here again. The Heidt band seems to be hot with the automatic phonographs now, and that plus the fact that this novelty ditty has a chance to cash in on the current trend toward this type of tune should help the record to go further.

BE HONEST WITH ME **BING CROSBY**

For Crosby this performance is definitely in another sphere from his usual thing. Nevertheless, operators around the country are beginning to put it to good use. Number is originally hillbilly fare a la Gene Autry, but Crosby doesn't give it that twang. If the tune hasn't seen too much use on the machines already, the Crosby disk might make the grade as a national item.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

YOU MADE ME LOVE YOU **HARRY JAMES**

A really old song but with an entirely new treatment by this ace trumpeter and his band. It's strictly an instrumental record and is given plenty of passionate lift by the James horn. The title alone on the machines should pull plenty of nostalgic nickels, but for whatever reason the customer drops his coin, he's almost bound to be satisfied.

YOU AND I **GUY LOMBARDO** (Kenny Gardner)

A ballad that has already hit the top of the heap in the music machines is handled here by the capable Lombardo in the typical Lombardo style. A vocal chorus is sweetly taken care of by Kenny Gardner, and from the sound of things generally this disk may take a place along with its competitors on the tune.

IF IT'S TRUE **VAUGHN MONROE** (Vaughn Monroe)

Set in a slow and torchy tempo, to match the mood of the music, Monroe vocals the opening chorus of this song from the screen. Tune itself has not hit the phonograph network yet, but Monroe's growing popularity may set the spark. Companion side is *Lazy Acres*, which also gives Monroe a chance to exercise his baritone pipes on a Western melody.

SATURDAY NITE **FRANKIE MASTERS** (Swingmasters)

Here is another contribution to an already growing flock of novelty tunes. Besides the lyrical workout given the number by the swingmasters, the side has a danceable fox-trot tempo. The phonograph customers are spending a lot of their nickels on this type of tune these days, so the operators will do well to bend an ear to this one.

LET'S DO THE OLD-TIME DANCE... Rene Musette Orchestra

More of the old-time dance music with a polka persuasion is offered on this recording. Taken at a fast march tempo, it's a tuneful and cheerful instrumental side, played brightly by the orchestra, with the reeds and accordion predominating. It's good for both atmosphere and dance music for the folks who like this type of music.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

The Billboard says:
 "DON'T BE CAUGHT SLEEPING . . ."
 on
TOMMY TUCKER'S



great new OKEH RECORD 6320
"I DON'T WANT TO SET THE WORLD ON FIRE"
 Backed by
"THIS LOVE OF MINE"

—from "On the Records"
 Aug. 16 issue The Billboard:

TOMMY TUCKER
 (Okeh 6320)
I DON'T WANT TO SET THE WORLD ON FIRE—
 FT; VC.
THIS LOVE OF MINE—
 FT; VC.

Music machine operators should not be caught sleeping on "World on Fire," because the song is definitely a sleeper. Before long there will be several platter versions of the ballad, but there is nothing like getting in on the ground floor for any side. Tommy Tucker not only has the jump on the others, he has the added advantage of giving the song a treatment that will make his side stick, come what may after. The "Love of Mine" lullaby is also destined to enjoy long life in the phonos, and Tucker's entry is a very welcome one.

—and here it is again in
 "WEEK'S BEST RELEASES"
 Aug. 16 issue The Billboard:

I DON'T WANT TO SET THE WORLD ON FIRE . . .
Tommy Tucker
 (Amy Arnell—Voices Three)

A happy combination of lilting music and a good set of lyrics, topped off with a catchy title, this song has everything it takes to set the song world on fire. This Tucker version, devoted to solo singing by Amy Arnell, and a second chorus combining the efforts of the Voices Three, does full justice to the music.

This "Best Release" will be one of your best money-makers in the weeks to come! Get it for every one of your machines today.

Management:
MUSIC CORPORATION OF AMERICA

Spokane

SPOKANE, Wash., Aug. 23.—Mr. and Mrs. E. M. Perry, of the Interstate Novelty Company, have purchased a five-room summer home at Diamond Lake, one of the Inland Empire's most popular recreation spots, and are enjoying a vacation there.

Nick Rego, phonograph and pinball operator, is back from Flint, Mich., with a new Buick. Mrs. Rego looked after his business while he was away.

R. F. Wellcome, owner of Welcome Music Company, has returned from a vacation in Yellowstone National Park. John Jacobs, one of his phono service men, is back on the job after several weeks' absence caused by an appendectomy.

J. H. Rhodes is supervising harvesting operations on his ranch near Lewiston, Idaho, in addition to handling his phonograph business.

Florence White, bookkeeper for Interstate Novelty Company, is vacationing in Pacific Coast cities.

Wilma Flynn, in charge of the record department at Standard Sales Company, is vacationing in Yellowstone National Park.

Ellis Halversen, Rock-Ola factory service representative, spent the past week at the Standard Sales Company here.

Bill Paradise, owner of Crest Novelty Company, is expanding his coin machine business at St. Maries, Idaho.



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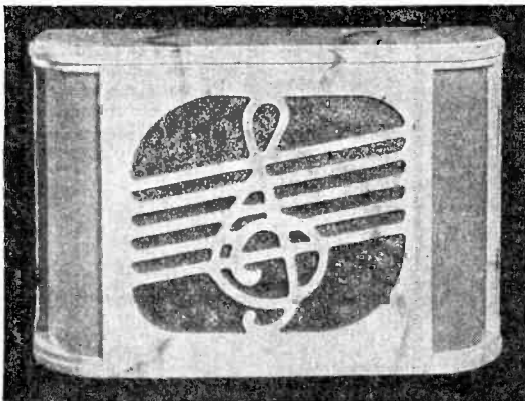
WE PAY

\$55 for 616A's, \$65 for 24's, \$110 for 600's, \$125 for 500's, \$210 for 700's, \$230 for 800's, \$120 for Vogues, \$130 for Classics.

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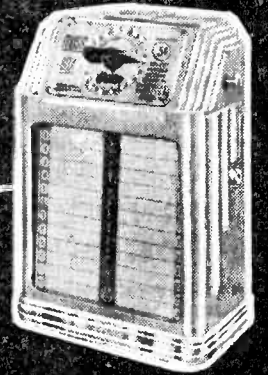
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Paula Vending Co. 102 E. Emaus Ave.</p> <p>AMSTERDAM, N. Y.
Columbia Novelty Co. 9 Blood Street</p> <p>ASBURY PARK, N. J.
Casino Amusement Co. Monroe & R. R. Aves.</p> <p>ATLANTA, GA.
Friedman Music Company 441 Edgewood Ave., S. E.</p> <p>ATLANTIC CITY, N. J.
Musio Box Corp. 10 So. Virginia Ave.</p> <p>BALTIMORE, MD.
Orlole Coin Mach. Corp. 138 W. Mt. Royal Ave.</p> <p>BELLMORE, L. I., N. Y.
Supreme Vending Co., Inc. 201 Grand Ave.</p> <p>BIRMINGHAM, ALA.
Birmingham Vending Co. 2117 Third Ave., North</p> <p>BLOOMFIELD, N. J.
General Amusement Co. 86 Valentine Rd.</p> <p>BOSTON, MASS.
Bond Sales Company 1022 Commonwealth Ave.</p> <p>BROOKLYN, N. Y.
Brooklyn Amuse. Mach. Co. 660 Broadway</p> <p>BUFFALO, N. Y.
Rex Amusement Co. 1443 Main Street</p> <p>COLUMBUS, O.
G. N. Vending Co. 663 W. Broad St.</p> <p>CHICAGO, ILL.
Martin-Lindeloof Dist. Co. 8020 Lincoln Ave., Niles Center</p> <p>CHATTANOOGA, TENN.
Dixie Amusement Co. 615 Cherry St.</p> <p>CHESTER, PA.
Automatic Vending Co. 525 Parker St.</p> <p>DALLAS, TEX.
Walbox Sales Company 1713 Young Street</p> <p>DAYTON, O.
A. S. L. Sales Co. 133-135 Washington St.</p> <p>DENVER, COLO.
James E. Blackwell (Mountain States Dist. Sales Mgr.) Blackwell Distributing Co. 585 Milwaukee St.</p> <p>DETROIT, MICH.
American Novelty Co. 3165 Grand River Ave.</p> <p>ELIZABETH, N. J.
Atlas Vending Co., Inc. 410 No. Broad St.</p> <p>ELIZABETH CITY, N. C.
R. B. Box 216 N. Martin St.</p> <p>ELWOOD, IND.
King Automatic Music Co. 1512 South "A" St.</p> <p>FARIBAULT, MINN.
Gopher Sales Company 601 Central Ave.</p> | <p>FRESNO, CALIF.
Joe H. Baker 154 N. First St.</p> <p>FORT WAYNE, IND.
Indiana Sales Company 209 So. Cornell Circle</p> <p>GRANTWOOD, N. J.
Pallsade Novelty Co. 655 Pallsade Ave.</p> <p>GREENVILLE, N. C.
McCormick Music Co. 217 E. Fifth St.</p> <p>HABANA, CUBA
L. H. McMasters Bacardi Bldg., No. 301</p> <p>HARRISBURG, PA.
Tri-State Music Co. 4123 N. 3rd St.</p> <p>HOUSTON, TEX.
Sun Amusement Co. 513 Dallas Ave.</p> <p>INDIANAPOLIS, IND.
Wired Musio 626 Madison Ave.</p> <p>KNOXVILLE, TENN.
Triangle Music Co. 206 N. Magnolia Ave.</p> <p>LADOGA, IND.
Merry Whirl Amusement Co.</p> <p>LEWISTOWN, PA.
Martin Shirey 114 Valley St.</p> <p>LINDEN, N. J.
Arrow Amusement Co. 17 Northwood Ave.</p> <p>LOUISVILLE, KY.
Joseph T. Griffin Co. 704 W. Main St. A. J. Meyer</p> <p>LOS ANGELES, CALIF.
General Musio Company 2277 W. Pico Blvd. Charles A. Robinson 1911 W. Pico Blvd.</p> <p>MANDAN, N. D.
Baker Sales Co. 308 Second St.</p> <p>MASSILLON, O.
Elum Sales Company 127 W. Trilmount St.</p> <p>MEMPHIS, TENN.
Tri-State Music Co. 664 Marshall Ave.</p> <p>MEXICO, D. F.
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Automatic Vender Co. 152 Houston St.</p> <p>NEWARK, N. J.
Music Systems of N. J., Inc. 641 Hunterdon St. Ace Music Co. 11 Coes Place</p> <p>NEW ORLEANS, LA.
Buckley Mfg. Sales Co. 2215 Canal Street Pleasure Music Co. 1010 Poydras St.</p> | <p>NEW YORK CITY
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Silver Lake Amuse. Co. 17 N. Main St.</p> <p>PHILADELPHIA, PA.
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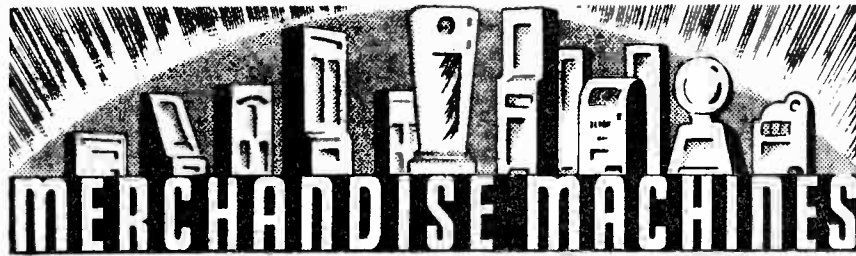
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Merchandise Machines Vending Supply Outlook For Fall Termed Favorable

Few shortages of essentials seen, tho general price rise predicted

CHICAGO, Aug. 23.—Survey of current outlook on future market conditions in those commodities affecting the vending machine industry reveals that manufacturers and distributors of candy, nuts, gum, cigarettes, and other similar products maintain they will be able to secure sufficient raw materials to care of demand. General opinion is that there will be a general price advance in all lines, but that candy manufacturers may have to turn to substitutes for some flavorings and colorings. On the whole, however, outlook is termed decidedly favorable. Only acute shortages foreseen are in imported nuts and candy cartons.

Vending machine operators and suppliers alike are reported particularly optimistic over sales prospects for the balance of the year since booming national income is already being felt in increased sales of commodities thru vendors.

Candy

All ingredients used in the manufacture of candy are very strong in price, but supplies appear to be ample. The government has put a ceiling on the price of raw sugar. Refined sugar, generally used by makers of candy and ice cream, has advanced, but OPACS affirms there is no shortage in prospect.

Plenty of chocolate is also reported available. Altho held by only a few people, the cocoa bean supply in this country is large.

One item of concern to candy manufacturers is shipping cartons. The government has established priority on them because the pulp wood from which the cartons are made comes from the Baltic nations. American pulp woods are being used, but the supply is limited and high priced. There is no source other than the Baltics for the particular type of pulp wood most satisfactory for carton manufacture, and there is no known substitute.

George F. Eby, of Pan Confections, commenting on the candy situation, said: "Substitutes for some items may have to be used. Some experimenting may have to be done. Flavorings and colorings using imported ingredients will have to be discontinued. Fortunately, we make our own flavorings and colorings and that will not affect us. However, markets will be strong and adjustments will have to be made by everyone."

Nut Outlook

While domestic peanut crops look good, there has been nearly eight times

more peanuts crushed for oil this year than last, causing decreased supplies. Tho lighter than in 1940, the supply will still be ample to take care of the needs of American confectioners. The domestic market is advancing. The Spanish peanut market, 1941 harvest, opened one-quarter cent over old crop peanuts. It is expected that when the present supply of imported nuts, such as cashews, pistachios, and almonds, are absorbed, there will be no more.

Cigarettes

Cigarettes will be a big item in the nation during the coming months. Withdrawals have been mounting month by month to highs that seemed fantastic a decade ago.

The loss of export markets will keep a lot of tobacco in this country, which in normal times would be exported. Tobacco crops look good. Growers in the Richmond, Va., area feel they are going to have a "cigarette crop." Tobacco generally thruout the country looks exceptionally good for the ideal cigarette type. From all indications the supply will be plentiful. Higher prices are looked for.

Vending machines are increasing thruout the country. Defense industries find them invaluable when installed in factories to enable workers to secure between-meal snacks, beverages, gum, etc., thus stepping up production. Army camps are also proving to be good locations.

The defense program is working both ways for vendors. It is causing an increase in the demand for vendors and in the patronage of them. And it is creating a somewhat difficult situation for those who supply the vendors. But, on the whole, the outlook is favorable—few shortages of essentials, even if somewhat higher prices prevail.

Cent-a-Mint Steps Up Production

NEW YORK, Aug. 23 (MR).—Dave Firestone, of Cent-a-Mint Sales Corporation, back from an extensive sales trip, reports that the firm plans to step up production of its five-column 1-cent Mason Mint vender.

"Our Mason Mint vender has proved itself a real summer merchandiser, as well as a regular seasonal item," said Dave. "The use of columns for penny tab gum during the summer has brought many an operator extra profits. Cigarette machine operators are attaching our 1-cent candy vender onto the sides of their machines and find that the mints and tab gum really click."

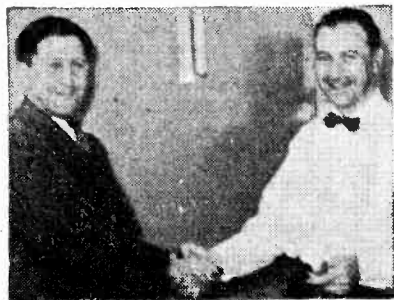
"Because of this increased popularity we have decided to go into a bigger production program beginning right after Labor Day. In this way we shall be able to deliver machines in quantity from now on and can assure operators instant deliveries."

U-Need-a-Pak Holds Its Annual Outing

BROOKLYN, Aug. 23 (MR).—Employees and executives of U-Need-a-Pak Products Corporation, manufacturer of the Norman Bel Geddes-designed Model 500 cigarette merchandiser, held their annual outing and picnic last Saturday (16) at Indian Point, N. Y.

This year's festivities included a boat trip on the Hudson River, all-day dancing, and free beer. Top attraction was an exciting baseball game between the men who work on the assembly lines and those employed in the fabricating department.

All employees and executives of the firm and their wives enjoyed the day and declared that the outing was the best they had ever held.



BURNHART (BIP) GLASSGOLD (right), DuGrenier sales manager, and Mitchell C. Doumany, the firm's West Virginia representative, are traveling thru the latter's territory this week showing the Champion cigarette merchandiser and Candy Man 5-cent candy bar machine. (MR)

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Northwestern

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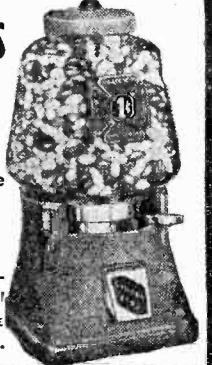
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If you operate, write for a free subscription to THE NORTHWESTERN. Full of photos, hints and news for vending machine operators.

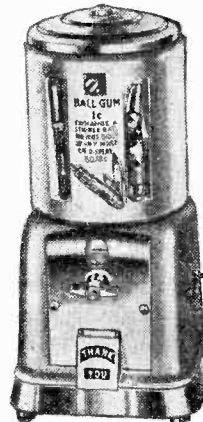
THE NORTHWESTERN CORPORATION
EAST ARMSTRONG STREET, MORRIS, ILLINOIS

SILVER KINGS

For Profits
\$5.50 Each
In Lots of 10 or More
SAMPLE \$6.50



Send for list of complete line. Liberal trade in. Immediate delivery on all models.



ESQUIRE PREMIUM VENDOR

Complete Deal
Machine &
Mdse.

Only \$12.50

Takes in \$11.00 when sold. Pay location 25% or \$2.75. Your net return \$8.25. Write for refills and price on premiums.

VICTOR

SAMPLES
ESQUIRE TOPPER \$ 7.50
ESQUIRE PREMIUM VENDOR 6.95
ROLL-A-PACK 12.50
DISTRIBUTOR Immediate Delivery—Liberal Trade-In.



DISTRIBUTORS
For
Wings
Pok-O-Reel \$22.50
Klix Carton of 3 \$59.25
Yankee
IMPS, \$12.50
Carton of 6, \$60.00

Northwestern

DISTRIBUTOR
Immediate Delivery—Trade-In—Terms.

Immediate Delivery—Liberal Trade-In.
1/3 Deposit Required With Order.
Send for List of New and Used Vending Machines, Grotchen, Daval and Baker Counter Games.

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2014 Market Street
PHILADELPHIA, PA.

AUTOMATICS

1—Prize King Premium
Deal. 24 Prem. 1100 Balls Gum \$11.00
Silver King 6.50
Electric Defense Gun 32.50
View-o-Scope, girl film 29.95
Prize King, machine only 6.50
For quality discounts and circulars write DISTRIBUTOR.

TORR 2047A-SO. 68
PHILA. PA.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.



"Cream Is Served"

—Nice, rich cream that sticks to your whiskers like beer on a hot day—Cream that pours right into your coin box.

We mean the increased profits the DuGRENIER CHAMPION CIGARETTE MERCHANDISER and DuGRENIER CANDY MAN 5¢ candy bar machine are earning for operators all over the country. This cream is being passed around fast—mostly to those on the right spot with these superior products. Get your share of the cream—buy the Champion and Candy Man today!

Arthur H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

CHAMPION **CANDY MAN**

Feds Pursuing Slug Racketeers Catch Another in Boston

BOSTON, Aug. 23.—Federal agents believe they have uncovered a dime slug racket which has defrauded cigarette

vending machine operators and public utility companies of thousands of dollars with the arrest here of Charles Wynne Ward.

Arraigned before U. S. Commissioner Howard W. Robbins, Ward pleaded not guilty to charges of passing 300 metal slugs resembling coins. He was held in \$2,500 for a hearing at the request of Arthur J. B. Cartier, assistant U. S. attorney.

Cartier said Ward bought 3,500 slugs from a man for \$50, and that more than 300 of the slugs had been passed in vending machines. He said the procedure was to drop two "dime slugs" in a cigarette machine, receiving a package of cigarettes and 3 cents in return, and sell the cigarettes for 10 cents.

Secret-service men, watching vending machines after complaints were received, "caught him in the act," Cartier charged. He said that the Boston Elevated Railway and the telephone company had protested, along with vending machine operators, at the increasing number of slugs received.

Cartier said a man was under indictment in Ohio for manufacturing the slugs, and that the racket had been widespread in Massachusetts, New York, and Ohio.

Glassgold Meets West Va. Rep

NEW YORK, Aug. 23 (MR).—Burnhart (Bip) Glassgold, sales manager of Arthur H. DuGrenier, Inc., left New York this week to meet Mitchell C. Doumany, the firm's Beckley, W. Va., representative, who will accompany Glassgold on a 10-day trip thru his territory.

"Doumany is doing a swell job with the Champion cigarette merchandiser and Candy Man 5-cent candy bar machine," stated Glassgold before boarding his plane, "and has done much within the past few months to help keep DuGrenier sales records soaring."

Both Glassgold and Doumany were recently elected members of the Beckley Flying Club and intend covering most of the territory by plane.

VARIETY IS VICTORY

SALTED NUTS
BALL GUM
CHARMS
CANDY

USE  CANDIES AND WATCH YOUR SALES GO UP.

THERE IS MORE ROOM UP THEN DOWN

PAN CONFECTIONS
345 WEST ERIE ST. CHICAGO, ILL.



Wide Awake Operators! Operate ESQUIRE PREMIUM VENDOR

Complete Deal Machine & Mdse.
Only \$12.50

EASTERN 350 Mulberry St. NEWARK, N. J.

LOW PRICED and MONEY-MAKERS, TOO!



TOM THUMB VENDERS—the name that is famous among operators everywhere. They're compact, sturdy, and trouble-free! Small but real money-makers—they can be placed anywhere. Investigate today—send for complete information—sold on money-back guarantee. Size: 1 1/2 and 3 lb. capacity. Inchangeable mechanism. Dept. B-65.

FIELDING MANUFACTURING CO.
CLINTON STREET JACKSON, MICH.

WHILE THEY LAST! RECONDITIONED CIGARETTE MACHINES

★ 6-26 NATIONAL—2¢ Vend., \$22.50; 15¢ Vend.	\$19.50
★ 6-30 NATIONAL—2¢ Vend., 27.50; 15¢ Vend.	25.00
★ 9-30 NATIONAL—Accept all combination coins	49.50
V-D DU GRENIER (Double Capacity), 7 Col.	52.50
WD DU GRENIER (Double Capacity), 9 Col.	62.50
"8" DU GRENIER—7 Columns	39.50
72 Capacity 8 & Mc CANDY MACHINES	35.00

★ **FACTORY RECONDITIONAL—REPAINTED**
All units with enclosed stands. Completely conditioned and in excellent shape. Terms: 1/3 With Order, Balance on Delivery—F. O. B. New York City.

LOUIS H. CANTOR CO.
Eastern Representatives: National Vendors, Inc.
250 WEST 54TH ST. (CIRCLE 6-3285) NEW YORK CITY

Service Mechanics, Inc.



Contact us for—
**OVERHAULING★
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of your merchandise vendors
SERVICE MECHANICS, Inc.
627-29 W. 43RD ST., NEW YORK CITY.

"V" FOR VICTORY! "G.V." FOR GUM VENDORS THAT CAN'T BE BEAT!

Eventually you'll be doing business with G.V. —So why not save time and MAKE MORE MONEY by getting in touch with us now! G.V.'s ADAMS GUM VENDORS have been definitely stamped the outstanding merchandisers of their kind in the field! They have been PROVEN "America's Best" by actual operation of thousands of machines from coast to coast! REMEMBER both the Monel Model (as shown) and the New G.V. Outdoor Model can still be purchased at the same low price of \$12.50 each—and you can pay for them out of your earnings!!



YES, WE ARE MAKING IMMEDIATE DELIVERIES!

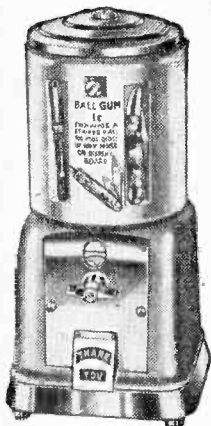
Write for G.V.'s new free book. . . "Profits from pennies." . . . It will start you off on a proven path to success!!

G.V. CORP.
33 WEST 46TH ST., NEW YORK

TORR

America's Leading Mail Order House
OVER 250 DIFFERENT TYPE MACHINES
ALL HIT NUMBERS FROM OVER 30 FACTORIES
MACHINES SOLD ON TIME PLAN TO RELIABLE OPERATORS

TORR 2047 A-SO. 68 PHILA., PA.



1941 Outstanding Vendor
ESQUIRE PREMIUM
Deal Machine and Merchandise
Complete
\$12.50
Write for Details.

PIONEER 461 Sackman St. Brooklyn, N. Y.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

VENDER SUPPLY NOTES

Candy sales for June advanced 27 per cent over June of last year, a 15 per cent advance for the past six months, with West Coast States showing the greatest increase, according to report released by the director of the census of the U. S. Department of Commerce. The industry is improving upon the gains registered last year, when the sales for the first six months of 1940 were 7 per cent above the total for the corresponding period of 1939. Decrease in sales between May and June this year was reported as 5 per cent.

Pounds of confectionery and competitive chocolate products sold by 111 manufacturers increased from 66,083,000 in June, 1940, to 84,342,000 pounds in June, 1941. The average value per pound received for all types of products rose from 14.2 to 14.7 between June, 1940, and June of this year. Small declines from May, 1941, were shown for bar goods and bulk goods houses.

The candy-making industry, which purchases a large portion of the peanut crop, was well represented at a peanut conference sponsored by the Surplus Marketing Administration and the Agricultural Adjustment Administration in Washington recently.

Marketing quota provisions, diversion of quota peanuts, and prices were some of the topics discussed. Pleas were made for an increase to \$90 and upward to \$124 a ton. Observers state it is impossible to guess what the new price for peanuts will be, but it is the general opinion that it may be between \$75 and \$85. The growers request a price of \$100 or better.

Announcement by OPACS sets the price ceiling for raw sugar at 3½ cents a pound on 96-degree raw sugars, duty paid, delivered in New York. Refined sugar, which is generally bought by candy and ice-cream manufacturers, has been marked up 30 points. No ceiling has been set on refined sugar, but the belief in sugar circles is that if such action is taken it will be around 5 to 5.10 cents per pound. Administrator Henderson of OPACS said that there was no sugar shortage in prospect; that "the total supply of sugar for 1941, which has been made available by the Secretary of Agriculture under the sugar quota law, is 7,769,621 short tons, raw value," which was above a million tons in excess of actual consumption last year, "and is sufficient to give consumers the highest per capita consumption on record." Sugar deliveries during the first six months of 1941 were 30 per cent in excess of deliveries during the same period of 1940.

The shipping situation on the Pacific Coast, not supply, has been the prime factor in the price rise prior to the establishment of a price ceiling.

The match tax proposal, included in the 1941 Revenue Act, passed by the House of Representatives and now before the Senate Finance Committee, is being vigorously opposed by the retail tobacco trade. The recommended tax is 2 cents per thousand on paper book matches, which would amount to \$1 a case.

Harcourt Amory, chairman of the Investment Bankers' Association of America's committee on federal taxation, said before the Senate Finance Committee August 11 that the association favored higher taxes on cigarettes.

The Ways and Means Committee just recently made permanent certain defense excise taxes, including the \$3.25 per hundred on small cigarettes and the \$7.80 per hundred on large cigarettes, now in force—a jump of 25 cents and 80 cents respectively.

Cork tips are safe. A French Line steamer which was sent to Marseille to carry a full shipment of Red Cross supplies for unoccupied France over three months ago returned to New York from Algeria with a cargo of cork.

The following observation appeared in *Advertising Age* in the humor column "Copy Cub": "With American marines holding the fort in Iceland, cigarette and Coca-Cola copy may be expected to appear in due course. Advertising follows the flag." Might be some good locations for venders in Iceland.



COMING EVENTS

August 28—Cleveland Phonograph Merchants' Association annual picnic, Pineridge Country Club.

September 15-20—"Retailers for Defense Week" during which locations will take part in national demonstration for defense.

October 1 to 8—National Newspaper Week.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools, & Beaches. Hotel Sherman, Chicago.

January 12 to 15, 1942—Annual convention of Coin Machine Industries, Inc., Hotel Sherman, Chicago.

January 14-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

Minneapolis-St. Paul

MINNEAPOLIS, Aug. 23. — Coinmen complained that collections fell off a bit in this section the past week. Reason is unexplainable. However, coinmen are looking forward to some good action during the coming 10-day period, with the Minnesota State Fair in full swing. Opening today, the fair will continue thru Labor Day. Penny Arcades will play a big part in fair amusements.

Record distributors wonder what it is that makes one week a boom week and the next perhaps a doggo. A check with distributors this week indicated the platters weren't moving as they should this week, whereas last week they sold heavily. Anybody having the answer to this mystery will have the undying thanks of the record men.

Max Harrison, Minneapolis operator, came to town this week from his Osakis, Minn., lodge, where he operates a bowling alley in addition to his coin machine route. Max had other coinmen oohing and aching his display of mounted fish caught in Lake Osakis. The collection included a three and a half pound crappie, two-pound sunfish, and a Northern pike caught on a sunfish hook. Coinmen passing thru Osakis on their way to Northern Minnesota are always welcomed by Harrison, who will work up a fishing party in a hurry if asked.

Back from Chicago singing high praise of Keeney's new Fortune and Super-Bell games, William (Sphinx) Cohen, of Silent Sales Company, is impatiently awaiting delivery of the new equipment. The Sphinx said the new line is "positively the finest ever introduced to the coin machine trade." On his visit to Chicago, Cohen also reported that Pace Saratogas and Reels are moving exceptionally fast, and the revival of Pace's Races has hit a warm spot with operators.

Getting himself set in his new job, Irv Sandler, now salesman with Hy-G Amusement Company, is preparing for a visit with his old operator friends under his new aegis. Sandler, in a short period of little more than a year, has worked himself up to the point where he numbers hundreds as friends among the operators.

Lou Dolan, secretary at Mayflower Novelty Company, is back at her desk after a week's vacation. Lou's only regret is that it did not last just a little longer. She was just beginning to enjoy it, she said, when she had to return to work.

Leo Landsberger, in charge of the phonograph department at Minnesota Machines, returned to his desk following a week in Duluth, where he went to

Iowa Mdse. Assn. To Celebrate Winning Radio Contest Prize

DES MOINES, Ia., Aug. 23.—The Iowa Merchandise Operators' Association is going to celebrate and how. It has \$2,000 in the treasury as a result of winning that much in a radio contest.

The association's junior organization won one of the clubhouses on Dr. I. Q.'s radio contest for turning in candy bar wrappers, and, instead of taking the clubhouse, took the option of \$2,000, which goes into the treasury.

Much credit for the work on the radio contest was given to Frank Shaw and Pura Jean Merriam, president and secretary of the junior organization, composed of the younger members of the families from the senior organization.

In celebration of the event, President C. H. Robinson called for an all-day picnic and business meeting at Island Park at Cedar Falls September 7, with all of the members of the association and their families invited. F. M. Merriam, of Des Moines, is secretary of the association. Homer Prior, of Cedar Falls, is in charge of the all-day picnic.

Joe Cantor Opens In Los Angeles

LOS ANGELES, Aug. 23 (DR).—Joe Cantor opened the Western Vending Machine Service at 2702 South Hill Street here this past week. Cantor will specialize in sales and service on all merchandise machines.

He spent two months in the shop of Lou Cantor, his brother, who represents National Cigarette Machines in New York, before coming here.

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Aug. 23.—Panoram Soundies are making their appearance in several Lackawanna County spots. As yet, none have been reported in Luzerne County. Advertisements announcing the installation have appeared in the Scranton newspapers.

Hans Lindeman, of Roth Novelty Company, made a tie-up with Manager Frank Jones, of the Orpheum Theater, to plug the disk *The Reluctant Dragon* in connection with the picture of that name which played the Orpheum recently. Jones supplied posters plugging record and picture.

shake off the effects of some very bad hay-fever weather.

Al Redding, of Houston, Minn., came to the Twin Cities this week to pick up a few new machines for his route. Al reports biz has been stepping along all summer long.

Vera Foster, of Acme Novelty Company's record department, reports that come what may in the way of changes, she and her co-worker, known to the trade as Sis, would remain on the job serving operators with the latest in records and phonograph supplies.

Sherna Schanfeld, Hy-G Amusement Company secretary, is back at her desk after vacationing in Chicago, and Harriet Cohen, Hy-G bookkeeper, confides that Sherna's heart is fluttering faster than ever since her visit to the Windy City.

Maurice Raskin, of Detroit Lakes, came to the Twin Cities to visit with distributors. His business, Raskin reported, has been good all summer, with tourist trade heavy thru July and August.

Murray Kirschbaum, the record specialist, and Dave Ziskin, pinball expert for Silent Sales Company, back from a week's trip to Northern Minnesota, where they booked some heavy orders, are out again calling on operators, this time in and around Brainerd, Minn. They will be back in several days.

Ken Willis, of Acme Novelty Company, is back in the city after a long stretch of traveling in behalf of Wurlitzer and other Acme equipment.

Gilman Hansen, St. Peter, Minn., remote-control specialist, was in the city adding more photographs to his route. Hansen reports his Seeburg wall box installations have been big money-makers all summer.

EASTERN FLASHES

NEW YORK, Aug. 23.—Distributors, operators, and jobbers here are anticipating one of the biggest fall seasons in local coin history.

Max D. Levine, of Scientific Machine Corporation, whose Batting Practice baseball machine has been one of the outstanding products of the year, has returned from a two weeks' vacation. But Max was not entirely out of touch with the business, for coinmen still phoned him at his mountain resort and inquired about this and that. . . . Louis Bloom, of Trenton, N. J., is expected back from that Miami cruise very soon. . . . Jack Kay, of Ace, is in Florida to attend a wedding. Jack will be away about 10 days.

Bill Rabkin, Earl Winters, Al Blendow, and all the others over at Mutoscope are working at top speed. The firm's Photomatic is more popular than ever, while Drive-Mobile, Ace Bomber, and Penny Arcade equipment demand is reaching a new peak. . . . Bert Lane, of Seaboard Sales, Inc., took a week-end at the shore to recover from the rush he's enjoying on Genco, Daval, and Mutoscope products, as well as his other enterprises. Sandy Warner and Hank Silver, of the firm, rushed thru a batch of important letters Friday night at the last minute so that Hank wouldn't miss his train for the shore. . . . Sam Waldor has been quiet lately, tho reported to be doing a great job with the pins.

Joe Fishman claims he will soon have some news for the boys. . . . Eddie Corriston is busier than ever over at his Palsades Park spot. . . . DeWitt (Doc) Eaton, Eastern regional director for Buckley Music System, spent most of the week in Boston, and reports conditions in the Hub okeh. . . . Barney (Shugy) Sugerman, of Royal Music Company, Newark, N. J., introduced himself to the used games biz this week and clicked right off the bat. Herman Ferrin, traveling man for the firm, is reported to be bringing in the business.

FAST FLASHES

Al S. Douglas, of Daval, writes in to say that he has just come from one of those lazy motor tours thru Michigan and intends to make his way to Broadway soon. . . . Tom Singleton has been appointed distributor for Rosenberg-Munves Corporation for the New Rifle Sports. Tom will take care of Syracuse, N. Y., and the surrounding territory, and it is reported he has already signed a contract to operate a battery of Rifle Sports at the State Fair, Syracuse. . . . Hymie Rosenberg and Joe Munves have their hands full trying to supply the demand for Rifle Sports. They are also said to be doing a good job with the Markepp Flipper counter game.

Harry Rosen carried the banner for Modern Vending Company this week. Nat Cohen is still away on vacation, while Irv Sommers is away on a business trip. Irv and Bernie Sossens will spend a week traveling Upper New York State seeing phonograph operators. They will emphasize the importance of securing Seeburg equipment for the fall. . . . Earl C. Backe, of National Novelty Company, Merrick, L. I., who began phono remodeling a short time ago, reports business increasing and says he's running himself ragged to line up the equipment operators need. . . . Dave Stern, of Royal Distributors, Elizabeth, N. J., has something for the pin boys this trip. Little Davey's current schedule includes capable handling of the firm's business and going to the shore week-ends with his family for relaxation.

Ben Kulick in from Buffalo for a combination business and pleasure trip. Ben made a tour of 10th Avenue, and it took him all day. . . . Ben Becker, roadman for Weston Distributors, stopped off at Providence, R. I., for a day. . . . B. D. Lazar, of Pittsburgh, vacationing in New York with his daughter. . . . Tony Degutis, of New Britain, Conn., is feeling much better after his recent siege in the hospital and is tackling his route with increased energy.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

OF MEN AND MACHINES

Hymie Budin and his entire staff are working hard to keep pace with the large volume of orders Hymie is getting for Stoner's Hi-Stepper and used games. . . . Al Simon, Jack Semel, and Murray Simon, of Savoy Vending Company, report that they have discovered that they have done even a better job than last year on Chicoin's games. Legionnaire, Chicoin's latest, is meeting heavy demand, they say.

George Ponser is still away on his vacation, so the work is pretty well divided up. Seymour Piltch is handling buying, selling, and trading and working continuously. The rush of operators to buy Gottlieb's New Champ leaves him little time to breathe. Jack (Jock Mac-Nic) Mitnick, is rushed with Mills Panoram at the firm's General Motors Building offices. . . . Tony Gasparro is reported to be in Chicago working up something that he promises will surprise the trade. . . . Dick Steinberg hasn't been heard from recently. . . . Harry Pearl and Harold Lawrence have some new angles they intend to announce soon.

Abe Green broke 100 in golf this week and can't get over it. . . . Jack Fitzgibbons took to the road this week to help out roadmen Ben Schillinger and Mike Balkin. It was just like old times for Fitz as he outlined the merits of Bally games to operators in the territory. . . . Jack Berger, of Newark Coino, is working hard these days supplying the demand for the firm's used equipment, he reports.

HERE AND THERE

Bill Alberg, of Brooklyn Amusement Machine Company, spent most of the week in Chicago, while Charley Aronson was talking operators in this area into placing even bigger orders for Evans's new baseball machines, which the firm expects soon. . . . Miss A. M. Strong, of G. V. Corporation, took a vacation this week.

Al Sherry, Al Koondel, and Phil Gould say their Ambassador Vending Company is enjoying unusual business. . . . Charley Lichtman is readying an important announcement for early release. . . . Leon Berman, of NYSSCO, around his place all week getting ready for another road trip.

Ernie Krancer and Harry Fraier haven't been heard from of late. . . . Phil Bogin and Ike Berman spent most of this week at their Economy Supply Company offices trying to get some big deals put over. . . . Irv Morris, of Ponser's Newark offices, is jammed with requests for Panorams.

Murray Sandow, newly appointed head of Weston Distributors, says: "The distributing business for me, particularly when you have a game like Exhibit's Knockout."

Walter Strauss, Lou Cantor's representative in Boston for National Cigarette and Candy Machines, spent a few days in the city over at Cantor's office. Lou's brother, Joe, after a two-month educational visit, heads back to Los Angeles to open a merchandising sales and service office.

Moe Mandell, of Northwestern Sales & Service, reports that the firm is enjoying steadily increasing business, with carloads of equipment going out to operators all over the country. . . . Arthur Nack, advertising manager for Rowe Manufacturing Company, has just returned from the first vacation he has taken since he joined the firm three years ago. . . . R. C. Reinhardt, sales director of Atlas Sound Corporation, says the demand for its speaker cabinets is ever increasing. . . . Maurice Rubel, chief accountant for Modern Vending, is back from a two-week vacation.

Sam Mendelson, of Acme Sales, is back from his trip thru Upper New York State. Sam Sachs of the firm brought back 24 mackerel from his recent fishing trip. . . . Maurice Kushner, of X. L. Coin, Boston, now on a trip thru New England. . . . Sam Altholtz, U-Need-a-Pak manager, hit for a grand slam in the ball game held at the firm's outing last week, getting a single, double, triple, and home run in succession. Murray Wiener, the firm's sales manager, entertained the guests with some of his latest sleight of hand. . . . Bill Wiener, the firm's Eastern representative, came back to New York to attend the outing but went right out again with the Model 500 after the festivities were over. . . . Joe Snow, DuGrenier Detroit representative, has begun an extensive Midwest tour. Wally Sipple, the firm's Southern representative, returned from a successful trip thru Florida and went off again to Arkansas and Oklahoma.



Jersey Coinmen Form Group To Boost Industry

NEWARK, N. J., Aug. 23.—Announcement of the formation of the Coin Machine Industries Joint Council of New Jersey was made recently by LeRoy Stein, serving as temporary chairman. The council is composed of sectional operators' groups, the Amusement Board of Trade of New Jersey, and the newly formed Empire Distributors and Jobbers' Board of Trade.

The first meeting was held August 4 at the Hotel Douglas, Newark, at which time Stein was chosen to lead the council until the election of officers August 25. Another meeting was held August 11 in Newark, at which the constitution and by-laws were read and adopted. Framers of the council's constitution were Joseph Hart, executive director Empire Distributors and Jobbers' Board of Trade; Leonard Ziegler, secretary Middlesex ABT; Louis Millman, business manager Mid-State ABT; Max Rubinstein, president North Jersey Amusement Association; D. M. Steinberg, chairman of the board of governors, ABT of New Jersey, and LeRoy Stein, manager of the ABT of New Jersey.

The constitution defines as the council's objectives the fostering of trade and commerce in the coin machine industry in the State of New Jersey, attempts to alleviate abuses, collection and dissemination of accurate statistical information in order to procure uniformity and certainty in the customs and usages of trade, promoting a more enlarged and friendly relationship within the industry, instituting a public relations program with a view of obtaining favorable legislation in the State of New Jersey, exchanging ideas, information, and trade statistics among similar associations to create good will in the industry, and affiliation with civic and professional societies for the general good and welfare. In order to carry out the purposes and objectives of the council, a public rela-

tions counsel and an executive director will be chosen at the August 25 meeting. Efforts will be made to enroll all operators as members of the council. To identify the membership, provision has been made for the issuance of a uniform council identification insignia which will be affixed to machines operated by the membership.

Among those present at the two organization meetings were: Representing Mid-State ABT, Louis Millman and Harry Pemberton; Middlesex ABT, Leonard Ziegler and Kalman Davidson; North Jersey Association, Max Rubinstein, Edward Brill, Frank Paul, and Leo Siegel; Bergen County Coin Machine Operators' Association, Edward Corriston; Empire Distributors and Jobbers, Joseph Hart, Bert Lane, and Al Loudon; Amusement Board of Trade, D. M. Steinberg, C. Polgaar, J. Murtha, and LeRoy Stein.

"The organization of the New Jersey council," declared Stein, "follows the formation of a similar joint council in New York, of which Joseph Hart is secretary. The splendid co-operation of the manufacturers, distributors, and jobbers with New Jersey operators should have a salutary effect on operating conditions within the State. Indications of mutual confidence were present at both organization and the committee meetings—a fact which should spell success for the new Coin Machine Industries Joint Council of New Jersey."

RECONDITIONED CIGARETTE MACHINES

NATIONAL 6-30, as illustrated, complete with cabinet stand . . . \$19.95

7 COLUMN STEWART & McGUIRE (Model S), complete with cabinet stand . . . 35.00

LOTS OF 5—10% Discount.

To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned. 1/3 Deposit, Balance C. O. D.

HERALD VENDING CORP.
355 Grand St., BROOKLYN, N. Y.

LOS ANGELES, Aug. 23.—Associated Operators of Los Angeles County, Inc., has sent bulletins to its members advising them that September association cards are now available. These cards are to be placed on equipment not later than midnight, Sunday, August 31, as set forth in the rules and regulations of the association.

This bulletin also bears an important note to member operators. In capitals and underscored, the message states: "Marble games operated by members of this association must conform strictly with the rules and regulations of your organization in accordance with Sec. 62 of Ordinance No. 3536 (new series) and must be operated in a legal, lawful manner at all times."

The policy of the association is to be of help to organizations working for the general welfare. Curley Robinson, managing director, is in receipt of a letter of appreciation from Sister Romaine, of the Little Sisters of the Poor, this city. The letter states: "We cannot be sufficiently grateful to you for your unfaith-

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

ing fidelity to aid us to carry on our work and care for our 280 good old people, who also appreciate your kindness." Letters of this type point out the good work being done by Curley and his staff.

Mollie G. Simon, secretary to Curley Robinson, has been made a notary public and will notarize all papers gratis as an accommodation to members and associates of AOLAC.

Tony Parina, of the Los Angeles branch of R. A. Parina, is back in town following a month's trip thru the Northwest, during which time he visited J. H. Harris, Vancouver representative of the firm. This firm represents Du Grenier and the

G. V. Corporation as distributor in California, New Mexico, Arizona, Washington, Oregon, and Nevada. Los Angeles branch recently took over additional space to accommodate its growing business.

Louis R. Kaplan, operator and son of Harry Kaplan, of Southwestern Vending Machine Company, will return to UCLA the middle of September to resume studies in aeronautical engineering. He is a sophomore. Louis will continue to operate his route on the side.

Meyer Gensburg, Genco representative, has returned to Chicago after a visit of several weeks on the West Coast.

Mac Mohr reports that he is looking forward to receipt of the new Baker novelty mystery game. Orders have been booked for this game in advance, he reports. Mohr leaves next week for a trip for Reno, Sacramento, and San Francisco in the interest of Baker, Daval, Evans, and Tri-Way lines. While Mac makes this route quite frequently, this will be his first departure from the city in several weeks. Improvements have been going on at his offices, and Mac is now comfortably located in a new front office, furnished in red leather.

Bud Parr, of General Music Company, expects to leave soon on a three-week vacation which will include a trip thru Yellowstone National Park, North Dakota, and Canada. He will make the trip by automobile. He recently returned from a fishing trip off Mexico and reported some good catches.

West Coast friends were saddened by the news of the death of Allyn E. Cain, brother-in-law of M. E. Thiede, of the E. T. Mape Music Company. Cain was killed Saturday (16) in a head-on automobile collision near Plymouth, Ind. He was associated with Jensen Bros., of Logansport, Ind., as service man. Mr. Thiede left Los Angeles Sunday night by plane to attend the funeral, which was held in Logansport Wednesday. He is survived by his widow and three small children, of Logansport; his mother, of Chicago, and two sisters and a brother in New York.

Bernard Tollstam, Seeburg factory representative, is on the Coast to conduct service schools. The first is scheduled for San Diego, in the Pickwick Hotel, tomorrow. Class will begin promptly at 9 a.m. and last thruout the day. One is being scheduled for Los Angeles at the E. T. Mape Music Company. Schools are under direction of Walter Huber. Last year about 50 operators attended the event in San Diego and about 60 were at the Los Angeles school.

Jack Daly, shop foreman at E. T. Mape Music Company, is away on a motor trip during his vacation. Accom-

panied by his family, Daly will visit San Francisco, Reno, Las Vegas, Boulder Dam, and other spots. Nels Nelson is in charge of the shop during Daly's absence.

L. B. McCreary, branch manager for E. T. Mape Music Company, has been burning the midnight oil lately. He has been too busy these past few days to give much thought and attention to the matter of a vacation.

M. S. Wolf, of California Amusement Company, San Diego, reports that phonograph business in that section is just about tops.

Robert Bard and Ed Kendall, of the Bard Music Company, report business good. During the past few months a number of top coin machine numbers have originated on the West Coast, which puts the Coast on an equal footing with the East for discovering records that click solidly.

C. T. Presher, of San Diego, was in Los Angeles Wednesday looking over new equipment. He reported that his Seeburgs were doing swell, especially the prize job he has at Topsy's drive-in cafe and cocktail spot there.

Los Angeles operators are backing the sale of U. S. Defense Bonds to the hilt.

Pete Morrisey, Santa Monica music operator, was in Los Angeles Wednesday looking over new equipment.

Charles E. Washburn is on one of his periodic trips to Phoenix. He is in touch with operators in this section and re-

GREATEST TOKEN PAYOUT OF ALL TIME!

AMERICAN EAGLE

BELL FRUIT REELS! Mystery

Award Free Play Token Payout. 1c or 5c Models. Mechanism Guaranteed!

ORDER QUICK!

\$34.50

Ball Gum Model Only \$2 Extra

Price Subject To Change Without Notice

★ BUY DEFENSE BONDS ★



DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast - MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

Attention, Operators!... BUY AND SAVE

Due to the defense program, it may be in the very near future that games will be very hard to get. Prices will be higher. Buy now—from the largest stock on the West Coast. Choose from the following list, which represents only a small part of what we have to offer.

Anabel\$46.50	Triumph\$17.50
Majors ('41).. 79.50	Topper 17.50
Entry 79.50	Chubbies 10.00
Oh, Johnny ... 37.50	Contact 15.00
Brite Spot 34.50	Mr. Chips 20.00
Super Six 19.50	Bang 17.50
Yacht Club 32.50	Stop & Go ... 15.00
Chevron 15.00	

ARCADE OPERATORS!

We carry a complete line of arcade equipment. What have you to sell at bargain? We buy for cash Air Raider, Sky Fighter, Chicken Sam, Bally Bull, ABT Challenger, Skee Ball, etc.

Our Motto: No Deal Complete Unless You're Satisfied.

SOUTHWESTERN VENDING MACHINE COMPANY

2833 West Pico Blvd. Los Angeles, Calif.

MAYFLOWER SPECIALS

CLOSE OUT FREE PLAY	USED PHONOGRAPHS	CONSOLES
In Original Crates	Wurlitzer Model 71 \$130.00	Four Bells\$240.00
Bally Pursuit\$89.50	Wurlitzer Model 50. 65.00	Paces Races, 5,000 Serial 130.00
Boom Town 69.50	LEGAL	Royal Draw 110.00
Stoner Wow 65.00	Evans In the Barrel. \$55.00	Jumbo Parade, P.O., Late 80.00
Texas Leaguer 39.50	Jennings In the Barrel 45.00	Jennings Bob Tails, 14, 5¢ 90.00
USED COUNTER GAMES	Anti-Aircraft Brown.. 39.50	Fast Time 90.00
Sparks Gold Award ..\$20.00	Anti-Aircraft Black.. 30.00	Pace Reels-Rails 90.00
American Eagle 17.50	Ten Pins 30.00	Jennings Multi. Races Saratoga, 10¢ 70.00
Liberty 17.50	Bally Bull's Eye 25.00	Royal Flush 60.00
ABT Model F. 12.50	Mills Blue Front, 5¢, 10¢, 25¢, Serial 420,000 \$64.50	Square Bell 60.00
	Bally Bell 55.00	Track Odds, R.H. 55.00
	Jennings Triplex 32.50	Track Time, R.H. 30.00
		Liberty Bell 15.00
		Dark Horse 15.00

MAYFLOWER NOVELTY CO.

2218 UNIVERSITY AVE. ST. PAUL, MINN.

CLOSE OUT

AUTOMATIC PAYTABLES	LEGAL EQUIP. (Cont.)
Gott. Multi Races\$19.50	Bally's Rapid Fire @ 108.50
Preakness Pay-out & F. P. 12.50	Keeney's Texas Leaguer, used 1 wk. @ 39.50
Preakness Pay-out @ 9.80	World Series Rock - Ols @ 89.50
Rover @ 9.90	FREE PLAY GAMES
Hawthorne @ 48.50	Champion @ \$12.00
Fairgrounds Rebuilt @ 38.50	Vogue @ 12.00
Bally's Round-up @ 4.90	Chevron @ 12.00
Bally's Jumbo @ 4.00	Telumph @ 12.00
Mills' 1-2-3 @ 14.00	Spotm @ 10.00
Paces Races Brown Cab. Serial No. 4388 @ 48.50	Bounty @ 6.00
CONSOLES	Variety @ 14.00
Jen. Flat Top Liberal Bell @ \$20.50	Eureka Multi F. P. @ 14.00
Jen. Slant Top Ivory Cab. Liberal Bell @ 38.50	Mills 1-2-3 @ 18.50
Jen. Multi Racers @ 48.50	School Days @ 85.00
Exhibit Tan Foran @ 18.50	COUNTER GAMES
Mills Square Bells @ 78.50	Mercury 1c Cig. Reels @ \$18.50
Paces Reels 40 Mod. @ 92.50	Sparks 1c Cig. Reel @ 10.00
Paces Saratoga '39 Mod @ 68.50	Ginger 1c Cig. Reels @ 10.00
Sugar King Steel Cab. @ 58.50	Imps 1c Cig. Reels @ 5.50
Sugar King Wood Cab. @ 68.50	Penny Packs 1c Cig. @ 3.90
Jen. Silver Moon, used one wk. @ \$112.50	Zephyr 1c Cig. Reels @ 3.00
EQUIPMENT	Mills Ticker @ 3.00
Evans Ten Strike and Payout \$ 49.50	One Cent Pack @ 2.90
Metropolitan Air DefenderGun, used week 98.50	One Cent a Smoke @ 2.90
Bally Air DefenderGun @ 135.50	A.B.T. Pistols @ 10.00
Bally Sky Battle Gun @ \$155.00	A.B.T. Pistols Challenger 16.00
Keeney's Air Raider @ 145.00	LEGAL EQUIPMENT
Sky Fighter Gun @ 160.00	Bly's Mill-wheel @ 3.50
Will Trade for Paces, Blue Fronts, and Brown Front Machines, 1/2 Deposit, Bal. C.O.D. F.O.B. Lewiston, Ida.	Gottlieb Daily Races @ 3.50
	Tri-O-Pack @ 4.80
	Grp Tester @ 8.50
	Reel Spot @ 4.50
	Tally @ 3.50
	Bally Baby 10 Cig. @ 4.00
	Elec. Shock @ 6.50
	Bally's Reliance Dice @ 18.50
	Bones Dice @ 18.50
	Vest Pocket Green @ 28.50

A. E. CONDON SALES CO.

913 Main St. Lewiston, Ida.



JOE ASH, president of Active Amusement, Philadelphia, is celebrating his fifth year in the industry. Ash has become one of the most popular and respected coinmen in the Quaker City. (DR)

COLLECTION BOOKS

AND FORMS FOR ALL OPERATORS

FORM P Panoram or Movies; R for Phonographs; K for Pin Games; WND for Beverage; V for Vending; M location agreements; T for Cigarette Machines; F for Diggers; A for Slot Machines; S for Sales Boards; C for Record Requests and O for Maintenance Report Pads.

★

Specially printed books for all types of coin operated machines. Write to Charles Fleishmann, specialist on Coin Machine Forms.

BALTIMORE SALESBOOK CO.

120 West 42nd Street, New York

ports that business is going strong despite the heat. While he is out of the city the firm is in charge of Gladys Washburn. She recently attended to shipping of one of the largest express shipments ever made from this city to the Hawaiian Islands. It was necessary for the American Express Company to send a special truck for the pick-up.

Phil Robinson, of Chicago Coin, is back in town after a week-end in Los Altos.

Kenneth Wolf and E. E. Peterson, of San Diego, were Los Angeles visitors, as were Elmo Robinson and C. H. McJunkin, of Phoenix. McJunkin came to the Coast to visit his wife and baby, who are spending the summer at Long Beach.

Charlie Berkemeyer, operator from San Luis Obispo, was a visitor and stopped in at the Charles Washburn firm. During the past few months Berkemeyer has expanded his operations to keep up with the growth of the area in which he is located. He is near an army camp and reports business booming.

Ray Hicks, operator from Red Bluff, Calif., stopped in town for a few days to renew acquaintances with fellows along coin row.

Harold Johnson, Los Angeles operator, is back in town after a visit covering five

months in Boston and New York. He reports that things are going well in the East, but he'll take the West Coast for the location of his business activities.

Frank Root, Lancaster, Calif., operator, visited the Paul Laymon firm. He looked over some new games that had just been put on the floor and voiced his praise of the work being done by manufacturers to keep games abreast of the times.

Paul and Lucille Laymon will mark their 24th wedding anniversary August 25. They are also planning a week-end trip over Labor Day and will probably spend the holidays in the mountains. Mrs. Laymon said that Bally's Air Force is taking hold in this territory.

Art Dawes was up from San Diego in his new car.

Leighton Bates, formerly shop man with Paul Laymon, has joined the staff of Carl Pollard in San Bernardino.

Joe Rose, of Automatic Vendors, is off on a fishing trip somewhere off the shores of San Diego. Bernie Knotts, of the same firm, has just returned from a two weeks' vacation spent at Balboa, where he did some fishing.

Jack Gutshall, of Esquire Music Company, is a busy man but never too busy to discuss fishing or deer hunting. He's been host to three fishing parties in the last five weeks and is already planning others. He comes back each time with a good catch and tales about those that got away.

Les Lorden reports that his music operation is increasing. In the past few months Les has added movie machines to his operations.

Cal Brown, of Mills Sales, reports that the Mills Empress is clicking solidly in this area. Brown has been talking about vacations for several weeks now but only manages to get away to Las Vegas or the beach for a week-end. Recently when Art Dawes and Murray Hofberg were in town they visited Brown.

Marlo Castegnaro, president of Techniprocess, one of the three firms represented by Associated Producers Distributors, Inc., announces that Associated is ready to offer movie box operators films that are produced, photographed, and recorded especially for the boxes.

Philip Carreon, service man, is in his second year with Jim Alle, popular Los Angeles music operator.

Max Kraut, of Western division of U-Need-a-Pak, has returned from a swing thru his territory and reports that operators continue to buy the new U-Need-a-Pak machine designed by Norman Bel-Geddes in large quantities. "This is certainly a banner year for us," Kraut said.

W. G. Campbell Bosco, of Etienne Noir Film Productions, producer of Majorettes, said that his firm will soon release a new set of films for movie machines. One of his stars, Delores Gray, has been signed for the new musical revue, *Fun*

for the Money, which opens at the Hollywood Playhouse August 28.

Frank Jarrell, associated with Soundview, has been an ardent reader of *The Billboard* for years. He handles Soundview sales for California.

Biggest Panoram Order Signed

NEWARK, N. J., Aug. 23 (DR).—Harry Radler, prominent local operator, this week signed the largest Mills Panoram order ever placed with George Ponser Company, according to Irv Morris, of the Ponser firm. Radler is well known thru-out the State for his large operations.

According to local coinmen, Radler has always been one of the leading organization workers in the State and has held office in the various operators' associations.

Radler was among the first of the New Jersey operators to try out Panoram," stated Morris. "He is now operating some of the best spots in the State. After a few weeks of operation, Harry dropped in the other day to make a deal with me. Upon completion of the contract, it became apparent that Radler had signed the largest order for Mills Panorams taken by our organization."

Radler had this to say: "I believe that by keeping in step with the times and progressing with new equipment, the operator has a better chance to gain greater profits than in any other fashion. I have always made it my business to equip my routes with the latest and best machines. Now that we have swung to Panoram, and I believe that the future of this equipment is assured, we are going in for them just as we have for other equipment. I believe that this is going to be the most profitable division of our business."

IMPS BRAND NEW

WORLD'S LARGEST SELLING COUNTER MACHINE

With Ball Gum Vender, Penny Play.

Size, 5x5x6; Weighs Only 5½ Pounds.

PRICE \$10.75 EACH

CASE OF 6 \$60.00



SELLING OUT 547 USED PIN GAMES

Super Six \$ 8.75	Follies \$13.50	Double Feature \$19.50
Triumph 8.75	Big Town 16.50	Dixie 21.50
Red Hot 8.75	Yacht Club 19.50	Blondie 21.50
Roxy 13.50	Sporty 19.50	Vacation 21.50
Jolly 13.50	Mascot 19.50	

1/3 Deposit With Order, Balance C. O. D.

OHIO SPECIALTY COMPANY

539 S. SECOND STREET LOUISVILLE, KENTUCKY

MARYLAND & DELAWARE MUSIC OPERATORS

WE'RE DELIVERING SEEBURGS

BETTER BUY NOW!!

FREE PLAY 5-BALL GAMES

BALLY Pan Ameri- can . . . \$74.50	CHICAGO COIN All Ameri- can . . . \$37.50
Play Ball . . 59.50	Sky Line . . 24.50
Silver Skates 49.50	GENCO Metro . . . \$34.50
Trailways . . 49.50	Cadillac . . 22.50
Flicker . . . 39.50	GOTTLIEB Sea Hawk . . \$57.50
Mystic 39.50	BAKER Barrage . . \$69.50
Broadway . . 39.50	Big Time . . 44.50
Attention . . 34.50	KEENEY Red Hot . . \$17.50
Crossline . . 27.50	
Glamour . . 22.50	
EXHIBIT Sun Beam . \$49.50	

FREE PLAY 1-BALL GAMES

Bally Dark . . \$89.50	Bally Record . . \$89.50
Horse \$89.50	Time \$89.50
Bally Sport Special . . \$79.50	

COUNTER GAMES—NEW

Mills Vest . . \$44.50	Groetchen Pike's . . \$24.50
Pocket Bell . . 22.50	Peak 18.75
Daval Ameri- can Flags . . 22.50	Pok-O-Reel . . 19.75
Daval Lucky . . 22.50	Groetchen . . 19.75
Smokes 22.50	Yankee 19.75
Daval Races 22.50	Groetchen . . 19.75
	Klitz 19.75

NEWEST BALLY HITS

AIR FORCE, Five Ball Free Play
SPEED BALL, Five Ball Free Play
CLUB TROPHY, One Ball Free Play Multiple
HIGH HAND, Convertible Free Play or Payout Console
ROLLETT, Cash Payout Dice Console

1/3 With Orders, Balance C. O. D.

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STERLING BARGAINS

Evans Lucky Lucre, 5c . . . \$144.50	Pace Saratogas, Auto. Payout . . . 79.50
Keeneey Ky. Skill Time 37.50	Jennings Paddock Club 37.50
Columbias, Double Jakpot . . . 45.00	Mills Brown Fronts, Single Jakpot . 69.50
Ciga-Rollas, 5 & 10c Play 89.50	Baker's Pacer, Like New 189.50
Bally Rapid Fire Gun 97.50	2 Mills Throne of Musics, Marbleized Cabinet 159.50
Seeburg Hitler Gun 59.50	

Terms: 1/3 Deposit, Balance C. O. D.

Write for our complete list of Used Machines.

STERLING NOVELTY CO.

689 S. Broadway LEXINGTON, KY.

FREE PLAYS

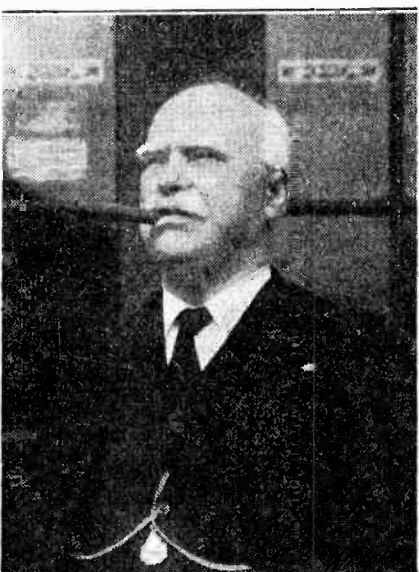
Bangs \$10.00	Golden Gate \$12.00
Big Show 16.50	Gold Star 27.00
Big Chief 35.00	Holdover 19.50
Conquest 12.00	Keen a Ball 10.00
Commodore . . . 12.50	Lone Star 21.00
Cadillac 21.00	Leader 23.00
Dandy 11.00	Mr. Chips 12.50
Dude Ranch . . . 26.00	Powerhouse 18.00
Exh. Bowling . . 21.00	Paradise 35.00
Follies 13.50	Short Stop 15.00
Four Roses . . . 42.50	Triumph 10.00

LEGAL EQUIPMENT

Seeburg Jail Bird \$49.00	Groetchen Skill Jump 10.00
Exhibit Motor Races 10.00	9 Ft. Roll a Score Skee Ball 25.00
Mills Cigarette Vendors 10.00	Will Trade for Free Play Consoles or Phonos.

Universal Games Co.

2106 Fiedmiller Ave. Fort Wayne, Ind.



TOM WATLING, active head of the Watling Manufacturing Company, celebrated his 79th birthday August 22 at Behren's Spa, Waukesha, Wis.

YOUR PROFITS ARE SAFE WITH AN ACE LOCK



ACTUAL SIZE

ACE LOCKS provide Powerful, Positive protection, both on new machines and for replacement purposes. Order ACE LOCKS today! Made entirely of Steel and Brass. No Die Cast Metal used. Center Post Case Hardened to Prevent Drilling. Keyed alike or In various Key changes. We are the sole manufacturers of the ACE LOCK, the entire lock being completely constructed in our factory.

CHICAGO LOCK CO.

2024 N. RACINE - CHICAGO

SAVE WITH THESE BARGAINS

FREE PLAYS

Attention \$35.00	Mystic \$35.00	School Days \$39.50
Anabel 18.00	Metro 37.50	Sporty 15.00
Blondie 16.00	Play Ball 55.00	Sara Suzy 29.50
Cadillac 18.00	Paradise 39.50	Target Skill 45.00
Four Roses 45.00	Red, White, Blue . . 30.00	Wow 50.00
Gold Star 25.00	Rotation 12.50	Vacation 18.00
Leader 25.00	Seven Up 40.00	1-2-3 25.00
League Leader . . . 35.00		

LEGAL EQUIPMENT

1 Black Cabinet Anti-Aircraft . . \$25.00	1 Hi-Score Ten Strike \$45.00
3 Brown Cabinet Anti-Aircrafts . 39.50 Ea.	1 Junior Basketball 10.00

SEIDEN DISTRIBUTING CO.

1230 Broadway Phone: 4-2109 Albany, N. Y.

MAKE YOUR COUNTER SPACE EARN THE LIMIT
With the New Hi-Lo-Field Flip-Dice Game



This NEW, LARGER, MORE ATTRACTIVE and IMPROVED HI-LO-FIELD COUNTER GAME has just been put on the market and is sweeping the country like wildfire. Earning from \$50.00 to \$100.00 daily in ordinary spots. HI-LO-FIELD is helping thousands of cigar stores, taverns, nite-clubs, and road spots revive their dice game earnings. People flock to it as if by instinct—play it by the hour—and come back for more. Easy to understand—easy to operate. No coin slot. Get your share of the biggest and steadiest dice game profits in counter game history.

Portable—Quickly and Easily removed from counter. Ideal for closed territories. Over-all size 13"x20". Fool-proof construction throughout. Beautiful four color silk-screen layout. REGULAR PRICE \$27.50.

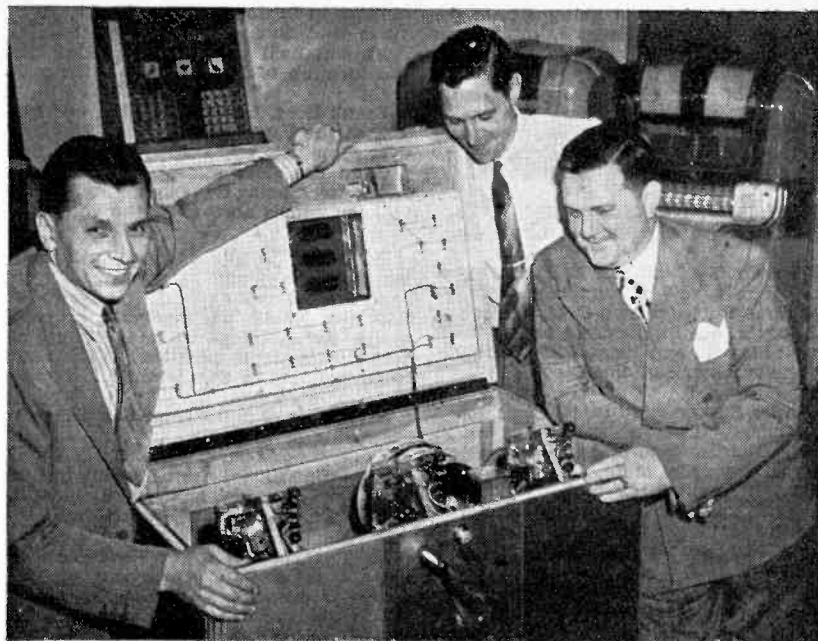
INTRODUCTORY PRICE, for a limited time only, \$16.95.

Order your machine today, for rising costs of material and labor will make this price impossible shortly. Terms: 1/3 deposit with order—balance C. O. D.

Distributors' discounts for quantity orders will be given on request. MONEY REFUNDED if you are not satisfied after a five day trial.

VALLEY SALES SERVICE

31 North Broadway Aurora, Illinois



JACK MARKU, CHARLEY ZENDER, AND JOHNNY DONAHUE look over the mechanism of Three Bells, Mills console. "It rings three bells on every location," they declare. (MR)

Daval Presents Rex to Operators

CHICAGO, Aug. 23 (MR).—The Daval Company, already in production on American Eagle and Marvel, token payout counter games, announces that another machine, their new counter game Rex, is now on the market and in the hands of their distributors thruout the country.

"This game brings to the trade the first challenge come-on idea of play featuring double-or-nothing and re-double-or-nothing shutters in addition to the three cigarette-symbol reels," said Al Douglis. "The game is held to miniature size and also features the famed Daval coin divider as well as two extra large separate cash boxes, one for the merchant and one for the operator."

Douglis in describing the game said: "Here's the first game of its kind on the market featuring the famous double-or-nothing idea that everyone in America likes to play. We have for many years watched all sorts of players on golf courses, in card games, and in all sports take their chances to get double or nothing. The player inserts his coin and spins the three cigarette-symbol reels as always. If he matches the three packs of cigarettes he naturally has a pack coming to him. But here's where the play action of Rex begins."

"Now the player has two closed shutters facing him. One reads double-or-nothing and the next one reads re-double-or-nothing. We have found in extensive tests that the players will accept the silent challenge of these shutters and try for the double-or-nothing or re-double-or-nothing more than 85 per cent of the time. The player pushed the button on the double-or-nothing shutter and down it falls. If it reads double—the player now gets two packs instead of one. Again he has a come-on challenge facing him in the last shutter. He pushes the button, the shutter drops, if the reel reads re-double, he has won four packs. Of course, either of these challenge reels, as we call them, may read Nothing. That's the end of the game. He gets nothing. But there is something in the average player that makes him try for the big kill. He wants to go whole hog or nothing. And, naturally, this is to the advantage of the operator as well as to the player for both are more satisfied with the play action of the new Rex."

fuller cashboxes. Once again we're proud to have turned out the country's box-office smash—and we've geared ourselves for the biggest production schedule in a long, long time."

Bert Lane, Genco factory representative whose firm, Seaboard Sales, handles the Genco line exclusively in the East, was likewise enthusiastic about the tremendous possibilities of Jungle. "Jungle's the answer to that big money-maker that operators have been clamoring for," said Bert. "We've been swamped with orders for Jungle since the first day it was put on location. Looks as tho we're going to break sales records with this one!"

BENDER DISTRIBUTING COMPANY
 709 RUFFNER AVENUE, CHARLESTON, WEST VIRGINIA
 ALL PHONES 34949
 MOVING TO LARGER QUARTERS SEPTEMBER 1, 1941
 1824 PENNSYLVANIA AVENUE

TAKE ADVANTAGE OF THESE LOW-DOWN PRICES

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|---|--|---|
| LEGAL EQUIPMENT
2 Rock-Ola Ten Pin. Ea. \$35.00
1 Rock-Ola World Series B.B. 39.50
2 Chicken Sam. Ea. 49.50
1 Keeney's Anti-Aircraft Gun, Black Cab. 34.50
1 Venco Cig. Vender, 7 Col., 300 pack cap., slightly used 69.50 | 1 Bally's Rapid Fire. \$109.50
1 Sky Battle, F.S. Write
AUTOMATIC PAYOUT EQUIPMENT
1 Bally Hawthorne, 1 Ball Automatic. \$69.50
1 Mills Jumbo Parade, F.P. 89.50
1 Baker's Pacers, F.S. Write
4 Vest Pockets, Green. Ea. 22.50 | 2 10¢ Watling Rotatop, Console Model. Ea. \$40.00
1 5¢ Mills Blue Front. 49.50
PHONOGRAPHS
2 616 Wurlitzers. Ea. \$54.50
5 616 Wurlitzers, Marble Finish, Miraban Lite-Up & Domes. Ea. 75.50
1 1940 Seeburg Com-mander 249.50
1 1939 Rock-Ola C.M. 62.50 |
| BALLY'S GAMES
1 Cross Line. \$27.50
EXHIBIT GAMES
Five-Ball Free Play—All Reconditioned & In Good Shape.
COUNTER GAMES
Each
25 Kliz \$10.00
15 Pok-o-Reels 10.00
10 1¢ Mercury Cig. Reels, Discreet Model, Factory Recond. 25.00
10 1¢ Liberties Cig. Reel, Discreet Model, Factory Recond. 25.00
5 Plikes Peaks 15.00
1 5¢ Groetchen Col. Cig.
Reels 39.50
4 Sparks 1¢ Play Cig. Reel, Factory Recond. 22.50 | 2 Golden Gates. Ea. \$10.00
1 Jumper 10.00
1 Contact 10.00
1 Short Stop 17.50
1 Lancer 12.00
1 Zombie 37.50
5-BALL FREE PLAY GAMES READY TO GO
SUCCESS GAMES
2 Boom Town. Ea. \$49.50
GENCO GAMES
2 Dude Ranch. Ea. \$29.50
Every Game Thoroughly Reconditioned.
Terms: 1/3 Cash Deposit With Order, Balance C. O. D. or S. D.
See Us For All Latest Gottlieb, Genco, Exhibit, Chicago Coin, Bally, Baker, and Groetchen Games.
Exclusive Rock-Ola Distributors for Parts of West Virginia, Virginia, Ohio and Kentucky | GOTTLIEB GAMES
1 Big Show \$22.50
1 Three Score. 22.50
1 Belle Hop 72.50
1 Rotation 27.50
CHICAGO COIN
1 Polo \$22.50
1 Yacht Club. 32.50
1 Jolly 18.50
1 Majors of 1941 65.00
1 Oh Boy 15.00
BAKER'S GAMES
2 Doughboys. Ea. \$22.50
1 On Deck 32.50
KEENEY'S GAMES
1 Super Six \$10.00
1 Speed Demon 29.50 |

SAVE WITH 'SHUGY'

GREATEST MUSIC BARGAINS IN ALL MUSIC HISTORY!

PHONOGRAPHS
 Mills 1940 Throne of Music \$120.00
 Rockola Standard 125.00
 Seeburg Gem 120.00
 Wurlitzer 500 145.00
 Wurlitzer 616 42.50
 WURLITZER 24A 90.00

SPECIAL!
 30 CONDUCTOR Cable, 12 1/2 Ft. \$13.75

SPECIAL!
 KEENEY WALL & BAR BOXES

LOWEST PRICES GUARANTEED on ADAPTORS, METAL CABINETS, SPEAKERS, BAFFLES, PICK-UPS, AND EVERYTHING IN MUSIC! Tell us what you need! Enclose 1/3 Deposit, Balance C. O. D. on all orders!

Royal MUSIC COMPANY
 641 HUNTERDON ST., NEWARK, N. J.

ATTENTION, OPERATORS . . .

MILLS NEW COMBINATION JUMBO PARADE, FOUR BELLS, THREE BELLS, VEST POCKET, CHROME, CHERRY and BONUS BELLS; ALSO GOTTLIEB'S NEW CHAMP and OTHER FREE PLAY TABLES READY FOR IMMEDIATE DELIVERY. Write for Prices on GROETCHEN'S NEW COUNTER GAMES.

MISCELLANEOUS USED MACHINES

- | | |
|-----------------------------------|------------------------|
| BATTING PRACTICE. Write for Price | LIBERTY BELL \$22.50 |
| SKY FIGHTER \$125.00 | COLUMBIA BELL 37.50 |
| SPARKS 27.50 | DOUGHBOY 1c PLAY 12.50 |
- (The above prices on used machines are F.O.B. Roanoke.) TERMS: 1/3 Deposit, Bal. C.O.D.

ROANOKE VENDING MACHINE EXCHANGE, INC.

533 CENTER AVE., N. W. ROANOKE, VIRGINIA

Jungle Clicking Solidly---Genco

CHICAGO, Aug. 23.—"Operators greeted the introduction of Jungle with wide-open arms," Genco officials declared this week.

"Jungle is a combination of several ingenious new features and some tried and true features that, put together, spell sure profits for operators," declared Dave Gensburg, Genco executive. "Heading into the fall season, Jungle will in all probability turn out to be America's spearhead toward the fall victories in

FREE PLAY BUYS

Anabel \$17.50	Hi-Hat \$62.50
All American 32.50	Hold Over 15.00
Big Chief 22.50	Landslide 19.50
Big Show 11.50	Leader 22.50
Blonde 15.00	League Leader 22.50
Brite Spot 15.00	Metro 29.50
Bandwagon 25.00	Play Ball 50.00
Crossline 19.50	Powerhouse 17.50
Commodore 11.50	Rotation 15.00
Cadillac 19.50	Seven Up 39.50
Dble. Feature 12.50	Stars 35.00
Duplex 41.50	Sea Hawk 57.50
Double Play 67.50	Silver Skates 51.50
Formation 21.50	Velvet 37.50
Flicker 29.50	Zombie 29.50
Four Roses 39.50	White Sails 12.50

Terms: 1/3 Cash, Balance C. O. D.

FEDERAL VENDING COMPANY
 2506 Amsterdam Ave. NEW YORK
 Tel.: WAdsworth 8-9592

THANK YOU OPERATORS!

for your response to
SOUTHERN'S SALE of the YEAR!
 WE REPEAT
Underselling ALL COMPETITION!

**ORDER TODAY — IMMEDIATE DELIVERY — QUANTITIES LIMITED!
 YOU NEVER SAW PRICES LIKE THIS BEFORE!**

\$ 8⁹⁵ EACH

- ★ AIRWAY ★ AIRPORT ★ BLACKOUT ★ BUCKAROO ★ BIG TEN ★ BOX SCORE ★ BOUNTY ★ CONTACT ★ CHIEF
- ★ COWBOY ★ CIRCUS ★ CONQUEST ★ CHAMPION ★ CHUBBIE ★ CHEVRON ★ CLIPPER ★ DAVY JONES ★ FLAGSHIP
- ★ FANTASY ★ KEENA BALL ★ KLINK ★ LIBERTY LOT OF FUN ★ DANDY ★ OCEAN PARK ★ PICK 'EM ★ RINK
- ★ ROLLER DERBY ★ REBOUND ★ RED HOT ★ RACTIME ★ ZIP ★ SNOOKS ★ SUPERCHARGER ★ SUPER SIX ★ TRIUMPH
- ★ TRIO ★ TOPPER ★ TRIPLE PLAY ★ WHITE SAILS

YOU SAVE FROM \$5 TO \$15 A GAME

- ★ COMMODORE ★ JUMPER ★ JOLLY
- ★ FOLLIES ★ LUCKY ★ MR. CHIPS
- ★ ODD BALL
- ★ ROXY
- ★ SCORE
- ★ STONER'S BASEBALL

\$ 13⁹⁵ EACH

YOU SIMPLY CAN'T BEAT THIS ANYWHERE

- ★ BOWLING ALLEY ★ BRITE SPOT
- ★ BIG TOWN ★ BIG LEAGUE
- ★ DOUGHBOY ★ HOLD OVER
- ★ LANCER ★ LUCKY STRIKE
- ★ MERRY-GO-ROUND
- ★ PUNCH
- ★ SUMMER-TIME
- ★ SHORT STOP
- ★ A.B.T.
- ★ CHALLENGER
- ★ PISTOL TARGET

\$ 16⁵⁰ EACH

YOU SEE GAMES LIKE THESE ADVERTISED UP TO \$45:

- ★ BLONDIE ★ CONVENTION ★ DIXIE
- ★ DRUM MAJOR ★ DOUBLE FEATURE
- ★ HOME RUN ★ MASCOT ★ PROGRESS
- ★ POLO ★ PLAYMATE ★ ON DECK
- ★ SCOREALINE ★ SCORE CARD ★ SPORTY
- ★ SPEEDWAY ★ THREE SCORE ★ TRAPEZE
- ★ VACATION ★ WINGS ★ YACHT CLUB
- ★ BRITE SPOT ★ LONE STAR

\$ 22⁵⁰ EACH

Order from office nearest you. If that office out of games, shipment will be made from next nearest office. In ordering state 2nd and 3rd choice.
Terms: 1/3 Deposit, Balance Order Notify

THESE RECORD BREAKING VALUES ARE AT OUR 4 BIG SALESROOMS!

<p><i>Southern</i> AUTOMATIC MUSIC CO.</p>	<p>542 S. SECOND ST. LOUISVILLE, KENTUCKY</p>	<p>531 N. CAPITAL AVE. INDIANAPOLIS, IND.</p>	<p>312 W. SEVENTH ST. CINCINNATI, OHIO</p>	<p>425 BROAD ST. NASHVILLE, TENNESSEE</p>
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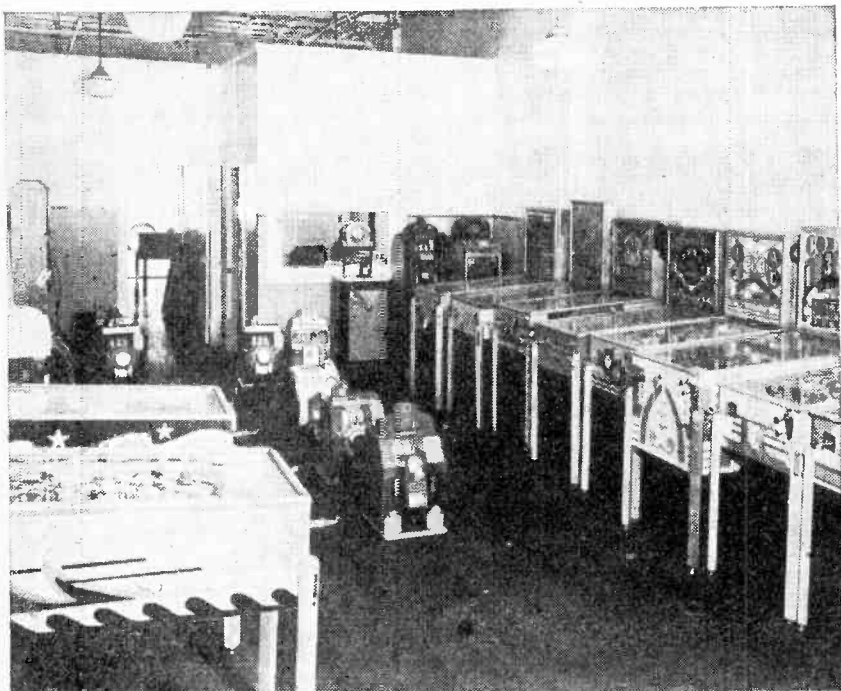
Webster-Rauland In New Quarters

CHICAGO, Aug. 23 (MR).—Webster-Rauland, manufacturer of sound equipment, is moving to its new plant at 4245 Knox Avenue. The firm was founded 12 years ago by E. N. Rauland, a pioneer in the field of sound.

"Rauland's experience dates back to the first World War, when he served in France as an officer in the U. S. Signal Corps," said a firm official. "Upon his return he launched the All-American Radio Corporation, one of the first manufacturers of audio transformers of the 'build-it-yourself' fans.

"In 1929 Rauland sold this business and started the Rauland Corporation as manufacturing engineers on audio communication and specialized equipment for sound. It was only recently that the firm purchased the sound division of the Webster-Chicago Corporation, giving the sound industry a new trade name — Webster-Rauland.

"At present the Rauland Corporation is operating from three plants. With the increased efficiency resulting from bringing all engineering and production activities under one roof, the firm will be able to take a greater part in the national defense program as well as give better service to their regular channels of business."



NEW BOSTON SHOWROOM of Automatic Coin features large display of latest pin games, Jennings and Groetchen bells and counter games. F. W. King is in charge. (MR)

NEW GAMES

Pan Americans	Write	Horoscope	\$79.50	Entry	\$79.50
West Winds	Write	Majors '41	79.50	Target Skill	79.50

RECONDITIONED FREE PLAY GAMES

Target Skill, Floor Sample	\$69.50	On Deck	\$32.50	Lancer	\$19.50
Sluggers	69.50	Glamour	30.00	Champion	18.50
Sport Specials	84.50	Wings	29.50	Super Six	17.00
Play Ball	64.50	Sports	27.50	Arcade	15.00
Flicker	49.50	Limelight	25.00	Red Hot	15.00
Mystic	47.50	Vacation	25.00	Flagship	14.50
Attention	45.00	Big Show	24.50	Headliner	14.50
Red, White & Blue	45.00	Sports	24.50	Topper	14.50
Fleet	44.50	Rotation	22.50	4-5-6	12.50
Band Wagon	42.50	Stoner Baseball	22.50	Red Cap	12.00
Gold Star	42.00	Mills Big Race	22.50	Triumph	12.00
Lone Star	39.50	Brite Spot	22.50	Scoop	11.50
Leader	39.50	Home Run	21.50	Rink	11.50
Sara Suzy	37.50	Follies	20.00	Variety	10.00
Pylon	35.00	Score Champ	20.00	Chevron	9.50
Polo	32.50	Roxy	19.50	Fifth Inning	9.50
		Majors	19.50	Contact	9.50

1/3 Deposit With Order — Balance C. O. D.

UNITED AMUSEMENT COMPANY

3410 MAIN STREET, KANSAS CITY, MISSOURI

O'CONNOR VENDING MACHINE CO.

PHONE 5-2981 2318-20 W. MAINE ST. PHONE 5-2981

<p>CONSOLES</p> <ul style="list-style-type: none"> 14 Mills Square Bells \$ 49.50 15 Mills Jumbos, C.P.O., Floor Sample 100.00 14 Mills Jumbos 80.00 3 Mills Jumbos, F.P. 85.00 2 Evans Lucky Stars 75.00 1 Jennings Good Luck 35.00 1 Evans Bangtail, '40 125.00 2 Pace Saratogas, Comb., 1940 105.00 1 Pace Saratoga, C.P.O., 1940 85.00 1 Mills 4 Bells, Like New 285.00 3 Jungle Camps, Comb. F.P. & C.P.O. 95.00 <p>NEW</p> <ul style="list-style-type: none"> Jennings Bob Tails, New Jennings Totalizers, New 	<ul style="list-style-type: none"> Mills 4 Bells Mills 3 Bells 1 Baker's Races, Serial - 7220 \$155.00 1 1940 J. P. Domino 175.00 <p style="text-align: center;">NEW</p> <ul style="list-style-type: none"> Chicago Coin Leglonnaire Bally Club Trophys Bally Jockey Club <p style="text-align: center;">USED</p> <ul style="list-style-type: none"> 3 Record Time \$ 72.50 2 Jockey Club 160.00 1 Club Trophy 155.00 3 Kentucky 130.00 4 Santa Anita 95.00 3 Sport Kings 105.00 2 Sport Specials 72.50 1 Gold Cup 35.00 All kinds of Counter Games 	<p style="text-align: center;">5-BALL PIN GAMES</p> <p style="text-align: center;">CLOSE OUTS</p> <ul style="list-style-type: none"> 7 Chicago Coin Snappys \$75.00 USED 5 BALL GAMES 4 Bally Play Ball \$52.50 2 Bally Mystic 35.00 2 Paradise 37.50 2 Wings 22.50 1 C. O. D. 15.00 2 Cowboys 10.00 1 Big Six 10.00 1 Fleet 10.00 2 Silver Skates 42.50 2 Flickers 37.50 1 Keeney Air Raider, Like New 105.00 1 Texas Leaguer, Like New 37.50 New Drive Mobiles New Ace Bombers
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Terms: 1/3 Deposit, Balance C. O. D.

O'CONNOR VENDING MACHINE CO. 2318-20 W. Maine Street RICHMOND, VA.

Largest stock of late model free play machines in the South. Write for complete list at once. Get on our mailing list. Our games look and work as good as new ones.

Automatic Sales Company

203 Second Ave., North Nashville, Tenn.



*It's New
It's Timely -*

FOR THE BIG DEMAND OF
ARCADES
AND ALL OTHER TYPES
OF LOCATIONS
**GROSSED \$103 A
WEEK ON 6 WEEKS'
LOCATION TEST!**

**ARE YOU A
SUPERMAN?**

A SUPER ELECTRIC TESTER
THAT CHALLENGES THE
STRENGTH OF MAN.
DYNAMIC, ILLUMINATED,
COLORFUL GAUGE ON A
LARGE FLASHY "COME
ON" PANEL.

*Yes, you will have service
calls—but only to empty
the large cash box!*

**NOTHING CAN GET
OUT OF ORDER!
IMMEDIATE DELIVERY!
WIRE, WRITE, PHONE!**

**Western
PRODUCTS, INC**
925 W. NORTH AVE., CHICAGO, ILL.

COLLECT A HATFUL ON EVERY LOCATION!
There Is No Greater

**1 OR 5 BALL REPLAY MADE
WESTERN'S NEW
DERBY WINNER**



**GOING STRONGER
ALL THE TIME!
FLYING
CHAMP**

1 Ball Payout—Jackpot! Award!
Multiple—Quinella! Rollover Gold!
Deluxe 40 Coin Giant Gold

IMMEDIATE DELIVERY

**GIANT JACK POT! MONEY MAKING QUINELLA!
40 COIN BUY-THE-BOARD! ROLLOVER GOLD
AWARD! 2 Models Deluxe Console—Leg Model
Immediate Delivery! Order from
your distributor or write direct**

COMING SOON!

A new 3-reel combination automatic payout or free play console with "Extra Bell" feature!

WESTERN PRODUCTS, INC. 925 W. NORTH AVE. CHICAGO

Fleischmann Offers Special Forms

NEW YORK, Aug. 23 (MR).—Charles Fleischmann, of the Baltimore Salesbook Company, has been working after hours in recent weeks developing special forms to take care of the many new records operators have been called upon to produce. Charlie conferred with many leaders of the industry and has prepared a number of forms that will cover all the needs of operators, regardless of the type of equipment they are operating.

"Today, more than ever before in the history of the business," Fleischmann explained, "it is extremely necessary for the operator to keep complete records. We realize how busy the operator is during the day, and every form we put out is planned to make record-keeping simpler for coinmen. The need for records has been reflected in my office by almost a triple amount of orders. Many operators are asking for special forms and we are only too glad to co-operate in every manner."

utation for square dealing, Joe has built his firm up to the point where it is one of the city's leaders.

As one operator stated: "A tip from 'Smiling Joe' is something to bank on, and the successful records of Joe's customers speaks volumes for the wise judgment of this genial gentleman from Quakertown."

Atlas Sound Corp. Offers Fall Line

BROOKLYN, Aug. 23 (MR).—"Fulfillment of a strong operator demand," explains R. C. Reinhardt, Atlas Sound Corporation sales director, "is the keynote of our new fall offering which covers a variety of speaker cabinets never before offered to the phonograph trade."

"We have received countless inquiries for new types of cabinets. In addition to the illuminated Organette cabinet we now have four models of walnut acoustic enclosures for 15, 12, 8, and 5-inch speakers. We also are featuring a new Corner Cabinet, 12-inch speaker size, for certain hard-to-get-at installations which includes a new bass-reflex principle improving the musical reproduction qualities of any 12-inch cone speaker."

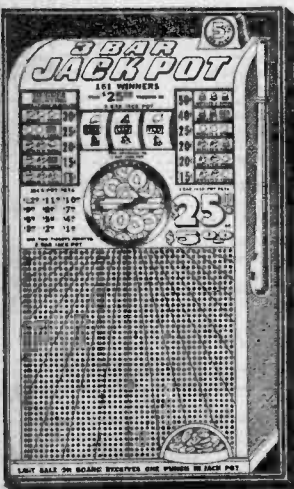
Reinhardt also reports the firm has a selection of 27 additional speakers, mostly of the metal-trumpet type used extensively in public address work. Coin phonograph operators prefer weather-proof types for outdoor installations, Reinhardt states, but he reminds, however, that no metal speakers can be shipped for non-essential service unless they are to be installed for some national defense activity.

Gratified with operator response to their many speakers and cabinets, Atlas is planning new surprises for the trade, Reinhardt concluded.

Joe Ash Celebrates 5th Year in Philly

PHILADELPHIA, Aug. 23 (DR).—It was just five years ago that Joe Ash started spreading the sunshine of his personality around the Philadelphia coin machine section. Today, as head of the thriving Active Amusement Machine Corporation, Joe is one of the most popular and respected coinmen in the Quaker City.

The five years have gone by in a breeze, says Joe. Philly operators have come to have strong faith in Joe's recommendations as to the right games to buy at the right time, it is reported. Fortified with a gift for friendship and a rep-



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$4.05 EACH

OTHER FAST SELLERS

- 1025 Hole, F-5280, Wonder 3 Bar Jackpot at \$3.02
- 1200 Hole, F-5275, Horses at 4.35
- 800 Hole, F-5270, Pocket Dice at 2.10
- 720 Hole, F-5255, Pocket Jack at 2.07
- 600 Hole, F-5305, Royal at 2.35

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

SIMON SALES 437 WEST 42ND ST. NEW YORK, N. Y.

5 BALL FREE PLAY, CAREFULLY RECONDITIONED.

Trailways ... \$62.50	Zambis ... \$35.00
Salute ... 54.00	Big Chief ... 30.00
Sunbeam ... 52.50	On Deck ... 24.50
League Leader 49.50	Glamour ... 22.50
Red, White & Blue 45.00	Lends Ide ... 19.50
Repeater ... 39.50	Mascot ... 19.50
Broadcast ... 39.50	Jolly ... 19.50
Flicker ... 37.50	Big Snow ... 19.50
Parade ... 35.00	Sore Champ ... 19.50
	Triumph ... 17.50
	Super Six ... 16.50

KEENEY'S TEXAS LEAGUER
Brand New
1c or 5c Play
\$45.00

MILLS
Best Money-Making Equipment.
BELLS CONSOLES TABLE MODELS

★ **WANTED TO PURCHASE: GENCO BANKROLLS**

THE BEST "BUY" ALWAYS WITH LEHIGH

Ten Spot ... \$49.50	Glamour ... \$19.50	Major ... \$55.00	Pikes Peak ... \$15.00
Barrage ... 65.00	Sun Beam ... 42.50	Five In One ... 39.50	Sea Hawk ... 49.50
Target Skill ... 49.50	Drive Mobile ... 175.00	Attention ... 35.00	Air Raider ... 85.00
Broadcast ... 35.00	Sky Fighter ... 125.00	Four Diamonds ... 59.50	Night Bomber ... 125.00
Play Ball ... 49.50	Baker's Pacers ... 150.00	Boom Town ... 49.50	Stars ... 45.00

Send order and 1/2 deposit for prompt delivery, making sure to mention 2nd choice.

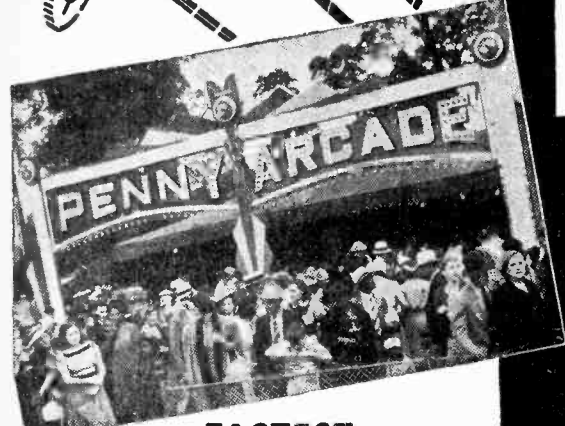
LEHIGH SPECIALTY CO.
2ND & GREEN STS. PHILADELPHIA, PA.



AUTOMATIC COIN MOVES TO COIN ROW in Boston. New quarters have been opened at 1209 Washington Street, featuring Groetchen Tool Company counter games and Columbia Bells, as well as other types of equipment. F. W. King, manager, is at right. (MR)

ABOOMBING BUSINESS

EXHIBIT PENNY ARCADES



IN TREMENDOUS DEMAND WHEREVER CROWDS GATHER TO-DAYS BIGGEST ATTRACTION WHERE PENNIES and NICKELS PROVIDE ENDLESS FUN FOR YOUNG and OLD MODERATE INVESTMENT • NO EXPERIENCE NECESSARY

You furnish the Spots... Exhibit Machines do the Work

ARMY CAMPS - VACATION RESORTS - DANCE HALLS - BEACHES AMUSEMENT PARKS - MAIN STREET LOCATIONS - FAIRS and similar places offer big money making opportunities right now!

Today's **FASTEST GROWING MONEY MAKING ENTERPRISE**

YEAR 'ROUND BUSINESS

Write FOR ILLUSTRATED CATALOG... AND FREE INFORMATION WITH PLANS OF MODERN PENNY ARCADES. (Large - Medium - Small)

EXHIBIT SUPPLY CO • 4222-30 W. LAKE ST • CHICAGO 40 YEARS IN THE ARCADE BUSINESS

CLEARANCE SALE

- | | | |
|--|--|--|
| <p>FREE PLAY GAMES</p> <ul style="list-style-type: none"> 1 Bally Alley\$19.50 1 C. O. D. 14.50 1 Fifth Inning 10.00 1 Gold Cup Cons. 39.50 1 Gold Cup Table 39.50 4 Mystic 49.50 2 Play Balls 49.50 2 Roller Derbys 17.50 3 Silver Skates 54.50 1 Trailways 59.50 1 Tricklers 12.50 3 Trilump 49.50 2 O Boys 17.50 1 Sport Parade 52.50 1 1941 Major 69.50 2 Jolly 19.50 1 1941 Snappy 79.50 1 Roxy 19.50 1 Dixie 29.50 1 Sporty 29.50 2 Umps 49.50 1 Double Feature 17.50 1 On Deck 29.50 <p>COUNTER GAMES</p> <ul style="list-style-type: none"> American Eagles, 1¢ or 5¢\$19.50 1 Xray 15.00 4 Deuces Wild 7.50 1 1¢ Ginger 12.50 4 Square Shooters, New 12.50 2 1¢ Sparks, Old Style 12.50 1 1¢ "21" 12.50 10 Cubs 7.50 5 Imps 6.00 <p>MISCELLANEOUS</p> <ul style="list-style-type: none"> 1 Pace Saratoga Pay-out\$79.50 1 Evans Tommy Gun, Floor Sample 110.00 1 5¢ Mills Cherry Bell 50.00 | <ul style="list-style-type: none"> 2 Line Ups\$34.50 2 Jennings Fast Time. 79.50 4 Paradise 39.50 1 Big Time 49.50 2 Four Roses 54.50 2 Sea Hawks 54.50 1 Horoscope 64.50 1 Do Re Mi 64.50 1 Champ 64.50 1 Hi Dive 64.50 1 Summertime 22.50 1 Cowboy 10.00 1 Golden Gate 14.50 2 Leaders 39.50 2 Zombies 39.50 1 Stars 47.50 1 Merry Go Round 29.50 3 Sunbeams 49.50 1 Gold Star 39.50 1 Belle Hop 78.50 1 Score Card 19.50 1 Big League 19.50 2 Mr. Chips 17.50 <p>COUNTER GAMES</p> <ul style="list-style-type: none"> 2 A.B.T. Challenger \$14.95 5 Jungle Hunt Targets 14.95 12 Fire & Smoke Targets 14.95 5 5¢ Liberty Bell Gum Vendors 19.50 2 Lucky Packs 7.50 2 Little Poker Faces 7.50 1 Fruit King 12.50 <p>MISCELLANEOUS</p> <ul style="list-style-type: none"> 1 25¢ Mills Bluefront \$35.00 1 5¢ Mills Bluefront... 30.00 1 5¢ Pace Comet 25.00 1 25¢ Watling Twin Jack 15.00 | <ul style="list-style-type: none"> 3 Seven Ups\$49.50 3 Sluggers 59.50 2 Big Chiefs 39.50 1 Captain Kidd 79.50 1 Red Ho 17.50 5 Super Six 14.50 3 1939 1-2-3 35.00 1 Qualified 14.50 1 Barrage 69.50 1 Evans Jungle Camp 49.50 1 Defense 29.50 1 Laymates 79.50 1 Pawns Jungle Camp 79.50 1 Watling Big Game. 79.50 3 Majors 10.00 3 Contact 10.00 3 Big Shows 17.50 2 Flash 10.00 1 Champion 10.00 1 Zip 10.00 1 Blonde 29.50 2 Up & Up 10.00 1 Bowling Alley 17.50 1 Thriller 10.00 <p>15 Mod. E Sellmore Ball Gum Vendors .. \$ 6.00</p> <ul style="list-style-type: none"> 1 Tot 10.00 1 Triopak 7.50 2 Tockettes 9.00 1 5¢ Sparks Number Reels, GoldAward 27.50 2 Whooperdoo 12.50 25 Silver King Peanut Vendors, slightly used 4.00 <p>1 5¢ Jennings Chief. \$30.00</p> <ul style="list-style-type: none"> 2 10¢ Jennings Chief. 30.00 1 50¢ Pace Comet .. 25.00 1 5¢ Mills Skyscraper. 25.00 |
|--|--|--|

H. G. PAYNE COMPANY
NASHVILLE, TENNESSEE

Stern Sees Industry Keyed to Times

CHICAGO, Aug. 23 (DR).—"With unemployment dwindling, pay rolls up, and a marked improvement in economic conditions, optimism should be the keynote among coinmen," said Al Stern, of Monarch Coin Machine Company, Chicago. "We believe it is, because the average operator is anticipating his future requirements and making his purchases now.

"We all realize that machines are becoming increasingly difficult to obtain. It is to be noted, therefore, that the manufacturers must be given credit for producing at this time machines that are mechanically equivalent to any that have been made before the parts shortage was noted and embody more player appeal, because of new playing principles, than at any time in the past. Because of these things we as distributors express our appreciation to the manufacturers.

"We at Monarch, regardless of varying conditions, will continue to do our utmost at all times to assist the operator to purchase machines suited for his particular needs and offer our opinion to him on all games of current manufacture, as it is our policy to study all of these games immediately upon their release. We know operators appreciate the advice we render them, and this in itself is welcome compensation for the efforts we put forth."

"QUICK CHANGE"

Multiple Coin Changer

A "natural" for every location. Faster change-making—Faster machine play. Five long nickleed tubes eject quarters, dimes, and up to five nickels. Cash drawer is divided for half dollars and paper money.

Sample—\$14.85
1/3 deposit—balance C. O. D.
Manufactured by
McGILL METAL PRODUCTS CO.
Marengo, Illinois

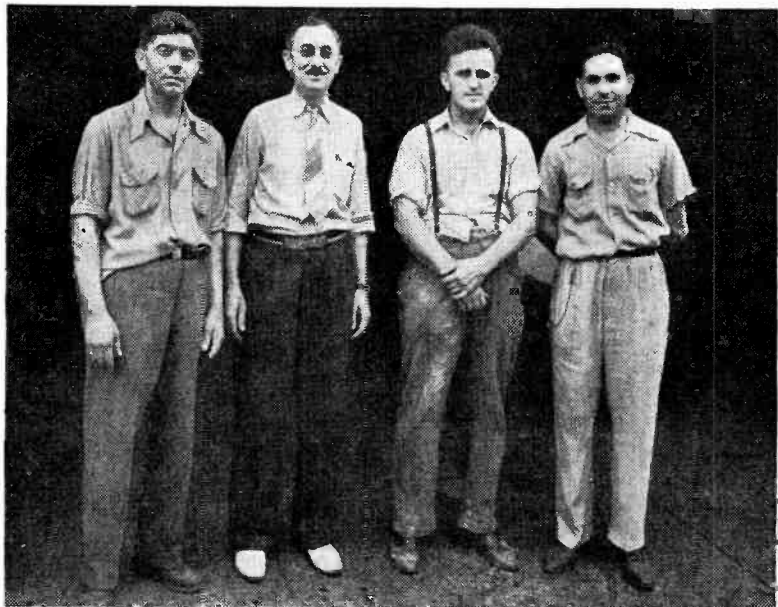
CENTRAL OHIO QUALITY BUYS

- | | | |
|---|--|--|
| <p>SLOTS</p> <ul style="list-style-type: none"> Mills Blue Fronts, 400,000, 5¢, 10¢, 25¢ Play\$59.50 Watling Rotatops, 10¢, 25¢ 35.00 1¢ O.T. Blue Front... 37.50 5¢ O.T. Green Fronts. 32.50 5¢, 10¢ O.T. Blue Front, F.S. 42.50 Mills 5¢ Melon Bells. 59.50 <p>ARCADE EQUIPMENT</p> <ul style="list-style-type: none"> Bally Alley\$19.50 | <p>Mutoscope SKY FIGHTERS\$155.00</p> <ul style="list-style-type: none"> Anti-Aircraft Guns, Black 32.50 Anti-Aircraft Marblego 59.50 Chicken Sams 39.50 Batting Practice Write <p>CONSOLES</p> <ul style="list-style-type: none"> 1938 Track Times\$79.50 Triple Entry 135.00 Beulah Parks 65.00 Stanco Bells 75.00 StancoBells, 2 5¢Units 89.50 | <ul style="list-style-type: none"> Fast Time, F.P.\$79.50 Bob Tail, Cash P.O. . 82.50 Jumbo Parades, F.P. . 89.50 Jungle Camp, Comb. F.P. 110.00 Sugar King 89.50 Multiple Racer 59.50 Favorite, 7-Coin Head 29.50 Superior Races 22.50 Jennings Liberty Bells 22.50 <p>Half Deposit with Order, Balance C. O. D.</p> |
|---|--|--|

CENTRAL OHIO COIN MACHINE EXCHANGE, INC., 491 S. High St., COLUMBUS, O.

CLOSEOUT BARGAINS

- | | |
|---|---|
| <ul style="list-style-type: none"> 4 Evans Duck Pin Alleys, used 5 mos. Ea. ..\$500.00 1 Sky Fighter, F.P. 85.00 1 Rapid Fire 75.00 1 Western Base Ball, F.P. 40.00 | <ul style="list-style-type: none"> 5 Keeney Anti Aircraft, Blk. Ea. \$37.50 4 Ten Strikes, large unit. Ea. ... 32.50 5 Ray-o-Lites, F.P. 23.50 1 Shortstop, 5-Ball F.P. 15.00 |
|---|---|
- All machines in good condition.
Terms: 2/3 Down, Balance C. O. D. Address:
F. D. BENN
422 Pearl Street RICHMOND, IND.



OFFICIALS OF THE MARKEPP COMPANY, Cleveland, in charge of production and sales on the counter game, Flipper, produced by the firm. Left to right: Al Frank, in charge of production; Meyer M. Marcus, president of the firm; Frank Bowman, chief engineer, and Leo Greenberg, sales manager. (MR)

Chi Coin Introduces Star Attraction

CHICAGO, Aug. 23 (MR).—Officials of the Chicago Coin Machine Company have announced the presentation of their new novelty table, Star Attraction. Sam Wolberg, one of the heads of the firm, stated that he expected big things from this new game. "It has a new

feature that should prove a hit with players on all locations," he said. "Star Attraction has a carry-over light-up idea. Each time a ball goes over the top roll-over when illuminated another letter in the two words Star Attraction lights up and stays on until the words are completed. When this is done the player gets a major award. "This new Chicago Coin game also features three value bumpers and three value skill lanes. Selection lanes, an exclusive Chicago Coin idea, are also combined with other typical Chicago Coin features in Star Attraction." Sam Gensberg, of Chicago Coin, reports that over two carloads of Star Attractions have already gone out to Ai Simon in New York and two carloads have gone to Banner Specialty at Philadelphia.

GET THIS ONE!
New—Legal
"Electric Defense Gun"
It Tilts! It Fires!
Feel It! Hear It!

3-way action for 1¢ or 5¢ play.
Shocking legal profits for all amusement and arcade spots.
An old favorite in Modern Style.
Complete \$32.50
Also Vendor, \$3.95 up, and Girl Film Machines. See your jobber or write for Free Details.
AUTOMATIC GAMES 2422-K Fullerton CHICAGO

Champion Record Called Unique

CHICAGO, Aug. 23 (MR).—"It's something unique in the history of coin machines when, 10 months after going out of production on a game, the manufacturer is compelled to go back into production with it and exceeds all former records by over 50 per cent," declares Nate Gottlieb, of D. Gottlieb & Company. "That's the record of New Champ, a great hit when first introduced; today almost doubling its former records. They say champs don't come back. Well, that certainly doesn't hold for coin machines, for here's the Champ that did come back, far greater and more sensational than ever, exceeding every former showing. "That happens only when you have a game as good as New Champ. The trade was the first to discover the sensational success of this hit and it was its insistent demand that led to our Wallop Poll, which proved that New Champ was practically the unanimous choice of operators." "The record of New Champ tells the reason for its great popularity," said Dave Gottlieb, president of the company. "Operators call it a wonder game."

Southern Automatic Reports Big Results

LOUISVILLE, Ky., Aug. 23 (DR).—Last week Southern Automatic Music Company announced its event of the year to add 200 additional operators to its long list of operator customers. "The response was so great," said Leo Weinberger, official of the company, "that we decided to repeat this great buying event." In commenting on the unprecedented demand, Weinberger stated: "Of course we expected a large volume of business because we really shot the works in offering this equipment to operators. Sidney Stiebel and I take this opportunity to thank all the operators for their faith in the equipment which Southern Automatic offered. I know that this faith in our organization will result in mutual benefit. "Our branch managers in Indianapolis, Cincinnati, and Nashville have prevailed upon Stiebel and myself to extend this great sale for another 10 days."

NOW YOU CAN BUY FILM-A-SCOPES ON TIME
Absolutely Legal Coin-Operated Picture Machines
WRITE FOR INFORMATION
L. B. KLUGH COMPANY
715 Arch St., Zanesville, Ohio

"Confidence!"

... IS THE ONE WORD REASON FOR OUR GROWTH! CONFIDENCE OF ALL OPERATORS IN OUR FINER NEW AND USED EQUIPMENT; OUR BETTER REBUILT PHONOGRAPHS; OUR EXTREMELY LIBERAL CREDIT PLAN AND IN OUR WAY OF DOING BUSINESS! INVESTIGATE THESE REASONS YOURSELF! WRITE FOR OUR PRICE LIST TODAY!

NATIONAL NOVELTY COMPANY
183 MERRICK RD., MERRICK, LONG ISLAND, N. Y.
Earle C. Backe, President
"A GROWING, GOING, GO-GETTING CONCERN"

It's Terrific! IT'S "KNOCKOUT!"
A brand new idea in die-cut punch boards. Powerful player appeal. Consolations start at \$1.00 -- none less than 25c. Get this money-maker now!
No. 12087 5c a Play 1200 Holes
Takes in \$60.00
Average Pay out 26.88
Average Gross Profit \$33.12
WRITE FOR NEW FOLDER NC-418
HARLICH MFG. CO.
1413 West Jackson Boulevard - CHICAGO, ILL.

NEW EQUIPMENT READY FOR DELIVERY

Gottlieb's "NEW CHAMP" Exhibit's "KNOCKOUT"	Genco's "ZIG ZAG" Chicago Coin's "LEGIIONNAIRE"	Mills "FOUR BELLS" Mills "THREE BELLS"
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Mills JUMBO, Automatic & Free Play
FREE PLAY MACHINES

Belle Hop \$74.50	Boom Town \$50.00	League Leader \$40.00
South Paw 74.50	Salute 49.50	Red, White, Blue 35.00
Double Play 74.50	Four Roses 49.50	Fleet 35.00
Miami Beach 70.00	All American 49.50	Dixie 35.00
Majors '41 65.00	Flicker 45.00	Fox Hunt 32.50
Barrage 65.00	Zombie 45.00	Mills 1-2-3 32.50
Hi Hat 65.00	Attention 40.00	Sara Suzy 25.00
Sunbeam 60.00	Band Wagon 40.00	Score Champ 20.00
Stars 55.00	Metro 40.00	Mascot 17.50
Trailway 55.00	Crystal 40.00	Super Charger 15.00
Pan American 55.00	Gold Star 40.00	On Deck 15.00

PHONOGRAPHS

Mills Express \$130.00	Rockola '39 Standard \$120.00
Rockola '39 DeLux 130.00	61 Wurlitzer 65.00

Pay Tables

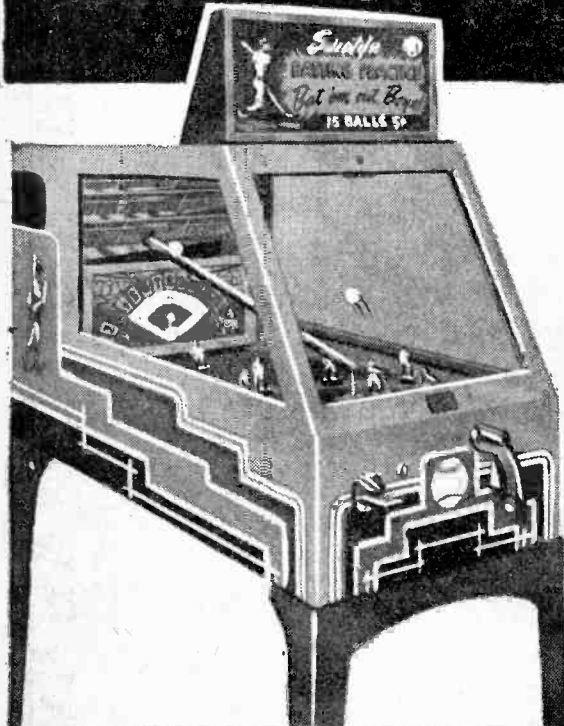
Brown Paces Races \$ 75.00	Mills Jumbo Automatic, cannot be told from new 112.50
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Write for Prices on Six Unit Telerone Setup Complete

NORTHWESTERN MUSIC CO. 120 W. Third Street, Sterling, Illinois Phone 405

MISSISSIPPI VENDING CO. 428 Church Street, Philadelphia, Mississippi Phone 283

YOU NEED Scientific BATTING PRACTICE



THIS GREAT LEGAL GAME WILL BE THE BACKBONE OF YOUR BUSINESS FOR YEARS TO COME

BATTING PRACTICE
WILL GIVE YOU SECURITY!
BETTER BUY NOW!

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.



HOLSUM COFFEE SHOP in Flagstaff, Ariz., boasts of its Packard Pla-Mor equipment and a wall console speaker. H. H. Longfellow, Flagstaff operator, made the installation. (MR)

Daval "All-Out" On Production

CHICAGO, Aug. 23 (MR).—Daval Company officials report they are preparing for an all-out production push to get thru as many counter games as they possibly can.

"We have been working hard," they declare, "on Marvel and American Eagle token payout counter games, and the demand, instead of slackening has been increasing right along. The angle we now have in mind is to swing our entire production into high gear to take up all the parts for machines now on hand and to complete the units so that they will be prepared for the fall season to meet the demands of the trade."

A. S. Douglass, of the firm, stated: "We feel that the best way we can serve our customers at this time is to be prepared with games—in stock. The operators coming in from the summer sport spots are going to change much of their routes and many are adding on token payout counter games like American Eagle and Marvel so that they can get the maximum advantage from each location."

"Operators are going to need equipment on the minute, and the best method we can adopt at this time is to have these machines ready for the men the moment they need them. With Labor Day closing in on us we have already begun to feel the demand for machines. We believe the outlook is good for the fall season, and the operator is facing a great opportunity."

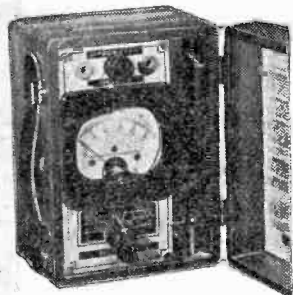
Our all-out production schedule will take up all slack and will be able to give the men quantity deliveries."

Allied Expands Chicago Staff

CHICAGO, Aug. 23.—"The coin machine industry grows with the times," said Samuel Kleiman, official of Allied Novelty Company, Chicago, "and Allied Novelty Company grows with the industry. Today, with amusement-minded America seeking more and more entertainment as an antidote to war worries and world chaos, the coin industry is experiencing business expansion. In line with growing business and under pressure of fast-multiplying demands for more games, Allied has increased its personnel and facilities to assure the well-known Allied standards for the finest in service to customers."

"We want everyone to know," he continued, "that our new and regular employees alike are working together with the same fine attention to detail, the same care in handling and delivery that has always marked Allied service. Not only this. We here at Allied realize the need for speed in filling orders as well as utmost dependability in machines. So we have prepared the largest, most complete floor stock in our history, completely re-conditioned for immediate shipment on all orders. We assure all our friends and customers that their orders will receive the utmost promptness and efficiency."

THE MOST PRACTICAL TESTING DEVICE FOR OPERATORS AND SERVICE MEN —OPSOMETER—



Line Voltage A-C or D-C
Lamp Socket Voltages
'Opens' and 'Shorts'
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Continuity and Resistance on Relays, Contacts, Coils
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Only \$10.99
1/3 Cash With Order, Bal. C.O.D.

THE MOST COMPLETE LINE OF PARTS AND SUPPLIES FOR GAMES AND PHONOGRAPHS IN THE COUNTRY AT THE LOWEST PRICES.
WRITE FOR PRICE LIST

NYSSCO 642 10TH AVE., NEW YORK, N. Y.

BADGER'S BARGAINS SPECIAL 1940 PACE SARATOGA PAYOUTS. \$97.50

MECHANISM AND APPEARANCE LIKE NEW.

FREE PLAY GAMES	MULTIPLE FREE PLAYS	AUTOMATIC PAYOUT
Bally Pursuit \$69.50	Bally Club Trophies . \$169.50	Mills Four Bells (late) . \$224.50
Hi Hat 69.50	Bally Blue Grass . . . 119.50	Santa Anita 109.50
Stoner Three Up 59.50	Bally Dark Horse . . . 89.50	Sport King 109.50
Sport Parade 59.50	Western Big Prize . . . 89.50	Pace Saratoga Jr. 1940 . 97.50
School Days 54.50	Bally Record Times . . 89.50	Jumbo Parade, P.O. . . . 89.50
Four Roses 54.50	Mills Jumbo Parades . .	Face Makers 89.50
Paradise 49.50	FP 89.50	Jennings Fast Time, P.O. . 89.50
Bally Flicker 49.50	Bally Big Top, FP 89.50	Grand National 89.50
Zombie 49.50	Jennings Fast Times . . 89.50	Grand Stand 79.50
Big Broadcast 49.50	Bally Sport Events . . . 79.50	Pace Saratoga Jr. 1939 . 69.50
Attention 44.50	Bally Sport Specials . . 79.50	Mills Square Bells 59.50
All American 44.50	Mills 1940 1-2-3's . . . 69.50	Royal Flush 59.50
Leader 39.50	Western Seven Flashes . 69.50	Thistledowns 59.50
Big Town 19.50	Bally Victory 59.50	Gold Medal 49.50
Mr. Chips 16.50	Gottlieb Track Record . 49.50	Sport Page 49.50
Triumph 16.50	Bally Gold Cups 49.50	Galloping Dominoes . . . 49.50
Doughboy 19.50	Mills 1939 1-2-3's . . . 29.50	Jennings Good Luck . . . 39.50
Red Hot 16.50	Bally Eurekas 29.50	Jennings Liberty Bells . . 24.50
Big Show 16.50	Bally Arrowhead 24.50	Bally Fleetwoods 24.50
		Bally Bells 19.50

Terms: 1/3 Cash Deposit With Order, Balance C.O.D.

Write Today For Our Free Catalog Containing Hundreds of Machine Bargains

BADGER NOVELTY COMPANY
2546 N. 30TH STREET MILWAUKEE, WIS.

They're Off!

FEATURE RACE

BIG NEW IDEA

5c PUNCH
HIGH LOW PLAYED
WIN PLACE
SHOW 20
LAST PUNCH IN EACH LARGE PANEL

43 TO 145
FREE PUNCHES

SPIN WHEEL ONLY IN PRESENCE OF MERCHANT

The WHEEL SPINS - crowds 'em round

IT'S A THRILLER!

FEATURE RACE . . . The spinning sensation that races profits your way! Place your orders NOW for this latest SUPERIOR entry into the money field . . . 1400 holes . . . 5¢ per sale . . . Race Symbols . . . Takes in \$70.00, less 80 free punches (4.00) . . . Total average payout \$34.25 . . . Total average profit \$31.75 . . . EXTRA-THICK BOARD.

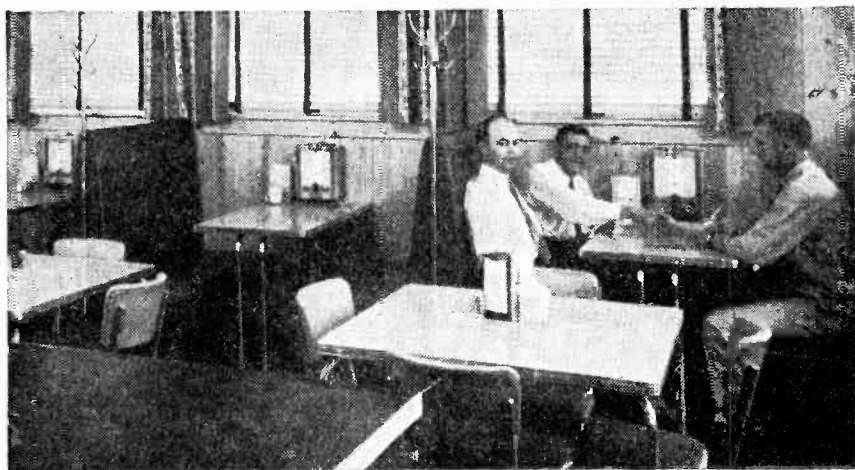
SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

Two Rock-Ola MYSTIC MUSIC Central Studios

—Used Only a Few Months—

Will sacrifice with or without Rock-Ola Super Walnut Wired Music Phonographs.
Write Immediately For Details and Prices

BADGER NOVELTY CO., 2546 N. 30th St., Milwaukee, Wis.



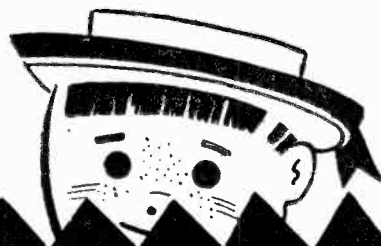
WURLITZER WALL BOX INSTALLATION proves a hot number in Hot Springs, Ark., at the Vance Bar-B-Q. In one of the booths, examining the wall boxes, are Coc Stone, location owner, and Music Merchant Wilbur Green. (MR)

Grapevine Whispers Of Game at Evans

CHICAGO, Aug. 23 (MR).—Great secrecy around the Evans factory, and rumors indicate that a mysterious new console is in the making at H. C. Evans & Company, Chicago. "We can't deny the truth of these rumors," say company officials, "but right at the moment we can't give out much information about this new game. We're keeping it covered up, guarding it with the utmost secrecy until we are ready for full production, so that when we release this mystery machine we will be able to hold up under the demand that will bear down upon us. "It's not a baseball game. It's different from anything ever seen before—a radical

departure in coin machines which we confidently expect will usher in a new trend in the industry. Everything about it is terrific. Brand new in idea, distinctive in design, awe-inspiring in operation, it is based on one of the most popular games played all over the country. What's more, it is designed to accommodate seven players at once, because a single coin machine could never cope with the immense player demand this irresistible game piles up. Like all Evans games, it will have extremely simplified mechanism, precision engineered thruout for perfect performance. "This game," the official continued, "is designed for the times. Its seven-coin earning capacity guarantees operators profits equal to a number of machines, yet pays only the tax of a single unit under the new use-law. We predict it will be a must in every location."

NOW! Super Chubbie



by Stoner

Remember how Chubbie put you in clover? Well wait until you see Super Chubbie. Call your distributor now.

Do your part
Buy Defense Bonds

STOP! LOOK! ORDER NOW!!

FREE PLAY GAMES READY FOR DELIVERY

All American	\$22.00	Horsoscope	\$34.00	Score-a-Line	\$14.00
Eig Time	29.00	Keen-A-Ball	10.00	Score Champ	16.00
Eom Town	38.00	Landslide	15.00	Sea Hawk	38.00
Commodore	17.00	Ocean Park	10.00	Scoop	10.00
Champion	15.00	Playmate	16.00	Three Score	23.00
Defense	29.00	Punch	9.00	Triumph	7.00
Four Diamonds	53.00	Red, Whf. & Blue	28.00	Top Notcher	9.00
Four Roses	22.00	Sparky	23.00	Up & Up	10.00
High Lite	10.00	Stratoliner	25.00	Variety	7.00

WRITE FOR COMPLETE PRICE LIST

LEGAL EQUIPMENT

Seeburg Shoot-the-Chutes	\$55.00	Keeney Aircraft (Black)	\$36.00
Seeburg Chicken Sam	35.00	Keeney Aircraft (Brown)	41.00
Seeburg Ray-o-Life Rifle	25.00	Bally Alley	8.00
Rockola Ten Pins			\$32.00

COUNTER GAMES

Sparks (Ball Gum, Horse Symbols, 5¢ Play)	\$17.50	Imps	\$3.00
Sparks (Ball Gum, Fruit Symbols, 5¢ Play)	17.50	Ace	6.00
Evral Clearing House (Ball Gum, Numbers)	4.50	Reel "21"	5.00
Footkway (5 Jackpots, 5¢ Play)	7.00	Cub	6.00
Groetchen Skill Shot	10.00		
Groetchen Pikes Peak	10.00		

WATLING SLOTS, 1c Play (As Is), \$10.00. 1/3 With All Orders, Bal. C. O. D.

"DOING BUSINESS ON THE SQUARE SINCE 1919"

SQUARE AMUSEMENT COMPANY

88-90 MAIN STREET. POUCHKEEPSIE, N. Y.

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

Rotation	\$14.50	All American	\$35.00	WRITE QUICK for Our Complete Price List of All New and Used Machines!!
Double Play	70.00	Flicker	34.00	
Boom Town	59.50	Stratoliner	35.00	
Leader	24.00	Sports Parade	40.00	
Zombie	34.00	Mystic	29.50	
Sea Hawk	58.50	Miami Beach	63.50	
		Deposit, Balance C. O. D.		

SEND FOR SPECIAL PRICE ON THREE-UP!!

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone: NE 8-3700

JOIN THE LATEST UNIVERSAL ALL-AMERICANS!! PULVERIZING ALL OPPOSITION!

Supercharged With Playing Appeal!!
"ROSE BOWL"
In Universal's Latest Sensational Candy Box Style—Special Football Symbol Tickets!!



Keep Your Locations in Topnotch Ranking!!
"FORWARD PASS"
In Universal's Outstanding Counter Attraction Pad Style—Special Football Symbol Tickets!!

Takes in 1260
Tickets @ 5¢ . . . \$63.00
Pays Out (Average) \$26.90
Profit (Average) . . . \$36.10

Takes in 660
Tickets @ 5¢ . . . \$33.00
Pays Out (Average) \$18.36
Profit (Average) . . . \$14.64

Quick Action!!!

Fast Profits!!!

WRITE FOR SPECIAL FACTORY PRICES!

UNIVERSAL MANUFACTURING COMPANY, INC.

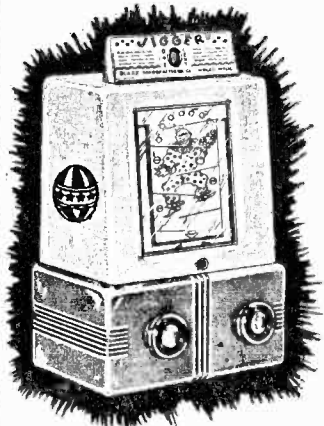
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405 E. 8TH STREET

"WE MANUFACTURE ONLY"

KANSAS CITY, MO.

JIGGER



A BRAND NEW GAME OF SKILL

100% Legal . . . Appeals to All Ages

Fastest Money Maker on the Market

Jigs the Penny Down in Hula Hula Style: Size, 6x10x15 inches. Strikingly Beautiful Finish—and, Oh, Boy! What Appeal!

No Battery. Few Working Parts.

Experts Say It Is One of the Neatest Bug-Proof Machines Made

Put It on Location . . . See for Yourself How Fast the Coin Box Gets Loaded . . . Order NOW.

\$16.50

BLAKE MFG. CO.

HOLLY, MICH.

1/3 With Order, Balance C.O.D.

REVOLUTIONARY COUNTER SENSATION!

KICKER and CATCHER

100% NEW!
100% MECHANICAL!
100% SKILL!
100% LEGAL!

Creating a sensation everywhere! Brilliant, original playing action entirely under player's control. A knockout for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries. Cash in quick! Order today!



PENNY PLAY
\$29.75

F. O. B. Chicago
NICKEL PLAY, \$31.75
Stand, \$6.50 Extra

THE BAKER NOVELTY COMPANY INC.
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST Factory Sales Representative **MAC MOHR** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

KICKER & CATCHER

Distributed
Sold on time payment. 10 Days' Free Trial. 1/3 Deposit.
Recommended by

TORR 2047 A-SO-68
PHILA. PA

ACE FALL FREE PLAY SPECIALS

Anabel \$13.50	Jolly \$12.50	Salute \$49.50
All American 29.50	Lineup 14.50	Silver Skates 48.50
Bally Beauty 13.00	Metro 27.50	Sporty 14.50
Broadcast 27.50	Mystlo 27.50	Score-a-Line 13.50
Blondie 13.50	Playball 47.50	Stars 32.50
Double Play 62.50	Pan American 56.50	Sun Beam 39.50
Drum Major 14.50	Powerhouse 15.50	Triumph 7.50
Flicker 28.50	Red, White, Blue 27.50	Trailways 42.50
Formation 19.50	Roxy 12.00	Ten Spot 59.50
Gold Star 22.50	Repeater 29.50	Vogue 8.50
Horoscope 62.50	Super Six 9.50	

ALL MACHINES GUARANTEED TO BE IN A-C CONDITION! 1/3 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D., F. O. B. NEWARK, N. J. PLEASE LIST SECOND CHOICE.

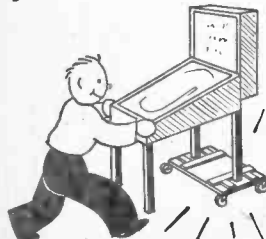
ACE VENDING CO., 69-71 THOMAS ST., NEWARK, N. J.

Pin Game Operators

The NEW Way

use a Pin-Ball Dolly

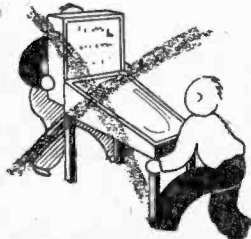
The Old Way



Worth Its Weight in Gold
Every Service Man
Should Have One

\$6.95

1/3 Deposit Balance C.O.D.
Empire Specialty Co.
2611 18th Ave., Oakland, Calif.



Rosenberg-Munves Report Sales Boom

NEW YORK, Aug. 23 (DR).—Joe Munves has just returned from a sales trip with a bundle of orders for the Rosenberg-Munves Corporation and reports that the new Rifle Sports was the easiest selling assignment he ever had.

"All I had to do was explain the set-up, and operators wanted to know how fast I could promise delivery," Joe explained. "We are now making shipments twice a week and can fill orders as fast as they come in."

"The Rifle Sports hit the market at the best possible time. Arcade owners have been reporting that their shooting galleries have been taking in more money. Only one investment is necessary, and once the unit is set up the operator is ready to go. There is no need to worry about bullets, as the same pellets are used over and over again. The ease of set-up and transportation from spot to spot also aroused the interest of operators. Many carnival men are using the games."

Joe also brought back a large number of orders for Markepp's Flipper, he reported.

Batting Practice Play Big—Levine

NEW YORK, Aug. 23 (MR).—Max D. Levine, president of Scientific Machine Corporation, has returned to his desk after a well-earned two weeks' vacation. While away, Max had an opportunity to observe first hand the reaction of playtion of players to Batting Practice.

"I toured some of the adjoining Eastern States," said Max. "Quite naturally I was interested in seeing Batting Practice locations, and I dropped into a number of spots along the way. What impressed me particularly was the continuous interest shown by players in the game."

"Wherever I went it was in operation and a queue of onlookers followed the action. It was an unusual experience to be able to see personally the way Batting Practice has been accepted by the public in so many diversified locations."

"Of course, I have always stressed the long-term feature of our baseball game, but it was a source of considerable satisfaction to me to be able to see how well the game has been accepted by the public. I am more than ever convinced that Batting Practice will continue to be one of the foremost amusement games for years to come."



THAT SPINNING ARROW GETS 'EM!
GREATEST BOARD IDEA IN YEARS!

Hurry, hurry, hurry, folks!—gather 'round the most appealing board ever known! Features a real arrow which spins inside a cut-out jackpot circle and gives the players thrills, and fills 'em with that playing frenzy which means bigger profits for you! Spinner circle is numbered for "hi-lo" play—also displays 48 seals with \$15 top award! Big \$43.95 average profit! Slot symbol tickets! Terrific flash! 163 winners! Order at once! No. 1800 CARNIVAL. PRICE: \$8.38.

Send for circulars showing many more NEW Gardner hits!



CONSOLES—AUTOMATIC PAYOUTS

- 5 Keeney's 1938 Track Times . . . \$69.50 each
- 3 Keeney's Triple Entry 95.00 each
- 3 Grand National 27.50 each
- 2 Keeney's Kentucky Club 39.00 each
- 10 BALLY'S FAIRGROUNDS 19.50 each
- 5 Bally's Preakness 15.00 each
- 5 Keeney's Double Score 9.50 each
- 3 Mills' Tycoons 9.50 each
- 5 Gottlieb's Daily Races 12.50 each
- 5 Jennings' Flickers 19.50 each
- 10 EVANS' TEN STRIKES (Novelty) 22.00 each
- 2 Gottlieb's Skee-Balotte (Free Play) 22.50 each

C. AND M. SPECIALTY COMPANY
241 North Peters Street NEW ORLEANS, LA.

MUST SELL!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.
BOX 285, MINNEAPOLIS, MINN.

WILL PAY CASH FOR

Evans Lucky Lucres, Galloping Dominos, Rolletto, Jr., Pacers, Bang Talls, Lucky Stars, Jungle Camps; Exhibit Longchamps, Chuck-A-Lettes and Races; Keeney Triple Entries, Track Times and Past Times; Bally Santa Anita, Sport Kings, Long Shots, Trophy Clubs, Kentuckys, etc.; Keeney Winning Tickets and Stepper-Uppers; Mills Jumbos cash pay with latest coin head Mills slots, over #375-000, all models. Give complete description as to condition, damage, etc., and lowest price in first letter.

THE R. F. VOGT DISTRIBUTORS
Milner Hotel Bldg., Salt Lake City, Utah

DIGGERS WANTED

Miscosopes only. Rib Fronts or later. Any quantity. Must be cheap.

Rex Novelty Company
255 Natoma Street. San Francisco, California

Buy U. S. Defense Savings Bonds and Stamps.



ABE LYMAN, 10-gallon hat and all, heartily approves tone richness of the Rock-Ola Spectravox Tone-Column; the occasion being his visit to Stelle & Horton showrooms in Houston, Tex. (MR)

Miami

MIAMI, Aug. 23.—Willda May Grattan, co-operator of Minute Music System, reports that hillbilly tunes were popular this summer, due to the fact that the bulk of Miami's summer tourists are from the Southern States, and hillbilly tunes are their favorites.

Charles L. Yuille, operator of the Miami Scale, is now in Alaska. When Yuille returns about September 15 he will have covered about 8,000 miles. His trip included Mexico, California, Oregon, Washington, and he will return to Miami via the longest route just to be sure he doesn't miss anything.

Mrs. Leon Seager is pinch-hitting for Shirley Barnett in the office at the Modern Vending Company while Miss Barnett is in New York.

Ed Mercer expects to be in circulation again soon.

Glenn Keagle, Miami Scale, is back at his desk again up to his neck in work due to time lost as a result of his operation last month.

Bill Frey's recently opened retail record department is going great. Frey wants all visiting coin machine men to drop in and see the finest private office in the Western Hemisphere. Since his pet lion, Tanya, took a bite of "Legs" Bigger, Tanya decided a vegetarian diet is much better.

Local coin machine operators promised to co-operate with the zoning commission by agreeing to cut down on the volume of the phonos after 11 p.m. in the city and 12 in the county.

Supreme Vending Company purchased 15 new Seeburg Hightones. O. S. McGowan, Hollywood operator, purchased five new Seeburgs and 10 Bar-o-Matics.

Another purchaser was G. W. Hunter, of West Palm Beach.

Bill Turner, Florida Amusement Company, leaves Labor Day for a motor trip to Mexico and then up the Coast to Alaska. Turner at one time flew his own plane at regular schedules from Mexico to Alaska and now is returning to renew acquaintances.

Rudy, collector for Florida Amusement Company, is trying hard to reduce but he isn't getting very far. Last report placed him at 205.

Leon Seeger, Modern Vending Company, went fishing with Miami Beach councilmen Herb Frinck and Bill Burbridge to discuss the license situation for the coming year.

Gleason Stambaugh, Florida Music, West Palm Beach, has returned from his cruise to the West Indies to buy his season's supply of Seeburg phonos.

Chick Aldridge, Columbia record salesman, reports he is doing a nice business in Miami for this time of the year.

Bill Maines, Decca salesman, says he has a wonderful time whenever he stops into the office of the Modern Vending Company. The free drinks at the office bar are the big inducement.

Jack Allen, Coco, Fla., operator, is expected back September 1 from his Lakemont (Ga.) vacation.

Charles Budd, of Modern Vending Company, has left for a week's fishing trip in the Gulf Stream.

Generally speaking, the coin machine business here was better in August than July and somewhat better than a year ago. September is the worst month in the year in this area, and operators are looking toward the coming month with a great deal of caution.



2 GREAT GAMES WITH ULTRA-REFINEMENTS!

EVANS'

BANG TAILS

THE ORIGINAL CONSOLE AND STILL TOPS!

New Design Playing Top

New Finish Coin Head

New 2-Tone Cabinet

Super Jackpot, \$6.50 All Cash!

Machine-Gun Effect Payout

Get Details on SUPER BOMBER

H. C. EVANS & CO.
 1520-1530 W. Adams St. Chicago
 WEST COAST Factory Sales Representative MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.

SPECIALS

<p>FIVE BALL FREE PLAY</p> <ul style="list-style-type: none"> 17 Bally Mystic . . . \$32.50 1 Bally Flicker . . . 47.50 1 Bally Spot Em . . . 12.50 2 Bally Headliner . . . 19.50 1 Bally Pick Em . . . 10.00 1 Baker Target Skill . . . 45.00 2 Chicago Coin Sports . . . 17.50 2 Chicago Coin Ocean Park . . . 15.00 1 Chicago Coin Lucky Club . . . 17.50 1 Chicago Coin Yacht Club . . . 19.50 2 Daval Follow Up . . . 15.00 1 Genco High Hat . . . 59.50 2 Keeney Big Six . . . 12.50 4 Keeney Red Hot . . . 10.00 1 Keeney Super Six . . . 59.50 2 Stoner Sparky . . . 59.50 	<p>ONE BALL</p> <ul style="list-style-type: none"> 1 Bally Record Time . . . \$82.50 1 Bally Blue Grass . . . 110.00 1 Bally Eureka . . . 39.50 1 Mills The McCoy . . . 19.50 2 Rockola Three Up . . . 10.00 <p>CONSOLES</p> <ul style="list-style-type: none"> 1 Evans Lucky Star . . . \$79.50 1 Western Baseball . . . 35.00 1 Pace Race, Blk. Cab., 2D to 1, #3909 . . . 49.50 <p>COUNTER GAMES</p> <ul style="list-style-type: none"> 1 Groetchen Columbia Bell, J.P. . . . \$40.00 2 Groetchen Columbia Bell, G.A. . . . 52.50 1 Groetchen Mercury, 1/2 Play . . . 18.50 	<ul style="list-style-type: none"> 5 Groetchen Yankees, 1/4, F.S. . . . \$15.50 1 Daval Marvel, 1/4, #20634 . . . 18.50 1 Mills Q.T. Bell, 10¢, #20634 . . . 32.50 1 Mills Vest Pocket, Green . . . 25.00 10 Mills Vest Pocket, Blue & Gold, Used 10 Days . . . 38.50 8 Mills Vest Pocket, Chrome, Used Ten Days . . . 42.50 1 Daval Reel Twenty One, 1¢ Play . . . 7.50 1 Daval Reel Twenty One, 5¢ Play . . . 7.50
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*All orders must be accompanied by 1/3 deposit, balance C. O. D. Write and ask to be put on our mailing list. Above prices are effective August 30, 1941.

MOSELEY VENDING MACHINE EX., INC.
 60 BROAD STREET, RICHMOND, VA. (Day Phone 3-4511—Night Phone 5-5328)

BIG FOOTBALL JACKPOT

SCORE	HOME	VISITORS	AMOUNT
1st Q			
2nd Q			
3rd Q			
FINAL			

SERIAL _____

RULES
When score of either team has more than one figure—use last figure only.
If score is 20 use last figure (8)

DATE _____

HOME VS VISITORS

1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10

NO WAITING UNTIL CARD IS SOLD TO SEE YOUR SCORE

GAM SALES CO.

KICK OFF TO BIG PROFITS!

Gam's BIG FOOTBALL JACKPOT

A 100 ticket card that proved a big success because AWARDS MAY BE BASED ON THE RESULTS OF A GAME BETWEEN LOCAL FAVORITE TEAMS! Many locations run one or more cards on several different games weekly.

MAKE FROM \$5.00 TO \$7.00 PROFIT ON EACH CARD!

PRICE

1 Doz., \$2.50—1 Gross, \$18.00

Write For Circular Now

1319-21 So. Adams Street
PEORIA, ILLINOIS

AUTOMATIC DUCKPIN BOWLING ALLEYS

Coin operated—automatic pin reset and ball return—no pin boys needed—shipped in section, easy to install.

CLOSING OUT AT SENSATIONAL LOW PRICE

Write Today for Complete Information

PACE MFG. CO., INC.

2903 Indiana Ave.
Chicago, Ill.

WE NEED GAMES! We WANT THE LATEST! WHAT HAVE YOU GOT?

Pay Tables—Free Play—Slots
State Quantity, Condition and Prices in your first letter.

PHONOGRAPHS

Any Quantity—Any Type

NEW CITY SALES CO.

4335 W. ARMITAGE AVE.
CHICAGO

Machines Bought, Traded, Sold



WOW!
IT'S THE BEST I'VE SEEN YET!

WHAT? WHY
Chicago Coin's
STAR ATTRACTION

**YOUR CHICAGO COIN DISTRIBUTOR
WILL SOON HAVE 'EM ON DISPLAY!**



COIN MACHINE GIRL aids Marine Corps recruiting. Hilda Zaslow, Philadelphia, was chosen recently to pose in a series of photographs now being widely used in Marine Corps publicity. Miss Zaslow is secretary to Archie Berger, well-known coin machine personality and Bally Manufacturing Company distributor. (MR)

States Boosting Advertising; Reap Big Tourist Business

CHICAGO, Aug. 23.—State governments are expending nearly \$6,000,000 on advertising this year—plugging everything from Idaho baked potatoes to choice sites for army arsenals.

And many State treasuries are recouping the money from the tills of their favored State products, the council of State governments reported Sunday after a national survey.

Florida, with the largest advertising budget of \$825,000, raises \$750,000 thru an excise tax on citrus fruits. The \$109,000 worth of publicity for Idaho potatoes comes from a levy on the crop. Washington apples and Iowa butter likewise provided their State advertising budgets.

The advertising bureaus, originally designed to attract tourists, have reaped a bumper crop of visitors this year, one of the largest in history.

ADVERTISE IN WASHINGTON

Some States have extended their advertising to Washington, sending representatives to help authorities choose sites for ordnance plants, housing projects, and sub-contracting work in their States.

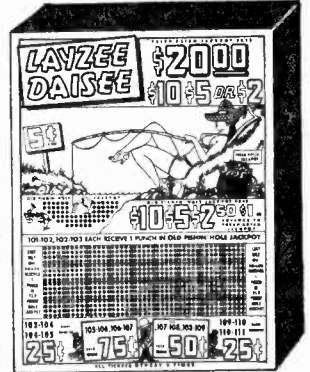
Each successful promotion has brought greater prosperity to the State which advertises and increased its taxable income, the research organization found.

Of the nine States which had no advertising budgets, the report showed most had extensive publicity from municipalities and trade associations.

California fruit growers, for example, are spending approximately a million dollars on State promotion this year, and San Antonio, Tex., is spending \$100,000 on tourist ads.

PARDON OUR DELAY!

We've Been Swamped With Orders but we're caught up now—and Ready To Serve You



720 Holes Takes In \$36.00 Pays Out \$19.53 Average Profits \$16.47

- Double Stepup Jackpot
- Fresh Ketch Jackpot
- Old Fishin' Hole Jackpot
- 6 Beautiful Colors

ACME F. AND M. CO.
1331 W. Monroe St., Chicago, Ill.

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

METRO	\$29.50
LEADER	22.50
STARS	36.50
FOUR DIAMONDS	64.50
SILVER SKATES	52.50
MYS'IC	32.50
BANDWAGON	22.50
WOW	44.50
ENTRY	59.50
FLICKER	29.50
SEA HAWK	52.50
DO-RE-MI	59.50

1/3 With All Orders. Balance C. O. D. WRITE FOR COMPLETE LIST!

NOW DELIVERING!
CHICAGO COIN'S STAR ATTRACTION

NOW DELIVERING!
EVANS' SENSATIONAL
SUPER BOMBER
AND
TOMMY GUN

ACT QUICK! ORDER NOW! ACT QUICK! ORDER NOW!

FREE PLAY GAMES READY FOR DELIVERY Flicker \$29.50 Entry 55.50 Barrage 59.50 Sun Beam 39.50 Sea Hawk 55.50 Myst c 29.50 Leader 19.50 Cross Line 18.50 Triumph 11.50 Dble Feature 9.50 1/3 with orders, bal. C. O. D. WRITE FOR COMPLETE LIST!	NEW COUNTER GAME SENSATION--BAKER'S KICKER AND CATCHER ONLY \$29.75 NEW F. P. GAMES WE'RE DELIVERING! Gottlieb's NEW CHAMP Stoner's HI-STEPPER COMING — Baker's New 5-Ball Novelty Hit!	MISCELLANEOUS Evans TEN STRIKE, excellent condition, high score unit, only \$45.00 Bally Rapid Fire ...104.50 PHONOGRAPHS Wurlitzer Model 500 \$149.50 Wurlitzer Model 616A 49.50 Wurlitzer Model 600 134.50
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BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVergreen 8-4732)

WE'RE ALL RIGHT—OUR CUSTOMERS ALL WRITE
A. P. OF MICHIGAN SAYS . . .
"THE GAMES YOU SHIPPED US LAST WEEK REACHED US IN PERFECT CONDITION. I WISH TO COMPLIMENT YOU ON THE WAY YOU RECONDITION GAMES."
Get on our mailing list now! A penny Post Card will do the trick!

NEWARK COINO, 107 Murray St., Newark, N. J.

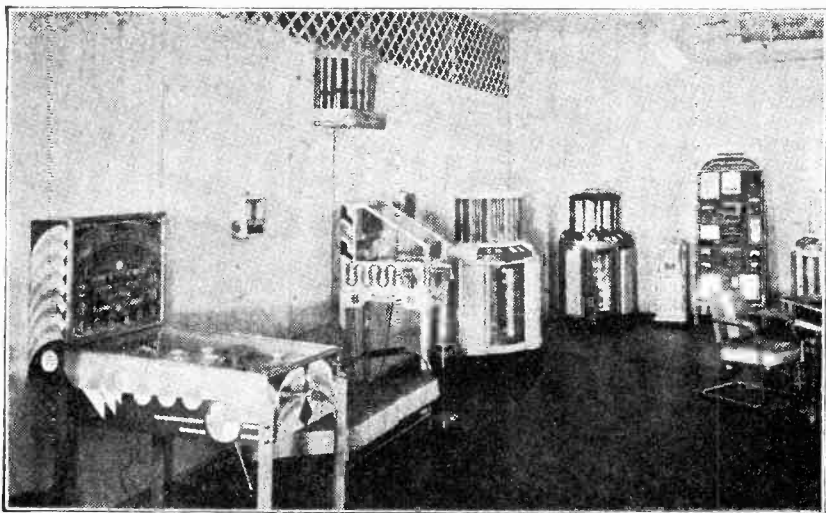
You can ALWAYS depend on JOE ASH—ALL WAYS
FINEST FREE PLAYS READY FOR SHIPMENT!

Boontown . . . \$52.50	Red, White, Blue \$29.50	Wow . . . \$37.50
Brite Spot . . . 12.50	Sparky . . . 22.50	Wildfire . . . 49.50
Big Show . . . 12.50	Powerhouse . . . 17.50	
Blondie . . . 17.50	Stars . . . 42.50	LEGAL EQUIPMENT
Four Diamonds. 57.50	Score Champ . . . 12.50	Western Baseball,
Jolly . . . 12.50	Spottem . . . 9.50	1940 F.P. . . \$52.50
Majors, 1941 . . 59.50	Velvet . . . 39.50	craft Gun, Black
Nippy . . . 12.50	Ump . . . 37.50	Cabinet . . . 29.50
		Kirk Night
		Bomber . . . 134.50

SPECIAL—Keeney TEXAS LEAGUERS.
New, In Original Cases, 1¢ Play . . . \$39.50

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.



A CORNER OF THE ATLAS NOVELTY COMPANY branch and salesrooms in Omaha, Neb. Recent reports to Eddie and Morrie Ginsburg, heads of the firm, tell of gaining prestige of the newest of Atlas branches. The Omaha Atlas office is manned by Joe Ratliff, salesman for the phonograph division; Bob Van Weiss, manager, and Joe Kline, in charge of games sales. (DR)

Western Has New Machine--Superman

CHICAGO, Aug. 23 (MR).—"The unprecedented demand for arcade equipment is the good reason why Western Products, Inc., is presenting Superman to the trade," states Jimmy Johnson, official of the Western organization. "However, we did not just produce a machine because a demand exists. We created Superman with the primary motive of fun for the patron dominating the entire action of the machine. After we completed the first model, we wanted

to be sure that we were right. Consequently, we placed Superman in 12 different locations during a six-week period. The weekly gross on the machines which were located in seven amusement arcades, two bowling alleys, a bus terminal, and two taverns was terrific.

"Operators can readily understand from the results of these tests why I and my organization are so enthusiastic about Superman. I am sure that operators will see that while Superman was designed for arcades, it readily adapts itself to all types of locations.

"Superman is an upright cabinet type of machine that is an electrical energy strength-tester. It is a real money-maker because it is a challenge to both the courage and electrical strength of every man. There are two sturdy chrome grips conveniently located in the front of the machines about belt level. After inserting the coin, the patron grips the levers and begins to push them toward each other. As he does this the electrical charge increases and at the same time registers his classification on a large colorfully illuminated thermometer. These classifications are Sissy, Panty-Waist, Courageous, Brawn, Mighty, Powerful, Iron Man, Hercules, and Superman.

"It's a lot of fun and best of all it is profit-proven. The machine is attractively and colorfully illuminated and gains immediate attention on location. Superman is so constructed that it cannot possibly get out of order. Our large new staff of engineers have made sure of that. We have already started production on Superman and the machines are ready for immediate delivery," he concluded.

SEVEN GRAND

Can be used as a 1¢ or 5¢ Cigaret award or 5-10-25¢ play for cash awards.

ONLY \$36.50 F. O. B. Chicago



Please enclose 1/3 deposit with order bal. C. O. D.

SEVEN GRAND

Comes complete with 7 Spot Dice for cash award—7 Cigaret Symbol Dice for Cigaret awards and award cards to match. Machine convertible in one minute. Merchants and operators cash compartments. A counter game that really stays put. Buy now. 'Nuf ced.

Price Only \$36.50 F. O. B. Chicago

1/3 With Order, Balance C. O. D. KOPLO SALES & SUPPLY CO. 3118-B Milwaukee Ave. CHICAGO, ILL. Exclusive Distributors

Chicago Coin Tests New Game Idea

CHICAGO, Aug. 23 (MR).—Sam Wolberg recently returned from the East, where he supervised location tests on a new game idea that Chicago Coin will soon announce. Tests in Chicago and surrounding cities were handled by Sam Gensberg.

"The machine that we have been secretly testing for the past several weeks fully lived up to the predictions that it would be the most remarkable coin machine device the industry has seen in years," said Gensberg. "Entirely different from anything else, it will be in a field all its own. Earnings were spectacular, but that was expected. We'll have more to tell real soon."

Daco Moves To New Offices

ST. LOUIS, Aug. 23 (MR).—The Daco Quality Displays has moved to larger quarters in the same building in which it has been located the past year. In the enlarged offices in the Yale Building they will be better able to take care of their increased business, they state.

David E. Cohen, owner and general manager of the firm, promises new salesboard deals which he assures will be sure-fire winners. Cohen has for years been on the road and claims his 20 years' experience calling on the trade comes him in good stead in creating new salesboard deals.

Presenting

JENNINGS' VICTORY CHIEF



Fine as a Jewel

Marching feet... the bugle's call... the Stars and Stripes forever. All this, and more, is captured by Jennings' designers in the blazing colors and symbolic beauty of Jennings' VICTORY CHIEF. One look at this newest and proudest of all Chiefs and you feel the urge to "fall in step" with today's parade of patriotism.

Jennings' VICTORY CHIEF is not an ordinary machine... not just another model... it is a stirring reminder of American tradition and a fitting symbol of personal liberties. All this adds inestimable appeal to what is already recognized as the world's finest jackpot machine. There are hundreds of ordinary machines... but only one Jennings' VICTORY CHIEF.

Seamless cabinet of blazing gold; patriotic red, white and blue trim; non-clog coin chute; larger, more convenient payout cup; effortless gear shift handle; famous all-in-one, (jackpot attached), Chief mechanism; dozens of mechanical refinements found in no other machine. Available in 1¢, 5¢, 10¢ and 25¢ play.

For complete information, see your distributor, or wire us today! Buy the best... Buy JENNINGS!

O. D. JENNINGS & COMPANY

SINCE 1906 RATED AAA1

4309-4339 WEST LAKE STREET · CHICAGO, ILLINOIS

NATIONAL VALUES

5-BALL FREE PLAY GAME BARGAINS

Anabel	\$24.50	Dixie	\$37.50	Lone Star	\$20.00	Score Card	\$22.00
All American	45.00	Double Feature	22.50	Lucky	15.00	Score Champ	22.50
Attention	45.00	Double Play	65.00	Majors 1941	65.00	Seven Up	63.00
Bally Beauty	24.50	Dough Boy	27.50	Mascot	26.00	Sea Hawk	67.50
Bandwagon	42.50	Drum Major	34.50	Merry Go Round	35.00	Silver Skates	65.00
Big Chief	49.00	Fantasy	14.00	Mr. Chips	19.00	Skyline	37.50
Big Show	22.50	Flicker	49.50	Oh Boy	18.00	South Paw	65.00
Big Six	12.00	Follies '40	21.00	Paradise	50.00	Speedway	35.00
Big Town	22.50	Formalist	37.50	Playmate	32.50	Sports Parade	64.50
Blonde	27.50	Four Diamonds	69.50	Polo	32.00	Sporty	27.50
Boom Town	65.00	Four Roses	62.50	Powerhouse	32.50	Stars	69.50
Bowling Alley	22.00	Gold Star	39.50	Progress	37.50	Stratoliner	47.50
Brite Spot	22.50	Hi-Hat	69.50	Punch	20.00	Summertime	24.50
Cadillac	34.50	Home Run	49.50	Red Hot	17.50	Super Six	15.00
Clipper	15.00	Landslide	27.50	Rotation	24.00	Three Score	27.50
Commodore	22.00	Leader	39.50	Roxy	20.00	Vacation	24.00
Congo	27.50	Lime Light	26.50	School Days	65.00	Yacht Club	19.00
				Zombie	49.00		

PAYOUTS

Sea Biscuit	\$48.50	Sport Page	\$50.00
Grandstand	74.50	Grand Nationals	85.00
Jumbo Parade	85.00	Long Shot	122.50

PHONOGRAPHS

Rockola 1940 Super Rockolita	\$195.00
Rockola 1940 Super Walnut	185.00
Rockola 1939 De Luxe	139.00
Rockola 1939 Standards	127.00
Rockola Monarch	89.50
Rockola 1939 Counter Model	64.00
Rockola 12 Record	29.00
Rockola Wall Box	22.50
Wurlitzer 500 Piano Keyboard	145.00
Wurlitzer 616	52.50
Wurlitzer 412	35.00

IMMEDIATE DELIVERY ALL NEW GAMES!

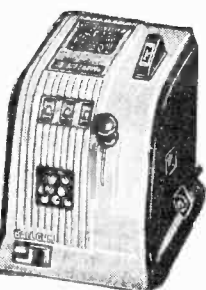
TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey Blvd. CHICAGO

FOR DEFENSE BUY UNITED STATES BONDS AND STAMPS

AMERICAN EAGLE

Bell-Fruit Reels! Mystery Award! Free Play Tokens Automatically Paid Out! 1¢ or 5¢ Models with or without Ball Gum Vendor! Mechanism unconditionally guaranteed for 2 Years!



SAMPLE \$34.50

Ball Gum Model Only \$2 Extra.

1/3 Dep. with Order, Bal. Shipped C.O.D.

ATLAS NOVELTY CO. 2200 N. Western Ave. CHICAGO, ILL.

ASSOC. OFFICES ATLAS AUT. MUSIC CO., 3939 Grand River Ave., Detroit. ATLAS NOVELTY CO., 2219 Fifth Ave., Pittsburgh.

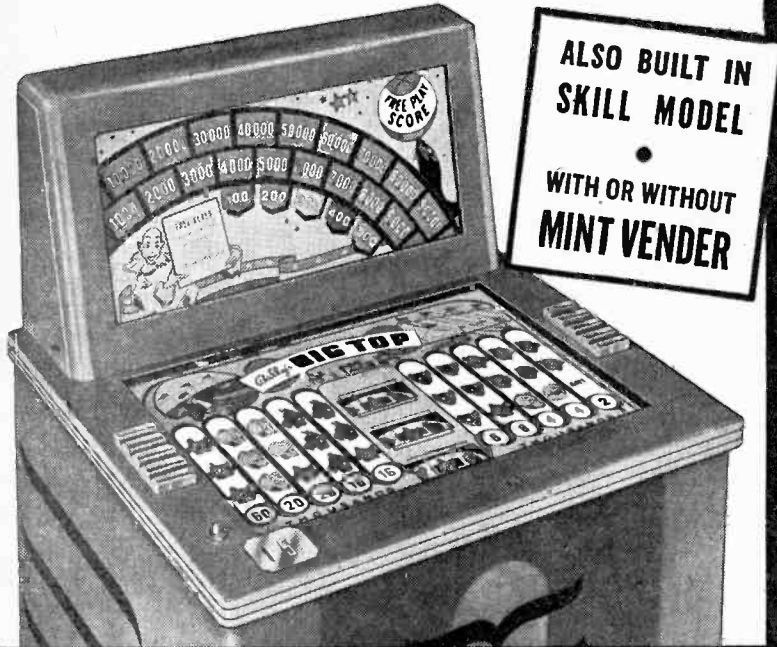
America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

Bally BIG-TOP

REPLAY OR PAYOUT CONSOLE-BELL

Choice of Comic Animal or Bell-Fruit Reels—a gold-mine either way! Write for details on BIG-TOP—HIGH-HAND Poker Console with Hold-and-Draw feature—ROLL-EM Dice Console with new "Double-or-Nothing" feature.

WRITE FOR FREE TRIAL OFFER TODAY!



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO - ILLINOIS

"LET'S GET ACQUAINTED!"



MIKE BALKIN
All New England States

BEN SCHILLINGER
New York - New Jersey

★ "We're Jack Fitzgibbons' roadmen. We've been in the coin machine business for a great many years. We know what you need and we're ready to supply it to you. Right at this minute we're featuring the greatest 5-Ball Novelty Hit that BALLY ever built—"AIR FORCE"—we feel sure you want to see it. We're ready to give you the very best trade-in allowances; the greatest deals and the type of service and co-operation you'll admit is unequalled. WRITE, WIRE, PHONE Jack Fitzgibbons NOW—tell him when and where you want to meet us. LET'S GET ACQUAINTED! We promise you that we'll more than make it worth your while."

SIGNED . . . Mike Balkin and Ben Schillinger.

JACK FITZGIBBONS

453 WEST 47TH ST., NEW YORK (Tel: Circle 6-8343)

Detroit

DETROIT, Aug. 23.—Up-State business appears to lead in sales of phonographs. Among the buyers were Harry Stahl, of the Stahl Music Company, Roseville; Kalamazoo Automatic Music Company, Kalamazoo, and Coin Machine Service Company, Adrian.

Arthur J. Jaques is forming the Shoe Matic Shine Machines Company at 5075 Maryland Avenue.

Alfred T. Kvarnstrom and Eva M. Leslie are forming the A & E Dispensing Machine Company as a partnership. Offices are at 8909 Harper Avenue.

Albert A. Weldman, of the Weldman National Sales Company, reports sales continuing strong in the cigarette machine field, with present demand for new machines absorbing all available factory output.

Eddie Clemons, Modern Music Company, was the week's largest buyer of Seeburg phonographs in this territory. Eddie is working on a program of steady expansion, with an augmented record department that is being built on a large library of records.

Up-State business in Seeburgs is good, it is reported. Williams Specialty Company and Ivan Hunter, both with headquarters in Detroit, were among the buyers of new machines, while two steady customers, William E. Bolton, Romulus, and John Baker, of Dearborn, were back for repeat orders for their routes.

Joseph V. Lachar, Detroit vending machine operator, is forming the American Vending Company. Headquarters are at 2454 Blaine Avenue.

Another operator buying additional phonographs for his route is James Gholston, whose route is centered at Roseville, 15 miles north of Detroit.

Walter R. Palechek, formerly sole owner of the Coin Meter Detroit Com-



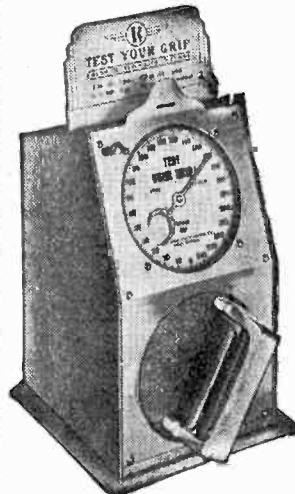
PRESIDENT DAVE SIMON of Weston Distributors, Inc., Exhibit Supply Company's New York distributor, signs contract for additional orders of Knock Out, latest Exhibit game, to meet a large demand. John Chrest, Exhibit sales manager, looks on. (MR)

pany, which specialized in operating coin-controlled washing machines and similar service equipment, has three new partners, namely, Harold C., Frances A., and Jean Genter.

Robert Mathies, who operates in the suburb of Dearborn, is organizing his business as the Dearborn Vending Machine Company. Headquarters are at 5402 Reuter Avenue.

MILLS PHONOGRAPHS
BELLS TABLES
Distributor CONSOLES
KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.
Baltimore Office:
515 Cathedral St., Baltimore, Md.

A HANDSOME WEEKLY INCOME ASSURED TO OPERATORS WITH A STRING OF THESE



NEW IMPROVED UNIVERSAL GRIP SCALES

Proven Money-Makers that Pay for Themselves in Less than 30 Days, Many Operators Say

LEGAL EVERYWHERE

Beautiful Red or Green Art Metal Finish—All Chrome Front—Rotary Grip Handle—Holds \$20.00 in Pennies.

GET YOUR ORDER IN NOW
1/3 WITH ORDER, BALANCE C. O. D. **\$12.75**

SPECIAL DISCOUNT TO ALL DISTRIBUTORS

HOLLY MANUFACTURING COMPANY

2761 Union Guardian Building
DETROIT, MICHIGAN

BUD LIEBERMAN Says

DEFEND YOUR PROFITS WITH THESE BUYS!

Multiple Free Play Novelty Games	
Bally Sport Page . . . \$ 47.50	Bally Eureka \$37.50
Blue Grass (New) . . . 132.50	Bally Gold Cup 42.50
Bally Record Time . . . 84.50	Bally Victory 37.50
Bally Sport Special . . . 82.50	

Following Consoles also on hand for Immediate Delivery:

38 Track Times	Tan Foran	Red Head Track Times
Jockey Clubs	Kentucky	Galloping Dominoes

WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!
WE DISTRIBUTE FOR ALL LEADING MANUFACTURERS!



"Every Deal Personally Handled by Bud"

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!



A NEW RED, WHITE AND BLUE JAR DEAL

2048 Tickets: Takes in \$102.40
Pays Out \$ 72.00
Profit: \$ 30.40

Sample Deal - - \$ 1.50
Dozen Deals - - \$15.00

Jobbers, Write for Quantity Price

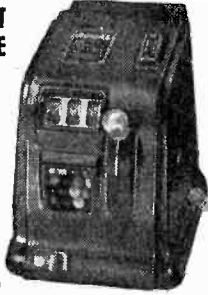
We Manufacture a Complete Line of Jar Tickets, Tip Books, Baseball Dailys, Etc. Write Us for Prices.

MUNCIE NOVELTY CO., Inc.

P. O. Box 823, 1416 S. Walnut St., Muncie, Ind.

MARVEL

WORLD'S GREATEST
3 REEL CIGARETTE
TOKEN PAYOUT
COUNTER GAME
WITH
MYSTERY AWARD



SAMPLE
\$34.50

Ball Gum Model
Only \$2 Extra

BALL GUM

15¢ 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 COMPANY OF INDIANA
927 Ft. Wayne Ave., INDIANAPOLIS, IND.

WANTED FOR CASH Mutoscope

Photomatic Machines

and

SCIENTIFIC POKER TABLES

Box 272, The Billboard,
1564 Broadway, New York City

BROWN PACES RACES	\$ 89.00
BLACK PACES RACES	69.00
MILLS FOUR BELLS	225.00
MILLS THREE BELLS	195.00

One-Third Deposit.

MORRIS HANNUM

282 E. Union St. Bethlehem, Penna.

Fall Rush Begins, Says Bally Chief

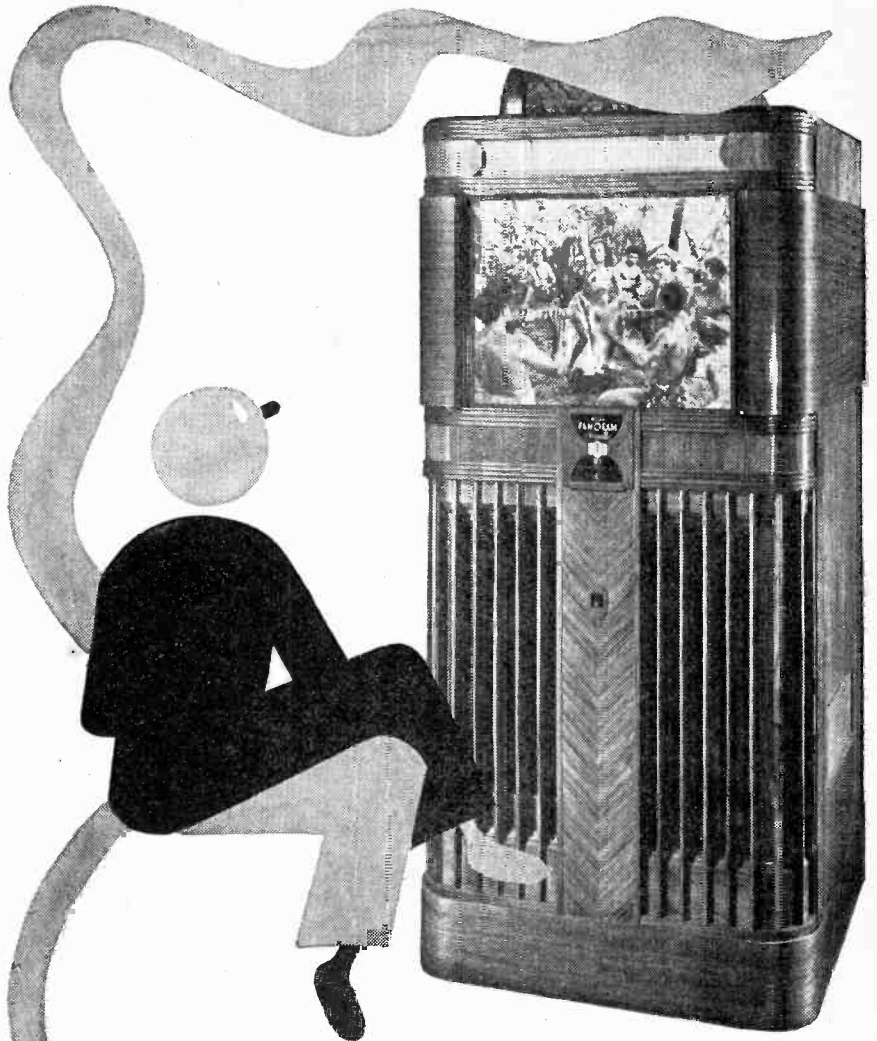
CHICAGO, Aug. 23 (MR).—Heavy buying for fall and winter operations is now in full swing, says Ray Moloney, president of Bally Manufacturing Company. "Altho we are completing one of the busiest seasons in our history," Moloney stated, "further acceleration in the buying tempo is now occurring as Labor Day looms on the calendar.

"The increased demand is particularly noted in equipment which can be expected to settle down on location for an indefinite period and which are above the average in earning power. Bally is especially well prepared to serve operators in this field, as we have perfected a trio of consoles which cover every operating condition.

"Leading in the console class is High-Hand, Bally's hold-and-draw five-reel poker console, which plays poker so realistically that U. S. Playing Card Tax Stamps must be affixed to each machine. High-Hand is built for replay operation, but can be quickly converted to automatic payout. The machine is available with or without mint vender, with or without skill feature—choice of nickel or quarter play.

"Old-time bell operators discovered a remarkable income-upper in Bally's Big-Top, which is really a three-reel bell in flat-top console style. Big-Top is built in three models—replay, automatic payout, and automatic payout with skill feature. All are available in either nickel or quarter play, and Bally's Mint Vender can be attached to all three models. Operators may also choose between regulation bell-fruit reels and the new comic animal reels.

"Newest Bally console—and now fast forging ahead in favor—is the Roll-Em two-reel dice console with seven-selection coin-head. The fascinating double-or-nothing feature on Roll-Em is making a hit with players and resulting in collections far ahead of the normal expectancy for this type of equipment."



PLAY SOUNDIES!

A complete 3-minute movie for 10c—entirely automatic, and contained in one cabinet—Mills Panoram. Eight subjects on a reel, weekly change of subjects—over 200 Soundies have already been made and are showing on thousands of Panorams all over the U.S.A. The public can't resist this brand-new entertainer—it throws all other instruments into the shade. Our Official Panoram Distributor in your territory will be glad to give you full operating details.

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO

CHECKED---CLEANED---READY---GO

PAYTABLES	CONSOLES	MISC
Grand Nationals ... \$87.50	Jumbo Parades (P.O.) ... \$85.00	Anti Aircraft Bl. ... \$49.50
Grandstands ... 74.50	Long Champs ... 42.50	Anti Aircraft Br. ... 59.50
Hawthornes ... 54.50	Saratogas (Skfid) ... 79.50	Bulls Eye ... 49.50
Flashers ... 39.50	Paces Races (Br.) ... 99.50	Chicken Sam ... 46.50
Thistledowns ... 56.50	Sugar Kings ... 52.50	Ten Strikes ... 44.50
Hi-Boys ... 39.50	Jen. Good Luck ... 29.50	Texas Leaguer ... 42.50

THOROUGHLY RECONDITIONED FREE PLAYS

All Americans ... \$44.50	Dixies ... \$37.50	Merry-Go-Round ... \$27.50	Short Stops ... \$27.50
Attentions ... 49.50	Double Features ... 17.50	Mr. Chips ... 14.50	Silver Skates ... 49.50
Bandwagons ... 41.50	Eurekas ... 29.50	Oh Boys ... 21.50	Sports ... 27.50
Barrages ... 57.50	Flickers ... 52.50	Polos ... 32.50	Spottemes ... 17.50
Beautys ... 17.50	Follies ... 21.50	Powerhouses ... 34.50	Stratoliners ... 49.50
Big Chiefs ... 51.50	Five In One ... 47.50	Punches ... 21.50	Super Chargers ... 13.50
Big Shows ... 18.50	Four Roses ... 62.50	Record Times ... 87.50	Super Sixes ... 13.50
Big Towns ... 24.50	Fox Hunts ... 34.50	Red Hots ... 14.50	Three Scores ... 22.50
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Crosslines ... 39.50	Mascots ... 23.50	Seven Ups ... 59.50	Yacht Clubs ... 22.50

OVER 1,000 MORE FREE PLAYS AT \$12.50 AND UP

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QUALITY SPEAKS FOR ITSELF

PAYOUTS	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
Four Bells ... \$229.50	Punch ... \$12.00	Buckaroo ... \$16.50
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5¢ & 10¢ Square Bells ... 74.50	Super Six ... 14.00	Cadillac ... 25.00
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5 Nippy 12.50	5 Fleet 24.50	2 Birdies 18.50	2 Victory 47.50
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6 Sara Suzy 28.50	4 Mascot 22.50	2 Brite Spot 17.50	3 Topper 12.50
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NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS

ALLIED APPROVED

RECONDITIONED COIN MACHINES **USED!**

FREE PLAY GAMES

Sport Special	\$84.50	Metro	\$52.50	Big Show	\$26.50
Slugger	62.50	Mills Five in One	49.50	Jolly	24.50
Miami Beach	62.50	Attention	49.50	Commodore	23.50
Sun Beam	59.50	Leader	44.50	Punch	23.50
Boom Town	57.50	Gold Star	42.50	Oh Boy	22.50
Flicker	54.50	Dude Ranch	41.50	Lucky	19.50
Paradise	52.50	Mills 1-2-3, 1839	39.50	Super Six	19.50
		Dixie	37.50	Supercharger	19.50

AUTOMATIC PAYTABLES

Santa Anita	\$122.50	Grandstand	\$79.50	Derby King	\$57.50
Sport King	122.50	Thistle-down	59.50	Derby Time	39.50
Grand National	84.50	Hawthorne	57.50	Dead Heat	37.50

PHONOGRAPHS

Wurlitzer 500	\$157.50	Seeburg Concert Grand	\$139.50
Wurlitzer 800	142.50	Seeburg Plaza	134.50
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IMMEDIATE DELIVERY ON ALL NEW GAMES!
 PHONE: CAPITOL 4747 TERMS: 1/3 Deposit, Balance C. O. D.

ALLIED NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

New Keeney Game, Fortune, Announced

CHICAGO, Aug. 23 (MR).—Bill Ryan, general manager of the J. H. Keeney & Company, reports: "My right hand is swollen and sore from shaking hands accepting congratulations on the new Keeney number, Fortune.

"Many of the Keeney distributors have been in town the last week or so and all that saw our new one or five-ball free game payout, Fortune, have just raved about it. Bill Cohen, of the Silent Sales Company, said it was the best number he has ever seen.

"Jack Keeney," said Bill Ryan, "has ordered the factory to go full steam ahead on Fortune and Super Bell. The latter was announced last week.

"Keeney has incorporated special Fortune and Gold Cup special award features that should make this game a real winner," said Ryan. "Fortune has these new features plus all the ideas that were found in Keeney's Sky Lark, including the two game-to-game carry over awards. Fortune is housed in a beautiful de luxe console cabinet. It is instantly convertible from a free play to a payout by a simple manipulation. This game may also be used as a five-ball and a one of four-coin multiple.

"Fortune is designed for the better locations, where heavier traffic warrants a better type of machine. Operators have insisted that we present a machine that could take full advantage of the earning power of de luxe spots. Fortune is multi-convertible so that it can be quickly adapted to all types of operating conditions," said Bill Ryan.

IMMEDIATE DELIVERY GUARANTEED!!

A. B. T.

New Rifle Sports

THE MOST SENSATIONAL SHOOTING RANGE IN ALL HISTORY!!
COMPACT! PORTABLE! ECONOMICAL! SETS UP IN A JIFFY!!
CASH IN WITH THIS NEW PROFIT GOLD MINE! WRITE, WIRE, PHONE QUICK ABOUT OUR SPECIAL SALES AND OPERATING PLAN! LIBERAL TIME PAYMENTS!!

ROSENBERG-MUNVES CORP.
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COIN OPERATED MACHINES

BUY DEFENSE BONDS

I. I. MITCHELL & CO.

A BETTER BUY AWAITS YOU HERE!

All American	\$30.00	Broadcast	\$29.00
Duplex	39.50	Flicker	27.50
Landslide	15.00	Leader	20.00
Stars	35.00	League Leader	41.50
Zombie	29.50	Silver Skates	50.00
Stratoliner	29.50	Sport Parade	35.00

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25 PACES RACES (30 TO 1)
 10 BAKERS RACES (30 TO 1)
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 50 MILLS LATE BLUE FRONTS

State Serial Numbers, Condition and Lowest Cash Prices in First Letter.

WANT A FIRST CLASS EXPERIENCED MECHANIC FOR PAYOUT TABLES, CONSOLES AND SLOTS.
 Give full details as to age, experience, references and salary expected.

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THE NEW CHAMP

OVERWHELMINGLY DEMANDED IN THE GOTTLIEB "WALLOP POLL"

GOTTLIEB "WALLOP POLL"

Is Gottlieb's NEW CHAMP the best game of the year?

YES NO

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

WONDER GAME!
The game that will pay all of your Defense Taxes!

THE WINNAH!
And HOW They Want It! Operators and Distributors were unanimous in insisting upon production of this haymaker hit!

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.
1140-1150 N. KOSTNER AVE. CHICAGO

PHONOGRAPHS SLASHED TO LOWEST PRICES!

- Each
- 10 Mills 1940 Throne of Music \$124.50
 - 10 Rockola Standard, 5c-10c-25c, Slug-Proof 124.50
 - 5 Rockola 1940 Super Deluxe 184.50
 - 5 Rockola 1940 Masters 174.50
 - 10 Wurlitzer Model 500 149.50
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 - 10 Wurlitzer Model 616, Completely Remodeled 57.50
- WRITE FOR PRICES ON WALL AND BAR BOXES!

GET IN TOUCH WITH US FIRST FOR ANYTHING IN MUSIC!! WRITE NOW!!

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ROYAL DISTRIBUTORS
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All Phones: ELIZABETH 3-1776

ACME SPECIALS

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| Stars \$39.50 | Gold Star . . . \$25.00 |
| Sport Parade 39.50 | Dixie 22.50 |
| Silver Skates 52.50 | Cadillac . . . 22.50 |
| South Paw. 64.50 | Paradise . . . 29.50 |
| Sun Beam. 47.50 | Rotation . . . 14.50 |
| Sea Hawk . . 49.50 | Zombie 32.50 |
| Seven Up . . 42.50 | Jolly 14.50 |
| Hi Dive . . . 64.50 | Big Chief . . . 30.00 |
| All American 35.00 | Dude Ranch 25.00 |
| Landslide . . 18.50 | Double Play 67.50 |
- Send 25% Deposit, Balance C. O. D.

ACME COIN MACHINE EXCHANGE
763 Jefferson Avenue, BUFFALO, N. Y.

Big Demand for Exhibit Knock Out

CHICAGO, Aug. 23 (MR.).—"Demand for Knock Out, Exhibit's latest game, can be compared to a giant snowball rolling down a mountain side, gathering speed and increasing in size as it smashes ahead," say company officials.

"So tremendous is the demand that orders are booked for several days ahead," they state, "altho the game has been in full production for several weeks. As more and more Knock Outs go on location and demonstrate what they can do, more operators learn by the cashbox story that Knock Out is a knockout, overcoming all obstacles such as hot weather, vacation, etc.

"It is not a question of increasing production to meet the demand—that is impossible. It's a question of satisfying to the best of our ability our many distributors who have completely swamped us with Knock Out orders," they declared.

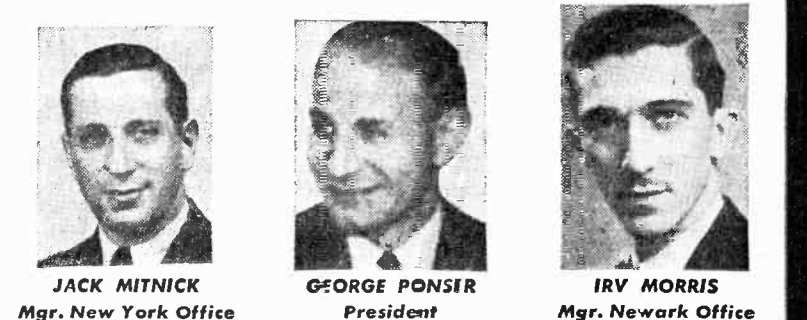
"We wish to thank our many customers for their co-operation and patience, as we are doing everything humanly possible to make reasonably prompt shipment of Knock Outs. Orders are being shipped in the same rotation as received," they concluded.

SPECIAL!!!!!!

GUARANTEED LIKE NEW
1941 Evans Bangtail Consoles with Jackpots and equipped with remote controls. These machines, which have only been in use for eight weeks, shall definitely meet with your satisfaction.

PRICE \$229.00 EA.
1/3 Deposit Required With Order.

AMERICAN COIN MACHINE CO.
818 Carondelet St., New Orleans, La.



JACK MITNICK Mgr. New York Office
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ONCE again The George Ponsir Organization will help you to start the new season with the proper equipment to assure yourself the greatest possible profits. As we have in past years, we are today ready with the products we feel certain are most necessary to your continued good welfare. Write, Wire, Phone us today for whatever type equipment you are most interested in . . . it will pay you to contact us first!!

FREE PLAY BUYS READY FOR INSTANT DELIVERY

Sparky \$24.50	Powerhouse \$19.50	Wow \$49.50
Barrage 47.50	Formal ion 22.50	Play Ball 49.50
Ump 47.50	Flicker 29.50	Anabel 17.50
Blondie 19.50	Score-Line 17.50	Write for Price on Scientific's
Drum Major 19.50	All American 32.50	Batting Practice and Many

1/3 Deposit With Orders, Balance C. O. D. Closeouts.

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519 W. 47th STREET, NEW YORK ● 11-15 E. RUNYON STREET, NEWARK, N. J.

Look To The GENERAL For LEADERSHIP!

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| Big Show \$17.50 | Nippy \$19.50 | '40 Throne of Music \$149.50 |
| Big Town 18.50 | Paradise 39.50 | Sport Special 79.50 |
| Five-in-One 49.50 | Powerhouse 25.00 | Dark Horse 99.50 |
| Four Roses 45.00 | Short Stop 19.50 | |
| Gold Star 29.50 | Silver Skates 52.50 | |
| Hi-Hat 65.00 | Three Score 22.50 | |
| Lite-a-Card 22.50 | Vacation 22.50 | |
| Lucky 17.50 | Velvet 45.00 | |

Many other games in stock. Write for Complete List of America's Finest Reconditioned Machines. 1/3 Cash With Orders, Balance C. O. D.

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ESTABLISHED 1925—GROWING STEADILY EVER SINCE!!

IF YOU'RE HUNTING FOR BIG GAME PROFITS

JUNGLE

BY GENCO

BRINGS 'EM BACK ALIVE!



America's top maker of moneymakers now presents JUNGLE!—the machine with the most colorful backboard and exciting action of the year! EVERYWHERE we have tested it, EVERYONE has raved about it! GENCO'S JUNGLE is alive with new and unexpected thrills—the kind that captivates every player in America! Here's the biggest game profits you've ever hunted. GET JUNGLE BY GENCO . . . TODAY!!!

IMMEDIATE DELIVERIES!

GENCO

BUILDS GREAT GAMES

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TOMORROW'S VALUES AT TODAY'S LOW PRICES!

—IN STOCK FOR IMMEDIATE SHIPMENT—

MILLS Three Bell—Four Bell—Jumbo Parade Free Play—Jumbo Parade Payout—Jumbo Parade Combination Free Play & Payout With Mint Vendor—New Slots—BALLY Hi-Hand—Roll Em—Big Top—Jockey Club—41 Derby Free Play—Air Force—KEENEY Fortune—KeeneY Super Bell—GENCO Jungle—GOTTLIEB Champ—EXHIBIT Knockout—CHICAGO COIN Legionnaire.

GROETCHEN IMP—1c PLAY—CIGARETTE REELS—BRAND NEW \$60.00 LIMITED QUANTITY AVAILABLE—CARTON OF SIX
Groetchen Pikes Peak—1c or 5c Play—Original Cartons. \$ 19.50
Wurlitzer 1939 Counter Model 61—Illuminated. 79.50
Mills Jumbo Parade Free Play—Perfect Condition. 84.50
Evans Jungle Camp Free Play Console—Late Type. 109.50
Bally Hi-Hand—Combination Free Play & Payout—Like New. 189.50

AUTOMATIC PAYOUT CONSOLES

Mills Jumbo Parade	Pace 1940 Saratoga. \$84.50	Pace 1940 Saratoga
Late Model \$94.50	Mills Square Bell. . . 65.00	Comb. F. P. &
Jennings Fasttime. . . 89.50	Bally Royal Flush. . . 64.50	Payout. . . 1940 \$149.50
Paces Reels 1940. . . 89.50	Paces Races—	Jenn. Multiple Racer 49.50
Mills Track King. . . 29.50	Brown Cab. 104.50	Evans Lucy Star.
		7 Coin 118.50

AUTOMATIC PAYTABLES

Bally Sport King. \$125.00	Bally Grand National. \$84.50	Western Heyday. . . \$27.50
Bally Gold Medal. . . 34.50	Bally Sport Page. . . 57.50	Western Quinella. . . 27.50
Bally Freakness. . . 22.50	Bally Hawthorne. . . 57.50	Western Derby King 27.50

ONE OR FIVE BALL FREE PLAY NOVELTY GAMES

Western Seven	Bally Dark Horse. \$109.50	Bally Record Time. \$99.50
Flashers \$99.50	Bally Gold Cup. . . 34.50	Bally Victory 42.50
Bally Sport	Bally Sport Event 99.50	Bally Gold Cup Con-
Special 84.50		sole 39.50
Bally Eureka. . . 37.50		

WRITE, WIRE OR PHONE FOR CLOSEOUT PRICES ON FIVE DIFFERENT TYPES OF FREE PLAY GAMES—BRAND NEW ORIGINAL CARTONS

TERMS: 1/3 DEPOSIT WITH ORDER—BALANCE SIGHT DRAFT OR C.O.D.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO

Buckley Installations Strong in San Diego

CHICAGO, Aug. 23 (MR).—Bud Parr, General Music Company, Los Angeles, a distributor of Buckley Music System, reports ever-increasing business in San Diego, Calif. "He keeps the telegraph wires busy for delivery dates on shipments to San Diego," Buckley officials say.

In commenting on this business, Bill Corcoran, Pacific Coast district sales manager for Buckley, says: "With the music systems that have been shipped into the California territory in the last two years, I know that Bud Parr has sold just about every operator in Southern California. In looking over the city of San Diego, during a visit in that territory several months ago, I saw Buckley Systems in a good many prominent locations and I told Bud Parr that we had made a good start in that city."

"With the great expansion due to defense work, many new places of business have been opened up and many established businesses have expanded. In making this increase in business, the business men themselves wanted to know that they were equipped to give the best music and as a result make the most money. That many of them have decided in favor of Buckley installations is indicated by the great increase in business from Bud Parr.

"Buckley is making shipments right along to Los Angeles and directly to San Diego. Parr is providing for the installation work so that one location after another is being set. We are proud to have our systems installed in these different businesses and giving everyone the benefit of the relaxation and amusement provided by music."

Ball Game Challenge

CHICAGO, Aug. 23.—The manager of the Chicago Coin Machine Company's softball team challenges any team in the industry to a match game to be played in Chicago. After an inauspicious start of losing five games in a row, the Chi-

BARGAINS!

5-BALL FREE PLAY GAMES

BALLY	GENCO
Flicker . . . \$55.00	Seven Up. . . \$55.00
Broadcast . . 45.00	Four Roses. . 55.00
Attention . . 45.00	Big Chief. . . 49.50
Progress . . . 39.50	Metro 47.50
Crossline . . 42.50	Band Wagon 39.50
Glamour . . . 29.50	Dude Ranch. 39.50
Limelight. . . 24.50	Blondie . . . 27.50
Roller Derby 22.50	Big Town. . . 24.50
White Sails. 22.50	Follies of '40 22.50
C. O. D. . . . 14.50	Mr. Chips. . . 17.50
Triumph . . . 14.50	
BAKER	GOTTLIEB
Line Up . . . \$37.50	School Days. \$55.00
On Deck. . . 29.50	Paradise . . . 49.50
Doughboy . . 24.50	Gold Star . . 42.50
Four-Five-Six 14.50	Bordertown. 34.50
	Drum Major. 29.50
CHICAGO COIN	Oh Johnny. 29.50
Sport	Lite-A-Card. 24.50
Parade . . . \$59.50	Score Gard. 24.50
Strat-o-Liner 49.50	Three Score. 24.50
All American 49.50	Big Show. . . 19.50
Dixie 39.50	Bowling . . .
	Alley 24.50

TO AVOID DELAY, GIVE SECOND CHOICE 1/3 Deposit. Balance C.O.D.

MILWAUKEE COIN MACHINE CO.

3130 W. Lisbon Ave., Milwaukee, Wis.

OUT NEXT WEEK!

EVANS' PLAY BALL

The Real-Play Sensation of the Age!

Manikins actually Pitch and Hit Ball through the air!

See Next Week's Billboard!

HERCULES' HURRICANE OF VALUES!

SACRIFICE!!

LATEST SEEBURG PANEL B BOARD FOR TELEPHONE MUSIC COMPLETE WITH 5 SEEBURG COLONELS . . . LIKE NEW! WRITE FOR PRICE.

ANABEL . . . \$15.00	Big Show . . . \$12.00	Double Play . . \$65.00
Home Run . . 14.00	Play Ball . . . 49.50	Score-a-Line. . 15.00
Stratoliner . 15.00	Sea Hawk . . . 63.00	Trailways . . . 45.00
Sun Beam . . 41.00	1/3 Down, Balance C. O. D.	

Largest Assortment of Late Used Games in the East. Write for Complete List.

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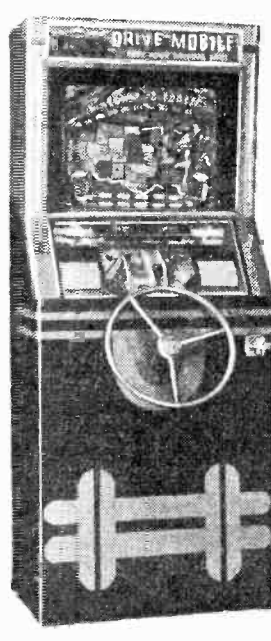
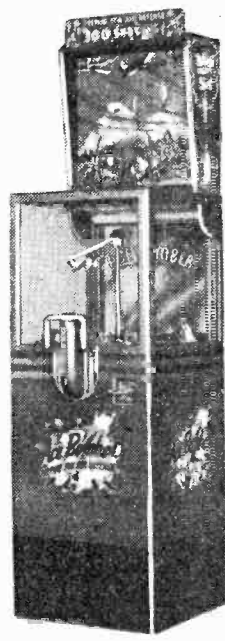
MUTOSCOPE LIFELINES

FOR THE PRESERVATION OF YOUR PRESENT AND FUTURE INCOME



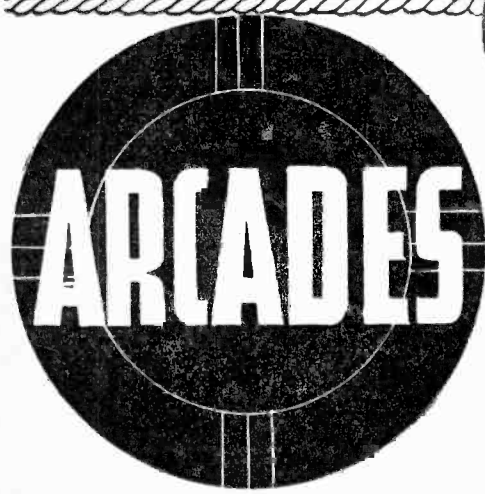
A SUREFIRE MONEYMAKER
... Now And Always!
 ACE BOMBER is alive with the thrills America wants! PROVEN profits are filling ACE BOMBER cashboxes all over the land! The realism of the battlefield, with enemy bombers zooming overhead, challenging the player's skill to take deadly aim and "get" the raiders with anti-aircraft fire. . . . THIS is the appeal that's putting ACE BOMBER over the top!

SEE YOUR MUTOSCOPE DISTRIBUTOR TODAY!



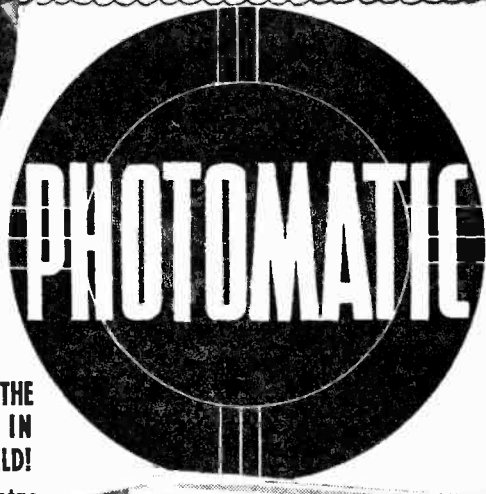
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 DRIVE-MOBILE is a daringly different idea in coin machines . . . yet it has proven to be so fundamentally SOUND that operators from coast to coast are putting more and more DRIVE-MOBILES in key locations. Player is challenged to prove his driving skill by keeping a "car" on the road across winding highways from New York to Los Angeles. DRIVE-MOBILE IS REAL INCOME INSURANCE!

ORDER FROM YOUR MUTOSCOPE DISTRIBUTOR . . . NOW!

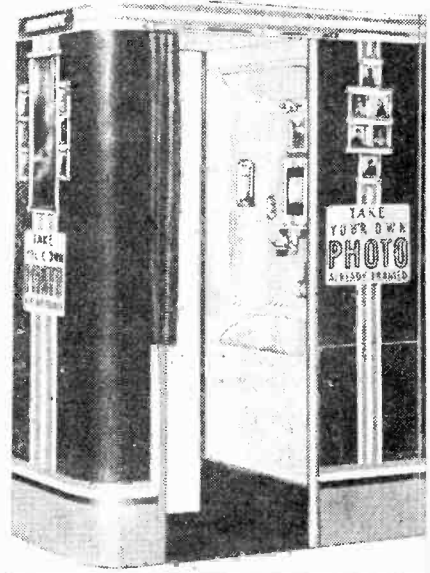


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"PENNY ARCADE HEADQUARTERS SINCE 1895"
 Penny Arcades near Army Camps, adjacent cities and other suitable sites are in terrific demand right now! YOU CAN INSTALL THEM! . . . we will gladly give you the benefit of our 46 years of experience as America's largest suppliers of arcade equipment . . . telling you exactly how to proceed, from planning and designing the arcade to supplying everything you need!
CALL, WIRE OR WRITE MUTOSCOPE TODAY!



ACCLAIMED EVERYWHERE AS THE VERY FINEST INVESTMENT IN THE ENTIRE COIN MACHINE FIELD!
 PHOTOMATIC needs no introduction. Its fame has spread throughout the civilized world during SEVEN YEARS of continuously profitable operation. People never tire of taking their own pictures: that is why PHOTOMATIC, which automatically takes, frames and delivers personal pictures in 40 seconds, is so eminently successful everywhere. NOW, MORE THAN EVER BEFORE, IS THE TIME TO INVESTIGATE THE PHOTOMATIC . . . the soundest, surest, steadiest operation in coin machines! **GET THE AMAZING DETAILS NOW—CALL, WRITE OR WIRE IMMEDIATELY!**



NOTE THIS: ALL ORDERS SHIPPED ON "FIRST COME — FIRST SERVED" BASIS! BEAT THE PRODUCTION SHORTAGE BY ORDERING INSTANTLY!

*Says, Dinah, "There's
absolutely nothing 'Finah'
than a Seeburg Hi-Tone
SYMPHONOLA*

**Selling Music is
my business too!... and
EAR LEVEL Tone Reproduction
really sells tunes...the best
tone I have ever heard—
barring none!**



DINAH SHORE

*Reaches New Heights of popularity on these current
Bluebird Record Releases.*

- | | |
|--------------------------------|--------------------------------------|
| B11233—"Bicycle Built For Two" | B10978—"My Man" |
| B11191—"Honey-suckle Rose" | B10920—"Yes, My Darling
Daughter" |
| B11164—"Mocking Bird Lament" | |



To Go Ahead... Go
Seeburg
J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

**I don't know anything about operating... but
from a patron's point of view... everything is right
at your finger tips... Illuminated Electric PUSH BUTTON
SELECTION... 5c-10c-25c Single Coin Chute...
Selection Indicator... and Credit Indicators!**



**"Take a look
at this!
Seeburg is
first again
with the
5c-10c-25c
single coin
BAROMATIC**

**And here is the
heart of the
Seeburg Music
System. Operators
tell me it is the
most dependable
MECHANISM
made, because it
has fewer moving
parts and is rigidly
constructed
— Service-free
and fool-proof!**

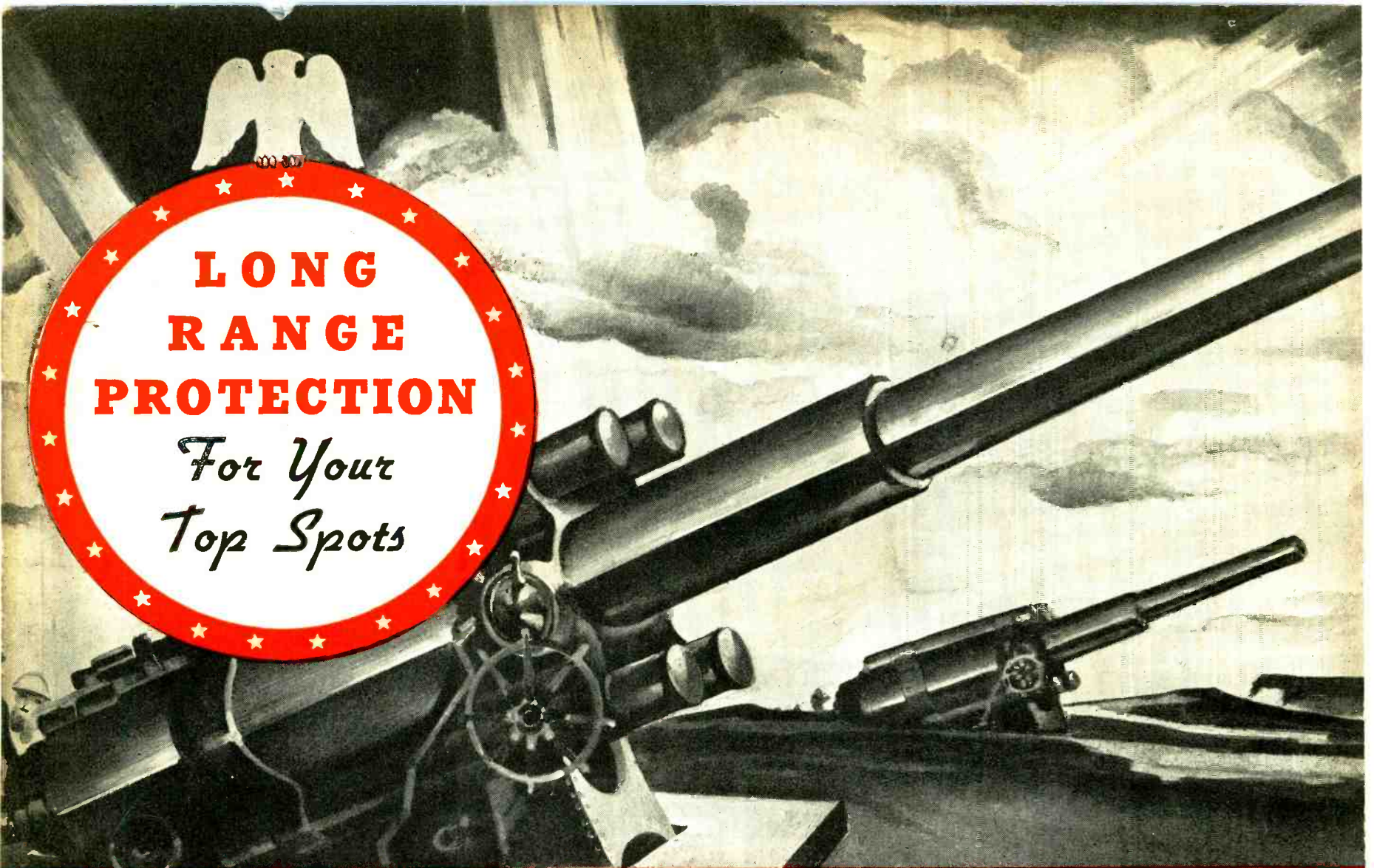


*The surest way to continuous play...
Seeburg Remote Control!*



**LONG
RANGE
PROTECTION**

*For Your
Top Spots*



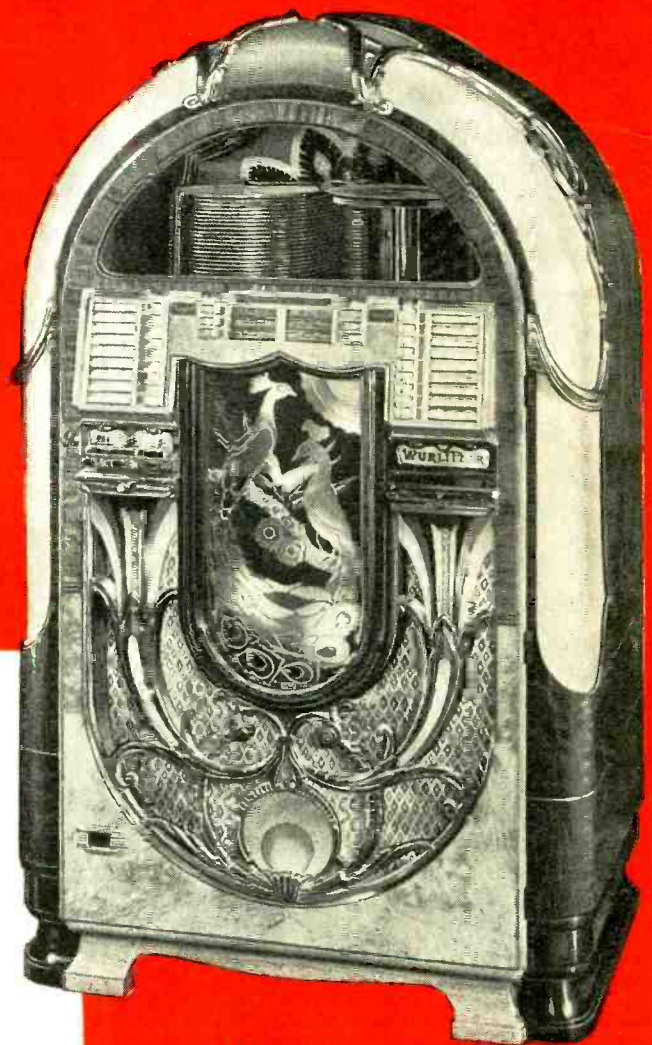
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BY PROVIDING YOUR BIG PAYING
LOCATIONS WITH**

WURLITZER
Victory Model 850

Only super-deluxe phonograph in the industry, the crowd appeal and earning power of the Wurlitzer Victory Model 850 are so outstanding that location owners simply won't listen to the other fellow's story.

Why risk the loss of top locations that are the life blood of your business when you can sew them up tighter than a drum with this marvelous money maker?

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.



MODEL 850

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MUSIC MERCHANTS**

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS