

The Billboard

The World's Foremost Amusement Weekly

AUGUST 23, 1941

15 Cents

Vol. 53. No. 34



**CHARLIE
SPIVAK**
And His Orchestra

OKEH RECORDS
Broadcasting Nightly CBS
and Mutual Networks
From Glen Island Casino
Management: General
Amusement Corporation

The Music Machine "NETWORK"

... a powerful factor in making "names"

400,000 AUTOMATIC PHONOGRAPHS
ON LOCATIONS FROM THE EAST COAST TO WEST
... from NORTH TO SOUTH!

It has been conservatively estimated that no less than

12,000,000 RECORDS
ARE PURCHASED BY OPERATORS—AND ARE PLAYED ON THESE
MACHINES EACH YEAR!

• In the past several years a new "network" has quietly come into being, even more quietly climbed to a place of importance in the musical scheme. This Coast-to-Coast "hook-up" consists of more than 400,000 automatic phonographs on locations all over the country. Operators of these machines—the men who place them on locations—purchase over 12,000,000 records for them. And millions hear the music played by today's leading orchestras on these machines and thus determine their band and vocal favorites.

• More and more, orchestra leaders are coming to the realization that records play an important part in determining their popularity on one-niters, 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 operator will place in his machines.

• The automatic phonograph operators—the men who decide which records will be "broadcast" over this great new "network"—count upon The Billboard to help them determine which records they shall use. They look to the outstanding, authoritative features illustrated in the box at the right to guide them in proper record selections.

Billboard WEEK ENDING JULY 25, 1941

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

LEADING MUSIC MACHINE RECORDS

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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—Faz. Trf.—Waltz; VC—Vocal Chorus; V—Vocal Recording.

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.

Talent and Tunes On Music Machines
A COLUMN FOR PHONOGRAPH OPERATORS
By HAROLD HUMPHREY

RECORD BUYING GUIDE--PART 2
A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

Progressive orchestra leaders—men who know their business—are extending every effort toward making the automatic phonograph operators who control the "network" of 400,000 machines—conscious of their latest releases. At the left is a typical example—one of a series of advertisements—which appeared in the April 12, 1941, issue of The Billboard for Gene Krupa.

In working for your band's progress don't overlook the new automatic phonograph "network." And don't overlook the help.

The Billboard
The World's Foremost Amusement Weekly

can give you in getting time on this Coast-to-Coast "hook-up."

Drummin' for Profits?
HERE'S YOUR ANSWER...

GENE KRUPA
That DRUMMIN'MAN and his ORCHESTRA
GET THESE LATEST HITS

DRUM BOOGIE
(6046)

ALREET
GEORGIA ON MY MIND (6118)

ON OKEH RECORDS

LEGIT CRIX UP AVERAGE

Dallas Fresco Run Success; Shuberts Plan Outdoor Cirk

DALLAS, Aug. 16.—Dallas's first outdoor theater season has been crowned with b.-o. success and plans are being discussed between the management of the State Fair of Texas and the Messrs. Shubert for next year's program. Final plans will be delayed until the fair management decides on a policy of sponsoring the 1942 opera season. Fair management is considering plans to allow Dallas business firms to form a summer theatrical association to sponsor next year's opera program. The Shuberts are interested in a circuit of summer theaters to include Dallas, Fort Worth, Houston; Tulsa, Okla., and Louisville, Ky., to be booked on a season's basis with Shubert talent.

Too Many Girls closed a fairly successful week's run Wednesday night (13), but the operetta's b.-o. payoff was less than any of the previous nine weeks of J. J. Shubert's Opera Under the Stars season. Opening night's crowd for Too Many Girls was less than 1,500, the first opening night of the current opera season that has failed to draw at least 2,500 paid admissions.

Tuesday's production of the Casino show was driven to Fair Park Auditorium by rain. Threatening weather on two other nights cut the week's attendance to approximately 4,000 less than the weekly average of 12,500. Paula Stone and Jack Sheehan were audience favorites. Smart costuming and first-rate staging pleased the Casino theatergoers.

Five members of the opera cast, Gwenn Mann, Billy McMann, Mildred Allen, Elliott Robertson, and Eugene Hughes, were guests on the quiz program *Three Strikes and You're Out*, broadcast Sunday (10) from Camp Wolters, Mineral Wells, Tex. Tom O'Connell, of the Shubert staff, arranged the program for the entertainment of the officers and soldiers.

Ice Show Readied For Syracuse Fair

NEW YORK, Aug. 16.—An ice show to open at the Syracuse Fair August 28 is being readied by E. F. Leland, formerly with the Arena Managers' Association. Show will be booked into other spots at the completion of the run there.

The icer will be run with a circus idea. Leland has signed Pallenberg's Bears, Captain Gentry's Chimpanzees, and several aerial acts, including Alice Diaz. Skating talent includes Hazel Franklin, Mary Jane Halstead, Paul Von Gassner, Gordon Leary and Marion Flagg, Billy Rich, Phil Hiser, Bobby Hearn, Alex Hurd, and a line of 16 girls and eight men.

Leland said that the placing of George Hamid on the unfair list by the American Guild of Variety Artists will have no effect on his show, as the deal with the Syracuse Fair, whose grandstand show is being booked by Hamid, was made directly with the fair. He disclaimed all connections with Hamid.

Mecca Temple To Become Op House

NEW YORK, Aug. 16.—One of the landmarks of New York City, Mecca Temple will be converted at an expense of several hundred thousand dollars into a centralized home for a variety of artistic and educational attractions. The property will be turned into a two-unit establishment, with the temple itself becoming the Cosmopolitan Opera House, while the adjacent building will become the People's Art Center.

Remodeling operations have already begun. Max Rabinoff, general manager, expects to accommodate operas, ballets, concerts, and other attractions by early October.

"Broken Melody"

NEW YORK, Aug. 16.—Press agents who keep track of such things claim that that which happened to Nick D'Amico at the Essex House won't occur again in 279.4 years. During the playing of the *Hut-Sut Song* all four strings of his fiddle broke simultaneously.

The ork is divided into two schools of thought on the subject. One section claims it's sabotage, while the other thinks it was a form of protest on the part of the fiddle. Supporters of the former discount the protest theory by deducing that if it were rebellion, the entire fiddle would have fallen apart.

More Vaude-Legit Tie-Ups; Newark, New Haven Added

NEW YORK, Aug. 16.—Legit bookings in combo vaudefilm houses, started when RKO booked *Life With Father* into a number of its theaters, is gathering momentum, with other vauders varying their accustomed fare with legit shows. The Mosque Theater, Newark, vaudefilm with a varied career including many dark interludes, has already booked the Ed Wynn show, *Boys and Girls Together*, for two days, starting September 5.

The trend of vaude theaters to go legit is also working in the other direction, with the Shubert Theater, New Haven, a long-established legit house which was lost this season by the Shuberts, planning to alternate its regular legit offerings with name bands and names on days when legit is not routed.

The Shubert has been taken over by Maurice Bailey and Morris Nunes, who have made a tie-up with Al and Belle Dow to book both legit and vaude. The Dows have signed a five-year contract with the United Booking Office to use UBO-controlled productions for the New Haven house.

Shows already signed for New Haven, according to the Dows, include the new George Abbott item, *Too Many Boys*, which started its career as *Young Man's Fancy*, September 9; *Arsenic and Old Lace*, September 15; Grace George in *Western City*, September 18; *Hold On to*

Brazil Rule Against Foreign Language Newspapers May Affect Entertainment

RIO DE JANEIRO, Aug. 9.—A decree issued by the Brazilian Press Council orders the closing of all foreign language newspapers and publications or their transformation into the mother language, Portuguese. More than 50 publications will be affected. The move was called a logical sequence in the nationalization movement which has characterized the Vargas government, and is designed to force a more rapid assimilation of foreign settlers. Explanations were made that in many cases whole generations of foreigners have lived in this country without even being able to speak its language.

The English periodicals and papers affected by the ruling are *The News*, Brazil's only English language daily; *The Anglo-Brazilian Chronicle*, *The Times of Brazil*, and *The Brazilian American*. Persons close to the management of the last two named state that the weeklies will continue in Portuguese, but *The Chronicle* and *The News* will suspend publication.

What effect the suspension of the English publications will have on business at amusement places that go in strong for the English-speaking trade remains to be seen. The three large Casinos of Rio, which at present are using mostly talent imported from the States, have leaned heavily on these publications for their advertising and publicity

Tab Most Shows Fairly Accurately; "No Opinion" Reviews Way Down

NEW YORK, Aug. 16.—Critics on the New York dailies improved their accuracy in tabbing shows during the season of 1940-'41, if their efforts are lumped into a composite picture—but, more important, they showed a definite improvement in their percentage of positive opinions. "No opinion" reviews, during the season of 1939-'40, ranged around a quarter of the average output; during the season just past they didn't amount to more than about 10 per cent. Generally speaking, readers of the dailies are getting much more help from the critics

in the matter of choosing shows. In the matter of composite accuracy, the critics hit on the nose about the same percentage of plays as they tabbed in the previous season—approximately 40 per cent of the total output. However, they came pretty close on another 40 per cent, and were way off from the popular verdict on only about 20 per cent of the shows produced. The previous season they came close on 30 per cent and were way off on the remaining 30. Figures are compiled from *The Billboard's* "Review Percentages," run weekly during the legit season.

Review percentage of each show is figured on the basis of the number of "yes" and "no" reviews, with "no opinion" votes counted as half "yes" and half "no." Thus, a production that received eight "no opinion" votes would be rated at 50 per cent.

Critics' accuracy, both last season and the one before, is considered good, tho in some cases it is claimed—particularly by managements of turkeys—that the critics, instead of tabbing popular opinion, influence public reaction by the power of their reviews at the b. o. Also, the fact that most productions in any season are failures tends to raise the critical averages. A reviewer who voted "no" on every show presented would emerge with a pretty fair average.

Winchell Most Positive

Walter Winchell, who gave the most definite opinions during the season of 1939-'40, walked off with the lowest percentage of "no opinion" votes again last season, not having a single "no opinion" in the 10 reviews scored. He covered so few shows, however, that he can hardly be considered a regular. All of the boys improved markedly, with some of them decreasing their "no opinion" votes by as much as 20 per cent. Winchell won the previous season with (See *REVIEWERS LAY OFF* on page 15)

In This Issue

	Page
Broadway Beat, The	4
Burlesque	25
Carnival	29-41
Circus and Corral	43-45
Classified Advertisements	57-59
Coin Machines	70-100
Crossroads	54
Derbyshow News	26
Fairs-Expositions	46-49
Final Curtain	28
General News	3-5
General Outdoor	66-69
Legitimate	15-16
Letter List	55-56
Magic	24
Merchandise-Pipes	60-65
Music	9-14
Music Merchandising	72-79
Night Club Reviews	18-19
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Orchestra Notes	11
Cut in the Open	54
Parks-Pools	50-52
Pipes	64-65
Possibilities	5
Radio	6-8
Record Buying Guide	76 and 78
Repertoire-Tent Shows	26
Rinks-Skaters	53
Sheet Music Leaders	10
Show Family Album	58
Songs With Most Radio Plugs	10
Sponsored Events	42
Television	6
Thru Sugar's Domino	4
Vaudefilm Grosses	24
Vaudeville Reviews	22-23

ROUTES: Orchestra, page 14. Acts, Units, and Attractions, 20. Grandstand and Free Attractions, 67. Dramatic and Musical, 20. Ice Shows, 20. Repertoire-Tent Shows, 20. Carnival, 67. Circus, 67. Miscellaneous, 67. Routes Not Classified, 67. Events for Two Weeks, 65.

AM FACTORY MAKES NAMES

Plenty of Bowes Tyros Hit the Gong Instead of Getting It

NEW YORK, Aug. 16.—Despite the jibes that show business has poked at Major Bowes' attempt to yank amateurs out of their swaddling clothes and make professional performers of them (and also make money for himself), a check-up reveals that more than 25 amateurs who have worked Bowes have developed into names and top-flight artists in radio, vaude, night clubs, films, opera, and the band field. At the same time, hundreds of others who were initiated by the sound of the gong are now pros and actively employed in show business.

Authority for these figures is Lou Goldberg, major domo of Tyro Productions, which produces and books the Bowes units. Goldberg has been the spark plug behind the bookings of the amateurs from the start. Now going into its seventh year, the office, says Goldberg, has booked 54 Bowes units.

Some of the more significant stand-outs in show business today who started out with Bowes are Frank Sinatra, vocalist for Tommy Dorsey's band, who won *The Billboard's* college poll this year as the outstanding band vocalist of 1940; Paula Kelly, vocalist recently with Al Donahue and who filled in for Marion Hutton in Glenn Miller's band until yesterday, and raspy-voiced Stanley Clements, who recently made his film debut for 20th Century-Fox in *Tall, Dark, and Handsome*.

Sinatra and Miss Kelly were in the same Bowes unit in 1937. Sinatra worked with a quartet then known as "The Hoboken Four," and Paula and her two sisters were teamed up as the Kelly Sisters. Clements, also in the class of '37, was with Bowes two and a half years as a dual-voiced singer.

In the classical singing field the Bowes amateurs who hit a top stride are Lucille Browning, now a contralto with the Metropolitan Opera; Christina Carroll, now with the St. Louis Municipal Opera Company, and Eva Ortega, who has become a name night club singer.

Goldberg reminisced that Miss Ortega, when she made her first appearance on a Bowes radio program, was still a student of Hunter College. She was a good bet for a unit, but the outfit had to be patient until she graduated. Upon her

leaving school she put in seven months of road work on the whistle-stop circuit.

One of the quicker successes of the Bowes school was Doris Weston, who became a film player right after her discovery. She was grabbed up by Warners and appeared in several pictures with Dick Powell. Sara Berner, whose billing with Bowes was "the amateur Sheila Barrett," was also caught by the Coast; she was on several Eddie Canton programs and has been doing radio work and film sound effects.

Some of the more popular band vocalists—like June Robbins, of the Eddy Duchin crew; Jan Bart (then Sol Strauser), with a commercial program on WHN; Lansing Hatfield, radio singer; Danny Drayson, who sang for Artie (See AM NAMES on page 26)

"Ice-Capades" Pulls Big

ATLANTIC CITY, Aug. 16.—*Ice-Capades of 1941* continues to draw capacity crowds for its nightly performances at Convention Hall here. After pulling a record 59,719 persons for the first week, it had attendance figures for the first two weeks, ended last Friday (8) that topped the 100,000 mark. Advance ticket sale, at 85 cents, \$1.10, and \$1.65, continues heavy. With the show continuing until the first of the month, total attendance may exceed a quarter of a million.

Rio Honors Paderewski

RIO DE JANEIRO, Aug. 9.—A gala performance to commemorate Paderewski took place at the Municipal Theater July 30. The performance was being sponsored by Poland's diplomatic representative to Brazil and Prof. Aloisio de Castro, plus practically all artists of international fame in this vicinity. There was no admission fee.



ONE of the reliable gauges of the strength of a branch of the show business is the frequency with which it develops new names. During the period that film grosses were at their lowest in years the least number of new stars was being produced. In the band business more names are emerging now than ever. And band business was never better.

What about these new band names? How many of them will stay up on top for any length of time? That is something that has less to do with the trend of band business than with the bands themselves; particularly the leader.

We have been studying these new band names. We have watched them emerge from placid anonymity to sparkling jewels in the dizzy firmament of theaters, ballrooms, records, music machines, radio, and concomitant fan adulation. Some of the boys who struck it rich have been able to take it. They will go very far. Others haven't. They will go only so far and no further.

Of the bandsmen who have recently reached the top there are among them youngsters who, either thru poor management or something within themselves that is inherently small time, have already managed to get themselves thoroughly disliked. We discount those who dislike them because of envy or who are hurt by the competition they offer. We refer to men who are thoroughly unbiased and who would have every reason in the world to be kindly disposed toward the newly arrived big shots if it weren't for the things they do that will eventually hurl them back to the soda fountains, gutters, and mickey mouse bands whence they came.

One of the meteors makes more money than it is safe for him to have. He treats those who do business with him, that is, those whose distasteful duty it is to sell him merchandise, services, and the like, with contempt and inconsideration that are only possible in one who has never had money and is destined not to hold on to what he has for long. He rarely feels the wrath of those who know him for what he is. Few are in a position to tell him off. Yet there are possibly hundreds who are waiting for the first opportunity to step on him and grind their heels in his contemptuous face. His management office is too much concerned with the steady flow of commissions for his lucrative engagements to set him straight, altho its principals are as well aware as anybody else of the trap he is laying for his eventual ensnarement.

There's another shooting star in the band field who has considerably more on the ball than Exhibit No. 1. He is somewhat more considerate of the men in the trade. He is many steps ahead musically. His personality compared to the first specimen is like perfume against stale fish. Yet he is riding for a fall because he refuses to recognize the importance of the fans. He utilizes every opportunity, it seems, to remind the fans that they are morons. He will probably be good news for a little time, but eventually—and long before a normal career is spanned—he

(See SUGAR'S DOMINO on page 27)



WITHOUT question, the fall holds out the greatest hope for an upswing in living entertainment that we've had in many years. More and more film houses, particularly in the Midwest, are preparing to resume stagewalks; RKO has opened a large number of its houses to traveling legit, with other pic circuits already tending to fall into line; Stem business, wherever flesh is playing, has been way above the levels of the past few years, and, according to present announcements, the coming legit season will be earlier and bigger than any since the start of the depression. In addition, the army camp shows are bringing live talent to thousands of people who never saw it before and who have discovered they like it. The camp units are doing a terrific job in building future audiences for flesh. . . . What with an Equity ruling now under consideration banning from the organization's staff and elective offices any "sympathizers" with Nazism, Fascism, and Communism, certain Equityites are wondering if their contributions to British relief will bar them from office. Since Communist Russia is now the ally of England, they argue, aid to Britain may be construed as indicating "sympathy" for Joe Stalin's battered bear. . . . During Russell Swann's magic turn at the Rainbow Room he had a water pistol which he used at intervals on the ork men. They couldn't protest, since it was all part of the turn—but on the last night of Swann's engagement they took their revenge. Came the spot where Swann squirts his water pistol with deadly effect, and the entire ork whipped out water pistols—filled with ink, yet—and squirted right back. The effect was even deadlier. . . . Without the fanfare accumulated by such highly touted spots as Bucks County and Dennis, the Newport Casino, under the management of Ed Massey and Eleanor Farrington, has been doing the best business in the Casino's cowbarn history. There have been standees a couple of nights each week—and that's something for staid Newport. . . . Has anyone noticed that a major war in Europe seems to bring on epidemics of flu and polio in the United States? Last winter, just as during the First World War, flu raged; and at present infantile paralysis is cutting into show-business grosses in a number of sections.

WHEN Tommy Dorsey opens at the Paramount the end of this month, he'll give away a radio-phonograph and 25 records to a "millionth dollar patron." He's played the house six times and during the engagements has grossed just short of 1,000,000 bucks. Some patron will pay the millionth dollar during the coming run, and he's the guy who'll get the prize. . . . Rolf Passen, former European newspaper man who went to Hollywood as a script writer, decided to commercialize his hobby, mentalism, when the studios began trimming their writing staffs. So now he's at the Rainbow Room. Incidentally, he had to hire a Conover model as his assistant when his regular assistant took ill just before his opening. . . . Bob Rose, who used to be the Dude Lester of the New York company of *Tobacco Road* (remember?), is thinking about taking a tip from Tallulah Bankhead and carting a lion cub around with him on the road tour, which opens in San Diego on the 17th. He finally located a cub at Frank Buck's farm in Amityville, but he's still undecided about buying it. . . . Ruby Reed, operator of an experimental legit group which is due to open on, of all places, Swing Lane (52d Street), received a long-distance call last week from an enthusiastic amateur who said he wanted to join the troupe. The only trouble was he didn't have time to come to New York unless he was sure he'd get a spot in the company. Graciously, tho, he offered to give an audition over the phone.

GYD EIGES, after putting in 13 years with International News Service, has joined NBC's press department. . . . Elizabeth Miele, who produced a few shows around town several years ago, is having one of her own plays, *Timbalu*, tested at the Theater-in-the-Dale, New Milford, Conn., on the 20th. The show was tried out a few years ago at Skowhegan, but has been completely rewritten since. . . . Bill Maloney, of the Ted Collins office, is on vacation. . . . Cab Calloway's *Quizzicale*, radio show playing p. a. dates, has been breaking records in the South, according to producer Doug Storer. . . . Al Kelly, who's been with Willie Howard for 10 years, claims to have developed a new style of double-talk that's been clicking heavily. One kind wasn't enough, yet. . . . *Joltin' Joe DiMaggio*, the new tune being featured by Les Brown over the air, has words by Alan Courtney and music by Brown's arranger, whose name is—Ben Homer.

CHARLIE SPIVAK (This Week's Cover Subject)

IN ONE year Charlie Spivak's orchestra has skyrocketed from obscurity to the top shelf of orchestradom. Playing at the Glen Island Casino since January, Charlie has topped the attendance marks previously set by Glenn Miller, Tommy Dorsey, Larry Clinton, and Glen Gray. "The Man Who Plays the Sweetest Trumpet in the World" saw service with some of America's greatest orchestras before forming his own crew. He played trumpet for Paul Specht for five years, for Benny Pollack, for the Dorsey Brothers, Ray Noble, and Jack Teagarden. For a time Charlie specialized in radio free-lance work, serving with the orchestras on the Al Pearce stanza, Kate Smith show, Fred Allen, and dozens of others, including the Ford symphony series.

The Spivak crew has pulled one of the plums of the Broadway band market, having been selected by The New York Daily News to play for the Harvest Moon Ball in Madison Square Garden the evening of August 27.

The band will complete its smash engagement at the Westchester casino August 26, starting almost immediately on a heavy schedule of spot, one-nighter, and theater dates.

Spivak's music is now being aired by CBS and Mutual networks and is a steadily increasing favorite on the Okeh record label.

● The Billboard ● The World's Foremost Amusement Weekly ● Published at Cincinnati, Ohio, U. S. A. ●

Founded in 1894 by W. H. DONALDSON.
E. W. EVANS, President and Treasurer.
R. S. LITTLEFORD JR., Vice-President.
W. D. LITTLEFORD, Secretary.
A. C. HARTMANN, Outdoor Editor, Cincinnati.
E. E. SUGARMAN, Indoor Editor, New York.
W. W. HURD, Coin Machine Editor, Chicago.

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306.
BRANCH OFFICES:
NEW YORK — 154 Broadway, No. Clark Street, MEEdallion 3-1616.
CHICAGO — 155 No. Clark Street, CENTral 8480.
ST. LOUIS — 390 Arcade Bldg., Chestnut 0443.
PHILADELPHIA — 7222 Lampport Rd., Madison 6895.
LOS ANGELES — 416 W. 8th St., VAndike 8493.
FOREIGN OFFICES: LONDON—Edward Graves, Cromwell House, Fulwood Place, London, W. C. 1.
SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street.

ADVERTISING RATES — Fifty Cents per Agate Line, \$7 per column inch. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.
Member of Audit Bureau of Circulation.

Subscription Rates — 8 Copies, \$1; 26 Copies, \$3; One Year, \$5; Two Years, \$8. Special Rates in Foreign Countries Upon Request.
Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897. Copyright 1941 by The Billboard Publishing Co.

Ice Skate Stars Show Well in Pic

MINNEAPOLIS, Aug. 16.—Considering this is her first movie, Dorothy Lewis does exceptionally well in the Republic picture *Ice-Capades of 1942*, which had its Northwest preem here Friday at the 1,100-seat Gopher Theater. As a skater Miss Lewis ranks with the top-flight gliders; as an actress she needs only a little more training to be right on top. She has looks, a swell figure, and good voice. Pic concerns Miss Lewis, a lonely alien gal wanted by immigration authorities for deportation. An excellent skater, she goes to Central Park to do her blading. James Ellison and Jerry Colonna, newsreel photogs on assignment to do a pic of a foreign skating queen, go on a bender and miss their gal.

From his hotel window Ellison spies Miss Lewis gliding on the ice, doing very intricate figure skating and spins. He takes footage on her and turns it in as foreign ice queen copy. Phil Silver, Broadway producer, sees newsreel and decides to star the "foreign ice queen" in ice show. When the real queen turns out to be a homely gal he threatens suit against the newsreel company. Then begins an effort to find and induce Miss Lewis to be starred in show. Discovered, she refuses star-billing, fearing deportation. From there on the plot thickens, with Allan Mowbray, newsreel exec, helping it along. Angle is to have Ellison marry Miss Lewis so she can become the wife of an American and thus not face deportation. After several situations in which Miss Lewis consents to do the role to save Ellison from jail, they go into clinch. Vera Vague teams with Colonna for the comedy and is very good.

Miss Lewis's skating, including several Axel Paulsons, sit spins, and head twirls, is of the best. *Ice-Capades* stars all show to excellent advantage. Jackson and Lyma, comics, draw laughs for their antics on blades. Al Surette, straw-man act, does fancy gliding. Pierre and Denis Benoit do a fast-stepping rumba on the ice. Megan Taylor's excellent spins and one-leg stands register well. Phil Taylor, skating on stilts, is spectacular, especially in pool-ball number, wherein he glides between each ball. Lois Dworshow steps lively to a fast rhythm. The fire number and interpretative dance by Red McCarthy in silver paint is good. Vera Hrubá and Megan Taylor join for some fancy gliding. Belita makes a big hit with her outstanding spins, twirls, and jumps. The gal has much promise and should go places on her own before long.

Miss Lewis, in the finale, puts finishing touch to some of finest ice skating ever put on film. Northwest preem was typical Hollywood style, with Miss Lewis currently at Hotel Nicolet here, appearing in person with her troupe, the Feasley Twins, and Stregis Bustles. Gene Autry, in from Hollywood for the opening, sang and introduced Miss Lewis. Mayor Marvin Kline introduced Autry. Show packed four times opening day, with crowds on the ropes anywhere from 15 minutes to an hour.

Jack Weinberg.

Rosen Called Before 802

NEW YORK, Aug. 16.—Dave Rosen, operator of the *Streamlined Follies* in Coney Island, will be called before the trial board of Local 802, Musicians' Union, Tuesday (19) to show cause why he shouldn't be placed on the unfair list on charges of allegedly paying a pianist \$15 a week on a scale job of \$40 per.

★ THEATER MANAGERS ★
 Showing "War" Pictures—"*Sgt. York*," "*In the Navy*," "*Caught in the Draft*," etc.
 See *Wm. C. Popper & Co. ad page 65*
 Col. Bedford's 16-Page Color
SERVICE GUIDE

Word has been received from Key West of the death of MRS. VIRGINIA HOWARD, known to theatergoers of a generation ago as Virginia Dana. Mrs. Howard was the widow of Stanley Howard, who was killed in action during the last war. A daughter, Virginia, survives; also two sons, Jack and Texas, the latter as one of the youngest members of the A. E. F. won national fame by his exploits in France, being decorated by the King of Belgium, Foch of France, and General Pershing. Efforts are being made to locate Mr. Howard, who, at last reports, was interested in the Foreign Club in Panama. WM. DANA RANOLPH, 224 E. 15th St., Oakland, Calif.

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 LEGIT

MUSICAL

GOWER AND JEANNE—ballroom dance team making a terrific hit at Ben Marden's Riviera, Fort Lee, N. J., night spot. Young, energetic, and original in dance conceptions, this team in its five years of professional night club and vaudeville work has been climbing quickly and steadily to the top in the dance field. It is definitely ripe for a revue spot, because of out-of-the-ordinary routines and great showmanship.

CALLAHAN SISTERS—youthful and pretty terp duo now holding over at the Hurricane, New York night spot. Have a nice, easy style, their routines are carefully planned and imaginative, and the gals have grace and ability. Their catalog of numbers, worked at top speed, nets them a heavy hand. They're a cute dance combination and would be an asset to any legit musical.

V for Publicity

NEW YORK, Aug. 16.—The British propaganda drive centered around the letter "V" is latest topical angle to be grabbed up by vaude, night club, and burlesque producers and performers. Radio, of course, has given the "V" angle a lot of plugging thru its commentators, and there are already a couple of "V" songs around.

The Roxy Theater had a Gae Foster dance number based on the song *V for Victory*, with the girls marching in V formations and a singer warbling the lyrics. Floorshow producers are substituting "V" ideas for the usual flag-waving patriotic numbers, figuring the "V" idea is hot at the moment.

Even in burlesque there is an interest in "V" angles. Stripper Ginger Britton, at the Roxy, Cleveland, landed a lot of publicity by notifying local papers that she was stripping to a V-string instead of the usual G-string. She worked a V design on the G-string. Her press agent, Ed Aaronoff, arranged for the publicity follow-up.

In spots where producers feel the audience is sufficiently pro-British to put on such numbers as *There'll Always Be an England*, the new *V for Victory* song will be getting a lot of plugging.

There are also a number of "V" cocktails—ingredients not listed—appearing in Stem night clubs and restaurants.

Lansing House Goes Legit

LANSING, Mich., Aug. 16.—Strand Theater, once the city's first-ranking vaudeville house, which closed this summer for extensive remodeling, opened Thursday as the Michigan. The Butterfield chain, which operates the theater, has put in new seats and done extensive redecorating.

At least a half dozen stage attractions will play here this fall, beginning in September. Booked are *Life With Father*, *Arsenic and Old Lace*, *Corn Is Green*, *Ziegfeld Follies*, *Hellzapoppin*, and *My Sister Eileen*.

SOUTH MERCHANTVILLE, N. J. Aug. 16.—Manfredi Brothers, operating the Red Fox Tavern here, are adding floorshows for the first time. Initial show offers Frank Arena, Donna Lee, and Mimi Fox, with Billy Sawyer's music. Crescent Log Cabin, at near-by Gloucester Heights, also resumes this week, reopening as Andy's Log Cabin.

AFRA Ponders New Membership Campaign; Additional Field Reps, New Locals Are Likely

DETROIT, Aug. 16.—Sessions at the annual convention of the American Federation of Radio Artists at the Book-Cadillac Hotel here are centering chiefly on a program to increase the union's membership to include the entire eligible radio field. Details of the drive have not been decided and will be determined by the AFRA board, but it is likely that additional field representatives and new locals in small centers will be set up.

Currently, AFRA claims that 70 per cent of radio's eligibles are members of the union, altho only about two-fifths of the nation's stations are signed up. This seeming contradiction comes about thru the fact that AFRA in the past has concentrated on those stations which employ most actors—particularly the large production centers of New York, Chicago, and the Coast.

Emily Holt, AFRA executive secretary, in a report yesterday on the progress of AFRA during 1940 pointed out that AFRA has contracts affecting 92 stations, 270 advertising agencies, and "an equal number of transcribed programs." In addition, talent agents have been licensed.

Mrs. Holt further reported that AFRA membership has increased from 10,500 to 12,000, and that 90 per cent of radio performers within its jurisdiction are organized—excepting new talent just entering the field.

Other salient points of the report had to do with establishment of new locals and collection of members' claims. Locals were set up in Portland, Ore.; Dallas,

and Washington. On claims, during the first seven months of 1941 the union garnered \$58,990.58 on behalf of 631 individual members from 80 agents, stations, and producers, affecting 93 programs. Only two claims, totaling \$1,265, are outstanding.

Delegates, based on paid-up membership, total 161, compared to 151 in 1940. One delegate is elected for each 25 local members in good standing.

Television jurisdiction, which was scheduled to come up for discussion at the AFRA convention, still remains to be clarified. Mrs. Holt received a letter from Actors' Equity suggesting re-establishment of the old three-cornered committee, including reps of Equity, AFRA, and Screen Actors' Guild, all of which have put forth some claim to the jurisdiction. Equity, according to Walter Greaza, speaking in New York today, received an answer from Mrs. Holt stating that she would seek re-establishment of the committee as soon as the convention winds up.

Greaza denied a report to the effect that Equity members had been informed not to perform on television in instances where the cast was not entirely Equity.

Ottawa Legit Try Folds After First

OTTAWA, Aug. 16.—Attempt to revive legitimate in Ottawa with the presentation of *The Pursuit of Happiness*, featuring Francis Lederer, during the week of August 4-9, met with "just fair" response from a sweltering city.

Attendance for six evening performances and three matinees ranged from 200 to 450 each, the price scale being from 75 cents to \$2 at night and 35 cents to 75 cents in the afternoon.

George Washington Slept Here and *Old English*, which were to follow *The Pursuit of Happiness* and run for a week each, were canceled. It was explained by Manager Ambrose Nolan that Charles Butterworth, star of *George Washington Slept Here*, had been recalled to Hollywood and he did not want to bring the play here with a lesser star.

Consensus was that August weather was too warm for legitimate shows at the Little Theater, which is not air-conditioned. Tentative plans are being made to re-open in September.

Ban on Minors In Pa. Cafes

HARRISBURG, Pa., Aug. 16.—Legislation to prohibit employment of talent under 18 years of age in Pennsylvania night spots has been signed by Gov. Arthur H. James.

Person having custody of the minor and the proprietor of establishment employing such minor will be equally guilty in event of violation and, upon conviction, are subject to fine of \$100 or three months' imprisonment.

Operators of "dance houses, theaters, or places of entertainment" not selling liquor are prohibited, by the same bill, from employing talent under 15 years of age, with the same penalties invoked.

CLASS OF SERVICE

This is a full-page Telegram or Cablegram unless its desired character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

NEWSCOM CARLSON
DIRECTOR OF THE BOARD

SYMBOLS

DL = Day Letter
 NL = Night Letter
 LC = Deferred Cable
 MLT = Cable Make Letter
 Plus Redesign

SOMEBODY'S BIRTHDAY? ANNIVERSARY? WEDDING? PLEASE THEM BY SENDING A GREETING BY TELEGRAPH. COLORFUL GREETING TELEGRAMS COST ONLY 20c LOCALLY — 25c TO DISTANT POINTS.

DIRECT PRESSURE

MATS MATS MATS

Our Direct Newspaper Mats will reproduce your halftone cuts or line drawings exactly as you would like to have them appear. ASK GUS SUN about our MATS. We mail to any destination.

GEIGER STEREO TYPE COMPANY

221 S. Ludlow St., Dayton, Ohio

STOCK TICKETS

ONE ROLL . . . \$ 5.00
 FIVE ROLLS . . . 2.00
 TEN ROLLS . . . 3.50
 FIFTY ROLLS . . . 15.00
 100 ROLLS . . . 29.00
 ROLLS 2,000 EACH
 Double Coupons,
 Double Price.
 No C. O. D. Orders
 Size: Single Tick., 1x2"

TICKETS

OF EVERY DESCRIPTION

THE TOLEDO TICKET CO., TOLEDO, OHIO

SPECIAL PRINTED

Roll or Machine

10,000	\$ 6.95
30,000	9.85
50,000	12.75
100,000	20.00
1,000,000	150.50

Double Coupons,
Double Price.

INDIE PRODUCER OUTLOOK

Producers, Agents See Good Fall Season Despite Some Uneasiness; Predict Comedy Trend; Prices Hold

NEW YORK, Aug. 16.—Check-up of independent radio producers and talent agents indicates general belief in a good fall and winter radio season, despite a certain amount of uneasiness voiced by producers, who point out that the radio industry is facing precedential issues involving rulings of the Federal Communications Commission, the war, the defense campaign, and the emergency tax bill. Talent prices, according to producers and agents, are about the same as last year, some producers stating prices are slightly higher.

Queried as to what type of shows might prove most salable the coming season, many producers gave the nod to comedy and comedy drama, pointing out that the war would probably activate a desire for lighter, more entertaining programs. Some producers vouchsafed the opinion that quizzes would "quizzed out," others that quizzes would hold up only if they contained an inherently strong novelty angle, and others hoped quizzes would sink into obscurity and thus open the field for the other types of radio programs and talent. Some said that the problem of finding choice network time is becoming continually tougher, and that this would probably force sponsors into using the later evening hours, after 9 p.m.

Opinions of the producers and agents follow:

WILLIAM MORRIS AGENCY—William Murray, head of the radio department of William Morris, stated the new season looks "bigger than ever." Prices about the same as last year, he indicated, and added that the war and defense campaign have had no appreciable effect on selling. Regarding types of programs, Murray said the only difficulty experienced has been in the case of straight musical shows. This he attributed to the ASCAP-radio situation. War and defense campaign are having no appreciable effect on radio business, and the only concrete example where priorities hurt was in the case of *Amazing Mr. Smith*, American Can Company's show, which folded some months back.

MUSIC CORPORATION OF AMERICA—Hal Hackett, MCA exec, stated that choice time on NBC's Red network and Columbia is sold "solid," with good time still available on the Blue network and Mutual. Network time, he said, has been sold out about one month ahead of last year. Talent prices are about the same. Regarding program types, Hackett predicted a better or more balanced ratio of programming for the coming season.

DOUGLAS STORER—Storer, producer of Calloway's *Quizzicale*, now on MBS, predicted that prices of shows would be down during the coming season; that a general uneasiness would prevail throughout the industry; and that there would be a noticeable desire for comedy programs. "No question at all that people want escape," says Storer. Reasons for instability and uneasiness in the industry are summarized by Storer as the following: (1) Priorities, which will limit products for sale. Also sponsors may continue radio budgets for institutional reasons, they will be wary of adding more time. (2) The proposed radio tax. Whether or not radio is taxed, fact remains, according to Storer, that ex-

penditures will be held up. (3) Impponderables connected with possible entry of United States into the war. Radio not in existence during last war, and therefore there is no precedent from which to draw. (5) Industry is upset by FCC rulings affecting press-radio relationship, networks, affiliates, ownership of stations, etc.

Currently, says Storer, radio is "lousy with spot announcements."

GROMBACH PRODUCTIONS, INC.—Chester H. Miller, vice-president of Grombach Productions, stated there was reason for optimism and there would probably be more commercial radio than ever. Stated it would be hard to find good time, and that the late hours after 10 p.m. would become more valuable. Added there would probably be a strong trend toward comedy, with new comics being developed. "I have a feeling," he said, "that there will be a good fall and winter season for independent producers." Reasons given for this are a claimed trend toward disintegration of network talent operations, with indie producers likely to get more consideration. "Things won't be bad," he said, "but we all will have to scuttle for business, as some industries may drop out and others come in.

"Quizzes are quizzed out," he says, indicating that good shows will have to be entertaining, but not high hat. Predicts greater influx of patriotic shows and some rather expensive shows for institutional advertising by companies doing defense work. Also intensive selling of transcriptions.

HARRY HOFF—Hoff, associated with Henry Souvaine's office, stated that prices show a slight tendency to be higher and that comedy drama is definitely on the way up. Ditto faster-paced daytime serials. Hoff also predicts more romantic adventure and intrigue serials, motivated by the war.

WOLF ASSOCIATES, INC.—Jack Ruben, production manager, stated season looks good, with a definite trend toward lighter entertainment traceable to the war.

"There is a little whittling going on regarding prices," added Ruben.

WILSON, POWELL, & HAYWARD, INC.—"Business very active, prices about the same as last year, but down as compared to a few years ago.

DOLAN & DOANE—Saul Reiss, D&D exec, points out that, altho business is active, most contracts are renewals. He foresees a comedy trend, but expected it to be more advanced than it apparently is. He expected a batch of comedy and variety programs this fall, but says that sponsors are still sticking to quizzes. Outside of the Frank Fay program for Tums, Reiss says nothing drastic has happened in the way of new shows, but he gradually expects more comedy and variety. "Settlement of the ASCAP situation will help performers like Frances Langford and Mary Martin. Comics, tho, are scarce, and unless a comic is tested sponsors are afraid to take a chance."

Prices about the same. If war, entertainment will become a morale factor.

HERB ROSENTHAL, exec of CBS artists' bureau and MCA, stated prices are the same as last season, that war has had no effect, and that no definite trends are discernible.

TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION—John L. Clark, president, foresees a good season on dramatic programs. War and defense campaigns have had no effect so far.

FRANK COOPER, head of General Amusement Corporation's radio department, believes slapstick comedy will come to the fore, as in Calloway's *Quizzicale* program. Quizzes, he believes, will always remain an important item in the business provided they have the element of novelty. If war comes, however, practically all radio contracts have a cancellation clause.

BATCHLOR ENTERPRISES, INC.—Office of Walter Batchelor believes that if quiz shows take a slide there will be many openings for new talent.

How the Show Goes On . . . In Philly

PHILADELPHIA, Aug. 16.—On the last Philadelphia Zoo program via WIBG, Phil Edwards, handling the show, brought along a seven-foot indigo snake and attempted to make it hiss into the mike. That wasn't much to the liking of announcer Roy Neal, who liked it even less when the snake started to coil around his leg during the broadcast.

But true to his calling he kept broadcasting, sounding enthusiastic right up to the time he signed the program off with the station's call letters—and then he fainted dead away.

Non-BMI Stations Hit by Wax Clamp

NEW YORK, Aug. 16.—Broadcast Music, Inc., effective September 1, will not allow non-BMI stations to use BMI tunes on transcriptions. Non-BMI stations have been allowed to play BMI tunes on wax, BMI having been especially anxious for the plugs. In order to accomplish this, BMI had made arrangements with transcription companies whereby subscribers, even tho non-BMI, were given clearance.

The September 1 ruling ends this practice and will force certain of the wax companies to revise their song schedules.

NBC Affiliates Still Balking On Music Deal

NEW YORK, Aug. 16.—At press time, no rapid return of ASCAP music to the National Broadcasting Company was indicated, Marks Woods, NBC exec, stating that another 10 days would have to elapse before he could tell how matters stood regarding approval of the NBC-ASCAP deal by NBC affiliates. Check-up of NBC stations on Friday (15) showed that 75 affiliates had been heard from, with 57 approving the deal, 11 answering with flat "No." And seven stations on the fence. Most recalcitrant are member-stations of the National Independent Broadcasters, who want a complete "victory," whereas independent radio network affiliates seem prone to favor the ASCAP deal.

NBC still feels it cannot disregard the wishes of those stations dissatisfied with the proposed ASCAP-NBC terms.

Question of what to do about use of ASCAP music on local programs in those States having anti-ASCAP laws, notably Florida and Nebraska, is taking up much of the time on the confabs. There is no hitch to these stations receiving and performing ASCAP music on NBC chain programs, but returning ASCAP music to the stations' local programming is fraught with complications. According to some sources, present plans are being mulled whereby ASCAP would release (See NBC Affiliates Balking on page 8)

Advertisers, Agencies, Stations

NEW YORK:

TIFFANY THAYER and John Whedon at work on a trial script for the Balantine program debuting on Mutual September 12. . . . Dick Easton taking over production on Mutual's *True or False* for J. Walter Thompson agency. . . . Modern Food Process Company has renewed its time, 5-5:30 p.m., on 28 NBC-Blue stations for another year. . . . American Chicle Company has renewed *Your Morning News*, with Don Goddard, on WEA, 7:30-7:45 a.m., thrice weekly, thru Badger & Browning, Inc. . . . Larry Holcomb has resigned as radio director of Sherman K. Ellis & Company, effective September 1. . . . Weed & Company, station reps, have been appointed national sales reps for WDSU, New Orleans. . . . Jacqueline Stuart signed by Benton & Bowles to do a series of test transcriptions for the Dr. Pepper account. NBC Artists' Bureau set the deal. . . . Adolph Gobel, musical director of WWRL, Woodside, L. I., leaves for a vacation this week. . . . Harry Woodman appointed traffic manager of National Broadcasting Company, succeeding B. F. McClancy, resigned to join the Eaton Manufacturing Company, Cleveland. . . . Marschalk and Pratt will handle a radio campaign this fall for the Aetna Casualty & Surety Company, of Hartford, Conn. . . . Alfred J. McCosker, president of WOR and chairman of the board of MBS, away on a cruise to Central America. . . . Alvin Josephy, of WOR's special features, away for two-week vacation. . . . Fulton Oursler, editor of *Liberty*, starts his news series Monday (18) on WHN.

CHICAGO:

ROBERT J. MORARD, of the WBBM special events department, has received his ensign's commission in the U. S. Navy and has been assigned to the public relations division of the ninth naval district. . . . Walter Grant, of the Grant Advertising Agency, away on a two-week vacation. . . . New Acme White Lead Company program, handled thru Henri, Hurst, & McDonald, has been set and, instead of Smilin' Ed McConnell, an announcement program will be used. . . . *Knickerbocker Playhouse*, P. & G. show, ends its summer layoff September 6, when it returns to the NBC-Red network for 39 weeks, set thru H. W. Kastor & Sons Agency. . . . The Morris B. Sachs Company amateur hour program on WENR was broadcast Sunday (17) from the deck of the cruiser Marilyn and shortwaved to shore. . . . Kenneth D.

Fry, Central Division news and special events manager, in Cincinnati this week on business. . . . The L. B. Laboratories, thru Brisacher, Davis, & Staff, is sponsoring a new series of dramatic broadcasts titled *The American Challenge*, which started Sunday (17) on WJDD, 12:30-1 p.m. Hollywood stars will portray leading roles. . . . New business on WBBM includes Johnson & Johnson, thru Ferry-Hanly Company, chain break spots at 6:15 p.m., Mondays thru Saturdays, from August 18 to December 13; Vicks, thru Morse International, Inc., news program, *The World Today*, 7-7:15 a.m., beginning September 29 for 26 weeks, and Paul F. Beich Candy Company, thru Ferry-Hanly Company, 15-second transcribed announcements, Monday thru Saturday, starting August 18 for 13 weeks. . . . All of the national professional league football games on the 1941 sked of the Chicago Bears will be broadcast exclusively over WENR.

PHILADELPHIA:

RUTH WELLES adds Freihofer's bread and All-Purpose face cream to her participating sponsors for her KYW women's shows, with Iowa Soap Company renewing its participation. . . . WCAU's new 50,000-watt transmitting plant, nearing completion at a site in Moorestown Township, N. J., being scale-modeled for permanent exhibit at Franklin Institute here. . . . Anne Probst, WHAT organist, back at her studio chores. . . . Rupe Werling, WIBG promotion manager, appointed to the Cheltenham Township Defense Council. . . . Al Stevens becomes the *Erlanger Sports-caster* for that brewing concern on WFIL. . . . Dick Hooper, RCA television promotion manager, added to the judges to select a Miss America in Atlantic City next month. . . . NLRB certified the American Communications Association for the KYW technicians. . . . Si Feinstein, Yiddish announcer, and F. Donato, handling the Italian stanzas, swapping spots for a series of Americanization programs on WDAS as a good-will gesture. . . . Ed Allen is WIBG's recent announcing acquisition from Altoona, Pa. . . . Joe Frassetto, WIP music maestro, takes five weeks leave to tour near-by States on one-night stands.

LOS ANGELES:

TRACY MOORE, Blue network sales manager for the Western Division of NBC, vacationing at Ocean Park, Wash. (See ADVERTISERS on page 8)

WEEI's Handsome Man . . . and Polite!

BOSTON, Aug. 16.—Bill Rule, WEEI control engineer, learned this week that politeness always pays.

The station received a letter from a Massachusetts resident asking the name and address of the "handsome man" from WEEI who had pulled his car to the side of the road in a small Mexican town to allow her to pass. A checkup revealed it was Rule, who had spent his vacation in Mexico. The letter-writer traced him thru the small metal plate bearing the station's call letters, which was attached to the car.

Radio Talent

New York

By IERRY LESSER

IT WAS a thrill to listen to AL JOLSON'S poignant portrayal of Uncle Tom on *Star Spangled Theater* last week. Direction of CHARLES SCHENCK and musical bridges of JOE STOPAK were out of this world, but the highlight of the evening was ELSIE MAE GORDON'S portrayals of the roles of Chloe, Liza, Topsy, Eva, and Cassie. I doubt that any of the listeners even suspected that it was ELSIE doing all the women's roles. JACKSON BECK was a vicious Simon Legree, and JACK ARTHUR was good as both Sinclair and Shelby. One of the sweetest jobs of the current season was turned in by HORACE BRAHAM, who read Rudyard Kipling's *The Islanders on the Millions for Defense* show last week. HENRIETTA KAYE and NORMAN STEWART are at the Robin Hood Theater in Arden, Del. At one of the performances of *Male Animal* the colored maid failed to make her appearance, so NORMAN hurriedly went out and played the role as an effeminate butler, evoking many laughs.

EDWARD TREVOR wants to know: If one is entitled to a musician's union card, will the army medical board pronounce you fit as a fiddle? PAUL HARTMAN confesses that the most difficult quiz question he had to answer was this: Which would you rather be: A lieutenant with a bar on your shoulder or a private with your shoulder on the bar? With the gasoline curfew in full force, ELAINE BASSETT points out that the silliest question a dentist can ask his patient is: Do you want gas? RICHARD KOLLMAR'S advice to a once popular actor: It's okeh to bury

your past if you don't bury your future with it. MAXINE SULLIVAN maxims: The gal who burns her candle at both ends is usually in the dark most of the time.

CHICK VINCENT has landed the directing job on *City Desk*. Watch the rating jump. The FRANK LOVEJOYS (she's JOAN BANKS) move into their Westport, Conn., home this week. They have named their one-and-a-half acre estate Silver Birches. CHARLES STARK, announcer, soloed at Roosevelt Field last week-end. His wife, MARIE, is also an ardent flying enthusiast. This column is interested in listening to the difference between GEORGE JESSEL'S interpretation of *The Man Without a Country* and BILL JOHNSTONE'S. BILL did it on the *Millions for Defense* show last week, while GEORGE does it on *Star Spangled Theater* this week. RALPH EDWARDS celebrated his wedding anniversary as well as the first anniversary of *Truth or Consequences* last Saturday. BENAY VENUTA guests on the ED SULLIVAN show August 24 and on NELLIE REVELL'S program August 27. DICK TODD has hired a trainer, PHIL SCOTT, to knock 20 pounds off him.

MOLLY (THE GOLDBERGS) BERG insists upon absolute realism in radio sound effects and frequently dispenses with the sound effects man and proceeds to wash dishes, break eggs, use a mixing bowl, or vigorously scrub a table to achieve precisely the sound that should properly accompany the dialog.

Chicago

By NAT GREEN

WHEN DICK MCKNIGHT, assistant scripter on the *Hap Hazard* show, left for the West Coast last week (show is to originate from Hollywood from now on), he took along his bride of a week, Anne Marie Wyllie. EDGAR BERGEN, after being feted in his home town, Decatur, Mich., Wednesday (20), will leave immediately for St. Paul, where he and CHARLIE MCCARTHY will appear at the Minnesota State Fair on opening day (23). JEANNE JUVELIER did so well in her pinch-hitting debut on CBS's *Woman in White* that she has nabbed a permanent assignment in the role of Linda. HOWDEE MEYERS, assistant publicity director of WGN, vacationing in Estes Park, Colo. The boys on the *Hap Hazard* program must be doing all right. CECIL UNDERWOOD, producer, LEN LEVINSON, scripter, and DURWOOD KIRBY, announcer, all bought new cars last week. There's a new guitar on the market named for LOUISE MASSEY, of the Westerners on *Plantation Party*. REINHOLD SCHMIDT, vocalist and director of the *Carnation Contended* chorus, had his tonsils yanked before starting on his first vacation in 10 years. AUDREY

TOTTER back from a vacation with her family in Joliet, Ill., and has resumed her *Ma Perkins* spot.

BENNY GOODMAN attracted nearly 100,000 people to the Grant Park concert last Monday (11). BOB HAWK comes back to his home town Sunday (24), when he will broadcast his CBS *Take It or Leave It* show from the ballroom of the Stevens Hotel. SHARON GRAINGER and FRED SULLIVAN are new members of the *Midstream* serial cast. MARIE NELSON, who portrays Ellen Collins in *Bachelor's Children* on NBC, has been in show business nearly 50 years and in radio since 1933. She has a daughter who is a radio writer and a granddaughter who is a child radio actress. HAROLD BEAN, NBC director, has taken over the work of producing the *National Farm and Home Hour*, formerly held by Lloyd G. (Bucky) Harris, now with the agency which handles *Dr. I. Q.* PAT MURPHY has been added to the cast of *Wings on Watch*. HOWARD NEUMILLER will be back at his job as CBS staff pianist Monday (25) when he returns from a three-week vacation in California.

WMRF's Clamp on Gratis Pic Tie-Ups

LEWISTOWN, Pa., Aug. 16.—Well known chisel of movie houses grabbing off a bumper crop of free time on air lines by paying off in movie passes is no go here. In fact, movie men are still smarting from rebuff of town's new radio station, WMRF, a 250-watter. This is a live movie town, with the Rialto Theater even supporting top names on

the stage all year round, and movie men figured that coming of a radio station would mean gratis tie-ups that mark movie-radio relations in most of the larger cities.

Radio's attitude here became known when the Rialto Theater house manager offered WMRF the services of its stage headliners for interviews and as program guests. Station officials nixed the offer when it meant that plugs would have to be given to the theater. Said they'd be glad to schedule the talent offered, but it would have to be at the station's regular commercial rates.

Station's doors are wide open to the town's movie men, but on the same basis as to any other prospective advertiser. Still in a mild state of astonishment, movie men are shouting back that they'll increase their newspaper advertising budgets and won't spend a penny on radio. Station officials refused to become alarmed over the threats, pointing out that radio is as much an advertising medium as the newspaper, and the industry has still to find a newspaper that gives its space free to a movie house.

Vacations in Hospital

PITTSBURGH, Aug. 16.—For almost a year WCAE promotion director James Murray had planned a tour over the Eastern Seaboard. The day his three-week vacation began he entered Mercy Hospital for a treatment of stomach disorders and was bedded for the duration of his vacation.

New and Returning Fall Programs

NBC-Red

DATE	PROGRAM	TIME	SPONSOR	AGENCY
8/21	Aldrich Family	Th., 8:30-9 p.m.	Gen'l Foods	Young & Rubicam
8/31	*Great Gildersleeve	Sun., 6:30-7 p.m.	Bristol	J. Walter Thompson
9/2	*Eddie Cantor	Wed., 9:30 p.m.	Bristol-Myers	Young & Rubicam
9/4	Maxwell Coffee Time	Th., 8-8:30 p.m.	Gen'l Foods	Benton & Bowles
9/6	Knickebocker Playhouse	Sat., 8-8:30 p.m.	Procter & Gamble	H. W. Kastor
9/7	Bergen-McCarthy	Sun., 8-8:30 p.m.	Standard Brands	J. Walter Thompson
9/8	Brewster Family	Mon., 9:30-10 p.m.	Quaker Oats	Ruthrauff & Ryan
9/23	Bob Hope	Tues., 10-10:30 p.m.	Pepsodent	Lord & Thomas
9/30	Fibber McGee	Tues., 9:30-10 p.m.	S. C. Johnson	Needham-Louis-Brorby
10/1	*Hap Hazard	Wed., 7:30-8 p.m.	S. C. Johnson	Needham-Louis-Brorby
10/4	*Frank Fay	Sat., 10:30-11 p.m.	Tums	Stack-Goble
10/5	Jack Benny	Sun., 7-7:30 p.m.	Jello	Young & Rubicam
10/5	*Sherlock Holmes	Sun., 10:30-11 p.m.	Grove Lab.	Russell Seeds
10/7	Burns and Allen	Tues., 7:30-8 p.m.	Lever Bros.	Young & Rubicam
10/19	Met Auditions	Sun., 5-5:30 p.m.	Sherwin-Williams	Warwick-Legler
10/23	Bing Crosby	Th., 9-10 p.m.	Kraft	J. Walter Thompson

Note: Asterisks denote new shows. In addition, a new Lever Bros.' show for October 3, Friday, 7-7:30 p.m., program not set, but time bought. *Sherlock Holmes* switches from Blue to the Red net. Crosby program has been on air thru summer, but Bing Crosby gets back October 23. Hap Hazard, currently replacing Fibber McGee, will remain on the air as the sponsor's second show.

NBC-Blue

DATE	PROGRAM	TIME	SPONSOR	AGENCY
9/15	True or False	Mon., 8:30-9 p.m.	J. B. Williams Co.	J. Walter Thompson
9/11	*Musical Wheel	Th., Fri., Sat., Sun., 10-10:15 a.m.	Pillsbury Flour	McCann-Erickson
9/11	Ahead of Headlines	Th., 10:30-11 p.m.	Newsweek	Tracy-Locke-Dawson
9/29	Straight Shooters	M-F., 5-5:45 p.m.	Ralston-Purina	Gardner Adv.
10/5	*Wheeling Steelmakers	Sun., 5:30-6 p.m.	Wheeling Steel	Critchfield & Co.
9/28	*Capt. Flagg & Sergeant Quirt	Sun., 7:30-8 p.m.	Mennen Co.	Russell Seeds
10/6	*I Love a Mystery	Mon., 8-8:30 p.m.	Standard Brands	Kenyon & Eckhardt

Note: Asterisks denote new shows.

CBS

DATE	PROGRAM	TIME	SPONSOR	AGENCY
8/14	*Maudie's Diary	Th., 7:30-8 p.m.	Continental Baking Company	Ted Bates
8/25	*Bright Horizon	M-F., 11:30-11:45 a.m.	Lever Bros.	Young & Rubicam
9/8	Lux Radio Theater	Mon., 9-10 p.m.	Lever Bros.	J. Walter Thompson
9/31	*Family Hour	Sun., 5-5:30 p.m.	Prudential Life Ins.	Benton & Bowles
9/15	*Orson Welles	Mon., 10-10:30 p.m.	Lady Esther, Ltd.	Pedlar & Ryan
9/28	Screen Guild Theater	Sun., 7:30-8 p.m.	Gulf Oil Corp.	Young & Rubicam
9/28	Ford Sunday Evening Hour	Sun., 9-10 p.m.	Ford Motor Company	McCann-Erickson
10/1	Texaco Star Theater	Wed., 9-10 p.m.	Texas Company	Buchanan & Co.
10/3	Kate Smith Hour	Fri., 8-9 p.m.	Gen'l Foods	Young & Rubicam
10/5	*William Shrier	Sun., 5-5:45 p.m.	Sanka Coffee	Young & Rubicam
10/8	Meet Mister Meek	Wed., 7:30-8 p.m.	Lever Bros.	William Esty & Co.
10/8	Big Town	Wed., 8-8:30 p.m.	Lever Bros.	Ruthrauff & Ryan

Note: *Big Sister*, sponsored by Lever Bros., switches to new spot August 25. Will be heard Monday thru Friday from 12:15-12:30 p.m. *The Pause That Refreshes*, Coca-Cola's Sunday show, switches to 4:30-5 p.m. spot on September 28. Asterisks denote new shows.

MBS

DATE	PROGRAM	TIME	SPONSOR	AGENCY
8/4	*Sizing Up the News	Mon. & Wed., 8-8:15 p.m.	Phillies	Ivey & Ellington
8/5	Inside of Sports	Tues. & Th., 7:45-8 p.m.	Phillies	Ivey & Ellington
9/8	*At Your Service	Mon., Wed., & Fri., 12:15-12:30 p.m.	Hecker	Burnett
9/12	*3 Ring Time	Fri., 9:30-10 p.m.	Ballantine & Co.	J. Walter Thompson
9/28	*Hollywood Whispers	Sun., 1-1:30 p.m.	Marrow's, Inc.	Hays-McFarland
9/28	The Shadow	Sun., 5:30-6 p.m.	D. L. & W. Coal Co.	Ruthrauff & Ryan
9/28	Bulldog Drummond	Sun., 6:30-7 p.m.	Howard Clothes	Redfield-Johnston
9/29	Jack Armstrong	Mon. thru Fri., 5:30-5:45 p.m.	Gen'l Mills	Knox-Reeves
9/29	Captain Midnight	Mon. thru Fri., 5:45-6 p.m.	Ovaltine	Blacket-Sample-Hummert (Chicago)
10/2	World Series	no time set	Gillette	Maxon
10/19	Young People's Church of the Air	no time set	no details	
10/19	American Radio Warblers	Sun., 1-1:15 p.m.	American Bird Prod.	Weston-Barnett
10/19	Lutheran Hour	Sun., 1:30-2 p.m.	Lutheran League	Kelly, Stuhlman & Zahradt
11/1	Antonini Concert Series	no time set	V. La Rosa & Co.	Comm. Radio Service

Asterisks denote new shows.

Noble on C&S Program

NEW YORK, Aug. 16.—Ray Noble is set for the Chase & Sanborn program, and will replace the Robert Armbruster band, according to agency execs. Contract likely to be signed this week. Another possible replacement is Jimmy Newell, baritone, in the Donald Dixon spot. Program comes back on the NBC-Red September 7.

KFAC Again Using ASCAP

LOS ANGELES, Aug. 16.—Station KFAC is again using ASCAP music, after about eight months of public domain tunes, but no contract has been signed with the Society.

Station spokesman said that ASCAP had permitted the use of its music on a per program basis, and the contract is expected to be received and considered within the next 10 days. He said that accounts are given their choice of ASCAP or public domain tunes. If ASCAP tunes are used, the account pays an additional 10 per cent.

Crider on Annual Jaunt

NEW YORK, Aug. 16.—Wickliffe Crider, press chief for J. Walter Thompson agency, starts a swing around the country Monday (18) and will contact

Report MCA Cold on NBC Deal; Program Properties a Stymy

NEW YORK, Aug. 16.—Deal between Music Corporation of America and National Broadcasting Company for sale of the NBC Artists' Bureau is reported cold, altho Mark Woods, NBC exec, said late this week that MCA was still in on the bidding. Woods also stated William Morris agency was interested.

According to Woods, NBC will hold the program properties and sell the rest of the bureau in one lump. This was indicated in previous stories in *The Billboard*.

Bill Goodheart, MCA exec, had previously stated to *The Billboard* that he was interested in the program properties of NBC and that acquisition of the Concerts Division was not necessary to a deal between MCA and NBC. It is believed that chief stymy resulted from NBC's wish to retain program properties.

radio editors in 21 key cities relative to programs handled by the agency. Trip will wind up with a trek to Hollywood for the opening of new JWT Coast shows. Crider will return in four weeks.

Program Reviews

EDST Unless Otherwise Indicated

"Forecast 7 (Class of '41)"

Reviewed Monday, 9-9:30 p.m. Style—Musical revue. Station—WABC (New York, CBS network).

Class of '41, seventh in CBS's *Forecast* series, would present an original revue each week and for material and players would draw heavily on newcomers to radio. This is a laudable purpose, no doubt, but if opening program is a representative sample of what future programs might be like, CBS had better forget about it.

Briefly, *Class of '41* is a turkey. It makes an effort to be bright and gay, with a few feeble sketches and a bevy of tunes straining at cleverness. In one of these sketches Al Bernie, mimic, conducts a school for newspaper columnists; in another he sells radio time, etc. None of it is funny, sadly enough, and if these are the newcomers to radio, the industry had better go into mourning. Or hang onto the old-timers.

Bernie was the best of the performers, but he could not surmount the script. Others were Arnold Stang and Jim Backus, plus the Koralites—a good choral group—and Gwen Davies, singer. Perry Lafferty produced and did original music, and Abe Burrows and Mack Benoff aided in co-ordinating the stuff. Writers included Ernest Lehman, Sid Garfield, Herb Rickles, Sid Rogers, Jim Backus, and Laurence Berns.

Forget it; don't even file it.

Paul Ackerman.

"Forecast 8 (Hopalong Cassidy)"

Reviewed Monday, 9:30-10 p.m. Style—Horse opera. Station—WABC (New York, CBS network).

Hopalong Cassidy, the Clarence A. Mulford series of horse operas well known to pic fans, shapes up as a salable item in CBS's *Forecast* series. The stuff isn't art, but it's a solid alfalfa opus and will please devotees—and there are many—of the sagebrush sagas.

The ingredients are very familiar, and so is the pattern of the story. There is a tough gent who rustles cattle and is in a fair way to grab the old judge's homestead. When the judge is about to give up in despair, Hopalong Cassidy barges into the Paradise Saloon. He has a nervous trigger finger and is poison to rustlers. Crime, it seems, doesn't pay.

Paul Ackerman.

"Maudie's Diary"

Reviewed Thursday, 7:30-8 p.m. Style—Dramatic sketch. Sponsor—Continental Baking Company. Agency—Ted Bates, Inc. Station—WABC (New York, CBS network).

A half-hour dramatic sketch, replacing *Your Marriage Club*, sponsored by the

Continental Baking Company in behalf of Wonder Bread.

Show consists of a dramatization of excerpts from Maudie's diary by a competent cast. At this listening Maudie, together with her mother, father, and sister, is spending her vacation at the beach. Maudie's sister, Sylvia, falls in love with a self-styled big shot named Cooper Eaves. Maudie suspects that Eaves is a phony, and with the assistance of her boy friend, Jerry, she plans to break up the romance to save her sister. Things do not work out as Maudie had planned and she finally finds herself falling in love with Eaves, much to the disapproval of her boy friend and her sister. However, after an eventful canoe ride with Eaves, Maudie discovers that he isn't all he is cracked up to be and she exposes the real Eaves to her sister.

Program runs smoothly thruout, but creates few laughs. Sponsors would have fared better had they retained *Your Marriage Club*, by far a more entertaining show.

Art Millet handles the commercials okeh.

Elliott Colfer.

Eileen Barton

Reviewed Tuesday, 6-6:15 p.m. Style—Singing and instrumental. Station—Sustaining on WHN (New York).

Altho only 16, Eileen Barton is somewhat of a veteran of the air waves, having appeared from time to time on other radio shows, including Eddie Cantor's and Rudy Vallee's. She now has her own show twice weekly, Tuesday, Thursday, and Saturday.

Miss Barton opened the broadcast singing her theme, *Lullabye in Rhythm*, to the accompaniment of Dick Ballou's orchestra, house band. Followed up with *Love Me a Little, You're Dangerous*, and *Don't Let Julia Fool Ya*. In addition, the band rendered *Yes, My Darling Daughter* and *Ain't She Sweet*.

Miss Barton sings appealingly with a full, melodious voice, but could do a better song-selling job. Dick Ballou and the band do okeh.

Elliott Colfer.

"About Today"

Reviewed Wednesday, 7-7:15 p.m. Style—Drama. Sponsor—Grossman Company. WMEX (Boston).

Here is another indication that there is no one in Boston who knows how to write a decent radio script.

Written by Milton Yackus, this 15-minute shot is supposed to be timely drama. Stories with today's situations worked into the plot. Show caught told of a navy yard worker who succumbs to an offer to sabotage the place, but backs out in time to avoid the fire death which ends the sabotage instigator and an innocent watchman.

This lovely dissertation, which is nothing but a new twist in the Crime Doesn't Pay stories, is entitled *The Apple Is Wormy*.

The weak, ineffectual, childish, and stupid play was delivered by a cast whose talents matched the script. Lines were given with the fervor and intensity of a palpitating haddock. Best actor on the program was the watchman—whose sole contribution to the show was a grunt when struck over the head by a piece of lead pipe. At least he sounded convincing.

Mike Kaplan.

"Sizing Up the News"

Reviewed Monday, 8-8:15 p.m. Style—News commentator. Sponsor—Bayuk Cigars, Inc., Philadelphia. Agency—Ivey & Ellington, Philadelphia. Station—WIP (Philadelphia) and the Mutual network.

In his typical drawing, homespun manner, Cal Tinney, newspaper columnist, last Monday (4) started a new twice weekly series for a five-cent cigar—Bayuk Phillies. On opening stanza, Tinney toyed with anything and everything of national news note, his cracker-barrel chatter running the gamut from FDR's vacation to a dissertation on fifth columnists and how not to fall for them.

It's impossible for the listener to divorce Tinney from the late Will Rogers. However, the only similarity, either in material or delivery, is in providing a

reminder on how much the late Will is really missed.

Tinney in voice is a far cry from Cal in print and, except for the rocking chair brigade among the cliff-dwellers and the multitude of self-anointed news analysts around the country store pickle barrel, it's difficult to see how this news sizer-upper is going to make for mass listening.

While the humor is dry—more on the arid side—Tinney manages to bring much life to the commercials, which come at each five-minute mark. Handles the first spiel, announcer Fred Webber takes over for the second, and they split at the finish.

Tinney peppers the news with corn on Mondays and Wednesdays over 74 stations. With the inaugural of Tinney's attempt, sponsor has all its radio efforts originating in Philadelphia, with Jack Stevens taking over the *Inside of Sports* stanza for three nights a week, replacing Sam Balter.

Maurie Orodener.

"Monday Music Hall"

Reviewed Monday, 7:30-8 p.m. CST. Style—Musical comedy brevity. Station—Sustaining on WTMJ (Milwaukee).

A neat package of musical entertainment offered by a Milwaukee cast of actors and singers, assisted by a 15-piece studio orchestra under direction of William J. Benning, musical director of WTMJ.

Program caught told the story of a young miss, engaged for eight years and on her way to be married, being stranded in an elevator between floors with a young man also about to be married. Occasion called for singing of such tunes as *A Romantic Guy I* and *Everything Happens to Me*.

Crux of situation finds boy and gal falling in love with each other and, after each has been rejected by their respective suitors, agreeing to marry each other.

Good, light entertainment, with voices quite pleasing. Start of program is unique, opening as it does with off-stage noises of musicians tuning up and the chatter and clatter usually accompanying concert opening. George Comte is announcer.

H. C. Brunner.

"What's New at 9"

Reviewed Wednesday, 9-9:30 a.m. Style—Recorded music, news, and merchandise offerings. Sponsor—Gimbel Brothers, Agency—Victor van der Linde. Station—WMCA (New York).

Altho it owned its own station at one time and utilized it as an advertising medium, this is the first time that Gimbel's, one of New York's largest department stores, has bought time on the air.

Program, a half-hour variety show, is heard daily, Monday thru Saturday. Ted Campbell emcees and does the commercials, while Bob Harris handles the newscasting.

Show consists of a series of recordings by name bands, a summary of the day's news, and merchandise offerings in the form of good buys that may be had at Gimbel's store. At this listening show was an all-irving Berlin program. Campbell and Harris handled their respective chores nicely.

Program is of the type that should appeal to housewives, in that it not only furnishes lively entertainment but serves as a handy shopping guide.

Elliott Colfer.

Carlson Sues Irna Phillips

CHICAGO, Aug. 16.—Suit for an accounting of profits from the radio serial *The Guiding Light* has been brought in Circuit Court here by Emmons C. Carlson, sales promotion manager of NBC, against Irna Phillips, author of the show. Carlson alleges that Miss Phillips paid him \$1,900 after the program had been sold in 1936, but that he has received nothing since. He estimates that his share of the profits of the show should be more than \$100,000.

NBC AFFILIATES BALKING

(Continued from page 6)

the performing rights in those States to the composer and publisher members of the Society, letting them make their own individual deals for music on local shows. Herman Finkelstein, of ASCAP counsel, would not comment on this report, nor would he comment on reports that ASCAP would intensify policing of local shows in those States with listening posts, and press infringement suits in event music is illegally performed.

Labor B'd Issues Indictment Against WOV; Sept. Trial

NEW YORK, Aug. 16.—Labor board has issued an indictment against the Greater New York Broadcasting Corporation, operator of WOV, charging unfair labor practices in violation of the National Labor Relations Act.

Complaint alleges that WOV refused to bargain collectively with the American Communications Association on and after September 14, 1940, leading to a strike of its employees, and also that WOV discharged the strikers and attempted to blacklist them in the radio industry.

According to the ACA, the complaint alleges that 33 employees were injured by WOV's practices, including office workers, announcers, and technicians. ACA estimates that back pay accruing to these employees will total some \$20,000, the largest sum assessed against a station under the act.

Date set for trial is September 18 at the offices of the Labor Relations Board in New York.

Exces at WOV at press time could not be reached for comment.

ADVERTISERS

(Continued from page 6)

Mark Finley, press chief of the Mutual-Don Lee network, left by plane Monday for a vacation in Whitehorse, in the Canadian Yukon.

Scientific Products Corporation, thru Edwin E. Martin Advertising Company, will plug Solvex Liquid Cleaner over KFI with 65 150-word participations, five days a week, from September 2 to December 1.

Syd Dixon, Red network sales manager for NBC's Western Division, vacationing at Big Bear Lake.

Chet Crank, Inc., handled the renewal deal between J. V. Baldwin Motor Company and KECA for 39 quarter-hour programs, three-a-week, from August 11 to November 7.

L. S. Frost, assistant to the vice-president in charge of the Western Division of NBC, left Hollywood for a tour of the Northwest and Vancouver, B. C.

R. H. Alber Company handled the deal between the Don Lee Frequency Modulation Station K451A for 52 broadcasts of the *Old-Fashioned Revival Hour*, sponsored by the Gospel Broadcasting Association. Program runs an hour and is on the air Sundays.

Seven Up, thru Glasser-Gailey & Company, has taken 52 100-word announcements over the Don Lee FM K451A at 7 p.m. Mondays, from August 18, 1941, to August 12, 1942.

A "till forbid" contract beginning August 7 was handled directly with KHJ by *Western Family Magazine* for 23 spot announcements Thursday, Friday, and Saturday, every two weeks.

HOLLYWOOD:

JOHN B. HUGHES has left Los Angeles by plane on a tour of national defense plants, to give details to his listeners. Accompanied by Rupert Pray, research man.

SAM HAYES, NBC Sperry news commentator, entered Hollywood Hospital after his Saturday program to undergo a tonsilectomy. Will be off the air for two or three weeks.

FRANK FOREST, Mutual's tenor on *Double or Nothing*, returned to New York Friday after vacationing on the Coast.

HEDDA HOPPER, enjoying a three weeks' vacation, has been invited as honor guest at the national convention of the American Legion to be held in Milwaukee in September.

CLINTON TWISS, MARTHA TILTON, GLORIA BLONDELL, and GORDON JENKINS' orchestra will be heard on *Best of the Week*, NBC's Blue network program which will be beamed to Latin America on the English Hour.

ANDRE KOSTELANETZ, CBS conductor of *The Pause That Refreshes on the Air*, left for a vacation in Mexico City following his joint appearance at Hollywood Bowl with his wife, LILY PONS. He plans to fly to New York for his broadcasts, returning to Mexico City the following day.

Immediate result of DOLORES GRAY'S initial appearance on RUDY VALLEE'S NBC show recently was a job as featured singer in a new stage show, *Fun for the Money*, opening in Hollywood August 28.

ATLANTIC CITY, Aug. 16.—Lee Stuart, formerly connected with Philadelphia stations, has been added to the WFGP staff as continuity director. Station also gets two new announcers in Allyn Brook, formerly with WSFA, Montgomery, Ala., and Bob Carlyle, from WRAC, Williamsport, Pa.

Watch For Our Fall Special Issue Next Week

With These Special Articles of Interest to the Entire Radio Industry:

1. TELEVISION IS A GREAT ADVERTISING MEDIUM

By Dr. Alfred H. Morton, Vice-President, in Charge of Television at NBC

2. MERCHANDISING THRU RADIO

By Harry S. Goodman

802 TILTS WAGE SCALES

Dispute on Cafe, Film Com'tm'ts Of Ellington Ork

NEW YORK, Aug. 16.—Three-cornered booking situation which doesn't show any signs of immediate unscrambling, has Willard Alexander, head of the band booking department of the William Morris Agency in one corner; Barney Josephson, operator of Cafe Society Up-town in the middle, and Duke Ellington, on the West Coast.

Up to last week, Josephson was walking around in the belief that his band booking problems were settled for the year 1942. Plan was to have Count Basie start the policy September 16 for three months, at which time Ellington would take over (December 15) for another three-monther, with switches continuing between the Count and the Duke until the end of '42.

A contract had been signed for Basie, and, according to Josephson's office, an "assurance" had been given for Ellington, who is appearing in the legit, *Jump for Joy*, in Los Angeles. Ellington, meantime—during the past week—was signed by RKO as co-writer-composer and technical advisor to Orson Welles on a film dealing with the history of jazz. Ellington is scheduled to begin composition and research this month, and shooting is to begin around the first of the year.

Ellington has a provision in his contract permitting time off for a road engagement of his legit show, but nothing about time off for night club performances. Alexander contacted Josephson yesterday, telling him that Ellington might be tied up on the Coast and consequently unable to fulfill his dates at Cafe Society.

Columbia To Couple B. G., Cugat on Wax

NEW YORK, Aug. 16.—Manie Sacks, of Columbia Records, is planning to tie up Xavier Cugat and Benny Goodman on the same disk, with each maestro taking a side and playing the same tune, but in their own distinctive styles.

Sacks says it's a new wrinkle, and if it pans out as a success Columbia will cut more of 'em. Toughest angle, according to Sacks, is getting the right tune. Not only does it have to be something which will show off both orks, but also something that is destined to become a hit. Production cost is higher, too, figuring in two such names.

Mr. T. Fair in Fort Worth

FORT WORTH, Tex., Aug. 16.—Just an average dance crowd at the Lake Worth Casino heard the call of Jack Teagarden's moody trombone last week. Teagarden's ork, like its predecessors, attracted its best audience on Wednesday, "Bargain Night," and Saturday. Local youngsters, 1,100 of them, attended Wednesday, when the charge is 44 cents per person cover charge, tax included. One thousand dancers, at \$1 per, tax included, paid on Saturday.

Clyde McCoy, who filled a two-week engagement in July, holds the season's record at the spot. Manager George T. Smith of the Casino accredits Teagarden with bringing in a satisfactory crowd, however. Lang Thompson is current on the bandstand.

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.

His Blood for His Country

DENVER, Aug. 16.—Dave Frank, baritone sax with Gus Arnheim, is very unhappy about his draft board. Called in for exam, he was sampled for blood, but somebody lost the sample before the test was made. Recently in St. Louis a letter caught up with him, asking him to make another offering, which he did. Last week in Memphis another letter came, saying the second sample was lost, and he was ordered to take another!

What makes it all so irksome isn't the drain on his corpuscles but the fact that he's over 28 and probably won't be called anyway.

Peppe-Michaud Plan To Split

NEW YORK, Aug. 16.—Band personal management office of Arthur Michaud and James V. Peppe were on the verge this week of splitting up, with Michaud and Peppe each setting up their own establishments. Michaud admitted this was the way the wind blew, but would not give a definite confirmation.

It is understood that the separation will be an amicable one, leaving Michaud with the personal stewardship of Frankie Masters' and Bob Chester's orks, while Peppe will set up as Sammy Kaye's personal manager. Kaye's music firm, Republic, will also move along with Peppe. Victor Sack, who handles Republic's affairs, will go along, too.

Michaud and Peppe have been associated for two and a half years. Prior to that, each had his own p. m. biz. Present split does not entail much settling, since their recent band properties have been more or less handled individually by them anyway.

Hines Clips Off a Weak \$388 Despite Crowd of 2,000

HELENA, Mont., Aug. 16.—Earl (Father) Hines and his orchestra grossed \$388.74 playing her at the Civic Center Tuesday night, August 12.

Five hundred thirty-six dancers paid the 44-cent admission price. Ten-cent dance tickets sold totaled 1,529.

Singers featured with Hines were Madeline Green, Billy Eckstein, and the Three Varieties. The ork was booked in here by the William Morris agency and K. O. MacPherson, manager of Helena's radio station, KPFA.

Disk-Makers Take Up Cudgels To Combat U. S. Excise Tax; Decca Rep Talks Before Senate Group

NEW YORK, Aug. 16.—Disk firms were busy punching away this week in Washington in an effort to squeeze themselves out of the new excise tax brackets now being discussed. A current proposal made before the Senate Finance Committee was a "purchase" tax of 5 to 10 per cent on certain semi-luxury and luxury items, which would include recordings. Decca, Victor, and Columbia execs have felt for some time that this would be one of their headaches, but had hoped that they would be let out on the ground that the disks were part of the government's "morale and propaganda" builder-uppers. This is the case in England today.

If platters are taxed the amount will be shoved onto the consumer, but this still does not ease the feelings of the disk manufacturers. They are already facing future material shortages, if the war continues, and this would mean another rise in retail prices.

Among those appearing before the Senate Committee this week was Milton Diamond, representing Decca. Diamond said that Decca, by popularizing 35-cent phono records, had rekindled public interest in

Affects Class A and B Hotels, Niteries; Vaude on Year Grace

NEW YORK, Aug. 16.—Hotel and night club owners in the metropolitan area of New York with class A and B musicians' union scales are being notified early next week that, effective October 1, musicians' salaries will be increased 15 per cent, according to William Feinberg, secretary of the union, who said that the increase was decided upon "to keep pace with the rising cost of living."

This means that A scale, now \$63 per man for a five-hour day, six-day week, will be increased to \$72.45, and B spots, now paying \$48 for the same days and hours, will pay \$55.20. Feinberg said that this is the first monetary raise the union has asked since the present ad-

ministration came into office six years ago. The six-day week, however, was instituted about two years ago.

Of this, Feinberg said, the union realizes that it increased operating expenses to the employers, but meant nothing in actual dollars to the musicians, outside of the day off. Feinberg said that the current headache is not one of time off, but "a remedy for the increased cost of living, which affects musicians as much as steelworkers."

Feinberg said that the increase in wages has been based on government statistics citing higher living costs in all industries. Argument employers are most likely to use, said Feinberg, is that music is a luxury and must be regarded differently from basic industries. Feinberg said that in the letter he is sending to employers it will be noted that music is a "part of the gigantic amusement industry where music is a distinct necessity to the employer who is making money in its exploitation."

Proser May Get on 802's Unfair List Over \$431 Back Pay

NEW YORK, Aug. 16.—Monte Proser, local night club operator and major domo of the defunct Madison Square Dance Carnival, was told by Local 802 this week that he will be placed on the unfair list unless he pays \$431 in back salary to Nick D'Amico, whose band played the last engagement at Proser's Beachcomber before the spot closed last June.

Action against Proser was instituted by four musicians in D'Amico's ork, who brought a "friendly suit" against the leader to collect eight days' pay from the Beachcomber engagement. Union in turn notified Proser and his partner in the venture, Walter Batchelor, agent, to "show cause" why they should not be placed on the unfair list.

Altho the Beachcomber shut down because of financial reverses, Proser indicated that it would be reopened in the fall under a new moniker, the Zombie. Changing the name was also by court order after Proser lost a title infringement suit brought by Don the Beachcomber, of the Hollywood night club of the same name.

Max L. Arons, chairman of Local 802's trial board, said that altho Proser listed his liability to the band in a bankruptcy action he filed on the Beachcomber, he would have to pay D'Amico's crew, or else the union will not permit him to hire musicians for his Copacabana night club, which is closed until early in September.

Employers operating Class C spots are being hit individually as their contracts expire. Vaudefilmmers will not be touched until the expiration of their contracts with the union, which have another year to run. At the Roxy, State, and Music Hall, pit musicians receive \$90 for a six-day, 30-show week. As a consequence, Paramount and Strand, which put in a seven-day week, pay on a 30-show basis, but scale is \$105 a week because of the extra day. Feinberg said that a further study of legit will have to be made by the union before it asks for an increase in that field.

For the time being, Feinberg stated, single engagements will be enforced at the standard scale.

CLEVELAND, Aug. 16.—Cleveland Federation of Musicians has informed owners of hotels, restaurants, beer parlors, and night clubs of a new scale effective September 1. City's drinking and eating places were put in four classes, with pay for musicians to go up from \$1.75 an hour to \$1.90 in the top spots.

In others, hourly wages advance from \$1.40 to \$1.66; \$1.25 to \$1.35, and \$1 to \$1.15.

New Philly Dansant Sets a Name Policy

PHILADELPHIA, Aug. 16.—Town's first ballroom with a policy calling for a steady parade of the traveling names is scheduled to light up late next month. Henry Disson, night club hat-check concessionaire, has taken over the Village Barn and will reopen it as a dancery to be known as the Bandwagon. A one-time niterie, Barn has been a glorified jitterbug parlor for the last few years.

Plans call for weekly bandstand changes, opening on a Wednesday and operating six nights weekly. Town allows no public terping on the Sabbath. Is already set with his first three attractions, Bob Chester for the initial week, to be followed by Red Norvo and Tony Pastor. Closing of deal with Russ Lyons, of Music Corporation of America, however, depends on clearance of networks wires. Disson aims to develop his Bandwagon as a band palace, and is counting three CBS network wires weekly into his operating costs.

Bandwagon will not be an MCA exclusive, however. Disson aims to shop around for his attractions. Also figures on giving the nod to swing and sweet bands alike.

CHICAGO, Aug. 16.—Lou Levy, head of the Leeds Music Company and manager of the Andrews Sisters, has opened a new office for his music firm here, with Archie Levington, formerly with Harms, in charge. Formal opening took place yesterday (15), with the Andrews, currently at Chicago Theater, and Levy on hand to entertain the trade.



The Billboard

WEEK ENDING
AUGUST 15, 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 Friday, August 15, 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 Friday, August 8.

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	Title	Publisher	Plugs
Last This Wk.			
1	1. KISS THE BOYS GOODBYE (F)	Famous	27
—	2. GIVE ME YOUR ANSWER	Mills	26
5	3. AURORA	Robbins	22
2	3. DADDY	Republic	22
—	4. YOURS	E. B. Marks	19
—	5. I UNDERSTAND	Feist	18
—	6. I'LL NEVER LET A DAY PASS BY (F)	Famous	17
3	6. DON'T CRY, CHERIE	Shapiro-Bernstein	17
5	7. TIME WAS	Southern	15
—	8. DOLORES (F)	Paramount	14
6	8. LOVE ME A LITTLE LITTLE	Mayfair	14
—	9. THINGS I LOVE	Campbell	13
—	10. CALL IT ANYTHING, IT'S LOVE	Berlin	12
—	11. I'LL BE WITH YOU IN APPLE BLOSSOM TIME	Broadway	11
—	11. TATTLE TALE	Santley-Joy	11

NBC-CBS PLUGS			
Position	Title	Publisher	Plugs
Last This Wk.			
9	1. TIME WAS	Southern	40
3	2. DADDY	Republic	33
6	3. GREEN EYES	Southern	32
5	4. THINGS I LOVE	Campbell	30
5	5. 'TIL REVEILLE	Melody Lane	28
4	6. YOU AND I	Willson	27
7	6. MARIA ELENA	Southern	27
8	6. IT'S SO PEACEFUL IN THE COUNTRY	Regent	27
1	6. I WENT OUT OF MY WAY	BMI	27
2	7. YOURS	E. B. Marks	26
4	8. DO YOU CARE?	Campbell	25
—	9. BOOGIE WOOGIE PIGGY	Mutual	24
—	10. WHAT WORD IS SWEETER THAN SWEETHEART?	Reis-Taylor	22
—	10. HUT-SUT SONG	Schumann	22
10	11. LAMENT TO LOVE	Roe-Krippene	21

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 Piano 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; Monarch Sales Co.; Louis Piltz Dry Goods Co. 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. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. DADDY	3	1. Green Eyes	3	1. Yes, Indeed
—	—SAMMY KAYE	—	—Jimmy Dorsey	—	—Tommy Dorsey
2	2. GREEN EYES	1	2. Daddy	4	2. Maria Elena
—	—JIMMY DORSEY	—	—Sammy Kaye	—	—Jimmy Dorsey
3	3. MARIA ELENA	—	3. Yours	1	3. Daddy
—	—JIMMY DORSEY	5	4. Blue Champagne	2	4. Green Eyes
4	4. YOURS	2	5. Maria Elena	5	5. Yours
—	—JIMMY DORSEY	4	6. Yes, Indeed	—	—Jimmy Dorsey
5	5. YES, INDEED	9	7. 'Til Reveille	—	—Jimmy Dorsey
—	—TOMMY DORSEY	—	—Kay Kyser	—	—Bing Crosby
—	—BING CROSBY	10	8. 'Til Reveille	9	8. Boogie Woogie Piggy
7	7. BLUE CHAMPAGNE	—	—Bing Crosby	—	—Glenn Miller
—	—JIMMY DORSEY	—	9. Time Was	—	—Jimmy Dorsey
6	8. 'TIL REVEILLE	—	—Jimmy Dorsey	—	—Jimmy Dorsey
—	—KAY KYSER	—	—Vaughn Monroe	—	—Wayne King
9	9. PIANO CONCERTO	1	1. Daddy	1	1. Daddy
—	—FREDDY MARTIN	3	2. Yours	2	2. Green Eyes
10	10. I'LL BE WITH YOU IN APPLE BLOSSOM TIME	2	3. Green Eyes	4	3. Maria Elena
—	—ANDREWS SISTERS	4	4. Maria Elena	—	—Jimmy Dorsey
		—	—Jimmy Dorsey	—	—Jimmy Dorsey
		—	5. I'll Be With You in Apple Blossom Time	—	—Bing Crosby
		—	—Andrews Sisters	—	—Wayne King
		—	6. Piano Concerto	—	—Tommy Dorsey
		—	—Freddy Martin	3	7. Piano Concerto
		—	7. 'Til Reveille	—	—Freddy Martin
		—	—Kay Kyser	—	—Jimmy Dorsey
		—	8. Blue Champagne	—	—Jimmy Dorsey
		—	—Jimmy Dorsey	—	—Jimmy Dorsey
		—	9. Foolish	—	—Jimmy Dorsey
		—	—Art Jarrett	—	—Jimmy Dorsey
		6	10. Boogie Woogie Piggy	5	10. Take a Train
		—	—Glenn Miller	—	—Duke Ellington

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. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. MARIA ELENA	1	1. Daddy	1	1. Maria Elena
2	2. DADDY	4	2. You and I	6	2. 'Til Reveille
6	3. YOURS	2	3. Maria Elena	5	3. Green Eyes
7	4. 'TIL REVEILLE	6	4. Yours	2	4. Daddy
9	5. YOU AND I	3	5. Things I Love	4	5. Yours
3	6. INTERMEZZO	8	6. 'Til Reveille	11	6. You and I
5	7. THINGS I LOVE	7	7. Intermezzo	7	7. Things I Love
4	8. HUT-SUT SONG	5	8. Hut-Sut Song	—	8. Piano Concerto
8	9. GREEN EYES	9	9. Green Eyes	8	9. Hut-Sut Song
14	10. BLUE CHAMPAGNE	12	10. Blue Champagne	13	10. Blue Champagne
11	11. YOU ARE MY SUNSHINE	—	11. I Guess I'll Have To Dream the Rest	3	11. Intermezzo
10	12. MY SISTER AND I	15	12. I Went Out of My Way	12	12. You Are My Sunshine
—	—PIANO CONCERTO	14	13. Do You Care?	15	13. I'll Be With You in Apple Blossom Time
15	14. I UNDERSTAND	13	14. You Are My Sunshine	9	14. Just a Little Bit South of North Carolina
—	—I'LL BE WITH YOU IN APPLE BLOSSOM TIME	—	15. It's So Peaceful in the Country	10	15. My Sister and I

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. (11th Week) Jimmy Dorsey, Wayne King, Tony Pastor.
- DADDY. (11th Week) Sammy Kaye, Andrews Sisters.
- THE HUT-SUT SONG. (10th Week) Horace Heidt, Freddy Martin, King Sisters, the Jesters.
- GREEN EYES. (5th Week) Jimmy Dorsey.
- GOODBYE DEAR, I'LL BE BACK IN A YEAR. (3d Week) Horace Heidt.
- 'TIL REVEILLE. (2d Week) Kay Kyser, Bing Crosby.
- YOU AND I. (1st Week) Bing Crosby, Glenn Miller.

COMING UP

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

Orchestra Notes

Of Maestri and Men

BENNY GOODMAN takes on chirper Peggy Lee to replace Helen Forrest, who leaves the ork Thursday (21) to hop to New York to continue as a single. Miss Lee was caught by Benny at Chi's Ambassador West Hotel, where she vocalized with a musical combo, the Four of Us. . . . **BILL ALEXANDER**, former bass man for Wayne King, and his four-piece combo opened at the Gateway, Chicago, Friday (15) for four weeks. Outfit will become part of the musical staff on WBBM, that city, September 14. . . . **CARL HOFF** and band, now at Blue Gardens, Armonk, N. Y., has signed with the Okeh label for one year, and will cut first sides Friday (15). It's the maestro's first recording contract. . . . **NANO RODRIGO**, after one year, switches from the MCA fold to the William Morris office. Goes to New York after finishing his Chicago dates. . . . **JOE GLASER**, New York band booker, left Thursday for a 10-day whirl thru Texas and on to the Coast. . . . **GLEN GRAY** gets the first call on the new band policy at the Totem Pole Ballroom, Auburndale, Mass., September 22, for six weeks. Cork O'Keefe doing the booking. . . . **CHARLES FOWLER**, former manager of the Harry Hylan ork, is organizing his own outfit in Youngstown, O. . . . The **JACKS 'N' JILLS**, cocktail combo, have been booked in the Mayfair Club, Miami. . . . **LARRY CLINTON** and **LOU BREESE** are set for the Pure Food Show at the Cincinnati Zoo, in August and September, respectively. . . . **BILLY DAVIS** and band are now at Camp Eden, Cold Springs, N. Y. Sylvia is the featured vocalist. . . . **BENNY STRONG** put the lid on a six-week run at the George Washington Hotel, Jacksonville, Fla., Tuesday (12), and opened at the Ansley Hotel, Atlanta, Saturday (16), for four weeks. . . . **EDDIE FIELDS'** Dixieland Quintet has had another holdover ticket punched at the Plantation's Cotton Ball Casino, Grand Rapids, Mich. Boys opened there in July. . . . **PINKY TOMLIN** and ork replaced Vaughn Monroe's ork Sunday (17) at Manhattan Beach, Brooklyn. In for a week.

Atlantic Whisperings

SHEP FIELDS this Saturday (23) and **CHARLIE SPIVAK** the following week-end bring to a close the first season of name band dance promotions at Saylor's Lake, Saylorburg, Pa., for A. J.

PERRY. It was admittedly a highly profitable one in this new territory. . . . **BERT FRENCH** takes his Musical Dukes to Philadelphia's Golden Gate. . . . **ED MARTINEZ** for the music-making at Mary Hubbard's Inn, Berlin, N. J. . . . **RUDY RIESE**, York, Pa., saxist, joins up with **GEORGE WOLD** in Chicago. . . . **DICK WHARTON**, former Jan Savitt singer current at the Blue Room, Beach Arlington, N. J., set to usher in the fall season at the Hotel Philadelphia in that city. . . . **JOE KEATING** gets the call at Hotel Hollywood, Shoemakersville, Pa. . . . **PHIL MILLS** for the music-making at Silver Fleet Inn in suburban Philadelphia. . . . **LUCKY MILLINDER** and **Lionel Hampton** split the dance assignments for the American Legion Carnival at Mercerville, N. J., ending last Saturday (23). . . . **VICTOR NELSON** gets the nod at 69th Street Rathskeller, Upper Darby, Pa. . . . **FOUR HYDE PARKERS** unshuttered the redecorated Flanders Grille in Philadelphia. . . . **BILLY SAWYER** and his Down Beats at the Red Fox Tavern, South Merchantville, N. J. . . . **GIL FITCH** at Peacock Gardens, King of Prussia, Pa., inks Wilma Dunn to join the band next month for the song selling. . . . **DON MANGINO** to finish the season out at Golden Dragon Cafe, Wildwood, N. J. . . . **HAP BRANDER** brings his boys to Village Garden Wonder Bar, Atlantic City. . . . **ARNOLD CROCE** gets the call at Philadelphia's Yacht Club.

Coast Cacophony

FREDDIE SLACK has just cut a six-minute side for Decca on *The Flight of the Boogie Bee*. . . . **MANNY STRAND** is in his second year as band leader at Earl Carroll's. . . . **JIMMY WAUGH** and his band soon close an eight-week run at Fusco's, Modesto, Calif. . . . An all-girl orchestra is set to follow. . . . **PEGGY GILBERT** and her girl band are in their eighth week at the Tower Club, Santa Monica, Calif. . . . **SALLY BLANNEY** and her girl band are holding forth at the Waldorf Cellar. . . . **JOHNNY (SCAT) DAVIS** plays a one-nighter at Oakland, Calif., after he leaves Jimmy Contratto's Trianon in Southgate, Calif., and before he opens at Jantzen Beach in Portland, Ore. . . . **TED FIO RITO** opens Trianon August 20. Date was originally August 19.

Kaye's Smash \$3,100 At Archer's Val-Air

DES MOINES, Ia., Aug. 16.—Sammy Kaye chalked up the best gross so far this season at Tom Archer's open-air Val-Air here August 9, with 3,100 patrons paying \$1 each.

It was Kaye's second appearance in Des Moines and was about twice as good as his one-nighter at the Val-Air last year. This time he got a tie-in with music machine operators with plugs on his hit *Daddy*.

Playing the night before at the Turnpike in Lincoln, he had 1,800 customers who paid \$1.25 in advance and \$1.40 at the gate.

LINCOLN, Neb., Aug. 16.—Sammy Kaye played before 1,600 hoofers at R. H. Pauley's Turnpike Casino (8) at a \$1.15-\$1.40 scale. Gross was around \$1,650.

Blue Barron is next name dated for the Turnpike and probably the last before Pauley goes back to his school-term policy of three-night week-ends.

Pastor's \$700 One-Nighter

DETROIT, Aug. 16.—One-nighter for Tony Pastor after closing his five-day stand at Eastwood Gardens here drew a gross of about \$700 at Ocean Beach, Clark's Lake, near Jackson, Mich. With 60 cents admission, this represented about 1,200 dancers. Date was booked for Pastor by Mike Falk Office here.

"Beat Me, Judge—"

PHILADELPHIA, Aug. 16.—The formal prose of the police blotter was relaxed here recently when Edward Satin, local restaurant owner, was charged on the books with "permitting jitterbugging without a dance permit." Satin was held in \$600 bail for a further hearing, and 10 alleged jitterbugs were discharged by Magistrate William J. Hess when police testified they found Satin's cafe rocking to the rhythm of the j-bugs at 2 a.m. without benefit of a dance permit.

Draft and Deluge of Cocktail Dens Put Hex on Chi Dansants

CHICAGO, Aug. 16.—Cocktail lounges and cocktail lounge entertainment have become so popular in all parts of the city that ballroom operators are considering them major competition. The intimate bar idea, decorated in ultra-modern motif, has taken a foothold here this year, and prominent restaurant men have invaded the field with large financial investments.

Latest to plunge into the cocktail room business is Isbell's-Helsing's, Inc., a combine of two large restaurant chains in this area. James and Marion Isbell announced plans last week calling for several new bars to be located in the leading neighborhoods around town, each to cost around \$150,000. First of the series, the Show Lounge, has opened on the North Side and involves an investment of nearly \$200,000.

Tweet Hogan, former band leader, has been appointed director of entertainment by James Isbell. An average of three musical acts will be used in each lounge.

The Loop area and the North and South districts are literally dotted with

these miniature cabarets, cutting into the grosses of near-by ballrooms. Ballroom operators explain that many couples are satisfied to sit at a bar most of the evening, listen to passable entertainment, and sip drinks.

The younger crowd is thinning out, due to the draft situation. Many are already in the army, and many more on the way. Recent check-ups in such ballrooms as Oh Henry, White City, Melody Mill, among others, reveal ever-increasing girl stag lines. It is not unusual any longer to see an average dance crowd made up of 70 per cent girls and 30 per cent boys.

Good strolling teams, trios, and lounge acts—girls playing accordions or pianos—are hard to find. Several smaller agents who were ready to quit the field a year ago have turned to the booking of such acts and are now doing healthy business. Many girl singers and dancers are taking lessons on musical instruments, with jobs waiting for all of them as soon as they learn to play pop tunes in recognizable style.

You're Next!

VALPARAISO, Ind., Aug. 16.—During his one-nighter at the Lake Eliza dance pavilion, near here, July 31, Tiny Hill attracted 900 dancers, but due to the small size of the dance floor only 150 couples could be accommodated at a time.

So the patrons lined up outside the ballroom, and awaited their turn. Hill grossed \$540.

Eli Oberstein Hot For Own Waxerie

NEW YORK, Aug. 16.—Eli Oberstein, who several weeks ago pulled up stakes at the Consolidated Radio Artists office here, was reported this week to be trying to dig up some scratch for a new record venture. His first, U. S. Records, did not click.

Rumors had been adrift that Oberstein would connect with one of the disk outfits, but now it seems he wants to try it again on his own. Oberstein was "out" to the press all week.

Welk's First Eastern Date

NEW YORK, Aug. 16.—Frederick Bros.' agency has booked Lawrence Welk's ork into the Rustic Cabin, Englewood Cliffs, N. J., for one night, Tuesday (19). One-nighter at this spot is to give Teddy Powell a night off. Powell is booked by General Amusement Corporation.

This marks the first time that Welk has ever played an Eastern spot, but he will return to Chicago immediately after this date.

Names for Ben Franklin

PHILADELPHIA, Aug. 16.—Traveling name bands will again hold forth in the Garden Terrace of the Benjamin Franklin Hotel here. The account is continuing on the MCA books, with Clyde Lucas set to come in late in September. Band clicked here last season. Indications are that, apart from the small combos booked by MCA into the Hotel Warwick cocktail lounge here, Benjamin Franklin will be the only spot in town featuring the out-of-town combos. Leo Zollo, local combo, is current for the summer stretch.

AFMDampens Shaw's Concert Ambitions

NEW YORK, Aug. 16.—Artie Shaw's ambition as concert leader of a 52-piece ork will have to await either the accumulation of more money by the clary artist or a relaxing of rehearsal rules set up by the American Federation of Musicians. The AFM would not allow Shaw to build and rehearse a concert outfit without pitching up approximately \$20,000 in rehearsal fees over a four-week period. Leaders are allowed to rehearse a dance band without any additional costs, but concert orks are something else.

Maestro will hit the road next month with his new 32-man dance ork, playing a string of one-nighters before hitting Chicago, whence he'll pick up theater engagements. Shaw's dance instrumentation will include 15 strings, six brass, five reed, and four rhythm, besides thrush Bonnie Lake.

G. Miller's Three Additions

NEW YORK, Aug. 16.—Three new tootlers have been added to the Glenn Miller aggregation since the band's return from the West Coast—Alec Fila in the trumpet section, Bobby Hackett on guitar, and Edward Goldberg, bass man.

Miller ork was busy this week at the Victor studios, cutting a new batch of platters.

Noble Grabs \$1,360 in Wash.

SPOKANE, Wash., Aug. 16.—Ray Noble found a good following at his Nataritorium Park engagement Wednesday, August 6, attracting 1,600 dancers at 85 cents per copy, including tax.

Griff Williams didn't do so well Thursday, July 31, drawing only 700 at same admission scale.

DUKE DALY

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

MANAGEMENT
GENERAL AMUSEMENT CORP.

FREE!

Just a few left
First come, first served

The Third Annual Edition of the Talent and Tunes Supplement, which will be bigger and better than either of the two earlier supplements, will be published late in September.

IMPORTANT INFORMATION ABOUT RECORDS AND MUSIC MACHINES

Operators, band and recording artist managers, music publishers and others have recently asked for copies of the first two annual editions of The Billboard's big supplement on records, Talent and Tunes on Music Machines. We are therefore offering, without charge, the last remaining supply of these supplements. They contain many interesting feature stories and articles on the recording and music machine industry, and may be had by writing: The Billboard, 25 Opera Place, Cincinnati, Ohio.

U. S. ON "SWEET" BENDER

Public Goes for a Blues Cure And Ballads Beat the Boogies

NEW YORK, Aug. 16.—Sweet music is coming into its own again. With temper of the populace tense, primarily because of the war situation, and the dancers wanting surcease for troubled minds, big name bands coming in off the road have finally found out what they've always feared in view of their heavy investments in build-ups as "swing kings" and their expensive libraries of swing arrangements.

Dancers, the band boys report, do not care if the six-way brass section is prepared to blow the roof off the ballroom. Instead, they want it sweet and soft. As one of the band leaders back from a barnstorming put it, "We're over the blue already."

Instead of a deepening wave of enthusiasm for the boogie-woogie, reports from the hinterlands have it that the ballad is the thing. "They want romance with the dance," explained one of the hot trumpeting music-makers.

Counterpart in the public's reaction is found across the pond. During the years when swing was the thing here there were troublesome times in France. But the Parisians didn't find relief in the hot jazz rhythms as did the folks on these shores. Instead, they sought out the sweet "chansons" (songs).

No less an authority than Hughes Panassie, French swing music critic, was at a loss to explain this psychological twist. He had to depend almost entirely on American recordings for his scholarly dissertations on swing. From indications on these shores, the same twist is taking form here.

Mass interest in the ballad rather than the boogie-woogie has already been manifested in record sales. For years the Dorsey brothers have been placed on the pedestal of swingdom. Yet for the past year it has been the heart-throb lullabies that have lifted both Tommy and Jimmy to even greater popularity heights. Their sweet songs, and not the swingers, have rung up record sales in hundreds of thousands.

This change in musical taste has compensating factors. Apart from giving the sweet bands a shot at the big name circles and money-making, it brings sanity to the swing realms. Only a short time ago the swing boys were looking at each other with glances that make for murder because there was wholesale raiding of side men from one band to another. There was always that mad search for a trumpeter who could hit high C above a Z and a saxophonist who would be acclaimed by the swing critics as a "white Hawkins." Likely as not, as soon as the ideal was found the bank-leading bug was planted in his hat by enterprising band managers, and not only did the maestro create new competition for himself but had to start the search all over again.

Moreover, the emphasis on side men reflected on the pay rolls. Band leaders were going in hock in order to hold on to their star instrumentalists. And a good number of the "sitting" boys were drawing down fatter checks each week than the leader himself. Now it matters little if the clarinet can play six different hot choruses in the key of G. Instead of swingy horns, the public is clamoring for soulful horns. And instead of asking for a boogie-woogie note "and let it bounce," the swing maestri are now yelling, "Beat me with a ballad and watch me build."

Welk Hits a Record \$2,391 At Arcola, Ill., Home-Coming

ARCOLA, Ill., Aug. 16.—Lawrence Welk and band broke all existing records here at the Arcola Annual Home-Coming held at the fairgrounds July 31-August 1 and 2, hanging up a gross of \$2,391.50. Dancing was run on the park plan at 10 cents per dance. Biggest nightly gross was Saturday (2) for \$1,207.50. This figure topped by \$60 the record set here three years ago by Tony Martin.

Joe Kayser, of the Frederick Bros.' Chicago office, handled the booking.

EXCELSIOR, Minn., Aug. 16.—The hottest weather of the year played havoc with the return engagement of Lawrence Welk and his ork at the Excelsior Amusement Park ballroom July 23. Where several weeks ago Welk played to a packed hall, his second engagement drew a mere 750 persons for an estimated gross of \$550. Ticket prices were 68 cents in advance and 80 cents plus tax at the door.

Skinny Ennis Gets a Test With Victor; First in 2 Yrs.

NEW YORK, Aug. 16.—Skinny Ennis and ork signed this week with Victor for a few test sides. Victor has not definitely decided whether the Ennis "test" releases would be on the Bluebird or Victor label, but will probably be on the former. Disks will be cut in Chicago, where Ennis is currently playing at the Palmer House.

This makes the first time the Ennis band has been recorded since 1939, when a few sides were cut for Victor but did not land a contract for the leader.

Donahue Takes Vacash

AUBURNDALE, Mass., Aug. 16.—Al Donahue wound up his present tour Sunday (10) and took himself off to California for his first vacation in eight years. The Boston maestro ended an engagement at the Totem Pole here August 7 and followed it with one-nighters at Old Orchard, Me.; Wrentham, Mass., and Lawrence, Mass., before knocking off.

Donahue will retire to his ranch at Chatsworth, Calif., about 45 miles from Hollywood.

Next Week Fall Special

Don't Miss Two Splendid Special Articles:

TERRITORIAL BANDS AND WHAT MAKES THEM TICK

By Sam Honigberg
Inside stuff on a surprisingly thriving band business.

"ROUTE 23, NEWARK-POMPTON TURNPIKE"

By Frank Dailey, operator of Meadowbrook Ballroom
The story of the buildup of Meadowbrook into one of the nation's best known spots for name bands.

Hotel Must Pay Unemployment Ins.

WILMINGTON, Del., Aug. 16.—Unemployment Compensation Commission ruled Tuesday that George Madden is liable for unemployment insurance contribution for the Delawareans, an orchestra playing at the Hotel DuPont.

The ruling was similar to that handed down by the Bureau of Internal Revenue of the Treasury Department which declared that Madden is also liable for Social Security taxes as the real employer of the musicians.

The hotel, according to the commission, maintained that it had contracted with Madden to furnish music, and that it was up to the leader to pay the taxes.

Tommy Reynolds Clicks Off \$880.44 at Pleasure Beach

BRIDGEPORT, Conn., Aug. 16.—Tommy Reynolds, making his first appearance of the season at Pleasure Beach Ballroom here last Sunday (10), drew a crowd of 1,334. With admish again reduced to 66 cents, gross totaled \$880.44. This was the fifth largest draw of the season. On his last appearance in Bridgeport, at the local Ritz Ballroom several months ago, he drew 1,100 persons. Tomorrow Van Alexander in for a one-nighter.

Appendicitis Takes Corcoran Away From Sax Duties

CEDAR GROVE, N. J., Aug. 16.—An emergency appendicitis operation was performed Thursday night (14) on Corky Corcoran, sax player with Sonny Dunham's ork, after Corcoran suffered a severe attack while on the bandstand at Frank Dailey's Meadowbrook.

Corcoran was operated on at the Montclair (N. J.) Community Hospital a half hour after he folded up on the stand.

Pair of Palladiums

HOLLYWOOD, Aug. 16.—It's the Hollywood Palladium and not the Palladium Ballroom Cafe now. Name of the spot has been changed by Maurice Cohen, president of the Southern California Enterprises, Inc., operator of the ballroom, after the Rollerdom in Portland, Ore., changed its name to Palladium. He said that attorney for the Hollywood Palladium has written the management of the Portland spot asking that the Palladium title be dropped. If they fail to comply, legal action will be taken, Cohen said.

Hollywood Palladium and Portland Palladium both have air shots on Pacific stations. With Abe Lyman clos-

Music Items

Publishers and People

SHEPPARD MUSIC has incorporated. New officers are Abe Farbman, president; Kermit Goell, treasurer, and Frank Abramson, business manager. Recordings of their tune, *Shepherd Serenade*, will soon be released by Tony Pastor and Dick Todd on Bluebird, Horace Heidt on Columbia, Guy Lombardo on Decca, Tommy Tucker on Okeh, and Art Jarrett and Lanny Ross on Victor.

Reid-Singer Music, new publishers, have already had their first tune, *One Two Three O'Laury*, recorded by Count Basie, the Charioteers, and Vaughn Monroe.

Alexander Haas and Roland V. Haas have been commissioned by Gilbert Miller to do the incidental music for the play, *Anne of England*.

Three more patriotic ditties have just been released, *Hail to America* by Chart Music of Chicago, and *Awake, Awake, America* and *Fall in, America* by Mathieson Music in Brooklyn.

Herbert Marks, of E. B. Marks, after a seven-week trip covering the Midwest and Coast, finds the music business in excellent shape. An encouraging demand for copies of songs and recordings, he says, proves that conditions are much improved over last year.

Song and Such

AL DONAHUE has recorded *The Shrine of St. Cecilia* for Okeh, a new ballad sponsored by Braun Music. Other Okeh recordings made this week by Donahue include *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*.

A seldom heard melody by the late George Gershwin bowed over the NBC network last week as a two-piano offering by Al and Lee Reiser. The melody (*Short Story*), thought to have been penned by Gershwin in England years ago, was brought to light by violinist Samuel Dushkin. Associated Music holds the copyright.

Roe-Krippene laments that *Lament To Love* orders can't be met fast enough. Records on the tune have been cut by Les Brown, Sonny Dunham, Harry James, and Lanny Ross.

A Little Bit of Dark, Radio Tunes, Inc., promotion, is getting a solid introduction from Johnny Long at the New Yorker.

Prairie Roads A-Winding, written by Maude Mitchell, Dick Coburn, and Bob Pollack, and published by Syndicate Music, is getting plenty of plugs on the West Coast. Firm is working out a full schedule for fall and winter release.

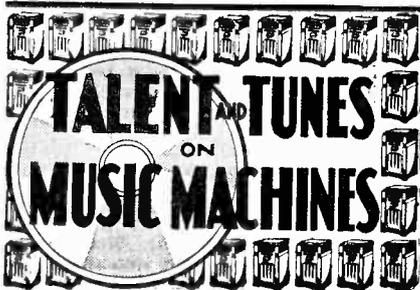
Philly Pickings

Leo Zollo, Benjamin Franklin Hotel maestro, introducing *The Laughing Man* from the pen of Herm Fairbanks, inspired by Bob Ripley's recent Believe It or Not on Zollo.

Charlie Gaines, Carroll's Cafe maestro, and Maxine York, spot's pianist-singer, combined their talents to make *I Want You, I Need You*.

Lee Lawlor, the lassie of the Three Lads and a Lassie, former Tony Pastor singing troupe, has a Gotham song outfit preparing professional sheets of her *Dreams*.

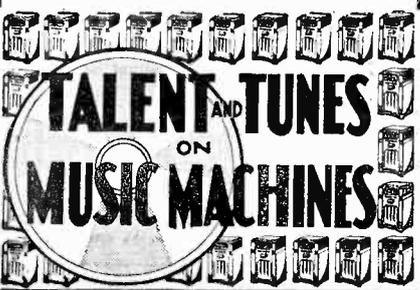
ing at the Hollywood Palladium and moving into the Portland Palladium, it will be Palladium pandemonium for listeners who don't take time to listen to the announcer.



143 RECORD ARTISTS
TOLD MUSIC MACHINE OPERATORS
ABOUT THEIR RECORDS IN THE
'39 and '40 Editions of
The Billboard's Big Record
Supplement
TALENT AND TUNES ON MUSIC MACHINES

This year every important record
artist will again be represented.

Have you made your reservation?



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

SAMMY KAYE (Victor 27533)

Dixie Girl—FT; VC. *Below the Equator*—FT; VC.

KAYE comes thru with another delightful pairing of two neat and new entries in the hit parade competitions, the A side emphasizing the rhythmic qualities of the music, with the B side a ballad that goes south of the border for its theme. Both sides spin in the standard Kaye style. The *Dixie* dish is a dainty ditty, with the Three Kaydets glorifying the Southern honeys in song. Further enhancing the Mason-Dixon setting, final chorus finds background grooved in the shuffle rhythm.

The B ballad is the more striking of the two sides to curry mass favor. A haunting and romancy melody that flows freely, it's a cinch to ride the Latin American good-will crest. Taken at a slow tempo and accenting the senuous qualities, two choruses sell the song, which was conceived on this side of the border by the prolific Cliff Friend-Charles Tobias team. Muted trombone carries the first chorus, the ensemble taking the middle strain with a tango-foxtrot touch; and Allan Foster gives good voice to the lyrics for the second chorus.

Both sides of the platter pack phone appeal, with the major hope in the "Equator" ballad, which is a certainty to find wide favor. The time is ripe for a south-of-the-border ballad, and this composition meets the requirements. However, operators should not overlook the commercial possibilities in the companion piece. It's sure-fire to get a play in the Southern States.

BING CROSBY (Decca 3952)

You Are My Sunshine—FT; V. *Ridin' Down the Canyon (When the Desert Sun Goes Down)*—FT; V.

COMING in on the crest of a long-established popularity wave, Bing Crosby lends his voice to two choice hillbilly songs. The *Sunshine* side, originating many months ago with the hillbilly recording artists, is fast assuming the proportions of a standard that will stay on the song lists for a long time to come. Crosby, in good taste, keeps his interpretation of this down-to-earth ditty down to earth. No frills, no fanciful musical embellishments. It's a simple and contagious melody, with lyrics that spread sunshine, and Crosby keeps it that way. Victor Young, directing the orchestra, follows form in simplifying the accompaniments, emphasizing the strings, with guitar pickings to open and close in creating the Western impression. Crosby gives voice to two choruses.

The companion piece, also taken at a medium slow tempo, is more devoted to the wide-open spaces, and Crosby gives it the same Western-style treatment. However, it is doubtful whether this Gene Autry-Smilely Burnett canyon-piece will meet with the same public approbation accorded the *Sunshine* side.

The fact that Bing Crosby doesn't wear a 10-gallon hat will not deter either side from having a long life in machines where the first call is for a hillbilly or Western song. Crosby has caught the spirit and he imparts it in song. For general operator interest, however, it's the "Sunshine" side that commands attention. The song itself does not have to be sold, having been established already. For those operators who are already making profitable use of the song, Crosby's entry means an extra-added run for the tune in the machines. And for those who missed on it, this is an excellent time to start. Unquestionably, "You Are My Sunshine" is fast becoming the taproom and tavern classic of the year.

SHEP FIELDS (Bluebird 11242)

Yo Te Amo, Oh! Baby—FT; VC. *The Whistler's Mother-In-Law*—FT; VC.

THE lacking in brass, the "new music" of Shep Fields, styled for nine saxes, lacks nothing in musical color or dance quality. In fact, if the ex-rippling maestro had kept his new style a secret, the general public would never know, for the horns are never missed. That there is plenty of contrast in Shep's syncopations is evidenced by the marked contrast of these two tunes.

Major interest is attracted by the A side, a lilting rhythmic ditty that has the excitement of the rumba. Scored by Broadway tunesmiths, it takes root below the border. Fields plays it at a bright tempo, and the ditty will undoubtedly find its way into the books of all the music-makers. Two choruses to the side, the band turning it over to full-voiced Dorothy Allen to explain that the title means "I love you" down Mexico way.

Appeal of the B side is more limited, being strictly an instrumental and descriptive piece from the pens of Bert Stevens and Larry Wagner. The flutes carry the humorous theme, and the Fields' score combines everything from boogie-woogie to corn.

Pheno possibilities are found in the "Oh! Baby" side only. While it's the average type of rhythm tune, adaptable to any type of location, it's the snappy song story that will bring it popularity. The title is attractive enough and so is the song itself. And if it gets the proper plugging from bands on the radio, its importance to operators should increase correspondingly.

companion is devoted to the telegraphic brass against the clarinets, with Gale Robbin telling the Jack Lawrence song story that's all about Dan Cupid.

The maestro has an uphill battle in trying to overcome the lead of the many other recorded versions of the "Cowboy" song, while the rhythmic ditty on the flipover is hardly strong enough to pack top phono excitement. (See ON THE RECORDS on page 75)

In this day and age it takes no argument to impress even the chronic skeptic with the important role being played by recordings in every phase of the music industry—all along the line. That importance will be signaled by the appearance late next month of the third annual Talent and Tunes Supplement of *The Billboard*. It is more comprehensive, more factual, more informative than even the previous Supplements, because the interest is so much greater and the recording phase of the industry is so much more important this year. The anticipation of the trade that attended the very first edition is tripled for this third annual compendium of the popular record field.

ART JARRETT (Victor 27534)

The Cowboy Serenade—FT; VC. *Call It Anything But Love*—FT; VC.

Still another among the many *Cowboy* entries, this serenade is on the sweet side. Taken at a medium tempo, the band builds up the first chorus in straight style for the maestro's top tenor in the second refrain. The *Call It*

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.

Boyd Raeburn

(Reviewed at the *Chez Patee, Chicago*)

This is the first big job for Raeburn's recently reorganized band, adapted to play strong show music and a variety of dance tunes. Many of his men are former pit members, valuable for shows.

Generally the organization strikes a big-time note. Tho small in stature, Raeburn makes up for it with hard work and a youthful, ebullient personality that creates a close relationship between the band and customers.

Instrumentation consists of five brass, four sax, and four rhythm, plus Raeburn's own sax, which is heard infrequently during the evening. Guitarist Hal Derwin contributes the vocals.

No extreme tempos here, keeping most of the way to the orthodox style of dance music, whether the tune be a pop, standard, or modernized version of a classic. There is real showmanship in each piece, however, and enough variety to suit the more ardent strutters.

Current job should establish Raeburn as a favorite in this area and in the territory reached by the spot's NBC remotes. Honigberg.

Howard Lally

(Reviewed at the *Cafe Lounge, Savoy Plaza Hotel, New York*)

HOWARD LALLY'S six-piece crew (including himself on the fiddle) is a rhythmic bunch, exceptionally suited to a smart cocktail lounge. Group is well organized, containing a vocal quartet within the band to take up the slack of a small outfit.

Lally is a smooth personality for this type of ork, and the boys, an exceptionally clean and young-looking bunch, also give out with meaty dance rhythms in heavy profusion. They are vastly superior to the average group of society cowboys who are bogged down with the society pattern of dance music, namely, straight stock choruses and lots of them.

This bunch gives a zingy luster to the dance tunes in a versatile, musicianly way that spells salesmanship. Vocal quartet also does its assignment with smoothness. Zatt.

Nick D'Amico

(Reviewed at *Casino-on-the-Park, Park Central Hotel, New York*)

Nick D'Amico, former podium occupant at the Versailles and a veteran of a previous incumbency at this spot, returns here with a combination and style definitely designed for pedal persuasion of the upper crust. The ork impresses as one of the better exponents of society styles, having a crew not only musically solid but melodically rich.

Instrumentation consists of piano, bass, guitar, drums, sax, accordion, and D'Amico at the fiddle. Added texture is

given the crew with the sax doubling on fiddle, drums making frequent use of chimes, and the squeeze box chair pounding out the celeste. These extra instruments working overtime on the bell tones give the outfit roundness sufficient to belie only a seven-man set-up.

D'Amico plays a smooth fiddle and takes frequent solo turns. Nick needs only a little more showmanship in his personal behavior at front.

Canaries are Roberta Welch, with a properly schooled voice that registers best on ballads, and Jack Chesleigh, guitarist, who handles his assignments nicely.

In keeping with the atmosphere of the spot, D'Amico's offerings are mainly show tunes, always a safe bet to excite listener interest, and a good dance floor come-on for the more conservative dinner crowd. Also work authoritatively on the Latin items. Joe Cohen.

Herby Woods

(Reviewed at *Starlit Ballroom, Hunt's Ocean Pier, Wildwood, N. J.*)

FORGETTING his Back Bay leanings when he beat the drums for Jack Marshard, Herby Woods has now whipped together a gang that aims at universal dance appeal with a brand of syncos that provide a solid beat. Emphasis is equally on playing the sweet songs as a sweet band, and when the call is for a stomper, really swinging out. Acquiring gloss at this stand all summer, band shapes up as a formidable entry into the name circles.

Instrumentation takes in three trombones and two trumpets, four saxes, drums, piano, and bass. Some of the boys have seen service with the biggies, drummer Wes Dean formerly with Charlie Barnet and alto saxer Milton Shatz from the Richard Humber camp. Woods, a handsome lad, sticks to the stick and makes a most engaging front man.

Buddy Williams, sax ace, who as Buddy Deppenschmidt continually turned a deaf ear to the offers of the top bands in the ork whirl, gave up his own band, which never got out of rehearsal hall, and brought his ideas to Woods. Apart from offering a sax feature and rehearsing the boys, Williams is a demon arranger, making the Woods library rich in specials of the *Woodchoppers' Ball* variety. Pianist Dave Appoloni fashions the more commercial ditties, and his scorings on the sweeter side are just as youthful and refreshing.

Band is also rich in vocal color. Maestro Woods handles the novelty lyrics, while the popular song selling is split between Eve Knight and Billie Daye. Gal is strong on both looks and pipes, and male chirper is in the romancy register for the female heart-throbs. Showmanly billing of the vocalists makes it "Songs by Knight and Daye." Orodenker.

Ernie Heckscher

(Reviewed at *Mark Hopkins Hotel, San Francisco*)

BAND appears to be making a solid impression here. Arrangements are colorful, giving the violins and piano a big play. Rhythm is good for dancing, altho somewhat on the bouncy side. Heckscher fronts pleasantly and the ork's catalog contains an array of rumbas that are most impressive.

Organization is made up of Vince Raff, sax-clarinet; Al Carr, drums; Whitey Tamberg, guitar; Ray Anderson, sax-clarinet; Eddie Fox, sax-clarinet; Bill De Mello, trumpet; John Darning, bass; George Currie, violin; Bob Yocoubion, violin; Morris Simon, violin; Jack Fisher, piano; Ernie Heckscher, piano, steel guitar, celeste.

Lillian Long, Hollywood girl and very attractive, handles the vocals. Murphy.

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 JOE COHEN

Johnny Long

(Terrace Room of the *Hotel New Yorker, New York. NBC Blue. Tuesday (12), 11:05-11:30 p.m.*)

Except for an unfortunate selection of numbers, Johnny Long's ether session contains a sufficient amount of listener interest and a hefty amount of showmanship. On this airing Long eschewed numbers that have made their way to the hit parade and in their stead included a couple of novelties, a standard, and tunes too new to be remembered once the dial is turned.

However, arrangements and musical solidity of the crew were sufficient to divert attention from the strange items heard.

Long's soloists, Helen Young and Bob Houston, worked well and often during this session, as nearly all selections had

them taking part both as singles and in duo. Gluee club work of the crew was colorful.

Long's single intrusion into the airer was a well played fiddle solo of *Estralita*.

Bob Grant

(*Camellia House of the Hotel Drake, Chicago. CBS, Wednesday (13), 11:35-Midnight*)

A break somewhere along the CBS line gave the space allotted to Harry James to this comparative newcomer to ether remotes. Difficulties were evident on the hook-up, as Grant's entrance was preceded by a five-minute organ interlude.

The outfit's efforts contain plenty of bounce, altho the combo is not primarily swing. Accordion leads, plus much fiddling, give it a melodically rich base. All of which is to the evident satisfac-

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

A
 Abbs, Vic (Book Cadillac) Detroit, h.
 Akin, Bill (De Soto Beach) Savannah Beach, Ga., h.
 Alberto, Don: (El Chico) NYC, nc.
 Alfonso: (Park Central) NYC, h.
 Allen, Bob (Arcadia Grill) Canton, O., nc.
 Alpert, Mickey (Cocoanut Grove) Boston, nc.
 Anderson, Johnny (Kit Kat Klub) San Antonio, Tex., nc.
 Angelo: (Bill Bertolotti's) NYC, nc.
 Arturos, Arturo: (McAlpin) NYC, h.
 Austin, Gene: (Village Barn) NYC, nc.

B
 Baker, Jimmie (Skyline) Tulsa, Okla., nc.
 Barker, Art: (Warwick) NYC, h.
 Barnett, Charlie (Casa Manana) Culver City, Calif., b.
 Barnett, Arne: (Harry's New Yorker) Chi, nc.
 Barras, Louis (Moulin Rouge) NYC, nc.
 Barrett, Hughie (Tavern-on-the-Green) NYC, re.
 Barron, Blue (Venetian) Racine, Wis., 19, t.
 Bartha, Alex (Steel Pier) Atlantic City, b.
 Basil, Joe (Fair) Lowellville, N. Y.; (Fair) Flemington, N. J., 26-30.

C
 Basie, Count (Regal) Chi, 15-21, t; (Memorial) Dayton, O., 22, a; (Castle Farm) Cincinnati 23, nc; (Paramount) Hammond, Ind., 24, t; (Greystone) Detroit 25, b.
 Becker, Bubbles (Totem Lodge) Averill Park, N. Y., h.
 Beckner, Denny (Ramona Pavillon) Dowagiac, Mich., b.
 Bennett, Chuck: (Hiawatha Garden) Manitou, Colo., nc.
 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.

D
 Bowman, Johnny (Gibson) Cincinnati, h.
 Bradd, Eddy: (Seaside) Atlantic City, b.
 Bradley, Will (Astor) NYC, h.
 Brandwynne, Nat (Versailles) NYC, nc.
 Burke, Mary, & Her Rhythm Girl Ork (Hotel Stanwick) Pittsfield, Mass., b.
 Bunts, Howard (Main Street) Detroit, nc.
 Burns, Cliff: (Mariemont Inn) Cincinnati, nc.
 Busse, Henry (Lakeside) Denver 19-Sept. 1, p.
 Butera, Joe (Circle Inn) Trenton, N. J., ro.
 Byrne, Bobby (Casino) Virginia Beach, Va., 21, nc; (Tobacco Expo.) Wilson, N. C., 22; (Potomac River Line) Washington, D. C., 23; (Pleasure Beach) Bridgeport, Conn., 24, p.

E
 Cabin Boys (Baro Music Cocktail Lounge) Chi, nc.
 Cabot, Tony (Wil-Shore) Chi, b.
 Calistri, Gino (Kennedy's Inn) Binghamton, N. Y., nc.
 Calvet, Oscar: (Casa Marta) NYC, nc.
 Camden, Eddie (Shadowland) St. Joseph, Mich., b.
 Campbell, Jan: (Danceteria) Miami, Fla., nc.
 Canavaro, Ray (Club Royale) Savannah, Ga., nc.
 Candullo, Joe: (Latin Quarter) Boston, nc.
 Cappello, Joe: (Jimmy Kelly's) NYC, nc.
 Carroll, Irv: (Dempsey's) NYC, re.
 Carroll, John: (Casa Manana) Boston, nc.
 Carson, Bill (Stockton) Trenton, N. J., h.
 Casino, Del (Roosevelt) New Orleans, h.
 Caswell, Ozzie (Rainbow Room) NYC, nc.
 Chastela, Don (Ye Olde Cellar) Chi, c.
 Childs, Reggie (Arcadia) NYC, h.
 Clancy, Lou (Patio, Lookout Mountain) Chattanooga, Tenn., h.
 Clarke, Buddy: (Park Central) NYC, h.
 Clemente: (Rainbow Room) NYC, nc.
 Coleman, Emil (Piping Rock) Saratoga, N. Y., nc.

F
 Comfort, Roy: (Claridge) Atlantic City, h.
 Conde, Art (White Horse) Westbury, L. I., N. Y., r.
 Conniff, Ray (Nick's) NYC, nc.
 Cooke, Joe (Ferdinando) Hartford, Conn., nc.
 Courtney, Del (Kennywood) Pittsburgh 17-23, p.
 Craft, Charles (Million Dollar) Los Angeles, t.
 Craig, Carvel (Del Monte) Del Monte, Calif., h.
 Crawford, Dick (The Dome) Mandan, N. D., nc.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Curbelo, Fausto (Ben Marden's Riviera) Fort Lee, N. J., nc.

G
 D'Amico, Nick (Essex House) NYC, nc.
 Daly, Duke: (Playland) Rye, N. Y., p.
 Danders, Eddie: (Del Shore) Chi, b.
 Davis, Eddie: (La Rue) NYC, nc.
 Davis, Johnny Scot (Jantzen Beach) Portland, Ore., b.
 Davis, Milton: (Rainbow Room) Washington, D. C., nc.
 Dawn, Dolly (Roseland) NYC, b.
 Day, Bobby (Jefferson Beach) Lake St. Clair, Mich., p.
 DeLeon, Pedro (Palmer House) Chi, h.
 Dengler, Carl (Hotel Manitou, Manitou Beach) Rochester, N. Y., h.
 Dennis, Davis (Hurricane) NYC, nc.
 Derrick, Frank (Sunshine Gardens) Saginaw, Mich., nc.
 Devodi, Don: (El Morocco) NYC, nc.
 Di Salvo Bros. (Babette's) Atlantic City, cb.
 Donahue, Sam (Coral Gables) E. Lansing, Mich., b.
 Dowell, Saxie: (Geo. Washington) Jacksonville, Fla., h.
 Durant, Eddie (Palladium) Hollywood, Calif., h.

H
 Eckler, Earl (Elmer's Tavern) Pittsburgh, nc.
 Eddy, Ted: (Iceland) NYC, nc.
 Ellis, Joe (Cora & Irene's) NYC, nc.
 Ellington, Duke (Mayan) Los Angeles, t.
 Emerick, Bob: (Jimmy's Hi-Way) Kentwood, La., nc.
 Engel, Freddy (Day Line Boats) Albany, N. Y.
 Engle, Charlie (Casino) Chi, nc.
 Ennis, Skinny (Palmer House) Chi, h.
 Ernie & His Norsemen: (Castleholm) NYC, re.
 Ernie, Val: (La Rue) NYC, nc.

I
 Faggio, Louis: (Morocco) Detroit, nc.
 Farber, Burt: (Netherland Plaza) Cincinnati, h.
 Feminine Notes, Five: (Radio Franks) NYC, nc.
 Fischer, Darrell (Deer Head Inn) Lansing, Mich., ro.

J
 Fisher, Freddie (Lantz's Merry-Go-Round) Dayton, O., nc.
 Fisher, Mark: (5100 Club) Chi, nc.
 Fitzpatrick, Ed: (Plantation) Houston, Tex., nc.
 Fio Rito, Ted (Contratto's Trianon) Southgate, Calif., b.
 Fontaine, Sonny: (Walton) Phila., h.
 Foster, Chuck: (Biltmore Bowl) Los Angeles, h.
 Franzl, Jolly (Links) Chi, nc.

K
 Garcia, Julio (886 Club) Chi, nc.
 Garr, Glen (Plantation) Houston, Tex., h.
 Gilbert, Johnny (Madura's) Hammond, Ind., nc.
 Gillard, Tony (Cliquot Club) Atlantic City, nc.
 Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., ro.
 Gore, Jay (Barral) Phila., c.
 Gorham, Jimmy (Bombay Gardens) Phila., cb.
 Gowry, Cecil: (Schroeder) Milwaukee, h.
 Granado, Guy: (Nemerson) South Fallsburg, N. Y., h.
 Grant, Bob (Drake) Chi, h.
 Green, Jack (Vienna Plaza) Zanesville, O., re.
 Green, Sylvan: (Famous Door) NYC, nc.
 Greene, Murray (Sunnyside Horseshoe) Sunny-side, L. I., N. Y., c.
 Grey, Tony: (Bal Tabarin) NYC, nc.
 Groce, Arnold (Yacht Club) Phila., nc.

Orchestra Routes

TRADE SERVICE FEATURE
of the **Billboard**

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

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

L
 Hamilton, Bob: (Majestic) Long Beach, Calif., b.
 Hamp, Johnny (Chelsea) Atlantic City, h.
 Haney, Myron: (Child's Spanish Gardens) NYC, re.
 Harris, Phil (Earle) Phila., t.
 Harrison, Ford: (St. Moritz) NYC, h.

M
 Harrys (Club 247, Broad St.) Newark, N. J.
 Hart, Joey (Chanticleer) Madison, Wis., nc.
 Hawkins, Erskine (City) Charleston, S. C., 20, a; (Aud.) Houston, Tex., 21; (Hollywood Hall) Albany, Ga., 22; (Terrace) New Orleans 23, nc.
 Haywood, Eddie (Village Vanguard) NYC, c.
 Heath, Andy, & His Music (Park Hotel) Plattsburg, N. Y., nc.
 Heatherton, Ray (Biltmore) NYC, h.
 Heckscher, Ernie (Mark Hopkins) San Francisco, h.
 Helmling, Kitty (Shelter Haven) Stone Harbor, N. J., h.
 Henry, Hal (Figueroa) Los Angeles, b.
 Herbeck, Ray (Geneva-on-Lake) Lake Geneva, O., 10-23.
 Herman, Sylvan: (Barclay) Phila., h.
 Herman, Woody (Palladium) Los Angeles, nc.
 Hernandez, Frank (Rendezvous) Alexandria, La., nc.
 Herold, Lou: (Bal Tabarin) NYC, nc.
 Herth, Milt (Syracuse) Syracuse, N. Y., h.
 Hill, Tiny (Enna Jettick) Auburn, N. Y., 18-24, p.
 Hill, Dick: (Hi-De-Ho) Phila., c.
 Hill, Eddie: (Penn) Trenton, N. J., h.
 Hines, Earl (Paramount) Los Angeles, t.
 Holmes, Herbie (Beverly Hills) Newport, Ky., nc.

N
 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.

O
 Irwin, Marty: (Churchill Tavern) Pittsburgh, Pa., h.
 Jacks, Don, & His Musical Waves (Moore's) St. Ignace, Mich., nc.
 James, Jimmy (Zoo) Cincinnati 19-23, p.
 James, Harry (Eastwood Gardens) Detroit 15-21, p; (Tofem Pole) Boston 26-Sept. 1, b.
 Jarrett, Art: (Blackhawk) Chi, nc.
 Jarretts, Ted: (Westfield) Westfield, Mass., h.
 Jelenik, Eugene (Lookout House) Covington, Ky., nc.
 Johnson, Benny, Rocking Rhythm (Meadowbrook) Muskogee, Okla., nc.
 Johnson, Johnny: (Shelton) NYC, h.
 Jones, Isham (Palsades) Palsade, N. J., 20-30, p.
 Juanita's Rhumba (President) Atlantic City, h.
 Juneau, Tommy: (Show Boat) St. Louis, mc.
 Jurgens, Dick (Aragon) Chi, b.

P
 Kain, Paul: (Mayfair) Washington, D. C., nc.
 Karson, Maria (White Sulphur Springs) Saratoga Springs, N. Y., h.
 Kay, Herbie (Trocadero) Evansville, Ind., 16-29, nc.
 Kaye, Sammy (Palace) Youngstown, O., 19-20.
 Kearney-Kallander (Casino) Hampton Beach, N. H., b.

Q
 Kendis, Sonny: (Stork) NYC, nc.
 Kent, Peter: (New Yorker) NYC, h.
 King, Eddie: (Di Pinto's) Phila., c.
 King, Teddy (Skyvue Club) Pittsburgh, nc.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John (Fefe's Monte Carlo) NYC, nc.
 Knight, Bob: (Pierre) NYC, h.
 Kole, Shelley: (Butler's Tap Room) NYC, nc.
 Kolker Bros. (Piccadilly) Baltimore, nc.
 Kramer, Ted (Lawrence) Trenton, N. J., re.
 Kraemer, Howard (Cold Springs) Hamilton, Ind., h.
 Krupa, Gene (Chicago) Chi 15-21, t.
 Kyser, Roy (Club Charles) Baltimore, nc.

R
 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.
 Leighton, Joe: (John Marshall) Richmond, Va., h.
 Leonard, Hal (Walled Lake) Detroit, b.
 Lewis, Ted (Lookout House) Covington, Ky., cc.
 Long, Johnny (New Yorker) NYC, h.
 Lopez, Tony (Paddock) Miami, nc.

S
 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.
 Leighton, Joe: (John Marshall) Richmond, Va., h.
 Leonard, Hal (Walled Lake) Detroit, b.
 Lewis, Ted (Lookout House) Covington, Ky., cc.
 Long, Johnny (New Yorker) NYC, h.
 Lopez, Tony (Paddock) Miami, nc.

T
 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.
 Leighton, Joe: (John Marshall) Richmond, Va., h.
 Leonard, Hal (Walled Lake) Detroit, b.
 Lewis, Ted (Lookout House) Covington, Ky., cc.
 Long, Johnny (New Yorker) NYC, h.
 Lopez, Tony (Paddock) Miami, nc.

U
 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.
 Leighton, Joe: (John Marshall) Richmond, Va., h.
 Leonard, Hal (Walled Lake) Detroit, b.
 Lewis, Ted (Lookout House) Covington, Ky., cc.
 Long, Johnny (New Yorker) NYC, h.
 Lopez, Tony (Paddock) Miami, nc.

V
 Lopez, Vincent (Taft) NYC, h.
 Lunceford, Jimmie (Valley St. Warehouse) Asheville, N. C., 20; (Armory) Richmond, Va., 21; (Ocean Breeze Beach) Norfolk 22, b; (Rosedale Beach) Millsboro, Del., 23; (Carr's Beach) Annapolis, Md., 24.
 Lucas, Clyde (Stand) NYC, t.
 Lynn, Sammy: (Bomb Shelter) Dallas, nc.
 Lyman, Abe (Majestic) Dallas, Tex., 16-22, t; (Worth) Ft. Worth 23-29, t.
 Lyons, Al (Orpheum) Los Angeles, t.

W
 McCoy, Clyde (Peabody) Memphis, h.
 McGrane, Don (Club Royale) Detroit, nc.
 McGee, Johnny (Lake Breese Pier) Buckeye Lake, O.
 Macias, Pete: (Lounge Riviera) Washington, D. C., nc.
 Madden, Bill: (Traymore) Atlantic City, h.
 Makula, Juan (Villa Venice) Chi, nc.
 Malneck, Matty (St. Francis) San Francisco, h.
 Marshall, David (Florentine Gardens) Hollywood, Calif., nc.
 Marconi, Pete (Caravan) NYC, nc.
 Martel, Gus: (St. Regis) NYC, h.
 Martel, Paul (Arcadia) NYC, h.
 Marti, Frank (Piping Rock) Saratoga, N.Y., nc.
 Martin, Bobby: (The Place) NYC, nc.
 Martin, Dave: (St. George) Brooklyn, h.
 Martin, Lou: (Leon & Eddie's) NYC, aa.
 Martin, Red: (Frank's Casa Nova) Buffalo, nc.
 Marvin, Mel: (New Pelham Heath Inn) Pelham Bay, NYC, ro.
 Matthey, Nicolas: (Russian Kretchma) NYC, nc.

X
 Maya, Froilan: (Havana-Madrid) NYC, nc.
 Miller, Ted (La Salle) Battle Creek, Mich., h.
 Miller, Herman: (Abraham Lincoln) Reading, Pa., 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.
 Minor, Frank (Red Mill) NYC, nc.
 Molina, Carlos (Rhumba Casino) Chi, nc.
 Monroe, Vaughn: (Buffalo) Buffalo 25, t; (Riverside) Agawam, Mass., 26, p; (Hershey) Hershey, Pa., 27, p.
 Mooney, Art: (Bordewick's) Tuckahoe, N. Y., cc.
 Morales, Noro (Arrowhead Inn) Saratoga, N. Y., nc.
 Morand, Jose (Lido) Lido Beach, L. I., N. Y., nc.

Y
 Morgan, Eddy (Ritz-Carlton) Atlantic City, h.
 Morris, George: (Armando) NYC, nc.
 Morton, Ray: (Warwick) Phila., h.
 Munro, Hal (South Shore) Chi, cc.

Z
 Nance, Bill (Canyons Supper Club) Wichita, Kan., nc.
 Onesco, Senya: (Commodore) NYC, h.
 Orlando, Don (Villa Moderne) Chi, nc.
 Osborne, Tony: (Primrose) Newport, Ky., cc.
 Owens, Harry (Miramar) Santa Monica, Calif., h.

AA
 Paige, Michael (Arcadia) NYC, b.
 Panchito: (Versailles) NYC, nc.
 Pancho (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Parfumo, Joe: (Belmont Plaza) NYC, h.
 Park, Bobby (Bossert) Brooklyn, h.
 Parodi, Wilbur: (Le Montparnasse) NYC, nc.
 Parsons, Lorin: (Book-Cadillac) Detroit, h.
 Pastor, Tony (Cedar Point) Sandusky, O., 15-21; (Lakeside) Dayton 22, p; (Manhattan Beach) Brooklyn 25-30.
 Paul, Eddie: (Mentor-on-the-Lake) O.
 Pendarvis, Paul (Cavalier Club) Virginia Beach, Va., 4-24, nc.
 Penman, Blundy (Puritan Klub) Mendota, Ill., nc.
 Perry, Ron (Kitty Hawk Room) La Guardia Airport, NYC, re.

BB
 Peters, Oscar: (Senator) Atlantic City, h.
 Pettit, Emil (Ambassador East) Chi, h.
 Peyton, Leonard (Roman Grille) Phila., c.
 Pfaff, Hal (Stamp's Cafe) Phila., c.
 Pie-track, Irving (Woodland Villa) Kauneonga Lake, N. Y., h.
 Pineapple, Johnny (Kitty Hawk Room) La Guardia Airport, NYC, re.
 Poppe, Art (Bamboo Bar-Dutch Tavern) Jacksonville Beach, Fla., nc.
 Powell, Teddy (Rustic Cabin) Englewood Cliffs, N. J., ro.
 Prager, Col. Manny (Biltmore) Dayton, O., h.
 Prussin, Sid: (Diamond Horseshoe) NYC, aa.

CC
 Quartell, Frank: (Colosimo's) Chi, nc.

DD
 Raeburn, Boyd (Chez Paree) Chi, nc.
 Ramos, Bobby (Chez Paree) nc.
 Ramon, Don (Lowery) St. Paul, h.
 Rapp, Barney (Arcadia) NYC, b.
 Ravel, Arthur: (Belmont Plaza) NYC, h.
 Ravazza, Carl (Palace) San Francisco, h.
 Reichman, Joe (Claridge) Memphis 16-29, h; (Trianon) Pittsburgh, Kan., 30, h.
 Rey, Alvin (Stanley) Pittsburgh 15-21, t.
 Reyes, Carlos (Embassy) Phila., nc.
 Rich, Harry (Green Mansion) Warrensburg, N. Y., h.
 Richards, Jimmy (Idora) Youngstown, O., p.
 Ricardel, Joe (Claremont Inn) NYC, nc.
 Riley, Mike (Brass Rail) Chi, nc.
 Rimac, Ciro (Capitol) Washington, t.
 Rios, Juanita: (Astor) NYC, h.
 Rizzo, Vincent: (Walton) Phila., h.
 Roberts, Eddie: (Lido) NYC, b.
 Rocky River Ramblers (Hopkins Dance Hall) Sardinia, N. Y., b.
 Rogers, Dick (Ritz-Carlton) Boston, h.
 Rogers, Harry (Half Moon) Coney Island, N. Y., h.
 Rossello, Jack: (Monte Carlo) NYC, nc.
 Rodgers, Ralph (Astor) NYC, h.
 Russ, Whitey (Rogers Corner) NYC, nc.
 Russell, Jack (White City) Chi, b.

EE
 Sacasas, Anselmo (President) Atlantic City, h.
 Sanabria, Juanito: (Havana-Madrid) NYC, aa.
 Saunders, Hal: (St. Regis) NYC, h.
 Sayre, Syd (Wellworth) Hurleyville, N. Y., h.
 Scott, Raymond (Eltch Gardens) Denver, p.
 Sharappa, Pat (Convention Hall Ballroom) Asbury Park, N. J.
 Shaw, Maurice: (Chateau Moderne) NYC, nc.
 Shelley, Lee (Chanticleer) Baltimore, nc.
 Shelton, Jerry (Congress) Chi, h.
 Shelton, Dick (Crooked Lake) Averill Park, N. Y., h.
 (See ORCHESTRA ROUTES on page 27)

Bands on Tour—Advance Dates

CHARLIE SPIVAK: Harvest Moon Ball, Madison Square Garden, New York, Aug. 27; Lakewood Park, Mahoney City, Pa., 28; George F. Pavilion, Johnson City, N. Y., 29; Saylor's Lake, Saylorburg, Pa., 30; Lyonhurst, Marlborough, Mass., 31; Lincoln Park, North Dartmouth, Mass., Sept. 5; Hershey Park, Hershey, Pa., 6; Ritz Ballroom, Bridgeport, Conn., 7; Central Theater, Passaic, N. J., 10 (week).

ERSKINE HAWKINS: City Auditorium, Charleston, S. C., Aug. 20; Auditorium, Houston, Tex., 21; Hollywood Hall, Albany, Ga., 22; Terrace Club, New Orleans, 23; Rhythm Club, New Orleans, 24; Temple Roof Gardens, Baton Rouge, La., 25; Playmore Ballroom, Shreveport, La., 26; City Auditorium, Galveston, Tex., 27; City Auditorium, Houston, Tex., 28; Cotton Club, Port Arthur, Tex., 29; Mosque Ballroom, Fort Worth, Tex., 31.

ELLA FITZGERALD: Tune Town Ballroom, St. Louis, Aug. 19-24; Trianon Ballroom, Cleveland, 26; Joyland Park, Lexington, Ky., 27; Dixieland, Lexington, 28; Auditorium, Columbus, O., 29; Nu Elm Ballroom, Youngstown, O., 30; Savoy Ballroom, Chicago, 31.

TINY BRADSHAW AND LIL GREEN: Lakeside Park, Wichita Falls, Tex., Aug. 22; Cotton Club, Amarillo, Tex., 23; State Fairgrounds, Dallas, 24; Dreamland, Little Rock, Ark., 25; Savoy, Monroe, La., 26; Beale Avenue Auditorium, Memphis, Tenn., 27; Down Beat Ballroom, Tulsa,

Okla., 28; Auditorium, Austin, Tex., 29; Rhythm Club, New Orleans, 31.

INA RAY HUTTON: Majestic Theater, Johnston, Pa., Aug. 23; Canadian National Exposition, Toronto, 27-28; Palace Theater, Olean, N. Y., 29; Sunset Ballroom, Carrolltown, Pa., 30; Ansley Hotel, Atlanta, 24.

DUKE DALY: Port Chester (N. Y.) Police Department, Aug. 24.

CLYDE LUCAS: Gymnasium, Knoxville, Tenn., Aug. 29; Palmetto Club, Columbia, S. C., 30; Plaza Theater, Asheville, N. C., 31; Jewish Progress Club, Atlanta, Sept. 1; Beckley (W. Va.) Theater, 3; Granada Theater, Bluefield, W. Va., 4.

TED LEWIS: Palace Theater, Columbus, O., Sept. 26 (week).

COUNT BASIE: Castle Farm, Cincinnati, Aug. 23; Paramount Theater, Hammond, Ind., 24; Greystone Ballroom, Detroit, 25; Greystone Ballroom, Cincinnati, 27; Tune Town Ballroom, St. Louis, 30; Paradise Ballroom, Nashville, Tenn., 31; Beale Avenue Auditorium, Memphis, Tenn., Sept. 1; City Auditorium, Birmingham, Ala., 3.

VAUGHN MONROE: Riverside Park Ballroom, Agawam, Mass., Aug. 26; Hershey Park, Hershey, Pa., 27; Canadian National Exposition, Toronto, Sept. 4-6; Stanley Theater, Pittsburgh, 19 (week); RKO Palace Theater, Cleveland, 26 (week).

Equity Moves To Put Actors Under Social Security Provisions

NEW YORK, Aug. 16.—Actors' Equity Association, scoring what it describes as the inadequacies of the Social Security Act as it applies to actors, made public this week a new contract clause whereby producers agree to "elect" to cover the Social Security payments of actors, even though there are some technical hitches in the law which do not make it compulsory.

Present provisions require an employer to qualify by employing a certain number of people for a specified time. Laws are different in each State, but in many cases, Equity cited, productions have short runs, so that even in States with the lowest requirements actors seldom become eligible for unemployment insurance. Equity also cited that producers with more than one production incorporate each one separately and thereby dodge Social Security payments.

Therefore, Equity has inserted in its standard contract a provision that "in the event the services of the actor are not subject to compulsory provisions of an Unemployment Compensation (Insurance) Law of any State, then the manager hereby agrees that he will elect to cover the actor and pay contributions on the earnings of the actor under the elective provisions of the Unemployment Insurance Law of the State of New York."

In event that the employer is not eligible to elect, "then he agrees to elect to come under the Unemployment Compensation (Insurance) Laws of the State where he has his principal place of business, or the State of the actor's residence."

Equity Resumes Deputy Reports After 10 Years

NEW YORK, Aug. 16.—An indication that Actors' Equity thinks the road is coming back is contained in the fact that Equity is resuming its deputy reports after 10 years of dormancy, to be sent to all Equity companies, including road shows and out-of-town stock, begin-

BROADWAY RUNS			
Performances to Aug. 16 Inclusive.			
			Opened Perf.
Arsenic and Old Lace (Fulton)	Jan. 10	251	
Claudia (Booth)	Feb. 12	214	
Corn Is Green, The (National)	Nov. 26	303	
Life With Father (Empire)	Nov. 8 '39	742	
My Sister Eileen (Biltmore)	Dec. 26	268	
Separate Rooms (Plymouth)	Mar. 23 '40	585	
Watch on the Rhine (Beck)	Apr. 1	159	
Musical Comedy			
New Hellzapoppin (Winter Garden)	Dec. 11 '39	704	
Pal Joey (Barrimore)	Dec. 25	249	
Panama Hattie (46th St.)	Oct. 30	334	

ning the first week in September.

Practice in the past was to send bulletins for posting backstage to each Equity deputy. Bulletins contained reports on actions of the council and membership, new rulings, changes of policy, instructions, and sometimes bawlings out. At that time they were primarily valuable to actors in stock companies and tent and rep shows who never hit New York. With the fading of the road Equity decided that it was too expensive a proposition for practical purposes.

Resumption of reports will be on an experimental basis to ascertain whether or not the expenditure is worth while.

"Wookey" for Philly

PHILADELPHIA, Aug. 16.—Altho Katharine Cornell in *The Doctor's Dilemma* is definitely set to usher in the 1941-42 legit season here at the Forrest Theater, strong possibility exists that the season's curtain raising will be rushed ahead by two weeks. Booking deal is in the works for the Forrest to relight next Monday (25) for the preem of *Mr. Wookey*, with Heather Angel and Edmund Gwenn in the leading roles. Forrest is an air-conditioned house and heat would prove no hindrance.

NEW YORK, Aug. 16.—Tobacco Road Company left here at midnight August 13 for a direct jump to San Diego, where it opens at the Russ Auditorium for a week beginning August 17. The following Sunday they go into the Biltmore in Los Angeles for a two-week run.

Cowbarn Notes

Dance satirist Dorothy Fox and impressionist Sheila Barrett will star in *Lend an Ear*, a new musical revue which the South Shore Players will present at Cohasset for a week beginning August 28. . . . Tyrone Power's sudden departure to the Coast has interrupted the scheduled two-week run of Ferenc Molnar's *Liliom*, in which he is starred with his wife, Annabella, at the Westport Playhouse in Westport, Conn. . . . *White Pony*, the new Marion Lloyd comedy which the Shuberts may present on Broadway this fall, will be tried out at the Woodstock (N. Y.) Playhouse from August 21 thru August 24, with Charita Bauer in the starring role. . . . A new play by Patsy Ruth Miller, *Windy Hill*, will be presented by Mary Ann Dentler at the Band Box Theater, Suffield, Conn., from August 19 thru August 23. . . . Jose Ferrer and Uta Hagen will star in *The Guardsman* for one week beginning August 18 at the County Theater, Suffern, N. Y., presented by Jean Muir and Sanford Meisner. . . . Guy Palmerton will present the musical comedy *Irene* at the Lake Whalom Theater at Fitchburg, Mass., for one week starting Monday, August 18.

Julie Hayden and Edward Trevor will play the leading roles in *The Firebrand* at the Newport Casino Theater beginning Tuesday, August 19. . . . Jane Cowl plays the title role in George Bernard Shaw's *Candida*, to be presented at Marblehead, Mass., by the North Shore Players, week of August 18. . . . Elsie Sirota's *I'll Never Love Again* tried out under Norman Stocker's auspices at the East Hampton High School Auditorium, East Hampton, Conn., during the week August 11 thru August 16. . . . Opening August 18 at the Mountain Playhouse, Jennerstown, Pa., is *The Whole Town's Talking*. . . . *Kind Lady*, by Edward Chodorov, goes into the Bridgeport Playhouse, August 20 thru August 24. . . . *Night of January 16*, with Ruth Thorley as Karen Andre, will play Wednesday thru Saturday, August 20-23, at the Boothbay Playhouse, Boothbay, Me. Vaughn Taylor and Frank Rossi head the supporting cast, directed by Sherwood

Keith. . . . Final offering of the Gloucester School of the Theater will be *Family Portrait*. . . . The Peterborough Players, Peterborough, N. H., present their fourth production of the season, *George Washington Slept Here*, August 13 to August 23. Among the members of the cast are John Stearns, Bertrand Mitchell, and Jil Peterson. . . . The week beginning August 18, Gertrude Lawrence and Philip Merivale will star in *Behold We Live* at the Cape Playhouse, Dennis, Cape Cod, Mass., under Arthur Sircom's direction. . . . *Mr. and Mrs. North* will be presented for four days beginning August 20 at the Harbor Playhouse, Marion, Mass. . . . Prior to an opening on Broadway in the fall, Luther Greene will present Alexander Greendale's new play, *Walk Into My Parlor*, at the Glen Rock Playhouse in Glen Rock, N. J., for the week commencing August 18.

Green Hills Playhouse, Reading, Pa., revives *Ar, Wilderness* this week with John Cluble and William Sheidy Jr. in the father-son roles. . . . Ocean City (N. J.) Plays and Players take over the Yacht Club stage for *Room Service*. . . . Deer Lake Theater, Orwigsburg, offering *Dulcy*, with Elizabeth Keen. . . . Booking change brought Florence Reed and Estelle Winwood to Garden Pier Theater, Atlantic City, for *Ladies in Retirement*. . . . Cape Theater, Cape May, N. J., continues with *The Male Animal*, with Barbara Read, Charles Ryder, Roger Tracy, and Dorothy Terrell in the leading roles. . . . Earl Mayo Players, for their 10th production at Dorney Amusement Park, Allentown, Pa., presenting *Getting Gertie's Garter*, with Pitt Herbert and Ruth White. . . . Eagles Mere Players split the week between *Eagles Mere*, Pa., and Lewistown, Pa., for *Boy Meets Girl*, starring Millard Mitchell of the original cast. . . . Gretna Players, Mount Gretna, Pa., directed by Richard Rankin, offer *Luff That Off* for the season's last production. . . . *The Last of Mrs. Cheney* makes the eighth offering on the summer schedule for the Mountain Playhouse, Jennerstown, Pa., with Norma Bianchi in the title role.

Reviewers Lay Off "No Opinion" Notices; Averages Are Accurate

(Continued from page 3)

15 per cent, but last season seven of the boys pulled down figures under that percentage. Brooks Atkinson, of *The Times*, who equaled last year's winning percentage, came in eighth.

As during the previous season, the worst offender in the matter of "no opinion" votes was Burns Mantle, of *The News*, despite the fact that *The News* uses star ratings—and also despite the fact that, after he finished at the bottom last year, he requested that only certain star ratings should be considered "no opinions," a procedure that was followed in tabbing his notices. He did, however, improve his percentage considerably, going from 47 per cent to only 26 per cent.

"No opinions" are scored for a number of reasons—if the critic gives audience reaction but fails to give his own opinion; if he neutralizes a bad opinion of the play by raving the cast, or vice versa; if he merely describes the show without giving his opinion; if he contradicts himself within the review—or, generally speaking, if it's impossible to tell clearly whether he recommends to his readers that they go to the show or avoid it.

After the listing of "no opinion" votes appeared in *The Billboard* last year there were numerous squawks from the reviewers. Accurate checks are kept on all reviews, however. Improvement during the past season is figured as being at least partly due to the attention then brought to bear on the huge percentage of reviews that failed to give definite opinions. Also possibly affecting the improved percentages is the fact that, due to production curtailment during the season, fewer shows were covered.

Eight 100 Percenters

On the basis of composite percentages, the number of definite opinions also increased. During 1939-40 the reviewers gave 100 per cent (all favorable) to six shows, 0 per cent (all panning)

to 10 shows, and 6 per cent (one "no opinion" and the rest pans) to seven. During 1940-41 there were eight 100 per cent shows, nine with 0 per cent, and 11 at 6 per cent.

The eight 100 per cent productions included one revival that was hardly a hit and four musicals and three dramas that were all smashes. They were *Kind Lady* (revival), *Hold On to Your Hats*, *Boys and Girls Together*, *Panama Hattie*, *The Corn Is Green*, *My Sister Eileen*, *Arsenic and Old Lace*, and *Lady in the Dark*.

Two more shows, however, came very close with 94 per cent. They were the revivals of *Charley's Aunt* and *Twelfth Night*. Rated at 89 per cent with *Sim Sala Bim* (magic show) and *The Watch on the Rhine* (which later won the Critics' Circle prize as the best play of the season). *Mr. and Mrs. North* scored 83 per cent, while rated at 78 per cent were *Blind Alley* (revival), *Cabin in the Sky*, *Old Acquaintance*, and Katharine Cornell's revival of *The Doctor's Dilemma*.

Polling 72 per cent were *Claudia* and *Native Son*, while 67 per cent was scored by *Pal Joey* (all of them hits, tho *Native Son* lost money). At 61 per cent were *Meet the People*, *The Talley Method*, and *The Beautiful People*, and at 56 per cent were *Johnny Belinda* and *Mum's the Word*, Jimmy Savo's one-man show.

Even Splits

Splitting the vote equally at 50 per cent were *Cue for Passion* and *Out of the Frying Pan*, the former a floperoo and the latter a real money-maker. At 44 per cent were the revivals of G&S presented by the Daltrey company, *George Washington Slept Here* (a hit), *Flight to the West*, and the revised edition of *Crazy With the Heat*. Following with 39 per cent were *Delicate Story*, *Eight o'Clock Tuesday*, and *Liberty Jones*.

Tanyard Street was the only show rated at 33 per cent, while at 22 per cent were *Journey to Jerusalem* and *The Lady Who Came To Stay*. In the 17 per cent class were *Boyd's Daughter*, *Fledgling*, *Retreat to Pleasure*, *Popsy*, and *The Happy Days*, while following it with only 11 per cent were *Quiet, Please*; *Glamour Preferred*, *Every Man for Himself*, *All in Fun*, *The Flying Gerardos*, and *Boudoir*.

The 11 shows rated at only 6 per cent were *Jupiter Laughs*, *'Tis of Thee*, *Suzanna and the Elders*, *Horse Fever*, *Romantic Mr. Dickens*, *Night of Love*, *The Cream in the Well*, *They Walk Alone*, *My Fair Ladies*, *The Night Before Christmas*, and *Snookie*.

The nine shows unanimously nixed were *Return Engagement*, *Beverly Hills*, *The Old Foolishness*, *First Stop to Heaven*, the original edition of *Crazy With the Heat*, *Brooklyn Biarritz*, *Five Alarm Waltz*, *Gabrielle*, and *Your Loving Son*.

As for the critics' comparative standings in the matter of "no opinion" votes, Winchell, of course, again led the field, and John Mason Brown, of *The Post*, again placed second. John Anderson, of *The Journal-American*, was again third, while Louis Kronenberger, of *PM*, a newcomer, slid into the fourth spot. Sidney Whipple, of *The World-Telegram*, came up from sixth to fifth, while Robert Coleman, Winchell's alternate on *The Mirror*, reversed the process by sliding from fifth to sixth. Richard Watts Jr., of *The Herald-Tribune*, dropped from fourth to seventh; Brooks Atkinson, of *The Times*, remained even at eighth; Richard Lockridge, of *The Sun*, dropped two places by finishing ninth; Willella Waldorf, Brown's alternate on *The Post* and not listed last year, finished in the 10th position, and Mantle was again last. Other reviewers—second-stringers, etc.—lumped together, gave a composite average that was as bad as the records of the regulars the previous year.

The following table gives details of the standings:

	Shows Scored	"No Opinion"	Percentage of "No Opinion"
Walter Winchell (<i>Mirror</i>)	10	0	0%
John Mason Brown (<i>Post</i>)	53	2	4%
John Anderson (<i>Journal-American</i>)	58	3	5%
Louis Kronenberger (<i>PM</i>)	63	4	6%
Sidney Whipple (<i>World-Telegram</i>)	62	5	8%
Robert Coleman (<i>Mirror</i>)	57	6	11%
Richard Watts Jr. (<i>Herald-Tribune</i>)	65	8	12%
Brooks Atkinson (<i>Times</i>)	65	10	15%
Richard Lockridge (<i>Sun</i>)	65	11	17%
Willella Waldorf (<i>Post</i>)	14	3	21%
Burns Mantle (<i>News</i>)	66	17	26%
All others	32	13	41%

Summer Tryouts

"The Beggar's Opera"

(Bucks County Playhouse)

NEW HOPE, PA.

Opera by John Gay. Produced by Lehman Engel. Original music arranged by Frederic Austin. Staging, choreography, and musical direction by Lehman Engel. Settings by Howard Bay. Accompaniment by Everett Roudebush. Presented by the Bucks County Playhouse, New Hope, Pa., week ending August 16. Cast includes Curt Conway, James Gregory, Richard Hale, Robert Challener, Edith King, Jane Pickens, Walter Cassel, Otto Hulett, Samuel Liff, Carmen Gagliardi, David Weiss, Mitchell Agruss, Garry Davis, Robert Shaw, Steve Brody, John Harrold, Emily Buckeley, Inez Harris, Bernice Sherman, Vivien Bloch, Zonia Porter, Josephine Silver, Ruth Fremont, Eleanor Knapp, Mitchell Agruss, Wallace Action, Shirley Brown, Dorothy Johnson, Julia Huffman, Margaret Wallace, and Vivian Bloch.

Doing the first musical of its three-year career, this summer playhouse became venturesome and revived the immortal and immoral John Gay classic, *The Beggar's Opera*, a London smash hit of 1728 which held the stage for many years following its initial presentation. This marks the first time in more than a decade that this admittedly bawdy opus, dealing with a group of disreputable characters and satirizing the morals and manners of the rich classes of the 18th century, has been seen in this country.

Lehman Engel, well known as a composer and conductor, is responsible for the revival, readying the work for Broadway, where it is scheduled to be presented shortly after Labor Day.

A cast of 40, with leading singers recruited from radio and the concert stage, turned in an excellent vocal performance. And considering that the ambitious production had only a single week of rehearsal, the acting was satisfactory.

Jane Pickens has the feminine lead of Polly Peachum, the only innocent maiden in all the frothy play. She is the police official's daughter who marries a highwayman.

The male leads are handled by Walter Cassel, also from radio, as Macheath, the highwayman, and Richard Hale, concert singer, in the role of Polly's corrupt father.

Other important parts were filled by Edith King, of the Playhouse company, as Polly's mother, and Shirley Brown, as Lucy Lockit, whom Macheath also marries.

The musical deals with highwaymen and ladies of easy virtue, and was meant as a broad social satire aimed at Queen Anne's corrupt government. Yet it is still alive with barbs at misgovernment everywhere. It reaches its climax when Polly's corrupt police official father plans to have Macheath hanged so Polly will inherit his money as his widow.

As staged and directed by Engel, the production favors the original version much more than the modernized editions of recent years. However, he took certain liberties to provide more than one bright spot for a 1941 audience. The production is necessarily modest, with the musical accompaniment limited to a single harpsichord played by Everett Roudebush, and the elaborateness of the ensembles and Howard Bay's amusing sets are limited by the resources. It all went off smoothly enough here, but whether playgoers in regular season will

take to it is anybody's guess.

The score, peppered with salty lyrics, is original music, a medley of English, Scottish, and Irish folk songs, ballads, street songs, and bits from prominent composers of the day, arranged in the modern musical setting by Frederic Austin, under Engel's direction.

M. H. Orodenerker.

"The Yellow Jacket"

(Revival)

(MARBLEHEAD, MASS.)

A play by George C. Hazelton and Harry Benrimo. Directed by Arthur

Pierson. Cast includes Harpo Marx, Alexander Woolcott, A. P. Kaye, Helen Walker, Virginia Campbell, Clarence Derwent, Fay Wray, Brandon Peters, Martha Hodge, William Layton, Alfred Drake, Rex O'Malley, A. J. Herbert, and others.

Yellow Jacket is a slightly involved, often tedious story of the machinations of early Chinese dynasties. It tells of the son born to the governor of the province by his first wife. The governor wants to be rid of the first wife to enjoy the charms of the second, and orders the death of the mother of his child. She escapes death only to sacrifice herself later, at a command from heaven, for the welfare of the child. The boy grows up and goes thru a series of typically Chinese obstacles until he finally ac-

(See SUMMER TRYOUT on page 26)

FROM OUT FRONT

Dr. Tracy and Spencer Hyde

— BY EUGENE BURR —

JUST why MGM should have felt this the moment for a gala, de luxe, super-special revival of *Dr. Jekyll and Mr. Hyde* is a bit hard to figure. But they did so feel; and on Monday night (11) they had the temerity to show the result before a hard-boiled audience at a press preview at the Astor, the evening before the picture started grind showings at the same theater. The screening gave rise to a number of subsidiary questions even harder to solve than the original one.

The picture falls into this corner's sphere of influence because the story was once made into a play—and also because columns are hard to come by on hot summer days when the theater is marking time, awaiting the new season's half-hour call. But really there should be easier ways of coming by a column than by sitting for two mortal hours before this newest version of *Dr. Jekyll and Mr. Hyde*. MGM obviously expended both time and effort on the piece; Spencer Tracy, one of their top meal-tickets, plays the lead; Ingrid Bergman and Lana Turner play the women; Victor Fleming, the man with fortitude enough to live thru the direction of *Gone With the Wind*, held the megaphone; the story itself was tricked out with a new metaphysical background; the set were lavish and the supporting cast expensive. Everything was expended, in fact, except a bit of intelligence. But the lack of that Hollywood-despised ingredient turns most of the supposed advantages into major defects.

Take the new metaphysical background, for instance; it combines the worst features of medieval obscurantism and the phony followers of Freud, and it ends by entirely muffling the out-and-out horror melodrama that alone can make *Dr. Jekyll* palatable to modern audiences. If you're dealing with fantasy, you must, to maintain belief, also maintain the strict logic of fantasy, and carefully avoid puncturing your bubble by even a slight pin-prick of common sense or an ordinary attitude. It was a realization of just this that made *The Cabinet of Dr. Caligari*, for example, so great a picture that it stands up splendidly even now. But the current *Jekyll* spends most of its time over stupid and ordinary attitudes, and therefore makes its excursions into fantasy merely ridiculous. When it sticks to pure and simple fantastic melodrama, as in the final chase of Mr. Hyde across London, it is exciting and effective.

In this version, good Dr. Jekyll takes the naughty potion because he is a scientist experimenting with the division of good and evil in the mind and soul of man, and can find no other victim for his research. This, of course, is far more pretentious—and infinitely less effective and intelligent—than the former emphasis on Hyde being merely Jekyll's alter ego breaking thru. His confederates frown on monkeying with the handiwork of God—and say so at highly ludicrous moments in the action—so that Jekyll's final realization (that his devotion to science has been evil) stands as an excellent argument in favor of the sort of obscurantism that banned all science as the work of the devil thruout the middle ages. It's doubtful if MGM intended this—but that's what they're preaching, just the same.

Also, combining the religious and the slyly lascivious in the accepted manner, the change to Hyde becomes less a physical and emotional thing than a matter of Freudian symbols. Much montage footage is spent in showing the strange monsters growing in Jekyll's brain, and his chief activity as Hyde is torture of a barmaid who writhes in his evil toils. Early in the picture, when he meets her as Jekyll, there is included a scene as suggestively nasty as it could be made by minds leering on the outskirts of honest dirt; later, the sexual sadism that is played up in Hyde would be uncomfortable if it weren't so melodramatically silly. For instance, the monster eats grapes as he tortures the girl, and spits the pulps all over the apartment—and your only reaction is to wonder who has to clean up the garbage.

But the height of silliness comes at the end of the exciting chase, when Jekyll sees himself as Hyde in the mirror and has a long conversation with himself about his temerity as a scientist in daring to question the provisions of Divine Providence. The preview audience broke into frequent guffaws—and that about sums up the effect of the picture.

SPENCER TRACY, for this corner's money, has never been much of an actor; he's been, rather, a performer who does straightforward jobs with roles that are up his alley. This one, very definitely, is not. As a suave London medico of the 19th century, he is as British as corned beef and cabbage. He even lets slip an occasional "Yeah"—and as he barges thru society you momentarily expect him to rescue Jeanette MacDonald from the earthquake or stumble on the trail of Dr. Livingstone. As Hyde, he eschews horrific make-up, emphasizing rather the animal aspects of the character—and as a result he looks a bit like Spencer Tracy pretending to be an anthropoid ape. Thruout the Hyde sections, too, he speaks in a husky whisper that sounds as tho he had a rather pitiful cold—but he manages to inject more out-and-out, unabashed, ineffective hamming into his readings than, probably, has ever been done sotto voce before.

The casting of Miss Bergman as, believe it or not, a Cockney barmaid and Miss Turner as a high society belle is equally inexplicable; offhand you'd say that the roles should have been reversed. The results, however, aren't bad, tho Miss Bergman's Swedish-Cockney accent is sometimes slightly amazing. She does beautifully, tho, despite the ridiculous role, the painfully hyped-up direction, the horrific surroundings, and the fact that she still isn't a very good actress. The honesty of her work over-rides technical inability, and she is the one performer who manages to rise above the surroundings and create a genuine emotional pull. Miss Turner is easily adequate, reading well, and subduing her very vivid personality, shall we say, to the demands of the strait-laced Victorian role. Brought to attention by the period costumes, her facial beauty is extraordinary.

Many of the others do good work, notably Ian Hunter as the somewhat harassed Dr. Lanyon. Flanked by Tracy's turgid overplaying, Hunter's splendidly effective reticence shows off to better advantage than ever.

But I still can't help feeling a bit sorry for this version's pitiful, pleasure-seeking, ugly, and catarrh-afflicted Mr. Hyde. With all his frightfully sadistic grape-eating, he seems a nicer fellow than an American-talking British medico who decides that scientific investigation is the evil work of the devil.

Memphis Op in Black; '42 Plans

MEMPHIS, Aug. 16.—Final compilation of receipts and expenses of 1941 season of the Memphis Open Air Theater shows estimated profits for the year of \$3,000, the board of directors announced this week thru Max Brown, treasurer. The gross ticket sale was \$33,100, with an expense outlay of about \$30,900, Brown said. The additional profit comes from program ads, rental of cushions and glasses, etc. A portion of the profit will be applied to the liquidation of debts incurred during the 1939 season, Brown said.

Major decision reached at annual closing session of theater this week was extension of the season from five to six weeks in 1942, following the second in-the-black season, with 12 shows to be considered from which six will be picked later. These include *Irene*, *Blossom Time*, *Rose Marie*, *Prince of Pilsen*, *Bittersweet*, *Sweethearts*, *Three Musketeers*, *Wildflower*, *Madame Sherry*, *Gypsy Baron*, *Whoopie*, and *The Red Mill*.

The executive committee voted retention of present production staff, with producer William R. Holbrooke, musical director George Hirst, and libretto director Victor Morley all returning.

The Pink Lady proved a surprise finale, with some letdown in patronage originally expected because of the fact that the play was not believed well known here. It drew one of the best grosses of the season, with a first-night crowd of 1,473.

Savoy Opera Guild Presents "Mikado"

NEW YORK, Aug. 16.—The Savoy Opera Guild, on the second round of its Gilbert and Sullivan repertory, returned to *The Mikado* Thursday (14), and, despite cast changes, offered a generally creditable performance. *The Mikado* is the bill for two weeks of the Guild's Thursday and Saturday showings at the little Cherry Lane Theater in Greenwich Village.

Four of the principals have been replaced since the piece was last shown, with Virginia Blair, the new Yum-Yum, doing a lovely job on *The Moon and I*, but being somewhat less effective in the lighter passages; with Bernard O'Brien, the new Nanki-Poo, doing better work than he did in *The Pirates*—the music here being somewhat better fitted to his extremely light voice—and still offering excellent readings marred only by lack of sufficient force; with Katherine Gray, as Katisha, displaying a potentially fine contralto that she handles badly, chiefly because of a constant tendency to hoort; and with Stanley Carlson making a splendid Pish-Tush, both vocally and comically.

The regulars in the troupe are better even than before, with Wells Clary emerging as probably the best Pooch-Bah I have ever seen, despite the fact that he lacks almost all physical attributes for the role. A small man, he makes you believe him tremendous; his voice is excellent, and his readings are a constant delight. Seymour Penzner is still a hilariously supercilious Mikado, doing a fine job on *My Object All Sublime*; Charles Kingsley, who seems to be improving constantly, is a fine Ko-Ko, and Vivian Denison and Diana Grey are excellent as Pitti-Sing and Peep-Bo.

The current version, tho, has lost some of the sparkle of the Guild's original *Mikado*, chiefly because of a tendency on Thursday to retard the tempo on frequent occasion, plus the fact that Harry Franklin, the new "orchestra," tho a fine pianist, lacks some of the force necessary to take the place of an entire pit crew. During some of the full choruses it sounded almost as tho the troupe were singing unaccompanied. Arthur Lief, except for the occasionally sluggish tempo, does his usually fine job as musical conductor, and Lewis Denison, as usual, has provided excellent staging. Eugene Burr.

IA Conclave a Quickie

ATLANTIC CITY, Aug. 16.—Altho scheduled to continue in session until yesterday (15), the semi-annual convention of the IATSE suddenly called it quits last Friday night (8). IA delegates and committee members maintained a strict and complete silence on all discussions and business transacted.

THE NEW YORK SEASON
OF 1940-'41

ITS STORY
AND
ITS STATISTICS

Will Be Reviewed in the

FALL SPECIAL ISSUE

OF

THE BILLBOARD

(DATED AUGUST 30)

Chi Outdoor Clubs Doing Very Well; Extending Season

CHICAGO, Aug. 16.—Outdoor cafes have been doing big this season, primarily due to a summer-long break in weather. The Edgewater Beach Hotel's Beach Walk is on top, playing to several hundred people a night and to some 1,500 week-ends. Every Saturday night has been SRO.

The Villa Moderne has more than doubled last season's receipts. Its outdoor cafe accommodates 1,200 and all the room is needed on mid-week and week-end nights. Frank Hutchins, operator, expects to extend the season beyond Labor Day.

The Loop's niterly biz this summer is brightened by the big turnouts at the Chez Paree (thanks to Milton Berle) and the Rumba Casino, the newest cafe using costly shows. Convention trade has been heavy during July and August. The Chez is set with comics for the remainder of the year, Joe E. Lewis coming in October 10, and Willie Shore, local product, December 26.

Fall openings will bring into the limelight the North Side's Rose Bowl once more and the Colony. The Rose Bowl is planning to relight in a couple of weeks with an all-girl show. Colony will get going again in October.

Lamb-Yocum 4,000 A Week; Olsen 7G Gross in Detroit

DETROIT, Aug. 16.—Continued hot weather kept business up in local outdoor spots until the cold break the first of this week.

Patronage was constant at a moderate 4,000 admissions each week the past two weeks at Westwood Gardens, under management of Mike Falk. The Lamb-Yocum Ice Show closed four weeks Thursday after playing to about 16,000 people, considered only fair by Falk. Lowry Clark's band, which opened the season at Westwood, is being replaced by the Baker Twins, with the Original Polish Ballet, directed by Felix Sadowski, added yesterday.

At the Casino Gardens at the State fairgrounds last week's show, featuring Geraldine Ross, Three Deans, Gordon Trio, and Monroe and Grant, took a definite move upward, indicating an admission of around 12,000, with an indicated gross of about \$7,000. Current week's show, starring Keaton and Arnfield, Pritchard and Lord, and Ken and Roy Paige, is showing a little slump because of the cold weather.

The Casino Gardens will close August 24, while George Olsen, who is managing the place, will stay on with his band for the Michigan State Fair. Tentative re-opening of the Gardens under Olsen's management after September 7 is uncertain.

Gus Van's Quick Shows

DETROIT, Aug. 16.—Some kind of a record for fast commuting on a night club date was hung up for the August 2 week-end by Gus Van, current at the Bowery. Van closed the Bowery show Sunday at 2 a. m. and went to New York on the 2:42 a. m. plane for a 1-1:30 p. m. broadcast there over WMCA. He left New York on the 2:25 p. m. plane to appear back at the Bowery Sunday night and then left at 2:42 a. m. again to appear the next morning on a CBS television show.

Harry French Promoted

MINNEAPOLIS, Aug. 16.—Appointment of Harry B. French, of Mankato, Minn., as assistant to the president and general manager of Minnesota Amusement Company is announced by John J. Friedl, president. French entered show business 35 years ago as a song plugger.

Detroit Show Boat Pulls

DETROIT, Aug. 16.—Show Boat Cruise, booked Saturday night (2) by Mike Falk Orchestras office, with George Kavanagh's band, drew an attendance of 2,200 for the three-hour cruise.

With at least two competing cruises operating locally, this cruise emphasizes the band rather than the floorshow.

Henny's Candle Premiere

NEW YORK, Aug. 16.—Henny Youngman is taking no chances of Broadway being blacked out, as it was a few weeks ago because of an electricians' strike, and having the premiere of his movie short, *Love in Gloom*, messed up.

He says he's trying to corner the candle market for Broadway's first "candlelight premiere"—if necessary.

Rose Nostalgia For Chi Congress?

CHICAGO, Aug. 16.—Billy Rose was a three-day guest of the Congress Hotel here and, between meals, sold Manager John Mack on the idea that he should run one of his (Rose's) Diamond Horseshoe revues in the hotel's dark Casino next fall. According to Mack, Rose came on his own accord.

No deals have been closed, but Mack admits that Rose's interior decorators and designers responsible for New York's Diamond Horseshoe settings will come in this month to look over the Casino and decide whether or not the room can house one of Rose's nostalgic revues. Their okeh will pave the way to contract talks.

The hotel's corporation is now redecorating the entire place and is willing to make any additional investments to put the Congress on the national map anew. It is logical that the Casino will be reopened in the fall and a flashy talent policy will be installed.

Recently Mack hired Maurice Murray to take charge of the entertainment buying office which supplies musical combos for the hotel's Glass Hat, the Chicagoan's cocktail lounge here, and the Wolverine's Tropics Bar in Detroit, all operated by the same corporation.

The Congress Casino, until two years ago, was one of the town's leading niteries, but never made any money.

Governor Orders Ban on Saratoga Gambling, But Night Clubs Hold On to Name Shows; Sneak Casinos

SARATOGA SPRINGS, N. Y., Aug. 16.—Local night clubs, which have been using some names and semi-names, are worried about Governor Lehman's order this week to local and Warren County officials to stop gambling. Their reaction was to proceed cautiously with sneak gambling and to continue entertainment policies in the hope that the remaining two weeks of the 30 days' racing season will pass before police officials really get tough. The local police made several raids earlier in the week, according to Dr. Arthur J. Leonard, City Commissioner of Public Safety, and broke up several roulette wheels.

Local club owners say business is 33 per cent ahead of last year.

Meanwhile, the local big clubs continue with names. The Piping Rock is doing big business with Monte Proser's *Copacabana Revue* and two bands, costing a total of \$7,500 a week. The Arrowhead opened Sophie Tucker, Gomez and Minor, Ted Straeter's band, and Noro Morales band August 11, replacing

Georges and Jalna. Oscar de La Rosa's band, and Hildegard.

Riley's is doing okeh, holding over Diosa Costello, Crawford and Caskey, and Sammy Walsh band. Harry Kilby, of General Amusement Corporation, spotted Frances Faye into Mother Kelly's, opening August 21.

Cross and Dunn opened Thursday at Riley's, with Alice Dawn, Bernie Collins band, Three Majors, and Victor Montez's band being held over.

The Club Ball (on the site of last year's Mother Kelly's) still has an Earl Lindsay revue, with Marcia Harris being the latest addition.

Lewis Ice Revue 35% Ahead of '40 Minn. Gross

MINNEAPOLIS, Aug. 16.—Dorothy Lewis and her *Adventures on Ice* revue, which opened a six-week engagement in the Hotel Nicollet Minnesota Terrace, are drawing 35 per cent ahead of the 1940 gross.

In 1940, when Miss Lewis and her show played a six-weeker at the Nicollet, the gross was reported at \$66,000. By September 11, when the present engagement is over, the hotel should pass the \$75,000 gross figure, largest in the history of the Nicollet.

The Nicollet, of which Neil Messick is manager, plans to bring the Lewis show in annually.

Fed Gardens, Buff, Opens

BUFFALO, Aug. 16.—The Federal Gardens niterly here, which had been closed for about four months after difficulties with local ABC board, has reopened. Spot has been remodeled and now boasts a modern interior seating about 300 persons. George Stroh is still club's owner and manager. Shows consist of around seven people, with weekly changes and featuring novelty and specialty talent. Arthur Argyries, Rochester, N. Y., is exclusive agent. Music by small unit.

Club Talent

New York:

VIRGINIA RAMOS opens September 5 at El Chico. . . . AARONS AND GLANZ set for Loew's State Theater August 28.

Chicago:

VELOZ AND YOLANDA will start another dance tour in the fall. Jerry Shelton, accordionist now at the Congress Hotel, will join them on the West Coast as music director. . . . DON LYNNE, formerly of Don and Bette Lynne, now doing a single. . . . PAUL ROSINI is in Detroit, topping the current Royale show, which includes Ruth Craven, Raul and Eva Reyes, Cappy Barra Boys, and the Starlets.

BERNICE MANNING, singer, has changed her name to Eve Knight. She opened at the 606 Club Monday (18). Other bookings in that spot include Beverly Lane and Cell Von Dell, opening August 25, and Honey Bee Keller, starting September 1.

Cincinnati:

JOAN HOPE is a holdover at the Primrose Country Club, Newport, Ky., with the Dawn Sisters and Burt Nolan, emcee, new additions. . . . SALLY RAND moves into Jimmy Brink's Lookout House, Covington, Ky., September 16. . . . RAY MADDOCK has replaced Chick Mauthe as pianist with the stroll quintet at Beverly Hills Country Club, Newport, Ky. Mauthe has framed a trio to furnish the Saturday night dance music at the Hotel Gibson's Sidewalk Cafe. . . . DOT FRANEY heads the *Star-Spangled Ice Revue*, which succeeds *Cavalcade on Ice* at the Netherland Plaza Hotel Tuesday (19). . . . PAT ROONEY heads the new show opening Wednesday (20) at the Glenn Rendezvous, Newport, Ky.

Boston:

NINO NANNI again held over at Hugo's Lighthouse in Cohasset, Mass. . . . MAX ARNOLD and dogs open at Ort's Grill in Boston. . . . DOC MARCUS held over at the Mayfair. . . . RAE MILLS opens at Crawford House. . . . LENNY FITZ held over as emcee at the International Cafe. . . . JEROME AND BECK featured at the Penguin at Nahant, Mass. . . . FOLEY SISTERS getting attention at the Westminster

Roof. . . . DUPREE AND CARLO, Betty and the English Brothers held over at the Latin Quarter at Old Silver Beach, with Clarissa. . . . HERB LEWIS, currently at the Coconut Grove, has written a new tune, *I Known What It Means*. . . . MOREY PEARL drawing crowds at the Popeye. . . . HARRY DAY AND HIS DEBUTANTE DANCERS, Monica Lewis, Jean Mona, and Val Voltane head the show at the Beachcomber. . . . RUSS HOWARD will again be emcee when the Ken reopens for the fall.

Philadelphia:

HELENE STANDISH and Jane Johnston take over the leads at Club Bali, with the Galvin Trio coming in this week. . . . ADRIENNE an added starter at Jack Lynch's Walton Roof. . . . AL SCHENK returns to Kaliner's Little Rathskeller. . . . LLOYD MANN and Marionettes head the show at Hopkins' Rathskeller. . . . BARBARA BLANE new at Benjamin Franklin Hotel. . . . MAURINE and NORVA top the new show at Evergreen Casino. . . . FRED WERNER, formerly comedy cellist with Milt Britton, breaking in as a single at Wilson's Cafe. . . . AGNES WILLIS and Crosetti Sisters added at Sun Ray Gardens.

Atlantic City:

JOSEPHINE DELMAR, Clarence Stroud, Franco and Beryl, and Bud Sweeney new at Hotel President's Round the World Room. . . . RAMON TALAVERA added at Paddock International. . . . DON AND RUTH MARTIN added to Guy Martin's revue at Babette's. . . . LORETTA AND NAVARRE new at Traymore Hotel's Stratosphere Room. . . . BEVERLY WHITE added to Paradise Cafe revue. . . . MARTY WAYNE and Ray-Mond new at Gables Inn. . . . The VOCALADS, radio act from Philadelphia, headline at Morley's Turkey Ranch, with the Dounton Sisters holding over. . . . YVONNE DEBRIER at Chez Paree. . . . The Modern Meloderes new at Herman's Music Bar.

Hollywood:

THE MERRY MACS are skedded to make a picture with Baby Sandy at Universal this fall. It is tentatively titled *Melody Lane*. . . . MEADE LUX LEWIS is

to open at Suwanee Inn August 19, says Bob Lewis, owner. . . . SLIM AND SLAM have been signed by Universal for a part in *Heltzapoppin*. . . . JANE PRAZEE will be in *Gobs in Blue*, soon to go into production on the Republic lot. . . . SENSATIONAL MARCOS and Knight and Daye figured in a head-on collision recently in Long Beach. . . . MICKEY O'NEIL is suffering from a sprained ankle.

NICK LUCAS goes into Wilshire Bowl following his appearance at the Los Angeles Orpheum Theater week of August 27. . . . ROSEMARY SEARLES signed a booker's pad under type of act: "Wouldn't you like to know?" . . . FAITH BACON and her fans are set for an early opening at the Music Box, theater-night club in Seattle. . . . BARBINA, fan dancer, opens soon at the Dog House in Reno. Just concluded three weeks at the Lodge Cafe, Tucson. . . . HELEN LEVOYER is current at Marco's in Los Angeles. . . . CHARLIE ROGERS and his Rogerettes, girl revue, soon close six weeks at the Tropics in Imperial, Calif. . . . JACK KAY, emcee, is at Club Catalina, Catalina Island. . . . TONY LARUE is a featured attraction at Gordons. . . . ROSS SISTERS are getting set for night clubs. . . . GLADYS FAYE has closed at Grace Hayes Lodge. . . . JERRIE KRUGER is playing night clubs in this vicinity.

Here and There:

GEORGE CORWIN, emcee, has opened at the Esquire Club, Montreal. . . . DANNY RICHARDS, emcee, has been held for the sixth week at the Roman Grille, Philadelphia. . . . LINDA PRES-TON, singer, was in a serious auto accident on her way to Chicago recently. She is at the Highland Hospital, Belvidere, Ill. . . . TED AND ART MILLER, who closed at the Primrose Country Club, Newport, Ky., August 17, are set this week at the Missouri State Fair, Springfield, and follow with the week of August 29 at the Lyric, Indianapolis. . . . CHANDRA KALY DANCERS open at the Troika, Washington, September 4, when it reopens for the fall season. . . . KIM LOO SISTERS to the Latin Quarter, Boston, August 17. . . . PEGGY FEARS opens at the Montauk Country Club, Montauk, N. Y., August 22. . . . GALI GALI will be on the first show at the Lido Club, South Bend, Ind., opening September 15. . . . SHERMAN BROTHERS AND TESSIE open at the Swan Club, Philadelphia, September 4. . . . CHEENA DE SIMONE DANCERS, after their current repeat at the President Hotel, Atlantic City, change to the Hippodrome, Baltimore, Md., August 28.

Rainbow Room, New York

Talent policy: Show and dance band; Latin relief band; floorshow at 9:15 and 12:15. Management: John Roy, director; Edward Seay, assistant and publicity. Prices: Dinner from \$2.50; \$1 cover and \$2 Saturdays after 10 p.m.

Outstanding in the new entertainment that opened here Wednesday (13) is the new Ozzie Caswell band and the dancing of Jose Fernandez and Juanita Deering. The rest of the entertainment is okeh but not exceptional.

Caswell is an arranger formerly with name bands and is making his band leader debut here with a three-week-old band. The band is set here until October 8, and during that time should polish up and emerge as a fine, sweet combo. The leader's occasional tromboning is backed by three fiddles, cello, string bass, and guitar, and three trumpets, two saxes, and drums and piano. It is a full balanced instrumentation that can do justice to the lush melodies it prefers. Porter, Gershwin, and Kern tunes and waltzes are on the books as well as the usual pops.

The show opens with Laura Deane Dutton, a comely brunette whose appearance and personality made her fair singing more enjoyable than it deserved. Held close attention with *Mad About the Boy*, *In the Still of the Night*, and *You Took Advantage of Me*. Her contralto is best at torchy ballads.

Jose Fernandez and Juanita Deering make a new modern ballet team working Spanish dances. Fernandez is a veteran whose authoritative castanet, heel, and classic Spanish technique is always a delight. And Miss Deering is a shapely youngster who dances well, too. Their wedding number to the music of Albeniz's *Cordova* has charm, and their gypsy moods dance to the piano solo by Raymond Saxe to *Iberia* is spirited, varied, and altogether winning.

Rolf Passer, mentalist, discovers secreted article and follows instructions planned while he was out of the room. Introduced by a male assistant as the "greatest exponent of mental telepathy in the world," he quickly did what six patrons had wanted him to, holding his girl assistant by the wrist while "mentalizing." There was no code obvious, and Passer probably was using the muscle-reading technique. Act ran eight minutes, with Passer working fast. But the presentation was not showmanly and he left abruptly without really selling his talent.

Dacita, a sleek Latin brunette, sings and shakes the maracas in subdued hotcha style, fronting Clemente's rumba band. Band's double marimba gives its music distinction. *Paul Denis.*

HAL HAVILAND
International Prestidigitateur
Address:
**THE BILLBOARD, 1564 BROADWAY,
NEW YORK CITY**

PADDY CLIFF
19th SMASH WEEK
BOWERY CLUB
DETROIT, MICH.

THE DE SYLVA TWINS
"Commentators of the Dance"
Held Over—Brandt Inn, Burlington, Ontario. Thanks to J. Murray Anderson and
DEAN BARRON
"The Dean of Taps and The Barron of Versatility"
Held Over—Chez Ami, Buffalo, N. Y.
Personal Management: Judith Lawton

Another Return Engagement
currently
LYRIC THEATER, Indianapolis
Personal Management: **THOMAS KETTERING**
SHIRLEY DEANE
SINGING AND DRAMATIC STAR OF 20TH CENTURY-FOX PICTURES
Direction: **WILLIAM MORRIS AGENCY Chicago**

Night Club Reviews

Villa Moderne, Chicago

Talent policy: Shows at 8:30 and 11; dance band. Management: Frank Hutchins, operator; Francis Hutchins, manager; Fred Joyce, publicity. Prices: No cover; Saturday minimum, \$1.50.

The Hutchins boys are enjoying their best season in years due to a fine break in weather. The steel-roofed outdoor garden, accommodating 1,200 patrons, was dark few nights this summer due to cold or rainy weather. After keeping Bob Strong's band a couple of months, the policy for the remainder of the outdoor season has been altered to make room for both a dance band and a show.

Top attraction is Winnie Hoveler and her dancing line (6), veteran group in this area, back in town after a six-month tour in the East. The girls have been so well promoted that they rank far above any other six-girl line in town. And they deliver. Their routines are original and the execution above average. Highlight is the circus number featuring three girls in a trapeze specialty. The entire production is very effective.

Richard Gordon, tall and handsome operatic tenor, emsees in good straight fashion and impresses with musical comedy and pop tunes. Has a trained voice and a forceful delivery.

Don Orlando and his band (8) get by nicely on dance music but struggle with show cues. Orlando himself is a capable accordionist, pitching in with a couple of solos during the show.

Unusual angle of the entire set-up is the fact that the advertising campaign is centered around the Hoveler line. The girls are in for four weeks with options, depending on weather conditions after Labor Day.

Orlando's band, however, will move inside following the outdoor season and continue indefinitely. *Sam Honigberg.*

Hotel Nicollet, Minnesota Terrace, Minneapolis

Talent policy: Show and dance band; shows at 8 and 12:15 nightly, as well as 1:30 p.m. Saturday. Management: Neil Messick, manager; Harry Williams, maitre d'hotel; Sally Delaney, publicity. Prices: Dinners from \$2; \$1.50 supper dancing; drinks from 40 cents.

Dorothy Lewis and her *Adventures on Ice* revue are capturing local hearts since she opened a six-week engagement here August 1. Miss Lewis's troupe of seven has done away with off nights at this hostelry, with the Terrace jam packed every night of the week.

The 25-minute revue is presented by the same group that appeared here for a six-weeker last summer. The troupe, in addition to Miss Lewis, includes Jack and Bob Heasley and the four original St. Regis Bustles, all femmes. This year's show is much smoother entertainment than was the 1940 edition, which was thrown together in less than a week.

To the strains of Tom McGovern and his 11-piece local ork, the revue is opened by the Bustles doing some smart ensemble skating, mixed with a bit of comedy. They are joined by the Heasley lads, who are perfection on ice. The brothers captured patron fancy in a hurry. Miss Lewis next appears, nattily costumed, to go thru a bit of comic pantomime with the Heasleys. Dorothy "struggles" her way around the ice in an effort to "learn" how to glide, drawing a big band. The Bustles reappear to do an excellent bit of Can-Can ballet skating. Miss Lewis tops off the number with several very intricate spins and

whirls, including the T spin, Axel Paulson into a sit-spin, and a variety of others. Her gliding is superb. Again won a big hand.

The Heasleys take over for a *Me and My Shadow* number, to the tune of that oldie, displaying perfect timing. Miss Lewis then solos, including taps, waltz, and swing stepping on ice. Once again her spins were received with considerable applause. She is joined by the twins for fine ballroom dancing on skates.

For the finale, *Walking in the Clouds*, the Bustles come on for a ballet, followed by the Heasleys and by Miss Lewis in a bit of pirouetting. Black light is used for a very spectacular whirl, and the troupe's costumes sparkle brilliantly in the blackout.

Miss Lewis definitely deserves the growing reputation she is enjoying.

As for the McGovern ork, it is just a so-so combo. The hotel management has an agreement with the musicians' local to use home talent for one engagement during the season. *Jack Weinberg.*

Baker Hotel's Peacock Terrace, Dallas

Talent policy: Band for dancing. Management: J. Fenton Baker; publicity by Hayden Hudson. Prices: Dinners from \$1.50; no drinks served; admissions, 75 cent weekdays, \$1.50 Saturdays and holidays; no cover charge to diners.

The hotel's Peacock Terrace maintained its summer policy of no floorshows until Ted Fio Rito's versatile crew moved in. Fio Rito's band is built for show and entertainment, and band talent is used for a brief floorshow.

Ernest Varner, nimble fingered guitarist, starts the show with a nifty novelty on electric guitar. Alan Cole, vocalist, is thoroughly pleasing in *Maria Elena* and *These Are the Things I Love*.

Bert Traxler clicks in his sax novelty and is followed by the band's 18-year-old trumpeter, Jimmy Zito, playing *Intermezzo*. Sammy Leeds and Frank Flynn join Alan Cole in an applause-getting *San Antonio Rose*.

Band's latest addition is attractive young singer, June Haver, who joined the ork in Houston two weeks ago. She's only 16 years old but has a nice voice and personality. Sold well in her singing of *Daddy* and *Kiss the Boys Goodbye*.

Floorshow closes with band's drummer, Candy Candido, as clown and comic. Gets plenty of applause in his trick voice manipulation in singing *Jumpin' Jive*, closing with a musical interpretation of a woodland fairy tale.

The Terrace will remain open beyond its usual summer season, probably until October 1, when the hotel's redecorated Mural Room will reopen. *Frank W. Wood.*

Jimmy Brink's Lookout House, Covington, Ky.

Talent policy: Dance and show band; floorshows at 9:30 and 12:30. Management: Jimmy Brink, owner; Howard Smith, manager; George Rahe Jr., publicity. Prices: Dinners from \$1.50; drinks from 40 cents; minimum \$1.50; Saturdays, \$2.50.

With the exception of one routine by the Lookout House Adorables (8), an innocuous bit of emseeing by Eddie Barnes, and a pair of warble numbers by Beverly Berkley, of the Eugene Jelesnik band, the show which opened here last Tuesday night (12) to satisfactory business is given over entirely to that much-publicized flamenco dancer, Carmen Amaya, and her coterie of Spanish dance and guitar artists, including her sisters, Antonia and Leonor; her father, Jose; her brother, Francisco; two distant cousins, Augustin and Diego Sabicas, and two other guitar-twanging males. Unit is in for one week.

As a feature with strong supporting acts the Amaya turn might prove a novelty sensation, but it lacks power, variety, and entertainment to tote a whole show. With the exception of Miss Amaya's whirlwind sessions, the show is a draggy and uninteresting affair.

The house line does its usual capable job in the opener, a Spanish shawl number, with Antonia and Elenor following with a tasteful bit of Latin dancing and castanet clicking to pave the way for Carmen Amaya's first session, a fast, fiery, and maniacal flamenco. She entered to a solid hand and bowed off the same way. Perched comfortably in a chair, one of

the Sabicas lads takes this spot for a guitar solo. He does a terrific job on the instrument, but his artistry is outweighed by his lack of personality and showmanship, making for a lull in the program. Beverly Berkley works with greater ease on the bandstand than before a mike in the center of the floor. Could have given the program a lift with a snappier ditty, but instead did the long-winded *Minnie From Trinidad*, followed by *Down Argentine Way*, both in fair style.

Carmen Amaya, backed by six male guitarists and her two sisters, returns for what is dubbed a gypsy fiesta. Miss Amaya indulges in more whirlwind flamencoing and feet-stomping marked by much heavy breathing and weird, savage-like gyrations. For an encore indulged in more hot fandango with the male partners. In this writer's book Miss Amaya is a vastly overrated dancer, but the Lookout House patrons apparently thought otherwise. They applauded her every move, and sent her away each time with a thunderous hand.

The Jelsenik band (three sax, four rhythm, and two brass), in its fourth week here, satisfied the dancers with its terp tunes, and did exceptionally well with the show stint. Manager Brink has done a twofold good deed, first in installing the new elevated floor, which affords a better gander of the show from any vantage point in the house, and second, by eliminating the pole from the center of the floor which whipped many performers working here in the past. *Bill Sacks.*

Jack Dempsey's Pago-Pago Room, Miami Beach, Fla.

Talent policy: Dance and relief bands; floorshows at 9:30, 11:30, and 1:30. Management: Ben Gaines, managing director; Frank Penso, maitre d'hotel; Ray Redman, press agent. Prices: Dinners from \$1.25; drinks from 50 cents; no cover or minimum.

This cafe caters to folks of social standing with plenty of scratch. Summer business has been exceptionally good. Ben Gaines enlivens the scenery with his cheerful disposition.

Decorations of the room suggest a tropical evening under a Miami moon, with plenty of swaying palms and enough bamboo poles and rattan trimmings to complete the illusion. Completely air-conditioned, the room is comfortable as well as beautiful.

After three weeks, Helen Morgan's engagement was interrupted by her marriage, and she was replaced by a very capable emsee, Alan Carney. Carney's Captain Bligh bit is excellent. His poise and delightful personality are decided assets. His realistic impersonations of Lionel Barrymore, Wallace Beery, and Al Smith were well received.

Charles Vaida sings baritone with a Hungarian twist. Knocks women into a daze with his dazzling smile and D'Artagnan manner. Sang *Last Time I Saw Paris* and a Hungarian waltz. Has been held over 16 weeks.

Towne and Knott, ballroom dancers, offered *Two Cigarettes in the Dark* and *Samba-Macumba*, Latin steps they brought back from their Brazilian tour. Very satisfying.

The Statler Twins are clever rhythm dancers and tapped out a few nice routines.

The Dempsey line of girls opened with an eye-appealing number, *Minnie From Trinidad*, and closed to musical numbers from *Showboat*. The line is composed of

JUST OUT!
McNALLY'S BULLETIN No. 21
PRICE ONE DOLLAR
NEW, BRIGHT, ORIGINAL COMEDY
For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Revues, Radio and Dance Band Entertainers. Contains:
15 Screaming Monologues
8 Roaring Acts for Two Males
7 Original Acts for Male and Female
30 Sure-Fire Parodies
Great Ventriloquist Act
A Roof-Lifting Female Act
Trio, Quartet and Dance Specialty
Musical Comedy, Tab and Burlesque
18 Corking Minstrel First-Parts
McNally Minstrel Overtures
5 Grand Minstrel Finales
46 Monobits
Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags.
Remember, McNALLY'S BULLETIN No. 21 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 13, 14, 15, 16, 17 and 21 for \$4.00, with money-back guarantee.
WM. McNALLY
81 East 125th Street, New York

Joyce Lane, Betty Clary, Eleanor Dawn, Lillian Granger, and Jenice Robinson. Dave Lester's Ork (6) supplies sweet music for dancing, while Jack Christy's rumba (5) handles the relief.

Harry B. Kind.

Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Dance and show band; floorshows at 8:30 and 10:40; intermission strollers. Management: William M. Dewey, managing director; Dorothy Dorben, producer. Prices: Dinner from \$1.85; minimum, \$2; admission for dancing only \$1.25 (\$1.50 Saturdays).

Playing his third engagement here, Orrin Tucker is drawing large crowds to the Marine Room and the Beach Walk with his sweet swing and comedy and novelty songs. Tucker, a handsome lad, has a winning personality which he sells superbly. Bonnie Baker is effective as ever, even tho her novelty has worn off, and the Four Bodyguards, male quartet, are entertaining vocalists. Whether playing sentimental ditties or pops and novelties, the orchestra dishes out pleasing rhythms. Tucker, in addition to his sax tootling, occasionally switches to trombone, and also is heard frequently in vocals. Floorshow is short but entertaining.

The Dorothy Dorben Dancers lead off in a routine titled *Anything Goes* in which the 12 girls, all attractive ponies, go thru some cleverly conceived precision numbers. Jack Bartel, of the band, sells his sentimental songs nicely, offering, among others, *Things I Love* and *Overhead the Moon Is Beaming*. The Statlers, mixed dance team, have several pleasing novelties, including a slow-motion comedy routine and a "tour of the world" in which dances of various nations are demonstrated.

Bonnie Baker is still a charming miss and puts her songs across with telling effect, tho a more animated manner probably would add to her charm. At show caught she sang *Nobody's Baby* and *Ma, He's Making Eyes at Me*, scoring solidly.

Show closes with the Dorothy Dorben Dancers and the Statlers in a mardi gras number that is novel and effective.

The Four Nighthawks, vocal and instrumental strollers, furnish music during intermissions. Nat Green.

Arthur's Moulin Rouge, New York

Talent policy: Floorshows at 8:30, midnight, and 2 a.m.; show and dance band; Latin relief band. Management: Arthur Essay, operator; George Rey, manager; Bob Reud, press agent. Prices: Drinks from 50 cents; no cover or minimum.

With about three months under its belt, this newest nitery on Broadway is feeling the effects of the summer slump. Appeal of the spot is nostalgia for old Paree and sex appeal. Club is decorated with wall photos of famous Parisian haunts, and the floorshow is slanted towards expatriated Frenchmen.

Better than half the show is taken up by Robert Laurent, young French comedian, accordionist, and singer. His gestures, mannerisms, dress, and style have a definite Parisian air. Altho what he seems to be doing is Montmartish, the people who come here are apparently quite fond of him. His stint was packed with requests and constant applause.

Getting to the sexy side of things, Jean Lolly does two specialty dances, one a voodoo affair with plenty of belly rolling and physical gesticulations that went over with the men, and the other a very weak conga. Line of girls, produced by Guy Martin, are no worse than any other line in small spots. They pay little attention to their work, gabbling with each other during numbers, giggling, and wearing dirty costumes.

Andre Monice, leader of the dance band, also emcees. Band backs show up very well and is nicely grooved with good dance music. Louis Barras alternates with his musette ork. Sol Zatt.

Club 18, New York

Talent policy: Floorshows at midnight and 2:30 a.m.; show and dance band. Management: Jack White, owner; Fred Lamb, manager; Len Golos, press agent. Prices: \$3 minimum.

Sandwiched in between the swing-happy cellars on 52d Street, Jack White's screwball haunt continues to jam them in. Even in White's absence, Frankie Hyers, White's "prize fugitive from an alcohol jar up at Yale"; Archie Robbins, and Vince Curran form an entertainment

team which rattles off gags and wisecrack with machine-gun rapidity.

This is no spot for those with aesthetic tastes. Each customer takes a terrific chance with his sensibilities because the Hyers-Robbins-Curran combination gives him (or her) a workout with insulting invective which is really sharp wit. But the table-sitters invite the wisecracks and everybody takes it good-naturedly. Any recalcitrant in the audience gets mowed down by a panzer division of volatile wit.

The boys work with especial effectiveness on celeb patrons. And they are always in evidence.

Other talent around includes singers Hazel McNulty, Betty Froos, and Gaye Dixon, but they don't stand a chance with the male comedy trio. They're used mainly as foils along with the waiters and colored washroom attendant, whom Hyers refers to as Flush Gordon. As part of the show, waiters bawl out customers, call women "turnips," and sit down with beautiful gal patrons. Most of the comedy material is hardly printable, but it's certainly a howl, and for solid laughs this is the best night club entertainment around. Only straight routine in the show is done by Archie Robbins and Stan Ross, who pull their double imitations, which they're doing at the Roxy Theater this week. Gordon Andrews band is also on tap, and they, too, take a kicking around. Sol Zatt.

S.S. Canadiana Showboat, Buffalo

Talent policy: Show and dance band; floorshows at 10:30 p.m. Saturdays; 2:30 and 8:30 on Sundays. Management: Crystal Beach Transit Company, Inc., owner; George Hall, president and general manager; William Malloy, captain; Herbert Hewitt, purser; Walter J. Gluck, publicity and talent bookings. Prices: Admission 50 cents per person; drinks from 25 cents; no cover or minimum.

The big and comfortably arranged cruise boat still holds a good deal of fascination for the average-type crowd. Attendance has reached capacity every week-end this season for this three-hour cruise, as well as the Sunday afternoon Canadian trip. A large array of amusement games (of the type outlawed in the city and State) draw mobs.

Show went off smoothly, aided by neat production. A great boost to informality and good will is given by emcee Hal Bronson, a short, blond guy who can sell a gag or comedy routine. His effortless and laugh-provoking mannerisms break the ice for the entertainers. John Lucyn, a nice looking young chap, offers impressive hand and head balancing stunts, which garnered heavy response. His control is smooth and his offerings excellent.

Alice St. John dishes out plenty of spirit. Her whirlwind dancing stint included a picturesque parasol toe ballet and sleek, modern rhythm taps in Latin tempo. Both well received and encoered. Mae Darling, a pretty and shapely lass, dances well. A toe-tap strut was neat, while an acro routine was powerful. Big hand.

Maxie Maxwell, sepien stepper, almost knocks himself out putting across his semi-acro taps, leaps, knee drops, and a drunk number.

Show accompaniment is capably handled by Harold Austin's band, which also dispenses solid rhythm, sweet and hot, plus plenty of Latin lullabies. Austin is a very personable guy who does plenty of clowning and handshaking. (He also successfully manages the Crystal Ballroom at Crystal Beach Park, allied venture of Canadiana's owners.) His featured singer, Jack Kennedy, is a handsome and talented boy whose pipes are well adapted to ballad thrashing. Eva M. Warner.

Earl Carroll's, Hollywood

Talent policy: Two bands for dancing and one for stage shows at 9:30 p.m. and 12:15 a.m. Management: H. D. Hover, executive assistant to Earl Carroll; publicity by Iris Davis, Eve Stanley, Ruth Winner, and Dorothy Mahoney. Prices: Admission, \$3 with dinner; \$1.50 without dinner; drinks from 50 cents.

Earl Carroll's, in the heart of Hollywood's Radio City, is the one spot that visiting firemen head for as soon as they hit town. Spot has nationwide reputation as a theater-night club. The first show runs 90 minutes and is built around Carroll's girls.

Show takes on a patriotic flavor from the very beginning when red, white, and blue lights are flashed on the curtain while Manny Strand and his orchestra (four brass, four reed, three rhythm,

Follow-Up Night Club Reviews

CELORON PIER MARINE ROOM, CELORON, N. Y.—This giant combination nitery and ballroom has been flourishing this season on week-ends, and is generally doing okeh despite somewhat quiet week-days. Shows have been changing weekly and are composed of standard novelty talent. J. G. Campbell is general manager of park, while "Shag" Day is in charge of Marine Room. Ray S. Kneeland, Buffalo, is exclusive booker.

Show caught was one of the best seen hereabouts. Opening brought on Eddie and Amy Doyle, old-time vaude team which is still potent. Baton twirling, hoop juggling, and other feats were well executed. Big hand.

Victor Charles and Company do amazing things with puppets. Josephine Baker puppet did snake dance, a dressed-up miniature drunk gyrated about, an operatic prima donna was good for satire, while height in accomplishment came with two tiny pianists at individual grands in long-hair swing rendition. Two encores. Had to beg off.

McMahon and Adelaide offer a neat punching bag act remarkable for speed and number of varied contraptions and gadgets. Male displays proficiency in accuracy, timing, and endurance, while girl gets off a very smooth acrobatic solo with twists, turns, and tricky falls. Well received.

Lyle Carlisle, leader of house band, emcees quietly but adequately. On the stand he's a wiz at dishing out full-bodied, well-varied rhythm. He's set here for remainder of season. Name bands are used Saturday nights. Eva M. Warner.

COCOANUT GROVE, Boston. has an unusual show this week. Three of the acts are dance teams and the other two are singers. Show opens with the Grove's line of 10 in a sparkling routine. The first team, Fitz and Carroll, a fast, clever, young tap duo, make a decided hit. Have one stunt in which the guy slides sideways down the girl's body. It is a knockout trick. Nice appearance.

Billy Payne, rotund tenor, is practically a fixture here. Never fails to please with clear versions of pops and ballads. Did *Because of You*, *Maria Elena*, and *The Last Time I Saw Paris*, which intros the featured control team of Mata and Hari. Now in their sixth week here, this pair has made a tremendous dent on the usually cold Boston audiences. Their satires are clever. Their

apache clicked; returned later with a dance skit called *Two Ways to Heaven*. Nice flash.

Marion Frances, former chirper with Frankie Masters and now with Mickey Alpert, sings *Daddy* and *I Cried for You*. The former especially is excellent. Has a nice voice and personality and sells easily.

Ballroom team of Galenti and Leonardo has an outstanding routine replete with spins and lifts that keep even the dinner audience interested. Neatly costumed and make a nice appearance.

Mickey Alpert and his ork, now in their 110th week here, still please with their *Whispering Rhythm*. Feature is Martha Burke, who does an outstanding job at the keyboard. Mike Kaplan.

HOTEL JAMESTOWN PARISIAN LOUNGE AND POMPEIIAN ROOM, JAMESTOWN, N. Y.—Management headed by Merton Johnson was very wise to keep things humming during the summer, spot being the only high-class dancing and drinking place in city. Those Three Guys, an unusually versatile and able trio, only attraction here, make most of the opportunity. With the exception of Saturday night dancing in the swanky modern Pompeian Room, policy calls for visual and listening entertainment in the cocktail lounge.

"Those Three Guys (Max, Red, and Bill to you)" is official billing. They are clean-cut, likable lads who offer a host of showmanly tricks and gags, as well as solid vocal and instrumental rhythm and enough orchestral volume to make stepping enjoyable. Leader and purveyor of peppy piano background, as well as fancy filigree, is Max Davis. He also handles most of the clever arrangements. Injections of Solovox blendings to soften combo's output are employed now and then. Red Bartow switches between tenor and alto sax and clarinet to good advantage. Bill Doherty hypnotizes the femmes with winks and wisecracks, besides handling the traps and sending solid, bouncy beat.

Parodies, originals, spicy and risque ditties keep patrons in stitches, as does comedy with hats and wigs, mugging, etc. Audience participation stunts help make folks feel at home. Fine vocal work is delivered by entire trio. Eva M. Warner.

and three fiddles) play *Star-Spangled Banner*.

Show, *Something To Shout About*, then gets under way, with Bill Brady, assisted by Morine Howell and Lavonne Moyer, vocalizing pleasingly on a tune by the same name. Before they finish, 22 girls with cellophane megaphones come on for a line number. Show is extravagantly staged thruout.

Dr. Rockwell gave a scientific discourse on bacteria that kept the audience in stitches. Then the Debonairs, a dancing group, vocalized on a Viennese medley. Unknown to audience, voices are recorded, with the Debonairs going thru the gestures and mouth movements. It is a bang-up number, with the audience none the wiser. Beryl Wallace, a striking brunette, danced with the group, which pleased no end.

Borrah Minevitch's Rascals, with the usual horseplay, followed. Outstanding rendition was *St. Louis Blues*.

Barney Grant and Gene Sheldon, hill-billy entertainers, did a rookie monolog and banjo turn respectively. Both sell their individual acts with deadpan expressions. Sheldon's act was speeded up by Beryl Wallace, who came on for a speech bit. His finger sewing turn went over big.

Dancing turns were done by the Debonairs, who pleased with a Machinery Ballet. Rockwell was on for a test-tube baby bit that got a big hand. The Horntons did *Jungle Drums*, an interpretative dance that drew big applause. St. Clair and Day, ballroom team, offered a couple of numbers, the man's spinning with the woman balanced across his shoulders being outstanding.

The *Soprano* bit, with Ina Hayward as the prim and Dr. Rockwell cutting the trailer to her skirt, drew a lot of laughs.

Megaphone Magic, *Great Tambourines* (with Miss Howell), *Feathers and Jewels*, *Plaza of Plumes*, and *Calle Rumba*, the latter with Chuy Reyes Rumba Band, were production numbers. This is the

sort of stuff that sends the firemen home to tell others. Sam Abbott.

Chez Ami Mgt. Lands Music Hall Concessions

BUFFALO, Aug. 16.—The management of Chez Ami night club has taken over the food concession at the new Kleinhans Music Hall. This house is presenting weekly pop concerts at moderate prices. So far the venture is strictly on the publicity and good-will side, as help problems and other complications keep overhead high. Jack Grood, manager of Chez Ami, is taking charge of Kleinhans' cocktail lounge Tuesday evenings. Phil Amigone, Chez Ami owner, is also trying to obtain concessions at Memorial Auditorium, new local convention hall.

Chez Ami interests want to keep Kleinhans' Hall busy with name bands, and special events may be set for the fall in order to make the food and drink proposition pay to some extent.

WANTED
NOVELTY—MUSICAL—DANCING—ACTS
Teams and Singles for Theatres and Nite Clubs.
BETTER SALARY FOR BETTER ACTS.
JOE MALL AMUSEMENT OFFICE
457 Hippodrome Bldg. Cleveland, Ohio

WANTED AT ONCE
Acts that can sing risque numbers and clever parodies. Can use single, double, or trio. Year-round spot. What can you offer in intimate entertainment?
DELICATE FRANK'S BAR AND RESTAURANT
1675 Alton Road, Miami Beach, Fla.

WANTED
Chorus Girls for Musical Stock. Producing Comic. Trombone man, wife Chorus.
BOOB BRASFIELD
GADSDEN THEATRE, GADSDEN, ALA.

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

A

Aaron & Glancz (Rainbow Room) NYC, nc.
 Adrian & Cecile (Casanova) Detroit, nc.
 Albins, The (Beverly Hills) Newport, Ky., nc.
 Allen, Dorothy (Armando's) NYC, nc.
 Ammons, Albert (Cafe Society Uptown) NYC, nc.
 Amsterdam, Morey (Harry's New Yorker) Chi, nc.
 Andre, Lola, Dancers (606 Club) Chi, nc.
 Andrea, Andre (Colosimo's) Chi, nc.
 Andrews Sisters (Chicago) Chi, t.
 Amaya, Carmen (Chez Paree) Chi, nc.
 Annette (Bill Bertolotti's) NYC, nc.
 Armand & Diana (Casanova) Detroit, nc.
 Arnold, Jack (Music Bar) Atlantic City, nc.
 Arras, Don (Roxy) NYC, t.
 Ashburns, The (Rainbow Grill) NYC, nc.
 Aurette Sisters (Villa Venice) Chi, nc.
 Austin, Virginia (Chicago) Chi, t.
 Austin, Marie (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Aviles, Chico (Penthouse Club) NYC, nc.

B

Baker, Bonnie (Edgewater Beach) Chi, h.
 Baldwin & Bristol (Riverview Beach) Pennsville, N. J., p.
 Barber Shop Quartet (Gay '90s) NYC, nc.
 Barclay, Dick (Bal Tabarin) NYC, nc.
 Barry, Kai (Club Charles) Baltimore, nc.
 Barry, Prince & Clark (Club Charles) Baltimore, nc.
 Begonia, Josephine, & Ork: Ottawa, Ill., 19-20; Michigan City, Ind., 21; La Salle, Ill., 24-26; Chicago 27-30.
 Belita (Auditorium) Atlantic City, a.
 Belmont Bros. (Fair) Marion, O., 19-21; (Fair) Converse, Ind., 22-23; (Fair) Fairmount 25-27; (Fair) Goshen 28-30.
 Below, Pappy (Village Barn) NYC, nc.
 Bergen, Jerry (Club Trocadero) Evansville, Ind., nc.
 Berri, Ben (Roxy) NYC, t.
 Biltmorettes (State) NYC, t.
 Blacker, Wally (Spivy's Roof) NYC, nc.
 Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.
 Blanchard, Jerry (Leon & Eddie's) NYC, nc.
 Barton, Sam (Capitol) Washington, t.
 Blondell Twins (Lido Club) South Bend, Ind., nc.
 Boles, John (State) Norfolk, Va., t.
 Bonger & Andrillita (Grand View Lodge) Dakota, Minn.
 Boreo, Emile (St. Moritz) NYC, h.
 Bouvier, Yvonne (Moulin Rouge) NYC, nc.
 Boyd, Carol (Hickory House) NYC, nc.
 Brenda & Cobina (State-Lake) t.
 Brewsters, The (Evergreen) Phila, nc.
 Bronte, Ann (Iceland) NYC, re.
 Brown & Wilson (La Conga) Erie, Pa., nc.
 Brown, Wally (State-Lake) Chi, t.
 Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis., h.
 Burns Twins & Evelyn (Washington-Youree) Shreveport, La., h.
 Burnell, Buster & Billy (Kitty Davis) Miami Beach, nc.
 Byrd, Muriel (New Yorker) NYC, h.

C

Callahan Sisters (Hurricane) NYC, re.
 Cappy Barra Boys (Royale) Detroit, nc.
 Carey, Betty (Park Central) NYC, h.
 Carla & Fernando (St. Moritz) NYC, h.
 Carlisle, Charlie (Bowery) Detroit, c.
 Carlisle, Una Mae (Edison) NYC, h.
 Carlos & Corita (El Chico) Pittsburgh, nc.
 Carey, Miriam (Pirates Den) Baltimore, nc.
 Carr, Billy (606 Club) Chi, nc.
 Carroll, Terry (Queen Mary) NYC, re.
 Carver, Zeb (Village Barn) NYC, nc.
 Cheneval, Mildred (Diamond Horseshoe) NYC, nc.
 Chords, Three (Kearse) Charleston, W. Va., 24-30, t.
 Clair, Marcella (Cora & Irene's) NYC, nc.
 Clark, Coleman (Sherman) Chi, h.
 Clark, Judy (Biltmore) NYC, h.
 Clefs, Three (La Salle) Battle Creek, Mich., h.
 Clough, Eva (Frolics) Salisbury, Mass, nc.
 Cody, Kay (Biltmore) NYC, h.
 Colt, Phyllis (Strand) NYC, t.
 Collette & Barry (Park Plaza) St. Louis, h.
 Colonna, Jerry (Paramount) NYC, t.
 Comfort, Vaughn (Jimmy Kelly's) NYC, nc.
 Conchita & Lari (French Monte Carlo) NYC, nc.
 Conrads, The (885 Club) Chi, nc.
 Cooper, Jerry (Bath & Turf) Atlantic City, nc.
 Cordova, Antonio de (El Chico) NYC, nc.
 Costello, Diosa (Riley's Lake House) Saratoga, N. Y., t.
 Cotts (La Salle) Chi, h.
 Covarro, Nico (Bal Tabarin) NYC, nc.
 Craven, Ruth (Royale) Detroit, nc.
 Creos, Carlos (Biltmore) NYC, h.
 Cross & Dunn (Chez Paree) Chi, nc.

D

Dacita (Rainbow Room) NYC, h.
 Dance Players (Leon & Eddie's) NYC, nc.
 Daniels, Billy (Kelly's Stable) NYC, nc.
 Daniels, May (Jack & Bob's) Trenton, N.J., nc.
 Danilo, Georges (Moulin Rouge) NYC, nc.
 Daro & Davis (Casanova) Detroit, nc.
 Davis, Oscar (Leon & Eddie's) NYC, nc.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 Deane, Shirley (Lyric) Indianapolis, t.
 Dean & Berg (New Yorker) NYC, h.
 Deering, Juanita (Rainbow Room) NYC, nc.
 Delahanty Sisters (Ionoff) Harrisburg, Pa., c.
 De Leon, Dolores (Havana-Madrid) NYC, nc.
 Del Mar, Josephine (Villa Venice) Chi, nc.
 Dell, Lilyan (Iceland) NYC, re.
 DeMarco, Isobel (L'Aiglon) Chi, re.
 DeMarco, Joe & Jackie (Venetian Garden) Altoona, Pa., nc.
 Dennis & Sayers (Walsh's Theater) Pawtucket, R. I., re.
 D'Orsay, Fifi (Bowery) Detroit, nc.
 De Salvo, Emil (Lippis Lower Level) Chi, nc.
 DeSylvia Twins (Brandt Inn) Burlington, Ont., Can., nc.
 De Simone, Cheena, Dancers (President) Atlantic City, h.; (Hippodrome) Baltimore, 28-Sept. 2, t.
 Dixon, Gaye (18 Club) NYC, nc.
 Donahue, Walter (Beverly Hills) Newport, Ky., cc.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE
OF
The
Billboard

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.
 Douglas, Milton (Savoy-Plaza) NYC, h.
 Douglas, Dorothy (Pier Ballroom, Celoron Park) Jamestown, N. Y.
 Doyle, Eddie & Amy (Maple Leaf Inn) Portville, N. Y., nc.
 Drigo & Diana (Rendezvous) Alexandria, La., nc.
 Dumont, Marie (Crisis) NYC, nc.
 Duncan, Midget Jackie (Edwards) Jamestown, N. Y., h.
 Du Pont, Doris (Harry's New Yorker) Chi, nc.
 Dutton, Laura (Rainbow Room) NYC, nc.
 Dulaney, Howard (Chicago) Chi, t.
 Dyer-Bennet, Richard (Ruban Bleu) NYC, nc.

E

Eldredge, Roy (Chicago) Chi, t.
 Esquires, Twelve (Roxy) NYC, t.
 Estes, Del (Club Minuet) Chi, nc.
 Everett & Conway (Samoa Garden) Flint, Mich., nc.

F

Farrar, Marianne (Bill Bertolotti's) NYC, nc.
 Farrell, Jimmy (Leon & Eddie's) NYC, nc.
 Faye, Frances (State) NYC, t.
 Fernandez, Jose (Rainbow Room) NYC, nc.
 Fidler, Frances (Jack & Bob's) Trenton, N. J., nc.
 Fields, Gene (Bismarck) Chi, h.
 Fields, Eddie (Plantation) Grand Rapids, Mich., nc.
 Fisher, Hal (Huntington Lodge) Lake Huntington, N. Y., h.
 Flaminco Dancers (Beachcomber) Providence, R. I., re.
 Fontana, George (Diamond Horseshoe) NYC, nc.
 Ford, Don & Jane (Bismarck) Chi, h.
 Forsythe, Christine (Chez Paree) Chi, nc.
 Frakson (Waldorf-Astoria) NYC, h.
 Freddie & Allen (The Plantation) Long Branch, N. J., ro.

Hollenbeck, Dr. (Family) Des Moines, Ia., 15-30, t.
 Horne, Helena (Cafe Society Downtown) NYC, nc.
 Horne, John & Jessie (Jack & Bob's) Trenton, N. J., nc.
 Houston, Bob (New Yorker) NYC, h.
 Hoveler, Winnie, Girls (Villa Moderne) Chi, nc.
 Howard, Bunny (Park Central) NYC, h.
 Howard, Eddie (Connors) Highlands, N. J., h.
 Howard, Joe E. (Diamond Horseshoe) NYC, nc.
 Howard, Johnny (885 Club) Chi, nc.
 Howell Trio, Connie (51 Club) NYC, nc.
 Huber, Chad (Olympic) Newark, N. J., p.
 Hubert, Fritz & Jean (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Hyers, Frankie (Club 18) NYC, nc.
 Hymans, Marjorie (20th Century) Phila, nc.

I

Ies, Steven (Weylin) NYC, h.
 Inge, Adele (New Yorker) NYC, h.
 Ink Spots (Paramount) NYC, t.

J

Jackson, Calvin (Cafe Society Uptown) NYC, nc.
 Jane, Marjorie, & Bobby Wild (Iceland) NYC, nc.
 Jansleys, The (Chez Paree) Chi, nc.
 Jardiniere, Mlle. (Brown Derby) Chi, nc.

POLLY JENKINS
 And Her Musical PLOWBOYS
 Aug. 22-23, Plaza Theater, Corning, N. Y.
 For terms and dates in the Middle West address:
CLAUDE H. LONG, 305 Woods Theatre Bldg., Chicago, Ill.

Jean, Loulie (Fefe's Monte Carlo Beach) NYC, nc.
 Jimmie & Dick (Station WABI) Bangor, Me.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

G

Gainsworth, Marjorie (Versailles) NYC, nc.
 Gale, Alan (T-K-9 Club) Atlantic City, nc.
 Gali, Gali (Rhumba Casino) Chi, nc.
 Gali, Yola (Biltmore) Providence, R. I., h.
 Gardiner, Madeline (Brown Derby) Chi, nc.
 Garrick & Eloise (Manitou) Manitou Beach, N. Y., h.
 Gary, Bill (Chez Paree) Chi, nc.
 Gaston (French Monte Carlo) NYC, nc.
 Gilmore, Amelia (Iceland) NYC, re.
 Glover & LaMae (Hollenden) Cleveland, h.
 Golden Pair (Nixon) Pittsburgh, c.
 Gordon, Richard (Villa Moderne) Chi, nc.
 Gower & Jeanne (Ben Marden's Riviera) Fort Lee, N. J., nc.

H

Hadley Dancers (Bismarck) Chi, h.
 Hager, Clyde (Diamond Horseshoe) NYC, nc.
 Hale, Henry (French Monte Carlo) NYC, nc.
 Hamory, Ernest (Forrest) NYC, h.
 Hampe, Jovita (Stork Club) NYC, nc.
 Haroldson, Anne (New Yorker) NYC, h.
 Harrington, Pat (18 Club) NYC, nc.
 Hart, Toni (Biltmore) NYC, h.
 Hastford & Stone (Colosimo's) Chi, nc.
 Haviland, Dick (Corktown Tavern) Detroit, nc.
 Hayden, Tommy (Wivel) NYC, re.
 Hild, Dorothy, Girls (State-Lake) Chi, t.
 Hildegarde (Arrowhead Inn) Saratoga, N. Y., nc.
 Hiser, Phil (New Yorker) NYC, h.
 Hoctor, Harriet (State) Norfolk, Va., t.
 Hoffman & Kay (Colosimo's) Chi, nc.
 Holiday, Billy (Kelly's Stable) NYC, nc.

Johnson, Judith, & Co. (Circle Bar) St. Louis, nc.
 Johnson, Pete (Cafe Society Uptown) NYC, nc.
 Johnson, Fred (Show Club) Chi, nc.
 Jonay, Roberta (Bimstrub's Village) Boston, nc.
 Jones, Owen (Leone's) NYC, re.

PATSY MONTANA
 And Her Partners
 Radio and Decca Recording Artists.
 Open Dates Available to September 7th.

Write Wire Phone
 Walnut 4677
 Walnut 9451

Earle Theater Bldg.
 Philadelphia, Penna.

Joyce, Dollie (Round Robin) Lawrence, Mass., 17-23, nc.
 Julian & Marjori (Rainbow Room) NYC, nc.

K

Kaahue's Hawaiians (Roosevelt) Pittsburgh, h.
 Kee & Tuck (Casanova) Detroit, nc.
 Keller, Dorothy (Casanova) Detroit, nc.
 Kent, Annie (Sawdust Trail) NYC, nc.
 Killam, Peter (New Yorker) NYC, h.
 King Sisters (Stanley) Pittsburgh, t.
 King, Charles (Diamond Horseshoe) NYC, nc.
 King, C. L. Trio (Kelly's Stables) NYC, nc.
 King, Dennis (Yacht Club) Phila, nc.
 Kretlow Dancers (Harry's New Yorker) Chi, nc.
 Kuties, Keyboard (Sawdust Trail) NYC, nc.

Advance Bookings

DEL COURTNEY: Lyric, Indianapolis, Aug. 29 week.
 TED AND ART MILLER: Lyric, Indianapolis, Aug. 29 week.
 GYPSY ROSE LEE: State-Lake, Chicago, Sept. 19 week.
 THE COLSTONS: Chicago, Chicago, Aug. 29 week.
 LES GHEZZIS: Chicago, Chicago, Aug. 29 week.
 FUNZAFIRE UNIT: State-Lake, Chicago, Sept. 5 week; Stanley, Pittsburgh, Oct. 3 week.
 HARRY RICHMAN, Phil Baker, Joan

Merrill: Ben Marden's Riviera, Fort Lee, N. J., Sept. 4; 4 weeks.
 SAMMY KAYE BAND, Billy De Wolfe: Strand, New York, Aug. 29, 3 or 4 weeks.
 JEAN SABLON, Gower and Jeanne, Dick Gasparre's band: Plaza Hotel, New York, Sept. 24.
 JOHN HOYSTRADT: Savoy Plaza Hotel, New York, Sept. 12.
 GYPSY ROSE LEE, Metropolitan, Providence, R. I., Sept. 5.
 VAUGHN MONROE BAND, Stanley, Pittsburgh, Sept. 19; Palace, Cleveland, Sept. 26.

L

LaBato, Paddy (Secor) Toledo, O., h.
 La Marr & Martin (Club Charles) Baltimore, nc.
 LaMarr, Barbara (Spivy's Roof) NYC, nc.
 Landeane, Wanda (Pirates Den) Baltimore, nc.
 Landry, Cy (Tower) Kansas City, Mo., t.
 Lane, Larry (Jack & Bob's) Trenton, N.J., nc.
 Lang, Susan (Embassy) Phila, nc.
 Lang, Wilson (Park Central) NYC, h.
 LaPearl's, Harry, Clowns, & Loretta's Toy Dogs (Fair) Astoria, Ore., 20-23; (Fair) Hillsboro 27-30.
 LaRose, Rose (Leon & Eddie's) NYC, nc.
 Laska Sisters (Casanova) Detroit, nc.
 Lassen, Sigrid (Rainbow Room) NYC, nc.
 Laurant, Robert (Moulin Rouge) NYC, nc.
 Lawlor, Terry (Beverly Hills) Newport, Ky., cc.
 Leary, Ted (Lyric) Indianapolis, t.
 Lemmo, Jerry (Arcadia Grill) Canton, O., nc.
 LeRoy, Hal (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Lewis, Monica (Club Charles) Baltimore, nc.
 Lewis, Joe E. (Piping Rock Club) Saratoga, N. Y., nc.
 Lind, Della (Diamond Horseshoe) NYC, nc.
 Lit, Evelyn & Bernie (Pirate's Den) Baltimore, nc.
 Logan, Ella (Capitol) Washington, t.
 Lolo & Ramon (St. Moritz) NYC, h.
 Lopez & Lynnton (Gingham) Springfield, Ill., nc.
 Lorraine & Rognan (Paramount) NYC, t.
 Louis & Cherie (Casanova) Detroit, nc.
 Lowry & Russell (Casanova) Detroit, nc.
 Lucas, Nick (Orpheum) Los Angeles 27-Sept. 2.
 LuRains, Patsy (Leon & Eddie's) NYC, nc.
 Lynch, Marty (The Barn) Williamsville, N. Y., 18-23, nc.
 Lynn, Royce & Vanya (Lyric) Indianapolis, t.

M

Mack & Fay (Fair) Sheridan, Wyo., 20-22; (Fair) Worland 23-24; (Fair) Casper 28-30.
 McCabe, Sara Ann (Chez Paree) Chi, nc.
 McConnell & Moore (Kit Kat Klub) San Antonio, Tex., nc.
 McCormick, Mary (Colosimo's) Chi, nc.
 MacFarland, Frank (Barney Gallant's) NYC, nc.
 Mack, John (Palmer House) Chi, h.
 Mangan Sisters (Diamond Horseshoe) NYC, nc.
 Mann, June (Diamond Horseshoe) NYC, nc.
 Marco & Romola (Jimmy Kelly's) NYC, nc.
 Marianne (Walton Roof) Phila, 18-23, h.
 Marie, Rose (Clinton) Clinton, Conn., t.
 Marque & Marlys (Miller's Supper Club) Marion, Ind., nc. 11-25.
 Martingales, The (Tower) Kansas City, Mo., t.
 Marshall & Shields (Bismarck) Chi, h.
 Marta, Richard (Chateau Moderne) NYC, nc.
 Martin & Marvel (Bowery) Detroit, nc.
 May, Marty (State) Norfolk, Va., t.
 Mayers, Lee (Hurricane) NYC, nc.
 Mayehoff, Eddie (Spivy's Roof) NYC, nc.
 Mayfair, Mitzi (State) NYC, t.

Don't Forget The Juggler
BOBBY MAY
 And His New Electric Trick Fully Protected.
 Dir. William Morris Agency

Mayla (Rainbow Room) NYC, nc.
 Merrill, Joan (Rhumba Casino) Chi, nc.
 Mignac, Jacqueline (606 Club) Chi, nc.
 Miller, Leon (Colosimo's) Chi, nc.
 Mills Bros. (State) NYC, t.
 Mode, Jean (606 Club) Chi, nc.
 Moffett, Adelaide (Piping Rock) Saratoga, N. Y., nc.
 Mona, Jean (Leon & Eddie's) NYC, nc.
 Moody, Linda (Stanley) Pittsburgh, t.
 Moore, Lela (State) NYC, t.
 Moore, George W. (Fair) Altamont, N. Y.; (Casa Seville) Falmouth, Mass., 24-30, nc.
 Morgan Sisters (Sawdust Trail) NYC, nc.
 Morris, George (Armando's) NYC, nc.
 Morrison, Jack (Tower) Kansas City, Mo., t.
 Myers, Timmie (Main Street Bar) Detroit, c.
 Myrus (Park Plaza) St. Louis, h.

N

Naldi, Nita (Diamond Horseshoe) NYC, nc.
 Na Pua (Lexington) NYC, h.
 Nathane Bros. (State) Norfolk, Va., t.
 Nelson & Knight (Trianon) Southgate, Calif., b.
 Nonchalants, The (Strand) NYC, t.
 Norris, Harriet (Brown Derby) Chi, nc.
 Novelle, Ron (Eddie's) Keyport, N. J., nc.

O

O'Day, Anita (Chicago) Chi, t.
 Olson & Shirley (Hurricane) NYC, nc.
 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.
 Overman, Wally (Akron, O., 18-24.
 Owen, Guy (New Yorker) NYC, h.
 Owens, Jay (Madison) Baltimore, nc.

P

Parker, Adrienne (Leon & Eddie's) NYC, nc.
 (See ROUTES on page 67)

DRAMATIC AND MUSICAL

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

Hellzapoppin (Biltmore) Los Angeles.
 My Sister Eileen (Harris) Chi.
 Tobacco Road (Russ Auditorium) San Diego, Calif.

ICE SHOWS ON TOUR

Ice Follies of 1941, Shipstad & Johnson's (Winterland) San Francisco.
 Ice-Capades of 1941 (Convention Hall) Atlantic City, July 24-Sept. 1.
 It Happens on Ice (Center Theater) NYC.
 Star-Spangled Ice Revue (Netherland Plaza Hotel) Cincinnati, Aug. 19-Sept. 29.

Para Spot Booking For Toledo, St. P.; Another N.Y. Tryout

NEW YORK, Aug. 16.—The Paramount Booking Office is placing spot bookings at the Paramount, Toledo, and the Paramount, St. Paul. Harry Kalcheim, booking head, has spotted the Andrews Sisters and Joe Venuti for a full week at the Toledo house, starting October 17, only other placement there so far being Cab Calloway for three days, starting October 3.

The Paramount, St. Paul, has a Major Bowes unit set for October 3.

Another break-in house has been selected for shows coming into the local Paramount. The Bard-Avon Theater, Poughkeepsie, N. Y., will get the tryout for the Tommy Dorsey show. Newburgh and Staten Island houses will continue to be used also.

Andrews Sisters Doubled Salary Within One Year

CHICAGO, Aug. 16.—The Andrews Sisters doubled their vaude salary here within a year. The Chicago Theater used them for a fortnight last year at \$2,000 per, while the girls are getting a reported \$8,000 for their current two weeks. Added biz during their last appearance and their work in the Abbott and Costello pictures are responsible for this boost.

Girls will wind up local theater run Thursday (21) and will spend a few days in their home town (Minneapolis) before opening in Atlantic City August 29. While on "vacation" they will do two one-nighters Friday (22) and Saturday (23) with Joe Venuti's band in Minneapolis and Louisville.

Asbury Park Area Plans Extending Season Into October

ASBURY PARK, N. J., Aug. 16.—Despite a dismal start, business along the North Jersey shore is better than at any time in weeks. Since July 4 business at resort niteries has been building steadily. Name orks, more and better quality of entertainment, coupled with fact that money is being spent more freely, are reasons for bang-up July-August.

A projected strong promotion, with "October is delightful at the shore" as catchline, is expected to carry business thru into the fall in good style.

A recent city-wide clean-up by Mayor Clarence E. Mooney, which clamped disorderly houses and cheap gambling joints on the West Side, is expected to increase demand for better type entertainment in night spots.

Tommy Tucker continues to pack 'em into the Berkeley-Garteret.

Best business index, however, seems to be Knott-managed Monterey Hotel, which, instead of calling it a season with Labor Day week-end, will operate till October 1. Johnny Johnson band and Solovox have been bringing tremendous crowds to the new Jungle Room (opened August 2). Business up here 65 per cent, the house reports. West End Casino (Mitchell Ayres) and Colony Surf Club (Leo Reisman), in Long Branch's West End, drawing more patrons than ever. Ditto for Plantation (sepien show). Keansburg, with plenty of floorshows available, also doing tops.

Skater Hurt; Act Cancels

PITTSBURGH, Aug. 16.—Injuries temporarily shelved the Hollywood Blondes, skating act, here last week when Joan Reid was hurt while appearing in the show at the Villa Madrid. The week before another of the Blondes, Dorothy Hayes, was injured in Ohio. Originally a foursome, the act appeared with three when Miss Hayes was hurt, but had to cancel its bookings originally set for this week when Miss Reid also was injured.

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 BITS and BLANKETS, \$1; 10 FUNNY MONOLOGUES, \$1; 10 New TALKING SKITS, \$1. E. L. GAMBLE, Playwright, East Liverpool, O.

Army Doesn't Want Sharpies

NEW YORK, Aug. 16.—Word has come back to the remnants of the Three Sparks, vaude hoofing team which was broken up by the drafting of Bob Sparks, that their former teammate's sartorial tendency is not much to the liking of army officials.

Bob, during his sojourn in show business, was noted as one of the sharpest dressers. Consequently, the ill-fitting uniform issued him at Fort Bragg wasn't much to his liking.

On his first day off he went to the nearest town and had the coat altered to the latest Harlem mode, with padded shoulders, and had it lowered to approximately knee length. The pants were appropriately pegged.

Army officials found loads of violations. He got 60 days in the guard-house.

Vaudeville Notes

TOM GRANT is now using his two sons in his trampoline act, Monroe and Grant. . . . SHIRLEY DEAN set for the Lyric, Indianapolis, week of August 15.

JIMMY DORSEY set for two weeks at the Chicago, Chicago, starting September 19. He follows with the Orpheum, Minneapolis, October 3. . . . HIRAM S. BROWN JR., associate producer at Republic, is in New York for a five weeks' vacation. . . . VIC HYDE again complaining about instrument thieves. This time it happened at the Kitty Davis Airliner, Miami. It's the third swipe in two years. . . . ROSITA RIOS to the Capitol, Washington, October 16.

FRANCIS AND WALLY, while playing the Bert Levey Time on the Coast, will stop off at Yellowstone National Park for a brief vacation. They are playing this week in Vancouver, B. C.

BRENDA AND COBINA booked for the Labor Day week at the Earle Theater, Philadelphia.

CHICK YORK AND ROSE KING celebrated their 31st wedding anniversary at Melba, Long Island, August 12. Start rehearsing soon for the George Jessel *High Kickers* musical.

PHIL HARRIS will go back to the Coast following his date at the Shubert, Cincinnati, September 5. . . . HENNY YOUNGMAN signed for the *Passing Show of 1941*. . . . GLENN MILLER band set for the Palace, Albany, N. Y., September 12 and follows with Proctor's, Schenectady, N. Y., September 16. . . . LOIS JANUARY booked for the George Jessel show, *High Kickers*, along with York and King, Chaz Chase, and Hughey Cameron. . . . JIMMY HADREAS to the next Roxy, New York, show. . . . LORRAINE AND ROGNAN, comedy dancers, head for the Paramount studios in Hollywood when they finish at the New York Paramount August 26.

MORTON KIRSCH, manager of the Sands Hotel, spending his vacation at the Balsams in Dixville Notch, N. H. Sam Barken and the missus have settled in California for the summer. . . . Charlie Bolero is in New York to scout for talent for his Mayfair Club. . . . Wally Johl, Vicki Lee, Gloria Mitchell, and the line of girls held over at Jimmie's. . . . Tiny Kingsmore held for 12th week at Rainbow Tavern.

Abbott, Costello From \$35 a Week To \$3,500 a Night

ATLANTIC CITY, Aug. 16.—Meteoritic rise of Budd Abbott and Lou Costello is seen in the money figures involved in their personal appearance at Steel Pier here for the week ended yesterday (15).

It was four years ago that a talent scout for Frank P. Gravatt, pier operator, discovered the comedy team at the Republic Theater, New York burly house. Team was getting \$35 a week and accepted Steel Pier scout's offer for \$100 per week, and for the next three summers were in the minstrel and vaude shows on the pier.

Team is now asking \$3,500 per night for personals and finding it difficult to find the time to fill all dates because of picture commitments. Local pier date, however, was not at the \$3,500 per diem figure, team coming in as a special favor to Gravatt for giving them their first break here.

Youngstown Clubs Cutting Budgets

YOUNGSTOWN, O., Aug. 16.—With the Torch Bar closed temporarily, entertainment spots in the Mahoning Valley are retrenching sharply for the summer.

One exception, Rendezvous Villa, has boosted its entertainment budget, installed Bob Freeman and Boogie Woogie Revue, plus Jack McCormick orchestra, new in this territory.

Provincial Vaude Houses Now Big Timers Due to City Evacuations

LONDON, July 7 (Delayed by censor).

—Project to reopen Garrick Theater with vaude has fallen thru, the agent to whom lease was offered having decided that he would have difficulty in finding enough acts of West End caliber for frequent changes of program. Established nabe and provincial houses have all their work cut out to maintain bills, and ENSA, big employer of specialties, hasn't enough to go around. Position is not improved by continued call-up of fit performers of military age.

Nevertheless, Golders Green Hippodrome and Streatham Hill, nabes, are putting up decent bills. Return of these places to vaude has so far met with success.

One result of changed war conditions and swollen populations in provincial areas is that many theaters and vaude

spots formerly ranked as twos and threes have become number ones. In some places where £200 was reckoned a pretty big gross, weekly business has soared to £500 or more.

George Black, Frances Day, Flanagan and Allen were presented to the King and Queen after special performance of *Black Vanities* at Windsor Castle before Their Majesties, the Princesses, and troops. Black received a pair of gold cuff-links as a souvenir from the King.

State, Hartford, Resumes Aug. 22

HARTFORD, Conn., Aug. 16.—State Theater, closed for the summer, will reopen August 22 with Phil Harris and his orchestra; Paul Winchell, ventriloquist; Ames and Arno, comedy, and the Billingtons, dance team. *Puddin' Head* on screen. Show is booked for six days.

In addition, the Rochester unit is booked for six days beginning August 29 and the Andrews Sisters for four days the following week. Theater, already air-conditioned, is having extra equipment installed.

Rudy Frank, formerly with Horace Heidt, is starting third year as press agent for the State.

Mae Murray Claims She's Being Copied; Sues Rose for 150G

NEW YORK, Aug. 16.—Billy Rose, producer; Billy Rose's Diamond Horseshoe, Inc.; Mitzi Haynes, and Georges Fontana, dancers, are the defendants in a \$150,000 damage suit brought against them Thursday by former film star Mae Murray.

Miss Murray holds that from March 15 to July 23 she and Fontana danced in the Diamond Horseshoe revue, the *Merry Widow* waltz, which she says she originated with John Gilbert in a 1925 film. She withdrew allegedly because the defendants refused to carry out the conditions of her agreement. Declaring that they had continued the number with Miss Haynes as her impersonator, Miss Murray moved to enjoin the defendants from portraying either her or the *Merry Widow* waltz.

The hearing started yesterday (15).

A subsequent conference yesterday between opposing attorneys had Rose agreeing to discontinue listing her name in Diamond Horseshoe advertising if Miss Murray would concur that the action would not affect his contractual rights with her.

Attorneys have until Thursday (21) to file further briefs.

Miami Night Clubs Prepare for Season

MIAMI, Aug. 16.—Arthur Blake held over at Wit's End. . . . Jimmie Cornick back from New York. . . . The Marten Brothers and Fayne are new at Kitty Davis. . . . Ray and Marion Lynn have left Wit's End to go into the George Washington Hotel in Jacksonville.

Morton Kirsch, manager of the Sands Hotel, spending his vacation at the Balsams in Dixville Notch, N. H. Sam Barken and the missus have settled in California for the summer. . . . Charlie Bolero is in New York to scout for talent for his Mayfair Club. . . . Wally Johl, Vicki Lee, Gloria Mitchell, and the line of girls held over at Jimmie's. . . . Tiny Kingsmore held for 12th week at Rainbow Tavern.

Luba Malina scheduled for Club Bali. . . . Tom Williams is back at the Pad-dock. . . . Ginger Rudell held for 32d consecutive week at 5-Star Club. Tom Cassara has leased his Rumba Casino to Lew Walters. . . . Art Childers is doubtful about reopening the Royal Palm Club.

Joe Frisco is carrying a contract to open at the Martiniq in New York September 10 at \$500 a week. . . . E. Ray Redman, p. a. for Jack Dempsey's Bar, vacationing in Detroit and Manhattan. . . . Danny Davis flew in from Chicago for a few days and fired all the waiters.

Halls Add Banquet Mgrs.

HOLLYWOOD, Aug. 16.—Both the Hollywood Palladium and Florentine Gardens put on "banquet managers" this week.

Joe Bren, booker, has joined the Palladium staff to promote parties, and Bill Monk is the new man at Florentine Gardens. Monk came to the Gardens from Casa Manana.

Next Week (Fall Special)

Don't Miss These Special Articles:

THE WHY OF ALL FLESH

By Nate Platt (manager, Balaban & Katz Booking Office, Chicago)
"People today will buy stage-shows, but . . ."

PUTTING ON THE BEST SHOW

By Harry Anger (managing director and production manager for Warner's Earle, Philadelphia)
". . . We have progressed with the times . . ."

HOW WE RUN OUR CAFE SOCIETY NITERIES

By Barney Josephson (owner of Cafe Society Uptown and of Cafe Society Downtown, New York)
". . . it is better to conceive of a cabaret as a business and not as a racket. . . ."

SUCCESSFUL OPERATING OF A BIG-CITY RUSTIC NIGHT CLUB

By Meyer Horowitz (operator of the Village Barn night club, New York)
". . . I treat every customer as a friend. . . ."

MOBILE ARMY-NAVY SHOWS ARE REVIVING VAUDEVILLE

By Harry Delmar (producer of units for Citizens Committee for the Army and Navy)
". . . The road is about as dead as a kicking bronco. . . ."

Paramount, New York

(Reviewed Wednesday Evening, Aug. 13)

Business started off big for this two-week show, the new Paramount film being *Kiss the Boys Goodbye*, and the band show featuring Jerry Colonna, Claude Thornhill's band, and the Inkspots. The film is a dull comedy, but the vaude show more than makes up for that lull. It is a splendidly lighted, smartly paced, talented show that enables Thornhill's band in particular to show well on its first Broadway date.

Thornhill, pianist-arranger, and his band have been coming up fast the past year and have had a Glen Island Casino build-up along with switching last week to the higher-priced Columbia label on recordings. He's no smiling personality boy. Rather, he sticks to the piano to display an excellent technique that highlights many of the band's melodic arrangements. What announcements he does make, he gets off quick. He has a big band with him: four saxes that double on clarinet to join the regular three clarinets for some fancy reed work, five brass, and four rhythm. No fiddles, but the band produces colorful, smooth tones for the softer, blue-light numbers. And for the livelier pieces, the brass comes out without blasting. All of the arrangements are intelligent and interesting holding.

The band polishes off modern, swingy arrangements of such oldies as *O Sole Mio*. Brunet Kay Doyle and Bob Jenney, trombonist, merge vocals nicely for *The Blues My Naughty Sweetie Gives to Me*. Dick Harding won't applaud with his singing of *I Guess I'll Have to Dream the Rest*. The band drummer got the spotlight on a hot number and drew a big hand.

Closing the show are the Inkspots, held over from the previous bill, a rarity for this house—and, incidentally, being opposition to the Mills Brothers at Loew's State this week. The Inkspots sing their recording favorites, and smacked them over solid. Did *Keep Cool Fool*, *You're Breaking My Heart Again*, *I'm Still Without a Sweetheart*, and *Alabama Bound*. The tenor and baritone leads are excellent, the two guitarists provide fine vocal and string backing. The quartet as a whole leaves nothing to be desired in selling pop tunes in distinctive style.

Jack Williams, formerly in *Meet the People*, was the first outside act on and clicked with his excellent, nimble, clean-cut tapping. His personality is ingratiating and he knows how to sell. Did two routines and encoored to the tune of *Tea for Two*.

Jerry Colonna, radio comedy singer, hit solidly with his odd singing of screwball ditties. Two songs and a trombone solo drew an encore, a double-talk "dramatic reading," which show-stopped, and then his next, *I Came to Say Goodbye*, show-stopped too. Had to beg off, and he threw in a plug for Bob Hope's returning on the Pepsi program.

Lorraine and Rognan, mixed team, keep improving, and from comedy dancers have developed into swell comedians who do a bit of dancing too. The girl has developed into a surprisingly effective laugh-getter and the man makes an excellent foil in addition to throwing in a bit of sock hoofing when she leaves for a costume change. Encoored and then

Vaudeville Reviews

show-stopped. A first class comedy duo. Next show will have Tommy Dorsey band, Condos Brothers, and Jack Gilford, opening August 27. Paul Denis.

State-Lake, Chicago

(Reviewed Friday Afternoon, August 15)

Packed houses will be the rule this week judging by opening day crowds. Sally Rand and Bob Hope's two femme stooges, Brenda and Cobina, head the bill. Screen fare, the Dead End Kids in *Bowery Blitzkrieg*, only fair b. o. Some changes in the stage bill were necessary opening day, Wally Brown and Annette Ames being unable to appear because of the illness of Brown's wife, and Jack Holst and Milady missing the opening show. Joe and Jane McKenna are substituting for Wally Brown for two days, after which they must leave to fill a fair date. Brown is expected to appear Sunday. The McKennas just closed at the B. & K. ace house, the Chicago. Holst was expected to be in for the late Friday shows.

Opening frame offered the Dorothy Hild Dancers in a modernistic fantasy, preceding the appearance of Alyce Cerf, hefty blond acrobat, who is a whiz in her line. Miss Cerf has a novel routine of difficult headstands, somersaults, flips, butterfly spins, etc., and closes with fast spotters that earn her a big hand.

In the deuce spot Brenda and Cobina do their familiar line of chatter, which is very funny and wins the laughs. Joe McKenna, who emceeds the show, works with them.

Joe and Jane McKenna repeat their success of last week at the Chicago. Their burlesque adagio and Joe's drunk bit are sure-fire laugh-getters.

The Dorothy Hild Dancers in a lovely setting form a perfect prelude to the appearance of Sally Rand, who offers her fan and bubble dances, which still win the admiration of the audience and draw generous applause.

Next week Earl Carrol's *Vanities*.
Nat Green.

Loew's State, New York

(Reviewed Thursday Evening, Aug. 11)

Current 73-minute bill is a standout in entertainment value and showmanship. Would be even better if 15 minutes were lopped off. Acts have plenty of sock, and Henny Youngman does a smash job of keeping the show at a fast pace. If each act shaved a few minutes off it would be a perfect bill from every angle. Layout also houses the comeback attempts of the Mills Brothers and Mitzi Mayfair, both of whom haven't been in a Broadway vaude house in some time.

The Biltmorettes, three-gal acro team, start with precision dancing and then switch to a whirling acrobatic routine. Bits include comedy hand-walking, jumping rope on hands and doing turns and backflips, to jumping thru hoops with front and backflips and winding up with a flashy finish on the rope. Sock applause.

Youngman in a few minutes melted a pretty cold house by ribbing the audience and Ruby Zwerling in the pit, and by a generally zippy session of fast running gags, caustic and otherwise. Youngman is really in his element here, sparing around with the other performers and providing belly laughs with each routine. Youngman's own session of cross patter while he fiddles was a howl.

Lela Moore, dressed as half man and half woman, has a novel place on the bill, her act still containing plenty of sexy gesticulations, especially during the couch scenes. While dancing, however, she showed too much of the other side

of her face, and at times dissipated the two-person effect.

Frances Faye really kicked the gong around with her za-zu-za routine at the piano and had to do three encores to get off. Between her powerful lungs and her dynamic left arm at the piano she socked away with sledge-hammer effect and more laughs than one can find in a nut house. Her love scene with Youngman was hilarious. A top-notch performer who gauges her audience perfectly. Finally begged off with *Well Allright*.

One of the smartest little dancers around, Mitzi Mayfair, is behind the apron again with a body full of movement, personality, and a keen ability to project across the footlights. She's pretty, well figured, and dances effectively and beautifully. What is billed as her "dance moods" is full of showmanship and talent.

Closer is the Mills Brothers, who go thru a set of soft and sentimental tunes in a clean, finished way. They're still a top vocal group. Only musical backing is the guitar; the boys providing the other necessary musical sounds with their voices. But there wasn't any signs of straining and the harmony was very skillful. Boys had to do six songs, only one hot, and they were complete show-stoppers.

Pic. *They Met in Bombay*.
House packed. Sol Zatt.

Lyric, Indianapolis

(Reviewed Friday, August 15)

It's straight vaude on the Lyric stage again, serving as a breathing spell between Clyde McCoy, who just left, and Jan Garber, who is "on deck."

The show is headlined by Shirley Deane, formerly featured in the Jones Family and Charlie Chan pix. She is preening herself for a singing career and is making her first appearance as a solo artist here. The first impression is not too good but more experience may help her to develop into something really fine. Her voice is only average and she tries to sell her songs, which include *Playmate* and *You and I*, with much arm-swinging and body movement. Her songs have been especially arranged and are outfitted with narrative bits which she puts over in good style. Miss Deane is a nice eye-ful and has a frank, pleasant personality that should help her considerably.

The supporting bill is emceed by Ted Leary, a gentleman with a genial line of blarney who is back after an absence of several weeks. He is a favorite here with his song-parodies.

Show is opened by the Skate-o-Maniacs, two youngsters who put plenty of flash into their fast act. Ray Vaughn, xylophonist who encourages community singing, whistling, or humming for the popular tunes he plays, also extracts music from an instrument made with liquor bottles filled with varying amounts of water. A novel act, it gets generous applause.

The Banfields also come in for a fair share of applause with their expert ball-bouncing which is amazing stuff. Lynn, Royce, and Vanya, a dancing trio, get the lion's share of the show's applause and laughs with a cleverly done take-off on adagio dancing. Audience howled as the performers fell all over the stage while trying to retain their composure. It is a superb act.

Scheduled to join the show later on opening day were Arren and Broderick, booked in at the last minute when Dixie Dunbar, originally scheduled to co-star with Miss Deane, was forced to cancel because of illness in New York.

Pic is *This Way, Please*, a Fibber McGee and Molly revival. Business fair first show. H. Kenny Jr.

Chicago, Chicago

(Reviewed Friday Afternoon, August 15)

The three current drawing cards should give the house its best week this year: Gene Krupa and band, Andrews Sisters (in their second week), and Jack Benny on the screen in *Charley's Aunt*. Stump and Stumpy and Virginia Austin fill out the bill.

Krupa is now supporting a family of 18 (16 musicians) and box-office receipts tell him not to worry. Still selling swing and his active set of drums and the buying is heavy. Particularly impressive about his present date are the unusual arrangements of his offerings and their off-the-beaten-path presentation. There is no hesitancy of mixing a vocal with a musical solo, and the result is pleasingly different.

The boys start off with *Drummin'*

Man, with warm-up exercises by Krupa and a vocal by Anita O'Day, swing vocalist. Then Howard Du Laney, tenor, is spotted in *Flamingo* and *Maria Elena*, both given colorful support from the band. Later, Roy Eldredge, ace Negro trumpeter, is featured in a couple of fitting solos (*Let Me Off Uptown* and *Green Eyes*) with Miss O'Day and Du Laney pitching in short vocals. High spot of band's contribution is a repeat of *Blue Rhythm Fantasy*, solid Krupa fare. (In the latter number, incidentally, the singers should be given something to do, their inactivity proving a distracting feature.)

The Andrews Sisters repeat most of the numbers they featured last week and go just as big. The Krupa music is made to order for their harmony. An admirable feature about these girls is their apparent inexhaustible enthusiasm in their work. They give the benefit of all their singing charm and appeal to each audience.

Virginia Austin and her puppet act go big because it carries wide appeal and the soothing nature of the turn is welcome between the roaring swing guns on this bill. Act runs smoothly, starting with a display of a clown puppet, later joined by a blond doll and finally the flash of three puppets manipulated at the same time. Miss Austin has a sweet voice which harmonizes with the general appearance of her dolls.

Stump and Stumpy, Negro lads, mugg, dance, sing, clown, and go over big. They work hard. One of the boys has a good vocal take-off of Donald Duck doing *Amapola*, netting plenty of laughs. In all, it's good entertainment.

The Benny picture stays another week, Horace Heidt coming in Friday (22) to succeed the current bill. Other stage-shows set include Alvino Rey and King Sisters plus Tom Harmon (football hero) week of August 29; Skinnay Ennis and band and Rosario and Antonio week of September 5, and Jimmy Dorsey week of September 19. Sam Honigberg.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Aug. 13)

Current flesh layout is a holdover, with Harris and Shore in the ace spot. The veteran comedy dance team had a little trouble winning the audience.

Sylvia Shore is funnier than ever, both facial and in dance, and Norman Harris proves an admirably capable partner. Outstanding in their comedy take-offs is the natural development of situations, a factor which produces laughs the legitimate way. Did five routines by popular demand.

Carlyle, male dance impressionist, contributes something of a production novelty in *Devil Dance*, in which he throws himself all over the place to weird music played by Charley Kaley and band and supported by the Peggy O'Neill Girls. His deft steps and characterization of Satan is a top performance.

The Three Jays offer a good trampoline act. The trio, two brothers and a girl, fly thru hoops and otherwise contribute a succession of comic rolls and flip flops on a suspended net. Fayne and Foster

Material Protection Bureau

THE facilities of *The Billboard's* Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

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

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

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

Upon receipt, the packet will be dated and filed away under your name.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
A NEW BOX OFFICE SENSATION
White DOC. M. IRVING
4313 Roosevelt Blvd., Phila. Pa.

★ DON ★
ARRES
Held Over
ROXY THEATER, New York
for new show
Personal Direction SAM RAUCH

BACK AGAIN IN CHICAGO!
JACK HOLST AND MILADY
Former Olympic and National Champion of the Horizontal Bar
STATE-LAKE THEATER—NOW
Direction: EZ KEOUGH, 203 N. Wabash, Chicago, Ill.

play real music on cocktail glasses and wind up with a medley of tunes which they exhude from old automobile horns. Different and doing a good job are the Equillo Brothers, who offer balancing while singing and whistling thruout their act. Harmony is good, too, even if rendered in the most difficult position. On the screen Tom, Dick, and Harry in third week Edward Murphy.

Lex Spent 111G For Music and Show in 1940

NEW YORK, Aug. 16.—The Hotel Lexington spent \$111,290.84 for music and entertainment in 1940, or 10.9 per cent of the hotel's total operating costs, it is revealed in *Hotel Management*, trade journal, in a breakdown of the Lexington's operations.

The greater part of this sum was spent in the Hawaiian Room and a small portion in the Revere Room, which is used as the cocktail lounge. Big splash was also devoted to Ray Kinney, whose band has been featured for the past five years.

Audited statements showed a cover charge revenue of \$60,126 for the year (January 1 to December 31, 1940). A typical day in the Hawaiian Room (March 22, 1941) yielded \$1,889.15 in total revenue for the room and \$24,937.55 for the month up to March 22. Average food check for the room in 1940 was \$1.66, and average beverage check \$1.04.

In the hotel's heavy advertising budget, which is built around the Hawaiian Room, 8.21 per cent of the appropriation is spent on radio advertising. Room is staffed by 48 people in addition to a publicity crew of five.

Olson Drops Lyric, Indianapolis; Vaude Policy Now in Doubt

INDIANAPOLIS, Aug. 16.—Charles M. Olson will wind up nearly 30 years in the theatrical business September 5 when his Lyric Theater is taken over on a 15-year lease by a new management, the Greater Indianapolis Amusement Company, Inc. (Katz-Dolle), which already operates the Circle and Indiana, all-pix houses here.

Spokesmen for the new operators said that no change in the Lyric's policy of weekly vaude and pic bills was contemplated.

Olson has been expected to get rid of his theatrical ventures for some time, partly for reasons of health. He was also facing a threatened strike by the picture operators' union, scheduled to start September 5, when his contract with the union expires.

The Katz-Dolle combine had been anxious to acquire the Lyric because its name bands and attractions often left the downtown picture houses deserted. The new operators are not particularly vaude-minded, and because of the threatened strike no vaude shows have been booked past September 4.

The Lyric, which has nearly 1,900 seats, was opened by Olson in 1912. It was enlarged and remodeled in 1919.

Chicago Producers Set Army Unit Plan For St. Louis Area

CHICAGO, Aug. 16.—Sam Roberts and Nicholas Boila, local unit producers, closed a deal with the colonel of Jefferson Barracks, near St. Louis, to present a paid two-hour show each Wednesday starting this week (13). An open-air theater has been built with a seating capacity of 6,000. Camp has 8,000 soldiers.

Opening show, labeled *Beauties on Parade*, had Floyd Christy and Company, Cy Landry, Yorke and Tracy, Bud Hughes and Pals, Beverly Clark, Betty Lee, Peggy Earle, the Six Cressonians, and a line of 10 girls. Paul Walker, musical director for Roberts-Boila units, will conduct the camp band.

According to Roberts, officers from other camps have been invited to see the show. If they like the set-up, similar deals will be offered them. The camp's morale department is in charge of details, with a lump sum paid the producers for the production and talent.

This is the first attempt on the part of local producers to sell shows directly to camps. A couple of months ago Hearst's *Herald-American*, with the cooperation of the local office of the American Guild of Variety Artists, sponsored a tour of three army units, but they were financial flops.

Exclusive Detroit Clubs Biz Slump; Royale 1,500 Week

DETROIT, Aug. 16.—Vacations, week-ends, and private parties are cutting seriously into patronage at swankier night spots. Typical is the exclusive Club Royale, which does around 2,000 admissions weekly, but has suddenly dropped to 1,500 a week.

Country club parties are a big factor in cutting business at this spot. Long week-ends will also rob the club of its regulars for the three best nights until fall.

Schnickelfritzers Reopen Old Vienna

CINCINNATI, Aug. 16.—Old Vienna, managed by Paul Penny and currently featuring Freddie Fisher's Schnickelfritzers in their 10th week of their fourth return engagement here, closes August 23 for extensive alterations. Manager Penny says that \$50,000 will be spent to modernize the room.

The spot reopens September 10 as the Patio, with Fisher's band returning for an indefinite stay. The Schnickelfritzers will play the interim at Lantz's Merry-Go-Round, Dayton, O.

Manager Penny reports that summer business has been excellent, equaling that of two years ago when the Fisher funmakers kept the spot open thruout the summer for the first time.

Dancer Wants 30G For Getting Stuck

SAN FRANCISCO, Aug. 16.—Florence Muskin, night club dancer, who was injured at the Bal Tabarin during her acrobatic act there in June, 1939, has been granted a new trial of her \$30,000 damage suit over her injuries.

The new trial was ordered by the State District Court of Appeals, after a jury in the local Superior Court had denied her damages on the ground that the dancer had been denied a fair hearing because of the court's failure to give certain instructions which her attorneys had asked.

Georgie Tapps Gets Lead in "Pal Joey"

CHICAGO, Aug. 16.—Georgie Tapps, vaude and nitery dancer, has landed the title role in *Pal Joey*, the George Abbott production which has been running in New York all season. He succeeds Gene Kelly, who leaves for Hollywood to appear in a picture for Dave Selznick.

Kelly is currently appearing at the Rumba Casino. He closes here September 2 and opens with the show in New York September 15 for two weeks before starting on a road tour. He signed the contract yesterday (15).

Ken, Boston, Reopening

BOSTON, Aug. 16.—The Ken, local nitery which last year moved to the old Theatrical Club, will reopen September 4. Has a \$1 minimum week-ends and holidays.

Russ Howard will emcee for the second year. Ernie Mars ork has been booked. Nate Baer is manager.

Shows are booked thru Lew Orth.

Review of Unit Gene Krupa's Band and Revue

(Reviewed at Palace, Akron, O., Monday Evening, August 4)

A jitterbug holiday. Krupa, drummer boy de luxe of the swing rhythms, beats the hides, directs the band, and also emsees the revue.

You may think the show is more noise than music—but the program has its sweet music as well. With Krupa is offered a variety revue which has the pantomime comedy of the Calgary Brothers as a swell break-away from the obvious. These clowns have mastered knockabout humor—and were plenty amusing.

Wally Brown's patter is fast, stylized, and laugh provoking. He depends upon hanging sentences, drawing loud laughs. Assisting him is Annette Ames, a cutey with a well-developed sense of humor.

Patricia King is a dancer whose pats are pleasant watching. With Krupa's band, Anita O'Day and Howard DuLany sing featured numbers, and the trumpeting of Roy Eldridge is an accented highlight.

Screen, *Blondie in Society* (Col.). Rex McConnell.

Pa. Clubs Told To Avoid Mixers; Agents Warned, Too

PHILADELPHIA, Aug. 16.—Nitery operators here and thruout the State were reminded this week that a new State law, signed by Governor James July 18, forbids performers or any females to double as hostesses. In a letter that went out to all holders of liquor licenses, memory of the operators was refreshed regarding passage in law which forbids the employment of "any female for the purpose of enticing customers or to encourage them to drink liquor, or to make assignments for improper purposes."

Ban on hostesses is also contained in the new booking license law signed by the governor July 31, specifically stating that no licensed agent can book performers into spots where they have to serve as hostesses.

Both the actors' union and the agents themselves have been unable to cope with the hostess problem, and only solution is seen in strict enforcement of the new laws. Heavy fines continually imposed on operators by the liquor board for immoral entertainment has done much in stamping out such bookings.

Until now only relief performers had against nitery operators canceling them out because of their refusal to "mix" with patrons has been the courts.

Bands Still Draw In Detroit Clubs

DETROIT, Aug. 16.—House record for 1941 was set at the Palm Beach Saturday (2) with Don Pablo, band leader, principally responsible for the record, according to Joseph Angileri, proprietor.

Record was all the more remarkable coming in the middle of the summer and without names in the floorshow. Bands still draw well in local night clubs.

Tower Theater, Kansas City, Mo.

(Reviewed Friday Evening, August 15)

One of the best all-around shows of the season. The band shows improvement and the increase in acts makes for a better revue.

Show opens with the band (three brass, three reeds, and three rhythm) offering a medley of Spanish-flavored tunes from the pic *That Night in Rio*. Maestro Herbie Six's piano particularly stand out. Ensee Lester Harding introduces first the Martingales, adagio artists, who perform various acro contortions and make up in ingenuity what they lack in show appeal.

Virgil Harris, sepi balladeer, offers a sentimental, dramatic version of *Old Man River*, which wins neat applause. Jack Mcrgan follows with several excellent imitations, including those of Boris Karloff and Lon Chaney, using green lights to give his face a horror cast. He even walks up the aisles while doing the mimicking chore. Morgan also offers a carbon of the Scarecrow from *Wizard of Oz* and an eccentric dance as a toy soldier. He closes with a laugh-getting routine, "How a Young Lady Undresses for Bed."

Si Landry, veteran comic, follows with (See VAUDEVILLE REVIEWS on page 27)

WANT ROAD MANAGER

Must have qualifications to book legitimate and picture houses. To such a man can offer wonderful opportunity.

Show completely renovated and streamlined with many new illusions. My 1942 show gives wide-awake manager best selling proposition ever offered.

Write complete information. State all first letters.

Can also use young and aggressive press agent.

HARRY BLACKSTONE

Magician

Colon, Michigan

JACK WILLIAMS

Currently PARAMOUNT THEATER, New York

Takes this opportunity to thank everybody who has helped him in his advancement.

Grateful appreciation to Mr. Eugene Burr of "The Billboard," and to Danny Dare.

Opening in "LET'S FACE IT" in October

Vaudefilm Grosses

Cool Weather Aids B'way Vaudefilmers; Para Opens Strong; Strand 40G Opener

NEW YORK.—Business in most Broadway houses is holding up well, with good weather breaks and a nice crop of bills producing comfortable grosses.

The Paramount (3,664 seats; \$37,000 house average) opened Wednesday (13) with Claude Thornhill's band, Jerry Colonna, and Inkspots on stage, with film, *Kiss the Boys Goodbye*. Strong opening days indicates a smart \$45,000. Last week, the second of Erskine Hawkins band, Inkspots and pic, *Shepherd of the Hills*, did an okeh \$30,000. First week of this bill did \$44,000. Current bill holds another week.

The Strand (2,758 seats; \$33,500 house average), with *Bad Men of Missouri* on screen and stage bill with Eddie (Rochester) Anderson, Clyde Lucas band and the Nonchalants, appears to be heading for a \$40,000 opening week. Last week, the third of the Phil Harris unit and *The Bride Came C. O. D.*, fell to \$18,000. Previous weeks hit \$32,000 and \$45,000.

The Roxy (5,835 seats; \$36,000 house average) has little cause for complaint with the \$28,000 it seems to be heading for with the third week of *Charley's Aunt* and stage layout with Ben Berri, Archie Robbins, and Don Arres. Second

week of this card drew \$38,000, while opening week gathered \$55,000.

The Music Hall (6,200 seats; \$84,000 house average) is continuing strong with the second week of *Here Comes Mr. Jordan* and stagershow with Johnny Woods and the MH stock participants. Probable take here is around \$80,000. First week drew \$90,000.

Loew's State (3,327 seats; \$22,500 house average) doesn't look for much of a pick-up. Current bill, with Henny Youngman, Mitzi Mayfair, Frances Faye, and film *They Met in Bombay*, is set to produce about \$18,000 for week ending August 20. Last week's score was \$15,000 with James Barton, Beverly Roberts, and pic *Billy the Kid*.

Masters, Day Big \$16,400 in Philly; Harris Starts Well

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) was plenty satisfied with \$16,400 for the week ended Thursday (14), considering the intense heat that attracted the throngs to the outdoor amusements. Frankie Masters and his band, first time in town, headlined, splitting the billing with Dennis Day. Phyllis Myles, the Swing Masters, Jay Matthews, Buddy Shiffman, Woody Kessler, and Lou Hurst, from the band, and variety acts in Bobby Lane and Edna Ward and the Arnaut Brothers supported. Screen showed *Ringside Maisie*.

Phil Harris and his band, heading the bill opening Friday (15), got off to a good start considering the season, and with stronger screen support in *Out of the Fog*, figures on topping \$18,000. Orrin and Betty Lou Billington, Ames and Arno, Jerry Mahoney, and from the band, Patricia Kay, round out the bill.

Clyde McCoy Dandy \$12,400 in Ind'p'lis

INDIANAPOLIS.—Clyde McCoy and his *Sugar Blues* trumpet turned out to be a cornucopia for the Lyric box office for week ended August 14 when excellent gross of \$12,400 was registered. Average for the 1,892-seat house is \$8,500.

McCoy's generally fine show plus the high-grade supporting acts, including Sylvia and Clemence, the Rigolette Brothers with the Almee Sisters, and Keaton and Arnfield, plus the fact that McCoy is an old favorite here were responsible for the good gross. Pic was *Bullets for O'Hara*.

Palomar Up

SEATTLE, Wash.—With a good stage and screen show and fair weather the Palomar (1,450 seats) grossed \$5,200 here last week, or \$700 above the average. Vaude had Maldo, Elmer Cleve and Company, Rich and Adair, Flagg and Arnold, and Henry Scammel.

On the screen was the double bill, *Puddin' Head* and *Passage From Hongkong*.

Despite an increase of 45,000 in the city's population since the first of the year and thousands more going back to work due to the many defense jobs, it has not been until the last two weeks that the theaters have noticed any marked improvement in business. Looking forward to a good winter's business, theater men estimate there is an increase of 10 per cent over last year at this time.

Rivoli Over

SEATTLE, Wash.—The Rivoli Theater (900 seats) ran \$200 over its \$1,500 average gross this week with the *Oo La La Revue*. With Francis Blaire producing, the revue included Hanlon and Clark, Keelin and Miller, Hal Harris, and the Rivoli Rockettes.

There were three screen changes during the week.

Night Club Looks To Future; Show for Kids

EAST DUBUQUE, Ill., Aug. 16.—In order to give kids an idea of clean night club entertainment, the management of the local Circle Bar staged a special matinee recently and entertained 250 children. Soft drinks and cup cakes, supplied by a neighborhood bakery, were served. Dude Kimball, the Country Plumber; Texas Tommy and his pony, and Jerry Chandler, organist, were on the bill.

Talent Agencies

PAUL SMALL, of the William Morris office, vacationing in the Lake George, N. Y., area. . . . HERMAN FIALKOFF, New York, has signed Jack Gray to a management contract. . . . EDDIE SMITH back in New York after several weeks at Rexburg, Idaho.

EDDIE SLIGH, Chicago booker, has set the Three Ryans, Blondell Twins, and Juanita Dupree at Stanley Haid's Lido Club, South Bend, Ind., a new account. Says he will resume servicing the Arabian Stupper Club, Columbus, O., when it reopens late in the fall. Spot closed this week.

RAY S. KNEELAND, Buffalo, has added several clubs: Christopher Columbus Club, Olean, N. Y., five acts, full week; Moose Club, Jamestown, N. Y., five people, weekly; Brogans, Buffalo. Kneeland also handles free acts for Celoron Park, Crystal Beach Park, Ontario, and Glen Park, Williamsville, N. Y. . . . ARTHUR ARGYRIES, Rochester, N. Y., now handles talent at Chez Ami, Havana Casino, and Federal Gardens, Buffalo.

CHARLIE HOGAN, Chicago agent, underwent an appendectomy at the Little Company of Mary Hospital, Evergreen, Ill., August 2.

HARRY SANTLEY has joined Phil Tyrrell's office in Chicago. . . . LUCILLE BALLENTINE Chicago, booked Don and Jane Ford and Gene Fields into the Bismarck Hotel in that city.

WILLIAM MORRIS AGENCY takes Carol Dexter under personal management.

WALTER J. GLUCK, Buffalo, is now booking Rudd's Beach night club, Schenectady, N. Y.; Glen Park Barn, Williamsville, N. Y.; Frank's Casa Nova, Buffalo; Hotel New Kenmore, Albany, N. Y.; Everglades Cafe, Buffalo, plus Park Lane Hotel, Buffalo, in association with brother Sid Gluck, of Jack Barry Agency, New York.

MIKE FALK OFFICE, Detroit, is adding space to the jobbing and party dates departments.

ED MILNE, former booker on the Pantages Circuit and personal manager for Blackstone and the late Joe Penner, has opened a booking office in Los Angeles.

BERNARD BURKE, New York, being hospitalized for a stomach operation.

CELIL CAMPBELL, formerly with the Milton Pickman office, now associated with Dick George, New York. . . . W. R. ARNOLD now Nashville (Tenn.) rep of Frank Dillworth, Savannah, Ga.

Pastor 24G in DC; Earle Expects 19G

WASHINGTON.—Tony Pastor's band at Loew's Capitol last week, ended August 13, added box appeal to Red Skelton's *Whistling in the Dark* for \$24,000. Capitol, for week ending 20th, showing *Wild Geese Calling*, is expected to do \$18,000. Ella Logan, Ciro Rimrac's band, Eddie Rio and Brothers, Chiquita Maria, and Sam Barton featured on stage.

Warner's Earle finished second week August 14 of *Sergeant York* for better-than-expected \$17,500. Current attraction, *Manpower*, with Stan Kavanaugh, the Six Honeys, Lathrop and Lee, Julio Berrizbeitia, and the Roxeyettes, are headed for an estimated \$19,000 for week ending August 21.

Flock of new first-run pictures at film houses, especially Abbott and Costello, are cutting into vaude business.

Shep Fields 19½G In Pitts; PW 20½G

PITTSBURGH.—Shep Fields' new brassless orchestra, with Gil Lamb as featured act and supported by Lathrop and Lee, grossed above-average \$19,500 for Stanley. Fields received fave notices from theater crits. Band singers now are Dorothy Allen and Pat Foy.

On the screen, *Ringside Maisie* (MGM), Little help.

Previous week Paul Whiteman and his orchestra polled \$20,500. On the screen, *Barnacle Bill*.

Reflecting business conditions, Stanley hasn't had a bad week in several months. Following Alvin Rey and the King Sisters, current, will come Lou Breese's band, with Dennis Day and Brenda and Cobina. Frankie Masters' orchestra plus Jerry Colonna opens August 29.

Record Week for Chi; Andrews, Krupa 51G; Rand, Brenda, and Cobina 21G

CHICAGO.—A record-breaking week is in the offing for both combo houses in the Loop, thanks to a combination of strong attractions, favorable weather, and flocks of out-of-town visitors.

Chicago (4,000 seats; \$32,000 house average) started the week of August 15 with one of its most powerful combos this year—the second week of the Andrews Sisters coupled with Gene Krupa's band unit on stage, and Jack Benny's new film, *Charley's Aunt*. Despite a five-show opening day schedule, standees were on hand at every performance. Saturday's schedule called for six shows. Estimated gross is \$51,000, the best this year. Both Krupa and the Andrews trio are riding the crest of the wave, and the grosses prove it.

Last week, ended August 14, the initial stanza of the Andrews Sisters, with Lou

Bresse and band, plus second week of *Kiss the Boys Goodbye* on screen, gave the Chicago a plenty okeh \$41,000 session.

State-Lake (3,700 seats; \$15,000 house average) will also show a record week with Sally Rand and Brenda and Cobina, recently of Bob Hope's radio show, on stage and Monogram's *Bowery Blitzkrieg* on screen. Flesh end cops all box-office honors, picture being an A-1 stinker. This house, too, started the week (August 15) with a five a day schedule (six on Saturday) to accommodate the increased business. Should have little trouble grossing a mighty \$21,000.

Week ended August 14, State-Lake wound up with a good \$17,000 primarily due to the commercial Rajah Raboid mental act and vaude bill topped by Cass Daley, Senator Murphy, Morgan and Randall, and Consolo and Melba. Screen had *I Was a Prisoner on Devil's Island*.

Magic

By BILL SACHS

HARRY BLACKSTONE and 12-year-old son, Harry Jr., visited the Chicago office of *The Billboard* last Tuesday (12) while in the Windy City on business. Blackstone reports that he'll put the streamline on his new show in time for the opening in mid-September. Among the new illusions will be *The Madam's Boudoir*; *Here, There, and Nowhere*; *The Girl in the Flower Pot*, and *The Grocer's Dilemma*. Blackstone will have a new manager for the coming season, his former pilot, Ed Milne, having opened an office in Hollywood. Harry Jr. will soon return to school in Hollywood. . . . RAY-MOND is set for five months with his magic for the International Harvester Company, beginning November 1. He's current at the Green Cove Hotel, Thomasville, Pa. . . . DR. R. LEO GAY-NOR (Kosmo the Hypnotist), member of the Los Angeles Society of Magicians, pens from Hollywood that he plans an early return to show business, this time in association with Fred W. Reed. The pair will present pictures and vaude in theaters. . . . MAGIC HOBBY CLUB, Columbus, O., gathered at the summer cottage of Bob Nelson on Buckeye Lake, near Columbus, last Saturday (16) for its third annual stag party and fish fry. Nearly 100 magicians and their friends took in the shindig. . . . THE HOLTON FAMILY of mentalists, Aloma, Patricia, and W. F. Holton, manager, after two weeks at the Orpheum Theater, Spokane, Wash., has opened at the Liberty Theater, Wenatchee, Wash., for an indefinite engagement. . . . CALVERT THE MAGICIAN, now working a string of theater and fair dates for Bob Shaw, of the Gus Sun office, was a visitor at the magic desk Monday of last week (11). He is due back in Hollywood September 15 to resume where he left off in his picture work six weeks ago. . . . MID-WEST MAGICIANS' CONCLAVE will be held at Hotel Paxton, Omaha, Neb., September 27-28. A \$2.50 registration fee will entitle one to all the activities, including the banquet and headliner show. Already engaged for the main magic program are W. C. (Dorny) Dornfield, emcee; Kenny Karlson, ventriloquist; William S. Morton (Mortini), and H. Adrian Smith. . . . L. E. COLLINS (Ruba) and the Great Glover were with the Curl Shows at the Harvest Home in Silverton, Cincinnati suburb, last week.

GERALD HEANEY, magician, has acquired the equipment of the late Howard Thurston, which has been in storage in Whitestone, N. Y., since Thurston's passing, according to Claude Noble, of Detroit, who was mentioned here last week as handling a proposition whereby Henry Ford would have taken the Thurston show in its entirety for presentation in his museum at Dearborn, Mich. In a visit to the magic desk last Saturday (16) Noble stated that Heaney purchased the Thurston show stuff from a Whitestone lumber company for the unpaid storage charges, which amounted to around \$350. There is still a possibility that some of the Thurston equipment will wind up in the Ford museum, as Heaney has expressed a willingness to let some of it go for that purpose, Noble said. . . . HARRY ROUCLERE, prominent veteran trixster, recently celebrated his 75th birthday at his home in Ridge-wood, N. J. . . . PAUL ROSINI tops the bill at the Club Royale, Detroit. . . . KANTER'S MAGIC SHOP, Philadelphia, has enlarged its quarters to double its former size by taking over the store next door. This now makes it one of the largest magic emporiums in the East. Kanter has recently added a supplement of new nifties to his catalog. . . . MARVELO (Lester Lake) posts that he's in Akron, O., for the finals of Chevrolet's Soap Box Derby. He says he had as recent visitors there the Great Raymond, Marshall, and Al Page. Lake caught Calvert the Magician at Mount Vernon, O., last week. . . . SHANKS THE MAGICIAN and wife were guests at the Musical Buck Johnson family reunion at Maple Grove Park, Liverpool, Pa., Sunday, August 10. Over 75 John- (See MAGIC on page 26)

WANTED

Experienced Assistants in Magic and Illusions. Acrobatic Dancers work illusions—must be generally useful. Only healthy, energetic applicants of good character, habits, and smart appearance considered. Give fullest particulars, height, weight, age, nationality. Send recent photographs; stamped envelope for return. State salary desired. THE GREAT RAY-MOND, Shrine Club, Mayflower Hotel, Akron, O.

Coppers Nab 17 Tampa Burlesquers On 'Indecent' Charge

TAMPA, Aug. 16.—Delay in the trial of 17 persons arrested at two burlesque houses here early last Sunday was granted at a hearing Thursday by Municipal Judge Watkins on motion of Defense Attorney Cy Fields. New trial date is August 21.

Members of the police vice squad, on complaint of the Tampa Ministers' Association, sat thru shows at the Rialto and Broadway last Saturday midnight and took into custody B. E. Gore, manager of the Rialto, and Woodrow Jones, manager of the Broadway, and 15 members of the casts headed by Jo Jo Jordan. Gore posted \$50 bond each for himself, Jones, and Doris Kirk, Mrs. Al Mathews, Kitty Jordan, Lorine Alfred, Leone Hill, Wayne Kirk, Jo Jo Jordan, and George Hill, of the Rialto, and Hazel Hawkins, Catherine Taylor, Verny Beahler, Elizabeth Harney, J. R. Strickland, Julian Strickland, and Lila Strickland, of the Broadway.

The city, thru Assistant City Attorney Cohen, charged the managers with "unlawfully disturbing the public peace, morals, and good order and government of the city by permitting obscene and indecent acts in a public place in violation of City Ordinance, Section 1175." Members of the casts were charged with participating "in the acts."

Fields asked dismissal of the charge against the defendants on grounds that the prosecution had failed to state what particular act was "obscene" and that the city's charge covered generalities only. He also argued that the theater was not a public place as defined in the city ordinance and cited Supreme Court rulings on the subject.

Gore was also charged with violating the newly revised State child labor laws by employing a 16-year-old girl, Anita Rodriguez, "in a theatrical performance after 11 p.m. and until 2 a.m." Date for trial on this charge has not been set, but Cohen said T. H. Hutchinson, State child labor law inspector, would come here to prosecute the case.

Separate charges were filed against each theater, and Fields represents the Rialto group. Chester Ferguson has been retained by the Broadway cast but date for trial has not been set. Ferguson said that he would file a similar answer to that presented by the Rialto's attorney.

"This is purely a jealous fight between rival theater groups," Fields said, and pointed out that none of the ministers was present at the hearing.

Broadway and Rialto are film houses but feature Saturday midnight burlesque.

Liberty Theater, Davenport, Ia., doing okeh biz. A six-girl line is current, with the White Sisters and Lynn Burke, newly with the show, featured. Ray Smith and Al K. Ritchey and Jerry Keon remain as holdovers.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

BILL PICKENS, who turned over the Garrick, St. Louis, to Izzy Hirst three years ago after seven years of successful operation, is back to burly now, associated with Sam Briskman in control of the City Theater here. Will supervise all shows. Plans to reinforce principals booked by Phil Rosenberg with five vaude acts. Chorus, at higher salaries, to include parade girls from model schools, and dancers. Also to develop strip talent as he did with Margie Hart, Ann Corio, Ada Leonard, Ann Norton, Gypsy Rose Lee, Rosita Royce, and other current topnotchers. . . . PAULA NORTON left *Streamlined Follies*, Coney Island, for the Pioneer cabaret in Greenwich Village. Replaced by Ginger Wayne, who strip-teased in Shanghai, China, an entire year. . . . MARLANE, of the Republic, is an ace bowler and played many local champs while on the circuit last season. . . . IRVING ENGEL in Chicago for Louis Philippe. . . . ROSE LAROSE opened August 15 in the new Leon and Eddie's show. . . . SAM RAYMOND, of the Star, Brooklyn, celebrated a birthday August 24.

JACKIE WHALEN'S second summer at the Club Nomad, Atlantic City, will have reached its 11th week August 23. It was 22 in all in 1940. Sally Keith opened August 11. Edith Delaney, tap dancer, came in August 9. . . . DICK MIDDLEY is playing the part of the barker in the play of that name, in which Ann Corio is featured. He is in the company in Fitchburg, Mass., at the Lake Whalom Theater and has been playing leads all season. Adds, in his letter, "It's nice to cross paths on the way up." . . . DIANE ROWLAND annexed a substantial raise at the 606 Club, Chicago. . . . GARRETT PRICE and Fran White vacationing at Milford, Mich. . . . VALERIE PARKS pictured and storied in the *Daily Mirror* August 13 concerning her Saturday night dinners for servicemen in Los Angeles. . . . SAM FUNT, Gaiety's manager, together with Mrs. Funt, vacationing at Kaimasha Lake, N. Y. . . . JEAN LEE new at the Gaiety August 1.

GEORGE KATZ to operate the Comique (750 seats), Lynn, Mass., with Follies shows. . . . DIXIE SULLIVAN, at the Club Nomad, Atlantic City, and signed for the circuit thru Milt Schuster, proudly exhibiting a diamond ring recently given her. . . . JOE AND ALMA BROOKS opening at the Shubert, Philadelphia, September 12. . . . BO JENKINS, dancer, closed a week (August 3-9) at the Republic to prepare for another circuit tour. . . . HELEN MAHONEY, secretary for 17 years for Al Somerby at the Howard, Boston, to double in the same capacity at the Globe, recently taken over by the same management. . . . BEN WILANSKI, now released from the operation of the Globe, Boston, will confine his attentions solely to his two pic houses. . . . ALLEN GILBERT has been requested by a theater chain to produce a vaude unit in October to be called *Gilbert's Frolies*. . . . DOLORES DAWN, new at the Republic August 10, threw a welcome home party for Louise Stewart August 15, the day Louise opened at the Eltinge. . . . PAULA MEDALIE, who was with *Ecstasy* and *Gay New Orleans* at the Flushing Fair, where she also won a model contest last summer, is a new Billy Koud parade girl at the Gaiety.

PADDY CLIFF, singer, held over for his 10th week (August 11) at the Bowery nitery, Detroit. . . . JOHNNY WEBER, Mr. and Mrs. Tom Phillips, Emmett Callahan, Helen Andrews, Fred Miller, Sid Rankin, Anna Grant, and the Vedder Sisters were among the old-timers in burly at the funeral services for Rose Sydell (Mrs. William S. Campbell) who died August 5 at her Brooklyn home. It was Rose Sydell and her *London Belles* to those who recall one of the spokes in the old Columbia wheel. . . . AL SOMERBY, of Boston, visited here August 8 and 9. . . . MURRAY FRIEDMAN, ork leader at the Gaiety, and wife, Irene Austin, and Junior, back from a four-week vacation spent in Monticello, N. Y. . . . HARRY CORNELL, straight man, has left the Capital, San Francisco, to open August 7 at the Alcazar in a legit comedy, *Quiet, Please*, featuring Dale Winters and Minna Gombell. . . .

MARCIA BLUE, show girl at the Gaiety, signed by Milt Schuster as strip principal on the circuit.

PHILADELPHIA:

CARRIE FINNELL and Myrna Dean continue at Carroll's Cafe. . . . ALICE JEWEL, Gypsy Nina, and Bill (Scratch) Wallace head the Troc Theater show, with Ermaine Parker and Slats Taylor (See *BURLESQUE NOTES* on page 26)

Howard's Somerby Takes Globe; Both May Use Hirst Units

BOSTON, Aug. 16.—Al Somerby, manager of the Old Howard Theater, takes over the Globe Theater August 30 for traveling burlesque. House last year used Midwest wheel and was managed by Max Michaels, with Ben Bernard as producer. Expected both will remain on and work under Somerby's management. Deal was worked out with the owners of the Globe, and it is understood both houses will use the Hirst Circuit. Howard has been the Hirst outlet here for many years.

Only other burlesque house in town, Casino, under management of Ed Ryan, is presenting stock.

Hirst Wheel Held Back by Shortage Of Chorus Girls

PHILADELPHIA, Aug. 16.—Izzy Hirst's burly wheel, originally figured on starting Monday (18), is set back at least two weeks. Shortage of chorus girls has made it impossible to whip units into shape. Even now Eleanor Cook, circuit's dance directress, has been rehearsing the units at the Walnut Street Theater with skeleton lines of only eight girls, half the regular number.

Circuit houses will continue stock policy or set back openings until enough dancing girls are corralled to fill out the units.

Bernstein Again Gets Phila Shubert

PHILADELPHIA, Aug. 16. — Shubert Theater reopens with burly August 29. House will again be operated by Rube Bernstein, currently managing the Garden Pier Theater in Atlantic City for Ben Jacobson. Policy will call for a stock company, changing principals weekly, two afternoon shows and one evening at pop prices.

Jacobson, originally figured on being associated with Bernstein in making the Shubert the key house for a new burly circuit, has dropped out and circuit plans have been dropped.

Casino, Pitts, Opens Aug. 31

PITTSBURGH, Aug. 16.—George Jaffe's Casino will open August 31 with mid-night show, but attraction won't be known until next Monday or Tuesday, Abe Jaffe stated.

House will present both Hirst and Shuster units.

Bert Smith Revue Wants

IMMEDIATELY, people in ALL lines for Fifty People Musical Stock in large Middle-West City alternating script and review bills. FEATURED COMIC, Straight Man that can do Leads, Black-face Comic with Specialties. Harmony Singers, Organized Trio or Quartette, Boy & Girl Hoofing Team. FEATURED LEADING WOMAN, Singing and Dancing Soubrette. FEATURED EXOTIC DANCER, Prima Donna; TWENTY-FOUR CHORUS GIRLS. SALARY \$30, thoroughly experienced, appearance essential, state age, height, weight. Chorus Producer, Piano Leader, Scenic Artist. Principals write fully, stating lowest. Fotos returned. Specialty Acts, contact. Rehearsals start August 28, open September 5th. ADDRESS ALL COMMUNICATIONS 630 EAST COLUMBIA ST., LITCHFIELD, ILL. Rep and Dramatic People, contact. Also Rosita Royce, Little Red Mack, Herb Camp, contact.

CALL! CALL!! CALL!!!
CHORUS, DANCERS AND SHOW GIRLS
FOR PERMANENT STOCK ENGAGEMENT AT
STAR THEATER
FULTON & JAY STREETS, BROOKLYN, N. Y.
Apply at Theater Today and Every Day From 1 P.M. on
See HAROLD or LEONARD RAYMOND.
Theater Opens Sunday, August 31, 1941

THE HOTEL CLARIDGE

and the MULLERS-HERBERT and LLOYD

extend best wishes for a very successful season to the newly merged

HIRST and MIDWESTERN BURLESQUE CIRCUITS

and oodles of luck to

PHIL ROSENBERG, IZZY HIRST, JAY HORNICK and LOU MILLER

in their new office suite in the Brill Building, New York City

Again emphasizing the greatest value in Hotel accommodations offered solely to the profession.

\$8 Single, \$10 Double, Without Bath
\$10.50 Single, \$12.50 Double, With Bath

CHORUS GIRLS ATTENTION
\$15.00 per week for 3 in one room

SHOWER—BATH—and RADIO

Impossible to beat these prices for the largest and most newly and comfortably remodeled rooms in Greater New York.

HOTEL CLARIDGE
BROADWAY & 44TH STREET
In the Heart of Times Square
New York City



FOLLIES * COSTUMES

209 W. 48th St., N.Y.C.
PHONE CIRCLE 5-9861

World's Foremost Creations of

Strip-Tease COSTUMES

All Original Designs and No Two Alike. Exclusive staff of designers. Years of experience—Finest selection of material—Superb workmanship. Write us your order or call at our shop for free consultation with our artist. Founders of the Glorified Burlesque.

WANTED FOR NATIONAL THEATRE

DETROIT, MICH.

CHORUS GIRLS

Experienced, young, and comely. Pleasant and permanent engagement at the above theatre. Would like to hear from girls who have worked here. Write or wire

DAVID HAMILL or DAVID KING.
Rehearsals Aug. 21st.

WANTED BURLESQUE PEOPLE

WRITE PARTICULARS AT ONCE

LIBERTY THEATRE
San Francisco, Calif.

ST. LOUIS — MIAMI — NEW YORK

"BILL" PICKENS

WITH THE

CITY THEATER

EAST 14TH ST., NEW YORK CITY

SUPPLEMENTING "FOLLIES" GIRLIE

REVUES WITH VAUDEVILLE—

SPECIALTY ACTS—MUSICAL TURNS—

CIRCUS ATTRACTIONS

YOUR AGENT OR BOOKING DIRECT

Frank Bryan Wants CHORUS GIRLS

for GRAND THEATER

Canton, Ohio

Salary \$25. Write, Wire or Call.
Opening August 29th.

Old Troupers' Org In Second Reunion

FRIENDSHIP, N. Y., Aug. 16.—The Old Troupers' organization, made up of veterans of the minstrel, rep, Tom, and circus fields, gathered at Hotel Friendship here August 7 for its second annual reunion. Thirty-three old troupers were present. Speakers on an impromptu program were Marty Lynch and Harry Lind, of Jamestown, N. Y. Rube Strickland, violinist, of Salamanca, N. Y., and Tommy Madden, 76-year-old wooden shoe dancer, of Olean, N. Y., furnished the entertainment.

Among those who registered with Malcolm R. Mason, acting secretary, at convention headquarters were Harry Lind and Marty Lynch, Jamestown, N. Y.; W. H. Monroe, Hornell, N. Y.; Harry M. Stevenson, Flint, Mich.; Homer G. Pitts, Munday, N. Y.; John B. Loarch, J. J. Kingston, and W. L. Coston, Salamanca, N. Y.; George F. Dunbar, Friendship; Bert Lashier, Hornell, N. Y.; A. E. Van Skoik, Olean, N. Y.; R. M. Bowser, Olean; Archie M. Bowser, Olean; Tom Madden, Olean; Robert B. Flint, Port Allegeny, Pa.; C. B. Goodrich, Roulette, Pa.; W. W. Sliker, Cuba, N. Y.; W. L. Raylor, Sayre, Pa.; H. H. Whittier, Waverly, N. Y.; Bobby DeRue, Newark Valley, N. Y.; William Crosby, Jamestown, N. Y.; Bloddy Pearson, Buffalo; J. C. Covey and Bud Covey, Coudersport, Pa.; Otto Engelder, Wellsville, N. Y., and H. W. Frank Sr., Olean.

George F. Dunbar, president, and Malcolm Mason, secretary, were re-elected unanimously for the ensuing year.

Whittier Corrects Pepple On Murray-Mackay Company

Waverly, N. Y.

Editors *The Billboard*:

I have read with interest the articles concerning reps of former days. Mr. Pepple's article was of great interest, altho he did make a few errors. The Murray Company was owned by J. Russ Smith, and I never heard of his retiring to Warren, O.

The facts are these—the Murray & Mackay Company was under the management of the owners, John J. Murray and Frank Mackay, starring John's wife, Florence. John did locate in Warren, O., and operated the opera house there for a number of years. Frank Mackay went to Elwood, Ind., and managed the opera house there. For a number of years prior to the repertoire venture John and his wife were with the Bob Hunting Circus, he doing a clown act and the team doing a concert turn. I don't believe Russ Smith was ever connected with the Murray-Mackay Company. If memory serves me right he came from Indiana.

Wonder if any of the readers remember the Fremont Stock Company, management of W. H. (Bill) Fremont; the Tiltson Dramatic Company which featured the W. M. Paul family; the Norwood Company, management of C. D. Henry and featuring Suzanne Norwood, and the Ginnivan Company, which has been operated for three generations; also the Big Callahan Dramatic Company and the Ethel May Company, which was under the management of Jack Allen (I believe George Robertson has heard of this company).

These reminiscences certainly do put us all back to the time of "When You and I Were Young, Maggie."

H. H. WHITTIER.

WANTED

A No. 1 Leading Man "not subject to draft." Prefer man between age 30 to 35, 6 foot, 175 lbs. Must have warlike and ability. Long, pleasant engagement if you can trope.

MADCAP PLAYERS

2300 N. Haskell Ave. Dallas, Texas

50 COLORED MUSICIANS AND PERFORMERS WANTED—50

FOR

HUNTINGTON'S MIGHTY MINSTRELS SHOW

OPENS AT PORT GIBSON, MISS., AUG. 30.

BAND LEADER, PRODUCER, COMEDIANS, CHORUS GIRLS, NOVELTIES, ACTS TO FEATURE. White Billposter capable of doing some contracting. Don't wait to write, WIRE. Tickets? Yes—Will consider Organized Band or Show.

ADDRESS F. S. WOLCOTT, PORT GIBSON, MISS.

Rep Ripples

MRS. RUBE BRASFIELD, whose husband has the stock show at the Gadsden Theater, Gadsden, Ala., was a visitor at the home office of *The Billboard* Monday (11) of last week while in Cincinnati on business. She departed the same day for Cleveland to visit her daughter working niteries there.

LEONARD ACKLEY reports business satisfactory for his small trick operating in Lake County, Illinois. HAYDON COLE reports from Hopkinsville, Ky., that his show and ork, operating under the name of the Dixie Players, are doing well in that sector. The Cole unit has a daily 30-minute spot over Station WHOP, Hopkinsville, and an hour's broadcast each Saturday night from the stage over the same station.

AL TINT, well known in rep, tab, and minstrel circles, postals that he has been active on radio shows, more recently with Whitey Ford's Plantation Party on fairs. The Plantation Party is an NBC network feature, but Tint works with it only on the road. BRYANT SHOWBOAT, in its 13th summer at the foot of Lawrence Street, Cincinnati, goes into *Hamlet* this week, after several weeks of *Uncle Tom's Cabin*. Off to a slow start in Cincy this season, the craft has since hit its stride and is pulling fine crowds.

JACK GRIFFITH, following the recent death of his wife Margaret, has severed connections with the Majestic Showboat to retire to his home in Puryear, Tenn. NORMAN JOLLEY, well known in repdom, is program director at Station KADA, Ada, Okla. EDDIE DERRINGER, Jimmy Warren, and Velda Lee, of the Hila Morgan Show, and Al Pitcaithley, of Billroy's Comedians, enjoyed a gabfest at Grinnell, Ia., August 11, when the latter troupe played there.

THOM'S TENT SHOW, three-people trick, is reported getting a good play in Las Animas County, Colo., with a flesh bill, *Henry Goes to Town*, by E. F. Hannan. Unit has several fair dates in Colorado and West Texas coming up soon. G. J. MINER reports good business for his small trick making Northern Louisiana. J. LOU SAMPSON (H. J. Almar, magician and escape artist), caught the Billroy opy recently at Grinnell, Ia., where he was formerly associated with the Colonial Theater. In commenting on the show, he says: "Billroy's have a good, smart show, with a good girl line and good comedians, but

not quite enough vocalists. That is the only weak spot in the show. My old friend, Al Pitcaithley, is still the greatest forward bender of them all. Like old wine, he improves with age. They did fair business in Grinnell, considering that it looked like rain."

AM NAMES

(Continued from page 4)

Shaw and Vincent Lopez—put in their initial time as Bowes ams. Billy Finnegan, now an arranger for Glenn Miller, started out with a Bowes unit.

In the vaude field Goldberg claims credit for introducing the Three Pitchmen (who went back to peddling whistles with their vaude act and then went back into night spots and vaude); Ted Lester, who was then billed as the "Jack of All Instruments"; the Wesson Brothers, comedians; Marc Ballero, impersonator; Paul Regan; Paul Winchell, ventriloquist; Pearl Robbins, tap dancer; Larry Best, impersonator; Stubby Kaye, now emseing army camp shows, and the Youmans Brothers.

In the years that the Bowes ams have been touring the country the outfit has played every conceivable kind of date, including theaters, ancient opera houses, fairs, and even a season on a showboat.

SUMMER TRYOUT

(Continued from page 16)

quires his rightful position as kingfish of the local coolies.

Nothing more than an overdressed fairy tale, *Yellow Jacket* is now being considered, with Woolcott and Marx, as a possible Broadway vehicle for fall production. If this is the sincere intention, then several things must be done. First, the public must be acquainted with the Chinese drama form. Audiences at this cowbarn were more or less puzzled by the antics of Harpo Marx as the property man, solely because they were unaware of the position held by the prop man in the Chinese theater. Second and most important, there must be ample publicity and warning that this is not intended as a serious drama. With those two thoughts carried out, the piece has a slight chance for success on Broadway. It seems highly doubtful that the general public will come to see it except to gape at Woolcott and the silent member of the mad Marx family. After that draw has ceased to exist, the play has nothing to offer a New York crowd.

Stealing all honors from both Woolcott and Marx in the presentation here was

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Hal Ross, Health Regained, Ready for San Antonio Show

SAN ANTONIO, Tex., Aug. 16.—Hal J. Ross, forced to sell his interest in the recent Dallas contest to Ed McLemore when his liver stopped working, has just finished five weeks of golfing, fishing, and swimming which regained him his health, and he's all set to spring with his new contest here next week.

What with 100,000 extra people in town and a definite lack of entertainment hereabouts, Ross is all het up on the possibilities of his forthcoming show. His last show here five years ago was a winner, Ross says. He has signed a good building for the new contest.

12 and 1 in Brooklyn, Md.

BROOKLYN, Md., Aug. 16.—Twelve couples and one solo are still grinding in the Pop Dunlap derbyshow here. Contestants still perking are Joe Rock and Jennie Bush, Billy Willis and Ruthie Carroll, Dale Thorpe and Elizabeth Linder, Johnnie Reed and Anne Pruitt, Hughie Hendrixson and Helen Caldwell, Jimmie and Minnie Ferenzi,

Marvin and Jean Hobaugh, Johnny Bowman and Opal Ferdig, Itsy Bachrach and Jackie Martin, Phil Rainey and Joann Leslie, Pete Trimble and Maxine Grant, Bill Harris and Gloria Sain, and Johnnie Hughes, solo.

ALICE DONATO, answering a recent inquiry on her whereabouts here, pencils that she's working "guess your age" for Ramagossa at Wildwood, N. J., and having a grand season. She reports that Gladys Maddox is also there, working in the "Pabetorium." Alice would like to read a line here on her old walkie pals.

GLEN TRACEY, of Kansas City, Mo., is another who is anxious to learn some dope on the derbyshow which was to have gooten under way recently in New Orleans. Will someone down that way please shoot us the information.

ACCORDING to Hal J. Ross, the Dallas derbyshow recently concluded played to more than 250,000 paid admissions. Winners were Johnnie Maker and Kay Gibson, first; Joe Nalty and Cloris Wears, second; Jackie Parr and Buttons Slavens, third, and Kid Alexander and Barnes, fourth.

LUCILLE TUCK GULLA, nurse with various shows in the past, pens from Chicago that she's vacationing there this month and enjoying it immensely. Lucille says that her hubby, Joe Gulla, was recently drafted for a stretch in the army. She says that she still reads *The Billboard* regularly and that she'd like to read a line here on her many walkie friends. Lucille advises that mail will always reach her in care of *The Billboard's* New York office.

Rex O'Malley, as Daffodil, son of the second wife, who stands in the way of the hero's return to the throne. It is unfortunate that he is slated for *Lady in the Dark*, for if *Yellow Jacket* is to be produced O'Malley will be sorely missed. This is one of the finest performances in his long career as a light comedian.

Woolcott and Marx make an admirable team. For once the Town Crier is in his element, for he is not attempting to be an actor. He is raconteur—and at that he excels. He is perfectly at home in his role as the Chorus, or prompter, and gives rise to much hilarity thru the course of the evening. Marx turns in one of the really great pantomime jobs of this or any other year with his work as a prop man.

Fay Wray, playing two parts, the mother and later the sweetheart of the hero, turns in beautifully convincing portrayals of both characters. Her work here far exceeded anything she has ever done on the screen. A. P. Kaye, Clarence Derwent, and Virginia Campbell all turn in nice supporting characterizations.

Mike Kaplan.

MAGIC

(Continued from page 24)

sons were present. Shanks did his magic, and Mrs. Shanks her musical turn. THAT WAS SOME GAG those band lads pulled on Russell Swann on his get-away night at the Rainbow Room, New York, last week. For the laugh see *Broadway Beat* on page 4 in this issue. LORING AND KATHRYNE CAMPBELL, en route from their home in Burbank, Calif., to Remington, Ind., where they opened their season August 12, figured in a serious auto crash near Grants, N. M., in which Kathryn sustained leg, arm, and head injuries. Loring escaped uninjured. Their new car was damaged to the tune of \$90.

BURLESQUE NOTES

(Continued from page 25)

holding over; Vicki Welles comes in next week. . . . Troc goes into its regular fall policy this week, evening shows to start at 8 p.m. and Sunday to have a midnight gambol. . . . JEAN MITCHELL is at Jackson Cafe, Camden. Featured dancers at other niteries on the near-by Jersey shore include Dottie Verrea at Royal Cafe and Lea Talley at Holloway's, both in Marlton; Kitty Mason at Twin Cedar Inn, Clementon and Rose LaJoy at Red Fox Tavern, South Merchantville.

MIDWEST:

I. HIRST, J. Hornick, and Phil Rosenberg were in Chicago last week conferring with N. S. Barger and Milt Schuster, making arrangements and lining acts for the new season on the Hirst and Midwest circuits. Outlook for the season is excellent, it was stated. . . . ARTHUR CLAMAGE, of Detroit, in Chi getting things lined up for his theaters. . . .

ACTS - ACTS - ACTS - ACTS UNITS - UNITS - UNITS

Have four to six weeks for all Acts working Southwest States, ten units opening OCT. 10. WANT NOVELTY ACTS, strong COMIC and BLACKFACE, M.C. and Girl Singers. STRONG GIRL Singles; Hawaiian Troupe, 8 to 10 people. CIRCUS ACTS, Jugglers, Hand Balancing Acts that can work on small stage; no Hanging Acts can be used.

WRITE, DON'T WIRE.

NAT D. RODGERS ENTERPRISES

Auditorium Hotel, Houston, Tex.

WANTED

Colored Musicians and Performers in all lines. Enlarging Show for Winter Season. A-1 Trombone and Trumpet, salary \$14.00 and board. Also White Boss Canvasman with one or two Workmen, one more Comedian that can do singles. A-1 Blues Singer. Will place tickets only, advance money after joining. Week 18th, Hurlock, Md. Wire or write

JIMMIE SIMPSON

P. S. Pay your wires, I pay mine.

AGENT WANTED

High-Class Man; experience, good character, thoroughly capable handling big show playing auspices. Smart appearance, car essential. Photos, references, fullest personal particulars.

Maurice Raymond

Shrine Club, Mayflower Hotel, Akron, Ohio.

WANT QUICK

Clever young General Business Man or Team. Strong Specialties. Motion Picture Operator Doubling Stage, Workingmen—Truck Drivers. No boozers. State age, size, lowest sane salary. Long season. Other useful people, write or wire. Week stands. At Fox, Jack Howe, wire. Address ROE NERO, Crozet, Va.

Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Adventure Pictures Popular With 16mm. Film Audiences

Features and shorts create interest in roadshow programs

NEW YORK, Aug. 16.—Adventure films are always in demand by 16mm.-film audiences, particularly during this season of the year, according to roadshowmen who specialize in this type of picture. There is a longing deep down in the heart of every person to travel. The preponderant majority can only see the far-away places of the world thru the medium of the motion picture and realize their craving for adventure vicariously in the same fashion.

Because of the intense public interest in the little known corners of the world, adventure feature films and short subjects have a universal appeal. Film libraries report a steady demand for films of this type, and roadshowmen follow the practice of including at least one short subject in their programs.

Producers, aware of the public demand for adventure products, have made many new innovations since the first adventure-type films were taken. In recent years vast expenditures have been made by producers to assure ever-increasing variety and quality. Camera-men have penetrated the jungles of Africa and South America, the Arctic, the South Seas, and other inaccessible places to appease the public's taste for exploration by proxy.

The films now available are many and varied. Most of them are sound films and offer intimate views and human interest studies of foreign lands and strange people. There are thrilling films depicting animals in their natural habitat, showing the ever-present struggle that goes on in the jungle.

Audiences are interested in film records of the animal cunning of the jungle. Death struggles between denizens of the jungle always give a thrill. The particular value of the adventure films, outside of pure entertainment, is that they are instructive and educational.

It would be useless to attempt to list the adventure films that roadshowmen have used profitably in their programs. The film libraries list hundreds of available subjects, all of them depicting unusual aspects of life in many corners of the globe.

Roadshowmen report that audiences are particularly interested in the unusual, the spectacular, and the picturesque records of far places. The Borneo jungles, the hazards of jungle exploration in the Matto Grosso of Brazil, life and love in Samarang, expeditions to Siam, Ecuador—these are but

some of the film subjects that have thrilled audiences. Aside from the exploration type of adventure film, audiences also show a preference for informative films on shark hunting and the drama, tragedy, and terror that lurk beneath the sea; life and death struggles of crocodiles, the killer tiger, the python, and other strange beasts and birds.

In addition to the many feature lengths that have been shown there are many one and two-reel subjects, usually prepared under the auspices of some well-known traveler.

16mm. Free Shows Taxed in Indiana

INDIANAPOLIS, Aug. 16.—Free shows in Indiana are subject to taxation, according to a ruling by George N. Beamer, State attorney general. Beamer stated that the free shows come under the jurisdiction of the 1937 act taxing films. He ruled that the shows are subject to the collection of the State tax of \$1 for each performance.

The collection of the taxes will be undertaken by R. N. Huffman, assistant attorney general, who has been specially assigned to handle this division. Merchant-sponsored shows are popular in this State and it is expected that considerable additional State revenue will be realized as a result of the new tax.

New and Recent Releases (Running Times Are Approximate)

DOG DAYS, released by Post Pictures Corporation. The narration on this one-reel study of wire-haired terriers is by A. L. Alexander. Breeding, feeding and care, and explanations of championship points are subjects covered. Shown also are shots of the terrier at play, at meal-time, and digging in the ground. The humorous and informative commentary explains that the terrier is an alert watch dog, faithful and fearless, but gentle and kind, and an ideal playmate for children. Running time, 8 minutes.

BATTLE OF GREED, released by Nu-Art Pictures, Inc. This Western six-reeler centers around the fearless fight Sam Clemens (Mark Twain) waged to make Virginia City, in the territory of Nevada, safe for law-abiding citizens. When the Comstock Lode was discovered prospectors flocked to the city with the inevitable crooked elements. Mark Twain, in the columns of *The Territorial Enterprise*, fought for law and order in a wilderness of fortune hunters and silver-crazed adventurers. Tom Keene and James Bush play the leading roles. Running time, 60 minutes.

GANGSTERS OF THE SEA, released by Astor Pictures Corporation. This film was adapted from *Out of Singapore*, a mystery play of the high seas. Noah Beery, Dorothy Burgess, Montagu Love, and George Walsh have the featured roles in this seven-reel picture. Running time, 62 minutes.

SUGAR'S DOMINO

(Continued from page 4)
will be out of the picture as completely as if he had never been in it.

We could go on citing many more cases. But it would serve no purpose. It is enough to make the point that band leaders can find much of value in the story of the downbeaters we have chosen for our little exhibit.

Bandsmen are recognized as personalities by the public, but in reality they are symbols of big business; front men for valuable properties. The manner in which they do business, their reactions

to persons around them and, in fact, everything they do or say on and off the bandstand should be supervised with the utmost care. A leader who is struggling to get to the top or fighting even harder to remain there once he has reached the heights must make up his mind that the old days are gone; that today a band leader has to be a business man wearing the skin of an artist.

Band leaders have to be sound, considerate, and ethical business men in their relations with music machine operators, spot managers, music publishers' contact men, and radio executives. They must not only be ready and willing to make reasonable promises. More important, they must keep them. They must keep an ear cocked and an eye glancing always at the vargaries and demands of Mr. and Mrs. Public and their youngsters.

It is not healthy for the band business for names to live short lives. Yet it does not hurt the band business for names to remain on top for long periods. The old axiom, "There is always room on top," still holds true. When band leaders as a group make up their minds that they are only what their organization makes them and also that their organization is as good as they make it there will be less turnover of short-lived success and the business will be better off all around.

BRAZIL RULE

(Continued from page 3)
by the William Morris office and Jose Mojica, tenor signed by RKO.

It is possible that the Copa and Atlantico, if grosses drop, will go in for outdoor advertising, which the Urca has been consistently using for some time with excellent results. North American tourist trade has been big this year, and all casinos make a strong bid for their patronage.

VAUDEVILLE REVIEWS

(Continued from page 23)
an unusual song and dance routine. He warbles *Over the Rainbow*, then demonstrates how a singer in films would sing it as the sound equipment goes haywire. He encores with a burlesque on opera singers, repeats again with an eccentric dance, and juggles imaginary balls. His final call results in a performance of an Apache dance with an imaginary partner.

Emsee Harding offers a neat vocal of *Blue Champagne*. Possesses a pleasing baritone voice and genial disposition and should go far in show business.

Ace spot goes to Rulson, Morgan, and Baron. Rulson, a statuesque, dignified-appearing gent, is introduced as the orchestra's splendid conductor for the celebrated ballroom team of Morgan and Baro. The dancers perform a few steps then suddenly switch into a comic adagio, in which Conductor Rulson also becomes involved. Girl finally strips to a cute abbreviated costume which wins hurrahs from the audience.

First night's business good; audience reception excellent. Accompanying pic, *Scattergood Pulls the Strings*.
Bob Locke.

Majestic, Dallas

(Reviewed Saturday Afternoon, Aug. 16)
Celebrating its 35th anniversary, the Majestic made no mistake in bringing in Abe Lyman's Californians and a smart five-act revue. Theater should have a lush week, judging from Saturday's packed houses.

Revue is excellently staged, beautifully costumed, well balanced, and moves fast enough to hold attention. Band keeps to center of stage thruout show. Its music is a treat, setting a nice tempo for entire revue. Lyman emsees in a smooth, easy manner that goes over.

Ben Yost's Varsity Six were pleasing in *I Want What I Want When I Want It* and were enthusiastically applauded on their medley of college songs that wound up with *Eyes of Texas*.

Top billing goes to Rose Bland, where dynamic personality and vibrant voice sold well in *They Threw Rocks at Columbus*. They called her back on *Daddy and Scrub Me Mamma With a Boogie Beat*.

Wally and Vernon Stapleton, Hollywood dance team, were plenty good in a tap routine and got an extra call on their comedy-acro turn. Frank Parris did a swell job singing *Yours*.

The Three Sailors offered a song and dance turn of nitwit stuff that was only fair. Billy Shearman was a real favorite in singing *Dolores* and *I'll Understand*.

A talent contest sing, with Lyman presenting three local singers, was a crowd-pleaser. Band closes on a beautifully lighted stage, doing a medley of Irving

Berlin's hit tunes. They brought the house down with *Melancholy Blues*. Picture is MGM's *Ringside Masie*.
Frank W. Wood.

ORCHESTRA ROUTES

(Continued from page 14)
Shepard, Eddie: (Park Casino) Phila., nc.
Sherr, Jack (Club Ball) Saratoga, N. Y., nc.
Shevlin, Pat (Evergreen Casino) Phila., nc.
Siegel, Irving (Northern Red Deer Rendezvous) Phillips, Wis., D.
Silhouettes, Four: (DeWitt Clinton) Albany, N. Y., h.
Sims, Paul: (Cabin) Cleveland, nc.
Sissle, Noble: (Diamond Horseshoe) NYC, nc.
Smith, Russ: (Rainbow Grill) NYC, nc.
Smith, Stuff (Garrick Bar) Chi, nc.
Socarras (The Plantation) Long Branch, N. J., ro.
South, Eddie: (Cafe Society Uptown) NYC, nc.
Spanier, Muggsy (Idora) Youngstown, O., 9-22, p.
Spierer, Harold: (Park Lane) NYC, h.
Spivak, Charlie (Madison Sq. Garden) NYC 27; (Lakewood) Mahanoy City, Pa., 28, p.
Stabile, Dick (Coney Island) Cincinnati 16-22, p.
Stamois, Spiros: (L'Aiglon) Chi, re.
Sterling, Frank: (Alpine Tavern) Atlantic City, nc.
Stoeffler, Wally (Riley's Lake House) Saratoga, N. Y., ro.
Stolzenberg, Ray (KATE) Austin, Minn.
Stower, Jules (18 Club) NYC, nc.
Strand, Manny (Earl Carroll's) Hollywood, Calif., nc.
Strickland, Don (Bartlett's Beach) Jackson, Mich., p.
Strong, Benny (Ansley) Atlanta, Ga., h.
Sylvio, Don: (Bertolotti's) NYC, nc.

Tan, Jimmie: (Kaufman's) Buffalo, nc.
Teagarden, Charles (Park) Chippewa Lake, O., 16-22.
Terry, Frank: (McVan's) Buffalo, nc.
Thompson, Grant (Enduro) Brooklyn, re.
Thornhill, Claude (Paramount) NYC, t.
Toibert, Skeets (Cuba's) Asbury Park, N. J., nc.
Trace, Al: (Ivanhoe) Chi, nc.
Tucker, Harry (Geide's) Centerport, L. I., N. Y., nc.
Tucker, Orrin (Edgewater Beach) Chi, h.
Tucker, Tommy (Berkeley-Carret) Asbury Park, N. J., h.
Turner, Bill (Hickory House) NYC, nc.

Ufer, Eddie (Toledo Beach) La Salle, Mich., b.
V
Varrol, Tommy: (Club Ball) Brooklyn, nc.
Varzos, Eddie (Providence) Providence, R.I., h.
Venuti, Jim (Hopkins' Rathskeller) Phila., c.
Vierra, Jack (Young's) Parkersville, N. Y., h.
Vierra, Al: (Ivanhoe) Chi, r.

Wagner, Perc (Carlisle) Allentown, Pa., c.
Wald, Jerry (The Pier) Buckeye Lake, O.
Walsh, Jimmy (Casino Gardens) Ocean Park, Calif., b.
Wasson, Hal (Rochdale Inn) Montague, Mich., h.
Weeks, Anson (Muehlebach) Kansas City, Mo., h.
Wendell, Connie (Acc of Clubs) Odessa, Tex., nc.
Whitehead, Jack (Bath & Surf) Atlantic City, nc.
Whitney, Palmer (McCurdy) Evansville, Ind., h.
Williams, Claude (Kelly's Stables) NYC, nc.
Wilson, Teddy (Cafe Society Downtown) NYC, nc.

Y
Young, Eddie (Lake Club) Springfield, Ill., 16-29, nc.

SUPER SOUND PROGRAMS! Only \$13.50 Per Week
ALSO Over a hundred programs at only \$9.75 per week. Our motto: Good prints. Good service. Good pictures. Join the "Institution" family of happy roadshowmen. Send for your free copy of our latest "Roadshowmen's Catalog & Booking Guide" today.
INSTITUTIONAL CINEMA SERVICE, Inc.
1560-D BROADWAY NEW YORK

HERE'S YOUR CHANCE
ALL YEAR BUSINESS NO INVESTMENT SHOW TALKIES
Show Talkies-Theatrical towns your territory waiting. We furnish Films, Sound Projector, etc. Write for Details
BERTRAM WILLOUGHBY PICTURES, INC.
1800 Broadway, New York, N. Y.
or
IDEAL PICTURES CORPORATION
28-34 East 8th St., Chicago

\$19.50 PUTS YOU IN SHOW BUSINESS
We ship you everything, motion picture projector, sound equipment, talkies. Guarantee you to make good. Show you how to line up circuit from the 5,000 theatreless towns in U.S.A. Make up to \$50.00 week. Write Southern Visual, Box B-8, Memphis, Tenn.

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

Cutting It Short

By THE ROADSHOWMAN

Harry Bannister, operator of the Old Mill Movies at Stewartville, N. J., was guest speaker at the Allentown, Pa., Rotary Club meeting August 8. Offering his patrons 16mm. prints of old-time movies, Bannister was presented to the Rotary members as the progenitor of the newest entertainment novelty in the vast array of summer theater fare on the Atlantic Seaboard. Following his talk, relating his many experiences, Bannister presented a brief program of the old-time movies featured at his Old Mill, with sound effects by the popular Sid Lubin.

Playtime Park, Strinestown, Pa., near York, has added open-air 16mm.-film showings to the many park features. Using both silent and talkies, the program is changed nightly, featuring full-length features, with selected comedies and shorts making up the Wednesday evening programs. Harold Lloyd in *Feet First* was the first feature. Adults are charged 15 cents with children under 12 admitted free.

The Final Curtain

BARRETT—Oscar, 95, British pantomime producer and musician, recently at home in St. Margaret's Bay, Kent, England. He was the first musical director of the Tyne Theater, Newcastle. He later worked for George Conquest, producer of pantomimes, and composed music for this type of show at the Grecian Theater, London. For 25 years Barrett was at the old Crystal Palace staging pantomimes. He presented Ellaline Terriss in the title role of *Cinderella* in London. The production later came to this country. He leaves a son.

In Memory of My Dear Husband

HARRY C. BAKER

Who passed away August 23, 1939

MRS. HARRY C. BAKER

BLACKTON—J. Stuart, 66, pioneer film producer and former associate of the late Thomas E. Edison, August 13 in Hollywood of injuries sustained in an automobile accident. Blackton entered the motion picture field in 1896 and was a founder of the old Vitaphone Company, producing such films as *The Christian*, *The Battle Cry to Peace*, and *Raffles the Amateur Cracksman*. Among the stars employed by Blackton were Mabel Normand, Maurice Costello, Lillian Walker, Anita Stewart, Carlyle Blackwell, John Bunny, and Norma Talmadge. He sold the Vitaphone Company to Warner Brothers in 1925. He was married three times, to Paula Hilburn in 1908, Helen Stahl in 1931, and Mrs. Evangeline Russell de Rippeteau, actress known as Evangeline Russell, in 1936. In 1915 he organized and headed the Motion Picture Board of Trade, which later became the Motion Picture Producers' Association.

BURBA—Will R., 54, secretary of the Coast Music Company, at his home in Los Angeles August 9 of a heart attack. Following services there August 12 body was sent to Louisville, Ky., for burial. Survived by widow; two brothers, one of Los Angeles, the other in Louisville, and two sisters, both of Nashville, Tenn.

BURNS—Dewey B., canvasser on the *Swing Revue* with Rubin & Cherry Exposition, in Columbus Hospital, Great Falls, Mont., August 7. Services from St. Ann's Cathedral, with interment in Mount Olivet Cemetery, Great Falls, August 9.

CARTMELL—Mrs. Emily C., 65, former wardrobe mistress for the Al G. Field Minstrels, recently at her home in Columbus, O., of a heart attack. Survived by her husband, John; a daughter, Mrs. Catherine Kerkow; a brother, W. C. Strible, and a sister, Mrs. William Semler.

CHESBROUGH—William C., 45, former theater operator of Columbus, O., August 11 from injuries sustained in an auto collision near Xenia, O. He retired in

Cordelia Howard

Cordelia Howard (Mrs. Edmund J. MacDonald), 94, former actress who played the part of Little Eva in the first performance of *Uncle Tom's Cabin* 88 years ago, died August 9 at her home in Belmont, Mass.

The first performance of the Harriet Beecher Stowe classic took place on the night of September 27, 1852, at the Troy Museum, Troy, N. Y. Miss Howard's father, the late George C. Howard, lessee of the theater, was owner and director of the company, and also appeared in the play as St. Clare. Her mother, the late Caroline Fox Howard, played the roles of Cloe and Topsy. Miss Howard was then four years old. The dramatic emphasis of the play was placed on Little Eva, not Uncle Tom, and Miss Howard was a hit.

Howard presented the play for eight years in this country and abroad and retired to Cambridge, Mass. Miss Howard continued in the role of Little Eva for those eight years, and retired when her family went to Cambridge to live. She was then 12 years old.

When she was 20 years old she married Edmund J. MacDonald. He died in 1887 and her father also died in that year. Her mother's death took place in 1908.

She leaves a brother.

Services were held August 11 at the Story Chapel, Mount Auburn Cemetery, Cambridge, Mass.

1940. He formerly operated two theaters in Dayton, O. His mother and a son, William Jr., survive. Services and burial in Columbus.

COLLINS—Thomas, vet concessionaire with Dixie Belle Shows, in Clark County Hospital, Jeffersonville, Ind., from injuries sustained when struck by an auto in Charlestown, Ind. Body was shipped to Cincinnati for burial in Arlington Memorial Park. His widow survives.

DAKIN—Eleanor, 75, actress known long ago as Bertie Fowler, August 8 in Los Angeles, apparently of natural causes.

DETRE—Frank, 65, veteran circus employee, July 9 at the home of a sister in Coffeyville, Kan., of a heart attack. He was formerly with Ringling Bros., Downie Bros., Russell Bros., and other circuses. Survived by two sisters, Mrs. Rebecca Field and Mrs. Artie Case, both of Coffeyville, and one brother, Sam, of Caney, Kan.

DICKSON—David F., business manager of Station KDKA, Pittsburgh, following an operation August 6 in Allegheny General Hospital, that city. He had been with KDKA since 1929. Survived by his widow, Etta; his mother, Mrs. Anna Dickson; a son, George, and two daughters, Mrs. Jesse D. McCloskey and Mrs. Caroline D. Cuttino.

DOLAN—Marie T., concert singer, August 7 at her home in Philadelphia after a long illness. Services August 12 in Philadelphia with burial in Cathedral Cemetery there.

FISHER—John, 42, of Fisher Brothers' Athletic Show and concessions, at his mother's home, Rock Island, Ill., recently. Survived by his widow, Eva; his mother, two sisters, and a brother. Burial in Rock Island.

FORRESTER—John, 29, well-known concessionaire formerly with Mighty Sheesley Midway and World of Pleasure Shows, by drowning in Gillett's Lake, Jackson, Mich. He was employed by Eaton Manufacturing Company at the time of his death. His widow, Zara; a stepson, Donald Carlson, and a brother, Gilbert, Parrish, Ala., survive.

HUBBARD—E. Kent, 72, vice-president of Eastern States Exposition, West Springfield, Mass., at his estate at Middletown, Conn., August 7 after a short illness. He was president of the Connecticut Manufacturers' Association since 1918 and former president of the Maxim Silencer Company, Hartford, Conn.

HURWITZ—Louis, veteran concessionaire at Ocean City, Md., August 7 in Atlantic City Hospital. His widow, two children, his mother, and a sister survive. Services August 8 in Philadelphia, with burial there.

KARASIK—Harry F., 53, East Bronx district manager of the Loew Circuit, August 9 at home in New York of a heart condition. Karasik came to this country from Russia and became associated with the late David Picker. He joined Loew's in 1920 when the Picker theaters were taken over by them. He had been manager of Loew's Rio, Victory, and Oriental theaters and became a district manager in 1933. He leaves his wife and two daughters. Buried in the New Mount Carmel Cemetery, Queens, N. Y.

KAY—Mrs. Bert (Dorothy Leonard), wife of Bert Kay, taker at Luna Park, Coney Island, N. Y., August 9 at the Israel Zion Hospital, Brooklyn. Buried in the family plot in Nova Scotia, Can.

KENNY—Bert, 57, manager of Loew's Burnside Theater, New York, August 12 at home in Englewood, N. J., after an internal hemorrhage. He was first employed by Nicholas and Joseph Schenck at Palsades Amusement Park and later managed several Loew's theaters in New York. Services August 16 at the Church of the Madonna, Fort Lee, N. J.

KERR—Mrs. J. N., 92, mother of the late B. W. (Fido) Kerr, well-known pitcher, in Vinton, Ia., July 29. Burial in Garrison, Ia.

LIGHT—David H., 48, publisher of musical and theatrical magazines, August 11 in a Pittsburgh hospital after a short illness. He was editor and publisher of *The Pittsburgh Musical Forecast* and *This Week in Pittsburgh*. He was also owner-manager of the Amusement

Publishing Company, which published programs for Pittsburgh's concerts.

MACLOED—Talmadge J., 41, radio technician for the Columbia Broadcasting System, August 10 in Braintree, Mass., of a heart attack. He was a member of the Institute of Radio Engineers of America. He leaves his wife, his parents, and four brothers.

MCCOY—Robert E., 40, former Cincinnati trombonist and band leader, fatally injured August 15 in Evansville, Ind., when he fell down an elevator shaft. At one time he played in Paul White-man's orchestra. Survived by his widow, Cecilia; four children, and a brother. Services and burial in Cincinnati.

MCDONALD—Mrs. E. J. (Cordelia Howard), 94, reputedly the first child to play Little Eva in *Uncle Tom's Cabin*, recently in Belmont, Mass. She played Little Eva almost 90 years ago.

MOULES—Frank G., 38, orchestra leader, suddenly at his home in Halifax, N. S., recently. Surviving are his widow, a daughter, Dolores; his parents, and two sisters. Interment in Halifax.

PARKER—J. J., Portland, Ore., theater executive, August 15 in that city of a heart attack. He was president of J. J. Parker Theaters and formerly was a partner in a firm that controlled all first-run theaters in Portland.

PARSONS—James Edward (Judge), legal adjuster formerly with J. Augustus Jones, Downie Bros., and World Bros.' circuses, at his home in Norfolk, Va., July 23. Survived by his widow and a son, James. Interment in Magnolia Cemetery, Norfolk.

PAYNE—Frederick, 74, sponsor of many dancing and skating halls in England and for many years managing director of the Olympia Theater, London, recently in Devonshire, England. He had been associated with C. B. Cochran in staging *The Miracle* at the Olympia Theater. He founded the Lotus Club, one of London's first night clubs.

PROCTOR—George, 67, well-known in outdoor show circles, August 5 at the rodeo grounds in Dublin, Tex. Proctor entered the outdoor amusement field when 13 years old with the P. T. Barnum Circus. He later owned and operated his own shows and at the time of his death was with the Bob Hurst Shows. His widow, Emma, and two sons, George Jr. and Richard, survive. Burial in the old Dublin Cemetery August 6.

REED—Moses, 86, retired veteran band leader, in Minneapolis August 3 of a heart attack. Reed conducted bands for almost 60 years, the first of which was the Moses Reed Concert band about 1878 in Sioux City, Ia. He was a member of the Iowa Bandmasters' Association and for a number of years conducted the Sioux City Shrine Band. Burial in Sioux City August 6.

REYNOLDS—William D., 80, former president of Station KLZ, Denver, of a heart attack at Rapid City, S. D. He and his son, the late Dr. William D. Reynolds Jr., founded KLZ, which is now operated by the Oklahoma Publishing Company. Survived by his widow, a daughter, Gertrude, and a son, Dr. George W. Reynolds, Minneapolis. Services and entombment in Denver.

RICH—Louis, 36, memory expert, August 15 in Milwaukee. Rich was secretary and accountant for Horace Heidt's orchestra.

ROCKMAN—Otto, 60, well known in show circles in Chicago, in that city August 9. Years ago he was manager of Freiberg's and co-owner of the Deauville Club, Chicago niteries. Survived by his widow.

RUDICK—Herman, well-known concessionaire at a number of world's fairs, August 3 in Jackson Memorial Hospital, Miami. He was an active member of the Showmen's League of America. Body was sent to Chicago for burial in the family plot August 6. His widow, mother, and two brothers survive.

SMITH—Clarence E., 70, president of Midland Theaters, Newark, O., and well-known as a theater operator in Central and Southeastern Ohio, recently at his home in Marietta, O. A son survives.

SMITH—Michael, 58, veteran concessionaire, in City Hospital, Atlantic City, August 12 after a five-year illness. Survived by his widow, Lillian, and a step-daughter, Mrs. George Murray, who dances under the name Eileen Hubert.

Services at Jeffries & Keates funeral home, Atlantic City, with burial in Pleasantville Cemetery, that city.

SPIROS—John, 57, maitre d'hotel of Colosimo's Chicago night club and former operator of the Villa Rica and Club D'Athens, Chicago, in that city August 12. Survived by his widow and a son.

VOITE—James, radio singer and producer, August 6 in Cleveland of a heart attack. He leaves his wife and a son.

WARNER—Richard R., 26, former Erie, Pa., orchestra leader, August 4 in Meadville, Pa.

WHITE—James, 72, cornetist, at his Amherst, N. S., home of a heart attack. He had been featured with numerous bands and orchestras thruout the provinces for 50 years. Surviving are his widow, a son, and three daughters.

WILSON—Charles Herbert, former character actor, August 9 in Cook County Hospital, Chicago. His widow and two children survive.

WOODS—Mrs. Alice, mother of Betty and Beverly Woods, known professionally as the Woods Sisters, in an auto accident August 10 near Albany, N. Y. Also survived by her husband, a son, and another daughter.

YOUNG—Frank, retired acrobat, drowned July 31 in Dollar Lake, near his home at Kee-Goo, Mich. He and a brother, Jacob, had an aerial act with Hagenbeck-Wallace and other circuses. Two brothers and four sisters survive. Services August 4 at the Huntington Funeral Home, Pontiac, Mich., with burial in that city.

Marriages

COOGAN-PARRY—Jackie Coogan, former movie star, and Flower Parry, non-pro, in Gardnerville, Nev., August 10.

FELTS-POTTER—Arthur Felts, ride superintendant with Magic Empire Shows, and Lola Mae Potter, dancer on Reynolds & Wells Shows, in Blain, Neb., August 9.

GERNANNT-JANUARY—William Gernannt, business manager for Professor Quiz, radio feature, and Lois January, musical comedy singer, August 13 in Kansas City, Mo.

HELTON-MILLER—Herman (Curly) Helton and Mary Eileen Miller, daughter of Fred Miller, of the Flying Millers, free act with Alamo Exposition Shows, in Burwell, Neb., August 9.

HOSEK-ZEIDLER—District Attorney Daniel T. Hosek and Catherine Zeidler, employee of the Adler Theater Company, in Marshfield, Wis., August 7.

McKNIGHT-WYLLIE—Dick McKnight, assistant scripter on the NBC *Hap Hazard* program, and Anne Marie Wyllie, Glencoe, Ill., August 12 in Glencoe.

MOON-BLOSSOM—Harold Moon, non-pro, and June Blossom, actress, August 12 in Palm Beach, Fla.

SPEARS-DALRYMPLE—Henry Spears and Eleanor Dalrymple August 9 in Auburn, Neb.

WENDLING-WEINERT—Puck Wendling, account executive of Station KVOE, Santa Ana, Calif., and Helen Weinert, non-pro, in Redondo Beach, Calif., July 19.

WORDEN-QUIRT—James Worden, accountant with Paramount Pictures, and Lorraine Quirt August 2 in Milwaukee.

Births

A son to Mr. and Mrs. Kolbmann August 5 in Philadelphia. Father is sports director and announcer of Station WHAT, that city.

A son, Robert Clayton, to Mr. and Mrs. Raymond Behee in Hollywood Presbyterian Hospital, Hollywood, July 23. Parents are aerial performers.

A son to Mr. and Mrs. Martin Block at Le Roy Sanitarium, New York, August 9. Father is conductor of Station WNEW's (New York) *Make Believe Ballroom* program.

A daughter, Judith Darlene, to Mr. and Mrs. Melvin (Froggie) Epperson in Milan, Tenn., recently. Father formerly was *The Billboard* sales agent on Sol's Liberty Shows.

Divorces

Virginia Burrows Ree from Max Emil Ree, film costume designer, in Reno, Nev., August 11.

Natalie Park Vickland, singer, from Paul Melvin Vickland, radio announcer, in San Francisco August 13.

Mary Lunda, night club singer, from Robert Truehaft, also known as Bobbie True, in San Francisco August 13.

Zeiger United Does Biz at Helena Date

HELENA, Mont., Aug. 16.—C. F. Zeiger United Shows opened a week's stand here August 5 to perfect weather and good crowds, and gross business for the date was good. American Legion Post, sponsor of the event, was active in promotion work. Carnivalgoers remarked the company was "above average." Rides and all equipment were in excellent shape, most of them newly painted. Concessions were well-patronized, as were shows and rides.

Rides included a Rolloplane, Tilt-a-Whirl, Merry Mix-Up, Ferris Wheel, Octopus, and Merry-Go-Round. Capt. J. B. Smith, Deming, N. M., and his diving ponies were popular. Shows came here from Bozeman, Mont., where they played to good business at the second annual Bozeman Round-Up.

Penny Arcade Men Asked To Protest Bill To Tax Games

LONG ISLAND CITY, N. Y., Aug. 16.—William Rabkin, president International Microscope Reel Company, Inc., and Fred L. Markey, secretary New England Section, National Association of Amusement Parks, Pools, and Beaches, this week released letters to Penny Arcade operators, members of the coin machine industry, and park men anent the new tax bill recently passed by the House of Representatives and now before the Senate Finance Committee for final consideration. In the belief that some of the operators and park men are not fully acquainted with the proposed bill, both Rabkin and Markey have called the matter to their attention, suggesting that they immediately wire their Senators as well as the Senate Finance Committee asking for some consideration.

The letter sent out by Rabkin (a similar one was released by Markey) which calls attention to Section 555, which directly affects the coin machine industry with reference to coin-operated amusement and gaming devices, follows: "If you are not already acquainted with the new Revenue Act of 1941 (HR 5417) and specifically with the section referring to tax on coin-operated amusement and gaming devices, we believe it is to our mutual interests that we call this matter to your attention.

"Under Section 555 the law reads 'Every person who maintains for use or permits the use of, on any place or premises occupied by him, a coin-operated amusement or gaming device, shall pay a special tax of \$25 per year in respect of such device and shall pay an additional special tax of \$25 per year for each additional such device also maintained for the use of which is so permitted.' The definition of the term 'coin-operated amusement or gaming device' would include practically every type of amusement device in your Penny Arcade.

"We know that most of the amusement park and Penny Arcade operators (See PROTEST GAMES TAX on page 30)

Jones Expo Signs Del Rios

CANTON, O., Aug. 16.—Del Rio Midgets, managed by Glen M. Jacobs, and a midway attraction with Mighty Sheesley Midway for the past month, have been signed by the Johnny J. Jones Exposition and will join the show on August 18. Jacobs announced this week. Act will be presented in a newly framed top, with modernistic front and effective neon lighting. Blackie Jacques, former Illusion Show operator with Dodson's World's Fair Shows, will work the front and have charge of the presentation.

Be Safe Than Sorry In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated August 30, under the title of "What Is Unfair Competition?"



THIS GROUP, representing executive staff and personnel of Crafts 20 Big Shows, attended the organization's annual picnic on July 26 at Lake Yosemite, Merced, Calif., for the benefit of the Pacific Coast Showmen's Association. Event proved highly successful and netted the club a tidy sum. Chairman John Lynch plans to stage another similar event later in the season.

Sheesley Is Winner At Canton Festival

CANTON, O., Aug. 16.—Mighty Sheesley Midway, presenting the attractions for the Maccabee Lodge Summer Festival on a new lot on Canton-Massillon Highway here, wound up a highly successful week's engagement last Saturday night. Opening attendance was big and it increased nightly thereafter until the final night when 8,400 paid admissions were registered.

Gross on the week was estimated at slightly less than \$10,000. Ideal weather prevailed and concessions obtained top play, with some of the shows and rides doing only fair business. Pollock's Cannon Act, free attraction, proved popular.

Park Amusement 12-Week Alexander Stand Clicks

SHREVEPORT, La., Aug. 16.—Closing a record stand of 12 weeks in downtown Alexandria, La., Park Amusement Company opened a nine-day engagement on Barksdale Boulevard, Bossier City, just across the Red River August 9.

Headed by Cliff Liles, Lake Charles, shows are carrying 6 rides and 12 concessions. A plantation show is a midway feature. Organization is transported on nine trucks and three railroad cars.

Harold Bast, general chairman of the sponsoring committee, and C. H. Todd co-operated.

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

By STARR DE BELLE

Sun Hearth, Ill.
Week ended Aug. 16, 1941.

Dear Editor:

The past week found the show located on a sun-baked stretch of prairie in Southern Illinois. The word humid isn't fit for weather conditions that prevailed. We had every kind of heat ever heard of. We had the affects of the sun's rays, fire, the heat of agitation, ardor, vehemence, and even the heat of flushed faces. The worst heat of all was the last heat in a race that enriched a bookie with last week's gross.

Arriving late on Sunday, unloading of the train was held up until Monday morning. So hot were the streets and asphalt that our wagons cut deep grooves and some were even stuck a mile from the lot. The wagon jacks were so hot that it was almost impossible for the men to work them. The streets were so

hot that our elephants refused to walk on them and had to be trucked to the lot. Even our people had to walk on dusty side streets to get to the grounds. The management insisted on the show being set up, hot or cold. The ride steel on the wagons was so hot that the men couldn't touch it, even with heavy gloves on. After 10 or 15 of the workingmen had passed out it was decided to wait until after dark.

Work during the night was slow, but by sunrise all shows and rides were ready for a Tuesday opening. The cook-house served at 9 a.m. No gasoline truck had arrived and all steaks, chops, and eggs were fried on the griddle, which was heated by the sun. The call for ice water and cold drinks was terrific, but we couldn't get any ice. The ice company tried to reach us with truck-

(See BALLYHOO BROS. on page 30)

Lewis Gross at Flourtown Fair Shows 40% Hike

FLOURTOWN, Pa., Aug. 16.—Art Lewis Shows' initial appearance as the midway feature of the 10-day Greater Flourtown Fair here saw the shows register gross business increases of over 40 per cent above any previous year. Total attendance was estimated at 250,000, with an average 30,000 gate nightly. An increased advertising and publicity budget permitted William J. Goss, secretary, and Scoops Smith, publicity director, more extensive use of Philadelphia papers and radio stations and resulted in attracting more than 100,000 additional patrons this year.

Newspapers acclaimed the midway one of the largest and best seen in this area, and The Bulletin contributed a lengthy feature on the modern trend in carnival construction. Princess Mary, three-year-old chimp from Fred Munn's Animal Show, was the subject of a feature story when she made a buying trip in the city. Shows obtained good co-operation from fair officials.

Among the many midway visitors were Simon Krause, Phil Berg, Gene Murphy, Sam Burgdorf, Jake Shapiro, Ben Weil, Mat Riley, Mr. and Mrs. Ted Miller, Sam Glass, and John M. Liddy, secretary National Showmen's Association. Mrs. Herman Bantly, accompanied by Mrs. Billy Lane and Mrs. Staunko, Bantly's All-American Shows, were guests of President Art Lewis at a luncheon party.

Charles Lewis, general manager, was host to Blanche Henderson, Ethel Gross, Dorothy Packtman, and Magnolia Hamid. A new war exhibit joined here, coming in from Revere Beach. Many new concessions were added here for the fair season. Roy B. Jones entertained his family and many friends from Norristown, his home town. Judge Burnette Holland, Jones's cousin, and his family were midway visitors, it being their first time on a carnival grounds. Numerous scribes from Philadelphia papers were guests of the shows and a special table was reserved for them in the midway restaurant at all times. Ralph Beaver Strassburger, owner of The Norristown Times, visited briefly.

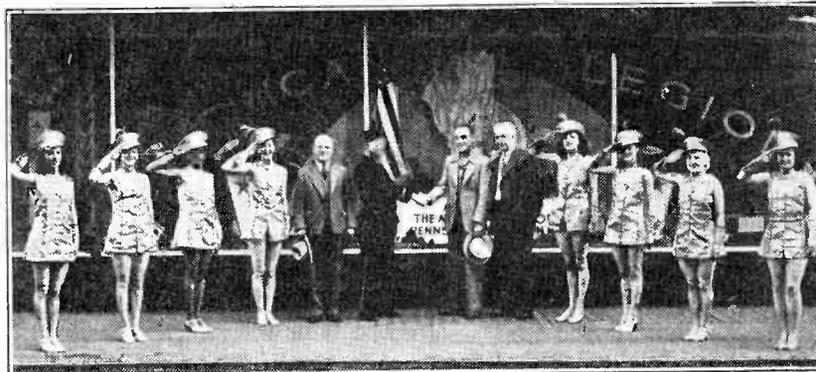
Beatty Top Damaged In N. Chi Blowdown

CHICAGO, Aug. 16.—A rain and wind storm which hit North Chicago (near Waukegan) early Monday morning blew down the Clyde Beatty animal show top on Johnny J. Jones Exposition, causing considerable damage. A middle piece was so badly damaged that a new one was necessary.

Beatty immediately phoned the U. S. Tent & Awning Company here and by 8 o'clock S. T. Jessup and George Johnson had the canvas on the grounds. Repair of the top was completed in time for the night performance.

Elliott's Damage Heavy

AMHERST, N. S., Aug. 16.—Frank J. Elliott, owner-manager of Frank Elliott's Shows, said here this week that much of his equipment had been demolished on the grounds at Truro, N. S., in a soldiers' riot following a dispute at a concession. Only equipment left standing was the Ferris Wheel, but all tools for the ride were stolen, the engine damaged, and all crates were broken, he said.



PARTICIPATING in opening ceremonies of Pennsylvania State convention of the American Legion in Altoona were Co-Owner John W. Wilson and members of Cetlin & Wilson Shows, midway attraction. Many store window displays featured the Legion motif, such as this one which served as a background for the girls in military costumes from Mrs. I. Cetlin and Mrs. John W. Wilson's Paradise Song and Dance Revue. Pictured left to right in the welcoming ceremony extended to the shows by Legion officials are Lorana Gallion, Peggy Lowry, Princess Olga, Maxine Thompson, Miss America Show; James K. McNeal, Legion official; Altoona Post Commander William C. Cole greeting Wilson; Frank J. Toole, Legion Convention Corporation committee chairman; Maxine Britton, Kitty King, Babs Keller, and Dotty Lindy. Photo by William F. Mahon, Altoona Tribune.

Ecuador and Its Amusement Possibilities

By J. M. Sheppard

will be a feature of

THE BILLBOARD'S FALL NUMBER

Dated August 30

14 CLASS "A" FAIRS 14

LEHICTON, PA.
AUG. 25-30

EBENSBURG, PA.
SEPT. 1-6

STAUNTON, VA.
SEPT. 8-13

ART LEWIS SHOWS, INC.
CAN PLACE

SHOWS—Midget, Fat Show, Glass House, Unborn.
RIDES—Kiddie Rides (exception Autos), Pony Track.
CONCESSIONS—Lady Readers for Office Palmistry Booths; Legitimate Concessions. Have opening for A-1 Neon Man (we have our own plant). Workmen in all departments, Dancers for Revues. Train help. Jack Goldie wants Spot Joint Agents. Gene O'Donell wants Bingo Help. Address ART LEWIS, BEDFORD, PA.

WANT COLORED CHORUS GIRLS

Light Brown, under 25 years, under 130 pounds. Salary fifteen dollars, berth and board free. Can always place good sober Musicians and Performers. State your instrument or what you do. Wire

LEON CLAXTON

ROYAL AMERICAN SHOWS, St. Paul, Minn.

BYERS BROTHERS' SHOWS (Jimmie) Want

Custard, Novelties, Pitch Till You Win, Candy Floss, and other Legitimate Concessions. Want Shows with own equipment. Good opening for Monkey, Illusion, Wax, Fun House, Athletic. What have you? Want man to take charge of Geek Show. Doc Swain or Blackie Pike, wire. We play Bevier, Mo., Aug. 18-23; Hamilton, Mo., Aug. 25-30; Novinger, Labor Day, Aug. 31-Sept. 1; Albany, Mo., Sept. 2-6. and other Celebrations; then ten weeks in the Cotton. Address JIMMIE BYERS, as per Route. P. S. — Can use Ride Help.

WANT SIDE SHOW ATTRACTIONS

High-Class Feature—Frank Lentini, 3 Legged Man, and others, answer. Good Bally-Attraction, Working Acts, Class Blower, Punch & Judy, and others. Second Openers. People working for me before, wire. All Fairs to December, then store Show all winter. 1942 season opens early in February. Playing best of everything in Texas. Longest season in the business. Also want Lady Lecturer for Muscum of Anatomy (Birth), and Man for Crime Show. Address:

JOE DARPEL

Care BILL HAMES SHOWS

GAINESVILLE, TEXAS, AUG. 18-23; ARDMORE, OKLA., AUG. 25-30

WANT FOR 3 DAY FREE FAIR AT ONAGA, KANS., AUG. 27-28-29	WANT CONCESSIONS OF ALL KINDS. CAN USE SHOWS WITH OWN OUTFITS.	WANT CONCESSIONS AND SHOWS WITH OWN OUTFITS. RIDE OPERATORS IN THIS VICINITY: I have a Tilt-A-Whirl, Ferris Wheel, Merry-Go-Round and Mix-Up. Any Rides you have that do not conflict with the above, can give you 3 good days' business.
WANT FOR AMERICAN FEDERATION OF LABOR PICNIC, TO BE HELD AT WILDWOOD LAKES 10 miles from Kansas City), 3 days, Sunday, Aug. 31; Labor Day, and Sept. 2. There will be plenty folks here.	WANT CONCESSIONS OF ALL KINDS.	
WANT FOR 3 DAY STREET CELEBRATION AT BLACKBURN, MO., SEPT. 4-5-6. Orrin Jones: Can use your Popcorn Concession for these three spots. HAVE FOR SALE: 16 SEAT CHAIRPLANE COMPLETE FOR \$300.00 CASH. ADDRESS: TONEY MARTONE, HEART OF AMERICA RIDES, REID HOTEL, KANSAS CITY, MO.		

8 BIG DAYS PIONEER SHOWS WANT Including Sunday and Labor Day

OLYPHANT, PA., AUG. 25TH TO SEPT. 1ST, NORTHEASTERLY PENNSYLVANIA FIREMEN'S CONVENTION

325,000 drawing population. Pay day every day. Everything working full blast. Want Concessions, Shows, Rides not conflicting. Reasonable rates. Can place two more Free Acts to complete Show. Sykes—Joe Bruno, contact Tom Fallon. Bands, Fire Co.'s, Parades; town decorated. Will pay cash for Ferris Wheel, Octopus, Ride-O. Answer

Biggest Convention in N. E. Pa. MICKEY PERCELL, Fair Grounds, Towanda, Pa. Fair Secretaries, Contact Me—Have a Few Open Weeks. **8 BIG DAYS**

MARQUETTE, MICH., FAIR (AUG. 26-30)
U. P. STATE FAIR, ESCANABA (SEPT. 1-7)

The two outstanding Fairs in Northern Michigan. Iron mines working day and night. Plenty of pay roll. Escanaba opens with a big Labor Day Celebration. Also Free Gate in the daytime. WANT—Rides not conflicting. Can use one more outstanding Flat Ride. Shows of all kinds; Can place Lead Gallery, Penny Arcade, Fish Pond, Scales, Pitch-Til-Win, Cigarette Gallery, Huckley Buck, Ice Cream, Pop Corn, Cotton Candy, and Eating and Drinking Concessions of all kinds. These two Fairs will get you the winter B. R.

WORLD OF PLEASURE SHOWS
CHEBOYGAN, MICH. (ALL THIS WEEK)

WANT---COTTON STATE SHOWS---WANT

Rides not conflicting. Good proposition for Wheel or Octopus; Shows with own outfits, 25%; Rough House Johnnie, come on. Concessions—Pop Corn, Custard, Frozen Sweets, Name Joint, Bumper Store, Ham Wheel, Grind Stores all open. Grab Joints for Biggest Labor Day week in Mo. Leadwood, Mo., Masonic Celebration, 6 big days and nights; Contests, Prizes and Awards Sat. Want four Free Acts for week; prefer those with Concessions. Platform Acts. Prairie du Rocher, Ill., this week; Chester follows; then the big one, Leadwood, Mo., Labor Day. RAY D. JONES, MGR.

BALLYHOO BROS.

(Continued from page 29)

loads but, due to the intense heat, all that arrived on the lot were trucks dripping with water. The water pipes that ran to the lot gave out nothing but boiling water. This made it easy for the steam calliope fireman, who filled his boiler and let the sun bring up the steam.

The show opened only to our committee members, who were hot under their collars because we had lost Monday. The auspices, billed as the Hostile Hothotheaded Hothouse Anti-Sun Heat Association, added much to the already killing heat. That night at 11 o'clock, with the thermometer registering 110 in the moonlight, a loud, overheated, sweaty debate—the committee vs. the office—held sway in the center of the lot. Louder and hotter the words and the heat became. All electric fans on the lot were turned onto our debaters to keep them from kicking over, while our committee grew hotter and hotter from the steam of our calliope. They took it and the office dished it. At dawn neither side had won a point. The sun finally made it a draw, both sides agreeing to meet in the cookhouse at noon to settle the issue.

Noon arrived and so did the office staff, the committee, and a crowd of showmen and concessionaires. After a hot lunch, the debate started all over again. Having reinforced its side with the concessionaires, the office felt well protected on all subjects. The noise, din, and heat became terrific. From the sun heat and the inside-argument heat and gas, the cookhouse thermometer registered 260. (Note: The cookhouse has a gaff thermometer used to increase the sale of cold drinks and ice cream.) Suddenly we heard the popping of guy lines and then, to our amazement, we saw the cookhouse floating over our heads. Higher and higher it went, far above the clouds, and floated west. We later learned that the outside and inside heat, the gas from the stoves, the gas from the arguments, and combustion from soggy clothes and bread and buns, had inflated the cookhouse and it had ballooned away.

With no cookhouse, no office staff, and no committee, the show was kept dark for the remainder of the week. Pursuit planes are in the air trying to locate the gassy glider. We will wire further developments as quickly as possible. Kindly mention that everyone who held a ticket on Hot Stuff lost in the last heat. Wherever they are, we're sure they'll get copies of *The Billboard*.

MAJOR PRIVILEGE.

PROTEST GAMES TAX

(Continued from page 29)

are actively engaged in business only approximately during the period of Decoration Day to Labor Day inclusive. It would therefore seem reasonable in this particular instance to make the tax applicable to only part of the year in which the machines so taxable are in use, or at the rate of one-quarter of the annual tax. Unless this is done each machine will bear a \$25 tax per year regardless of the length of time the machine will be in use.

"The bill has been passed by the House of Representatives and is now in the hands of the Senate Finance Committee, which within the next few weeks will be ready to submit it to the Senate for approval. We suggest that you immediately wire your Senator and the Senate Finance Committee, calling to their attention the seriousness of such a tax—which might in your particular case be sufficiently prohibitive to tax you out of business—and ask for a revision of Section 555 either as suggested above or to reduce the tax to a lesser amount, or to otherwise limit the maximum license "use tax" to a sum not exceeding \$100 for any one specific location regardless of the number of machines in use."

WANT CONCESSIONS
ALL KINDS PHOTOS, SCALES, CIGARETTE GALLERY, ETC.
GIRLS AND TALKERS
HAVE OUTFIT.
SIDE SHOW ACTS
FREAKS, STRANGE PEOPLE, MAGICIAN, PIN CUSHION, TATTOO ARTIST, ETC.
PREPAY YOUR WIRES.
Browns town, Indiana, Fair this week; Flora, Illinois, Fair, August 25th-30th.

ROGERS GREATER SHOWS

WANT SHOWS AND CONCESSIONS FOR Rantoul, Ill., Fall Festival

CHANUTE AVIATION FIELD.
Labor Day Week, Sept. 1-2-3.
This should be the biggest spot of the season. 25000 men in camp.
WANT FERRIS WHEEL FOREMAN and other Ride help that drive semis.
Salem, Ill., week Aug. 18th; Effingham, Ill., Aug. 25th; RANTOUL, ILL., Sept. 1st; Mt. Vernon, Ills., Sept. 8th; Sparta, Ill., Sept. 15th.

IMPERIAL SHOWS
As Per Route Above.

Mad Cody Fleming Shows WANT

Clean Shows that cater to ladies and children. Doc Denham, write. Ok Jack Orr and Billy Morgan. This Show does not owe anybody, and we played Moultrie and Adel Tobacco Festivals as we advertised, first in. Want Free Act for 11 Fairs. State what you do and your lowest in cash, as we pay. Address Ocilla, Ga., this week.

WANTED Shows and Concessions
OF ALL KINDS FOR
Rushville, Ill., Fair, week Sept. 8; Bowling Green, Mo., Fair, week Sept. 15; Vandalia, Mo., Fair, week Sept. 22; Lewistown, Mo., Homecoming and Centennial, week Sept. 29.
Want Ferris Wheel Operator at Once.

OLIVER AMUSEMENT CO.
Roseville, Ill., this week, then per route.

WANTED

Experienced Electrician for balance of season, capable of handling whole Midway. Also man to handle Diesel Light Plant. Wire

JOHN MARKS SHOWS
ELKINS, W. VA.

H. W. JONES WANTS

Bingo Help Syracuse, Reading, Bloomsburg, York, starting Sunday, August 24, Syracuse, N. Y. This week, Cortland, N. Y., care Prell Shows.

W. S. CURL SHOWS WANT

Girl Show, complete; also Athletic Show or any good money-getting show. Mullholland, come on. Also Legitimate Concessions of all kinds. Northridge (Dayton, Ohio), this week; Lebanon, Ohio, Legion Fair, Aug. 25-30; Lancaster, Ohio, Labor Celebration all week. 40,000 attendance assured.
P. S. Can also place Penny Arcade and American Palmistry.

CARNIVAL WANTED
For
Piatt County Free Fair
MONTICELLO, ILL., AUGUST 25-26-27-28-29.
Wire or Phone Monticello 586 immediately.

WANTED
Rides and Concessions Week of Aug. 24.
LANDISVILLE, N. J., ITALIAN CELEBRATION
JOHN KEELER,
Merchantsville Heights, N. J.

WANTED
Managers, Showmen, Concessioners, Free Acts if interested in Motorizing
Write With **CHAS. T. GOSS** Write
STANDARD CHEVROLET COMPANY
East St. Louis, Ill.
Passenger Cars — Trucks — Semi Trailers

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Aug. 16.—This is the final notice of the change in initiation fees. Remember, after September 1 this fee will be increased to \$25 and all applications received after that date must be accompanied by this fee plus one year's dues of \$10. Lew Dufour and Frank D. (Doc) Shean were Chicago callers during the week, and Denny Pugh passed thru en route to Texas. Past President J. C. McCaffery left for the West Coast on business. Mr. and Mrs. Manny Kline visited the rooms. Roger S. Littleford Jr. returned from a vacation. Many members visited the Johnny J. Jones Exposition in North Chicago. Julius Wagner and Mike Doolan are giving work to some of the boys on a West Side location, and seen on the lot were Jack Benjamin, Max Brantman, Dave (Foxy) Golden, Ozy Breger, Mr. and Mrs. Bernard, Jack Arenz, and Jeff Becker. Mr. and Mrs. Maury Brod are back in town after a long absence. Arden W. Morris is around town, and Ned Torti passed thru en route to Springfield, Ill., as did Mr. Shapiro, Shapiro Novelty Company. John McMahon visited the rooms, as did John Yazvac and China Jackson. Jess Jordan is still in the hospital. Al Rossman is at Springfield, Ill., for the fair, and First Vice-President Carl J. Sedlmayr visited briefly. Membership drive is progressing, with Neil Webb and Bernie Mendelson closing in on the 100 mark. Neil has 88 and Bernie about 64. Applications were received during the week from Earl Lee Maddox, Lester W. Nelson, Jack Kline, William E. Saunders, Maury Brod, William B. Smith, Frank Harrison, Charles F. Roe, George W. Schilling, Murray Polans, Ralph Goldstone, Sam Howard, Alf Phillips, L. Hamilton, Harry Levin, Sol Potasky, James Jagger, Ed Hagen, Robert E. Lee, John A. Hill, Jack Blumberg, Lowell Bazinet, J. H. Owens, T. Dwight Pepples, and Cecil Meyers. These will be presented for ballot at the next meeting.

Ladies' Auxiliary

Birthday greetings to President Mrs. Joseph L. Streibich. Past President Ida Chase returned from a vacation in Denver, where she visited friends and relatives. She also visited Sister Martha McKay at St. Paul. First Vice-President Phoebe Carsky requests the return of all books on the radio, etc., at your earliest possible convenience. Be sure to take care of your 1942 dues, which are due and payable September 1.

SIDEWALL BARGAINS

Slightly used, good as new, tan color. Seven feet high, \$19.00 per hundred feet; eight feet high, \$22.00. Twenty thousand feet to be sold. Half deposit with order.
MAIN AWNING AND TENT CO.
230 Main Street Cincinnati, O.

WHITEY NOLTE WANTS

Talker for Girl Show. Chris Nolan and Blackie Pike, answer. Can also use girls. Address care of ART B. THOMAS SHOWS, Spalding, Nebr., 18-19-20; York, Nebr., 21-22-23; Carroll, Nebr., 25; Columbus, Nebr., 26-27-28.

J. HARRY SIX ATTRACTIONS

Want Merry-Go-Round, Ferris Wheel and Kiddie Rides for long season. Legitimate Concessions of all kinds. Positively no grift. Small Bingo. Address General Delivery, Louisville, Ky., or wire care Western Union.

GOLDEN GATE SHOWS

WANTS Cook House, Bingo, Ball Games and Stock Joints: \$10. Want girls for Hawaiian Show, Good Talker for Show. Want Ride Help that can drive trucks. Office wants Agents for Stock Joints.
FRANK OWENS, MGR., Vine Grove, Ky.

FOR SALE

MERRY-GO-ROUND — CIRCLE SWING
BABY AUTO RIDE — BABY FERRIS WHEEL
All New Operating. \$2500.00 TAKES ALL.
Address: BOX 136, CARE THE BILLBOARD,
390 Arcade Bldg., St. Louis, Mo.

WANTED

Merry-Go-Round and other Rides; also Legitimate Concessions. 20,000 expected for Park dedication by Governor Van Wagoner Sept. 3.
ROLAND VAN VALKENBURG,
1134 Chicago Drive, S. W., Grand Rapids, Mich.

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Aug. 16.—Brother Max Gruberg has entered Temple University Hospital, Philadelphia, for several weeks for treatment of his left eye. Brother Bill Powell, club's world traveler, joined Brother Max Linderman's World of Mirth Shows in Portland, Me. Assistant Treasurer Joseph H. Hughes writes from Skowhegan, Me., reporting a very good engagement.

Brother Sam Taffet dropped into the rooms and Brother Phil Cook advised that he is leaving the Virginia Reel at Coney Island this week to open his own liquor store. Members are sorry to learn of illness of Brother Sam Wagner's wife and wish her a speedy recovery. Brothers Jack Owen and Harry Weinraub are in town from Monticello, N. Y.

Birthday congratulations to Tony Lewis, Murray Zand, John P. Miller, Max Serlen, August 21; Charles Carlos, Arnold Beebe, Jack Murphy, Saul Heyman, Edward L. (Blackie) Nye, 22; Barney Cunningham, 24; Gilman E. Brown, Clayton Behee, 25; Ben Weiss, Charles K. Keller Jr., Charles Bennett, 26.

Ladies' Auxiliary

Sisters Rose Rosen and Patricia Lewis are working hard to secure the coveted gold life membership card and it looks as tho they will succeed, as each has obtained 15 applications to date. One of them is certain to win the Dorothy Packman award for having secured the largest number of members by midnight, November 26, date of the annual banquet. Sister Jean Mason, one of the newest members on Art Lewis Shows, recently became our newest bride. Congratulations. Mrs. Crouch! Filled penny bags are pouring in these days. One was received from the circus and one from performers in general from the Hippodrome of Hamid's Pier, Atlantic City, while another one was filled by Baby Yvonne, also at the pier, for Hamid. After a long period of silence Sister Shirley Lawrence says that she will have something worth while to report soon. Sister Vi Lawrence again is in town, having recently returned from Baltimore, where she spent most of the season. Applications for membership have been received from Mrs. Ross Manning, M. & M. Shows; Mrs. Katherine Kane, Mrs. Tillie Salamon, Mrs. Peggy Hirsch, and Mrs. Virginia Mercy. Art Lewis Shows, proposed by Sister Patricia Lewis.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Aug. 16.—Monday night's meeting honored Capt. David Barnett, who graduated from a kickapoo mled show to a whaler skipper, with plenty of experiences in all lines of entertainment interspersed in his many years in outdoor show business. Communications were read from Theo Forstall, Harry Chipman, Dan Stover, Dr. Louis J. Fisher, James Rogers, Thomas Rhodes, Billy Bozzell, and President Joe Glacy.

Ben Beno won the weekly award. Lion Tamer John M. Miller did a good job collecting for the Christmas Dinner Fund, aided by Past President Harry Fink. Fund is now well over the top. Chairman Ralph Losey reported that the West Coast Circus Shows were the first under the wire with pictures of their personnel for the club's yearbook. New and reinstated members include Dwain Esper, Paul Frank, Milton Nicholas, John Lobo, Mike Healy, Joe Trousy, Fred Moulton Crosby, Dave Elmer Rear-don, Francis Joe Chambers, James A. Banks, James Edward Wright, W. R. Shepherd, Joseph A. Williams, Clark Willey, Norman Curran, Joseph Benjamin Hancock, Roy Holding, Eddie A. Wakelin, Roy E. Matheson, Rowland Lee Morris, Thomas Van Cott, Stanley Van Pat-

ten, Ted T. Sloan, Carl G. Gustafson, Leonard Niccum, S. C. Charles, G. H. (Whitey) Perry, Jack Schaller, Nate Monday, Morris Bennett, and Tony Bernardi.

Ladies' Auxiliary

President Allerita Foster presided at the August 11 meeting, which drew 28 members. All officers were present. Chaplain Minnie Fisher held a moment of silent prayer for Sister Etta Haydon, who died August 6. Sick list includes Mabell Crafts and Edith Walpert. Many members have received their new cards and two new members, Claudia Mc-Haney and Lucille Deleparte, were brought in. Letters from Clara Zeiger, Rose Douglas, Marie Jessup, and Lucille King were read.

Rose Rosard won the bank night award, and Anna Stewart received the door prize. As business was light at the meeting, interesting talks were made by Alice Jones, Martha Reilly, Anna Stewart, and Ida Delno. Hostesses for the August 25 meeting will be Ida Delno, Mabel Brown, and Rose Rosard. A door prize is promised by Alice Jones.

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, Aug. 16.—First Vice-President Nell Allen presided at the club's special summer meeting this week. Other officers present were Grace Goss, secretary, and Treasurer Gertrude Lang. Admitted to membership were Lee Richards, Thelma Richmond, Beulah Erwin Florence, Julienne Ward, Ann Burge, Marie Turner, Pamm Gawdy, and Dorothy Warren, Snapp Bros.' Shows; Peggy Lamon, Josephine Galler, and Gertrude Haynes Brown, Buckeye State Shows; Lucille Norwood, Elizabeth Campbell, Bethel Steinburger, Edith Butler, and Aleta Brundage, Sutton Greater Shows, and Mary Moore, Sol's Liberty Shows.

Secretary Goss has made her weekly visits to the various shows playing

Illinois and Missouri, calling on old members and getting new ones. She reports a pleasant visit at Taylorville, Ill., with President Judith Solomon, of Sol's Liberty Shows. Florence Parker is on the sick list and flowers were sent her. St. Louis members attending a party at the Municipal Opera in Forest Park included Bea Dawson, Clela Jacobson, Grace Goss, Irene Burke, Florence Parker, Gertrude Lang, Frenche Deane, Elma Obermark, and Nell Allen.

A special meeting will be held August 28 in the clubrooms following a pot-luck supper. Frenche Deane, chairman of the entertainment committee, is in charge. Ruby Francis has rejoined Francis Bros.' Shows after spending the first part of the season in a park in Indiana. Peggy Smith is here, her first season off the road in 15 years. Elizabeth Yearout is in the hotel business on the Pacific Coast.

26th Annual Braidwood Homecoming

Aug. 30, 31, and Labor Day at Braidwood, Ill., four miles from large defense project.

WANTED

Shows and Concessions of all kinds. No grift. Rides booked.

MIKE MATURO,
Box 85, Braidwood, Ill.

KNOX, IND., STREET FAIR

AUGUST 27TH-30TH

Can Place—Octopus or Roll-O-Plane. Also one or two more Shows. Can also place a few more Legitimate Concessions. Our Fair season extends until the middle of October. Booked solid. Address

W. C. WADE SHOWS
Bay City, Michigan, this week.

WANTED FOR

"CONGRESS OF CARTOONED ODDITIES"
SIDE-SHOW AND MUSEUM ACTS to join at once, for balance of season, with one of America's major Carnivals, playing only the best Fairs and spots in the South until Dec. 1; then in buildings with the best equipped Museum ever organized. Want outstanding Novelty Acts, Feature Freaks, Lady Sword-Swallower, Mental Act, Jugglers (Billie Trko, wire), Bag-Punchers, Lady Contortionist, Fire Bathers, Man to lecture and handle inside (Geo. Myers, wire), Feature for Annex (Esther Lester, wire), Ticket Sellers and Openers, Unusual Performers suited for high-class Side Show and Museum who are interested in year-round employment. Address: ARTHUR HOFFMAN, Box 142, care The Billboard, St. Louis, Mo.

Combined Naples, N. Y., Fair and Gala Firemen's Nights

AUG. 26 TO 29, DAY AND NIGHT. BIGGER AND BETTER THAN EVER.

Want Girl Show, 10 in One, Motor Dromé, Unborn, or any other capable Show, 25%. Want Ferris Wheel, 25%. Good opening for Bingo, Cook House and Grab, Waifles, Apples, Custard, Floss Taffy, Scales, Ape, Ball Games, Novelties, Photos, Basket Ball Pitches, High Striker, Bowling Alley, String Game, Hoopla, Cigarette Gallery, or any legitimate 10 Cent Store, \$2 per foot. American Fairmistry. Want Penny Arcade and Wild Life Show, 25%. Want Show Painter, also Ride Help that can drive. Fair Secretaries in the East and Virginia, we have some open dates.

FRED ALLEN SHOWS

NAPLES HOTEL, NAPLES, N. Y.

CAN PLACE AT ONCE

COOK HOUSE—Reasonable privilege in meal tickets. SIDE SHOW—With or without outfit, we have complete newly framed outfit, 180 foot Banner Line with Banners. TALKER AND INSIDE MAN—For Alligator Water Show, have complete outfit for same with neon front. RIDEE-O FOREMAN—Top salary. LOT MAN and builder. Ride help and canvas men, come on at once; long season. CONCESSIONS—Fish Pond, Bowling Alley, Lead Gallery, Pitch-Till-You-Win, Ball Games, Scales, Cigarette Shooting Gallery. PLAYING ALL BONA FIDE FAIRS.

LAWRENCE GREATER SHOWS

KUTZTOWN, PA., THIS WEEK; EGG HARBOR, N. J., NEXT WEEK.

Want—LAKE STATE SHOWS—Want

FOR FAIRS AND STREET CELEBRATIONS
WEST BRANCH, MICH. MANTON, MICH. MIDLAND, MICH.
FREE FAIR, AUG. 25-27 LABOR DAY CELEBRATION FREE FAIR, SEPT. 4-6
(One of Michigan's Best)
Also Mt. Morris, Mich., Aug. 21-22; Midland, Mich., Sportsmen's Frolic, Aug. 23-24; Lake City, Mich., Water Carnival, Aug. 28-30; Paw Paw, Mich., Grape Festival, Sept. 18-20; Decatur, Mich., Celery Festival, Sept. 25-27, and four Street Fairs in Indiana.
Cook House, Grab, Candy Floss, Juice, Scales, High Striker, and Concessions of all kinds that work for stock, Reptile Show, Mechanical Show, and Fun House. Address: LAKE STATE SHOWS, Mt. Morris, Mich., this week; West Branch, Mich., next week, then per route.

H. P. LARGE SHOWS WANT

For two of the biggest Homecomings in Illinois: Noble, Aug. 25-30; Findlay, Sept. 1-6. Labor Day and Homecoming, then into our Tennessee Fairs. Can place Cook House, Custard, Candy Floss, Legitimate Concessions of all kind, come on. I will place you. Want Agents for Fish Pond, Pitch-Till-Win and Pea Pool; Slim Vaughn, come on. Want ride help. Can use help in all departments. Place any Show with own outfit. Can place Kiddie Auto or Pony Ride, or any Kiddie Ride. Also, can place Diggers. Cisse, Ill., this week, then as per route above.
H. P. LARGE.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

CRYSTAL EXPO. SHOWS WANT

For following Fairs, Best in the South, Second to None, all in Defense Money Area:
 Lee County Fair, Aug. 26 to 30, Pennington Gap, Virginia.
 Great South West Va. Fair, Sept. 1 to 6 Incl's, Abingdon, Virginia.
 Rhea County Fair, Sept. 8 to 13, Dayton, Tenn.
 Hawkins County Fair, Sept. 15 to 20, Rogersville, Tennessee.
 Hamblin County Fair, Sept. 22 to 27, Morristown, Tenn. New Fair Ground.
 Concessions that work for stock. Ride Help on all Rides. Side Show Acts, top salary. Musicians, and Girls for Minstrel Show, salary tops, and paid from office. Will furnish complete outfit for any money getting Show. Good proposition for Motor Drome. Can place one more medium priced Free Act for Fairs. Alta May wants Agent for Ball Game. Address all communications to **CRYSTAL EXPO. SHOWS**, Lynch, Ky., this week, or join at Pennington Gap, Va., next.

SOUTHERN STATES SHOWS WANT

To join at once, experienced Ride Help in all lines; must be sober and Drive Truck. State Lowest salary. Long season and all winters in Florida. Also want Boss Canvasman.
 Our Fair Season starts September 15. Need few more Shows and Stock Concessions. All address **JOHN B. DAVIS**, Tifton, Georgia, this week.

GREAT LAKES EXPOSITION SHOWS

Can place for Warren County Fair, Bowling Green, Ky., Aug. 26-30; followed by Ohio County Fair, Hartford, Ky., Sept. 1-6, and 12 weeks of proven dates in the South. (We hold exclusive privileges at all Fairs for all types of Concessions): Cook House that knows how to cater to Show Folks. (Will guarantee privilege in meal tickets—always more than the privilege.) Monkey Show or Fun House, also good Glass House or any worthwhile Shows with own outfits. Girls for Minstrel Show (best framed Show on the road. Have big Bus for Transportation). Ride Help who can drive Semi Trailers. Octopus Foreman and experienced man for Merry-Go-Round. Concessions of all kinds, also Slum Store of all kinds. Popcorn and Peanuts open, also Photos. Archie Wagner wants Grind Store Agents. We have all the Rides that are needed. Thanks for so many replies and inquiries. Can place 3 Free Acts, one to start at Hartford, Ky., Fair, all 3 for week of Sept. 8th until Show closes. Joe Decker, contact Eddie Lippman if you are available. Everybody address: **AL WAGNER**, Mgr., Greenup, Ill., this week; Bowling Green, Ky., Aug. 26-30; Hartford, Ky., Sept. 1-6. Route to interested parties.
 Fair Secretaries: Come and look us over for next season. This is the Show that has made good. Will be greatly enlarged for 1942.

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. **WANT**
 Address **MATTHEW J. RILEY**, 917 Walnut St., Philadelphia, Pa. Phone Kingsley 0855. Week Aug. 18—3rd and Berk Sts.

WEST VIRGINIA STATE FIREMEN'S CONVENTION

Weston, W. Vir., On Streets. Band Concerts and Parades Daily.

Want Bingo and Concessions of all kinds that operate in W. Vir. Want Flat Ride, Shows with or without own outfits. Want Ride Men that can drive trucks, Acts for 10-1. Three other Celebrations to follow. Address

JONES GREATER SHOWS

LUMBERPORT, W. VIR., This Week.

WANT RIDES, SHOWS AND CONCESSIONS

For Rockingham County Fair, Harrisonburg, Va., week Sept. 15th, and for Apple Festival, Winchester, Va., right in heart of town, week Sept. 1st; followed by Fredericksburg, Va., positively in town. Write, wire this week, Petersburg Pike, Richmond, Va.

BARNEY TASSELL UNIT SHOWS

JOHN R. WARD SHOWS WANT

For Elkhart County Fair, Inc., Goshen, Indiana, week August 25th, and long string of Southern Fairs including Donaldsonville, Franklinton, Jonesboro, La. Long season. **WANT SHOWS:** Dancing Girl Show, Musicians, Fast-Stepping Chorus Girls for Minstrel Show, salary out of office; man take charge of Stage Show; have complete outfit. Talker-Manager, Acts and Annex Attractions for Side Show; outfit up and ready. Want First-Class Mechanic, Tilt Foreman, Chairplane Foreman, and other Ride Help; must drive semis. Can place Concession Agents. Come on. Address all replies Warsaw, Ind., this week.

W. C. KAUS SHOWS, INC.

BOOKING NOW FOR HUNTINGDON COUNTY FAIR, HUNTINGDON, PA., FAIR, WHICH IS FOLLOWED WITH 12 WEEKS OF BONA FIDE FAIRS—ENDING NOVEMBER 11TH.
 Want to book Whip or any other Flat Ride; will furnish transportation. Penny Arcade, Long or Short Range Shooting Gallery, Cigarette Gallery, Ball Games, Pitch-Tilt-Win, Bowling Alley, Scales, or Guess Your Age, Novelties, or any 10¢ Grind Stores. Eating or Drink Stands. Complete Side Show, Walk Thru, Illusion, or any Single Pit Attraction. **GIRLS THAT CAN DANCE**, salary guaranteed. All communications, write or wire: **W. C. KAUS**, Corning, N. Y.

WANT

For six South Carolina Fairs and three Georgia Fairs, Snow, Custard; Cook House, privilege in tickets; Ploes, Agents for Bumper, Cigarette Gallery, Hoopla, Penny Pitch, Pan Game, Experienced Counter Agents for Bingo. Place all above now. Want at once Program and Exhibit Space people, 5 good dates and plenty work this winter. Can place for Fairs starting middle September. Rides that don't conflict, Flyoplane, Rolloplane, Octopus, Kiddie Autos, Concessions all kinds, Shows with own equipment. Sensational Free Acts for Fairs, send photos and lowest. Committees: Have three open dates for South Carolina, North Carolina, Georgia. All address
MANAGER, 116 1/2 MAIN ST., GREENVILLE, S. C.

RALPH R. MILLER CAN PLACE

Now and for all winter Wheel and Loop the Loop Foreman. Bingo, Custard, Cook House and all stock Concessions open. Show opens Aug. 30th. We have exclusive contracts for Donaldsonville, Olla, Jonesboro, Franklinton, La.; McComb, Miss., and several other Fairs starting second week September. Help in all departments, report immediately; will have transportation. 1900 North 3rd, Milwaukee, Wis. Aug. 22 and 23rd. All address Baton Rouge, La.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 16.—Personnel membership race in the association is becoming spirited and during the past week an influx of memberships from Gooding Greater Shows, piloted by ACA President Floyd E. Gooding, has resulted in that organization moving into second place and crowding Cetlin & Wilson Shows into third place. First place is still held by James E. Strates Shows with total membership of 203, and at this writing fourth place is held by Endy Bros.' Shows.

When we visited a portion of the Strates Shows, exhibiting at Caledonia (N. Y.) Fair, the remainder of the show being at Westfield, N. Y., we had pleasant visits with Owner-Manager James E. Strates, *The Billboard* agent, Sky and Mrs. Putnam, and Joseph Scortino, show producer.

This office has been receiving information from the nation's capital on subjects of interest to the industry, including highways and gasoline taxes. One of the items received refers to the obligations of the amusement industry in confining itself to the production of entertainment and not propaganda. Altho the heading of the article is general in its terms, the subject matter is obviously with reference to motion picture production. So far as we know, the outdoor amusement industry has never been criticized for producing propaganda.

Considerable information has been coming from Washington regarding taxes on radio and outdoor advertising. We have no way of knowing whether such a tax will be imposed, but the fact that it is being discussed and considered should be sufficient reason for the carnival industry to awaken itself to the possibilities of such a tax and to prepare, first, to oppose it, and, if its opposition is unsuccessful, then ultimately to put its operating methods in order as to meet the effect of such a tax.

We know that progressive shows in the carnival industry use both radio and outdoor advertising and we also know that if such a tax were imposed it would ultimately fall on the consumer, in this case the shows and not the public. Fortunately, opposition is rapidly developing to the idea of such a tax, both from advertising agencies and from organizations of working men who would be affected by the reduction in volume resulting from such a tax.

Weather Gives Lawrence A Winner at Tyrone, Pa.

TYRONE, Pa., Aug. 16.—Good weather and business prevailed for Lawrence Greater Shows at Reynolds showgrounds here under Neptune Fire Company auspices for the week ended August 9. Shows came in from Altoona, Pa., and were ready to go Sunday night, altho Manager Lawrence had a difficult time laying out the small lot.

Business increased nightly, with Saturday being the banner day. Carl Barlow added another concession and is building two more to be added for the fair tour. Casino, under management of Bill Woodall, and the Vanities, managed by Bob Coleman, were top money shows here.

RC Readies in Vancouver

VANCOUVER, B. C., Aug. 16.—After an absence of three years Arthur K. McMartin will be superintendent of the midway at the 1941 Canadian Pacific Exhibition here. Rubin & Cherry Exposition, to show the fair for the first time, will move in a week in advance for a clean-up, paint-up job. Great Omi, recently arrived from Australia, is free attraction in Happyland, Hastings Park. The exhibition will open with a monster parade, the theme being "All-Out-for-Victory Year." Troops, navy squadrons, and bands, slated for overseas later and at present stationed here, will take part.

Simpson Leaves R. & C.

CHICAGO, Aug. 16.—J. C. (Jimmy) Simpson has left the Rubin & Cherry Exposition and after a few days' visit here will return to his home in Birmingham, Ala. Simpson reports that R & C have had excellent business at the Montana fairs. Other week-end visitors in Chicago were Louis J. Berger, general agent Goodman Wonder Shows; E. Lawrence Phillips, owner Johnny J. Jones Exposition; E. C. May, and Jack Baillie.

Free Act Wanted

Join Wise, Va., for balance of season. Prefer High Rigging Single Act. Replies, Barbourville, Ky.

J. F. SPARKS SHOWS

WANTED

Shows, Rides, Legitimate Concessions of all kinds.

Avalon, N. J., Aug. 21 to 31

Working right through. Sundays included. Benefit Burdette Tomlin Hospital. Outstanding spot of the season.

SAM TASSELL

610 Shubert Theatre Building, Philadelphia, Pa. P. S. Can use sensational High Free Attraction.

BUCHANAN, MICH.

AUG. 29 TO SEPT. 1

This will be a red hot spot—Parades, Fireworks, Free Acts, etc.; advertised for 50 miles. Want 10-Cent Concessions, Penny Arcade, Girl Shows, and other Shows. Rides booked.

E. PERKINS, Buchanan, Michigan.

Buff Hottle Shows Want

For California, Missouri, Fair, week Aug. 25th, Shows with own outfits, Concessions of all kinds that work for stock, Cook House and Grab, Manager for Athletic Show, Mississippi and Louisiana Fairs to follow. Join the Show that never closes. Barry, Ill., this week.

B. W. HOTTLE, Mgr.

WANTED

Lady and Man Motordrome Riders.

GOODMAN SHOWS

Sioux Falls, South Dakota

WANT

SIDE SHOW MANAGER, with or without own equipment. Playing Fairs only.

W. E. WEST MOTORIZED CARNIVAL

Corning, Iowa, this week; Tripp, So. Dak., to follow.

WANT

RELIABLE ELI WHEEL OPERATOR. ALSO SECOND MAN ON MERRY-GO-ROUND. Wire or Phone

Paul Pickering

Care of Rides, Fair Grounds, Hicksville, Ohio.

READING'S SHOWS

Want for Lewis County Fair at Hohenwald, Tenn., week of Aug. 25, Grind Shows, Midget, Fat, Big Snake, Side Show, Wax, or Monkey, Stock Concessions, Novelties, High Striker, Lead Gallery, Ball Games, Palmistry, No X except Bingo and Popcorn. Want Grab Joints. **W. J. WILLIAMS**, Mgr., Murfreesboro, Tenn., this week.
 P. S. Want Athletic Show Mgr.

WANTED

Loop-O-Plane and Shows for good Celebration and Viroqua Fair; all Wisconsin. Next week Wabeno, Wis.

PEARL WEYDT

READING'S SHOWS

Want for Gallatin, Tenn., Colored Fair, Week Aug. 25th. Stock Concessions. Want Manager for Athletic Show for balance of season. 10 more weeks of Fairs. Address **W. J. WILLIAMS**, Murfreesboro, Tenn., this week.

WANTED

MIDWAY OR CARNIVAL

Week of Oct. 13th to 18th or Oct. 28th to Nov. 1st. Army maneuvers here then. We have county-wide protection four weeks before and two weeks after. Write or wire if interested.
D. M. HARPER, Sec., Marion Co. Agri. Fair Assn., Marion, S. C.

WANTED

Foreman on Eli Wheel, Foreman on new Tilt-a-Whirl, \$27.50 per week. Must be sober.

BODART'S RIDES

This week Loyal, Wis., next week, Luxemburg, Wis.

WANTED
Shows and Concessions for the
Carey Homecoming & Fair
CAREY, O., SEPT. 15-20
Sponsored by the Eagles
Free Acts, Band Concerts, Fireworks.
Address J. R. EDWARDS SHOWS, Tiffin, O.

WANTED WANTED
MAGIC EMPIRE SHOWS
Ferris Wheel and Tilt-a-Whirl Foreman for year-round work. Girl Show, Athletic Show and Side Show, or any other Show with or without outfit. Photo Gallery, Diggers, Lead Gallery, or any other Legitimate Concessions for a long season and a string of Fairs.
Wanted--Magic Empire Shows--Wanted
LEON, IOWA, AUG. 18-20; CONCORDIA, MO., AUG. 21-25.

GREAT AMERICAN SHOWS
WANT
For Hastings, N. Y., on Hudson, week Sept. 25th, help on Merry-Go-Round, Ferris Wheel and Chair-plane; top salary. Want set of Kiddie Rides. Can place Shows of all kinds. Walter Valance, wire. Also one Flat Ride. Want Concessions of all kinds, especially Bingo, Shooting Gallery, and Cigarette Gallery. Want Cook House, privilege in tickets. Sacobia wants Agents. Good opening for Ball Games. Fairs start Sept. 8th. South until November 25th. All address Spring Valley, N. Y., this week.

WANTED
For Fairs starting September 3: Ferris Wheel, Merry-Go-Round or other major Ride and one Kiddie Ride, Legitimate Concessions except Bingo and Grab, Clean Shows with own outfits. Want Platform Free Act. Place Sound Car. Long season, good route. First Fair here September 3 to 8. Address **SAM HARDEMAN**, Star Amusement Co., Fountain Park, Princeton, W. Va.

CORN FESTIVAL
AUG. 29-30-31-SEP. 1, OTTAWA, ILL.
Want Lunch Stands, Bingo, and other Legitimate Concessions.
Address **LEE CARROLL**, Chamber of Commerce.

A. B. EDWARDS
AND DONA EDWARDS
WIRE ME QUICK, IMPORTANT.
DIXIE KEPLEY
This Week RHODELL, W. VA.

WANT
Working Partner. On account of sickness will sell one-half interest in most complete Small Circus, framed to make money. Run until December. Want Animal Acts, Minstrel People, New Tent, Fine Trucks. **WM. KETROW**, Kay Brothers' Circus, Picher, Thursday; Pryor, Friday; Jay, Saturday, all Oklahoma.

Two Nebraska Dates Good for W. E. West

BLAIR, Neb., Aug. 16.—After a successful stand at Bartlett (Neb.) Fair, W. E. West Shows opened a week's engagement here on August 4 under American Legion Post auspices to good business. A free gate prevailed and weather and business for the week were satisfactory. All rides, shows, and concessions obtained good play from large crowds. Shows are larger and more attractive than last year, and Owner West has been successful in routing them in some of the cream spots, altho the organization has encountered its share of poor locations.

Showfolk Attend Proctor Funeral in Dublin, Tex.

DUBLIN, Tex., Aug. 16.—Many showfolk friends attended funeral services in Higginbotham Chapel here on August 6 for George Proctor, well known in outdoor show circles and with Bob Hurst Shows at the time of his death. Pallbearers included Tobe McFarland, Curley Green, Harry Benson, Glen Saunders, and Tommie Mohand.

In attendance were Mr. and Mrs. Reeder and daughters, Nancy and Mary Joe; Mr. and Mrs. A. V. Anderson and son; Mr. and Mrs. Milton Arney, Frank Howard, Mrs. Jeff King, Mrs. Rodecker, Jay King, Mr. and Mrs. Ed Anders, Mr. and Mrs. Curly Green, Bill Morgan, Slim Sanders, Mr. Hamilton, Paul West, Mrs. DeHart, Mrs. Bob and Ruby Hurst, Mabel Stansel, Mr. and Mrs. L. C. Rushong, Mr. and Mrs. Benson, Jimmie Gahart, Mrs. Everett Singleton, Goldie Lamont, Mr. and Mrs. Tommie Mohand, Mr. and Mrs. Guy Roberts, Tobe McFarland, Doc Forsman.

WANTED
For Life Show, capable Talker-Grinder, Inside Lecturer. Good proposition. Must join at once. Wire
BABE LABARIE
BLUE RIBBON SHOWS, Jeffersonville, Ind.

McMAHON SHOWS
WANT
Girl Show, Athletic Show. Harlan, Iowa, Fair, this week; Humboldt, Iowa, Fair, 25 to 29.

Best Route of FAIRS in the SOUTH
CRESCENT AMUSEMENT CO.

ESTABLISHED FAIRS
Week Aug. 25—Martinsville, Va.
Week Sept. 1—Spruce Pine, N. C.
Week Sept. 8—Boone, N. C.
Week Sept. 15—Gaffney, S. C.
Week Sept. 22—Kingstree, S. C.
Week Sept. 29—Durham, N. C.
Week Oct. 6—Georgetown, S. C.
Week Oct. 13—Manning, S. C.
Two more pending, closing Armistice Day De Funiak Springs, Fla.
NOW CONTRACTING 1942 FLORIDA FAIRS opening Manatee River Fair, Palmetto, Fla., Jan. 12, Free Winter quarters. New and Novel Shows, Concessions that work for 10c. No gift. RIDES with own transportation. No. 12 Wheel deal with ours, ROCKETT, SPITFIRE, FLYOPLANE, SPITFIRE MOTORDROME.
Address **L. C. McHENRY**, Manager, Bassetts, Va., this week.
P. S. Want Foreman for RIDEE-O, other Ride Help that drives Semi Trailers. Long season and winter's work in Florida.

Can Place for Balance Season and 10 Florida Fairs NOW Contracted:
FIRST-CLASS COOKHOUSE, Long-Range Lead Gallery, Photos, Custard, Ice Cream, Ball Games, Penny Arcade. **SHOWS**—Glass House, Fun House, Mechanical City, Fat Girl, Big Snakes, Midget, Crime, Unborn, **CIRCUS SIDE SHOW**.

LAST CALL
10th ANNUAL PEACH FESTIVAL, ROMEO, MICH.
Saturday, Sunday and Labor Day. Heart of town, Parades, Bands, Free Acts, Crowning of Peach Queen. Biggest Celebration in Michigan.
WANTED—Concessions working for ten cents. Scales, Bingo, Photos, Novelties and Shooting Gallery sold exclusive. Wonderful Grab spot. Want Ten-In-One, also two Pit Shows, to follow Romeo, Sacred Heart Parish, Fall Festival, 4 days, Sept. 4th to 7th. Space limited, wire or write.

GREAT JOYLAND SHOWS
FRANK MILLER and ROSCOE WADE, Mgrs., Apt. 38, 118 Davenport St., Detroit, Mich.

WEEK AUGUST 25, EASTON, PENNA.
Positively located at Cub Field, first show in 8 years, followed by Montgomery County Fair, Hatfield, Pa.
HOOT GIBSON AND KEN MAYNARD AS ATTRACTIONS.
Want 8-Car Whip, Monkey Circus and Silodrome. Can place all Legitimate Merchandise Concessions. Can place few Workingmen who can stand top wages. Want Oriental Dancers and Girls to Pose. Will compensate for whereabouts of Winnie Porter. Address this week Elmira, N. Y.

CETLIN & WILSON SHOWS

WANTED
Pit Show Manager and Wife to take over Pit Show that operates Cook House in connection. You must be tops. Very fine outfit, 140-foot Neon front, new top. Reason for ad parties could not stand prosperity. Can place Girls for Girl Show, also other Shows with or without own outfits.
REYNOLDS & WELLS
Appleton, Minn., Aug. 21st to 24th; then South Bethany, Mo., Aug. 31st to Sept. 5th; ending at Liberty, Texas, Nov. 1st. Join on wire.

GREAT TRIANGLE SHOWS
Eight weeks of defense project spots, then all winter in the extreme South. Tommy Buchanan wants Concessions of all kinds. Can use Cook House for meal tickets. Good proposition for Shows with or without equipment that do not conflict. Ride Help for Merry-Go-Round, Speedway, Loop, Wheel and Chair Plane. Girls for Girl Shows, twenty-five per. Sound Truck. This week heart of DuPont Powder Works payroll, Charlestown, Indiana. Wire **GREAT TRIANGLE SHOWS**.

FROSTBURG, MD., HOME COMING AND BIG CELEBRATION COMBINED
Parades daily, all next week. Want Shows and Concessions of all kinds. Opening for Cook House or Grab, Pitch-Till-You-Win, Fish Pond, Cork Gallery, String Game, Hoopla, Frozen Custard, Erie Diggers, Six Cats, Darts, Country Store, Rat or Pan Game, American Palmistry. Positively all Celebrations and Fairs until December. Want Ferris Wheel Foreman. Ben Halliday, answer. Write or wire
BRIGHT LIGHTS EXPOSITION SHOWS
CONFLUENCE, PENNA., THIS WEEK.

FIREMEN'S CELEBRATION
Jersey End Greenwood Lake; Seven Days, Including Sunday, August 25th to 31st.
New Jersey's greatest event. 35 departments co-operating; special event daily. Firemen's Day Contest, Fireworks, Prizes, Free Act, personal appearance Champion Joe Louis, Joe Jackson, other famous people. Want Concessions and Shows of all kinds, Rides not conflicting with Merry, Ferris Wheel, Chairplane and Ponies.
Address **FIREMEN'S CELEBRATION**, mail to Hewitt, New Jersey; Western Union, Butler, N. J.

FUNLAND SHOWS WANT
Photo, Arcade, Lead Gallery, Custard, Scales, Fishpond, etc.; Spitfire, Octopus, Rolloplane, Snake, Monkey, Minstrel Troupe with small band. Salary. Show and Free Acts, Special Agent. Sterling and Al Harvey, wire. Committees in Va., N. & S. Car., have open week Sept. & Oct. Visit or contact us. J. G. Bake wants Ride Help and friends join here for South all winter. Geo. White, come on. All replies Essex, Md., this week.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

Scott Exposition Shows
WANT
FOR TWELVE MORE BONA FIDE FAIRS
Knoxville, Tenn., Fair, week Aug. 25; Crossville, Tenn., week Sept. 1; Scottsboro, Ala., Sept. 8; Dalton, Ga., Sept. 15; Cartersville, Ga., Sept. 22; Manchester, Ga., Sept. 29; Canton, Ga., Oct. 6; Centre, Ala., Oct. 13; Lawrenceville, Ga., Oct. 20; Atlanta, Ga., Colored Fair, Oct. 27; Donaldsonville, Ga., Nov. 3rd; Atlanta lots until Dec. 15.
Want one more major Ride, one more Show. Have nine Rides and nine Shows. Want stock Concessions. Also Ride Help that drive semis. Musicians and Performers for Minstrel; salary from offic. Cook House Help. Want Diesel Light Man and Mechanic. Willie Wright, answer. Tazewell, Va., Fair, this week.

WANTED WANTED WANTED
BOYNE CITY, MICH., HOMECOMING ON STREETS, AUGUST 22-30—8 BIG DAYS
Concessions that work for stock. Shows of any kind. Will book or buy 32-foot Merry-Go-Round. Can use one sensational Free Act balance of season. This spot known to be best Concession spot in Michigan. **WANTED**—Belding Labor Day only, Concessions of all kinds; Wheels are open.
PLEASURELAND SHOWS
RAY E. MYERS or H. G. HOCKETT.

WANTED--TALKER--WANTED
For Posing and Girl Show. Must be sober and capable. Also Dancers and Posing Girls. Oscar Adams, Greek Gene Miller, wire.
RAYNELL, ROYAL AMERICAN SHOWS
ST. PAUL, MINN.

PENNY PITCH GAMES
 Size 48x48", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
 30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$5.00
 100-Player Complete 7.25

SEND FOR CATALOGUE.
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.
 124-128 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

1941 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
 Analysis, 3-p., with Blue Cover. Each .03
 Analysis, 8-p., with White Cover. Each .15
 Forecast and Analysis, 9-p., Fancy Covers. 25c .05
 Samples of the 4 Readings, Four for 25c.
 No. 1, 34-Page, Gold and Silver Covers. Each .30
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00
 Gazing Crystals, Ouija Boards, Planchettes, etc.

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15c.
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions. Lucky Numbers, etc., 35c.
ZODIAC F. T. CARDS. Pack 35c
 Graphology Charts, 9x17, Sam. 5c, per 1000 \$6.00
MENTAL TELEPATHY. Booklet, 21 P. 25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c. 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.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
 Instant Delivery. Send for Wholesale Prices.

"ANCHOR"
 Welcomes the Newcomers to the Carnival and Concession Business, and We Greet All of Our Old Friends for

1941
 Concession Tents—Show Tents—Bingo Tents
 Skating Rink Tents—Hoods—Merry-Go-Round Tents—Living Tops
"ANCHOR DRY" Green, Khaki, Royal Blue
 The Dependable Fabrics for Show Tents

ASK "ANCHOR" IF IT'S SHOW CANVAS

It's time to think about your needs. And you do need "Anchor" quality. The best is always cheaper in the end. May we have your inquiries? We will appreciate the opportunity to figure for you.

ANCHOR SUPPLY CO., INC.
 EVANSVILLE, IND.

POPPING CORN
 SKY-HIGH Brand MID-HYBRID 341 Dwarf Hybrid
 Genuine Hybrid produced by us, assures you maximum returns. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hybrid. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Cartons, Cones, Bags, Salt also Salted in the Shell and Fresh Roasted Peanuts. Write for latest price list.

MIDLAND POP CORN CO., Minneapolis, Minn.

HUBERT'S MUSEUM Inc.
 228 W. 42d Street, NEW YORK CITY.
 WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES
 State salary and all details in first letter.
 Open All Year Round.
 SCHORK & SCHAFFER

SECOND-HAND SHOW PROPERTY FOR SALE
 Electric Candy Floss Machine with recipe. Cheap. \$100.00
 Big Sidewalk Tent and poles. \$35.00
 Turnstile with register; bargain. \$5.00
 New Fibre Gov't. Trunk Desk; worth \$30. \$25.00
 Anchor Concession Tents, 14x8 ft.; bargain. We buy Chicago Rink Skates, Evans Wheels and Games.
WEIL'S CURIOSITY SHOP, 12 Strawberry St., Phila., Pa.

WILL SELL OR TRADE FOR CAR
 Cigarette gallery on 2-wheel trailer, 12-foot front, 8 feet high, pulled by '33 International truck with small house car body. Also fish pond, hoop-la, slum spindle store.

SILVER RALEY
 Corydon, Ind., Aug. 17-23

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

BIG gates and heavy gelf!
CHESTER ARTHUR joined Alamo Exposition Shows in Denver.
MR. AND MRS. JOHNS took over the dining car on Johnny J. Jones Exposition recently.
JIMMIE NASH has taken over the Motordrome front on Johnny J. Jones Exposition. His wife, Judy, is with him.
NO show ever was over-advertised that had something worth advertising.
JOHNNIE BRITT, of W. G. Wade Shows, took delivery on a new trailer during shows' Ithaca, Mich., stand.
JOHN T. HUTCHENS, who has had the Side Show on Alamo Exposition Shows, left the shows recently.
RILEY JOHNS, with two concessions, joined Buckeye State Shows in Poplar Bluff, Mo., recently.
WHY is it some patrons think the front-gate ticket seller sold them the whole midway?
BOOKING his digger stand on the John H. Marks Shows recently was John Orea.
AFTER 12 weeks with Keystone Modern Shows, Geraldine Gerald closed with the organization and returned to her home in Glens Falls, N. Y.

tall a giant may be, there is always someone who saw one twice as small or twice as tall.
FEATURED in Charlie Johnson's Vanities on the Art Lewis Shows, Nina Johnson has been the subject of some highly complimentary press notices lately, Roy B. Jones reports.
ELMER BROWN, general agent, Frisk Greater Shows, visited *The Billboard* St. Louis office while en route South to make arrangements for shows appearance at a string of fairs.
JOINING Al Alfredo's Museum on the Dixie Belle Shows were Clara Johnson and Dixie Holsapple. Helen Wilkerson is still handling the annex to good results.
MR. AND MRS. B. H. PATRICK, *The Billboard's* representatives, were guests of the management of Art Lewis Shows at the latter's engagement at Flourtown (Pa.) Fair.
HEAVEN to some train crews must be a place where breaking noon is compulsory.—Milo McGoof.
HAVING completed routing Crafts 20 Big Shows, W. Lee Brandon, general agent, is now handling Crafts Fiesta Shows, No. 3 Unit, for the rest of the season.
RALPH LOSEY, compiler for the Pacific Coast Showmen's Association's 20th

Up and Down

OUTDOOR SHOWDOM is always in step with progress in that "men of the hour" are never assured of their positions in the limelight. Some charge ahead; others fall back. The bands have played and the crowds have cheered and the show goes on in an ever-changing world. Men must come and go and take the transition gracefully, as the unit forms must change—but the basic principles of show business will ever remain.—Sidewall Philosopher.

"WHEN I hired out I told the boss that I was not interested in weekly insults on payday."

O. N. CRAFTS recently placed an order with Seller Manufacturing Company for another Tilt-a-Whirl for his No. 3 Show, making the third he has purchased this season for his various units.

MRS. ANNIE GIBBONS, 83-year-old mother-in-law of Floyd (Whitey) Newell, visited a carnival for the first time while Johnny J. Jones Exposition was in Milwaukee. She toured the midway from one end to the other.

COOKHOUSE OPERATORS Mr. and Mrs. Joe Decker joined Cetlin & Wilson Shows at Clearfield, Pa. Staff includes Milton Stodes, chef; Benny O'Connor, griddle, and Angus McTavish, Ray Grigsby, and Eddie Ellis, waiters.

"JUST completed a highly successful engagement with my Diamond Lou Show at Deadwood (S. D.) Days of '76 Celebration," pens Al B. Kish from Woonsocket, S. D. "Financially it was the best in five years."

ONLY one who unduly feels his importance sends useless and senseless telegrams. Sending wires that mean nothing to the receivers is one of many ways of knocking yourself out.

MANAGER of the office-owned Monkey Show on Molly's Greater Shows this season, Prof. Willie J. Bernard reports from South Liberty, Me., that he is contemplating taking his freak animal Show on a tour of fair dates.

A MEMBER of Mark Williams Side Show on various carnivals for a number of years, Gene (Tuffy) Davis is now in the army and stationed with Company



THESE MEMBERS of Gold Medal Shows posed for this photo while picnicking at Sunday Lake, Mich., recently. Left to right they are Blanche Helth, Alma Richards, Stella Sullivan, Caroline Holt, Thelma Frenzel, Bobbie Gibson, Dottie Bloom, and Bessie Lucas.

BETTY AND BOB LUKEN are registering a prosperous season with Smith's Greater Shows. Peck Wilson pencils from New Market, Va.

WHEN a lot man is out of place, everything else is.

FORMERLY with Patrick's Greater and Bremer shows, Jimmy Hunter is in Bakersfield, Calif., where he is employed in the oil fields.

FRED POTTER, Johnny J. Denton Shows, cards from Celina, Tenn., that he has signed A. S. Brewer as general agent of the shows for the rest of the season.

HAVING closed with Bee's Old Reliable Shows at Columbia, Ky., Mrs. James Anderson is now residing in Jamestown, Ky., she reports.

I KNOW a press agent who has more friends than he can use.—Cat Rack Annie.

BILL PINKERSTON and family, concessionaires, closed with Crystal Exposition Shows in Richmond, Ky., to fill some fair dates previously contracted.

CONCESSIONAIRE C. A. Stevens closed with Bee's Old Reliable Shows in Russell Springs, Ky. Sam Watson, grab stand operator, also closed there, R. Felton Robertson reports.

TEDDY METCALF arrived on Arthur's Mighty American Shows during their stand in La Grande, Ore., and will spend a few weeks on the organization with his parents, Mr. and Mrs. Joe Metcalf.

NO matter how small a midget or how

Anniversary Souvenir Edition, was a recent visitor to many of the Western carnivals obtaining data for the book.

A VET of 31 years in outdoor show business and formerly with numerous carnivals, Joseph Gelb has retired from the road, temporarily at least, and is living in Los Angeles.

BILLY MORGAN has signed his Tilt-a-Whirl and Kiddie Autos with Mad Cody Fleming Shows for the fairs and will join the organization in Blue Ridge, Ga., September 8.

CARNIVALDOM doesn't change much. As usual at this season, all midways will be much larger next year.—Annie Fay.

EARL WALSH has the La Conga Nights Revue on the Art Lewis Shows clicking to good returns since taking over the attraction about three weeks ago, Roy B. Jones advises.

EARL MITCHELL, formerly with various carnivals, is now in Nashville, Tenn., framing a show which he will present under canvas. He reports he has signed Chief Blackhawk, magician.

MEMBERS of Johnny J. Jones Exposition who celebrated birthdays during the stand in Milwaukee included Bert Miner, Woodrow Jones, Skippy Hinckley, Dorothy Wicks, and Helen Eule.

CONNER TROUPE closed a 14-week engagement with Convention Shows August 2 and rejoined Klein's Attractions for the third consecutive season to play a string of Ohio and Pennsylvania fairs.

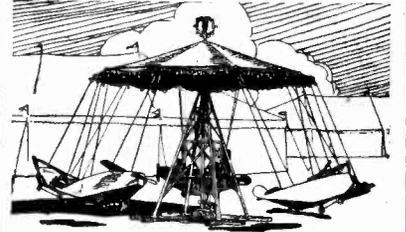
ONE DAY: \$682.30

This is the high gross reported in the 1941 Fourth of July Contests for Du-Plex Wheels. You, too, can make bigger profits with a Du-Plex Wheel. What better investment can you make than to buy another BIG ELI?



ELI BRIDGE COMPANY
 Builders of Dependable Products
 800 Case Ave., Jacksonville, Ill.

The Improved Kiddie Airplane Swing
 Attention, Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.

SMITH & SMITH, Springville, Erie Co., N. Y.

POPCORN

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.

MOSS BROS. NUT CO.
 Philadelphia Dept. B Pittsburgh

A. 50th Pursuit Squadron, Key Field, Meridian, Miss.

PVT. E. L. (RED) McGUIRE, formerly a Ferris Wheel operator on Horton's United Shows, visited the Zeigler Shows in Fort Lewis, Wash., while on a 10-day furlough from Company G, 162d Infantry, Tacoma, Wash.

CONCESSIONAIRE with O. J. Bach Shows, Con Weiss is in Champlain Valley Hospital, Plattsburg, N. Y., recuperating from an appendectomy which he underwent recently. Mrs. Weiss is operating the watch-la and balloon store in his absence.

THOSE concessionaires who are mixing hootch and soda with gasoline this summer may not be able to buy any of the latter fluid next winter.—Oscar the Ham.

JACK RUBACK, general manager, Alamo Exposition Shows, flew to San Antonio, Tex., from Salina, Kan., to look after some business enterprises there. He will return by plane to the shows at Lamar, Colo.

FORMER trouper and now publisher of *The Old Trails Echo*, Centerville (Ind.) weekly, Robert S. (Bob) Peelle visited Mighty Sheesley Midway at Mansfield, O. He also plans to visit Floyd (Whitey) Newell on the Johnny J. Jones Exposition at La Porte, Ind.

MR. AND MRS. NEIL McCREA, who assisted Glen M. Jacobs with the presentation of the Del Rio Midgets on the Mighty Sheesley Midway, left after the Cleveland engagement and returned to their home in Canton. Both were with Lewis Bros.' Circus earlier in the season.

BOB FREEMAN'S Harlem Swing Revue joined Mighty Sheesley Midway at Canton, O., August 4 for the rest of the season after having wound up its tour of night clubs in the East. Show reported good results at the initial stand in Canton.

A SHOWMAN and publisher remarked, "This much-heralded boom-time profit is being eaten up by excessive taxes." Well, that just about puts us back where we started.—Colonel Patch.

MRS. PHILIP LOVE cards from Jackson, Mich., that she and her husband are doing well on defense work there. She also advises that her father, Bill (Pop) Dyer is recovering from a broken leg and hopes to return to the road soon.

THE FOUR MUSKETEERS, Ned Torti, Wisconsin De Luxe Corporation; Sunny Bernet, Globe Poster Corporation; Bernie Mendelsohn, O. Henry Tent and Awning Company, and Frank Joerling, *The Billboard*, held one of their occasional reunions at Illinois State Fair, Springfield.

TED BUCK, West Coast Circus Shows, letters from Coquille, Ore.: "The sur-



GEORGE B. REDINGER, former concessionaire with Four Star Exposition Shows, is now a private in the army having been inducted on June 28. He's stationed with Battery D, 30th C. A. T. B., Camp Wallace, Tex.

prise of the season occurred here when shows did a highly satisfactory business, altho town's population is only 3,500. It was a red one and Rae Terrill on Frank Forest's Unusual and Strange People went over the top in the annex."

FREE ACT on the O. C. Buck Shows, the Five Skyscrapers left the organization in Pittsfield, Mass., to fill a list of fair bookings. They will return to the shows in September. Act includes Al and Alberta Keenan, Marie Shenefield, Kay McDonald, Lucky LaFaye, and Dick Warren.

A PATRON in a freak and novelty show asked the sword swallower, "Say, feller, what's wrong with you?" "Only crazy and think I'm happy," replied the shiv guzzler.—Side Show Sal.

"BEST APPEARING and best laid out midway I've seen this season was the Art Lewis Shows at Flourtown (Pa.) Fair," Herbert A. Douglas pens from West Chester, Pa. "Lot was sufficiently large enough to present each show and ride attractively and permit plenty of room for the crowds."

BILL STILES, Side Show operator with Elite Exposition Shows, closed with the organization at Wilber, Neb., and is now in Burns, Tenn., where he is framing his winter unit which he will exhibit in night clubs and theaters. He recently sold his farm in Burns and purchased a home in White Bluffs, Tenn.

"JUST completed a long but pleasant jump on my two-week vacation to visit Princess Nadja on Great American Shows, Roberta Kork scribes from Saugerties, N. Y. "My new car and trailer far exceeded my expectations. Plan to winter in Florida at the close of the season with Sim's Greater Shows."

TROUPERS have only themselves and those who played the spot ahead of them to blame for some existing hotel conditions. Remember, business is on the upswing and guests are plentiful.

FORMERLY with the W. C. Curl Shows, Dolly Lee Miller is not trouping this year, but is playing piano in the Cocktail Lounge, Hotel Branham, Union City, Ind. She reports she enjoyed visits recently from Mr. and Mrs. Curl and Doc and Cedora Edwards while the shows were playing Union City.

"I'M STILL with the Great American Shows, managing and working Nature's Mistake attraction," pens Princess Nadja from Saugerties, N. Y. "Business to date has been fair and shows are awaiting delivery of a new Merry-Go-Round and new tops. Expect to play a long string of fairs and remain out late this season."

NOTES from A. B. Miller's Interstate Shows from Puyallup, Wash.: Louis Scarcelli joined with Rolloplane, Lindy Loop, and new Fly-o-Plane, and Maude Hodges came on with cookhouse. Rose Thayer celebrated her 16th birthday, and Joe Seiva took delivery on a new trailer.

BLATANT Banner Man (to well-known general agent)—"MY show plays all smoke-stack cities and no crossroad villages." C. A.

"That's the first time I ever heard the Podunk pumpkin fair called a city."

NICK B. STEPP returned to the John H. Marks Shows in Wheeling, W. Va., to take over his duties as secretary-treasurer, and Eddie J. Hollinger has been assigned to promotional duties at the Great Radford (Va.) Fair in association with H. E. Stahler, who has been handling the advance details for the last several weeks for shows' stand there.

A FORMER wrestler with Athletic shows on Midwestern carnivals, Harold A. (Jock) Seibert enlisted in the Army Air Corps February 24 and is now stationed at Lowry Field, Denver, with the G. H. Q. Air Corps attached to the Third School Squadron. He took his preliminary training at Jefferson Barracks, Mo.

CLYDE'S UNITED SHOWS NOTES by Nina Jeter from Windberg, Pa.: Owner-Manager George C. Smith took delivery on a new truck here. George West, manager Oriental Villa, reports his attraction is doing well. Mrs. George West joined her husband and plans to manage their concessions for the rest of the season. Jerry Krevoff, Brooklyn, took over the front on the Oriental Villa.

HOW will the labor market be in winter quarters? In the past few years workmen have considered themselves lucky and among a chosen few when told they had winter jobs in the barns. How'll they stand up under high wages, labor scarcity, and unemployment insurance payoff?—Cousin Peleg.

"SHOWS opened here August 11 to one of their biggest inaugurations of the season," Mad Cody Fleming, owner shows bearing his name, letters from Adel, Ga. "Tobacco crops are good, price is high, and patrons have money. Visitors at opening included Sally Walker, John B. Davis, Southern States Shows, and the Nibales, who have their Tilt-a-Whirl and Ferris Wheel with the Lorean Attractions."

HOWARD INGRAM, general superintendent of the Art Lewis Shows, was compelled to leave the organization while at the Flourtown (Pa.) Fair and enter the Naval Hospital at Philadelphia for a rest and physical check-up. Frank Seager, assistant superintendent, is taking over Ingram's duties, while Mrs. Ingram will handle the popcorn stands. It is expected that Ingram will remain in the hospital for at least two weeks.

VISITORS to Johnny J. Jones Exposition midway at the Milwaukee engagement included William Martin; Mr. and Mrs. Jack Neal and sister, Edna Marquardt; Lee and Lila Bergman, Mrs. Floyd Newell, Murry and Betty Jones, Mrs. Sadie White, Bernie Mendelson, Carl J. Sedlmayr, Al Humpke, Denny Howard, Curtis Velare, John Courtney, Ida Cohen, Jim Cohen, Jim Malone, Bob Hutchinson, Fred Lauerman, Jack Duffield, Larry Hall, and Ray Felt.

"WOULD you be interested in twenty-five weekly and better conditions? Answer," read a telegram to a cookhouse waiter on a Western show from the cookhouse operator on another Western show. The waiter accepted—to find that twenty-five weekly meant fifteen in money and ten in meals. Conditions were better because the rainy season was over.—Whitey Cooks.

"WHILE in Meyersdale, Pa., Penn Premier Shows' first fair date, I met Bert Rosenberger, who was ahead of Lawrence Greater Shows until his auto accident." Stan Reed scribes from Rockymount, Va. "He said he's doing okeh and will probably head south soon. While making this town, I also visited the Brownie Smith Shows, which were playing the horse show at Berryville. Joe Karr, business manager, is in good health, and shows are doing good business."

GEORGIE SPEARS JR. letters from Nanty Glo, Pa., that more than 200 troupers turned out for the surprise birthday party tendered Mrs. Lloyd Ser-

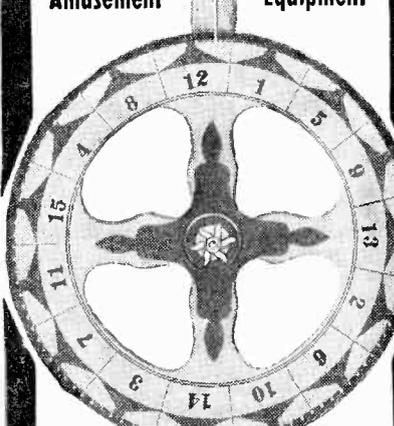
City Doings

NOW THAT it seems generally agreed that world's fairs are things of the past, many of the expositionaires will be looking for new fields to conquer. Most of them of prominence came from the carnival world and to that field many have returned, for a time at least. But it has been whispered that big city celebrations will soon be in order, with an entire city turned into an annual celebration, every factory and business house participating, all amusements located in stores, on lots and streets, and free acts working in every section. This idea is not too big for the men now in outdoor show business. Concentration of all amusement and city advertising activities within the corporate and business limits of a city is not a remote possibility.—Second Sight Sl.

pass in Lew Alter's Side Show during Penn Premier Shows engagement there. Mrs. Lou Moore and Felicia Geringer were hostesses, with Lew Alter as host. Lloyd Serfass presided over the well-received Kangaroo Court. Luncheon featured a huge birthday cake. Party continued until early morning.

FIRE of undetermined origin in the warehouse of E. D. (Roxie) Wilson, Rutland, Vt., recently destroyed the building, four concessions, two trucks, popcorn wagon, and Penny Arcade, inflicting an estimated \$6,000 damage. Wilson was readying the concessions for a string of fairs and the arcade was booked with Coleman Bros' Shows. Wilson re-

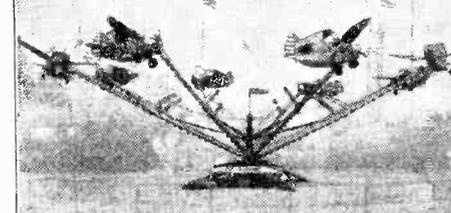
(See MIDWAY CONFAB on page 63)

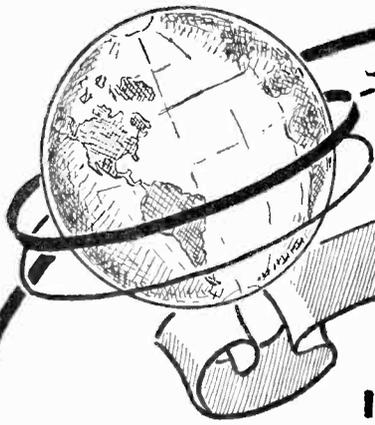
EVANS MONEY MAKERS
 Make your Concession the LIVE SPOT! Rely on EVANS' 49 Years' Experience for the Latest and Best
 Amusement Equipment

PADDLE WHEELS OF ALL KINDS \$10.00 UP
 Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.
FREE CATALOG
 H. C. EVANS & CO.
 1520-1530 W. Adams St., Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS
 Start a business of your own, make real money at any place of amusement with CANDY FLOSS, get one of our highly efficient machines now. Four models to choose from, sturdy built, easily operated. Prices to suit you. Write TODAY.
 ELECTRIC CANDY FLOSS MACHINE CO.
 202 Twelfth Ave., So. Nashville, Tenn.



THAT THE THREE MUSKETEERS were up to their usual antics at the 1941 Wausau (Wis.) Fair is evidenced by this photo snapped on Gold Medal Shows' midway. With them, second from left, is Vincent Markee, carpenter and chief adviser of the Gold Medal Showboat. As if you didn't know, the Musketeers are, left to right: Ned Torti, Wisconsin De Luxe Corporation; Sunny Bernet, Globe Poster Corporation, and Bernie Mendelsohn, O'Henry Tent & Awning Company.

Loop-o-Plane — Octopus — Rollo-o-Plane and Now **NEW FOR 1941 THE FLYOPLANE**
 Top money ride on Crafts 20 Big Midway. Ultra modern. Greatest performance. Another Eyerly money maker.
EYERLY AIRCRAFT CO. SALEM, ORE.
 ABNER K. KLINE, Sales Mgr. Eastern Factory Branch: RICHARD F. LUSSE, Chalfont, Bucks County, Pa. European Suppliers: LUSSE BROS., Ltd., Blackpool, Eng.

 FLYING



WORLD OF MIRTH SHOWS, INC.

10 Rockefeller Plaza, Suite 1029, Radio City, New York City

Six Years With the Best!

ED & MARGE TUTHILL
"DAMES"

CASINO—COWBOYS
BOB EDWARDS

HALL OF SCIENCE

Featuring
DOC GARFIELD
MRS. GARFIELD, Manager
Thomas Scully, Associate
PAUL & WILMA BIZZARD } Associates
ED & MILDRED SCOTT }
HOLLIS KELLEY }

EARL PURTLE'S LION AUTODROME

11th Consecutive Year
Featuring
ETHEL PURTLE
and her auto-riding lions and
QUEENIE
the only and original motorcycle riding lion
STILL GOING STRONG!

S i n g e r s **A c r o b a t i c** **S p e c i a l t i e s** **D a n c e r s**
EDDIE KARN
Presenting the
WORLD'S FATTEST FAMILY
Max Linderman & Frank Bergen says they are Tops
C o m e d i a n s — S w i n g B a n d s

CONGRATULATIONS
To a great Boss; a great Show; a great Trade Paper
from
MR. & MRS. R. F. JUDY
HARLEM PARADISE
16 YEARS AND STILL BREAKING RECORDS.
42—Sepia Artists—42
COUNT THEM!
ROBERT BUFFINGTON, Assistant Talker

JACK GILBERT AND HIS

Motorized on 7 Semi Units

GROCERIES — BEARS — CHENILLES — RADIOS — HAM
MOUSE GAME — PAN GAME — BLOWER — BOWLING

BINGO
Joe Cename, Manager
ADD-A-BALL
Harry Sandler
George Harris

CHENILLES
Mickey
BALLOON GAME
L. M. Berry
Willie Steinberg

CLOTHES PINS
Ray Hawkins
W. Lilly
R. Woolard

BLOWER
J. Nazzo
Johnnie Daniels
Joe Reynolds
Eddie Walters

MR. & MRS. O. F. MACK
Presenting the
ANIMAL CIRCUS
"It's the Best With the Best!"

"SHE"
Presented by
Princess Ming Toy
William Scott, Orator
Jean Walker, Manager
Ecelle Driver
Peggy Cornish
Gilman Brown, Talker
Maybelle Kidder, Owner

DINING CAR
Thanks to Max Linderman
WALLACE A. COBB
Trainmaster — Dining Car

WORLD'S STRANGEST TWINS
One Snow White — One Coal Black — Born of Normal Colored Parents.
All Winter Communications to:
T. KILPATRICK — JESSE MARSH
CARE OF THE BILLBOARD

GEORGE YAMANAKA
CATERPILLAR—CHAIR-O-PLANE

TOPS IN THRILLS AND MONEY
the SILVER STREAK
(Spillman Eng. Corp.)
DON CLARK

ELECTRICAL DEPARTMENT
J. L. EDWARDS
Chief Electrician
Ronald Driver, Assistant
John Cooper Harry Cook
Harry Blanton
Roy Hunter, Neon Department
John Rogers Earl Upchurch
Assistants

CANDY APPLES
With the Best!
MAX LEVINE

CANN'S
Justly Famous
POP CORN
Mrs. L. H. Cann
Benny Snapp, Mgr.

CHARLIE HOLLIDAY
LAUGHLAND—WHEELS

THE "CLICK" SHOW OF THE CENTURY

STAFF:

MAX LINDERMAN, General Mgr. GERALD SNELLENS, Special Agt.
 FRANK BERGEN, Business Mgr. JIM McHUGH, Publicity Director
 RALPH W. SMITH, Treasurer NEIL GEARY, Radio Publicity
 L. HARVEY CANN, General Agt. MRS. DONALD MURPHY, Secy.
 ALBERT FEINSTEIN, Assistant Secretary



MAX LINDERMAN
GENERAL MANAGER

PLAYING A-1 FAIRS IN THE EAST

MR. & MRS. H. W. MERTENS

10th SEASON HERE

WALTZER---OCTOPUS---SPITFIRE

T. W. KELLEY

Presents the Original

NATURE'S MISTAKES

1939---New York World's Fair---1940

Still Going Strong

Thank For

5 Years of Top Grosses

HARRY GREEN

and the

CANDY BOYS

Doing our best to keep their stomachs satisfied while
the boss satisfies their pocketbooks with
another of his successful seasons

WORLD OF MIRTH SHOWS CAFE

3 KIDDIE RIDES

Mr. & Mrs. Jack Linderman

and son, Sargeant Dave

SNAKE SHOW GLEN PORTER

Phil Griffen, Mgr.

Gordon Sine } Tickets
William Pelkey }

Lawrence Peterson, Inside Lecturer

MAIN SIDE SHOW

GLEN PORTER, Managing Director

Richard Lorraine, talker
John Keith, tickets
Harold Ward, tickets
Zip & Pip, pinheads; Cliff Snow, Mgr.
Carl Holley, alligator skin boy
Freddie the Armless Wonder
Dimetrio Ortiz, revolving body
"Shanghai" Mickey, tattooing

Nerieda, under-water girl
Helen Caswell, sword swallower
Jane Porter, mistress of ceremonies
The Franko Sisters in the Annex
Earl Thomas, chef
George Holley, assistant
Jerry Taylor---Mary Tomlinson, bally girls

MERCHANDISE CONCESSIONS

7th Year With the Finest Show in America

AND BACON---2 BALL GAMES---2 SETS OF DIGGERS---
ALLEY --- ADD-A-BALL --- CLOTHES PINS --- BINGO

BEARS

Lou Handel

MOUSE GAME

Peanuts & Buddy

BOWLING ALLEY

Dallas Duncan

Tommy Sanders

Mike Ruff

HAM AND BACON

Tommy Fox

RADIOS

Lew Wagner

GROCERIES

Willy Glickman

BALL GAMES

Carl Wilson, No. 1

J. H. Montgomery, No. 2

AMERICAN PALMISTRY---PHOTO GALLERIES

STILL WITH IT AND LIKE IT!

MRS. J. C. SIMPSON

Mrs. Flonnie Barfield, Mgr.

CARL A. and ELSIE TURNQUIST

ARCADE

Have Come a Long Way Together

DONALD MURPHY

SHOOTING GALLERIES

Short Range --- RUFUS ESTEP
Long Range --- JOHN RENSTROM
Cigarettes --- JACK ROBB

Mannie KLEIN & RICHMOND Abe

Guess Your Age --- Albert Young
Guess Your Weight --- Ted Cherrick
Penny Pitch --- James Peterson
Penny Pitch --- Sam Tunick

"No Guessing---This Is the Best One To Be With"

FLY-O-PLANE---ROLL-O-PLANE

EARL PURTLE, Manager

SLOVER'S WELL TRAINED RIDING PONIES

MRS. MAX LINDERMAN

Frozen Custard

BUGHOUSE

EDDIE CENAME

(Mickey Mouse)

OSCEOLA CLUB

Bucky Yaegar, Mgr.
Jack Linderman

JOHN ANDERSON

DIGGERS

Larry (Giggs) Bowe

Mail and The Billboard

DR. MOR LEWINSKI, Physician
HARRY HAUCK, Lot Superintendent
LEON REEVES, Scenic Designer
PETE CLATE, Merry-Go-Round Foreman

SPARKEY COVINGTON, Ridee-O Foreman
FRED BAKER, Hey-Dey Foreman
JERRY GREENLEE, Spitfire Foreman
LEW CEDAR, Talker, the Farmar Family

PHIL GRIFFEN, Talker, Snake Show
HOWARD WITHERS, Talker, Casino
HENRY CLAY, Elephant Trainer, "Teddie"
CHAS. RAINES, Elephant Trainer, "Japina"

TILT-A-WHIRL
Topping All RIDES



For Information Write
Sellner Mfg. Co., Inc.
FARIBAULT, MINN.

TENTS-BANNERS

Buy Now and Avoid Disappointment
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4862 North Clark Street, CHICAGO, ILL.

CONCESSION
CARNIVAL TENTS

Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

Globe of Death
Motorcycle Show For Sale

Looping the loop in an automobile and on motorcycles. Sensational European act. Can be seen in operation Canadian National Exhibition midway. Everything first class, top money taker. Good reason for selling. Never seen in U. S. A.

R. E. RESTALL

157 Silverbirch Ave., Toronto, Ont., Can.

ARKANSAS—MISSISSIPPI—MISSOURI

Fairs and Celebrations, attention.

We have open dates after Sep. 7th. 8 Rides, 4 Shows, 20 Concessions. America's cleanest show.

E. J. McARDELL'S
MIDWAY OF FUN

Eloy, Wis., Fair, Aug. 21-24; Waupun, Wis., Labor Day Celebration, Aug. 28-Sep. 1.

A. J. BUDD WANTS

Ticket Sellers that Grind, Strong Act for Bally, Girl for Blade Box. Winter work guaranteed. Care of Bantly's All-American Shows, Phillipsburg, N. J.

JACKSON AMUSEMENT CO.
WANTS

Legitimate Concessions for Roland, N. C., American Legion Fall Festival beginning Sept. 5th through 13th; Bennettsville, S. C.; Maxton, N. C.; Red Springs, N. C., and others to follow. No better spots in the Carolinas. Free Gate. Can use one more good Ride Man on Merry-Go-Round and Ferris Wheel. Address all mail to

J. Murray Jackson

Isle of Palms, Charleston, S. C.

NEW SENSATIONAL

Original Side Show Freak Illusion. Light weight. Cost less than a double sawbuck. RUSH letter, sure money maker. Particulars free.

ABBOTT'S, Colon, Michigan
World's Largest Illusion Builders

WESTFIELD, PA., FAIR

SEPTEMBER 15TH TO 20TH, 1941
Can place Grab Joints, Soft Drinks, Shows and Concessions; also Free Acts.
Address W. S. MALARKEY,
Ackerman Bldg., Binghamton, N. Y.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

Direct From the Lots

John H. Marks

Wheeling, W. Va. Week ended August 9. Location, Fulton Ball Park. Auspices, American Legion Post. Business, good. Weather, clear and hot.

Sultry weather and lack of adequate parking facilities kept attendance down most of the week, but business was up to former years with large crowds Friday and Saturday. Business was helped by a \$500,000 payday at the Wheeling Steel plant. Saturday, Kids' Matinee, was sponsored by the Poodles Hanneford Tent, Circus Saints and Sinners Club of America, which used a 40-inch display ad in both local papers and invited all children in Wheeling and vicinity to be their guests. Over 5,000 turned out. Orphans from St. Vincent's Home, Shadyside Home, and Wooddale Orphanages were guests of the committee, which was composed of Norman Greig, chairman; Ralph Nicholson, Jack Grimes, A. V. Dix, and John B. Colvig. Owner Marks, of the W. W. Workman Tent, Richmond, Va., assisted the local committee as honorary chairman. H. C. Ogden, publisher of *The Wheeling Morning Intelligencer* and *Evening News-Register*, and daughter, Mrs. Stubblefield, were guests of Owner Marks Wednesday night. Graves H. Perry, State tax chief, rejoined here after a tour of West Virginia towns with Cole Bros.' Circus. Al Palmer, vet trainer, visited his mother in Youngstown, O. Chuck Newman has an attractive concession with it. Jack Potts is back again, as is Ben Chandler, with candy floss. George P. Welch is doing well with his candy apples and popcorn. Frank A. Conway and Art Snodgrass visited. James M. Raftery, business manager, celebrated his birthday August 8 and showfolks gave him a big reception and many presents. John Gravas has taken over management of the Midway Cafeteria, formerly operated by Speedy Merrill. Show has been repainted and embellished with additional neon and fluorescent lighting effects.

WALTER D. NEALAND.

Cetlin & Wilson

Clearfield, Pa. Week ended August 9. Location, fairgrounds. Auspices, Clearfield Firemen. Business, good. Weather, good.

William Brice Jr. staged a good fair here and had high praise for the shows and rides. Spitfire, Moon Rocket, Drive-Yourself-Scouter, and Caterpillar were the top rides, with Paradise Show, Lauther's Side Show, Miss Americas, and Stranger Than They Seem leading shows. Mrs. I. Cetlin and Mrs. John W. Wilson returned Saturday night from New York, where they purchased new wardrobe and stage decorations for their Paradise Revue. Jessie Frank, woman bag puncher, in her ninth year with Lauther's Side Show. Carl Lauther Jr. is front talker with Lee Hayward on the Two Star Ranch Show. Dotty Lindy's acrobatic dance is proving popular with Paradise Revue patrons. Princess Olga is featured. Line-up also has Kitty and Johnny King, Pauline Norris, Paul Andre, Loranna Gallion, Babs Keller, Peggy Loury, and Art Parent's Paradise Orchestra. Tommy Thompson is doing a good job as talker on the Miss Americas Show. Visitors included John Canole and Mr. and Mrs. Fred Bowling. James Grant, fair press man, co-operated, as did *Clearfield Progress* men and the radio station at Du Bois.

RAYMOND D. MURRAY.

James E. Strates

Unit No. 1. Caledonia, N. Y. Week ended August 9. Location, fairgrounds. Auspices, Caledonia County Fair. Business, poor. Weather, fair.

Unit No. 2. Westfield, N. Y. Week ended August 9. Auspices, S. W. Firemen's Convention. Business, fair. Weather, fair.

As the space allotted to the shows at Caledonia Fair is not large enough for the whole show. Manager James E. Strates split the shows to play two dates during this week. An independent Merry-Go-Round was booked for Westfield. Unit No. 1 consisted of 10 rides and 11 shows, and Unit No. 2 had 9 rides and 10 shows. Emanuel Zacchini's Cannon Act was used at the Westfield date, using two Ferris Wheels, while the single

Wheel remained on the No. 1 unit. Fair fell off from last season and did not reach expectations, altho the fair association co-operated. Westfield was one of those rough spots, but with the help of the State Police and the local police and committee, patrons were kept in line after several unsuccessful attempts to crash the gate. Business was not as good as last year at Salamanaca, where the convention was previously held. Unit at Westfield was under management of Dick O'Brien, assisted by Special Agent Keith Buckingham. Manager Strates put in a busy week commuting between the two units. The writer had Mrs. Mary Solsburg officiate as *The Billboard* sales agent on the No. 2 Unit and handled the No. 1 himself. Top money ride on the No. 1 Unit was Bill Brown's Rocket, and on the No. 2 Unit Mrs. Merten's Spitfire. Leo Carell led the shows at Caledonia, and Fearless Egbert's Lion Motordrome topped the shows at Westfield.

SKY PUTNAM.

Dodson's World's Fair

Poughkeepsie, N. Y. Week ended August 9. Location, Brenner's Field. Auspices, Booth Hose Company. Business, fair. Weather, ideal.

Delayed in arrival because of necessity of lowering some of the high wagons so that they would clear overhead bridges of the New Haven Railroad, show train came in about 9 p.m. Sunday and the railroad yards were crowded with spectators anxious to watch the shows unload. Shows were believed to be the first major carnival to appear locally in four years. Splendid press work of Joe Mannheim, special agent, and co-operation from *The New Yorker* and *The Eagle* and Stations WGN and WKIP resulted in drawing over 3,000 to witness unloading activities under supervision of Don Montgomery. Everything was on the lot by 3 a.m. Monday and all was ready to open Monday night excepting the Fly-o-Plane. However, the ride was up and in full operation Tuesday night. Monday night drew a good crowd, but midway grosses were far under expectations. Business picked up Tuesday and each day thereafter. President M. G. Dodson finds time to socialize with visiting showmen and officials and to supervise other details around the shows. Mrs. Ella Dodson's popcorn and candy apple stands did well. Rose Faulkner resigned as cashier in Eddie Madigan's dining room. Lee Faulkner, electrician, is supervising the wiring of the show's new light towers. Mr. and Mrs. Howard Piercy are doing well with their penny pitch. Olive Hager's Wall of Death is popular. Johnny Cousins, in charge of the billing crew, has been doing plenty of billing and his work has shown gratifying results.

ROBERT GOODRICH.

World of Mirth

Bath, Me. Week ended August 9. Location, Chandler Field. Auspices, VFW Post. Business, good. Weather, good.

Local business conditions were exceptionally good, with everyone drawing top wages in defense industries allied with

ship building. Perfect weather thruout brought the largest crowds shows have played to here in three years. More money was spent here per capita than in any other city. Location was good and a check on cars in free parking area adjacent to showgrounds showed that about 15 per cent were from out of the State and belonged to summer tourists. Word was received here by Mr. and Mrs. Jack Linderman that their son, Dave, drafted last November, has been made a sergeant. Eddie (Mickey Mouse) Cenname purchased a half interest in the Bughouse from Mrs. Max Linderman and will operate the show for the rest of the season. He formerly was in charge of laying out the lot. Last details on shows' jaunt to Canada were checked here. Every member of the shows will be issued an identification card, complete with vital information and a picture. Joe Hughes, of the George A. Hamid office, visited. JIM McHUGH.

Wallace Bros.

Fairmount, Ill. Week ended August 9. Location, new fairgrounds. Auspices, Vermilion County Fair. Business, fair. Weather, hot and dry.

Short run from Paxton, Ill., was made in good time and shows opened Monday night to a small preview audience. Fair formerly was held on the streets, but the fair association now owns its own grounds and receives State aid. State inspectors closed several concessions, including the palmistry booth, but most of them were permitted to operate. Exhibits and livestock were housed in several large tents and there was a creditable array of free acts in front of the grandstand. Continued heat wave again retarded attendance and financial results for the shows were only fair. Mary Webb closed at Frankfort, Ill., and Joe Richardson replaced her here as Side Show manager. Additions to concession row included Mr. and Mrs. Kelly, of Hughey & Gentsch Shows, and Dorothy Tiliotson, who will operate a concession for her sister, Mrs. Frank Sparks. Charles Q. Troop left to join another show. News of Doc Barker's death cast a pall over the midway and a collection was taken up among the personnel to wire a wreath for his funeral. Recent visitors were Newell and Vivian Taylor; Mr. and Mrs. Sidney Hoey, Sol's Liberty Shows, and Robert Hughey, Hughey & Gentsch Shows.

WALTER B. FOX.

Bee's Old Reliable

Russell Springs, Ky. Week ended August 9. Auspices Russell County Fair. Business, good. Weather, fair.

After a fast move from Harrodsburg, Ky., shows, rides, and concessions opened Monday night to a small crowd, but all did business. Tuesday night drew a good crowd. Fair officially opened Wednesday morning to a large crowd, which continued thruout the week. About 15,000 attended Saturday night and shows, rides, and concessions reported near-capacity business. Stand was 50 per cent above last year. Blackie McLemore's concessions clicked, as did Manager Leonard McLemore's ball games and other concessions. James (Kid) Murphy

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless the desired character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. U. MURPHY W. U. CARLTON J. C. MILLER

MANAGER OF THE SERVICE MANAGER OF THE SERVICE MANAGER OF THE SERVICE

SYMBOLS

DL—Day Letter

NL—Night Letter

LC—Deferred Letter

NY—Night Cable Letter

Be—Bulletin

WHEN YOU TRAVEL KEEP IN TOUCH WITH HOME, OFFICE AND FRIENDS WITH LOW RATE TOURATE TELEGRAMS. THEY COST ONLY 35c FOR THE FIRST FIFTEEN WORDS.

SNOW CONE FLAVORS

Gold Medal flavors have the rich full flavor of the real fruit, yet cost no more than the ordinary kind. Follow the lead of the leaders and get more nickels with **GOLD MEDAL FLAVORS**. Also a complete line of Popcorn, Candy Apple and Candy Floss supplies. Send for our latest price list today.

GOLD MEDAL PRODUCTS CO.

133 E. Pearl Street Cincinnati, Ohio

joined here as Minstrel Show manager. Willard Davenport is still producing the show. Wild Bill Gary joined to take over the Girl Show. John Czudek's Side Show continues popular. The writer visited relatives and friends here, this being his home town. Ted Owens, assistant secretary of the fair board, visited with the writer. W. W. Owens, Walter Stephens, and H. M. Smith, fair board members, co-operated. Mr. and Mrs. David J. Huls visited Wednesday night.
R. FELTON ROBERTSON.

Gold Medal

Rhineland, Wis. Three days ended August 7. Location, fairgrounds. Auspices, Fair Association. Business, good. Weather, good.

Breaking the jump into the first fair, shows booked this spot for three days only and all were pleased with the turnout and money spent. From opening until closing daily the spot looked a fair date. Pierson's cookhouse left for Wausau, Wis., to remodel in compliance with State laws. Mr. and Mrs. Jim Pearce and Mr. and Mrs. Capt. Bob Heth left to make several spots previously booked, but will return later. Woman, a new show framed by Roy Rozier, is doing well and Crime Show is now hitting its stride. Another aluminum drive, with free rides for the metal, clicked. Red Miller's light plants are attractive in their new paint. Alma Richards added another ball game, and Clayton and Carline Holt's concessions are clicking. Also doing well are those owned by Paul Farris, Whitey Schneider, Alabama Freeman, Shelton Duff, Bruce Duffy, Bruce Seitz, and Alton Pierson. Barney Lamb's three shows and pony ride reports good business. Stanley Stellman's Thrilldrome also is doing well. Harold and Richard Lucas's Miniature Trains, Rolloplane, and Flying Scooter continue to show good grosses. Despite a shortage of ride help, shows continue to get up and down on time. John Oscar, 22-month-old son of General Manager and Mrs. Dottie Bloom is walking the midway.
HARRY E. WILSON.

Convention

Mount Morris, N. Y. Week ended August 9. Business, poor. Weather, fair.
This was the first time this season that no gate was used. Neither were any free acts presented, and business as a whole was far below expectations.
Tonawanda, N. Y. Week ended August 2. Auspices, American Legion Post Convention. Business, good. Weather, good.
Completing 12 weeks of their current season, all under volunteer firemen auspices, shows are enjoying the best season in years and the gate is 50 per cent ahead of last year. Director Clay Mantley's policy of giving a free act program, presenting six circus acts and a 10-piece circus band, has received much favorable comment from press and public, and much credit is given this policy for the increased attendance. Shows complete their Northern tour in Buffalo on Labor Day, after which they will make a big jump south for eight Virginia and Carolina fairs. The staff, shows, and rides remain the same as at opening in May. Several new trucks and trailers have been added.
FAY LEWIS.

West's World's Wonder

Joliet, Ill. Ten days ended August 14. Location, Theodore and Raynor avenues. Auspices, Disabled American Veterans Post. Business, fair. Weather, fair.
Shows made another Tuesday opener with good crowds but little spending. Billposter Red Schneider did a good billing job. Art Spencer has his new lion cub working smoothly. Committee here was rather weak and short on workers because of their wartime disabilities. Herald-News and Station WCLS co-operated. Blacky Pontier, Blacky Richardson, and Dennis Terrill went for a

long motor trip Monday night when rain caused an early closing. Plenty of painting, repairing, and general overhauling is being done.

Ottawa, Ill. Week ended August 2. Location, fairgrounds. Auspices, 129th Infantry Association, 33d Division. Business, good. Weather, unsettled.

Shows again failed to make a Monday opening because of playing Sunday in last stop, but drew good crowds Tuesday. Despite a good turnout nightly, the midway seemed rather bare after the Waukegan, Ill., crowds, but all were pleased with the chance to recuperate from the heavy going in that town. Business was interrupted several times by heavy blows and showers, but nothing could keep the crowds away. Shows were the first large one here for six years. Louis Weiss does a good job in the legal department. BOB BUCKLER.

Crystal Expo

Richmond, Ky. Week ended August 9. Location, Race Street. Auspices, Home Guards. Business, good. Weather, fine.

Spot proved another winner altho an electrical storm kept the shows dark the biggest part of Saturday night. Minstrel Show led shows, with Chinatown second. Murphy's Midgets did well, and Tilt-a-Whirl and Octopus topped rides. Mrs. R. G. Felmet purchased a ball game here, and Earl Thompson ordered two new concession tops. Shows' fair dates will keep them out until the middle of January. Bernie Shapiro, Southern Poster Print Company, visited.
R. G. (DOC) FELMET.

Buckeye State

Mansfield, Mo. Week ended August 9. Location, fairgrounds. Auspices, Ozark-Summit Exposition. Business, fair. Weather, hot.

Shows and rides did fair until the last couple of days, when business increased. Concessions did fair. A heavy storm Thursday afternoon leveled several tops and ruined Minstrel Show top. Owner Galler immediately made arrangements for a temporary one until a new top could be obtained from the factory. Mrs. Galler is convalescing at Hot Springs, Ark. Owner Galler signed the shows to play the Webster County Fair, Marshfield, Mo. Art Walker did big business with his cookhouse, and Jesse Harrison had a bang-up week with his grab stand. Mrs. Gertrude Brown, who has the Lola Show, was stricken ill Saturday night. Pat Brown, construction superintendent, is making general repairs on shows and trucks. Jack Oliver and the writer are scheduled to handle the No. 2 unit at Ellington, Mo. Jimmie Frances was appointed *The Billboard* sales agent and mailman.

Poplar Bluff, Mo. Week ended August 2. Location, City Park. Auspices, American Legion Post. Business, fair. Weather, ideal.

This was a new location three blocks from the center of town, and shows and rides did fair, but concessions were off. Doc Angel is recovering from his recent illness. Riley Johns joined with two concessions, and Leonard Bruce rejoined after being away several weeks. Jack Brady made a flying trip to Gary, Ind., where he has two other rides operating. He reports the Octopus has been doing well. Slim Harvell joined and is operating a concession. Pete Richards came on with five concessions, and Joe Samoska has charge of the Tilt-a-Whirl. Mr. McQueen repainted his Rolloplane. J. C. Hamlett's Chairplane clicked here. Paul Brannan has charge of the Merry-Go-Round. Paul Russell is in charge of the Circus Side Show.
H. G. STARBUCK.

O. C. Buck

Pittsfield, Mass. Week ended August 9. Location, Wine AC Field, Newell Street. Auspices, Elk Club. Business, fair. Weather, good. Pay gate.

Shows were the first to play here in 11 years. Newspapers co-operated as did the local radio station. Owner O. C. Buck was interviewed on the radio Thursday. Howland and McDonald presented their radio comedy act. Doc Wilson is on the Motordrome front again after being away for three weeks. Mr. and Mrs. Slim Lynch are with Clementine Coffey, with Slim handling the openings. Toby Kneeland is putting the finishing touches on the shows for the fairs tour. Bill Gorman returned for a week from New Britain, Conn. Anna G. Pitts was on the sick list here, and Winnie Sisto is organizing for the fairs. Master Russell is doing well. New Silver

OUTDOOR SHOWMEN

The next issue will be the FALL SPECIAL
Because of the increased size and distribution
THE FORMS WILL GO TO PRESS EARLIER THAN USUAL
No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 a.m. (Eastern Standard Time), Monday, August 25.
WIRE IMPORTANT LATE SHOW ADS SUNDAY NIGHT

ALAMO EXPOSITION SHOWS

WANT A COMPLETE SIDE-SHOW TO JOIN IMMEDIATELY
(MUST BE MODERNLY PRESENTED)

For Balance of Season. Have 11 Consecutive Fall Fairs, Starting With Colorado State Fair, Pueblo, Colo., August 25 to 30, and Including Such Outstanding Texas Fairs as Lufkin, Bowie, Nacogdoches, and others.
ALSO WANT SNAKE SHOW (Have Complete Frame-Up). CAN USE CAPABLE SHOWMEN IN ALL DEPARTMENTS
CAN PLACE A FEW MORE LEGITIMATE CONCESSIONS
Address: Lamar, Colo., this week; then Pueblo, Colo.

DICK'S PARAMOUNT SHOWS, INC.

WANT WANT WANT
BINGO — BALL GAMES — CIGARET SHOOTING GALLERY — LONG OR SHORT RANGE GALLERY — LEGITIMATE CONCESSIONS — ROLL-O-PLANE
10 Weeks Fairs and Celebrations.
DICK GILSDORF, General Manager, ANSONIA, CONN.

WANTED FOR JACKSON COUNTY FAIR

JACKSON, MICHIGAN, AUGUST 25 TO 30
Concessions of all kinds except SCALES, PHOTOS, NOVELTIES, BINGO, WHEELS AND COUPON STORES. WIRE OR WRITE
LIPSKY & PADDOCK
Care Johnny J. Jones Exposition, as per route in *The Billboard*.

WANT AMERICAN LEGION FAIR WANT

CITY PARK, METROPOLIS, ILL.
WANT—Mechanical City, Penny Arcade, Big Snake, Working Acts for Side Show; Musician and Performer for Minstrel, salary and percent; Dancer and Entertainers for Girl Show. CONCESSIONS—Ball Games, Snow Cone, Milt Camp, or any 10c Stock Concession. Can use good Free Act beginning Sept. 8th. This is first Show in Metropolis in two years. Seven County Fairs, two State Fairs to follow.

WALLACE BROS.' SHOWS

GRAYVILLE, ILL., THIS WEEK; METROPOLIS, AUG. 25TH TO 30TH.

BANTLY'S ALL AMERICAN SHOWS

WANT FOR LONG SEASON IN SOUTH
Ride Help—Must be capable, sober, reliable; probably have work all winter in Florida. Working Men to care for Fronts and Canvas. Girls for Revue and Posing Show, office paid. Few Colored Performers for office-paid Minstrel Show. Have for Sale—Smith and Smith Chair-o-Plane, good condition. Will book same on Show. One Panel Front, sixty foot, used for Revue, indirect lighting, new paintings.
Address This Week—PHILLIPSBURG, N. J., AUG. 18-23; FLEMINGTON, N. J., AUG. 25-SEPT. 1.

DOUBLE LOOP-O-PLANE FOR SALE

A-1 shape, extra motor, plenty of neon, ticket box and fence, with all the extras cost me \$5,000.00. Will sell cheap. Can be seen in operation on Beckmann & Gerety Midway, Tonla, Mich., next week; then Des Moines, Iowa.

PETER KORTES

WANTED—SHOWS, RIDES AND CONCESSIONS

Of all kinds for Negro State Fair, Lexington, Ky., August 25 to 30. No time to write; wire. Or will consider complete Carnival.
BEE'S OLD RELIABLE SHOWS, INC.
Lebanon, Ky., this week.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.



YOUR LAST CHANCE TO SAVE \$15

Join the Showmen's
League of America NOW
while initiation fee is
still only \$10

This fee POSITIVELY
increases to \$25
September 1, 1941

Contact your nearest League member or write
the membership committee direct. Each appli-
cation must be accompanied by initiation fee,
plus \$10 dues to September 1, 1942.

SHOWMEN'S LEAGUE OF AMERICA

Hotel Sherman

Chicago, Ill.

JOIN NOW!! SAVE \$15 LAST CALL!!

BECKMANN & GERETY SHOWS

WANT

Caterpillar Ride Foreman; must be A-1. Also Ride and Train Help.
Address BECKMANN & GERETY SHOWS, Des Moines, Ia., Aug. 18 to 29.

AT LIBERTY AFTER LABOR DAY WEEK

One No. 5 Eli Ferris Wheel; one Airplane Boat Ride, real money getter; one new 30-k.w. Diesel electric light plant. Also good Platform Acrobat Free Act, 4 girls; and we carry our own platform; we also have transportation for all rides and light plant. Willing to go South.

ADDRESS TO BOX D-100, CARE OF THE BILLBOARD, CINCINNATI, OHIO

BEE'S OLD RELIABLE SHOWS, INC.

WANTS sober ride men at all times. Top wages in cash. Stock concessions working for not over ten cents. Concession agents for stock joints. Shows with own equipment and transportation, thirty percent to office. Fairs in Tennessee after October 11, communicate with us. Marion County Fair, Lebanon, Kentucky, this week; New Taylor County Fair, Campbellsville, Kentucky, next week. Then Tennessee and Alabama Fairs.

PENNSBORO FAIR, PENNSBORO, W. VA.

AUGUST 26, 27, 28, 29 INCLUSIVE
KAUS EXPOSITION SHOWS, INC., ON THE MIDWAY

Wants Legitimate Concessions of all kind; no exclusive except Bingo. Can place experienced Foreman for Merry-Go-Round, must understand Ride; Ride Men in all departments. Monte Navarro wants Posing and Dancing White Girls. Salary \$25.00 week. All address A. J. Kaus, Marlinton, West Va. (Fair), this week; next week, Pennsboro, West Va. (Fair).

BANTLY'S ALL AMERICAN SHOWS

WANT FOR
FLEMINGTON FAIR, FLEMINGTON, N. J., AUGUST 25-SEPTEMBER 1
Eight Days and Nights—Including Sunday and Labor Day, and
JUANITA COUNTY FAIR, PORT ROYAL, PA., SEPTEMBER 2-6
Five Days and Nights

Stock Concessions of all kinds, Merchandise Wheels, Scales, Novelties, Guess Your Age, Ball Games, Eats and Drinks, String Game, Glass Pitch, Dart Game, Cigarette Shooting Gallery, Bowling Alley. Shows with own outfits, must be in keeping with our High-Class Attractions. Billie Pope, get in touch with Joe Payne. ALL ADDRESS THIS WEEK, PHILLIPSBURG, N. J.

Streak is popular, and Fizzie Winters did well here. Bill McConville, Johnny Bass, Ray Debler, and Al Hand visited.
LON RAMSDELL.

Alamo Expo

Burwell, Neb. August 6-8. Auspices, Burwell Rodeo Association. Business, good. Weather, hot.

After a 400-mile trip from Denver, shows were greeted by a heat wave here. Date marked shows' first local appearance and they proved popular. Hot weather hurt day play, but cool nights found plenty of patrons on the midway. Brownie Miller did a good job of handling the midway. Johnnie Graves did well with his Midway Cafe. Louis Ringol, general agent, spent several days here before leaving for Texas. Owner Jack Ruback left for Wichita, Kan., and San Antonio on business. Thursday, with some 20,000 on hand, was the best day. Cecil Baker purchased a new car. Hypo Denecke's Pet Shop clicked, and Tommie Davis tendered Bill Aldrich a party. Eddie Boothman's and Dutch Cantrell's shows led that department. Scooter had two good days.

Denver, Colo. Week ended August 2. Location, Alameda and Federal Boulevard. Business, good. Weather, ideal.

Showfolk greeted the return engagement here with enthusiasm. Good business was recorded by downtown stores from the showfolks, especially after the good week in Cheyenne, Wyo. Turnout here was good, altho shows played the town six weeks ago. Rides did little business, with the bulk going to front gate, shows, and concessions. Jerry, trained chimp, was pictured in *The Denver Post* along with Owner Jack Ruback and trainer, Bill Williams. Jerry contributed his share toward the aluminum drive here. Joe Murphy's Hawaiian Village and Lorraine Bass's Soldierette Revue led shows, and Jimmy Reece's Penny Arcade did well. Ride foremen Jack Olivers, Red Hughes, Bill Duggan, H. Smith, and Bill Carr painted rides for the fair tour. Concessionaires Mrs. H. Williams, Bernice Kitterman, Helen Fields, and Martha Rogers reported good business. Herman Reynolds, transportation superintendent, is keeping trucks moving. The writer's wife left here for a visit to San Antonio, Tex.

LARRY MULLINS.

West Bros.

No. 1 Unit, Manchester, Ia. August 5-8. Auspices, Delaware County Fair. Business, good. Weather, good.

Fair was sparked by free gate and a swell promotion job by Fair Secretary E. W. Williams. Wednesday and Thursday attendance was far above previous highs here and Thursday proved the banner day of the stand, with shows and rides getting good play. Scooter registered one of its best days of the season so far, with Rolloplane and Ferris Wheel close behind. Speedy Wood's Hell Riders led shows. Sam Golden's Side Show and Pat Malone's Athletic Arena were close behind, followed by Sonny Sharpe's Minstrel Show. Shows' concert band proved popular. Work on fronts is being rushed to completion before the start of the Southern fairs. Three new units have been added to shows fleet of trucks. Stanley Schmidt took delivery on a new trailer here. Visitors included Pat O'Brien, L. Brown, Sunny Bernett, H. Seifert, and P. J. Trueblood.
DON TRUEBLOOD.

Dixie Belle

Huntingburg, Ind. Week ended August 8. Location, fairgrounds. Business, good. Weather, fair.

After a near record-breaking week in Tell City, Ind., shows moved here in good time and everything opened Monday night. Altho the fair did not open until Wednesday, shows had two pretty good nights before the opening. It rained on two occasions during the week, but crowds were good and all reported satisfactory business. Dolly Dimple topped shows. Alfredo, with his Ten-in-One, joined in Tell City, Ind., and went over big. Management reported business this year is about 75 per cent better than last year. The July 4 stand in Bloomfield, Ind., was the best in shows six-year history. JOHN C. BROWN.

Patrick's Greater

Toppenish, Wash. Week ended August 9. Auspices, American Legion Post. Pay gate, 10 cents.

Shows opened on time after a 300-mile jump from Wallace, Idaho. Weather was

THANKS

To
J. W. (PATTY) CONKLIN
For a Most Successful Tour of
Western Canada
PAT AND EVELYN
TEMPLETON

GIRLS

For Posing, Hawaiian and Girl Shows. Top salaries. Open at once or not later than Aug. 24 in Syracuse, N. Y. Join or wire

J. Sciortino

STRATES SHOWS

This week Hamburg, N. Y.; then Syracuse.

FAIRS FAIRS FAIRS

Summersville, W. Va., Aug. 25 to 30
Webster Springs, W. Va., Sept. 1 to 6
Sutton, W. Va., Sept. 8 to 13
Clay, W. Va., Sept. 15 to 20
Spencer, W. Va., Sept. 22 to 27
With other fairs pending. Want Rides: Merry-Go-Round, Loop-o-Plane, or Rolo-Plane. Will book Shows with or without own outfits not conflicting with Animal Show.
Concessions: Long or Short Range Lead Gallery, Candy Floss, Bumper, Devils Bowling Alley, Knife Rack, Heart Pitch Tilt U Win, Watch-La. All address

JACOB PRYOR

PRYOR'S ALL STATE SHOW
Cedar Grove, W. Va., then as per Route.

FRED KING WANTS

For
AMERICAN LEGION NIGHT FAIR

Morris, N. Y., August 25 to 29.
Shows and Concessions, no Grift.

Hutchens Modern Museum

Wants to join at once for all winter's work, one Good Attraction, Freak or Working Act; also Girl to Work Illusion, man and wife preferred, Also want Tattoo Artist. All address JOHN T. HUTCHENS, Green Bay, Wis., this week.

WANTED

Sword Swallow, Knife Thrower, Fire Eater, or any Outstanding Act. Marion and Don Newby, Jimmy Thompson, Mimi Garneau, contact us at once. Out all winter.
ALO & CAPT. RED RANKIN,
SOL'S LIBERTY SHOWS, Faribault, Minn.

H. P. LARGE SHOWS WANT

For two of the biggest Homecomings in Illinois; Noble, Aug. 23-30; Findlay, Sept. 1-5, Labor Day and Homecoming, then into our Tennessee Fairs. Can place Cook House, Custard, Candy Floss. Legitimate Concessions of all kind, come on. I will place you. Want Agents for Fish Pond, Pitch-Tilt-Win and Pea Pool; Slim Vaughn, come on. Want ride help. Can use help in all departments. Place any Show with own outfit. Cisse, Ill., this week, then as per route above.
H. P. LARGE.

\$15.00 REWARD

For information leading to recovery of a 1939 Chevrolet Truck, Motor #T-2386511, Arkansas 1941 License #260-915. Call 4-5033 day or 3-2230 night. Little Rock, Arkansas.

AT LIBERTY SEPT. 2

Nine-Car Tilt and No. 5 Wheel. Wish to book for season 1942 in Park or Beach, or will join Show now for Southern Fairs. Have no transportation.

JOSEPH T. BRETT

Box 3243, Daytona Beach, Fla.

Wants—PETE RICHARDS—Wants

Wheelmen, must be capable Grinder and sober. Prefer those that can stand prosperity and long season's work. Have Fairs and Celebrations thru November. Would like to hear from Ike Demick, Gene LaMont, and those worked for me before. Communicate as per route: Mammoth Springs, Ark., this week; Jackson, Mo., following.

AT LIBERTY ORGANIZED GIRL SHOW

Have four young attractive girls, real dancers. Complete inside and outside sound system. Flashy wardrobe. Want outfit with seats; large, solid stage; capable of handling crowds as we make money. BOX D-102, CARE THE BILLBOARD, CINCINNATI.

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

ideal altho cloudy and threatening Friday. Business was above expectations on opening night, falling off a little Wednesday and Thursday, but picking up again Friday. Saturday drew 1,800 paid admissions. Owner Patrick had his car repainted and repaired. Tom Bailey, operator of the Girl Show and Girl in the Fish Bowl, took over the She Show and is rebuilding and painting the front. Ross Keeler left for Denver to pick up the new Octopus. Midway set-up has been changed, with all rides in the back and concessions in the front. Tom Bailey's Girl Show topped shows, with Bob Tyress's Athletic Show second. Joe Pongo Show is closed because of illness to the big chimp, but he's improving. The Billetti Troupe, free act, closed here. A new one will join at Everett, Wash. PEGGY BAILEY.

H. P. Large

Herrick, Ill. Week ended August 9. Location, City Park. Auspices, American Legion Post. Business, fair. Weather, good.

Shows came in from Coffeen and Morrisonville, Ill., and Manager H. P. Large had them up in good time. Monday night's opening drew an exceptionally large crowd and rides and shows chalked one of their best Mondays of the season. Tuesday was fair, but Wednesday night the park and midway were packed and all did well. This was the banner night of the season so far. Saturday was best day. Lon Morton's wrestling bear led shows. Attendance this year was far above last year's.

Coffeen, Ill. Week ended August 2. Location, city park. Business, fair. Weather, good.

Move here from Mount Olive, Ill., saw shows set up and ready by Sunday night. Only part of the shows played here, the Merry-Go-Round and Chairplane going to Morrisonville for a two-day celebration. Shows were the first to locate here in many years and good crowds turned out nightly. Ferris Wheel and Kiddie Autos did well and Morton's

Wrestling Bear Show went over. All concessions did fair. MONROE SMITH.

O. N. Crafts

Fresno, Calif. Twelve days ended August 10. Location, Ventura Boulevard. Auspices, American Legion Post. Business, good. Weather, ideal.

With good weather, shows drew big crowds to midway the first week. The second half started slowly, but began to click about the middle of the week, and heavier attendance was recorded at the pay gate during the closing days. Now headed south, shows have only two more stands to play in the San Joaquin Valley before making a long jump to the metropolitan areas of the major cities. Personnel was sorry to learn of Mrs. O. N. Crafts' accident at Merced, Calif., necessitating hospitalization for a few days. She sustained a severe knee sprain. Jimmy Lynch, Frank Warren, and Blacky Johnson, of the commissary department, enjoyed mountain fishing and frog hunting nightly. Harold Mook, auditor, claims to have one of the largest office compartments on tour. Jake Boyd is the new ride superintendent. Karl Lohmueller disposed of his interests in the Miss America Show to Jeff Griffith, who will operate the attraction the rest of the season. Alf Mahler, Penny Arcade manager, keeps the attraction in top shape. Harvey Quackenbush, neon artist, completed the new Auto Scooter sign. Mr. and Mrs. Louis Korte, concessionaires, have their stands on the No. 3 unit. A birthday party was tendered Roberta (Babette) Korte and Edna Kanthe in the Bamboo Room of a local Chinese cafe. Louis G. T. Cecchini, operator of the lead shooting gallery and several other concessions on the midway, is framing a new concession. Erskine Hester, operating the photo gallery for Babe Collins, reports the concession is enjoying its best business in years. Gracie Asher is doing a good job at the front gate. GEORGE PARENT.



WRITE SIOUX TIRE & BATTERY CO. SIOUX FALLS, S. D.
Buy on Our Easy Terms.

WANTED - - WANTED - - WANTED
For
WEST VIRGINIA STATE FAIR
Lewisburg-Ronceverte, West Virginia, Week of August 25 Till August 30, and
GREAT RADFORD FAIR
at RADFORD, VA., Week of September 1 (Labor Day) Till September 6.
The Largest Munitions and Defense Project in the South—Million-Dollar Paydays during this week. Thousands of skilled labor working day and night—a golden opportunity. To be followed by 10 other bona fide Fairs in proven Southern territory.
CAN PLACE AT ONCE Legitimate Concessions of all kinds. Wanted—High-class Grind Shows.
JOHN H. MARKS, MARKS SHOWS
THIS WEEK AT ELKINS, WEST VIRGINIA.

... WANTED ...
FREE ACT For Long Season Shows Side Show, Mechanical, HIGH AND SENSATIONAL Fairs and Celebrations. EXCEPT GIRLS Monkey, Crime, Animal, Glass House, Motordrome.
CONCESSIONS ALL OPEN EXCEPT BINGO
Wheels, Grind Stores. Come on—No X.
RISE MEN Loop-O-Plane Operator, Mix-Up Second Man.
TEXAS EXPOSITION SHOWS
Omaha, Neb., until Aug. 23; then Kansas Fairs; Columbus, Kan., Aug. 25 to 30; Parsons, Sept. 1 to 6; 8 more, including Abilene, 2nd largest Texas Fair. Fair Managers, write FRANK J. LEE, General Agent.

WANTED—LEGITIMATE CONCESSIONS
SHARON, PA., CENTENNIAL & WESTERN PA. FIREMEN'S CONVENTION—
Location, Downtown. AUGUST 25-30 Incl.
NELSONVILLE, O.—Main Streets—MERCHANTS FESTIVAL & POULTRY SHOW—SEPTEMBER 1-6 Incl.
LOUISA, KY., FAIR—Main Streets—SEPTEMBER 30-OCTOBER 4.
ADDRESS:
THE F. E. GOODING AMUSEMENT CO.
1300 NORTON AVE. COLUMBUS, O.

FREE ACTS WANTED
2 Aerial, Roller Skating, Comedy Clown, Hillbilly; 3 to 5 people. Price must be low.
ALL FOR WAUPUN, WIS., BIG FREE TRADES & LABOR CELEBRATION
AUGUST 30, 31, AND SEPTEMBER 1
Concessions, come or wire. No racket. Privilege \$15.00 to \$20.00; Independent Rides and Shows 30%. Yes, we go South, playing Fairs and Street Celebrations till Dec. 1st. All address
E. J. McARDELL'S MIDWAY OF FUN
Elroy, Wis., Free Fair, Aug. 21 to 24; Waupun, Wis., Aug. 28 to Sept. 1; Lodi, Wis., Fair, Sept. 3 to 6.

CHARLESTON, WEST VIRGINIA, STATE FREE FAIR
CHARLESTON, WEST VIRGINIA
9 big days and 9 big nites (includes two Saturdays, two Sundays and Labor Day). Begins August 30th-Sept. 7th inclusive.
KAUS EXPOSITION SHOWS, INC., ON THE MIDWAY
WANT: Legitimate Concessions of all kind. Ice-Cream and Drink Stands. No exclusive except Bingo. Will sell exclusive on Novelties. Hymns, wire me.
All address A. J. Kaus, Marlinton, West. Va. (Fair), this week; next, Pennsboro, West Va. (Fair).

CUNNINGHAM'S EXPOSITION SHOWS
Want for Ripley, W. Va., Fair, August 26-29; Parkersburg, W. Va., and Bridgeport, Ohio, to follow; Junction City, Ohio, Sept. 8-13th.
Want Shows: Girl Show, 10-in-1, 5-in-1, Animal Show, Illusion, Monkey, Snake, and Grind Shows of any type. Have tops for the above mentioned. Concessions of all kinds. Will book or buy a Kiddie Auto Ride, 8-Car Whip, or Tilt-a-Whirl. Address all mail to Glenville, W. Va., Fair, August 20-23.

Mad Cody Fleming
Moultrie, Ga. Week ended August 9. Location, downtown. Business, fair. Weather, good, except rain Saturday.
Shows arrived early Sunday from Valdosta, Ga., and everything was ready Monday noon. Day play was poor but nights were fair. A good crowd was out Tuesday, opening day. Guy White joined with bingo and Illusion Show, and Jack McCarty disposed of his restaurant in Atlanta and rejoined with a cookhouse. Duggan and Wallace have 3 concessions: Tex Dow, 2; Grace Mack, 2; Ed Mitchell, 2; Dick Wyatt, 1; Clyde Dowdy, 1; Dave Davidson, 2; Louis Porter, 1; Cecil Rice, 1, and Art Barnes, 1. A cigarette gallery and jewelry concession also were added. Rides did well. New Ferris Wheel topped rides. Dave Davidson, general agent, continues to do a good job. Staff has Mad Cody Fleming, owner; Dave Davidson, general agent; Louis Porter, electrician; Lonzo Wilson, transportation superintendent, and Art Barnes, secretary.
MAD CODY FLEMING.

Arthur's Mighty American
La Grande, Ore. Five days ended August 10. Auspices, American Legion Post. Business, fair. Weather, hot. Pay gate, 10 cents.
The 450-mile trip here from Taft, Calif., was made successfully, with the exception of a few blowouts. Shows, with the exception of the Mix-Up truck and trailer, which was lost in transit, arrived Tuesday night. Official staff moved into the new office Saturday. Sponsors co-operated, with Legion members holding open house nightly in the No. 2 office. Allen Fine was host. Mr. and Mrs. Martin Arthur visited American (See Direct From the Lots on page 63)

42nd Annual Tour!
E. LAWRENCE PHILLIPS
Presents
JOHNNY J. JONES
EXPOSITION
With
CLYDE BEATTY
"Greatest WILD ANIMAL Trainer of All Time"
1941's GREAT MIDWAY at 1941's Greatest Events!
COASTAL EMPIRE PAPER FESTIVAL Savannah, Georgia.
MILWAUKEE MIDSUMMER FESTIVAL Milwaukee, Wis.
LA PORTE COUNTY FAIR La Porte, Ind., August 19 to 23
INDIANA STATE FAIR Aug. 28 to Sept. 5
KENTUCKY STATE FAIR Sept. 7 to 13
TENNESSEE STATE FAIR Sept. 15 to 20
MISS. FAIR AND DAIRY SHOW Meridian, Miss., Sept. 22 to 27
MISS. ALA. FAIR & DAIRY SHOW Tupelo, Miss., Sept. 30 to Oct. 4
MID-SOUTH FAIR AND NAT. DAIRY SHOW Memphis, Tenn., Oct. 11 to 18
PENSACOLA INTERSTATE FAIR Pensacola, Fla., Oct. 20 to 26
Permanent Address:
511 "C" Street, N. E. Washington, D. C.

3000 BINGO
Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
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.
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.
LIGHT WEIGHT BINGO CARDS
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 Glass... \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000... 1.25
Lightweight Lapcards, 6x16. Per 100... .50
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x6, 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, wardrobe 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.
J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago



Attractions Budget Up for W. Va. Fete

BERKELEY SPRINGS, W. Va., Aug. 16.—Plans for the three-day Tomato and Health Festival here are nearing completion and prospects point to the largest attendance in the five-year history of the fete. Budget this year was raised several thousand dollars for the free entertainment program. Cost of the celebration is shouldered by the community, which is making an effort to re-establish the springs in the minds of the traveling public.

Program talent is drawn chiefly from the State, with emphasis placed on coronation of West Virginia's loveliest college girl on opening day and a prize parade on closing day. Talent for a revue is drawn from WJEF and Lee Winter studios. There will also be an outdoor boxing show on opening night. On the second day there will be speeches, band music, Lee Winter's Winterettes, Chanters-Winchester (Va.) Choir, and presentation of prize money to tomato canners and growers. Scheduled for closing day is a toddlers' race, mountain music, and bathing beauty contests, and band and drum corps drills.

Local orchestra will play for the queen's ball. In selecting West Virginia's loveliest college girl, publicity man Gene Miller sent photos of contestants to 16 leading orchestra leaders, who picked Natalie Bailey, Beckley (W. Va.) College co-ed. Young Men's Business Club will operate a carnival on the streets. Rides booked are Lew Henry's Spitfire and Fred Henry's Merry-Go-Round and Ferris Wheel. Concessions are operated by the YMBC. Free acts are Aerial Cowdens and Fred's Kiddie Circus.

Principal events of the festival are broadcast by WFMD. Chief medium of publicizing the fete is thru newspapers, Gene Miller getting weekly stories in nearly all key papers in a 100-mile radius.

UTICA, O.

HOME COMING & CENTENNIAL
OCT. 2-3-4

WANTED—CONCESSIONS

Address: The F. E. Gooding Amusement Co.,
1300 Norton Ave., Columbus, O.

WANTED—FREE ACTS

Address: STEWART ANDERSON,
Care The Mystic Theatre, Utica, O.

BEST LABOR DAY SPOT IN U. S.

Wanted Quick--Wanted Quick

Independent Shows, Stock Concessions and Rides that don't conflict for Louisville, Ky., 14-Day Jubilee at South End Community Center Park, opposite beautiful Churchill Downs, in heart of Louisville. Sept. 1 to 14 inclusive. This should be a winter bank roll spot. Only limited space left. Make reservations now. All wires and mail to

Doc Howell, Park Supt.
Central Ave., between 7th and 9th Sts.,
Louisville, Ky.

WANTED

By

HAMILTON-BUTLER COUNTY SESQUI-CENTENNIAL CELEBRATION

HAMILTON, OHIO, OCTOBER 4-5-6-7-8-9-10-11
8 BIG DAYS AND NIGHTS

A GOOD CARNIVAL FOR MIDWAY (EXCLUSIVE). BEER, FOOD, SOFT DRINK EXCLUSIVE. WILL CONSIDER OTHER CONCESSIONS. BOOKING DANCE BANDS. Write or Wire

CHAS. S. HOOKER, Hamilton, Ohio.
(John B. Rogers Producing Co. Managed)

AMERICAN LEGION CELEBRATION

HUNTINGTON, LONG ISLAND, AUGUST 26 TO 30

Want Concessions of all kinds, excepting Wheels. Frozen Custard, Bingo, Ball Games, Grind Stores that work for Ten Cents. Shooting Gallery, Scales. Have three monster Free Acts for this date, including Cannon Act. Will book Kiddie Auto Ride and Rides that do not conflict. Shows with own outfit. Write or wire FRANK WARE, Care American Legion, Huntington, L. I., N. Y.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

Variety Is Keynote For O. Celebration

HAMILTON, O., Aug. 16.—Attractions of a wide variety are planned for eight-day Hamilton-Butler County Sesquicentennial, commemorating the 150th anniversary of the founding of the county seat, to be held here on Butler County Fairgrounds, officials report. Alexander Thomson Jr., local business man, is general chairman of the event, which is being sponsored by the Chamber of Commerce and a county-wide civic organization. Charles S. Hooker, John B. Rogers Producing Company, engaged to produce a historical spec, has been named business manager.

Program will include a midway, special events daily before the grandstand, nightly fireworks, name bands to supply music for dancing in a pavilion now under construction, and the pageant, to be presented by 1,800 people on a 400-foot stage. Evans Flag & Decorating Company will handle street decorations. Watkins G. Hunt, International Parade Masters, will supervise floats and a Parade of Progress. Midway Agency will handle souvenir programs.

There will be transportation, commercial, industrial, and agricultural equipment displays, plus a historical museum, safety show, and child welfare center. Defense equipment valued at \$800,000 will be on display. Commercial and industrial exhibits will be handled by Freeman Exposition Service. Pennsylvania and Baltimore & Ohio railroads will furnish modern train exhibits, the latter also supplying historical trains for the pageant.

Gray Bookings on Increase

EVANSVILLE, Ind., Aug. 16.—E. R. Gray, of American Decorator, reports a successful season, with the number of bookings to date exceeding by far those of other years. His biggest job this year was in furnishing decorations for the dedication of the government hospital in Marion, Ind. He has a contract to furnish a 40-booth display show in the Salem (Ill.) Hangar under sponsorship of Marion County Fair Association, and is booked to furnish acts and booths for 12 fall shows and eight spring events.

CONNER TROUPE was set by C. A. Klein Attractions for annual picnic of United Brick and Clay Workers of America in Tuscora Park, New Philadelphia, O., on August 9. Displays by Bellaire Fireworks Company were also on the program.

Attractions Draw 50,000 At Calif. Dedication Show

SAN BERNARDINO, Calif., Aug. 16.—An estimated 50,000 attended dedication of the new National Orange Show Stadium here on August 6. Show was produced by George Burns and booked by Eddie Gamble. It was sponsored by the United Service Organization. Admission was \$1.

Features included marching groups, Los Angeles Sheriff's Boy Band, Victor McLaglen's Light Horse Brigade and motorcycle thrill group highlighted by a tunnel of death act; Tiny Kline, slide for life; Pina family, Risley and teeterboard; Roulal and Jerry Pina, tight wire; Louis Velarde, bounding rope; Eleanor Velarde, trapeze; Bimbo, comedy tables; Velarde and Escalante trio, comedy aerial bars; Si Ritter, comedy Ford; Three Tumbling Sistos, and a 15-minute Keystone Fireworks Company display.

N. Y. Doings Pulls 50,000 With Attractions Program

HAMBURG, N. Y., Aug. 16.—About 50,000 attended the successful fifth annual Erie County Republican picnic at the fairgrounds here on August 2, reported Lewis R. Stegman, amusement chairman.

On the midway were 3 Merry-Go-Rounds, 3 Chairplanes, Ferris Wheel, 2 Kiddie Auto Rides, and 2 Kiddie Aeroplanes, furnished by Carl Ferris, Charles Schultz, Todhill, and Doc Frazer; Mabel Mack's Mule Show, which has played here the past five years; 6 ball games, 6 cane racks, 2 fishponds, scales, photo gallery, and 2 bingo games, operated by the committee; Princess Garnette, mentalist; eat and drink concessions, managed by Fred J. Seames. Buffalo Seames Catering Company, and Flying Behrs and Conley Troupe, free acts. Patriotic sets, furnished by Buffalo Fireworks Company, concluded the program. Visitors included James E. Strates, Strates Shows; Clay Mantley, Convention Shows, and Al Boxhall, Square Deal Shows.

Curl Signs 2 Ohio Affairs

LANCASTER, O., Aug. 16.—W. S. Curl Shows have been awarded contract for a six-day celebration on the fairgrounds here under auspices of Central Labor Union and the Junior Chamber of Commerce, reported Doc Edwards, Curl general agent. There will also be grandstand attractions, free picnic, and an automobile giveaway. Edwards also reported that the Curl Shows have again been signed for Blanchester (O.) Fall Festival and Home-Coming, for which a variety of special events is planned, including a queen contest, nightly parades, free acts, beauty contest, and concerts by the C & E Band.

O. Home-Coming Draw Big

MAGNOLIA, O., Aug. 16.—Annual Magnolia Band Home-Coming on August 7-9 attracted largest crowds in years, with ideal weather prevailing thruout. All midway space was taken. Band concerts were presented nightly, and the Mast Family and Betty Lee, dancer, were free acts. On the midway were three Gratziano and Carlin rides; Emil Hahn's Strange Animal Show, calliope, and novelties; Von Black, popcorn; Ottobacker's stores; Richardson's photo gallery; Mack McCausland, floss; Art Hill, mouse game; T. B. Berry, lead gallery and high striker, and Larry Fallon, bingo and country store.

Mich. Event Draws 75,000

WAYNE, Mich., Aug. 16.—Recent annual four-day street fair here, 18 miles west of Detroit, under auspices of Odd Fellows, drew an estimated 75,000, according to visiting showmen. An elaborate program of acts was booked thru United Booking Office, including Rita and Dunn, high wire; Great Knowl, high pole; Aerialettes, trapeze, and six platform acts. Concessions were booked by Louis Rosenthal, and there were other midway attractions.

Michigan Festival Bucks Adversities

JACKSON, Mich., Aug. 16.—Beset by troubles, including a delayed show train, a deluge, and lighting difficulties, the fourth annual Cascades Festival here nevertheless chalked up estimated attendance of 10,000 on Sunday, second of its eight days.

An audience of over 6,000 was kept waiting 2 1/4 hours for the Saturday opening of the 1941 Cascades Star Follies, as the troupe was held in the Chicago railway yards and did not arrive here until 4:30 p.m. Setting of the stage and costuming kept entertainers busy until 11:06 p.m., when the show started. Lester Cole, cmsee, filled in during the wait and the Jackson Federation (See MICHIGAN FESTIVAL on page 66)

Bookings Set for Wis. Fete

APPLETON, Wis., Aug. 16.—Bookings for a three-day celebration here in Pierce Park under auspices of the Trades and Labor Council have been completed, reported Secretary Lloyd Eisner. Henke Attractions will furnish rides and concessions and a stagemat will be presented by Ben Berger and Company. E. G. Mularky, U. S. Fireworks Company, will furnish day and night fireworks the last two days. There will be a float parade the morning of closing day, with the city and high school bands participating.

RIVERDALE, MICHIGAN!

AUGUST 22-23

Annual Celebration . . . On the Street—
Everything Open . . . \$1.00 Per Foot
Percentage Stores O.K.—No Grift!

COME ON!

Will Buy or Book Kiddie Ride

JOS. HOEFELMEYER & SON

748 Fountain St., N. E. Grand Rapids, Mich.

WANTED AT ONCE

For

POLICE ANNUAL
FALL FESTIVAL

Sept. 4-5-6-7

Camden Park

Huntington, W. Va.

SHOWS

and
CONCESSIONS

Also

A-1 Banner Man.

Address—

Fall Festival Hdq.,

204 Hines Bldg.,

Huntington, W. Va.

CONCESSIONS — SHOWS

WANTED For
HOOPESTON, ILL., ANNUAL
SWEET CORN FESTIVAL

SEPT. 15-16-17-18

No Grifts or Gypsy Camps, Beefers and Agitators stay away, as only contentment prevails here. Bingo and Novelties still open. Terms reasonable. Act immediately for choice location. The best money spot in Illinois. Ask those who were there last year.

TOMMY SACCO THEATRICAL MART

162 No. State St.

Chicago, Ill.

WANTED

Legitimate Concessions for

HARVEST JUBILEE

OCT. 1-2-3-4

Write or see T. H. PURDY, Covington, Ohio

RIDES AND CONCESSIONS WANTED Fifth Annual Fall Festival

Wellsville, Mo., Sept. 11, 12 & 13

GEO. B. WINN, Con. Chmn.

ACTS

INCLUDING ANIMALS AND COMEDY,
WANTED FOR INDOOR

MUSKOGON COUNTY JUNIOR EXPOSITION

OCTOBER 8 TO 11

Address COURTHOUSE, Muskogon, Mich.

WANT

For largest Labor Day Celebration in Central Missouri, town's first Celebration this year. Rides, Shows, Concessions, Free Acts, A-1 Banner Man, help in all departments. O. E. THOMPSON, Box 520, Waynesville, Mo.

Milwaukee, Oshkosh Big for Ringling

MILWAUKEE, Aug. 16.—The Ringling-Barnum show played to nearly 20,000 persons at its matinee and evening performances here August 11, and the next day at Oshkosh, Wis., capacity crowds turned out for both shows, with total attendance reaching 28,000.

Ann Burah, aerialist, sustained a fractured left wrist and right elbow and numerous bruises when she fell during the matinee at Oshkosh from a suspended ladder. The accident occurred at the end of the bird ballet act. Miss Burah fell about 20 feet.

Dailey Going East; Biz Uniformly Good

ROUNDUP, Mont., Aug. 16.—Dailey Bros.' Circus played here Monday to fair business. Manager B. C. Davenport states that the show has toured seven States, covering about 7,000 miles, to date. It has been making Montana stands for about three weeks, but is now heading eastward toward the wheat-raising regions. Davenport reports business uniformly satisfactory.

The elephant truck carrying Rosie and Nemo has turned over three times on the road recently, but without serious injury to the truck or bulls. Lately the calliope was wrecked, and the pipes were turned in on a new machine to be picked up at Miles City, Mont. Two new large motors have just been added to the equipment and a big truck for utility purposes.

Personnel of the show includes Mr. and Mrs. B. C. Davenport and daughter, Norma; Butch Cohen, ticket office; Harry Fitch, legal adjuster; Joe Levine, candy and novelties; Ray Morrison, popcorn and pit show; Dutch LeBlair, grease stand; Vernon Hurd, side show, with Willie Rawls and Charles Parker in ticket boxes; Johnny Stephens and Kid Cummings, inside concessions; R. M. Harvey, advance, and Harry Doran, brigade leader. Members of the band are Ovila Leboeuf, cornet and leader; Georges Gardner, baritone; Buck Sawyer, trombone; Blackie Woods, bass; Sam Barham, drums; Bertha Drane, calliope. The band is costumed in Western cowboy style.

Highlights of the big show performance are the Six Circus Girls in Roman rings and trapeze; wire-walking, Leon Woods; cloud swing, Bille Gilliam; Rosie, largest bull, worked by Roy Beavers; silver whirl, little Norma Davenport; iron jaw and web acts, Hazel Leboeuf and Frenchie Woods; high trapeze, Virginia Smith and Mildred Pile; Nemo, posing and dancing bull, worked by Copenhagen, and principal clown, Walter Schuyler, known as Annabelle.

The side show is very attractively framed, housing the two elephants, two splendid camels, a pair of lions, a hyena, two black bear cubs, and a group of large monkeys. The outside pit show contains a sloth, so-called upside-down animal. The side show is not opened until after the big show matinee is over.

Wallace Halts Westward Move; Business Holds Up

QUINCY, Ill., Aug. 16.—Wallace Bros.' Circus ended a westward trek here on the banks of the Mississippi and turned southward after giving two performances August 9.

The show moved steadily westward after a turning point at North Conway, N. H., July 5, playing New York, Pennsylvania, Ohio, Michigan, Indiana, and other Illinois spots.

In some stands business was unusually good and on the whole has been satisfactory. From Quincy the show moves into Southern Illinois, then into Eastern Kentucky for a few stands.

Much new canvas and several new semi-trailers were in evidence here.

CORINTH, Miss., Aug. 16.—Wallace Bros.' Circus is jumping completely across Tennessee to enter Mississippi here. The advance cars, with Harry Chipman in charge, billed the show for performances here August 18. Show is scheduled to come here from Mayfield, Ky., with the long run being made on Sunday.

The show is entering the Deep South after playing only two Kentucky stands, Paducah and Mayfield. It has signed a contract to play at a Labor Day Celebration in Columbus, Ga., under auspices of an organized labor group.



GENERAL VIEW of Russell Bros.' big top after it was blown down at Richmond, Va., August 12. The blowdown happened at 3:25 p.m., during the matinee, which was attended by 2,000 persons. Hundreds of them were covered by the tent when it fell and several were injured. The cookhouse, entrance, and animal tents were also blown down. Damage was estimated at \$12,000 to \$15,000.

Premature Closing For Sparton Bros.

PITTSBURGH, Aug. 16.—Sparton Bros.' Circus closed its season at Tiltonville, O., August 9, after a 12-week tour. Bad business and difficulty in getting help were said by Manager Sparton to be the cause of the premature closing.

The show, which started its season out of Pittsburgh, was returned here and placed in storage pending future bookings. Manager Sparton said he may reorganize later.

HW Awarded \$2,673 From Bond Posted by Howard

LOS ANGELES, Aug. 16.—Hagenbeck-Wallace Shows, Inc., was awarded a judgment for \$2,673 in Superior Court here Monday for transportation charges on Jennie and Trilby, elephants, which were brought here from New York following their tour with Singer's Midgets in the East. The amount of the judgment is collectible from a bond posted by Sam Howard, theatrical agent.

Hagenbeck-Wallace complained that the elephants were abandoned in New York without means of support and without tickets for a return trip home. Howard had hired the elephants for appearances with the midgets.

RONALD SHAFFER, former circus man, is now manager of the Palm Gardens nitery, Columbus, O.

Wind Destroys Russell Big Top But Show Goes On With Sidewall; Loss Put at \$12,000 to \$15,000

RICHMOND, Va., Aug. 16.—Damage estimated at \$12,000 to \$15,000 was suffered by Russell Bros.' Circus here Tuesday when a strong wind blew down the big top, covering hundreds of spectators, during the matinee performance. Besides the big top, three other tents—animal, entrance, and cookhouse tents—were blown down. The four tents were valued at \$8,000. The side-show top and other small ones were the only tents left standing. Sixteen persons were injured, but none of them seriously. The show carried no insurance other than public liability.

Shortly before 3 p.m. Mrs. Pauline Russell Webb, owner of the show, sensed the danger and notified all the acts to cut the show. This action on the part of Mrs. Webb undoubtedly is responsible for the safety of aerialist Vera Fannington, who cut her act sharply when the center poles began swaying. Some patrons started moving toward the exit at this time and when the blowdown occurred the show was being carried on by the Clark and Acevedos juggling acts.

Before the big top gave way the menagerie top went down, followed shortly by the banner line of the side show. Several cages went over at this time, but fortunately none of their doors were

—Be Safe Than Sorry— In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of *The Billboard* each month. The next installment will appear in the issue dated August 30, under the title of "What Is Unfair Competition?"

Cole Fares Well in Hampton Roads Area

NEWPORT NEWS, Va., Aug. 16.—Cole Bros. found excellent business on its advent into the booming Hampton Roads defense area. First circus into this section this season, the show drew turn-away crowds at the night show in Newport News last Saturday.

The show spent Sunday in Norfolk, and was the first show ever to play a two-day stand there.

W. L. Keller, 40, elephant keeper, was seriously injured while assisting in loading the elephants aboard the train at Newport News Saturday night. Tony, one of the big beasts, struck him with his trunk, knocking him against the side of the car and crushing his chest. He was removed to a Newport News hospital, where he is expected to recover.

A. C. Scene of Acrobats' Meet

Hamid is host—novelty performers is new title adopted for acrobats

ATLANTIC CITY, Aug. 16.—Some 200 acrobats from all over the country convened here last Saturday (9) for the second annual convention of the International Association of Acrobats. The event was a one-day meet, starting at 10 a.m., and the convention site was Hamid's Million-Dollar Pier, selected because George A. Hamid, pier operator, is a former acrobat himself and a life member of the association.

The "allez-ooop" lads and lassies convened here after a lapse of two years, no convention having been held last year, and the first session was originally held three years ago in New York. Jack Davis is national chairman of the association, and Ed Rooney, who appears with his sister, Jenny, on the flying trapeze in the Hamid's Circus on the pier here, is corresponding secretary. This was the first time since the New York convention that it was possible for the membership to get together for a discussion of important problems confronting the acrobatic profession today.

Hamid, playing host to the convention, also personally addressed the group and led the discussion for the various papers read touching on the particular problems of the profession. The defense note—the place of the acrobat in the national and home defense scheme—was touched upon by Hamid in the opening address.

But the most patriotic move of all came with a resolution adopted unanimously calling upon all acrobats to revive the memorable "flag finish" that always closed a thrill act in the good old days. From now on, every acrobat will end his routine by waving the American flag—not, it was made clear, as a surefire bid for applause, but to reawaken the public to the spirit of democracy.

Problems Weighed

The shortage of silk caused by the present U. S.-Japan tension was presented as creating greater complications for the acrobats than those merely involving silk hosiery. It was voted unanimously by the acrobats to abandon their traditional silk tights.

Just exactly what the costume of the future will be was not immediately determined, but the performers assured the public that it will be glamorous.

Jenny Rooney, of the Flying Rooneys, came thru for the U. S. A. by offering to (See ACROBATS MEET on page 45)

Gainesville Readies For Fall Season

GAINESVILLE, Tex., Aug. 16.—Gainesville Community Circus is making preparations for the opening of its fall season at the Cooke County Fair here August 19 for a two-night engagement.

The show will move from here to Austin for the Shrine Circus engagement and present six performances under canvas. Program for the Gainesville and Austin dates will be augmented by the Aces, eight-people teeterboard acrobatic act from Fort Worth, trained by Glenn Wilcox. Art Lanford, of Dallas, and Albert A. Marx, of Houston, will be in clown alley for the Austin date.

Superintendent Alex Murrell has a crew of men working on canvas, and big top will go up in time for two days' rehearsal after the summer layoff here. Mr. and Mrs. Jimmy Storms, Mrs. Gerry Murrell, and Verne Brewer are on a brief vacation trip to Colorado.

Manager Roy Stamps, A. Morton Smith, Verne Brewer, and Benny Saylor are guests of announcer Harry Thomas, of Cole Bros.' Circus, when it showed in Oklahoma City recently.

Mrs. Murrell and Brewer worked the Ponder Rodeo with their wire act and high diving dog August 2 and were to have their Liberty act there August 16. They worked their dog and wire act at the Fort Worth Community Circus in that city August 15. The Coin sisters and Burch Spire worked their Roman ladder act in Ardmore, Okla., August 5, and J. B. Carlisle had the calliope at St. Joseph, Mo., August 9 for the annual St. Joseph Pioneer Days parade.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

SCOTTY THE EUROPEAN CLOWN is playing fairs around Michigan, Ohio, and Indiana to great success.

BUCK LEAHY, clown contortionist, is playing night clubs in and out of Boston.

JAMES M. BEACH is doing local contracting for Wallace Bros.' Circus. Earlier in the season he handled schools.

CHARLES UNDERWOOD, former circus agent and theatrical manager, has given up his business in Macon, Ga., and moved to Atlanta.

MIKE GUY'S band on the Wallace show has come in for many favorable comments in newspaper reviews. There are 12 men in the band.

EVERETTE JAMES, veteran circus bandmaster, will again take up teaching in the St. Anthony and Fine Arts schools in Beaumont, Tex.

ONE THING about the circus that has not changed is the use of Bros. in titles.

JAMES MCKENNA attended Hunt Bros.' Circus at Attleboro, Mass., August 6 and met Ben W. Levine. The show was fine and business excellent, James reports.

WILLIAM DeBARRIE, manager of Russell Bros.' Side Show, is doing very good business. His wife, working birds, is one of the attractions.

JACK CONNORS, formerly of the John Robinson, Ringling Bros., and Downie Bros. circuses, is doing advance work with Endy Bros.' Shows.

WORD comes to circus fans in Atlanta that Cole Bros.' Circus will play a Labor Day engagement there, possibly a two-day stand.

HERBERT A. DOUGLAS, of West Chester, Pa., saw the Cole show at

Waynesboro, Va., and says it did good biz considering the size of the town.

HOWARD INGRAM, old-time circus trainmaster, is in the Naval Hospital, Philadelphia, where he is visited three times a week by his old friend Charles A. (Chuck) O'Connor.

DUSTY CUNNINGHAM, comedian, is scoring with Arthur Wright's minstrels on the Ringling-Barnum Side Show. He has been with the Big One for a number of years.

A. V. FULLER and **O. L. Casey**, formerly of circuses, have the snipe plant in Columbus, Ga., and have the contract for billing the Chattahoochee Valley Fair.

JIM McSORLEY, doorman at the Gayety Theater, Cincinnati, was in Chicago for three days during the Ringling-Barnum engagement. He also took in the Brookfield Zoo.

TWO former circus troupers are operating night clubs near Macon, Ga. Frank (Java) Kohn has Java's Oasis and the Heart of Georgia Club on Clinton Road, and Dave Durrett has the Cinderella Club on Miller Field Road.

THE ESCALANTE TROUPE is booked until the latter part of September with Frank Wirth. After playing with his Bundles for Britain show at Cedarhurst, L. I., the troupe went to Keyport, N. J., for the firemen's fair.

AN off-heard question from circus fans: "Are we going to have a railroad show in our town this year?"

UNDER resolutions passed by the city council of Macon, Ga., no circus will be issued a permit to play Macon during October. The resolutions were adopted to protect the Georgia State Fair from opposition.

FREDDIE FREDERICKS, who has been doing menage and working bulls on Russell Bros.' Circus, has left to work Madame Bedini's stock on Royal American Shows. Norman Carroll, who did announcing on the Russell show, also has left.

HERBERT A. DOUGLAS met Wingie Saunders, who has charge of the canvas on the Art Lewis Shows, at the Flourtown (Pa.) Fair. Wingie has been boss canvasman on many a mud show, and he never fails to catch a circus that is within his range.

A. AUGESTAD, formerly with Ringling Bros., Sells-Floto, and Tom Mix circuses as a contortionist, is a special policeman at West Allis, Wis., during the Wisconsin State Fair. He spent the day with the Big One at Milwaukee August 11.

LUKE CLAYTON, well-known elephant man, is convalescing in Chicago after being struck at a busy Chicago intersection by a motorist. He suffered a broken knee and a broken lower limb. Luke had been with the Ringling show for many years.

DORY MILLER, general agent of Wallace Bros.' Circus, passed thru Macon, Ga., last week prospecting the Southeast for that show. He was the first circus agent of this season noted in this section of Georgia, which usually gets its circuses in September and October.

CHARLES SPARKS left Macon, Ga., a few days ago for a visit with relatives and friends in Pennsylvania. He will visit the grave of his wife, Mrs. Addie Sparks, widely beloved circus woman, at East Brady, Pa. Sparks is much improved in health.

IMPROVED business for nearly all circuses has led to more reports of a possible new railroad show—on 15 cars—for next season.

TERRITORY in the Southeast this fall ought to be great for circuses, writes a correspondent, what with good tobacco and cotton prices, plenty of industrial activity, more pay rolls and big government spending at army camps, and other defense projects.

PAUL M. CONAWAY, former circus p. a., recently had occasion to make a trip to Philadelphia and New York and

to his great disappointment returned home to Macon, Ga., without seeing a circus. For the first time in years he did not find a show playing somewhere along the route at the time.

COLE SMITH and **Jiggs** (chimp) put in an appearance at the Hollywood Palladium in connection with *A Night at the Circus*. While both made hits, Jiggs was the center of attraction for the five hours he was guest star. Several of the Palladium's staff, including Hank Weaver, emcee and radio announcer, had their pictures made with Jiggs.

OLD CIRCUS LOT at Warren, O., used by traveling shows for many years, has been purchased for the site of a new radio station to be built by Frank Nied and Judge Perry S. Stevens. The four-acre tract was owned by one of Warren's oldest families. Another lot used in recent years and closer to the downtown is available there.

GEORGE KIENZLE was on the lot of Bell Bros.' Circus at Pennsburg, Pa., August 9. He caught the show while en route from Washington to his home, Lancaster, Pa. Matinee biz was light. Kienzle says he has purchased the Columbia record album No. C-58 of the Ringling band. The records are excellent, he says.

PRESIDENT LEO ABERNATHY of International Alliance of Billposters, Billers, and Distributors has resigned as a member of the Allegheny County Selective Service Appeals Board, Pittsburgh. A candidate for sheriff, Abernathy informed Gov. Arthur H. James that he believed he should resign for reasons of propriety. He also heads the Central Labor Union.

EIGHTY PER CENT of RB's performances up to the middle of July were reported by Gardner Wilson to have been sellouts. That's a fine record for any attraction.

THE LATE Harry Hertzberg was honored last week at stone-breaking ceremonies for the new Hertzberg addition to the San Antonio (Tex.) Public Library. The addition will house the famed Hertzberg circus collection. Walter Loughbridge, a director of the Circus Fans' Association and an executor of the Hertzberg estate, participated in the event.

WILLARD J. OAKLEY recently visited Benson's Wild Animal Farm at Nashua, N. H., and found it in tip-top shape. He says Mabel Stark has her group of Bengal tigers in training. Carl Neuffer is in charge of elephants, and Joe Arcaris trains the lions and other wild animals. Fred Pitkin is breaking a nice Liberty horse act. He also trains ponies. Margaret Thompson has three chimpanzees in training. Benson was there to greet his numerous friends.

DOC WADDELL says he has been queried by nearly a dozen persons as to old-time circus leapers, so he puts the matter to readers of *The Billboard*, asking: "Who were the old-time circus leapers? Who the first? Who the first to do a somersault over horses, elephants, or both? Who accomplished a double somersault? Did any one do a triple? How many leapers with the Barnum show from 1873 to 1893? Who was the leading leaper of this group?"

Acts for Boston Shrine

BOSTON, Aug. 16. — Sponsored by the Aleppo Shrine Temple, the Hamid-Morton Circus at Boston Garden here will include the following acts: Wallendas, high wire; Christy Elephants, featuring Daisy, rumba elephant; the Great Colleano, tight wire; Harold's Liberty Horses (Arabian stallions), the Great Fusser, giant spiral ascend and descend; Peejav Ringens, death-defying ride for life with a 110-foot leap into a tank of water; Terrell Jacobs and his cats, and the Wong Troupe, Chinese acrobats and aerialists.

Macon Shrine To Enlarge

MACON, Ga., Aug. 16.—Macon's annual Shrine Circus will be held this fall and will be substantially enlarged, according to announcement by Arab Patrol of Al Sihak Shrine Temple. G. P. Lockhart will head the circus committee. He has announced that the circus will be held for a week in the Macon Auditorium as usual.



Circus Model Builders and Owners' Association

By **RUSS T. WARNER**
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Aug. 16. — Model Builders of the Chicago district gathered on the Ringling lot in that city to look over the equipment and meet some of their friends who are with the show. Among the Model Builders to be seen on the grounds were John Havirland and John Shepard, of Chicago; Charlie Bennett, Berwyn, Ill.; Gordon Potter, St. Joseph, Mich., and John McCurdy, Harrisburg, Pa. McCurdy conveyed the greetings and good wishes from the fellows back east to those present. Thursday (7) the fellows gathered at the home of Charlie Bennett, where the day was spent going over models and having a real good time in general.

The largest gathering of Model Builders ever held took place on Hamid's Pier, Atlantic City, August 10. Twenty-one members, together with their families and friends, were guests of CMB Captain Terrell and Dolly Jacobs of the ladies' auxiliary. A large model display was set up at the end of the pier and opened to the general public. The day was spent in making new acquaintances and renewing old ones, taking in the various amusements, and watching Terrell and Dolly go thru their fine performances. During Dolly's first performance a large sign of welcome to the ladies' auxiliary was unfurled in the middle of the arena. When Terrell went in with his cats he too had a large sign for the CEMBOA. The signs were somewhat of a surprise and caused a great outburst of applause from both members and the spectators. Between shows Terrell and Dolly took the group on a tour of all their cats and gave quite a talk on them. The roll-over cat, Sheba, was put in the arena, and anyone wanting to have his pic taken with her was granted that privilege. Nearly everybody took advantage of this offer.

The evening meal was in the form of a Dutch lunch, served inside the steel arena. Terrell's entire personnel joined in this part of the program. Several pictures were taken of this group. Mrs. Jacobs' mother and the twins were with us all day and certainly went a long way to help make the party a success. The one person we know enjoyed himself more than anyone else present was our good friend George Graff, of Peru, Ind., the first president of the association. George was the honor guest of the day.

August 31 Region No. 3 will hold its first get-together meeting at the home of Richard Conover, Dayton, O. A fine program has been arranged and all members are urged to bring some models with them. This meeting is for members, their families, and friends.

Circus Historical Society

WICHITA, Kan., Aug. 16.—Charlie Campbell, CHS of Sylva, N. C., went to Asheville, N. C., to catch the Cole show. He has recently added five new calliope records to his collection. He intends to take a late fall vacation west as far as North Platte, Neb., and will visit Fairbury, Neb., the old Campbell Bros.' Circus winter quarters, also the old William P. Hall quarters at Lancaster, Mo.

Buddie Weeden, former clown on Seils-Sterling Circus, is vacationing in Memphis, Tenn.

Mrs. Tillie Keys joined her husband, Chief Keys, and their daughter, Mary, on the Al G. Kelley-Miller Bros.' Circus at Verdigr, Neb., August 10.

Chuck Leroy, CHS of Detroit, has again been contracted to clown for the national soap box derby at Akron, O., with Bob Cowles, former clown with Al G. Barnes Circus. Leroy will also build props and produce clown numbers for the Detroit Police Field Day.

Don Smith, CHS president, visited the Big Show at Flint, Mich., and four days in Detroit. He obtained color photos. He was accompanied by Mr. and Mrs. Arnold Stebbins, Detroit photographers. Bob Green, CHS of Pontiac, Mich., also caught RB at Flint.

All active officers of the Circus Model Builders and Owners' Association are now members of the CHS. John Staley, formerly with RB, is now a CHS member. Reported by Bette Leonard.

WANTED FOR Cole Bros.' Circus Side Show

Good-looking girls for Hawaiian and Oriental. Good-looking girls for Musical Act. Scotch Bag Pipers and Drummers. Ticket seller whose wife does Oriental. This is a railroad circus and sleeping accommodations and meals are furnished. Long season. Send photos.

ART WINDECKER
Side Show Mgr. Cole Bros.' Circus
as per route.

RUSSELL BLOWDOWN AT Richmond, Va., Aug. 12, 1941

8x10 Gloss Picture, \$1.00
(Newspaper Clippings, 35c Extra)

COLUMBIA, Box 900, Richmond, Va.

LEWIS BROS.' CIRCUS

Now playing Fairs, wants to join at once musicians all instruments, couples doing single and double traps; property men, colored or white; electrician's helper. Wire or come on. **LEWIS BROS.' CIRCUS**, fair grounds August 20th, Plattville; 21st, Lancaster; 23d and 24th, Rhineland; 25th and 26th, Portage; 27th and 28th, Mauston; all Wisconsin.

GROOM WANTED

For Horses and Ponies. No Booze. Answer **CONLEY'S CIRCUS REVUE**
Playland, Rye, N. Y., Aug. 18 thru 31st.

FOR SALE

Complete Motorized Circus: Trucks, Trailers, Light Plant, complete Side Show, Cookhouse, 70 Ft. Round Top, three 40-Ft. Middles, Poles, Stakes, new 20x100 Ft. Wild West Canopy, Seats, etc. Priced for quick sale due to sickness. **SPARTON BROS.' CIRCUS**, at Tiltonville, Ohio.

TIGHTS OPERA HOSE

KOHAN MFG. CO. 290 Taaffe Pl. Brooklyn, N. Y.



With the Circus Fans

By THE RINGMASTER
CFA

President: FRANK H. HARTLESS, 2930 W. Lake St., Chicago
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 16.—Mr. and Mrs. Walter M. Buckingham were hosts to members of the Emil Pallenberg Tent, of New London, Conn., and the Charles Sparks Tent, of Norwich, at a picnic in their back yard at Gales Ferry August 10. A picnic supper was served in their cookhouse at 6:30, and pictures were shown in the evening. The yard was decorated with a life-sized elephant and tiger in a cage. Those attending were Mr. and Mrs. Felix P. Callahan, Mr. and Mrs. Walter Holden, Mr. and Mrs. Randall W. Palmer, Margaret C. Roarke, Lillian C. Roarke, Edmund Smith, and Mrs. Charles A. Gager, all of the Charles Sparks Tent; Mr. and Mrs. George E. Fisher, Mr. and Mrs. H. Fremont Alderson, Mr. and Mrs. Martin Branner, Mr. and Mrs. Samuel M. Prentiss, Mr. and Mrs. James Nisson, John F. Sullivan, Arthur Grimes, and Master Charles Fisher, from Emil Pallenberg Tent, and Mr. and Mrs. Arthur H. Cawthra, of New York, house guests of the Buckingham. The Pallenberg Tent presented Mr. and Mrs. Buckingham with five china animals, each having a plant in it.

The following Connecticut Fans had a very nice visit with Mr. and Mrs. Charles Hunt when Hunt Bros.' Circus played Clinton, Conn., August 8: Mr. and Mrs. Walter M. Buckingham, L. Perry (Bugs) and Mrs. Raymond, Jim Hoyer, Charles R. Stoll, Mr. and Mrs. James M. Nisson, and Mr. and Mrs. Samuel M. Prentiss. The show had to blow the matinee on account of the elephant truck breaking down on the road.

Bill Montague left Chicago for the East August 1. He expects to catch the Hunt show in the New York area.

Mr. and Mrs. Frank H. Hartless, Mr. and Mrs. Burt L. Wilson, his mother and niece, of Chicago, and Mr. and Mrs. W. H. Hohenadel, of Rochelle, attended the night show of RB August 9. Hohenadel, together with Mr. and Mrs. Bob Clark, of Joliet, spent the afternoon visiting in the back yard and met Mr. and Mrs. Ralph Hoge, of Chicago, and Gordon Potter, of St. Joseph, Mich. The Clarks had as their house guests Saturday night Mr. and Mrs. Hubert Castle and son, Hal.

Forty persons from Rochelle attended the night show of RB at Rockford, Ill., July 14. They were all seated together in one section. Walter B. Hohenadel, when in Chicago to see the show, arranged with the yellow wagon to reserve seats for whatever money was wired to them on show day.

Mr. and Mrs. Glenn H. Townsend, of Battle Creek, Mich., caught Wallace Bros. July 31 there.

Dressing Room Gossip

COLE BROS.—Betty Haworth, daughter of Joe Haworth and Mrs. Haworth, is on show for a two weeks' visit. Joe is legal adjuster with the show. Jo Jo Coffield was visited by her parents all day at Dayton, O., and at Logan, Huff Hoffman's parents visited from Zanesville. Rose Bruce had a birthday last week and we all celebrated the occasion. Also visiting last week were Rose and Clayton Behee with their two children and Eileen Larry's daughter, Arden.

Things about some of our performers this writer likes: Eileen Larry's double full-twister blindfolded; Harold Voise's finishing dive to the net; Herbie Weber's face when somebody tells him, just before his act, that somebody has gone

thru his big paper hoop that he uses in the wire act; Corinne Dearo's muscle grinds, the fastest in the business; Adolph Delbosq reminding this writer of Frank Buck; Helen Partello sitting atop of the elephant in the spec; Jean Allen, Hazel King, and Wanda Wentz riding the five-gaiters, looking as if they had just got out of the blue book; Marion Knowlton working elephants; Paul Nelson, Harris Reynolds, and Bobby K. Nelson putting on the face; Raymond Duke shaving with his shirt on; Harry Thomas, the Harry Von Zell of the circus, and his grand announcing; Betty Reiffenach grabbing her best hold in the riding act; Toby Tyler's high stilts; John Smith and his hind-leg horse on track; Ethel Freeman's pitter-patter run while going for a jump-up; Dorothy Herbert and her reckless abandon while riding over the fire jump; Fuffy Nelson doing her back down; Orda Masker's double to the net; Shirley Byron riding the 16-horse hitch; Amos Thompson and Albert Yoder, drummers, catching every trick the performers do; Miss Lucy and her swing flip-flaps and backs on bareback horse shades of May Wirth.

Joe Masker's and Fernin Oliva's doubles in the bar act; Emmett Kelly getting in and out of that suit he clowns in; Ernie White painting banners like a machine; Florence Tennyson's swell singing and changing wardrobe for every number; Arthur Borella playing the zither; Horace Laird giving his famous wolf call; Irene Mann's immaculate appearance at all times in the Wild West; Otto Griebing and Fred Wenzel's broadcasting gag in opening spec; Maurice Marmajelo making up with his hat on; Betty Escalante's dancing in spec; Jo Jo Coffield looking as if she had just come out of a Fifth Avenue store, both on and off the lot, and Mrs. Harry McFarlan playing mother to all the pets on the show. **FREDDIE FREEMAN.**

CSSCA Annual Convention

VIRGINIA BEACH, Va., Aug. 16.—The annual convention of the Circus Saints and Sinners' Club will be held at the Cavalier Hotel here September 12-13. The host club is the Charles H. Consolvo Tent, of Norfolk, Va., which has arranged an attractive entertainment program.

ACROBATS MEET

(Continued from page 43)
wear cotton tights for the duration of the emergency to help save the silk for national defense. And she modeled a chic yellow outfit just to prove it.

At the first convention there had been introduced a resolution urging that their professional designation be changed to "novelty performers." It was Dolly Puchman who trotted that sorrow out in public again for open discussion. Ed Rooney proposed that the term "acrobat" be abolished since it has been inextricably compounded with unwarranted aspersions upon the profession and suggested that they adopt a more dignified designation such as novelty performers. The motion got a second from Joseph Cowden, of the Aerial Cowdens, and passed by unanimous vote. So hereafter acrobats will be known as novelty performers.

Joseph Behee, of the Flying Behees, circus artists, called the convention's attention to a new professional problem—that of acrobatic plagiarism. He proposed a national patent office for new acts. Performers would get a five-year patent on their tricks.

As the convention came to a close, only one problem was still unsolved. After the matter of changing the name of acrobats to novelty performers had been all settled, Joseph Cowden got an idea.

"If we change our name," he wanted to know, "what will be the name of the International Association of Acrobats?"

There was quite a silence as the assembled novelty performers (nee acrobats) chewed on that one. But the acrobats proved equal to the occasion.

"I suggest," said Hamid, "that this matter be referred to the executive committee."

RUSSELL TOP DESTROYED

(Continued from page 43)
threw open their living quarters to act as headquarters for lost children, while scores of other people were taken to near-by Tiny Town Bowling Alleys for shelter.

The canvas cannot be replaced at this time, due to the product of all tent and awning manufacturers being turned over to the government for use in the defense program, but the circus management is hopeful of procuring tops formerly used by the Ringling show. This was the second big storm to visit the

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

JOE MIX is playing rodeos in the Dakotas with his trick roping, shooting, and whip-cracking acts.

VISITORS to the Texas-Nebraska Rodeo at Anderson, Ind., under CIO auspices, included Pauline Lorenze and Virginia and Dave Little and family.

RANGERS' RODEO, piloted by Ralph Bechdoit and Al Jones, has left B. Ward Beam's Thrill Show and Rodeo to play Ohio fairs. Its first date was at Berea, O., August 14.

TRADING POST RODEO, INC., has been granted charter to operate a rodeo at Austin, Tex. Capital stock is listed as \$500 and incorporators are Tom Wiley and Rufus Johnson, all of Austin.

COLORADO CITY (Tex.) Frontier Round-Up will be held this fall in conjunction with 60th anniversary of the community. Joseph Mills is general chairman of event. Rodeo committee consists of Jenks Powell, Pete Ainsworth, Ross Daniels, and Earl Hammond.

BECAUSE OF heavy rains, poor road conditions prevailed when the rodeo sponsored by the Snipe Lake (Sask.) Agricultural Society was held. Gate receipts were \$450, and a booth operated by the Red Cross netted \$50. Profit to the society was \$100.

BOOKING of the Adams Rodeo under the direction of Harry Mack, of the Ford Motor Company, will give the Wayne County Fair at Northville, Mich., one of the strongest attractions booked by the smaller county fairs in that State. The rodeo is also booked at the Michigan State Fair.

HELEN CLANCY HAMMERSCHMIDT has been signed to present trick and fancy roping at the annual Wisner (Neb.) Rodeo. Her husband, Red, is entered in the bronk riding and bulldogging events. Others contracted are Weaver and Juanita Gray. Stock will be provided by Gus Obermyer.

ADVANCE TICKET sale is heavy for the championship rodeo, sponsored by the Memphis (Tenn.) Variety Club at the Memphis Fairgrounds. Jimmy Rogers and Herbert Kohn are co-chairmen of arrangements. Affair is under direction of Hal Ramsey. Already entered in events are Louis Brooks, Tad Lucas, George Yardley, and Hoytt Hefner. The Ramsey Dueno Y C Ranch will furnish stock.

WORK STARTED last week on the project of moving the grandstand at the former football field in Sherman,

show in the past two weeks, the former damaging center pieces of the big top in Pottsville, Pa. Boss Canvasman George Werner stated that the big top this time was a complete loss.

Show Carries On

The debris was hurriedly collected to one side and a sidewall strung around the seats, which were taken down and reset. The evening performance was given, minus the aerial acts, and, according to the management, the show will play its full schedule of dates carrying on, if necessary, with just a sidewall. The final performance in Richmond was attended by approximately 1,700 spectators, just 300 short of the number in the big top when it fell at 3:25. The show journeyed to Farmville, Va., shortly after midnight, to be followed by Danville and Martinsville.

The circus management expressed appreciation for the sympathetic co-operation shown by city officials, radio stations, police, firemen, and individuals. R. W. Brandon said that the circus had had troubles at various times but never before had townspeople shown such a sympathetic spirit.

Tex., and adding it to the seating capacity of the rodeo plant there, Dick Piner, director of the annual rodeo of the Red River Valley Fair Association, announced. Piner says the added seating will enable him to stage a better rodeo this fall.

A CROWD of over 2,000 attended the annual stampede at Gem Colony, Alta. Winners: Saddle Bronk Riding—Arnold Montgomery, Ike Sundstrom, Jimmy Dyck. Bareback Riding—Arnold Montgomery, Zane Christenson, Robert Beringer. Calf Roping—Tom Peake; Albert Galarneau, Tom Pickett, and Arthur Galarneau tied. Men's Steer Riding—Tom Peake, Lloyd Green. Boys' Steer Riding—Ernest Clausen. Wild Cow Milking—Matt MacDonald, Richard Peake.

WINNERS at the Mossbank (Sask.) Rodeo: Saddle Bronk Riding—Gene Anderson, Bill Sovoran. Bareback Riding—George Myhill, Gene Anderson, George Eaton. Steer Riding—Matt Demick, Johnny Burnett, George Eaton. Calf Roping—Joe Ogle, Walter Lecain, Howard Thompson. Wild Horse Race—Boyd Anderson, Don Sovoran, George Myhill. Wild Cow Milking—Bill Cozack, Howard Thomson, Boyd Anderson, Chuck Wagon Race—Cyclone Bill's outfit, Turkey Track outfit. Bobbie Ogle was manager.

MORE THAN 4,000 attended the two-day Clearwater Beach (Sask.) Rodeo. Perrin Brothers managed the show. Bob Fisher and Slim Gates were judges, and the Willis brothers presented trick riding and roping. Winners: Saddle Bronk Riding—First day, Francis Maltais. Second day, A. Montgomery, F. Voros, F. Maltais. Finals, F. Voros, A. Montgomery, Bobby Johnson. Bareback Riding—First day, Lone Breeze. Second day, F. Voros, A. Montgomery, Bobby Johnson. Calf Roping—First day, Harold Closs. Second day, Les Willis, Cec Willis, Slim Gates. Finals, C. Willis, Fred Galarneau, S. Mille.

RECENT RODEO at Neodesha, Kan., was highly successful. Perfect weather and big crowds prevailed. Fred Alvord was rodeo manager, and Pete Adams did the announcing. Results: Calf Roping—First day, Brown Todd, Jess Goodspeed; Amie Gambin and Buddy May split third and fourth. Second day, Glen Harp; E. Pardee and Chester Andes split second and third, Brown Todd. Finals, Brown Todd, E. Pardee, Sam Proctor, Slim Whaley. Saddle Bronk Riding—First day, Frank Finley, Andy Curtis; Frank Marion and Larry Finley split third and fourth. Second day, Andy Curtis, White Stuart, Ed Curtis, Frank Finley. Third day, Frank Finley, Ed Curtis, Roy Martin, White Stuart. Fourth day, Ed Curtis, Larry Finley; Jack Favor and Roy Martin split third and fourth. Finals., Frank Finley, Ed Curtis, Andy Curtis, Ralph Collier. Steer Wrestling—First day, Andy Curtis, Frank Finley, Tom Hogan, Ralph Warren. Second day, Frank Finley, Truman Kelly, Jack Favor, Ralph Warren. Third day, Tom Hogan, White Stuart, John Burnett, Truman Kelly. Fourth day, Jim Nesbitt, Frank Finley, Truman Kelly, Ed Curtis. Finals, Frank Finley, Tom Hogan, Truman Kelly, Jack Favor. Bull Riding—First day, Slick Ware, Buck Davis, Hubert Taylor Jr.; Bud Fisher and Byron Lisenfee split fourth. Second day, Joe Vinas, Frank Marion, Dale Adams, Slick Ware. Third day, Hoyt Hefner, Nub Martin, Bud Fisher, Frank Marion. Fourth day, Hoyt Hefner, Dale Adams, Joe Vinas, Frank Marion. Finals, Frank Marion, Bud Fisher.

WANTED

Trick Riders, Trick Ropers, Calf Ropers, Men and Lady Bronc Riders, and Bulldoggers for Fairs. No amateurs. Starting second week September Woodstock, Va. Write or wire your best offer.

BOB FOLLETTE

Bennettsville, S. C.

Third Annual World's Championship MICHIGAN STATE FAIR RODEO

DETROIT, MICH., August 27 to September 7, 1941

\$9,350.00 in cash prizes guaranteed by the Michigan State Fair. Write Rodeo Office, Michigan State Fair Grounds, Detroit, Mich., for prize list. Specialty Acts, Clowns, Trick Riders, Ropers, Grooms to be contracted. Write or wire RODEO OFFICE, HARRY A. MACK, Executive Director; GEORGE V. ADAMS, Arena Director. Cowgirls' Bronc Riding Contest, \$1,020.00.



EARLY GATE TAKES ON RISE

Initial Ill. Paid Figures Top '40

New Springfield policy sets cash record—high-priced G. S. show, RAS presented

SPRINGFIELD, Ill., Aug. 16.—Under William V. (Jake) Ward, new general manager of Illinois State Fair, August 9-17, a policy of "Everybody Pays 25 Cents General Admission" was put in effect. And by noon on Monday \$230 more paid in admissions was reported than was taken in gate receipts during the entire fair last year, when official attendance was given as 912,500.

While it has never been a "free fair," the policy has always been a 50-cent gate admission until 5 p.m. daily, after which gates were thrown open to the public. However, for many years thousands of passes have been put out profusely over the entire State so results of the 50-cent gate heretofore have been negligible and the fair is reported to have annually cost the State several hundred thousand dollars. To cut this expenditure appreciably by the new policy is the aim of General Manager Ward. He has the backing of Gov. Dwight H. Green and the new Director of Agriculture Harry Leonard, both of whom have (See ILL. CASH TOPS '40 on page 48)

Ionia Makes 2 Highs in 3 Days

IONIA, Mich., Aug. 16.—The 27th annual Ionia Free Fair, August 11-16, broke two attendance records on the first three days. Wednesday night's grandstand paid admissions totaled 10,317, which President Howard C. Lawrence declared was the first time that the fair had topped a 10,000 grandstand mark.

It was a record day, with Gov. Murray D. Van Wagoner headlining the afternoon performance, which drew the largest afternoon crowd in the fair's history. Paid attendance in the grandstand was 6,387 Wednesday afternoon compared with 3,913 a year ago. Governor Van Wagoner in a short talk startled fair officials when he said, "I would suggest that Michigan State Fair at Detroit be (See Ionia Has Two Highs on page 59)

High Prices in Iowa Give Annuals Big Season's Start

DES MOINES, Ia., Aug. 16.—Iowa farmers are selling those \$11 hogs and taking their families to county and district fairs, and, if indications are borne out, Iowa State Fair here will have record crowds. High farm prices evidently have made more ready money than in several years. Last year county fairs were hit by rain and the State Fair was washed out on four of eight days. But this year only showers have interrupted nearly perfect weather.

First of the county fairs, in Donnellson and Linn counties, ran far ahead of last year on attendance, as did those in Vinton and Manchester. Mississippi Valley Fair and Exposition, Davenport, beset by financial reverses and poor attendance for years, turned in the best results in the last 10 years. All-Iowa Fair in Cedar Rapids had an all-time high attendance on opening day. There were 11,000 spectators in the grandstand for auto races Sunday afternoon and 7,000 for the night show.

Lloyd B. Cunningham, in his first year as secretary of Iowa State Fair, is confident of one of the best in a long time if it gets a break in weather. He reported all space in the machinery hall had been sold.

LEICESTER, N. C.—Leicester Fair Association at its organization meeting elected Carl Gibbs president; Hoyt D. Plemmons, vice-president; Claude B. Wells, secretary; Fred Fullam, treasurer.

Why the So-Called Rodeo Is Losing Its Appeal as a Fair Attraction

By Guy Weadick

will be a feature of

THE BILLBOARD'S FALL NUMBER

Dated August 30

All-Iowa Hit With 15G Storm Damage

CEDAR RAPIDS, Ia., Aug. 16.—Heavy rainstorm, accompanied by a 50-mile-an-hour wind, struck All-Iowa Fair here, August 10-15, on opening day and over 12 persons were injured when trapped under flattened tents. Damage to the fair and concessions was estimated at \$15,000.

The storm broke shortly after the afternoon auto racing program and caught the homeward bound crowd. The huge Czech beer garden tent, which normally holds 500 people, was jammed with 1,200 when it was flattened. Other tents blown down included two large livestock judging stations, farm machinery equipment exhibit, and smaller concession booths.

Fair had opened with a record-breaking crowd of 29,000, passing the (See Storms Hits All-Iowa on page 48)

Delegates to Orange Fete

WINTER HAVEN, Fla., Aug. 16.—The 1942 Florida Orange Festival will be held a week earlier than that of 1941, said John A. Snively Jr., president. Directors decided on the change to coincide with the annual convention of the United Fresh Fruit and Vegetable Association to be held at Bel-Air, Fla. The fruit men, representing nearly every section of the United States, has assured executives that at least a day will be set aside for the 2,000 delegates to visit the 18th annual Orange Festival.

MAGNOLIA, Ark.—B. J. Heath was elected president of Columbia County Fair Association here, succeeding Ves Godley, who was inducted into the army. Premiums for 1941 have been increased to \$2,000.

Edmonton Given Back Part of Plant For Exhib in '42

EDMONTON, Alta., Aug. 16.—Federal government has returned part of Edmonton Exhibition Grounds to the fair board and the city will have at least a partial exhibition in 1942, it was announced by Percy W. Abbott, managing director of the exhibition association. Previously it had been expected that transfer of the grounds to the national defense department for use as an air force manning depot would stop all fairs in Edmonton until after the war.

Director Abbott said the government had found it would not need the cattle, sheep, and swine barns and is returning these to the fair board and the city. This means the board will be able to hold its usual spring, summer, and fall stock shows and sales, traditional basic functions of the association.

Midway shows will be brought here in 1942 and dates have been set as July 13-18. It is not known where the entertainment part of the fair will be held and an announcement is expected on this soon. Nothing was announced on the possibility of holding horse races.

Director Abbott said there was no room for adequate office accommodations in the buildings being restored and that the board would shortly move its headquarters from the arena to wartime space downtown. As to the personnel that the board will maintain thru the war, he said this has not been settled. Board will carry on with its present strength until October 31, end of the fiscal year, he said.

CNE Heads Aim At 2,000,000 Mark

TORONTO, Aug. 16.—Directors are confident that the 1941 Canadian National Exhibition here will have attendance near the 2,000,000 mark. Fred Wilson, director of publicity, said influx of American visitors will not be curtailed by gasoline restrictions, as inquiries from across the line indicate Americans intend to take in the fair in great numbers.

The Duke of Kent, brother of King George, will open the 63d annual. Key-note will feature Canada's war effort and a grandstand spec, *Britannia*.

Prolexland will be under direction of J. W. (Patty) Conklin for the fifth consecutive year. He arrived here last Sunday, accompanied by the veteran front builder, George Bischoff. Director Conklin said that this year's grosses should far exceed any in the past 12 years. On the midway will be an exhibition of tank maneuvers and fighting equipment, produced by the Ford Motor Company of Canada, and there will be no admission charge to this.

Great Falls Grosses Soar

Receipts upped in all departments—Sally Rand big draw—RC betters '40 mark

NORTH MONTANA STATE FAIR, Great Falls, August 4-9. Harold F. DePue, secretary and attraction superintendent. Howard H. Stanley, concession superintendent. Gate admissions: Adults, day, 50 cents; night, 25 cents; children, day, 25 cents; night, 10 cents; autos, day, 50 cents; night, 25 cents; season sticker, \$1. Grandstand: Adults and children, day, 75 cents; night, 50 cents; bleachers, 40 and 25 cents. Amusement budget, \$50,000. Grandstand booker: Barnes-Carruthers Fair Booking Association. Thearle-Duffield fireworks. Midway: Rubin & Cherry Exposition. Horse racing: Six days.

GREAT FALLS, Mont., Aug. 16.—Sold-out grandstands featured the best attended and most profitable annual in the 11-year history of North Montana State Fair here on August 4-9.

Receipts were up in every department over marks of a year ago. Manager Robert L. Lohmar of Rubin & Cherry Exposition said business was 20 per cent heavier than last year's on both shows and rides. Pari-mutuels net was up more than 7 per cent. Increase in receipts was especially noticeable in sale of grandstand seats and in the sale of seats at an increased price in the new steel and concrete bleachers.

1940 Figures

Total attendance: 274,009. Grandstand receipts: Day, \$20,620.40; night, \$18,427.75. Fair's share of carnival gross: \$5,653. Total revenue: \$150,178.18. Total expense: \$127,672.48.

First four days were hot and clear. Showers starting at 8:20 Friday night (See Great Falls Goes Up on opp. page)

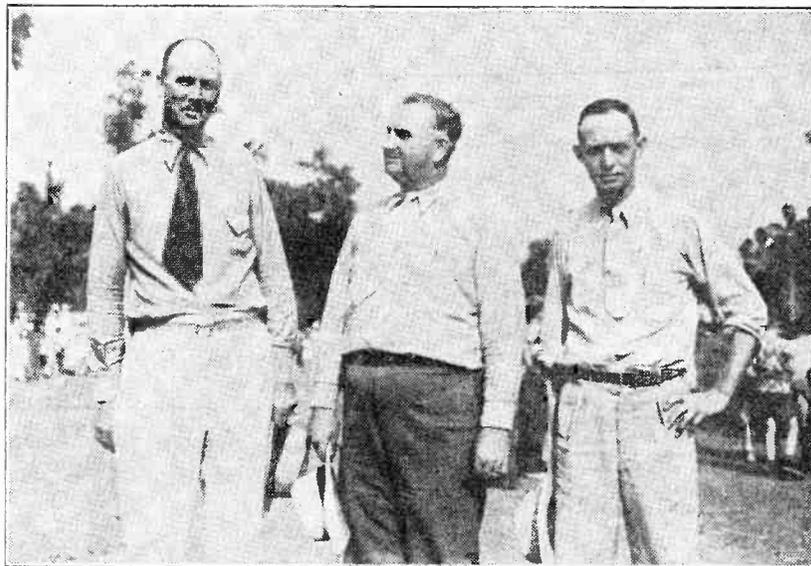
Davenport Winner; Free Gate '42 Plan

DAVENPORT, Ia., Aug. 16.—Plans for the 1942 Mississippi Valley Fair and Exposition were announced as the 1941 fair on August 3-9 closed as one of the most successful in recent years. Total attendance was 46,581 as compared to 41,495, and net profit was expected to total about \$6,000. Fair has had financial difficulties in recent years and was reorganized this year.

Weir Sears, president of the board, said the 1942 fair will continue along lines of this year's. Exhibitors will again be from Scott County only, and again an effort will be made to choose dates so as to avoid rainy weather, which in the past resulted in small crowds. (See DAVENPORT WINNER on page 48)

Big Ohio Season Predicted

CANTON, O., Aug. 16.—Better-than-average season for Ohio county fairs is predicted by officials of major fairs scheduled for the next six weeks in this area. They voiced their opinion, based on the fact that people have more money to spend, after viewing fairs in near-by communities during the past two weeks. Fairs slated for communities in which defense industries have boosted pay rolls and employment to all-time peaks are expected to benefit most. Concessionaires, especially game operators, are experiencing one of their best years. Rides are getting top money and shows are drawing. People are in a spending mood and fairs will get their share of the boom, officials declared. Children's days have turned in larger grosses this year than previously.



INDIANA FAIRS have swung into a big season and among the early successful ones was Shelby County Fair, Shelbyville, August 4-8. Caught by the cameraman on one of the big days were, left to right: Ray Jenkins, starting judge, Saint Paris, O.; L. V. Hawk, Morristown, president of Shelby County Fair, and K. E. Simmons, Crawfordsville, ardent show and fair fan.

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Ward Beam Schedule

HAVING ended his summer season at Youngstown, O., with combination thrill show, rodeo and circus, B. Ward Beam left for Chicago to frame his 1941 revue which is scheduled for several fairs in the Middle West. His thrill unit is down for fairs-celebrations in Ohio, West Virginia, Pennsylvania, Michigan, and Indiana. Correspondent Rex McConnell, of Canton, O., reported that the three-day Youngstown run drew big crowds with a near sellout at Sunday finish, but light attendance on Saturday afternoon. Layout played Huntington and Parkersburg, W. Va.; Saginaw, Mich.; Reading, Pa., and Akron and Youngstown. Rain hit some of the stands. Attractions included Beam's Congress of Daredevils, Ralph Bechdolt's and Al Jones's rodeo, and high and novelty acts with running time of 2 hours and 30 minutes. Heavy billing and radio time were part of an exploitation campaign two weeks in advance of each stand.

After playing the American Legion Fair, Sheridan, Ind., the Flying Valentinos, managed by George Valentine, repeated at Russell Springs (Ky.) Fair for the third time in five years. Members of turn are George and La Rayne Valentino and Jerry Pelto. La Rayne was injured slightly while doing a triple but is back in the act.

Rutland (Vt.) Fair, booked by Hamid, is giving heavy billing to Echoes of Broadway, featuring Gae Foster Roxyettes, with the automotive spotlights to be given over to midget auto races on Friday and Lucky Teter Hell Drivers on Saturday. Talent set includes Peaches Sky Revue, Marlon Bellett and English Brothers, Mlle. La Tosca's bounding rope, adagio foursome of Three Martels and Mignon, Singers Commanders, Fred's Football Dogs, Five Canestrellys, teeterboarding Paludys, and acrobatic Jim Wong Troupe. American Fireworks Company has the pyro-show.

Looking over grosses achieved thus far, Bill McCluskey, manager WLW Promotions, is unqualifiedly enthused about the remainder of the fair circuiting for the WLW Boone County Jamboree. McCluskey states that reason for box-office click is fact that fairgoers want to see performers in person after hearing them on the air. Outstanding example offered is the Madison Theater, Mansfield, O., where the Jamboree, playing a Saturday date in the house for the fifth time in two and a half years, drew 4,975 paid admissions for a single day gross of \$1,876, an average of about 38 cents per capita. Five performances were given, a sixth being made impossible due to time inroads on Sunday morning.

Following day the Jamboree played Jay County Fair, Portland, Ind., grossing close to \$2,300. An interesting sidelight was furnished late in July at Jennings County Fair, North Vernon, Ind., where there was a capacity grandstand for the Boone brigade despite the fact that all other events on the fair's program were on in full force. No particular performer is featured, billing being shared equally by Lulu Belle and Scotty, Lazy Jim Day, Happy Hal O'Halloran, and the Girls of the Golden West.

Reading (Pa.) Fair's outlay for amusements represents a budget of approximately \$40,000. Embraces Jimmie Lynch Death Dodgers, Lucky Teter Hell Drivers, big autos, Roxyettes and principals, including local baritone favorite Eddie Rocker; circus-vaude turns, fireworks, and Grand Circuit horse races.

Generalities

Buddy Lumar and All-American Death Dodgers have been placed by booker Jimmy Daley at Williamston (N. C.) Fair for one day. . . . Rutland Fair bow to defense will be a nightly award of a \$100 U. S. Savings Bond. Announcement says "no tickets are sold on these awards. Admission ticket to grounds is your participation." Under "horse royalty" Rutland points to an exhibit of "Internationally famous \$100,000 Six-Horse Clydesdale Team" owned by meat-packing Wilson & Company and reputed to represent the finest stable of draft horses in the world. . . . Lamont's Cockatoos-Macaws, returned from South America, are playing fairs and houses on the Pacific Coast. Scheduled to sail for Honolulu latter part of September. . . .

Captain Jack O'Diamonds' thrillcade contracted for Hillsdale (Mich.) airport August 17 under Junior C. of C. sponsorship. Claims Uncle Sam has called upon a couple of his stuntmen so that his personnel now consists of George Malone, Kyle Burdick, Clown Toby, Charles Cook, Leonard and Wayne Ely. Ken and Marge Heath were slated to appear at Hillsdale. . . . Where are stuntmen Howell McIntosh and Lucky Jack Perry? . . . N. J. State Fair's premium book cover is a superb job in Stars and Stripes colors with background of State map. . . . Attracting interest in advance is a Labor Day week-end rodeo to be held at Memphis fairgrounds for benefit of Memphis Variety Club Mother's Milk Bank Fund.

Among indoor-outdoor spots played in Canada this season by Mills Troupe, high wire, were Sudbury, Brome, Granby, Belleville, Lindsay, Dresden, Galt, Aylmer, and Niagara Falls, Ont.; St. Hyacinthe, Que.; Halifax, N. S., and Moncton, N. B. Act appearing in Canada until latter October, when it returns to the States. Warren Overfield goes to his home at Leavenworth, Kan., for winter. Mr. and Mrs. W. R. Clingman and son, Bob, will again make their home at Wausaw, Wis., where the youngster attends junior high school.

Klein's Attractions have the show at Harrison County Fair, Cadiz, O., with circus unit and Rhythm Revue of 1942. Three-day Monroe County Fair, Woodfield, O., gets Boone Jamboree on opening night, Renfro Valley Barn Dance the second night, and Big Slim's rodeo as wind-up. . . . Flash Williams Thrill Drivers are set for one performance on closing Sunday at Upper Peninsula State Fair, Escanaba, Mich. Scheduled to appear in the FWTD unit are Ray Mortenson, Joe Bouley, Glenwood Brown, and Seibert Jefferies.

100-Plus Spots for Trenton Ducat Sale

TRENTON, N. J., Aug. 16.—More than 100 locations or agencies for advance sale of cut-rate tickets to the New Jersey State Fair have been arranged by the director of this department of operations, George J. Diefenbach, who is putting in his third year at the Hamid-headed expo.

Diefenbach's 1941 schedule is his most ambitious to date. Under a newly shuffled financial arrangement, Diefenbach becomes responsible on his own for billing and general promotion in connection with the reduced pasteboards, which sell for two bits. Regular daytime gate fee is 50 cents, a quarter after 6 o'clock. One of his schemes is distribution of huge descriptive lapel buttons to be worn by attendants at store booths peddling tickets. These are backed up by pennants, banners, and other poster matter. Altho Trenton itself is heaviest on ticket spots, entire State has been combed for key locations to drum up biz and for general institutional value. Quite a few chain and big independent outfits have been tied up. Diefenbach declared that favorable response from stores circularized indicates improved good will and relations with consequent harbinger of abundant attendance.

Booth set-ups will be two weeks and one week in advance of fair dates. Among chains tied up are Montgomery Ward and W. T. Grant.

Big Miss. Stock Show Set

JACKSON, Miss., Aug. 16.—Plans for the largest livestock shows in the history of Mississippi have been announced by Dr. E. S. Brashier, treasurer of the Mississippi State Fair Livestock Show committee. Money for substantial premiums are available and all classes of livestock will be shown. Management of the livestock department of the Mississippi Free State Fair has been assumed by the State show committee, following decision of the city of Jackson not to sponsor the show at the fall event. Dr. Brashier said that interested persons from all parts of Mississippi will serve on committees to assure success of the show. Exhibits at the State Fair will be housed in canvas on the fairgrounds.

GREAT FALLS GOES UP

(Continued from opposite page)

dampened a sold-out grandstand and bleachers, but the show went on after a delay of about an hour during which Art Briese cut loose Thearle-Duffield fireworks ahead of schedule to prevent rain damage. Saturday, cloudy and cool, saw heaviest attendance of the week. Grandstand seats were sold out for performances on Friday and Saturday. Saturday night extra bleachers were set up in the grandstand enclosure and standing room only was sold after these had been filled.

Appearance of Sally Rand was credited with much of the pull to the sold-out grandstands. Only marring feature was inability of Harold F. DePue, secretary-manager, to see presentation of the show which he had arranged in all details before being injured in an automobile accident in Canada more than a month ago. Suffering a fractured skull and other hurts, he was confined to bed in his home on the grounds, where he received visitors and conferred with department heads during the week.

Sally Rand's presentation was an experiment for Secretary DePue, who booked her originally for Tuesday and Saturday nights. When grandstand seats for both those nights were sold many days before the fair opened, she was booked to appear also on Wednesday and Friday nights. During the fair she was booked for Midland Empire Fair, Billings, August 11-16.

An exceptional entertainment program included Barnes-Carruthers' night show, Music on Wings, directed by Fred Kressmann; a five-day rodeo with Leo Cremer as producer and with RAA bronk riding, bulldogging, calf roping, and bull-riding events; an \$18,000 48-event racing program with pari-mutuel betting, and Rubin & Cherry Exposition on the midway.

Acts which appeared on afternoon programs or in connection with the night shows included the Walkmirs, Dr. Ierman Ostermeier and his horses; Selden, "The Stratosphere Man"; Pallenberg's Bears, Maysy and Brach, Seven Fredysons, and Harold and Lola.

Exhibits were strongest in history and proved a big drawing card. These were topped by the beef show with 399 animals, including 14 out-of-State herds and 14 Montana herds in the Northwest International Hereford Show.

Plans for construction of more buildings to relieve overcrowding in the exhibit division are under discussion by the management.

Selden THE STRATOSPHERE MAN
TRADE-MARK
WORLD'S HIGHEST AERIAL ACT!
YOU CAN'T DECIDE UNLESS YOU GET THE FACTS!
WIRE OR WRITE TODAY!
SOME TIME OPEN
PERMANENT ADDRESS:
Care of The Billboard, Cincinnati, O.

CARNIVAL WANTED
Week September 22 to 27 Inclusive
for
SEWARD COUNTY
FREE FAIR and RACE MEET
Sponsored by Jr. Chamber of Commerce. Write AL SHANK, Chairman
Carnival Committee, Liberal, Kan.

SENSATIONAL ROYALS
Newest High Novelty Sensation—
120 Ft.
ONLY Person doing a handstand on a Swaying, Revolving Pole. A real World's Fair Act. Two women—one man. A complete show full of thrills and breath-taking moments.
WRITE OR WIRE FOR OPEN TIME.
GEO. W. LANNING
Care of The Billboard Cincinnati, O.

MR. FAIR SEC.-MANAGER
N. C., S. C., GA., ALA., FLA.
A New Kind of Carnival
'The Spoilite Midway Co.'
Organized and built for Fairs. The kind of Midway you've always wanted but never got. Also furnish Grandstand Shows, Fireworks Displays, Bands, Exhibit Tents.
Taylor Trout Spoilite Midway Shows
Chamber Commerce, Hollywood, Florida

Wire • Phone • GUS SUN AGENCY, Springfield, Ohio
ATTENTION—Fair Secretaries! Special Event Committees!
HOAGLAND'S HIPPODROME COMBINATION
15 PEOPLE RACES • 10 BIG EVENTS • HIGH JUMPING HORSES • ROMAN STANDING HORSES • CHARIOT RACES • AUTO POLO • MULES • HIGH SCHOOL HORSES • BEAUTIFULLY PRESENTED • COMPLETE EQUIPMENT • HAVE AVAILABLE WEEK OF SEPT. 7TH AND AFTER SEPT. 19TH
We Personally Guarantee These Attractions •
EZRA BUZZINGTON'S RUSTIC REVELERS
WITH THE ORIGINAL SILVER CORNET COMEDY BAND
AVAILABLE AFTER SEPT. 6TH • A COMPLETE PROGRAM •
SUN BROS. BORDER LEGION RODEO
OVER 100 WILD HORSES, STEERS, ETC. — 50 PEOPLE
AVAILABLE AFTER SEPT. 20TH — PLAYS INT. FAIR. CHATTANOOGA
We Guarantee Each and Every Attraction We Book
Original "POODLES HANNEFORD RIDING TROUPE"
AVAILABLE WEEK SEPT. 7TH AND AFTER OCT. 4TH SOUTH
SENSATIONAL HIGH AND STAGE ACTS
GLAMOUR GIRL REVUES
RADIO NAME ATTRACTIONS
GUS SUN BOOKING AGENCY, Sun's Regent Theatre Bldg., Springfield, Ohio
SUN BOOKS EVERYTHING UNDER THE SUN

THE GREAT HAGERSTOWN FAIR
HAGERSTOWN, MD., SEPTEMBER 23-27, 1941
Will book legitimate Concessions and Grind Stores.
SHOWS of real merit.
M. H. BEARD
Concession Manager
C. W. WOLF
Secretary

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

JAYDEE The GREAT

World's highest and only act of its type—aping the apes atop high trapezes. No nets or safety devices.

FOR OPEN TIME WRITE OR WIRE

JERRY D. MARTIN

Care of The Billboard, Cincinnati, O., or Home Address: P. O. Box 64, Rochelle Park, N. J.



HIGH POLE THRILLER
G. Higgins

Billboard, Cincinnati, O. World's Highest Aerial Contortion Act. Reasonable Price and Literature on Request.

"America" Scores At Crown Point Bow

CROWN POINT, Ind., Aug. 16.—Boyle Woolfolk's musical revue, *Hello, America*, presented this week at Lake County Fair here, made an excellent impression. This was the show's first engagement and there were some rough spots on opening night (13), but these have been smoothed out and some needed changes were made in the routines, speeding up the show. Revue is nicely dressed and has some excellent talent. Acts are sufficiently varied to provide the kind of entertainment a county fair crowd likes. Grandstand attendance was very good.

Revue includes the Rosalind Hupp Girls, attractive line of 12; Mann Brothers, bounding rope and rolling globe; Pedro and Rafael, acrobatic act; Billy Farrell and Lucy Boots, comedy; Kuma, magician; Bernice Ripley, prima donna; Joe Madden, juggler, who also clowns the grandstand; Swedish Bellringers, and an unnamed girl solo dancer. Billy Farrell emcees the show, and music was furnished by Ben Young's orchestra. The Rosalind Hupp Girls presented several sprightly production numbers, closing with a colorful patriotic routine, *God Save America*. Flying LaForms, five-people flying act, appeared afternoons and evenings.

Midway was furnished by Gooding Greater Shows, with a varied line-up of shows, rides, and concessions. Attendance was good thruout the week.

card. He received hospital treatment under the CSRA free hospitalization plan.

In addition to Collins, who knocked two seconds off Gus Schrader's former record, other winning drivers included Eddie Zalucki, Detroit; Sam Hoffman, Sioux City, Ia.; Eddie Nicholson, Minneapolis; Joe Langley, Indianapolis; Les Mundy, Anderson, Ind., and Frank Liptow, Fort Wayne, Ind.

ILL. CASH TOPS '40

(Continued from page 46)

taken a keen interest in the fair, with the director being on the job 18 hours each day and the governor on the grounds daily.

It was considered proved on Tuesday and Wednesday that people will pay 25 cents to visit a great agricultural fair, regardless of opinions of many here that the new policy would be a failure. On Monday attendance was considerably off from the corresponding day last year and pessimists blamed it on the gate, forgetting that Monday had always been Children's Day, which was changed this year to opening Saturday. Final figures will be given in the next issue of *The Billboard*. It is declared that estimated attendance figures in the past have been exaggerated.

On Saturday and Sunday, opening days, a free gate prevailed, attendance being clocked at 82,795 on Saturday and 104,318 on Sunday. According to officials this was an increase of 28 per cent over the corresponding two days last year, and Carl J. Sedlmayr, president of the Amusement Corporation of America, said carnival receipts on those days showed an increase of about 18 per cent. Manager Ward has made fair business a hobby many years, altho he declares he never expected to get the appointment as manager of the State fair, and when appointed by the new governor and new director of agriculture he asked to be given full powers and a free rein to handle the annual according to his own ideas. He has retained William J. (Bill) Ryan as assistant general manager, which post Ryan has held for nine successive years under different general managers, and he has retained other capable people from the old regime. It is declared that he has also plugged up leaks. That he is a firm believer that a fair must spend money to make money is attested by the fact that the fair spent more money than ever before in its history, so far as can be learned, on the grandstand show presented nightly.

Moving up of dates a full week was expected to bring additional patrons by avoiding conflicting dates with numerous county fairs. As the result, livestock entries are 45 per cent more than last year, with all exhibit space occupied and concession frontage sold far in excess of previous years. The 89th annual featured Youth's Day Program, with 16,000 youths participating on four days in junior buildings; Grand Circuit races, Monday thru Friday afternoons; Veterans Day on Sunday; Society Horse Show in the Coliseum on nights of August 9-15; National Shorthorn Show; bocce ball tournament; National Red Polled Show; high school band contest; accordion band contest; Illinois Pilots Efficiency Contest; Hound Show; Illinois Drag Races; AKC Dog Show; Rural Chorus Festival; junior and juvenile drum corps contest; croquet and roque tournament; Illinois Gladiolus Show, and the National Barrow and Pork Products Show.

Added attractions in front of the grandstand included Flash Williams Thrill Show and Hoagland's Hippodrome and Wild West Rodeo on afternoon of August 9; WLS National Barn Dance on night of August 9, a four-and-one-half-hour show by nearly 100 radio artists; afternoon of August 16, National Circuit championship automobile races, staged by Racing Corporation of America; afternoon of August 17, motorcycle races, featuring 25-mile national championship race, under direction of J. E. (Buck) Kidd.

Midway, Grandstand Imposing

Royal American Shows, on the midway for the first time, made an impressive showing in "Happy Hollow" and on the hill. Tuesday and Wednesday shows and rides did good business, about on a par with those days of last year. The midway was considerably enlarged because the RAS has more rides and shows than other carnivals that played the fair. Fair gates were thrown open to the public at 9:30 nightly and many headed immediately for the midway.

Music Corporation of America gave patrons of night grandstand shows from August 11 to 16 an outstanding revue

and other attractions. Hogan Hancock, of the MCA, was on hand to handle shows nightly, assisted by Edgar I. Schooley, producer of the *Stars Over America* revue, pronounced one of the finest he has ever produced. Shows was booked in its entirety by the MCA with exception of Will Hill's Society Circus and Don Francisco, which were booked by Ernie Young.

Name bands were featured, each band giving a half-hour show with specialties, during presentation of grandstand shows nightly. Monday night had Orrin Tucker and his orchestra; Tuesday, Wednesday, and Thursday, Horace Heidt and his orchestra, and Friday and Saturday nights, Ted Weems and his orchestra. Routine of night shows: Joe Wallace, emcee; toe ballet ensemble number, with 24 girls in line, featuring Hollywood Debutantes and Margaret Koche, prima donna; Northwest Mounties, male quartet, and Grace Bradley, in songs; Paul Sydell and Spotty; Six Danwells, ensemble Latin American combination number, with beautiful costumes; Mickey King, girl aerialist, performing from a rope suspended from the grandstand roof; Charles Siegrist Troupe; name bands; Don Francisco, on the wire; Crystal Girls, pretty ensemble number; Fenwick and Cook, comedy acrobats; Cappy Barra Boys, harmonicas; Rufe Davis; "Powerhouse" ensemble, timely and flashy chorus number with unusual costuming; Paul Remos and Company; Buster West and Lucille Page, and patriotic ensemble finale. Will Hill's Society Circus, featuring his elephants, opened the show nightly.

When Flash Williams's Thrill Drivers opened the fair on August 9 about 9,000 thrill seekers rocked the grandstand as Williams's stunt men did their stuff. Show ran like clockwork.

Siegrists Beat Accident

Charles Siegrist Troupe, casting act, made history with a 1,070-mile jump from Kent, N. Y., where they showed Saturday night, August 9, leaving there at 3 a.m. on Sunday via auto and trailer and arriving Monday at 9 a.m. 25 miles from Springfield, where they were in an automobile wreck, which demolished their automobile. Realizing that they must appear in front of the grandstand that afternoon, Manager Siegrist, the only one not injured, got busy on the long-distance phone and had their trailer upon which they carried their rigging and paraphernalia towed into Springfield, and after Mrs. Siegrist had some superficial wounds on her head and face treated, and Charles King, catcher with the trio, who suffered a fractured chin and a long cut, was given temporary doctor's care and had some stitches placed in his cut, the trio directed setting up of their rigging and performed on schedule. The accident was caused by another car crashing into the Siegrist automobile, after coming thru heavy smoke from a grass fire along the highway leading into Springfield.

STORM HITS ALL-IOWA

(Continued from page 46)

previous opening mark of 26,000 set two years ago.

Most of the injured received cuts from flying glass, bruises from falling poles, or were trampled. Among the injured was A. Neuberger, member of the musical revue playing the fair, who received back and scalp injuries.

Storm caused cancellation of dancing the first night because of damage to the stage and enclosure of the open-air dance floor. Most of the other damage was repaired Sunday night and the grandstand show, *Under the Stars*, was put on, altho stagehands were set back three hours in erecting the sets. Over 7,000 ventured into the wind-buffed grandstand for the night show, which started only 30 minutes behind schedule.

DAVENPORT WINNER

(Continued from page 46)

Weather this year was ideal, with crowds exceeding last year's almost every day. Next year's bill will include an afternoon grandstand performance as in the past. But instead of one show at night, a new plan calls for one performance starting at 7 p.m. and a second show later.

Another innovation will be a free gate, with a small charge for auto parking. Plans for further reorganization will be discussed by directors soon. The board hopes that title can be obtained to the grounds.

KENOSHA, Wis.—New attendance record of 17,500 was set by Kenosha County Fair, Wilmot, on August 8-10. There also was a new entry record for exhibits.

MONTPELIER, IND.
FREE STREET FAIR
SEPTEMBER 7-13
WE NEED
SHOWS AND CONCESSIONS
GARL D. WALKER, Concession Secy.

Wayland, Mich., Street Fair
Is Wayland good? Ask anyone who was there last year. Concessions, \$15.00 each, up to four-teen-foot frontage. No more Shows wanted, no Flat Stores. Midway controlled by
F. L. FLACK
This week, White Pigeon, Mich.; Hart Fair follows.

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.

SUFFOLK COUNTY FAIR

RIVERHEAD, L. I.

STARTS LABOR DAY

SIX DAYS — SIX NIGHTS

Will Sell Exclusive, GUESS YOUR AGE — NOVELTIES

WANTED: All Kinds Legitimate Grind Stores. Write or wire

S. A. KERR, Fair Grounds, Riverhead, L. I., N. Y.

SOUTH MARION SECOND ANNUAL FREE FAIR

SPONSORED BY SOUTH MARION BUSINESS MEN

SEPTEMBER 15-16-17-18-19-20

10—Rides booked, Miller and Thomas, Rita and Dunn booked. Like to hear from Lucille Anderson High Dive or some other High-Class Free Act. Want a few more Shows and Concessions; Bingo and Long-Range Gallery sold, all others open. Will book neat Framed Cracker Jack and Candy. Marion has population of 22,000; 30 factories working day and night. Why take a chance? Come where they have the money and really spend it. Greater Marion Business Men's Assn. has come in with us this year and is working with us to make the Fair a big success. School dismissed one day. All Shows, Bands, Concessions, and Free Acts write to GEORGE FETTERS, Pres., care of Fetters Cafe, South Marion, Ind.

OPEN SUNDAY, AUGUST 31

MARYLAND STATE FAIR

TIMONIUM, BALTIMORE, MD.

11 DAYS—TWO SUNDAYS

Want clean Concessions, Ball Games, String Game, Photos, Guess Your Age, Dart Wheels, Snow Balls, Candy Floss, Candy Apples, Peanuts, Pop Corn, High Striker, Hoop-La. Free Acts, Side Shows, Independent Midway. Address

JOHN T. McCASLIN, 131 E. Baltimore St., Baltimore, Md.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

Premium Facts

Data collected from lists received by **The Billboard**

RHINEBECK, N. Y.—Dutchess County Fair. 97th annual, August 29-30. 76 pages. Officers: Allan A. Ryan Jr., president. Mrs. Lytle Hull, H. C. Shears, vice-presidents; Benson R. Frost, secretary; Frank H. Cookingham, race secretary; Frank L. Asher, treasurer. Admissions: Adults and vehicles, 50 cents, day; 25 cents, night; grandstand, 50 cents, day; 75 cents, reserves; night, 35 and 50 cents; children, half price.

BETHANY, Mo.—Bethany Fair, August 31-September 5. 142 pages. Officers: Sam Kies, president; E. H. Noll, vice-president; T. R. Nickerson, secretary; M. C. Duke, treasurer. Admissions: Adults, 30 cents; children 6-12, 10 cents; vehicles, 15 cents; grandstand, 15 cents; reserves, 30 cents. Attractions: Grandstand, Flash Williams Thrill Show, fire- (See PREMIUM FACTS on page 66)

75,000 Free Gate Draw Is Best in 3 Years at Warren

WARREN, O., Aug. 16.—Trumbull County's 96th annual fair, August 5-8, with a free gate, drew an estimated 75,000. Weather was ideal. Harness races were featured Wednesday and Friday, with pari-mutuel betting prevailing. Officials said this year's fair was the most successful since the free-gate policy was inaugurated three years ago.

Not in years had midway shows grossed so heavily. Rides also got money, and concessions, particularly merchandise games, registered their best year here. More money was spent this year for grandstand entertainment, with capacity crowds resulting. Klein's Attractions provided the afternoon and night circus and the Lucas Derby Goats were an added feature. Line-up included Conner Trio, comedy acrobats and tight wire; Lillian Strock, acrobatic dances and trapeze; Roberta's Ponies; Eddy Duo, rolling globes; Rennoc, wagon-wheel novelty; Phelps and Barney, head balancing; Albertin, foot slide; Phelps and Branda, high perch, and Roberta's taximeter mule. F. E. Gooding Amusement Company had the midway but sublet all attractions except six rides, in charge of George Bouic. Also on the midway were Captain Ritz's Wall of Death; Charles Hodges, 10-in-1; Rozala, strange girl; Billie, mystery man; Charles White, man turning to stone; Ma Greenawalt's Athletic Show, Patterson's Pony Track, Dick and Helen John's Playland; Larry Fallon, 10 stores; Charles Martin, eats and taffy; Ted Mitchell's candy; Vcn Black, popcorn; Lester Rodgers, peanuts; Wagner's machine guns, Ward's basketball, Herb Fennel's novelties; T. D. Berry, lead gallery and high striker, and Gilchrist's photos. John L. Salkeld handled privileges for the Gooding Company and had charge of the sound system.

Around the Grounds

LA GRANGE, Tex.—Two new features, milk maid revue and mule derby, will be held at 1941 Fayette County Fair here, both events to be sponsored by civic organizations.

LIBERTY, Tex.—Directors of Trinity Valley Exposition have pledged \$1,000 as their part of a \$10,000 horse barn to be built on the fairgrounds. Horse show will be added this year. Boyt Ranch will furnish stock for 1941 performances in the new \$10,000 rodeo arena built this year.

MARION, Ark.—Plans for construction of permanent buildings for future shows have been formulated by Critenden County Livestock Show Association here, according to President Lawson Garner. Civic clubs have promised to help raise money to meet cost of the new plant.

MONROE, La.—Over two thirds of the needed \$1,500 to pay as rental to Ouachita Valley Fair Association for quartering of troops on its grounds has been raised. Money is needed to pay fixed charges of the association, since the army will not pay over \$500 as rental. Fair has been forced to cancel its 1941 annual.

JACKSONVILLE, Tex.—Formation of East Texas Livestock Show was completed here recently, with R. B. Johnson named president of the new organization.

DALLAS.—Over 60 counties will exhibit in the "world's largest farm show" scheduled for 1941 Texas State Fair here. John W. Carpenter, in charge of the agricultural department, predicts a record number of entries.

JEFFERSON, Wis.—The 89th annual Jefferson County Fair here on August 8-10 had attendance estimated at more than 20,000 and receipts expected to surpass those of last year. Clarence Frohmader, treasurer, said paid gate admissions, excluding season tickets which sold for \$1, are expected to total \$2,500.

SHREVEPORT, La.—Secretary-Manager W. R. Hirsch announced beginning of another improvement program on Louisiana State Fairgrounds here, including construction of three-quarters of a mile of roads on grounds and redecoration of merchants and manufacturers' building. Work is start of a five-year rehabilitation plan. Road construction will cost \$24,401 and building improvement \$20,000.

PASCAGOULA, Miss.—Because national defense training schools are using its plant, Jackson County Fair Association has called off the 1941 annual. Instead two small separate events will be held.

DONALDSONVILLE, La.—Executive committee of South Louisiana State Fair Association met here on August 10 and heard reports on plans for the 1941 annual. R. S. Vickers, secretary-manager, (See *Around the Grounds* on page 66)

NEXT WEEK GRANGERS

(Fair) **PICNIC**

69th Year **WILLIAMS GROVE**
Aug. 25 to Sept. 1 Inc.

Limited good locations for approved Concessions and Shows.

RATES REASONABLE.

NOTE—We own and operate our rides.

Write or wire **ROY RICHWINE**
Mechanicsburg, Pa.

JASPER COUNTY FAIR

RENSELAER, INDIANA
Aug. 26 to 29 Incl.

Can Place—A few more legitimate Concessions. Also Shows and Rides that do not conflict.

Address **CAMERON MURRAY**
Mentone, Indiana, THIS WEEK.

SWITZERLAND-OHIO CO. FAIR FAIRVIEW, IND.

SEPTEMBER 18 TO 21
WANT SHOWS, RIDES, CONCESSIONS

Especially want Motor Drome or Monkey Drome. Featuring one of the largest Horse Shows in the State. Also Free Acts, Midget Auto Racing on Sunday. All address **WALTER LEE, Pres.**, Fairview, Ind.

WANTED FOR THE STYLE MART FAIR

Week of September 22, Mayfield, Kentucky. Carnival Company and Free Acts. This is a six-night bonafide Fair. Fair Grounds located right up in town. Factories all working—conditions best in ten years. Billed like a Circus. Biggest 10¢ Fair in the South.
DAVE ALBAUGH, Sec.-Treas.

4 DAYS SEPTEMBER 1, 2, 3, 4 4 NITES

WANTED—Educational show Animal or Freaks.
SMETHPORT FAIR
In the OIL region. Free spenders. McKean County Fair, East Smethport, Penna.

TENT RENTAL CATALOG READY

Mr. Fair Manager—Write today for your copy of our Tent Rental Catalog—**BUT HURRY**—the popular sizes are going fast.

BAKER-LOCKWOOD

14th Ave. at Clay St., KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

WANTED CARNIVAL TO PLAY BIG HENDERSON CO. COL. FREE FAIR

Week Sept. 8 to 13, Lexington, Tenn.
Wire or write **PROF. C. C. BOND, Sec'y.**

WANTED Carnival and Free Act to Play YADKIN COUNTY FAIR

OCT. 1-4, 1941
Address **N. G. HUTCHENS, East Bend, N. O.**

WANTED Shows and Concessions (Independent Midway) SEPT. 10-11-12-13

WEST ALEXANDER FAIR

PAUL ROGERS, Sec'y., West Alexander, Penna.

Medaryville Community Fair

SEPTEMBER 4-5-6

Shows and Independent Concessions Wanted.
Write **WM. F. PRALL, Sec'y., Medaryville, Ind.**

WANT CARNIVAL

12TH ANNUAL FREE FAIR

SEPT. 11-12-13
Write **CANNON COUNTY FAIR ASSOCIATION, Woodbury, Tennessee**

WANTED

Shows, Rides, and Concessions for **New Harmony Fair and Veterans' Reunion**
August 28 to 31, inclusive.
CY KNIGHT, Supt. of Concessions
New Harmony, Indiana

Willemaine Takes Detroit Office; More Circus Acts

DETROIT, Aug. 16.—Change in the office of Michigan State Fair here was made this week with resignation of M. C. Avers, who has been comptroller and office manager for the past two years, to enter private accounting practice. Louis Willemaine has been named accountant of the fair, succeeding Avers. This change follows disposition of a test case in Circuit Court here over civil service coverage of State Fair jobs. According to the court's ruling, all permanent fair employees are given protection of the new civil service system established in this State as of January 1, 1941. This does not cover temporary employees during the fair season only.

Additional acts booked for the indoor circus to be produced during the fair by Orrin Davenport in the Coliseum are Adele Nelson's Elephants; Moreen Troupe; teeterboard; Six Danwells, acros; Romig and Rooney, dogs and high-school horses; Joy Coyle, Chester Barnett, Ray Harris, clowns; Reynolds and Roberts, skating novelty; Hubert Dyer and Company, comedy trapeze; Franze and Lapel, high perch, and Fortunello and Cirillano, comedy novelty.

Amusement Corporation of America announced Hennies Bros.' Shows, which played here about three years ago, would play the fair in place of Rubin & Cherry Exposition, originally booked and now on a Western tour. Reason for opening the fair on a Wednesday instead of on a Friday for the first time in at least 20 years, is understood to be to allow carnival and concessions to do extra business, inasmuch as they would normally have to lay over most of the week for a Friday opening. Harry B. Kelley, superintendent, reported entries to date are 20 per cent ahead of last year's.

Minn. Annual Sets Record

THIEF RIVER FALLS, Minn., Aug. 16.—About 15,000 attended on closing day of the 40th annual Pennington County Fair here, July 30-August 2, and total gate, according to Secretary George Wilson, was about 45,000, shattering all previous records. Rain fell opening night, causing cancellation of some of the program, but most of the crowd remained to patronize the midway and view exhibits. Before the grandstand was the WLS Barn Dance and Bill Blomberg's quiz contest. Barker Bros.' Rodeo and Circus drew well. Officials said income would be sufficient to pay expenses and leave a working balance for 1942.



SANILAC COUNTY FAIR

CROSWELL, MICHIGAN

4 DAYS AND 4 NIGHTS—AUGUST 26 TO 29

Want—Shows, Rides and Concessions. Will book independently, or will book Organized Carnival. Everything open.

PAUL HELM

Croswell, Michigan

KALAMAZOO COUNTY FREE FAIR (Day & Night)

Free Gate Free Parking Free Acts & Fireworks
KALAMAZOO, MICH., SEPTEMBER 24-27

Want Legitimate Concessions and Shows of all kinds. Millers Rides booked. All Shows and Concessions booked independently. Over 30 farm organizations participating. Huge attendance assured. Can use two more Free Acts. If interested act immediately as we are limiting Midway to assure prosperity for all; can use two or three large Cook Houses capable of handling capacity business. Wire or write, **DON'T PHONE, Supt. of Concessions, P.O. Box 729, Kalamazoo, Mich.**

Beaches, Piers Feel Upswing

Los Area Best For Ten Years

Gains piled up with over a month to go—new projects looked to for record

LOS ANGELES, Aug. 16.—West Coast amusement piers and beaches report the biggest business in the last 10 years. While several operators have already passed the 1941 anticipated business mark, others are expecting to hit it any day, with over a month of receipts in sight until the end of the season to go into the gravy. At Long Beach operators report an exceptionally good season and indicate records will be set because of new projects, including an enlarged aircraft plant scheduled to open in the next few weeks.

Reports of good business have come from spots extending from Santa Monica to Mission Beach, near San Diego. H. A. (Pop) Ludwig, manager of Virginia Park amusement center, reported that his business was three times more than for the period of 1940 and about 30 per cent over the business of last season. Silver (See *GOOD IN LOS AREA* on page 52)

Iowa Riverview Has 5-Year Peak

DES MOINES, Ia., Aug. 16.—Riverview Park here chalked an attendance record with 27,700 last Sunday, the highest this year and a high mark for at least the last five years, said Manager Robert Reichardt. Previous recent high was 26,000 on the same date last year. A tie-up with Stations KSO and KRNT brought out crowds which taxed capacity most of the day. A check made by the radio stations showed 84 of the 99 counties in Iowa represented, with visitors from 24 States also recorded.

Manager Reichardt reports business at least 25 per cent better than last season and credits motorboat races on the lagoon as largely responsible for Sunday crowds. Four races have produced crowds of which the smallest was 16,000. Park will hold its final boat race on August 24. Manager Reichardt pointed out that the date will provide a test for the attraction as a crowd getter because of Iowa State Fair competition on that day.

Baldwin Head of S. F. Zoo

SAN FRANCISCO, Aug. 16.—Park Commission has announced appointment of Carey N. Baldwin, 39, as director of San Francisco Zoo. He is a native Californian and a graduate of the University of California, where he studied zoology. He comes here from Portland, Ore., where he was director of City Zoo. Prior to his service there he was curator at San Diego (Calif.) Zoo and before that he served at Hearst Zoo, world's largest private zoo, 12 years. He succeeds Dr. Edwin Heller, who died in 1939.

CANTON, O.—Due to priority on certain materials needed in defense production, construction of the new open-air dansant in Meyers Lake Park here has been delayed and will not be completed before mid-September, said Manager Carl Sinclair. With favorable weather the project will be ready in time for harvest time dances, he said. Built on the site of the former Hofbrau, razed by fire three years ago, the dansant will accommodate 3,000 at tables and 1,500 on the floor.

Arcaders To Protest

AN ARTICLE of interest to Pennv Arcade operators, park men, and coin machine operators appears in the Carnival Department in this issue under the caption, "Penny Arcade Men Asked To Protest Bill To Tax Games."

A. C. Holds Pace In All-Top Season

ATLANTIC CITY, Aug. 16.—Amusement piers and other entertainment enterprises are reporting exceptionally good business in the best season in the history of Atlantic City. Restaurants are overflowing and side avenue and beachfront hotels report accommodations filled weeks in advance. *The Ice Capades of 1941* at Convention Hall is a complete success with every night practically a sellout. Hamid's Million-Dollar Pier and Steel Pier are jammed to overflowing daily and business houses and concessionaires along the Boardwalk and avenues say they are having the best sales in years.

A financial check shows business has been far ahead of the 1940 season and slightly better than in the '20s before the depression. With this season assured of being the best in history, resort operators already are busy with plans to carry thru September. First September week is provided for by the Miss American Beauty Pageant. Greater Atlantic City open golf tournament, with \$5,000 in prizes, has been scheduled for September 12-14. An advertising campaign is under way with the slogan, "September—30 Golden Days."

Favored by perfect weather and excessive heat in inland cities, the week-end of August 9 and 10 proved one of the busiest. Mayor Thomas D. Taggart Jr. estimated the record crowd in excess of 550,000, with 300,000 on the beach (See *A. C. HOLDING PACE* on page 52)

Cincy Coney Sets Bill for '41 Finale

CINCINNATI, Aug. 16.—Arrangements have been completed for Coney Island's closing presentation here, this year to be a fireworks carnival and aerial circus, reported President and General Manager Edward L. Schott. It will open on August 22 and continue thru Labor Day, when the park closes.

Three acts, Grotofents, high wire; Flying Otaris, and Albanis, aerial gymnasts, have been booked thru George A. Hamid, Inc., to appear twice daily on the mall as free attractions, and pretentious pyrotechnical displays have been contracted thru the Cincinnati Fireworks Company for nightly presentation.

Russ Morgan and his orchestra will come into Moonlite Gardens on August 23 and remain thru closing day.

Gulf Coast Is Pulling Influx

Spots jammed on week-ends feel effects of weather, big pay rolls, soldiers

NEW ORLEANS, Aug. 16.—With exception of Northwest Florida resorts, recreation and park areas along the Gulf Coast are having one of the best years in history. A mild polio scare is waning on the Florida coast between Pensacola and Panama City Beach and a sharp pick-up from the low of earlier summer is noted.

Beaches around Mobile westward along the Mississippi Coast are jammed on week-ends with 5,000 estimated to have been turned away from Biloxi last Sunday. Hot weather, big influx of soldiers into Louisiana for August-September mock wars involving 500,000 men, and bigger pay rolls resulting from higher agricultural prices and defense projects contribute to the betterment, beach managers report. Old-timers say that they have never witnessed such a variety of out-of-State cars.

Pontchartrain Beach, New Orleans, is in its best season, week-end jams abetted (See *GULF COAST INFLUX* on page 52)

Detroit Eastwood Gaining

DETROIT, Aug. 16.—Business in Eastwood Park here continues steady, with grosses about equal to those of July 1, said Manager Henry Wagner. This is reversing the usual trend of a slight drop starting about August 1. Prevailing hot weather, which took its first real drop early this week, has been a principal factor in keeping business up to a high level. Total business in Eastwood on the season is running far ahead of last year's, Manager Wagner said.

ATLANTIC CITY.—First "V"-for-victory banner here is floating from Hamid's Million-Dollar Pier. George A. Hamid Jr., son of the pier operator and who recently was graduated from Princeton University and is to join the navy after the summer season, has adopted the emblem in a big way. All uniforms of pier employees have been equipped with the "V" emblem and it is to be found in every amusement section of the pier.

In Gob Territory

VIRGINIA BEACH, Va., Aug. 16.—The Grotofents, high wire, were working before a big crowd in Seaside Park here, when an obviously drunken sailor on the edge of the crowd began to act up in such a manner as to distract attention from the performers to himself. Three lads of the navy's shore patrol made a beeline for the offender. Just as they caught up with him, and one reached out to grab him, the staggering gob jumped away and went nimbly up a rope to the high wire. The navy police froze with horror. Then their faces turned a brick-red hue. For the sailor "drunk" was part of the act.

Gains by Ops Being Held in Spotty Weather

CHICAGO, Aug. 16.—Big gains in operating grosses for the fifth week in July, including Sunday, August 3, altho weather was spotty, were reported by replies to questionnaires received at his offices here by Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches. Queries made and answers received:

How does your gross compare to date with the same period in 1940?

Alabama, 14 per cent increase; California, 25 per cent increase; Eastern Canada, 63.13 per cent increase; Illinois, 26 per cent increase; Eastern Maryland, 22 per cent increase; Central Massachusetts, 40 per cent increase; Northeastern Massachusetts, 75 per cent increase; Southeastern Massachusetts, 58 per cent increase; Michigan, 40 per cent increase; Missouri, 60 per cent increase; Eastern New York, 24.8 per cent increase; Northern Ohio, 27 per cent increase; Southern Ohio, 22.78 per cent increase; Oklahoma, 19 per cent increase; Oregon, 13 per cent increase; Eastern Pennsylvania, 45 per cent increase; Rocky Mountain (See *Ops' Gains Are Held* on Page 52)

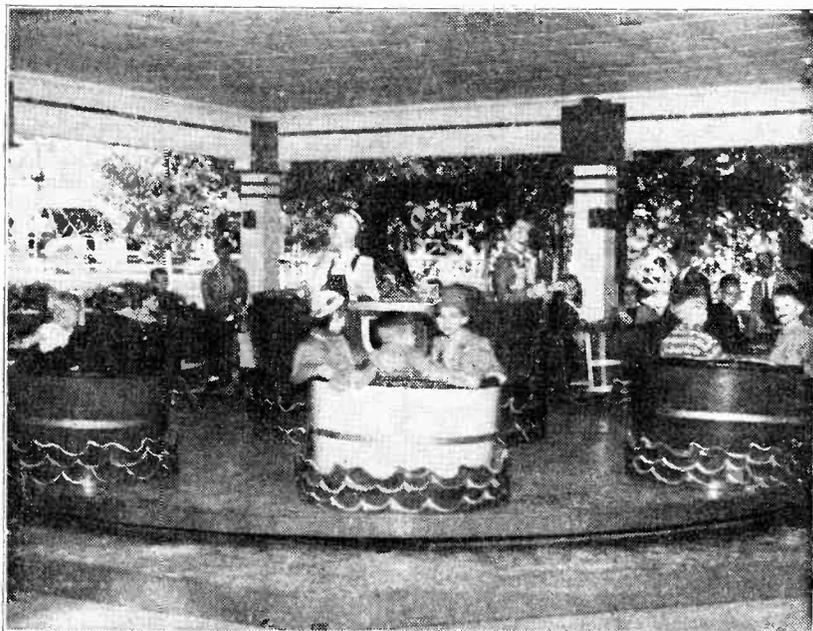
First Ozark Season Good

NEWBURG, Mo., Aug. 16.—Ozark Park here, in its first season under ownership and management of Rex Howe, has been fairly successful, reported William H. Finkle, in charge of publicity and special events. Mrs. Louise Howe is secretary-treasurer. Consistent use has been made of free attractions and special events, including Flying Otaris, Fort Peck Rodeo, and jalopy races, which have drawn from a 40-mile radius, including Fort Leonard Wood. Park has rides, roller rink, concessions, and dance hall. Bands appearing for three to five-week engagements included Wilbur Douglas and His Swingmasters, Vagabond Drifter and his band, and the Jaybirds. Buddy Moore and His Dukes of Rhythm were slated to open today. New beer garden will open soon. If it proves successful it is planned to operate the dance hall as a night club thru winter.

GREELEY, Colo.—Altho the gross so far is behind last year's due to cool weather in June and July, a pick-up in latter part of July in Warnoco Park here is expected to increase for remainder of the season and should put the spot on a par with last year, said J. W. Norcross, operator. A new circulating system was installed in the 100 by 150-foot pool, and new picnic grounds were opened. Ballroom is used for dancing on Tuesday, Thursday, and Saturday nights, and beginning September 9, it will revert to a roller rink for the winter season.

Be Safe Than Sorry In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of *The Billboard* each month. The next installment will appear in the issue dated August 30, under the title of "What Is Unfair Competition?"



THE RUB-A-DUB-DUB, a new ride introduced this season in the Land of Oz at Coney Island, Cincinnati, is proving popular with the park's youngest patrons. Ride takes its inspiration from the nursery rhyme, "Three Men in a Tub." It is composed of a series of tubs on a revolving floor. Three animated wax figures in a big tub in the center help to entertain youngsters. The small tubs rock, as they would in water, when the ride is in operation. Device, designed by the Coney Island staff, is showing a nice profit.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Defense Materials

Much has been written about the necessity of buying now before prices rise on materials needed by park and pool men. And Secretary A. R. Hodge, in a recent bulletin of the National Association of Amusement Parks, Pools, and Beaches, urges all outdoor amusement operators to make a careful check now of materials they will require for next year. This department concurs. Pool men should think in terms of 1942 and seriously realize that staple equipment and materials they will need should be purchased now, lest they find prices next year prohibitive or, even worse, lest they discover they can't get certain materials at all. However, I don't approve of rushing headlong into a buying spree.

Now, more than ever, try to study the technical side of your biz. Get to understand background of materials you need and will need. It's surprising how many pool men—the excellent showmen and promoters—are entirely ignorant when it comes to understanding technical phases of operation. Most of the time you can get away with it, but today, with conditions being what they are, it is important that you know as much as you can about materials and chemicals you use.

It is not necessary to undertake a four-year engineering course to learn necessary things about equipment. If you are doing business with reputable manufacturers and ethical salesmen, as you should be, you can get all the knowledge you need from them. Such concerns and representatives will be only too glad to tell you honestly whether prices are actually going up in their field and whether there might be a shortage next year. Shy clear of get-rich-quick boys who are yelling their heads off now about national defense only to move material that never could be sold and are just taking advantage of the situation.

Apropos of this, there was a rumor not many weeks ago that chlorine would soon be kept exclusively for municipal sanitation purposes, which meant that it would not be available to swim pools. Bigger chemical firms and a few pool leaders went to bat with the government and discovered that chlorine, contrary to reports, would not be kept from pools. However, I am told that prices will rise on this item and it might be wise to stock up in advance.

Swim Club Finale

As announced in this column five weeks ago, *The New York Daily Mirror* announced to its readers last week that it would wind up its Mirror Swim Club with a grand party in Atlantic City on August 28. There will be no races, however, for a suitable location couldn't be found. Plan as it now stands calls for George A. Hamid to be host to winners in series of swim races to be conducted by that newspaper in nine participating commercial pools. Forty-five boys and girls will be given free transportation and a one-day excursion to Hamid's Million-Dollar Pier. At first *The Daily* (See POOL WHIRL on page 54)

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz excellent. Climate perfect. As the 1941 season enters its final stages, the up in box office is very gratifying to management and concessionaires. Out- (See PLAYLAND, RYE, on page 63)



Casino Arcade Biz Is Best in Decade

WILDWOOD, N. J., Aug. 16.—Casino Arcade Park here is registering its biggest season in 10 years, with crowds remaining until late, reported General Superintendent Dick Edwards. It is operated by Call & Ramagosa, Inc.

Scooter cars go until 4 or 5 a.m., while over week-ends they operate nearly 24 hours a day. New Monkey Bizness ride, managed by Henry Baron, with a cage of monkeys used as a bally, is an outstanding attraction. Al Kurtz, who had a World's Fair whale show, is managing the Magic Carpet here. Fascination game is doing top business under management of Milton Klein. Zimmie, legless man, is doing good business with a grind show. His wife handles the front. New Southern Cafeteria, managed by William Baker, who was with a coffee exhibit at the World's Fair, is doing business. It is the after-midnight rendezvous for show and concession people. Tropical drink stand, managed by John Lue, formerly with Pop Dunlap, is a busy spot. DeBunker, guided by Elmer DuFree, who is also in charge of outdoor painting and interior decorating, is a top attraction. DeBunker girls are Helen Crump and Mary Banks.

Auditorium Show is doing well and may go out as a store show this winter. It has Joe Blake, front; Harry Spear, talking; Al Williams, tickets; Lou Brent, magic and inside lecturer; Pauline and Rose Mazie, bally, and Annette Delmar, Marge Strum, and Gladys Maddox, inside. Teddy Polls is in charge of the neon sign shop. Eddie Borrell is chief electrician, assisted by Dave Postetter. Scotta Boats, under Raymond Meyers, are getting their share. Bang Bang Jitterbug Club, directed by Jam Ramagosa and Saul Broudo, is packing them in nightly. Staff artist Emerich Montgomery is doing interior decorating. New Silver Streak is doing capacity under management of Ignation O'Hara. Bubble Bounce, with Forbes Tripplett in charge, has long waiting lines nightly. Jim Ellven is in charge of ride maintenance. Slim Riley, with guess-your-weight, and Alice Krug, with guess-your-age, are doing well. Eric Levy is doing okeh with aerial darts Stanley Rock, assisted by Joe Gallagher and Jack Muray, is in charge of the new hot dog and drink stand. Willie Robinson is in charge of waste disposal; Charles Beck, mechanical maintenance, and Tom Murray, S. Evans, and Obed Strickler, construction. On the office force are Charles Saunders, Selma Rosenthal, Bert Lawrence, Gloria Vita, and S. B. Ramagosa.

Atlantic City

By M. H. ORODENKER

Hamid's Circus on Hamid's Million-Dollar Pier gets an added attraction in the Rooneys, Ed and Little Jenny, long featured with the Ringling-Barnum show on the flying trapeze. Terrell Jacobs and his wild animal act continues to headline the show, while his wife, Dolly, presents the horseback riding lion. Remainder of the bill includes Rice-Davidson Trio of clowns; Janet May, aerialist; Minna Carmen, equestrienne; Blondell Duo, high perch. Pier has added another exhibit, pearl diving and details on culture of pearls.

Steel Pier has lined up a stellar array of stage, screen, and musical attractions for remaining weeks. Current week-end offers Gypsy Rose Lee with Bobby Byrne and Andrews Sisters making a return for the Labor Day week-end. Music-makers set for succeeding weeks are Glenn Miller, Tommy Tucker, Jimmy Dorsey, and Sammy Kaye.

Lois Miller sounds the lunch call for thousands of bathers on the beach in the vicinity of Heinz Pier. She was not aware of that fact until last week, when illness prevented her from playing a usual noon program. Much to her surprise she received numerous written protests from people who had missed their lunches by vainly waiting for the customary organ signal to leave the beach.

Chamber of Commerce reports so much commerce that there's no room for the chamber. Prelim work on reconstruction of Ventnor Municipal Pier started this week. Kenneth B. Walton, chairman of the Beauty Pageant finance (See ATLANTIC CITY on page 63)

Palisades, N. J.

By MARION CAHN

At the present writing there is an unseasonable cold spell but the week-end of August 9 and 10 was hot, which meant good business. Pool did capacity on Saturday and Sunday and there were long lines at rides both nights. Joe McKee and his crew at the Bobsled had one of their busiest evenings on Saturday, with all cars running all night. Photo beauty contest ran Sunday afternoon with a dozen girls chosen for amateur photos to shoot at. Prints are to be submitted, with best print and most photogenic girl to be awarded prizes. An additional prize for best photos shot in the park will be awarded soon.

Benny and Betty Fox have the high-act assignment. Benny's 11-year-old son is considered one of the finest young divers in the country. Al Kavelin and his ork complete the week's bill.

Anna Halpin is doing her usual capable job of holding down the office. Adolph Schwartz had his car fixed up with new whitewall tires. With his new wardrobe and all, folks along the walk are wondering whether there are new romantic interests. Tony Ganim has a real peach tree growing at the Zeppelin and says its fruit tastes good. Jack Rosenthal took two days off and visited in Connecticut. Gladys Shelley Rosenthal, Irving's wife, sold one of her songs to I. J. Fox for a theme song and it is now being played practically all day long on stations. Joe Gans, former member of the office staff, has been promoted to a staff sergeant in the army, making a record of three promotions during his six months in service. Recent visitors included Joseph P. Day, of Manhattan Beach and other interests; Jim Washer, of Donohue & Coe, and Johnny Bott, of *The New York Post*.

Revere Beach, Mass.

With good weather, the beach is having one of the greatest years in history. Receipts on rides and shows have gone far above those of previous boom years. There has been a noticeable drop in revenue at arcades. The Hippodrome reports business about one-third ahead of last year. On the beach for 40 years, this ride is enjoying one of its best seasons. Seven loud-speakers carry the musical accompaniment and draw crowds walking around the amusement area. War exhibit, which draws throngs, keeps abreast of the times by having a bulletin board in front where latest war news is displayed.

First Nickel Day, sponsored by the Amusement Men's Association in conjunction with *The Boston Evening American*, drew 50 per cent of the normal crowd. The public here is in a better spending mood, and some amusement men are pondering the advisability of cut-rate days. There have been a few complaints from regular patrons that some of the shows are displaying signs reading, "Special Price for Today," although the admission remains the same as on regular days. Second Nickel Day was about as good as the first, which surprised most of the old-timers, inasmuch as it was generally expected that the second cut-rate day would show a drop in business of about 40 per cent over the first. Spending attitude is reflected on Nickel Days, when many persons stay on long after they have used up their quota of Nickel Day coupons.

Business along both ends of the beach has held up and did not take any mid-

seasonal slump. Season is rated as best since 1931, which was a gala year for the amusement section. Meetings have been held by the association to promote a week of special attractions. A treasure hunt and fireworks have been tentatively planned. Pyrotechnics have already been used twice this season, on the night before June 17, a local holiday, and the (See REVERE BEACH on page 53)

SKY HIGH GIRL has been replaced by Violetta and Rooks, trapeze act, as free attraction at Meyers Lake Park, Canton, O. Both were set by Billy Senior, Gus Sun Exchange.

Used Philadelphia Toboggan Three-Abreast Merry-Go-Round

Will either sell or place as concession in a good park. Picnic grounds or seashore resort preferred.

NATIONAL AMUSEMENT DEVICE CO.
Dayton, Ohio

FOR SALE

Two Abreast Merry-Go-Round. Engine, Organ, New Top and Sidewalls. Cheap on account of closing Park Labor Day. Can be seen in operation Riverside Park, Findlay, O.

RAY S. HOWARD
815 Center St. Findlay, O.

WANT TO BUY RIDING OR MECHANICAL DEVICE

Remembering Airplane in which patron acts as pilot, transferring controls to keep Plane on even keel. Send complete information, size operation, price, etc., to

DANNY DAVIS
Care KITTY DAVIS AIRLINER, Miami Beach, Fla.

OPENING FOR SEVERAL NEW RIDES

Percentage basis, old established picnic park which owns most of its concessions. Fly-o-Plane or Octopus, Pretzel and Old Mill most desirable.

GEAUGA LAKE PARK
Geauga Lake, Ohio

FOR SALE

12-Car Whip, 5 years old, perfect condition. Can be seen operating in Park. Will show gross receipts. Doing good business. Owner going South. Cash \$1,300. Will consider two payments, price \$1,500. Apply **JOSEPH PASCALE**
P. O. Box 36, Glenville, Conn.

COMPLETE PARK PLANNING SERVICE

POOLS • COASTERS • ICE RINKS
ROLLER RINKS • OLD MILLS
ACKLEY, BRADLEY & DAY
ARCHITECT & ENGINEERS
STARR BLDG., PITTSBURGH, PA.
20 YEARS EXPERIENCE

WORLD'S LEADING HEADQUARTERS PENNY ARCADES

AND COMPLETE MODERN SPORTLANDS

MIKE MUNVES CORP. 593 10th Ave. NEW YORK

IT'S Lusse Auto-Scooters AGAIN THIS SEASON

AUTO-SKOOTERS get the crowds, and you get the CASH when you operate them.

LUSSE BROS., INC. 2809 N. Fairhill St. Philadelphia, Pa.

AT PARKS, FAIRS AND ON CARNIVALS

Write today for complete information without obligation.

LUSSE BROS., LTD.
Sardinia House
52 Lincoln's Inn Fields
London, W. C. 2, England

FOR SALE

Large dance hall, 165 feet long, 82 feet wide. A Beer Tavern, Bath House with Bathing Beach equipment and Ball Park, eight miles south of Kalamazoo, Michigan. This is a money maker. Owner 78 years of age and in ill health.

HENRY WARUF
Ramona Park, Long Lake Kalamazoo, Michigan

American Recreational Equipment Association

By R. S. UZZELL

Playland, Rye, N. Y., is kept as clean as a maiden's cheeks. They are right on their toes to make up for the long rainy season they had in July. On Saturday, August 9, three large picnics were on the grounds from Staten Island, Amsterdam, N. Y., and Springfield, Mass., while on one day the week before they had a large one from Holyoke, Mass. These picnics spent money on the grounds and those from a distance spent money for transportation. Springfield, Mass., is 139 miles from New York City and Amsterdam is about 175 miles away.

The Springfield park gave two free days to Holyoke and the Holyoke park has given at least one free day to Connecticut Valley. When the parks at home can be had for nothing patrons can afford to go some distance for a picnic and pay for it. Is this a correct inference or is it not? All who have given too much for too little have had to pay the piper. A large park which gave two-cent days one or two days per week soon got little week-end patronage at the regular price, so had to go out of the city at considerable expense to induce week-end patrons. It really does not pay to kill local business.

Returns for Values

Playland gives good values but insists on getting a return for them. Herbert O'Malley studies both sides of the ledger. George Baker is on the job every day since his operation and long illness. He takes keen pride in that fine and well-conducted amusement park. One of the prizes of the place is the clean, fine-appearing frozen custard stands conducted by A. N. Abbott, "The Man From Maine." One of them would class in appearance and service with any of America's best hotels.

There is a big controversy over the proposed moving of the aquarium from the Battery to Coney Island, N. Y. One of the big arguments is that Jenny Lind sang at the place when it was known as Castle Garden. Against which W. F. Mangels counters with an aquarium at Coney Island in 1876, 20 years before the city put in this one at the Battery. Against Jenny Lind and P. T. Barnum Mangels cites Buffalo Bill, who ran the Coney aquarium, and Steve Brodie, who jumped from Brooklyn Bridge, or made people believe he did. Brodie did dive for coins at the Coney place and lived after the supposed dive to become prosperous on the Bowery.

But Mangels has other fish to fry now. He cannot get steel, amalgam, brass, electrical supplies, or steel castings in quantity needed for his business. He could work 50 men but has had to cut his force from 20 men to nine and does not see how he can keep going. There are many in the same boat, so it's time to seek some substitute or relief for your manufacturers.

More New Park Talk

There is talk of new parks despite war and defense programs. The 1941 earning records cannot be argued out of existence and they show that amusement parks and fairs have been doing business. All new Coasters built this year have made a favorable showing. This is bringing the Coaster back again. More Coaster talk now than we have heard for years.

One man from the West figured on a Parachute Jumps until he learned of the approximate cost. He had thought it would cost perhaps two or three times that of an Airplane Swing. No one talks of a Chute-the-Chutes. One time about all of the large amusement parks had one. So times do change.

Pontchartrain Beach Notes

NEW ORLEANS, Aug. 16.—Mary Healy, screen starlet, in New Orleans on vacation, spent an evening last week at Pontchartrain Beach as guest of General Manager Harry J. Batt, reported M. Peter Villere, manager of promotion and special events.

Los Aeros, aerialists, are current free attraction. Beginning next Monday the beach will feature two outdoor free attractions.

On August 24 a mock attempted invasion of Pontchartrain Beach will be staged by surf-landing boats built by Higgins Industries, Inc., and manned by United States Marines and carrying tanks and armored cars. Boats will get

under way from Southern Yacht Club harbor and will travel along the lake front for about four miles to the beach, when they will attempt to land troops. A score of navy planes will "bomb" them to repel a landing. Each boat will be equipped with an anti-aircraft camera gun for scoring. Parachute flares will form a protective barrage. Gov. Sam H. Jones, of Louisiana, and many army and navy officials are scheduled to attend.

A series of Saturday afternoon band concerts started today with six bands from East Baton Rouge, La. Program will be held for remainder of the summer by leading bands from surrounding communities.

Johnny Batt, youngest of the Batt sons, has foregone the privilege of spending his vacation enjoying the rides with his playmates to help his dad behind the custard counter.

A. C. HOLDING PACE

(Continued from page 50)

on Sunday, the biggest crowd since 1929. Bus companies reported best week-end business to and from the shore on railroads reported business 10 per cent greater than on the preceding week-end.

In Wildwood, North Wildwood, and Wildwood Crest the crowds were set at 650,000, equaling the all-time high. There, as here, thousands found it impossible to get sleeping accommodations, and many had to spend the night on the beach.

A bank executive said that more cash had been spent here this summer up to last week than during the entire 1940 season. Upturn was traced by most observers to pay rolls of national defense industries in the inland cities.

OPS' GAINS ARE HELD

(Continued from page 50)

tain District, 21 per cent increase; Virginia, 69 per cent increase.

Takes in Upward Trend

How was your gross for the fifth week in July, including August 3, compared with the same gross period in 1940?

Alabama, 62½ per cent less; California, 10 per cent increase; Eastern Canada, 55 per cent increase; Illinois, 33 per cent increase; Eastern Maryland, 17 per cent less; Central Massachusetts, 40 per cent increase; Northeastern Massachusetts, 15 per cent increase; Southeastern Massa-

achusetts, 70 per cent increase; Michigan, 40 per cent increase; Missouri, 70 per cent increase; Eastern New York, 33.5 per cent increase; Northern Ohio, 13 per cent increase; Southern Ohio, 23.30 per cent increase; Oklahoma, 42 per cent increase; Oregon, 20 per cent less; Eastern Pennsylvania, 45 per cent increase; Rocky Mountain District, 20 per cent increase; Virginia, 48 per cent increase.

How was the weather for the fifth week in July compared with the same period in 1940?

Alabama, some rain; California, as good as 1940; Eastern Canada, better, fair and warm; Illinois, same; Eastern Maryland, same, good; Central Massachusetts, very bad; Northeastern Massachusetts, rain; Southeastern Massachusetts, rain; Michigan, same; Missouri, much warmer and dry; Eastern New York, worse; Northern Ohio, same; Southern Ohio, same; Oklahoma, much hotter; Oregon, rained out on August 3; Eastern Pennsylvania, better; Rocky Mountain District, better; Virginia, same.

How does your per capita expenditure to date compare with same period in 1940?

Alabama, increase; Eastern Canada, better; Illinois, 17 per cent increase; Eastern Maryland, 11 per cent increase; Central Massachusetts, 40 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 35 per cent increase; Michigan, 20 per cent increase; Missouri, 10 per cent increase; Eastern New York, 11.1 per cent increase; Northern Ohio, 11 per cent increase; Southern Ohio, 11.98 per cent increase; Oklahoma, same; Oregon, 25 per cent increase; Eastern Pennsylvania, more; Rocky Mountain District, 10 per cent increase.

Per Capita Rise General

How did your per capita expenditure for the above week compare with the same week in 1940?

Alabama, 8 per cent increase; California, better; Eastern Canada, better; Illinois, 11 per cent increase; Eastern Maryland, same; Central Massachusetts, 40 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 29 per cent increase; Michigan, 20 per cent increase; Missouri, 10 per cent increase; Eastern New York, 20.5 per cent increase; Northern Ohio, 10 per cent increase; Southern Ohio, 15.93 per cent increase; Oklahoma, better; Oregon, 23 per cent increase;

Rocky Mountain District, 10 per cent increase.

Did you have any special promotions for the week in question which were of extra benefit?

Alabama, none, polio scare; California, nightly entertainment in bandstand as in 1940; Eastern Canada, picnics; Eastern Maryland, boxing bouts; Central Massachusetts, Kiddies' Day and free acts; Northeastern Massachusetts, free acts; Southeastern Massachusetts, free acts; Michigan, picnics and free acts; Eastern New York, better outings; Northern Ohio, fireworks; Oklahoma, name orchestra in ballroom; Oregon, extra large number of picnics but rained out; Virginia, outings.

GOOD IN LOS AREA

(Continued from page 50)

Spray Pier's grosses are said to be in about the same condition as those at Virginia Park.

New Rides Off Nut

Al (Moxie) Miller and Sammy Dolman, who put in an appearance at the regular meeting of the Pacific Coast Showmen's Club Monday night, vouched for good business near San Diego, where Miller has concessions at Mission Beach, by bringing in 100 per cent PCSA membership for the beach. New rides at the beach are off the nut already in some instances.

Only dark report came from arcade operators in vicinity of Camp Elliott, near San Diego. Marines stationed there have been reduced in numbers with the leaving of companies to be stationed in Iceland. But new troops are expected to replace those sent away.

At Balboa Al Anderson's Funzone established a new record the past week-end when the zone had the biggest matinee in five years. Merry-Go-Round, Airplane Kiddie Ride, and Ferris Wheel did land-office business. Anderson said that his business was much better than last year's and that he expects to reach the figure set by the entire season within the next few days. Cool nights have hurt some, but August 10 to September 10 is the big month for operators in the Balboa section.

New Gross Marks

From Venice and Ocean Park came important reports from Harry Hargrave and John R. Ward, as they represented revenues on rides operated by Hargrave and attractions run by Ward. Both said that business was the best in recent years and that last year's grosses would not be able to hold a candle to the figure that will be marked up at the end of this season. Hargrave has a Merry-Go-Round at Ocean Park and a Dragon Slide at Venice.

Hermosa Beach reports showed greatest crowds in recent years. However, this is not considered an important spot from the amusement-pier angle. Hugh McGill said beachfront business was good and operators were most optimistic over tabulations to be made at end of the season.

GULF COAST INFLUX

(Continued from page 50)

by influx of 5,000 to 7,500 soldiers on Saturdays and Sundays, and the government's recreation center abutting the resort.

Galveston, Port Arthur, Brownsville, and Corpus Christi, leading Texas resorts, report hotels and tourist courts sold out repeatedly. Work was resumed this week on the \$1,500,000 pleasure pier under construction at Galveston following a strike that delayed steel work about a week. New Stewart Beach, dedicated two weeks ago, is the center of ambitious special programs, including days given over to near-by larger cities. Houston Day this past week-end established a new crowd record for the new beach with over 15,000. Sylvan Beach, La Porte, La., is having an increase in attendance over a year ago, with name bands and corporation picnics drawing added attendance.

Quinn, accordion. Bowery Barn: Ben Bernard with Fred DeVito at the piano. Lane's: Mickey Sheridan, Jack Brennan, and Vince Mascara, singers; Eddie Heyburn, accordion, and Bill Simmons, piano. Pop George Sweeney, of Shea's; Eddie Delaney, business agent, and Jack Nichols, first vice-president of Entertaining Waiters' Association, Inc., making Island tours on a visit to all E. W. A. members. . . . Homer Cores, of Shea's eat shop, left for Coshocton, O., to attend marriage of sister Dorothea to the Rev. George Wilmar Jenkins, pastor of the First Presbyterian Church of Itasco, Ill.

Coney Island, N. Y.

By UNO

Weather man again nice to ops over week-end August 9-10 and business heavy all over. Mardi Gras scheduled for September 8-14. James Onerato, manager of Steeplechase Park, said business up to and including August 10 was 65 per cent better than last season. Employees of Luna and Steeplechase planning a "get together" party before season ends. . . . Ginger Wayne, girl who supposedly taught Chinese in Shanghai the art of strip-teasing, is a new feature at Streamlined Follies. Replaced Paula Norton, who moved to Pioneer Nut Club, Greenwich Village, Manhattan. Ike Wagner, ticket seller at Streamlined Follies, was feted at a surprise party on his 60th birthday August 7.

Luna Lines

Danziger Bros. to make a trip to Brazil after Mardi Gras in quest of new attractions. In Brazil they produced and launched a pioneer talkie nine years ago as heads of Brazil's first Independent Moving Picture Producing Company. Plans already set for next season in Luna include a costly Funhouse to inhabit the Tirza spot. Construction starts as soon as current season expires. Danzigers also to make a color movie of the 1941 layout for advertising purposes. New Brazilian exhibit will have a free gate. William Miller scheduled to make a trip to other parks to gain ideas for new additions, to exchange helpful hints and to say hello to other park chiefs. George Wiswell now talker for the Tanitkao Indian Fakir show, in Luna for the first time, worked the Flushing Fair last summer. . . . Buck Carter, talker for the Incubator Babies, says he's been a *Billboard* reader for 22 years and never got his name in the columns. . . . Bert Kay, talker at Tirza's, mourning loss of his wife, the former Dorothy Leonard. Kikey is new relief dancer at Tirza show where Mary Blaine doubles between her own comedy strip and as a Tirza understudy. Baby contest, usual feature of Mardi Gras for afternoon of the last day (Saturday) and the awarding of prizes

will take place in Luna circus tent. . . . Dr. Martin Couney (Incubator Babies) has printed a ring around every V on the signs out front to emphasize his being a Victory fan. . . . Morris Jaffee, popcorn man, equipping a truck for road. . . . Henry Hoyt, nephew of chief carpenter William Korth, is a new shooting gallery attendant in Steeplechase Park.

Bowery Briefs

Dave Rapps, former shooting gallery operator on Surf, now ticket selling on Sky Diver. Harry Feldman, formerly in Luna, new ducat seller at Motor Parkway. Fred Bohner, of Skee Ball, was notified by draft board to be ready. Harry Karetsky, of Famous Skooter, planning to join a carnival after the Coney term. Ditto Walter Devlin, of the new Dodgem. Al Kohlman, electrical expert and show concessionaire, left his defense project long enough for another look at Coney. Eddie Gabryn, new at Motor Parkway, is one of the new NSA members. Kirby Higby, Dodgers' pitcher, hauled away an armful of prizes at a Bowery ball game. . . . Gene Berkowitz, former mike expert of Eddie's 5-Star Final and now a member of the cavalry, enjoyed a week-end furlough and went back to his old love, speling, but this time at Fascination. Tom Bernstein and Max Schwartz, plumber and roofer, respectively, are two Island business men who are fully satisfied with conditions this season as far as their trades are concerned.

Talent Talk

Talent in cafes. At the Stable: Al Wilson and Tommy Weldon, comics, with Charles O'Connor in a new hilarious sketch, Batting 'Em Out, that has O'Connor enacting Pop Eye. Paddy Shea's: Joan Twomey and little Paddy McDermott. Irish reels: George Molloy, bones, and Jimmy Sapolio and Phil Gladstone, accordionists. Shamrock: Malone Sisters, dancers; Sam Mass in *I'm Still Without a Sweetheart*, and George

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

New \$100,000 Spot in Denver Bows in Sept.

DENVER, Aug. 16.—Newly constructed Skateland Rink, costing about \$100,000, is scheduled to open here on September 15. Mrs. W. L. Johnson and J. W. Norcross, third vice-president of the Roller Skating Rink Operators' Association of the United States, present operators of Mile-Hi Roller Rink here, will operate the new rink with Carl C. Johnson as manager. Building, 250 by 100 feet, is at South Broadway and Asbury, and will provide Denver with one of the largest

and most modern rinks between the Mississippi River and the Pacific Coast. Exterior is of buff brick and interior is finished with glazed tile.

Floor is so designed as to be as near soundproof as possible. Finished first-grade narrow maple floor will provide skating space of 20,000 square feet. A refreshment stand with booths will be located along one side. Rink will have seating capacity of 1,000 with space for an additional 1,000 seats. A club booth, first-aid room, dressing rooms for women and men equipped with shower baths, storage room and office space will complete the layout of the interior of the new building. A new system, with checking included in the admission price, will be inaugurated. Building will be heated by gas with a huge air-cooling system. Lighting will be fluorescent thruout with an assortment of colors available to provide different effects.

Exterior of the building is fronted by a round canopy which faces both streets. A large neon sign will be erected on the roof with another neon across the front. Several adjacent lots will provide ample parking space. Roy Churchill, prominent organist, will reside at the new electric organ and solovox, and the latest type public-address system is being installed.

Personal Contact In Rink Management

By Earl Van Horn

will be a feature of

THE BILLBOARD'S FALL NUMBER

Dated August 30

ing and dancing during summer and flood the area in winter for ice skating.

Recreation building has been erected that will provide a log fire on cold nights. Table tennis, sun-tan ball, and a refreshment pavilion will also be available.

VICTOR AND RUTH, skating duo, were featured in Woodside Park, Philadelphia, on August 10, opening the next day at Neil Deighan's Airport Circle Cafe, Camden, N. J.

WORK on the Roller Bowl, new rink which Samuel Schaffer is building in Chicago, is progressing. Building will be quite pretentious and the rink, which will have 40,000 square feet of skating surface, will be fitted with the latest equipment. Opening date probably will be late in September.

BILL HENNING, who is putting in the summer season as parking lot cashier in Riverview Park, Chicago, reported that shortly after the return of Joe Lareuy, who is vacationing, they will begin their 34th season in Chicago roller rinks and plan on celebrating the event with a big party. They began their skating careers in 1908 in Riverview Rink, which is operating successfully this summer under management of Red Paul.

THE Anz Skating Troupe returned to its headquarters at the Davis Islands Coliseum, Tampa, last week following a 15-week tour of Atlantic Seaboard spots. The jaunt was the most successful in the history of the troupe, said Tommy Anz, manager and booker of the act. Stands played included spots from New York City to Jacksonville. Rehearsal of new routines, rejuvenation of equipment, and designing of new costumes will proceed, while Manager Anz studies bookings for fall and winter.

PETE TYRRELL, operator of Philadelphia Arena, announced a heavy fall and winter schedule. Season will get under way on September 3, when the Arena will house its second annual Roller Derby, which will continue four weeks. The roller skating events will be followed by opening of boxing and wrestling, with Herman Taylor again promoting boxing and Eddie Gottlieb replacing Ray Fabiani as wrestling promoter. The ice skating season will get under way about the middle of October, when ice will be provided for the training of Philadelphia's new ice hockey team, an independent club to be operated by the Arena under management of Danny Cox. The hockey schedule will get under way on October 29.

REVERE BEACH

(Continued from page 51)

night before the Fourth of July. It is expected there will be at least two more fireworks shows.

W. J. O'Brien, manager of the Show of Thrills, said he had signed the Great Waldo to appear at the museum next year. All acts that opened at O'Brien's

HYDE "BETTY LYTL" ROLLER RINK SHOES

A Message For

RINK OPERATORS

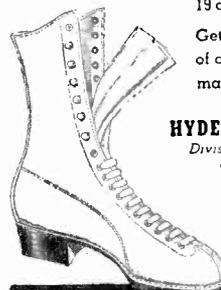
For customer satisfaction and greater profits operators recognize the importance of the many features built into the Hyde Line — the research and study of rink requirements.

Your skaters look to you as an authority on shoes and skates. Give them the new Hyde Catalog bearing your imprint and displaying 19 different styles.

Get the benefit of a quarter of a century of athletic shoe manufacturing experience.

HYDE ATHLETIC SHOE CO.
Division A. R. Hyde & Sons Co.
CAMBRIDGE, MASS.

Write for Catalog



show have been held over. Business continues strong.

Andrew A. Casassa, president of the First National Bank of Revere and former mayor of that city, is one of the beach's most ardent boosters. He sits in with Tom Harding, of the Virginia Reel; John Hurley, of the Palm Gardens, and George Sabbagh, of the Cyclone, on all business meetings of the association to plan celebrations. Mayor Raymond E. Carey and his secretary, Daniel Dillon, also attend meetings.

Stevie Hughes, formerly of the Empire City Four and the Iona Four, on the old Keith Circuit, and now head of Mayor Maurice J. Tobin's unemployment bureau in Boston, was treated to a big shindig at the Hotel Brunswick on the eve of his recent marriage. Larry Trevor was banquet chairman. Mike Zaccaria, operating the Scooter Cars on the north end of the beach and the streamlined Whip, visited Coney Island, N. Y., looking for a new ride. Reports from Cape Cod bowling alleys and arcades indicate that the big cantonments in that section are not assets to showmen. Business is far below expectations and it is believed that the huge Camp Edwards is keeping tourists away, while the boys at the camp have not enough money to spend to make them worthwhile customers.

Kookoo, the Bird Girl, a new attraction managed by Lloyd Russell Priddy, alternate talker at the Show of Thrills, is being well received. Marion McGrath, former burlesquer, is assisting Arnoldine in presenting the Woman Turned to Stone at W. J. O'Brien's museum. Act is owned by Regelah & Company. Paul Kennedy, formerly with Dodson's World's Fair Shows, is at the Rocket Ride here. Mike Cunningham is in his second year as foreman of the ride. . . . Harry Prince is busy with his out-of-town interests, as he also has spots at New Bedford, Fall River, and Salisbury. Battery of diggers has been installed at Nautical Playland. Al Tory is at the Frolics. Bill Gregory, manager of Serpentina, reports unusually good biz in the annex of the Show of Thrills. Tex Neighter, formerly with Oscar C. Buck and Dodson's World's Fair Shows, is at the Loop-o-Plane.

COLUMBUS, O.—For the third time in three years Ohio State Cat Show, sponsored by Ohio State Persian Club, will benefit Columbus Zoo. All receipts of this show on the fairgrounds during the 1941 annual will be turned over to the zoo executive board.



The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884.

8312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

Pleasure Beach Dance, Figure Classes Are Big

BRIDGEPORT, Conn., Aug. 16.—Since inauguration of dance and figure-skating classes in Pleasure Beach Roller Rink here on June 1, dance skating has shown a steady upward trend in this vicinity, reported Proprietor Benjamin F. Morey. June classes drew 411, while July attendance increased to 549, and August attendance to date has hit 742.

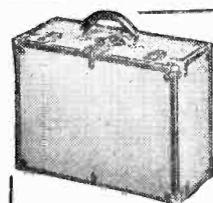
Mr. and Mrs. Jeffrey Seyfried, professionals, who conduct classes, keep a filing system on skaters so that they are able to check on weak points of students. All classes are closed after the first week each month. Tests given periodically are filed for reference purposes and those passing tests advance to the next grade. Novel features of dance classes are descriptive illustrations and chalk talks, followed by practice on pattern layouts in chalk on the floor. Personal contact with skaters thru class card notations has won tremendous favor among skaters, said Manager Morey. Mr. and Mrs. Seyfried assist those who are backward in classes during regular night sessions, thus creating much good will. That this attention is paying dividends is evidenced by the fact that some skaters come from Stamford and New London, Conn., and a few from Westerly, R. I., a distance of 111 miles.

Six classes are held weekly, one hour before night sessions. Fundamentals are taught on Monday nights. Wednesdays are devoted to novice skaters, who learn simple dances such as Chicago Hop, Chicken Scratch, Schottische, and Straight Waltz. Thursdays and Fridays, respectively, are for classes learning bronze and silver medal dances, as prescribed by the Roller-Skating Rink Operators' Association of the United States. Junior figure and dance class is held for children under 14 on Saturdays. After classes skating games are held. Sunday morning's senior figure class is a one-hour session of ballet instruction and bar work, followed by figure and free skating routines.

September 5 has been set aside as RSROA Night at the rink. The figure class which started in June and which recently formed the Bridgeport 100 Club will present a revue in conjunction with the affair, proceeds of which will be donated to the RSROA for the advancement of amateur skating.

Roller, Ice Rink Nearing Completion in Cincinnati

CINCINNATI, Aug. 16.—New recreation center that will embrace outdoor roller skating, ice skating, and dancing in a 10,000 square foot concrete area is nearing completion as an added feature of Weaver's Airy Hills swimming pool, between Mount Airy and Cheviot, near here. It is planned to offer roller skat-



RINK ROLLER SKATE CASES

Overall size 15x11x6

Completely sealed when closed.

6 smart colors; black, beige, blue, red, white and jade green. Metal covered, reinforced edges and corners of nickel. Equipped with lock and key.

Illinois Athletic Supply

5826 Woodlawn Ave.

Chicago, Ill.

FREDDIE "SCHNICKELFRITZ" FISHER

suggests for skaters

ROUND AND ROUND ON THE MERRY-GO-ROUND

on Decca Record No. 3703

RINKS DESIGNED

BY EXPERIENCED ARCHITECTS COST NO MORE

GET GREATER RETURNS

ACKLEY, BRADLEY & DAY ARCHITECT & ENGINEERS STARR BLDG. PITTSBURGH, PA.

60 Assorted Miniature Rink Stickers 75c

20 Assorted Regular Rink Stickers, \$1.25
8 Assorted 8x8 Satin Blocks with Processed Rink Emblem, \$1.00.

Ties With Your Rink Emblem, \$5.00 Dozen.
Discounts to Dealers. Mail Sticker.

NU-CRAFT

BOX 84

GREENVILLE, OHIO

FOR SALE

PORTABLE RINK, FLOOR SIZE 60x150. Perfect condition, best grade maple; used one year. Price \$1,000.00 cash.

Fairway Skating Palace ROUTE 34, SANDWICH, ILLINOIS

Will Manage

WITH OPTION TO LEASE

Roller Rinks, Ballrooms that have the least possibilities.

SHEA AMUSEMENT ENTERPRISES

344 Elmhurst Ave.,

Highland Park, Mich.

"CHICAGO" Roller Skates Are Reliable

They Will Make More Money for You Than Any Other Make of Skates — TRY THEM.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO



No. 778

Leonard Traube's

Out in the Open

NEW YORK

Prosecuting Attorney

WAITING on the hook for this week's discussion are notes relating to a book published a month ago but which we had not been able to catch up with—and we still can't. The book is *Sodom by the Sea*, a brilliantly done history of Coney Island by newspaper men Oliver Pilat and Jo Ranson. Our tiny circle of customers will stand by patiently while we try to dig our teeth into a subject bearing more topical interest.

A gentleman who writes a letter identifying himself as the prosecuting attorney of a judicial district in a Southwestern State wishes to warn carnivals intending to play his "orbit of influence" that they are not welcome because while he "has no objection to carnivals as such" he notices that "this year the large percentage of the concessions are gambling devices."

THE prosecutor has made a very profound discovery, but we pass up the point as not relevant, not material, and not very competent. His warning is that carnivals "making my district are put on notice that all gambling concessions will be confiscated and the operators fined. The minimum fine is \$100, plus court costs and the confiscation of the devices."

Mr. Prosecutor, how could you, having passed the bar with its connotation on good use of the king's English, have committed the unforgivable sin of repeating yourself on the question of confiscation? And from a legal point of view, would it not have been a must to indicate in some way that those charged with violation of a local statute—if such a statute exists—be given the opportunity to defend themselves in the very court you speak about when you mention costs?

Observing customers will note that we have not bothered to mention either the name of the minion of the law or where he originates. Should these keen students infer from the double omission that we are trying to avoid controversy which sometimes eventuates in a suit for libel, we urge them to perish the thought. We know our rights both as an individual and an ink-stained wretch and are not so dumb as to become entangled in a legalistic jockey with its godawful consequences, especially when this would involve a plaintiff who is a lawyer and undoubtedly ambitious.

NEVERTHELESS, we are glad to offer a hint. The prosecuting attorney is from the eastern area of Arkansas. We do not wish to augment this priceless information, because if as little as one vote would turn his way as the result of formal mention, should he decide to appeal to his constituency at some future date which may not be so very far off, we could never forgive ourselves for having dignified his name thru the medium of the printed word.

We are negatively impressed by the fact that the P. A. (not press agent) elects to write his letter on the stationery of his law firm while covering his tracks by signing himself with the title of his ordained judicial office. In short, the P. A. desires to eat his cake and have it, too, but such tactics will not pass muster even to ostrich eyes dug deep in the dirt.

As a lawyer he is within his rights in trying to protect his clients, who are presumed to embrace the agricultural or cotton interests within his particular region. But as an elected or appointed legal official he cannot be both prosecutor and solicitor unless it be that Arkansas tolerates both functions simultaneously, which is not likely as a State practice and is surely unconstitutional under our national system of government. This could very well happen and, indeed, has happened, in the dictator countries. Do you get the point?

THE district attorney further discredits himself by stating that he is willing to pay for the announcement. Having some slight awareness of the business end of operations—meaning that advertisements pay for the bread and the butter and other required victuals on the menu—we know that such willingness is music to the ears of the business department, whose slogan is the more space the merrier. But what seems

singular is that the guardian of the law says that "the cost of this will come out of my own pocket."

Need we say more?

ON THE WAR FRONT. . . . Following from Corp. Fred H. Phillips, circus writer and agricultural fair tub-thumper, serving with a Canadian division in England: "Here is the payoff. After being secretary to the major for a year and a half, the army decides to send me on a course to learn how to be a clerk. Right now I am in a room full of uniformed hopefuls all hammering typewriters. The guy next to me is copying religiously from a weighty tract titled 'Some Notes on the Performance of Piston Rings in Relation to Medium Speed Diesel Engines.' Me, I'll just write a letter. (Passed by the censor.)"

"I am just back from a nine-day in Scotland. Believe me, mister, that country gets my vote every time. Freer air, freer people, more rugged countryside than down here in England and in general a delightful place just to monkey around in of a summer. Some day when I get this brown horse blanket off me I would like to spend a whole summer up there just moving around as fancy takes me. (Passed by the censor.)"

"In Perth I ran into a Scottish carnival—that of J. White, of Edinburgh. It never goes down into England, but does a fair country trade in the land of the 'braw hie'landers.' (Censor passed this because he probably couldn't figure it out either.)"

IN THIS country all equipment seems to be built more heavily than in America. There were four rides on the lot—a Waltzer, Dodgem, a cross between a Merry-Go-Round and a Caterpillar, and a small Merry-Go-Round with no floor in it, but the horses simply suspended from the top. All were heavily paneled. There were about 40 games, almost all built of paneling thruout. There was just the odd one of canvas on a wooden frame. Strangely, about 30 of these were the same game—a circular counter with an attendant in the middle and about 12 slots around the outside down which players could roll pennies onto the counter. The counter is divided into numbered squares and the player tries to roll his coins so that they lie clear of the lines. When he does this he gets an amount in pennies corresponding to the number on the square. (Sounds like a variation on that old theme called the penny pitch—L. T.)

"I was talking to a man whose wife had a crystal-gazing set-up on the lot. He had spent some six or eight years in America before the last war and then had come back to this side and has been in the show biz in one way or another

ever since. According to him, all the stands are converted into penny roll-downs nowadays to get away from the cost of electric current required to operate more elaborate games, which have been shelved for the duration. The outfit consisted only of the rides and games that I have mentioned. There were no shows.

APPARENTLY you do not have to move every week in the old country as you do in America. White's show had come into Perth last August and at least portions of it had held down the same lot ever since that time with the exception of the winter months. Only the rides are office-owned. The concessions come and go at the owner's will so long as they pay the frontage. (It isn't much different in the New World.—(L. T.))

"White would be a big owner if he ever chose to operate the whole show on the same lot at the same time. Apparently he prefers to operate units of four or five rides in four or five places at one time and alternate these about once every fortnight. There was a bit of change going on during the week-end that I spent in Perth. Nowadays, too, some of his motive power is let out on government contracts.

AN ACCEPTED part of every carnival over here is the steam tractor, a near relative of the common steam roller used on road construction in America. The tractor forms a cheap if slow means of motive power and is well suited to the short and infrequent hauls required of carnivals over here. Then on the lot itself they can also be fitted with a derrick arrangement very convenient for setting up and tearing down the big stuff. On White's show at least one of the larger independent concession owners also owned a steam tractor.

"So far as I could see, the semi-trailer which has gained universal acceptance among showfolk in America is still almost unknown to the biz here. On this particular lot there were something like 50 vehicles. Of these, about 8 or 10 would have been heavy trucks for carrying the big stuff and the remainder living 'vans.' In every case the latter were four-wheeled vehicles, sat up rather high and, except for the automobile tires, looked just about like the office wagon of an American circus.

"Now, Leonard, if you think the 'dear readers' would be interested in this stuff down to this point, you are free to do what you like with it."

Corporal Phillips, you can see for yourself what we have did with it. And we hope you have learned to be a good clerk in the service of Your Majesty.

Incidentally, folks over here who think they are having a tough time with taxes and all will be interested in this closing line from Phillips: "I still have an ambition to eat one more American hamburger and drink one more cup of real coffee and eat one more piece of thick juicy apple pie before I am brushed off. Dot-Dot-Dot-Dash."

Nat Green's

The Crossroads

CHICAGO

RAYMOND DOYON, of Waterville, Me., writes in to say his piece about shows that make it tough for the outfits that follow. "I can easily understand," he writes, "why some of the smaller mud shows could get away with smut, because they have to in order to cope with their larger brothers, the rail shows. Recently this city had a rail show, one of the newer ones. When a show comes in with 12 shows and only three (drome, monkey, and Ten-in-One) are not girl shows, something is wrong. Each show was out to scalp the other, and the performances turned up on Monday evening rivaled the most torrid Saturday night blowoff most of the townspeople have ever witnessed. Another rail show came in two weeks after, and because the girl shows were of the posing variety (presented in the most tasteful manner possible—so they said) the citizens were riled because 'it ain't nothin' like that Blank show that was here a while back.' How long must shows revert to grift and smut in order to draw a crowd? I'll admit word-of-mouth advertising among the males might go, but how about the women?"

The shows are advertised as 'calculated to please and entertain the most fastidious ladies,' but I doubt it. When police, after seeing the first show, go out to view the second and say, 'We haven't anything on the gals and hope they haven't either,' what can be done? . . . I believe until show managers realize the futility of offering nudity in a deliberately vulgar manner they will starve, and I think they deserve to be rained out every night in the week, every week in the season."

IN THE same mail as the foregoing I came a letter from the general agent of a Midwest show. While he didn't ask that his name be omitted, we won't quote it, as his boss might say, "If that's the way you feel about it, you'd better look for another job." Says the g. a.: "I read with great delight in your column that a meeting may soon be held in Chicago to organize general agents. That has been tried several times in the past 35 years, and I was a member of every one of them. The organization meeting should take place when the big doings are in full swing in

December. I am 100 per cent in favor of such an organization—have been for my 35 years of booking and routing outdoor shows from Coast to Coast. With no organization we get coffee and cakes and wind up in our old age with a paper suitcase and experience. In the old days a general agent was paid a living wage; today any wage—by most of them. Not a living wage, but plenty of work." It has been our observation that it's the same with general agents as with any other job. Some agents are well paid, some are not. The man who produces may get some bad breaks, but usually he'll land in the bracket where he belongs, association or no association!

IT WAS a pleasant week of visiting with the Ringling show on the lake front. Roland Butler, general press representative, was busy during most of his stay, superintending the shooting of special camera art for the show, but not too busy to visit pleasantly with the Crossroads scribe. Arthur Hopper left Chicago Monday (11) via plane for Los Angeles and San Francisco to start billing the West Coast. Along with this year's new idea of using billing on Railway Express trucks, the show is introducing another innovation. These trucks will be used not only in West Coast cities but also in Honolulu and Hilo, double-dating L. A. and San Francisco. Frank Braden got away for Denver early last week, and F. Beverly Kelley returned to his home in Delaware, O., where the county fair will occupy his attention this week.

FROM HERE AND THERE: E. W. (Deak) Williams, back at the helm of the Manchester (Iowa) Fair, reports that under the new free-gate policy inaugurated this year the fair has had one of its most successful seasons. . . . One of those fast-talking promoters nicked the Perry A. Jones Post, American Legion, of Corinth, Miss., for a \$25 advance on a thrill show that never showed up. Several other spots in the same section had a similar experience and they're gunning for the guy. . . . Riverview Park earned the gratitude of 4,000 orphans and crippled children when the park's management offered the kids free use of the park's picnic groves for their annual outing Wednesday (20). For many years the picnic has been held in Lincoln (city) Park, but this year the park board asked a service charge of \$1,100. Riverview offered its facilities free of charge. An excellent good-will gesture! . . . Theol Nelson, who has been in ill health since the death of her father, left the Ringling show at Chicago and is at the Nelson home in Mount Clemens, Mich. . . . Walter White, who has been "back home" with the Johnny J. Jones Exposition for several weeks, left for La Porte, Ind., after a couple of days in Chi. . . . Mrs. Annie Gruberg a Windy City visitor. . . . Joe Scholibo, of the Beckmann & Gerety Shows, stopped off briefly on his way from Ionia west. . . . Laugh of the week at the RB show in Chi: One of the seat butchers in the 100 per cent air-conditioned big top shouting, "Buy a palm leaf fan; it's going to get hotter and hotter!" As a matter of fact, the air-conditioning units did a great job during the Chi engagement.

POOL WHIRL

(Continued from page 51)

Mirror, which has the second largest circulation in Greater New York (nearly 1,500,000), planned to hold big water carnival at Jones Beach or the newly opened Aquacade Pool operated by the city park department on the site of the New York World's Fair. Commercial pool men, who have been co-operating with the paper for the past few years, naturally yelled to high heaven, with the result that the idea of holding a water carnival was discarded and Hamid came forward with an invitation. New York tanks holding elimination swims include Riverside Cascades, Lido, Jerome Cascades, Metropolitan, Farragut, Washington Baths, Pallsades (N. J.) Amusement Park, and Seaside Heights (N. J.) Casino pool.

Bee Kyle, high-fire diver, makes her first Eastern appearance in a long spell next week. Gloria Callen, new WSA amateur swim sensation, is the latest mermaid reported going Hollywood, not in appearance but actually. Joe Day, operator of Manhattan and Brighton beaches, Coney Island, N. Y., made a tour last week of competing plunges, tho Day calls 'em "near-by tanks and not competing." Oscar Silverman proved a capable tub thumper publicizing pool and other amusements in White City Park, Worcester, Mass., this summer.

CLASSIFIED RATE
10c a Word

Minimum \$2 Cash With Copy
Forms Close in Cincinnati
(25 Opera Place)
Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. If you sell printing and advertising specialties we have an excellent sideline featuring Decalcomania Name Plates in small quantities. "RALCO," 727 Atlantic Ave., Boston, Mass. x

BIG UNIFORM MANUFACTURER SEEKS MAN to contact restaurants, beauticians, doctors, nurses, factories, offices, homes, others. Offer exclusive, patented styles; unsurpassed workmanship. Special assortment Peggy Parker bargains. Leads furnished. Permanent. Outfit free. HOOVER, 251 W. 19th, Dept. XK-4C, New York City. au23x

CHRISTMAS CARDS — SELL 50 ASSORTED Folders, name imprinted, \$1.00. Cost you 50c. Samples free. Experience unnecessary. DUNBAR, New Brunswick, N. J. x

EARN WHILE TOURING — SELL IMPROVED. Original, Changeables; Religious (Blue Stock Signs, cost 3c; retail 25c). KOEHLER'S 335 Goetz, St. Louis, Mo. au30x

"HANG-IT" WALL BRACKET TO SAFELY HOLD hot iron until needed again. No competition. Large profits. Sample 25c postpaid. Guaranteed. HOBSON, 717 Market, San Francisco. x

MAKE MONEY! — SHOW EXCLUSIVE CHRISTMAS CARDS with customer's name, 50 for \$1.00 up. 100 designs. Also 21-card "Wonder Box" assortment, \$1.00. You make 50c. Samples on approval. JAMES ART STUDIOS, 858 Anson Place, Rochester, N. Y. x

MEN'S - LADIES' TOPCOATS, 35c; WINTER Coats, 40c; Suits, 88c; Pants, 23c; Dresses, 10c. Other bargains. Catalog free. PORTNOY, 566-C Roosevelt, Chicago. x

PHOTO CASES — 1 1/2 x 2 — \$2.00 PER 100. FREE Catalogue on other cases. F. BONOMO, 206 Melrose Street, Brooklyn, New York. se20x

SELL NEW IDEA CHRISTMAS CARDS, 21 FOR \$1.00. Can be "personalized" to relatives with free metallic gold seals. Make 100% profit. Name-imprinted Christmas Cards, 50 for \$1.00. Samples on approval. FRIENDSHIP, 160 Adams, Elmira, N. Y. x

SEND THIS AD AND THREE-CENT STAMP FOR 15-cent package Orange-Old Powder to make gallon delicious drink. B. GEIGER, 6125 N. Kilpatrick Ave., Chicago. x

WE PAY YOU \$5.00 FOR SELLING TEN \$1.00 boxes. 50 distinctive assorted name imprinted Christmas Cards. Sell \$1.00. You make 50c. Free samples. CHEERFUL CARD CO., 28 White Plains, N. Y. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. se6x

SALESMEN WANTED

CONCESSIONERS! SALESMEN! ARMY CAMP Workers! Hustlers! Perfumed Hawaiian Lei. New sensational seller. Particulars free. MISSION, 2328 W. Pico, Los Angeles, Calif. se27x

EVERY BUSINESS MUST BUY PRINTING, ADVERTISING Specialties, Book Matches, Tags, Pricing Sets, etc. Take orders for the pioneer line; 1,000 necessity items at 50% price saving. Free deals. 40% advanced commission, bonus. Experience unnecessary. Outfit free. WILLENS, 2130 Gladys, Dept. 58, Chicago. x

FORMULAS & PLANS

PITCHMEN, SALESMEN — 22 MONEY-MAKING Business Starters, plus Formula, for relief of Athlete's Foot. One dime. WHITE, Box 2926, Dallas, Tex. x

BUSINESS OPPORTUNITIES

FOR SALE — GOOD MINING TOWN THEATRE or Theatres. No opposition. Buildings and equipment require money. No sacrifice. Write 3132 Ames, Denver. au30

FOR LEASE — ROLLER RINK BUILDING, 50'x140'; new building, blower heating system, ample parking space. B. ERVINGTON, Pontiac, Ill. x

FOR SALE — ROLLER RINK COMBINED WITH cafe and living quarters. Running now. Three year lease on building. MORRIS McCLELLAN, 603 West 66th St., Gallup, New Mex. x

PITCHMEN! SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

PUBLISH YOUR OWN MAGAZINE — FOUR ways to make money. Join the Progressive Syndicate. Complete details, 25c. KENNISON PUBLICATIONS, Box 3911, Phoenix, Ariz. x

INSTRUCTIONS BOOKS & CARTOONS

ANY BOOK (NEW, USED, OUT-OF-PRINT, Rare) Promptly Supplied! Lowest prices! Send for Free Bargain Catalogues! OLD PROF'S BOOK SHOP, 916 Arcadia Court, Pontiac, Mich. se20x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. au23x

PERSONALS

CLAIRE B. COOKE, J. K. (DOC) WEBER, JACK Munroe, Joe E. Karr and Clifford (Chief Morning Star) Clear, please contact me at once for lucrative show contracts. A. J. McSPARRIN, Dayton, Pa. x

MISCELLANEOUS

MEXICAN JUMPING BEANS — NEW CROP, 85c hundred; \$3.00 thousand. Trial order, 20, 25c. J. J. FRANK, 525B Palm, Rockford, Ill. au30

MEXICAN JUMPING BEANS — THE MOST original curiosity in the world. JOAQUIN HERNANDEZ, Exporter, Alamos, Sonora, Mexico. au23

PRINTING

DATED HERALDS, 6x9, \$1.00 PER 1,000 — Any size, price proportionate. Same day service. Also, Throwaways. THE ENTERPRISE, Delavan, Wis. se6x

125 TWO COLOR LETTERHEADS, ENVELOPES, \$1.50 postpaid; 14x22 Window Cards, \$2.50 hundred. Heralds, Dodgers, Multigraphing. HUBBARD PRINTING CO., Hector, Ark. au30

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

BALL GUM, 5/8", FACTORY FRESH, 13c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np se13x

FACTORY REBUILT RED-HEAD TRACKTIMES with latest improvements including extra clear glass over decorated glass to prevent breakage of latter. The greatest money making Console, \$65.00. One-third deposit, balance C. O. D. W. E. KEENEY MFG. CO., 2611 Indiana Ave., Chicago. x

FOR SALE OR TRADE — SIX BALLY EUREKAS, Rotations, Polos and Double Features. AUTOMATIC VENDER COMPANY, 152 Houston St., Mobile, Ala. x

FOR SALE — FREE PLAYS OFF LOCATION: Sportys, Oh Boys, Roxxy, Vogue, Triumph, All Baba, Hold Tight, Chevron, Variety, Charm, Stop and Go, Ocean Park, Big Six, Super Six, Super Charger, Fantasy, Champion, Klick, Spottem, \$14.50 each; Bally Beauty, Bowling Alley, Red Hot, On Deck, Score Card, Big Show, Short Stop, Double Feature, Headliner, \$19.50 each; Victory, \$27.50; One-Two-Three, Top Hat, \$37.50 each. All games off location. 1/3 deposit with order, balance C. O. D. M. A. CHARTERS, 3305 South Ave., Youngstown, O. x

FREE PLAYS, A-1 CONDITION, \$9.50 EACH: Ali Babas, Jumpers, Varietys, Pickens, Fantasys, Big Sixes, Conquests, Triumphs, Fifth Innings, \$14.50 each; Luckys, Double Features, Flagships, Brite Spots, Clippers, Score Cards, Follies, Nippys, \$19.50 each; Three Scores, Congos, Bally Beautys, Super Sixes, JONF'S COIN MACHINES, Stephenville, Tex. au23

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; Spottem, \$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. Oakley, Chicago. x

FREE PLAYS — USED IN RURAL LOCATIONS and not worn out. Hi-Dive, Hi-Hat, Horoscope, South Paw, Play Ball, Sea Hawk, Majors, Four Diamonds, \$62.50; Sports Parade, Flicker, Seven-Up, Ump, Sun-Beam, \$57.50; Double Play, \$69.50. Many other late models. 20% deposit, balance C. O. D. C. C. MASON, Syracuse, Ind. x

SACRIFICE — \$800.00 FOR ALL, 10 BONUS 5c, 3 Jennings Sky Chief 5c, 2 Bally Double 5c and 25c with stand, 2 Melon Bell 5c, and one Watling 5c. Reference, State National Bank. All 3-5c payouts are like new. HENRY WALET, New Iberia, La. x

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

"SPECIAL" — 25 POSTCARD VENDERS, \$3.00: 25 Advance No. 11s, \$3.50; 25 Mason Mint (4-col.), \$5.95; 10 Spiffires, games, \$8.50. CAMEO VENDING, 402 W. 42d, New York. x

THREE DE LUXE SCALES, \$15.00 EACH: ALL for forty. One-third deposit. G. W. NATION, 1915 21st Ave., S., Nashville, Tenn. x

USED RECORDS — VICTOR, COLUMBIA, Decca, etc.; good assortment popular numbers. Dance bands, polkas, etc., \$5.00 per 100. KENYON COMPANY, Canton, O. au30

WANTED TO BUY — FIFTY CIGAROLAS Must be good shape. Also 1c and 5c Counter Games, Marvels, Zephyrs, Vest Pockets, Jumbo Parades, Paces Reels, or what have you? Best cash prices. Address BOX 927, Montgomery, Ala. x

WANTED TO BUY — GOTTLIEB DELUXE 3- Way Grippers. Will buy 50 if right price. Must be good appearance. Also Floor Stands. SCOTT NOVELTY CO., Huntsville, Tex. x

WANTED — MILLS BLUE FRONTS AND 5c Q.T.s. Will trade free play tables or other equipment. Write MARION COMPANY, Wichita, Kansas. au23

WANTED — 1937 AND 1938 KEENEY TRACK Times. One or twenty five. Write BOX 92, Steubenville, O. au30

WURLITZER 331 AND 332 BAR BOXES, WRITE 600, Phonographs, \$129.50; 24s, \$89.50. Pin Game Slug Rejectors. COLEMAN NOVELTY, Rockford, Ill. x

8-COLUMN STAINLESS STEEL CIGARETTE Machines with Match Columns, \$9.50; Du-Crenier Selective 5c Candybar Machines, \$19.50. TURKEL, 151 Rhode Island, East Orange, N. J. x

20 WURLITZER 24s, ACME GRILL AND SIDES \$84.50; 25 Wurlitzer 616, Acme grill and sides, \$64.50; 50 Groetchen Imps, \$6.50. RICHARD JOHNSON AMUSEMENT CO., 28 Morris St., Charleston, S. C. x

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS — TWELVE quart heavy leakproof Star Popping Kettle, \$14.50. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago. x

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 RINK FLOOR, DUE TO Draft. Good condition; come and get it. \$595.00. EMIL IGNELZI JR., South Haven, Michigan. au23

FOR SALE AT A SACRIFICE PRICE — 15 GAS Fired Griddles in use for 3 days only. Griddle surfaces 24"x48". HOTEL ST. PAUL, St. Paul, Minn. x

GENERATORS — GASOLINE DRIVEN, 20 TO 200 K.W., new, used, or built to your order. Searchlights, any size. P. A. Systems, new, used. Sound Trucks to your order. HUDSON, 8765 S. San Pedro St., Los Angeles, Calif. x

MUST SELL ROLLER RINK EQUIPMENT — Skates, Grinder, Music. Will sacrifice. Everything goes. Write for particulars. DE WAYNE DUTCHER, Warrens, Wis. x

NATIONAL CANDY FLOSS MACHINE CO. offers tremendous opportunity. 15 1941 single head all electric Floss Machines to be sold; list price, \$200.00; your price while they last, \$98.00 F. O. B. 8 Ridgeland Manor, Rye, N. Y. au23x

NEW PERSONAL HEADLINE PRESS, COM- plete with Papers. Also One-Minute Photo Camera bargains. CHAS. F. CASWELL, Route 2, Altoona, Pa. x

ONE 3 K.W. UNIVERSAL LIGHTING PLANT on Trailer, \$125.00; Trailer Levelizer, 35c by mail; 27 new and used House Trailers, \$75.00 and up. Contact SELFHORN'S, East Lansing, Mich. au23

ONE CUSTARD MACHINE — HENRY EZE Freeze, mounted on truck, complete, A-1 condition, \$450.00. E. BARNES, 1650 N. Francisco Ave., Chicago, Ill. x

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. x

ROLLER RINK — 50'x132', MAPLE FLOOR, Green Tent. Used one season. Music, Cash Register, 230 pairs Skates, Lights. Complete, \$2,500. Now operating Breckenridge, Minn. Will pay for self balance of season. Reason, partnership. Value \$6,000. DON McCONNELL, Breckenridge, Minn. x

WATCHES — FIVE USED RUNNING POCKET and Wrist-Watches; American and Swiss; our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill. au30x

FOR SALE — SECOND-HAND SHOW PROPERTY

ADVERTISING BEACON LIGHT — 11,000,000 candle power, operates off 110-volt AC, 10-mile beam; special transformer, pneumatic tires. Weight 300 pounds. Cost \$1,345; sacrifice for \$300 cash. KENNETH CALVERT, Harrison, O. x

FOR SALE BECAUSE OF SICKNESS — THREE Abreast Allen Herschell M.G.R. and Chair Plane. Can be seen in operation. In good shape. D. J. CLARK, 6 Field's Court, Dorchester, Mass. x

GOOD TENTS — 9x9 UMBRELLA, 14x10 HOOD, with frames. Dime Photo Machine, Commercial Trailer. Flash, sickness. HASSINGER, 1366 E. 88 St., Cleveland, O. x

KIDDY MERRY-GO-ROUND — 16 HORSES, ONE Chariot, \$450.00. Can be seen in operation following fairs: Effingham, Kansas, August 21-25; Platte City Fair, Platte City, Mo., August 25-September 4. L. MARKS. x

LONG RANGE SHOOTING GALLERY — BUILT on trailer; 3 Remington Rifles. Everything complete, easily moved. JACK MORAN, 7935 S. Benton, Kansas City, Mo. x

NEW LAUGHING MIRRORS FOR PARKS, carnivals, fairs, fun houses. Small outlay, big returns. Hurry, stock limited. C. J. MURPHY, Elyria, O. x

ONE LEAD GALLERY — FOUR DRIVES, 15x32 feet, electric eagle, wind mill, squirrel tree, and many more revolving targets; motor and side iron, guns. One Chair Plane, 18 seats and two four passenger boats. Make me an offer. J. W. BURKET, 281 E. Main St., Roaring Spring, Pa. x

TENTS — SLIGHTLY USED. 14x24, 20x30, 20x40, 32x32, 30x45, 30x60, 40x70. Side-wall and Concession Tents. KERR MFG. CO., 1954 Grand Ave., Chicago. x

40x80 PORTABLE ROLLER RINK, 100 CHICAGO Skates, Sound System, \$1,250.00 complete. Move on two 12 foot trucks. GREEN'S AGOGA RINK, Evansville, Ind. x

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.

AMBITIOUS? — SHOW TALKIE THEATRE- less communities. Sound Equipment, Weekly Programs rented reasonably. Used 16MM. Sound Projectors, \$95.00. ROSHON, State Theatre Bldg., Pittsburgh. x

ATTRACTIONS OF MERIT AT PRICES YOU can afford to pay. 35MM. sound only. Free list. STANDARD FILM SERVICE, Charleston, W. Va. au30

A GREAT NEW 16MM. LIST FOR FALL AND winter ready soon. Don't miss it. Films, Equipment, Supplies, \$95.00. SWANK'S, 620 N. Skinner, St. Louis, Mo. au23x

ALL TYPES ROADSHOW ATTRACTIONS — 35MM. outright sales. Bargains In Late Releases, advertising free. Send for Large Catalog, BUSSA FILM EXCHANGE, Friendship, Ohio. se6

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. x

BARGAINS IN PROJECTORS, OPERA CHAIRS, Spot Lights, Stereopticons, Screens, Rewinds. Complete theater equipment and supplies. Catalogue 5 free. MOVIE SUPPLY CO., 1318 Washburn, Chicago. au23

COMPLETE SET HOLMES PORTABLE SOUND Moving Picture Machines, Educator Model, like new, 2,000 foot magazines, \$350.00. MULLIN, 314 Reed, Clearfield, Pa. x

ENJOY BIG PROFITS FROM MERCHANTS' FREE Movies. Greatest possibilities outdoor amusement field. We rent complete Sound Equipment and Talkie Programs. SOUTHERN VISUAL, Box 2404, Memphis, Tenn. x

EXCEPTIONAL VALUE — ONE PAIR VICTOR Series 40 Add-a-Unit Sound Projectors. Slightly used. Write today. Many bargains Sound or Silent Film, Equipment, Accessories. ZENITH, 308 W. 44th St., New York. x

FOR SALE — 16MM. DEVRY INTERPRETER Projector and Amplifier, complete outfit for out door shows. Includes screen, projection table, and record attachment like new. Cost six hundred dollars now; will sacrifice for two hundred and twenty-five. A bargain. R. K. MILLION 7119 Jackson Ave., Hammond, Ind. x

GRAND OPENING SALE — 35MM. FILMS, Projectors. Silent Shorts, \$1.65; Sound Subjects, \$2.10; Features. List 5c. BEDNER, 5300 S. Talman, Chicago. au30

16MM. PASSION PLAY (SOUND), ALL LAN- guages, 1,400 ft., brand new, \$19.50. Used Passion Play Feature, \$13.90. ARTCRAFT, Hammond Bldg., Hammond, Ind. se6

35MM. BARGAINS — POWERS TRUNK-MODEL SOF Projector, \$127.00; Holmes SOF Portable, \$119.00; Neumade Rewinds, \$3.75. Bell Howell-Duplex punches, perforated, printers. Bell Howell used specials: 8MM. f:3.5 Camera, \$27.00; 70A, \$29.85; Turret 16, \$63.50; Superspeed, \$69.50; 16MM. Projector, \$39.50; SOF, \$173.50; Tinting Outfits, \$9.95; Eyemo 35MM., f:2.5 Cooke, \$98.50. Time payments. Trades accepted. Roadshowmen's headquarters. Library films anywhere. MOCULL'S, 59 W. 48th, New York.

35MM. SILENT PROJECTOR — TWO THOUSAND foot magazines, good condition but needs motor. RICHARD LIPPINCOTT, 242 Whittier Ave., Dunellen, N. J.

**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

DEAL WITH THE ORIGINATOR, NOT WITH imitators. Leatherette Folders, not paper, 1 1/2x2, \$2.50 per 100. Shipped same day. C. GAMEISER, 146 Park Row, New York.

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

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. se0x

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

**MUSICAL INSTRUMENTS,
ACCESSORIES**

HAMMOND ORGAN — MODEL A, LIKE NEW; white finish; cost \$1,360; sell for \$1,000 cash, shipping crates included. KENNETH CALVERT, Harrison, O. x

ACTS, SONGS & PARODIES

"SONGWRITERS" — WANT SACRED SONG Poems for publication in modernized church songbook. Our expense. Send poems. Free examination and full particulars. THE COMMUNITY SONGBOOK PUBLISHERS, Dept. B, 6670 E. 13th, Indianapolis, Ind.

200 SCRIPTS — DRAMA, COMEDY, ETC. Complete shows, all parts. Real bargain. Write HEANEY, Oshkosh, Wis.

**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.

CURTAIN, GREEN, 11x32, \$15.00; RED BAND Caps, Coats. White Orchestra Coats, Mess Jackets, \$2.00. Cellophane Hulas. WALLACE, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. au23

SCENERY, CYCLORAMAS, DRAW CURTAINS. Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. x

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, 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

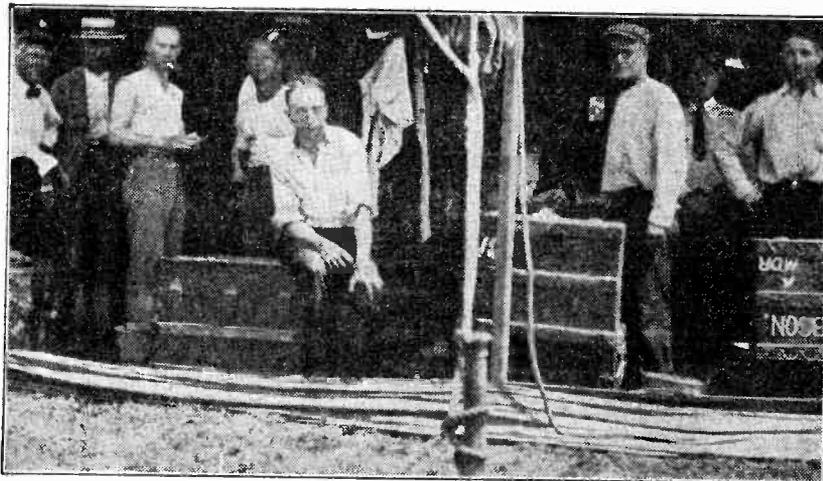
ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. au30

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. se20x

MYSTIFYING, FASCINATING — FORTUNE Telling with ordinary cards. Complete instructions, \$1.00. Course in Hypnotism included free. IRVING'S, Box 43, Lithonia, Ga.

50 PROFESSIONAL DIE BOXES, VALUED \$6.00 each, special while they last, \$2.00. Bulletin, 25c. IVAN, 104 Grand St., Brooklyn, N. Y.

Show Family Album



DRESSING ROOM SCENE on the Walter L. Main Circus, season of 1926. Left to right are George Weyman, Captain Delbeane, Clyde O'Neal, Roy Brown, Buck Leahy, Louie Plamondon, Harry LaPearl, and Glenn Purdy.

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.

SENSATIONAL BARGAINS — SEEING THRU Body Illusion, \$35.00; "Creation," Frame of Life, \$40.00; Production, Three Girls Cabinet, \$30.00; Headless Illusion, \$15.00. Many bargains. Send stamps for lists. HEANEY, Oshkosh, Wis. Wanted, big Books, Magic Illustrations.

**ANIMALS, BIRDS,
REPTILES**

A GOOD SHOW ANIMAL SUITABLE FOR Fairs — Freak 4-Horned Sheep, \$50.00; also Miniature Mule, \$85.00. SNAKE KING, Brownsville, Tex. au23x

ANIMALS, BIRDS, SNAKES FOR SHOWS — Fresh lot Chinese Dragons, Black Iguanas, Gilas, mixed dens of Snakes. SNAKE KING, Brownsville, Tex. au23

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Catalog, now ready. MEEMS BROS. & WARD, Oceanside, N. Y.

FOR SALE — LIVE PORCUPINES, \$4.00 FOR one, or \$7.00 a pair. Shipped express collect. IVAN C. KIMBALL, East Stoneham, Me.

PLENTY SNAKES, ALLIGATORS, BOAS, GILA Monsters, Horned Toads, Armadillos, Terrapins, Monkeys, Pacas, Sloths, Agoutis, Coati-mundis, Prairie Dogs, Kinkajous, Guinea Pigs, Mice, Rats, Odorless Skunks, Foxes, Badgers, Ringtail Cats, Baby Wild Cats, Porcupines, White Doves, Peafowl, Parrakeets. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. au23

4 TRAINED DOVES WITH PROPS — REAL act; work for anybody, \$15.00. Good used Magic wanted. THOS. L. FINN, Hoosick Falls, N. Y.

PARTNERS WANTED

PARTNER FOR NEW AND USED CLOTHING where you can double your money. Write to J. BRENKER, 246 Division St., New York.

HELP WANTED

AERIAL AND PLATFORM ACTS FOR AUGUST 23 and Labor Day. Rush publicity, etc. PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo, O.

BIG TENT, STAGE, SEATS, LIGHTS, TRANSPORTATION and Agent. Want Colored Review with small Band. Will work percentage basis. Will open August 23. WM. ROBERTS, care U. S. Printing Co., Kansas City, Mo.

CAN PLACE THREE TROMBONE MEN AND two Trumpet Men on commercially styled Midwest road bands. Vocalists preferred. Straight salary. Solid preferred. Proof, details on request. HARVEY HEFFRON, Apt. 4, 2021 University, Des Moines, Ia.

FRONT MAN WHO TURNS TIPS FOR MONKEY Show. Don't write, come on. O. A. BELL, Snapps Greater Shows, Green Bay, Wis.

GIRL MUSICIANS WANTED FOR BAND — Union, steady work. State all particulars and send photo. MUSICIAN, 1023 S. Arch, Aberdeen, S. D.

HAVE SEVERAL WEEKS' BOOKINGS IN schools, starting in September. Can use high class talent of all kinds. Also want Unit for indoor circus. EDWARD SCHUSTER, 1038 Broadway, Camden, N. J.

MALE LEAPER FOR FLYING RETURN ACT — One who does forwards, doubles. Wire FLYING LA FORMS, care Western Union, Crown Point, Ind.

MARDEN THE MAGICIAN & CO. — ADVANCE Agent wanted for high class magic show. Good percentage to hustler. Write 3417 Davison Rd., Flint, Mich.

NOVELTY MUSICAL ACT — MAN AND WIFE, or Hill Billy Team for one niter under canvas. Opening about September 1. B. A. (2-10) DANIEL, Williamsfield, Ill.

TATTOOER WANTED — 25% IN GIFT, NOVELTY, and photo shop. Cater largely to army, navy and the marines. An excellent opportunity for right person. Hot spot. JACOB SIMMS, 720 5th Ave., San Diego, Calif.

VIOLIN PLAYER — THAT PLAYS OLD TIME Hill Billy music; Girl Piano-Accordion Player, cowboy band experience. ELDA LAMBERT, Hope, Ind.

WANT ROLL-O-PLANE FOREMAN. FRANK JOSEPH, Seaside Park, Virginia Beach, Va.

WANTED—LION TRAINER COMBINATION cat act. Write experience, reference, age, nationality, your handwriting pen and ink. BOX 1540, San Antonio, Texas. au23

WANTED — PIN GAME MECHANIC; ALSO familiar with Rock-Ola products. WATERBURY AMUSEMENT MACHINE CO., 749 Bunker Hill Ave., Waterbury, Conn.

WANTED — HILL BILLY OR CREEK FIDDLER. Single, age 30; free to go anywhere. Write to RAY LYNCH, Route 2, Coatesville, Pa.

WANTED AT ONCE — A LEADING MAN FOR short script bills; year-round work. State age and lowest salary. BARTONE'S IDEAL COMEDY CO., Moscow, O.

**At Liberty
Advertisements**

5c a Word (First Line Large Light Capitals)
2c a Word (First Line Small Light Capitals)
1c a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25c CASH WITH COPY

**AT LIBERTY
AGENTS AND MANAGERS**

MANAGER, TALKER (WHITE) FOR ORGANIZED Jig Show — Neat, sober, single, aggressive. No rag bags. Don't misrepresent. Name your best; I'll earn it. BURT STANLEY, 24 Chestnut Ave., Bala, Pa.

STEADY, DEPENDABLE AGENT FOR SMALL Novelty Unit—Good winter's route through Ohio, Pennsylvania and West Virginia. Clubs, schools, halls, theaters. Family group preferred. Must have good traveling facilities, wardrobe and complete line of publicity. Percentage or flat. Write AGENT, Box 21, Hummels Wharf, Pa. au23

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.

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

Nationally-Known Publicity Agent—Licensed A.F. of M. (1910) booking agent wants to hear from a band desiring national build-up. Have handled publicity, flash production, radio script and bookings for names coast-to-coast. Now own and operate various amusement enterprises, but want to help round out a band of big time caliber on location and short tours territory. No "has-beens" or "wishywas" wanted. State all in first letter, including such information as how long organized, spots played (and when), instrumentation (designate doubles, vocals, comics, etc.), description and condition of instruments, stands, lighting effects (if any), wardrobe, library, transportation facilities, etc. Enclose photos and if possible include two or more recordings. State whether union or eligible for membership. If union, give number and location of union. Not that it matters, but you might also mention size money that would interest you. Will positively not "angel" any organization or panic. Only want to connect with unit that recognizes necessity of proper exploitation and right bookings for national build-up. Others save stamps. Blair Cunnyngham, 1619 College Ave., Lubbock, Tex. an23x

AT LIBERTY

BANDS AND ORCHESTRAS

AVAILABLE AFTER LABOR DAY—FOR CLUBS, taverns or hotels, seven piece band including feature girl singer. Three saxes, doubling tenors and baritone; trumpet, piano and drums. Large library, ensemble singing, complete equipment. Contact CUTLIFF MERIWETHER, 1112 Richmond St., Brunswick, Georgia. au23

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**

CANADA — A-1 MERRY-GO-ROUND Foreman, Organ Repairing, Scenic Artist. Twenty-five years' experience, reliable and capable. Write or wire L. E. QUINLAN, General Delivery, Kingston, Ont., Can.

**AT LIBERTY
COLORED PEOPLE**

Baritone, Pianist, Arranger — Fifteen years' experience. Desires work soloist with white band featuring Negro spirituals and jubilees, arranging same for orchestra. Or Piano and Vocal Soloist for dinner music in cafe. Union. Address L. C. 2-409 Forest, Kansas City, Mo.

**AT LIBERTY
DRAMATIC ARTISTS**

Artist-Director available for little theatre, dramatic stock or what have you. Age forty, with a fine professional background and highest references. Salary your best. Box C-204 Billboard, Cincinnati.

**AT LIBERTY
MAGICIANS**

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

Want Work as Cook for Night Club—Can do painting. Prefer weekly salary. Can ride trained horse. Age 27, single. H. J. Cutts, General Delivery, Newport, N. H.

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.

ALTO, TENOR, BARITONE — READ, RIDE. Available in November, wants fall-winter dance work Southern hotel. Fifteen years top outfits. Fourth okeh. No panics, tell all. DOUG CAMERON, Topsfield, Mass. au23

AT LIBERTY — YOUNG LADY VIOLINIST. Experienced orchestra, hotel and night clubs. All girl band considered. Write or wire JUNE CULLUM, 7 Kentucky Ave., Danville, Ill.

BANDMASTER — EXPERIENCED, COMPETENT, like to hear from schools, municipal, industrial bands. LEONARD DOTO, Iron Mountain, Mich. se6

BASS STRING, VOCAL, AND ARRANGE — Location in East or Midwest. No draft, union. Now with name band. Want change. MUSICIAN, 811 W. 3d St., Williamsport, Pa.

CLARINETIST — EXPERIENCED ALL LINES. With the best circus and concert bands. GLEN DANDO, Bronson, Mich.

DRUMMER DOUBLING VIBES — SEVEN YEARS of radio, theatre and dance work experience. Rudimental and theory background. Can read and improvise on both instruments. Draft free for a year. Available after present contract expires September 4. Union. Write or wire "MANNY" MITKA, 223 W. Gilman, Madison, Wis.

FRENCH HORN — SEPTEMBER FIRST. Concert, municipal, State fair bands. MARK LEACH, Rushville, Ill. au30

GOOD DRUMMER — ALSO FINE FOR FLOOR shows, available soon. Union. Toms and pearl outfit. Have car. Accept anything reliable. Will get vibes. Play fine Xylophone, two and four mallets. BOX C-165, Billboard, Cincinnati, O.

HAMMOND ORGANIST — OWN INSTRUMENT. Young, union, neat, sober and dependable. Draft exempt. Experienced in radio, cocktail lounge, clubs, and hotels. Available after August 23. ORGANIST, 603 Euclid, Apt. 5, Des Moines, Ia.

STRING BASS — YOUNG, MODERN, SOLID, read, fake, thoroughly experienced, reliable. State all. Available September 3. BILL LEEK, Hunter, N. Y.

STRING BASS — AVAILABLE AFTER AUGUST 17. Name band experience. PAT GREENWELL, North Shore Country Club, Clear Lake, Ia.

TENOR SAX, DOUBLE CLARINET — READ, tone, go. Draft exempt. Prefer large band. MUSICIAN, 105 Wooten Ave., Chevy Chase, Md.

TENOR SAX AND CLARINET — UNION. Experienced in show and dance. Read first all. Prefer club. BOX C-202, Billboard, Cincinnati.

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

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

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. se6

Drummer—Available after Labor Day, age 20; plenty experience; read and fake. New Krupa drums. Go anywhere. Sober and reliable. State all in first. Write or wire Freddie Pitts, 50 Ulster Ave., Saugerties, N. Y.

Drummer — Draft exempt. New pearl outfit. Read, jam, cut anything. Sober, reliable and capable. Write, state all, no panics. Harold Arbeitman, 510 W. Mt. Vernon, Springfield, Mo.

Hammond Organist at liberty September 20—Join anywhere from New York City. Former big time theatre organist. Age 40, excellent appearance, ability; reliable, sober, personality. Now playing hotel grille; also experienced Novachord, Solovox, announcements. Please state particulars and I will reciprocate. Box C-205, Billboard, Cincinnati.

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

Trumpet—Available Labor Day. Full tone, good range, modern phrasing, good reader; age 28. 50 Ulster Ave., Saugerties, N. Y.

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

BINK'S FOUR CIRCUS — Acts. Route One, Cudahy, Wis. au30

CAPT. GEORGE WEBB — America's Premier Net High Diver for Iowa and Missouri dates. Address No. 1419 Harding Rd., Des Moines, Ia.

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

VIVIAN VAL JEAN — Presenting Sidney Rink Acts. Horses, Mule, Ponies, Goats and Dogs. Address MISS VIVIAN PERIN, R. No. 1, Valley Center, Kansas. au23

AT LIBERTY — COMPLETE RODEO. TWENTY head of horses and steers. Will contact fairs. HUGH MUSTER, Flying M Rodeo, Lexington, Ind.

BURNS' ATTRACTIONS — TWO SEPARATE and unusual Animal Acts. One act is the most pleasing Dog and Pony Act. Dogs doing front and back somersaults, dancing and drunk dogs, and other tricks too numerous to mention here. The second act is truly one that is outstanding, trained Wild Razor Back Pigs. The pigs are a curiosity as well as fast and pleasing performers. Positively guaranteed to please. Reasonable prices. Southern Fair Secretaries, notice. This unit has open time South in September and October. F. W. BURNS, care The Billboard, Cincinnati, O.

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

RINGLING BROS., BARNUM AND BAILEY Circus Feature at Madison Square Garden, New York City. Miss Ora, world's only Lady Horizontal Bar Artist. Why not you? For open time write or wire JERRY D. MARTIN, Billboard, Cincinnati, O. au23

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

THREE VERSATILE TOMLINSON BROTHERS — Clown, blackface, cowboy costumes. Play ten different instruments; do ten vaudeville specialties; juggling, roping, ventriloquism, dancing, etc. 3600 Addison, Chicago, Ill. au23

TRAINED HORSES AND ANIMALS — BARE-back Riding Girl, Dancing, Singing, Concert. MUSICAL MILLERS, Wilton, Wis. au30

Catley on the Swinging Slack Wire — Rube Act. New features for fairs, celebrations, etc. Care The Billboard, 1564 Broadway, New York, N. Y.

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 modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Platform required. For full particulars address Charles La Croix, 1304 South Anthony Blvd., Port 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, Springing 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, Rube Act, Matelidia and Hiram. Ruling streets or midway. Price reasonable. 1918 Smith St., Ft. Wayne, Ind. se13

The Lurches — Two Platform Acts, aerial and comedy; lady and gent. 1801 W. Main St., Belleville, Ill. se6

Pamahasika's Society Circus — Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws. Presented by the only original Prof. Pamahasika. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

Six Dog Novelty Act, Comedian, Guitarist, Clown, Tap Dancer, and Pianist. Parks, theatres, clubs, etc. Go anywhere. Rates and dates on request. Bergman Variety Co., 341 Chimax, Pittsburgh, Pa.

AT LIBERTY PIANO PLAYERS

Experienced Non-Union Pianist for tavern, cocktail lounge or small club. No orchestra. Read, fake, and transpose. Harold Drager, Marshall, Wis. se13

Pianist — Interpolates, reconstructs at sight, anything in music. Also features Duchin, Walker, Handy. Transposes. Non union, work as soloist or with orchestra. Experienced all branches. Locate or travel. Go anywhere. Responsible parties only or associate who will finance reorganization of orchestra for road show and dance. Write fully, don't wire. Director, Press's Musical Comedians Orchestra, care Billboard, 390 Arcade Bldg., St. Louis, Mo.

Pianiste — Girl, available for show, orchestra, club, hotel, etc., in Texas, Kansas, Oklahoma only. All essentials. Good soloist, accompanist. State highest, reliable offer. Box 102, Cimarron, Kan.

Pianist — Available August 19. Young, reliable. Read or fake. Free to travel. No lobby. Duchin, W. Moulton, 223 N. Brown St., Jackson, Mich.

Vaudeville Pianist or Piano Entertainer for cocktail room. At Liberty September 3. Over draft age. Carl Whyte, General Delivery, Fremont, Ind., week August 24.

AT LIBERTY SINGERS

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

Radio Tenor wants engagement singing for sound truck, radio stations, films, and records. Perfect radio voice. Salary right. Can start in September. Henry N. Kost, Box 654, Liberty, N. Y.

LETTER LIST

(Continued from page 56)

Kerpays, Rudy & Guy
Kinball, Guy
Kline, Paul
Knight, Stanley
La Salle, George (Clown)
Lane, J. T.
Laycock, Wally
Lew, Harry "Tiny"
Les and Poppy (Knockabout Comedy)
Lester, The Great
Lindley, Leo P.
Little, Frankie
LONG, MARCELO
McDonner, Chas.
McKIDDIE, JASPER
Marlowe, Don
Martenay, H. R.
Mason, Chas.
Murphy, Joe
Muto, Francis

Lurray, Lady
Moss, Mrs. Anna
Rae, Mrs. Thelma
Richards, Myrl
Rosania, Patsy
Swisher, Mrs.
Wallace, Mrs. Jack
Ward, Mrs. Mamie
Williams, Louise
HARMON
Abbott, John W.
Adams, William E.
ALFORD, ZED
ALLEN, PASHA
IRELAND, CHARLES
Baer, John (Canadian)
Bacon, Wm.
Balmisen, William
Baker, Sam
Baumard, B. W.
Baumard, Frank
Benham, Dick
Boeke, E. J.
Boudreau, Andriou
Bouras, Jimmie
Brady, Jack
Bumps, Bobby
Campbell, Henry
Capps, Edwin
Carlisle, Henry
CARROLL, BURNELL
Carver, Alfred
Chance, Edw.
Clark, Fred
CLARK, JAMES H.
Conger, H. D.
DeFelice, Nick
DODDS, ALFRED
Dopson, Charles
Doyle, Nicholas
Dudley, James E.
Duffe, Ray L.
Edgington, C. L.
Fildas, Harry S.
Finning, George
Fisher, A. H.
Frazier, Opal
Freeman, Cecil
FRID, ROLAND EDWARD
GILLIS, CLARENCE SIDNEY
Goode, W. L.
Goudeu, Mathew T.
Gotch, Jack
Coucher, Dave
Graves, Willard C.

Rambo, Wesley
Ray, Ralf B.
Ray, Ralph (Ky)
REED JR., ALBERT LAWRENCE
Reeves, Goebel Leon
Reeves, Stanley
Rhineheart, Jackie
Shades, J. T.
Roberts, E. S.
Romin, Carl A.
Ryan, Donald
Sargeant, Edison
Seebloff, William
SEWELL, CHARLES M.
Sewell, Dave
Shannon, Jack
Sharp, Joe
SHOENAKTER, JOSEPH MARION
Shorty, Ice W.
Smith, Wm. D.
Snyder, William E.
Sorber, Geo. H.
Sparks, Frank
Sperry, Robert
Stanley, Paul
Stoltz, L. F.
Suddarth, Harvey
Taglione, Edward
TAYLOR, GROVER ALLEN
Taylor, G. A.
Taylor, Jim
Texas, Tommy
Thompson, E. L.
Tucker, W. J.
Trunkins, Tommie
Tyler, David
Vinson, J. L.
Wroeland, Jack
Walker, Paul
West, Paul
WHISLER, LAWRENCE H.
WHITE, WILLIAM CHARLES
WILLIS, HARRY
Wilson, WILLIAM
Wilson, Harry E.
Wilson, William
Mickel
Winters, J. W. (Jimmie)
WOMACH, CHARLES
THOMAS
Wray Jr., James L.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg.

Parcel Post
Hogan, Wm. J., 6c
Layman, J. H., 9c
Phillips, Morgan, 9c
Serebueff, Wm., 3c

Women

Adams, Minnie
Adams, Mrs. Will
Ames, Mrs. Frank
Banard, Madam, Hippodrome
Barro, Mrs. Adele Breckenridge
Branson, Babe
Brunson, Mrs. Lois
Burns, Mrs. B. A.
Camps, Ellmore
Courtney, Myrtle
Crowell, Mrs. Hayold
Cross, Mrs. Nersa
Fortune, Mrs. George
Fowler, Mrs. Mary
Hilderbrand, Letitia
Hurst, Mrs.
Jaeger, Mrs. Jack
King, Nancy
Kyle, Bee
LaRue, Dolores
Langston, Ada
Lasky, Mrs. Bertha
Little, Mrs. J. L.
Litts, Mrs. G. F.
Lloyd, Mrs. Mary

AT LIBERTY VAUDEVILLE ARTISTS

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

Producing Blackface Comedian — Med. tent, radio. Change two weeks. Have been with the big ones. Show closed reason for this ad. Radio, with Charlie Monroe. Join on wire. Anything that pays salary; you name it. Jolly Bert Stevens, General Delivery, Pittsburgh, Pa.

Tap Dancer available immediately for unit, theater, or club work. Am young, sober, neat appearing, dependable. Have fine routines; latest in modern riff work, rhythm and novelty. Have numbers using Strobotite. Good looking wardrobe, new car. Pictures furnished on request; have cuts and mats. Agents, contact Bert Smith, write, Dick Millard, 2114 Santa Monica, San Antonio, Tex.

IONIA HAS TWO HIGHS

(Continued from page 46) moved to Ionia, where they know how to put on a fair." It was suggested several months ago by some State officials that the fair be moved to Michigan State College campus at East Lansing.

Wednesday proved largest for the Beckmann & Gerety Shows, on the midway for the second consecutive year after nine years of the Rubin & Cherry Exposition. Fair officials gave total paid admissions to the Beckmann & Gerety shows and rides on Wednesday at 47,803 as against 35,907 a year ago. With enlarged space for the enlarged carnival, it was predicted the show would have decided increases. Fair officials pointed out after the record Wednesday that weather would play a deciding part in the outcome of the 1941 annual.

Total for the first three days' grandstand paid attendance was 34,241 and in 1940 it was 30,519. The midway fared as well with a total of 108,058 paid admissions as compared to 100,378 in 1940. On Monday attendance and paid admissions were down, due principally, it appeared, to heavy rain all night Sunday and continuing until noon. It was the first rain in Ionia County for seven consecutive weeks and saved some farm crops which had not already been destroyed by drought. Tuesday's crowd was better, but it was believed weather caused some to stay away. It proved the coldest night in history of the fair with the thermometer dropping to 42. It was in the high 80s Monday afternoon.

Program followed closely that of last year with Barnes-Carruthers Free Fair Follies of 1941, and a cast of over 150 directed and produced by M. H. Barnes, who made his 27th annual visit to Ionia. More displays and exhibits than ever before were on the grounds, which have been improved and additional private parking facilities added and new traffic regulations put into effect.

merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

BINGO BUSINESS

By JOHN CARY

BOARDWALK BINGO establishments in Atlantic City are still closed and the mercantile license issue is unchanged, but visitors are still playing the game. It was reported that most beach-front hotels, faced with the problem of entertaining guests, were operating bingo in their establishments. Reports declared that merchandise prizes were being awarded at most hotels and at several places door prizes were added.

Finance Director Bader, who ordered Boardwalk bingo parlors closed at the start of the season when he failed to renew their mercantile licenses, said that he had not received any reports that similar games were being played in hotels. However, he would not say whether action would be taken against the hotels. In response to questions concerning the closed bingo establishments, Bader said that he is still studying the problem to determine whether the establishments are necessary.

Meanwhile proprietors of closed bingo establishments are still paying rents and holding their locations, for under a city ordinance bingo parlors may only be located in existing establishments and no new licenses can ever be granted.

ALBERT F. BROSS becomes the first bingo operator in Somers Point, Southern New Jersey seashore resort. Located near Atlantic City, Bross figures on drawing many fans from that resort, where bingo parlors are temporarily closed. Somers Point council granted Bross a temporary permit for a period of four weeks, at \$200 a week, pending action on a new ordinance governing bingo. The bingo parlor has been set up at Gateway Casino, formerly a night club.

A REPORT has been received from Indiana stating that the State police department is keeping an eye on rising bingo activities. No action will be taken unless local authorities request it. Bingo games are becoming increasingly popular in Indiana, and the public is demanding the right to this form of entertainment without interference from authorities. That is why local officials are not hindering the games if they are conducted in a legitimate manner.

SUMMER bingo has made new records in attendance and receipts, according to reports from operators in all sections of the country. This is still further evidence that the popularity of bingo is on the upswing. Intelligent publicity and promotional activities have brought the game to the attention of many new potential players, and the consistent campaigns by operators have been responsible for the upward trend. Valuable merchandise prizes have also influenced greater attendance. Before the wind-up of the outdoor season a new all-time high record is anticipated.

V lapel pins offered by Del Rose Products, on the market only a short time, have met with heavy demand from jobbers. The latter report that pitchmen and specialty workers are doing a good job with the item and that public response is even better than anticipated. The V pin ties in perfectly with the defense program and people thruout the land are beginning to wear the pins as a mass expression of the public attitude against dictatorship, the firm reports.

Toy Mfrs. Say War Games in Demand Again

PHILADELPHIA, Aug. 16.—Toymakers, preparing for the Christmas season, reported growing demand for war games, a trade in which there has been a big lull since the first World War. Just as papa and mama are showing more interest in Stukas and Spitfires, panzer divisions and Garand rifles, U-boats, and convoys, so are little Jimmy and Mary demanding fighter planes, tanks, and Red Cross ambulances, the manufacturers say.

"There has been no wild clamor for war toys," explained an official of a large toy concern here, "but there is a definite increased demand and we have taken steps to meet it. For instance, we have developed a battleship, an aircraft carrier, and a submarine since the war started."

This official recalled that for several years after the first World War there had been little market for war toys. Asked if parents appeared to be trying to discourage their children's interest in warlike weapons, the manufacturer said he did not believe the factor influenced the market any way.

"Children decide what they want to play with," he explained, "and if the parents show reluctance to buy the toys they want, the kids just put 'the heat' on them."

National defense priorities has interfered somewhat in the getting of material for toys, he said, but there has been no strict shutting down on supplies, nor is any shortage of materials expected so that it might interfere with Christmas production in any serious way.

New York Gift Show To Open August 25

NEW YORK, Aug. 16.—When the 24th semi-annual New York Gift Show opens at the Hotel Pennsylvania here August 25 it will occupy four floors. The show will run from the second thru the fifth floor and over 540 lines will be displayed. Bingo and salesboard operators, concessionaires, and prize users in general will have an opportunity to see all the latest lines and novelties.

Practically the same firms that exhibited in February will be on hand again, as only one firm has to drop out because of defense priorities. In anticipation of an unusually active market very few exhibitors released space. Defense preparations have caused a number of lines to be redesigned, and this will be particularly noticeable in metalwares. It is reported that quite a number of metalware manufacturers still have adequate stocks for part of this season and are accepting orders until September 1 on a restricted basis. Material shortages, which some manufacturers had feared as a calamity, have stimulated their thinking to the point that in some cases the new lines are even more salable than those of last season, according to reports.

The show is back in New York after having been in Philadelphia the last two summers, when adequate accommodations could not be had here due to the World's Fair.

Mexican Jumping Beans Meet With Heavy Demand

LOS ANGELES, Aug. 16.—Demand for Mexican jumping beans will reach a new

Canadian Troops Go Strong for Bingo Games

TORONTO, Aug. 16.—Bingo and Western films are running touch-and-go as the leading amusement for soldiers in Canadian army training camps.

The Canadian Legion, Knights of Columbus, and the various army units themselves are sponsoring at least one bingo party weekly at the camps. Soldiers have taken heavily to the game and use of the largest auditoriums at the camps have been turned over to bingo for from one to three nights weekly. In fact, soldiers in many spots have expressed preference for bingo over the average picture.

Army men want action and they get it in bingo for suitable prizes. They object to inane powder-puff film stories. Only the cat operas can compete with bingo.

Bingo gives the boys in khaki the stimulant they need. There has developed a keen rivalry among individuals, units, and companies for bingo leadership. Practically all camps are featuring the game, and attendances at parties have tested the capacities of some of the largest auditoriums at the training camps. As many as 2,000 have participated in one game. The prizes include shaving sets, razors, hair and clothes brushes, sports equipment, men's toiletries, watches, army jewelry, confectionery, fruit, and radios.

Howard Radio Offers FM Sets

CHICAGO, Aug. 16.—Howard C. Briggs, vice-president of the Howard Radio Company, announced that the new Howard line for 1942 will include FM receivers. Briggs feels that the FM sets have strong possibilities for the coming year.

"For the first time," Briggs stated, "Howard sets will be housed in our own cabinets, now being constructed in our new cabinet plant under the supervision of Charles B. Shapiro, executive vice-president. Shapiro has had wide experience in the manufacture of furniture and radio cabinets, and was recalled from the Pacific Coast to organize the new department. The most modern and efficient equipment has been installed to insure the finest quality of workmanship and best possible service.

"I look for a big year in FM. We have already sold thousands of FM receivers where transmitting stations are now operating. From the reports I now have I expect the demand for these sets to be greater than ever. In addition to the latest FM receivers, our line will include recorders and radio-phonograph combinations."

Joseph M. Muniz, general sales manager of the firm, announced the appointment of Raymond Jaffe as advertising manager. Jaffe, a University of Chicago graduate, is well known in the radio advertising field. In the past five years he has been associated with leading radio mail order and manufacturing houses.

high this season, according to Henry del Cano, of National Cycle & Novelty Company. Crop last year was nil, but production this year has been most satisfactory, he said.

Last year's growing season was the worst experienced in years and the production was cut down beyond expectations. Del Cano explained that it is difficult to grow the beans and that rain at the wrong time may ruin a crop. Winter rains this year were three times the normal amount, but production was not affected.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAIL BAG.
O. E. Banning, Wilmington, Del., writes:

"I have been reading your column for several months with interest and have been making a study of the salesboard game. Would you be so kind as to answer a few questions for a beginner.

"1. Could you suggest an article or articles to be used on a 32-hole salescard that brings in \$5.60 and offers two consolation awards besides the major award?

"2. Could you furnish me with a list of wholesalers or manufacturers who specialize in this type of merchandise?

"3. Where can I buy cards like the one enclosed and have them printed reasonably?

"I propose to work with one or two men and will thank you for any help."

Offhand there isn't any one particular item we would recommend for a give-away on a small 32-hole card. However, inexpensive cameras, clocks, watches, compacts, lighters, kitchen utensils, wearing apparel, such as offered on the card you enclosed, have been merchandized successfully on a small card. The main thing to keep in mind is that the item must have consumer appeal and that it must fall within a price range that will leave enough of a margin between the cost and the take.

A list of wholesalers and manufacturers who specialize in this type of merchandise is being forwarded to you, as well as a list of salescard manufacturers.

The small card enclosed by O. E. B. has 32 holes and offers either a sport jacket for men or a lounging robe for women, 1 to 39 cents, on a \$5.90 take. One consolation award is also distributed—a Wahl Eversharp pencil.

The Diverso Products Company catalog which came to our desk the other day is just chock-full of potential money-makers. It has 42 illustrated pages and features complete deals, premium merchandise, and salescards and boards. It is available free for the asking.

Among the deals listed are those offering beverage and cocktail sets, drip coffee maker and whistling teakettle, cake serving humidor, cameras, electric dry shavers, and the well-known Dunhill Silent Flame Table Lighter.

The New York Gift Show will be in session August 25-29 at the Hotel Pennsylvania. Gift displays will occupy four full floors and exhibits will be open only to wholesale buyers, who may obtain identification badges at the registration desk.

HAPPY LANDING.

Bingo Trends and Promotions

By Emil Zubryn

will be a feature of

THE BILLBOARD'S
FALL NUMBER

Dated August 30



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 Benger'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

BENGEOR PRODUCTS CO.
878 BROADWAY NEW YORK, N. Y.

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.

Enamelware

With government priorities restricting use of metals for kitchen ware, enamelware items are once again coming into their own, it is reported. Levin Bros. offer a wide selection of special items, not in ordinary blue, gray, or ivory colors, but white. Specials include a 5-in-1 quart-size cooker, 8-quart kettle, 17-quart round dishpan, 6½-quart mixing bowl, 4-quart saucepan with cover, 6-cup percolator with chrome cover, and 4-quart teakettle. Items are slight irregulars, but their efficiency is not impaired and prices are nominal. The firm offers a catalog.

V Auto Plate

The public has become V-conscious and demand for this type of merchandise is increasing daily. Latest addition is the V-for-Victory auto plate. Workers who have handled the item report that motorists have been buying the V plate steadily and demand continues to grow. The timely tie-up with the V campaign appeals to everyone, and workers have a chance to cash in on the popularity of this item. The plate comes in two colors and is made of heavy metal. It attaches without difficulty above license plates. Size is 5¼ by 3½ inches. Product of H. Fishlove & Company.

Social Security Plates

Agents and dealers report a staple demand for Social Security plates. The plates offer a permanent record of the all-important Social Security number. Frank Bonomo has modernized his plate, featuring a reproduction of the Statue of Liberty and including spaces for U. S. Draft and U. S. order numbers for Selective Service registrants. Thus all pertinent information is on one plate, easily accessible.

Fountain Pen

The Winchester line of fountain pens has always sold well, according to reports received from workers by the Starr Pen Company. Now the firm reports that a new line is available, featuring the latest designs and innovations. The pens (See POPULAR ITEMS on page 63)

JEWELRY ENGRAVERS TAKE NOTICE!

We have a large and complete stock of engraving jewelry for immediate delivery. All the new and wanted styles, and all at the right prices, to give you a good profit. Write for illustrations today.

ELECTRIC ENGRAVING MACHINES—Easy to operate—Low in cost. Several models to select from. Write for descriptions and prices.

N. SHURE CO., ADAMS & WELLS STS. CHICAGO

JOBBERS!

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

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 2½x3½ 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. BB8, Chicago, Ill.

LOOK!

Joe Hoy, Ark., writes: "Grossed \$39.20 Saturday." Zeller, Mass., says: "Did \$20 Sunday with P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 photos in 2 days."

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.

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.

BINGO SUPPLIES

JOBBERS!!!
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

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 superb styles and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for **NEW FREE CATALOG!** Just off the press!

LOWEST PRICES! H. M. J. FUR CO.
150-B West 28th St., N. Y. C.

MEXICAN JUMPING BEANS

New Crop All ALIVE & Jumping, 100 for 50¢, 500 for 2.00 or 3.00 Per 1000 prepaid. Wipe Out Hitler or Axis como Roll of Toilet Paper 50¢ Doz. NEW & BIG SELLER. COMIC PENNANTS of Alcatraz, Joliet, Sing-Sing, etc. per Dozen 80¢. V Silk Banners in 3 Colors, BIG 10c Seller, Per Dozen 65¢; Gross \$6.75.

JOEKERR NOVELTIES, 136 Park Row, New York

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.

We have for **IMMEDIATE SHIPMENT** complete line of **SNO CONE SUPPLIES - BASEBALLS - GIVE AWAY CANDY - CANES - FOX TAILS - BEACON BLANKETS - FEATHER DOLLS - MONKEYS - COWBOY & ENGRAVING JEWELRY - CHEAP CHINA - REGULAR & BUG REPELLENT LIGHT BULBS - PITCHMAN'S MERCHANDISE - SLUM. MOST COMPLETE LINE OF ALL CARNIVAL MERCHANDISE IN THE MIDWEST. ALL ORDERS SHIPPED SAME DAY RECEIVED**

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

MEXICAN JUMPING BEANS

Live, Good Jumpers This Year. Bulk Beans, postpaid 50¢ per 100; \$1 for 250; \$2 for 600; \$3 per 1000. Sample package ten cents. Counter display of 20 Dime Packages ready to sell \$1 postpaid. Free Demonstration Beans with each display.

RILEY'S SPECIALTY HOUSE
Owensboro, Kentucky

BINGO JOBBERS

BUY YOUR BINGO SPECIALS DIRECT FROM THE PRINTER

Grand Am	5	27	35	50	65
5	10	18	41	47	68
12	25	53	70		

COMBINATIONS UP TO 3000 NO 2 CARDS ALIKE

ST. MARKS PRINTING CORP.
80 FOURTH AVENUE, NEW YORK, N. Y.

BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

NORMAN ROSEN
801 SANSOM ST. Wholesale Jeweler PHILADELPHIA, PA.

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.



The Billboard

Fall Special Offer

17 Copies ONLY \$1
YOU SAVE \$1.55

Copies must be mailed to permanent address. Cash with order. Offer Expires Midnight, August 30.

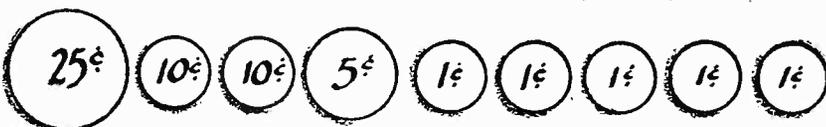
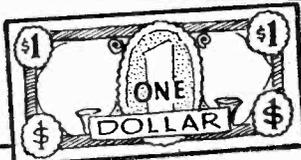
Regular Rates
One Year \$5; Single Copy 15c

THESE 17 BIG ISSUES
(INCLUDING FALL SPECIAL)
FOR ONLY \$1.00
You Save \$1.55
SEE OTHER SIDE

FALL SPECIAL FEATURE ARTICLES

- VAUDEVILLE:** "The Why of All Flesh"—By Nate Platt
"Putting on the Best Show"—By Harry Anger
- MUSIC:** "Territorial Bands and What Makes Them Tick"—By Sam Honigberg
- NIGHT CLUBS:** "How We Run Our Niteries"—By Barney Josephson
"Operating Big-City Rustic Night Club"—By Meyer Horowitz
- RADIO:** "Merchandising Thru Radio"—By Harry S. Goodman
- TELEVISION:** "Television—Great Advertising Medium"—By Alfred H. Morton
- LEGIT:** "Facts, Figures, Statistics and Resume 1941"—Compiled by Eugene Burr
- MERCHANDISE:** "Bingo Trends and Promotions"—By Emil Zubryn
- FAIRS:** "Why the So-Called Rodeo Is Losing Its Fair Appeal"—By Guy Weadick
- CARNIVALS:** "Ecuador and Its Amusement Possibilities"—By J. M. Sheppard.
- RINKS:** "Personal Contact in Rink Management"—By Earl Van Horn
- PIPES:** "Demonstrators and Pitchmen—Qualifications"—By Stanley Naldrett

Also Lists of Fair Dates, Coming Events, Celebrations, Etc.



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.

823

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!

POPULAR ITEMS

(Continued from page 61)

are offered in pleasing colors and are available either in push-button or lever-fill models. Pitchmen and fair workers have had unusually good results with them, it is reported. Firm is featuring summer specials.

Snake on Stick

A profit maker, according to Bengor Products Company, is the Chinese snake on stick. The snake gives a lifelike performance, wriggling, squirming, and dancing. The realistic action is obtained thru simple maneuvering of the stick. The item has appeal for adults and children.

MIDWAY CONFAB

(Continued from page 35)

ports the damaged equipment will be replaced and be ready to play fairs about Labor Day.

OFFICER (to colored soldier sitting on curb) —“Where did you come from in civilian life?” “I’s a jig show performer, suh, wid a carnival,” was the reply. “Well,” asked the officer, “don’t you know enough to stand and salute when an officer passes?” “Yassuh, ah does,” said the boy, “but one o’ dem military rules says to never salute an officer while smoking’, an’ cain’t yo’ all see I was smokin’ when you passed by—?”

BRIAN CORIO is at Johnnie W. Heaton’s Exposition quarters in Greenville, S. C., framing a new Posing Show, line-up of which includes Betty Dennis, Lamae Dokoff, Judy Hack, Rita Schiller, Bob Hasson, Al Kaul, Bo Kime, Phil Marjah, and Max O’Shea, tickets; Tate

Ortagus, talker. Also in quarters is Harvy Devereaux, Swing Revue showman, who is building a new attraction for the shows. His roster includes Clyde Wylie, D. Zisk, T. Cazan, June Kanthe, Joan Halstead, Mary Harris, M. Henry, and Leona Devereaux. Both shows will join the Heaton combo in Asheville, N. C.

LUKE AND ANNA KING advise from Scalp Level, Pa., that their Harlem Revue is working to satisfactory business on Clyde’s United Shows. Latest additions to the line-up are George and Myrtle Tallie, Mr. and Mrs. Hambone Williams; Clarence Richson, dancer, and Jack Canady, drummer. Chorus has Bette and Dorothy Davis, Mabel Dillard, Myrtle Tallie, Mary Williams, Julia Wells; Ann King, talker, and Luke King, tickets. Band includes George Tallie, trombone and piano; Bill Weathers, drummer; Pee Wee Code, trombone; King Tutson, trumpet, and Jack Canady, bass drum.

DIRECT FROM THE LOTS

(Continued from page 41)

United in Lewiston, Idaho, and Patrick Greater at Toppenish, Wash., en route here. Mr. and Mrs. John Donzelli’s Mickey Mouse Show worked to good returns here. The writer and William Martini went to Weiser, Idaho, on business. George Conkling and Charles Greiner spent two days visiting in Portland, Ore. Members of the ladies’ bowling club augmented their meet this week by holding a horseshoe pitching contest, with Phyllis Walker and Ruth Groff the winners. Pacific Coast Showmen’s Association award went to Pete Ramsey. Mr. and Mrs. Glenn Henry spent two days in Portland on business. Fay White arrived from Los Angeles to visit her mother, Mrs. Connie Steen. Jack Dyke spent three days in Portland on business. Mr. and Mrs. Ralph Balcom left for Los Angeles to join O. H. Hilderbrand. Mr. and Mrs. Sam Miller and Mr. and Mrs. John Stevens replaced their concession tops with two new royal-blue tents. Mr. and Mrs. Glenn Henry’s Amazon Monsters did well. Allen Fine celebrated his birthday.

WALTON DE PELLATON.

ATLANTIC CITY

(Continued from page 51)

committee, reports the group only \$3,000 short of its war chest of \$45,000.

South Jersey

Wildwood amusement interests and concessionaires are pointing for a big week in September to rival Atlantic City’s beauty pageant. Resort will be host to the State American Legion convention on September 4-6 and indications are visitors will remain the entire week. For first time in history of Wildwood all mercantile licenses on the Boardwalk and thruout the city are paid in full. Cape May Convention Hall had elaborate ceremonies on August 13 for crowning of Queen Maysea to reign over a kiddies’ spectacle. Clarence Fuhrman, who directed musical activities at Cape May Convention Hall, returned to his duties at Station KYW, Philadelphia.

PLAYLAND RYE

(Continued from page 51)

ings have been wonderful—plenty of them and all largely attended. Many were from the heavy defense project areas in Massachusetts and Connecticut—and that means lots of do-re-mi distributed around. Of course, the weather has not been consistently good, but Playland has made entries in the books in black ink all season. On the whole, it has been an A-1 season, numerically and financially.

New circus attractions drawing turn-aways at the big arena. And this is not p. a. bunk but the gospel truth. Palenberg’s Bears were held over for another week. Jack Beny’s “co-star,” Carmichael, a strong click, as were Adele Nelson’s Elephants and Bob Fisher’s Fearless Fliers. Attractions included Walter Guice equestrians; Charlie Frank and Hip Raymond, clowns; Three Walters (Guices), aerial bars; Jumbo and Pets and holdover Palenberg Bears.

Friday bargain days a monumental success, thousands of kids thronging the park on that day. August 10 was Playland’s Photo Picnic with three of Harry Conover’s models and lovely June Chiat, 1941 roller-skating beauty queen. Water meet at pool August 20-21, finals of Westchester swimming and diving championships. With 15 clubs entered, competition is expected to be keen. There will be 16 events for juniors and 12 for seniors. Playland Aquatic Club dropped a close one to Crescent Beach and Larchmont Ridge clubs. Playland shuffleboard clubs going strong. Duke Daly’s softball

team must be recuperating as it has no game scheduled this week. Sophie Tucker and Edna (Fleas) Weeks were recent visitors at Casa Fien.

Officer Freeman Tamraz popular with femme visitors. Tommy Coughlin directing the ushers at Arena. Lee Brown busy with the whistle a la Fred (Ringling-Barnum) Bradna. Jack Cliffe renewing friendship with Louis Reed, Bob Fisher, Walter Guice, and Roland Tiebor, with whom he trouped under the white tops. Floyd Andrews, Detroit, vacationing at Playland and Casa Fien. Incomparable Duke Daly and His 14 Gentlemen of Rhythm going great with devotees of terpsichore at Casino. Barbara Cleary, of switchboard force, will center-aise it on August 24. Good luck to Babs, say all. Wild Gus Bergman doin’ oddies of biz at his studio. Rumored that Arena capacity will be doubled next season. Winnie Colleano playing a few fair dates just to keep in practice.

August 18-24 circus bill: Four Bombshells, Olympia Desvall’s Russian Wolfhounds, Jim Wong Troupe, Happy Spitzer mule, Frieda’s Pets, Hip Raymond, and Charlie Frank. Hasta luego.

Celoron Biz Booms; Grandstand for Acts

CELORON, N. Y., Aug. 16.—Activities continue to boom at Celoron Park and practically every ride and concession owner and operator can’t help but be pleased with results. Representative of the business being done by attractions is the experience of William Myers, owner-operator of the Greyhound Roller Coaster and several other rides. Myers calls this season one of the best in years and reported record patronage for the Greyhound on July 13, Flickinger Day.

Other picnic and special days have also brought big crowds and spending is excellent. Free acts are being used on and outdoor stage, which has a grandstand to accommodate a good number of spectators. Ray S. Kneeland books acts, latest of which was Al Bedell, slack-wire and slide for life. Acts change weekly. They will continue until September.

Big attraction is the Pier Marine Room, giant nitery ballroom. During the week the spot operates with a small admission and no minimum or cover and offers the house band of Lyle Carlyle, plus a floor show, also booked by Kneeland. On Saturday nights name bands are on top. They have been doing well during July and early August. Stands were made by Alvin Rey and the King Sisters, August 2, and Frankie Masters, July 26. Rey did well with a 1,760 draw and gross of \$1,790. Ducats were \$2 and \$2.50 per couple, with advance buying heavy. Frankie Masters’ take wasn’t quite so good due to a terrific heat spell, but he still managed to draw 1,100 to the tune of \$1,218. Here also advance sale ran ahead. Vaughn Monroe drew 1,750 on July 4 to make a neat profit. J. B. Campbell remains at the helm of the park, while “Shag” Day is ballroom boss, with Henry Waterman assisting.

PHILADELPHIA.—The man who lost his bull fiddle was topped in the wee hours by Philadelphia Zoo. It misplaced Josephine, its three-ton elephant. Head Keeper Charles Campbell and an assistant, Mark Mooney, worked on the big disappearance from 4 a.m., when Mooney found an eight-foot wire fence pushed aside, till 4:15 a.m., when hysterical chattering led them to the monkey house. They found Josephine munching leaves from a tree. Two baby peccaries have been presented to the zoo by Dr. Mary Butler, University of Pennsylvania Museum here, who brought them back from Latin America. Another addition is an American bison.

LOOKING FOR A SMART DEAL?

Write for the Lowdown on Flippy

THE NOVELTY ITEM SEEN EVERYWHERE

EVANS NOVELTY CO.

Division of Premium Sales Co.
Dept. H-4, 800 W. Washington, Chicago

BEACON BLANKETS

COMPLETE STOCKS AT OUR USUAL LOW PRICES—ORDER TODAY!

ENAMELWARE SPECIALS

Not the ordinary Blue, Gray or Ivory, but **WHITE**. Slight irregulars.

5-IN-1 COOKER, 2-1/2 Qt. Size. \$4.95

8 Qt. KETTLE with Cover. Dz. 4.75

17 Qt. RD. DISH PAN (Largest). Dz. 3.90

6 1/2 Qt. MIXING BOWL (Orange). Dz. 2.35

4 Qt. SAUCE PAN with Cover. Dz. 3.50

6 Cup PERCOLATOR, Chrome Cover. Dz. 4.50

4 Qt. TEA KETTLE. Dz. 4.75

STILL OFFERING— \$8.50

10 Gross of SLUM for only 8

Made of Bisque China—No Liar!

HAVE YOU GOT OUR CATALOG?

Over 500 Pages—Get Yours Today.
PLEASE STATE YOUR BUSINESS. ALSO FURNISH PERMANENT ADDRESS.

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required with all C.O.D. Orders.

LADIES' WATCH

Very Flashy

WHITE GOLD COLOR chromium plated case with metal link bracelet to match. 10 1/2 ligne size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch. **\$2.50**

B9583—Each

YELLOW GOLD COLOR case with chromium plated back. Bracelet to match. **\$3.25**

B3898—Each

400 Page Catalog Now Ready!!

ROHDE-SPENCER

223 W. Madison Chicago

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.**

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed

STARTS AT \$3.25

MEN'S WRIST AND POCKET WATCHES

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF

729 Walnut St., Philadelphia, Pa.

STOCK UP NOW! CHINESE SNAKE ON STICK



Here is something new. Snake wiggles, squirms and dances by simple maneuvering of stick. Looks realistic. It's another BENGOR profit-making product.

One Gross	5-Gross Lots Per Gross	\$1.00
-----------	------------------------	--------

BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

No Charge

SALESBOARD ABC's

for this excellent reprint from The Billboard. Article covers the sales-board field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

DEALS, The Billboard, 1564 Bdwy, N. Y.

Celluloid Charms

Specially Priced While They Last

Always popular for Vending Machine. We still have a large assortment. Bulldog, Cat, Donkey, Elephant, Kewpie, Monkey, Parrot, Puppy-Dog, Scotty, Winged Horse, etc. No B41J49—Per Gross, 65c. In 10-Gross Lots, 60c Per Gross. Snow White and the 7 Dwarf Charms. In brilliant colors. B41J190—Per Set of 8, 8c. Per Box of 18 Sets (1 Gross Pieces), \$1.25. 25% deposit required on C.O.D. orders. **MENTION YOUR BUSINESS.** We do not sell retail.

JOSEPH HAGN CO.

Wholesale Distributors Since 1911
217-223 W. MADISON ST., CHICAGO

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

M. HORWITZ & SONS

EST. 1896

LARGEST MANUFACTURERS IN U. S. A.

PARADE CANES....\$18.00 PER GROSS

SWAGGER STICKS... \$5.00 PER GROSS

50 Per Cent Deposit Required, Balance C. O. D.

305-317 MONTROSE ST. TEL. HOW 6636 PHILADELPHIA, PA.

PLENTY OF MONEY

Made with CHAMPION PRODUCTS. Write for **BIG FREE CATALOG!**

★ Patriotic Brooches, Emblems, Lapel Buttons—Send \$1.00 for Big Sample Assortment.

★ **METAL FLAG LAPEL BUTTONS**—100 for 95c (Include Deposit and Postage).

CHAMPION SPECIALTY CO., 814-Z Central Street, Kansas City, Mo.

BUY NOW

KNIFE & PEN DEALS

Nudies, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal \$1.80

BIG PROFITS: DRUG ITEMS, GOOGLES, NOTIONS, LOTIONS, CARDED GOODS, SIDELINE MDSE., CLOCKS and LAMPS.

HERE'S THE BIGGEST MILITARY SELLER OF ALL TIME! SERVICE GUIDE

Chock Full of Service Data
16 pages of interesting information about every Branch of the Service. At a glance anyone can tell the Rank, Rating, etc., etc., of the Soldier and Sailor, both officers and Enlisted Personnel. The illustrations and explanations are in 4 colors and the Insignia, Uniforms, Emblems, Chevrons, Medals, Service Stripes, etc., are described in detail.
This elaborate book is strictly authentic and was compiled by an authority on Military matters.

AGENTS—SHEETWRITERS—CREW MANAGERS
This SERVICE GUIDE is brand new, Red Hot, and millions will be sold to the Military Man and to the Civilian.
SIZE OF BOOK 7 1/2 x 10 1/2 inches.
Price in various quantities:

... 100 Books —	\$ 3.00...
... 250 Books —	6.00...
... 500 Books —	11.00...
... 1000 Books —	19.85...
... 3000 Books —	52.50...
... 5000 Books —	75.00...

Agents report 1000 sold in 3 hours at a dime a throw. It's the fastest Money Maker ever. Buy 100 copies and you'll wire for 5000.

Full payment on all orders below \$11.00. Half deposit on larger orders. Free Catalogs on 1001 other items with order.

MILLS SALES CO.
Our Only Mailing Address: 901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS



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.

FOUNTAIN PENS
New! New Winchester line. Push-Button, Lever-Fill Combinations. Ideal for pitchmen and fair workers. Write for new summer specials.
STARR PEN COMPANY, Dept. C
500 N. Dearborn, Chicago

AGENTS, DEALERS WANTED!
25,000 Social Security Plates Below Cost.
\$ 2.50 per 100
\$20.00 per 1,000
All Perfect — No Re-jects. Send only 25c 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-23), Brooklyn, N. Y.

PENS • PENCILS • COMBOS
New **FAIR Packages**
JOHN F. SULLIVAN
458 Broadway (Fast Service Sully) N. Y. 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 Pharmacolists
137 E. Spring St., Columbus, Ohio

PITCHMEN
A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

WHO'S PLANNING to work the Canadian National Exhibition at Toronto? Pipe up, boys.

LITTLE JIMMIE . . . (James O'Lusk) pipes from Baltimore, Md., that he has recovered from a sprained ankle and is back on the job again with a new engraving outfit. Says he is doing well.

PURVEYING PERFUME . . . to good takes at Kresge's, Newark, N. J., is Mary Williams.

R. BEE . . . danner worker, and Ralph Ainsworth, socks purveyor, are getting the lucre at steel mills in New Jersey, according to reports hitting the pipes desk.

TRY TO ENCOURAGE other road folk. It doesn't take much of your time to do it.

STANLEY NALDRETT . . . was teamed with Al (Pop) Adams on glass knives and juicers at the Illinois State Fair, Springfield.

FOOT REMEDIES . . . are proving a good item for Jack Firestone in a Brooklyn department store.

COMB BAKER . . . and wife have their jewelry layout clicking to satisfactory turns on the C. F. (Doc) Zeiger Shows.

BERT GOODMAN . . . and Bob Freedman are getting the geedus in Statler's, Rochester, N. Y., with foot med.

HAVE YOU STARTED thinking about the cold weather and are you prepared for it?

ARNOLD M. BICKLEY . . . tells from Miles, O., that he is making a return date to Ohio, working shops with cleaner to good biz. He would like to see pipes from Charley Lipsey and Joe Grossfort.

AFTER WORKING . . . in blocks and blades to good business in Northern Iowa, Johnny Roberts is currently headed for the Coast, where he plans to work the same items.

REPORTS FROM OUT . . . Wisconsin way indicate that James L. Osborne is corraling some long green on his trek of fairs in the Badger State.

MOST SUCCESSFUL PITCHMEN are that way because they gain and hold the confidence of their tips.

WORKING MASSACHUSETTS . . . territory to satisfactory business with eye-glass cleaner are Harry and Helen Chandler.

L. D. POWERS . . . ace pitch exponent, is working white shoe cleaner to click results in one of downtown Cincinnati's best pitch spots.

NAME-ON-SEA-SHELL . . . brooches are proving a winner for Jack Randall, who is working in Ontario.

A "GOOD ONE" will make up for several "bad ones," especially if the "good ones" come at frequent intervals.

HARRY WORTHY . . . pens from Atlanta that he is working rad

there to fair business. The town is open to all paper workers, he says, and the reader is \$3.50 and up for three months. There is plenty of money there, as the textile mill is working three shifts daily. Conley, Ga., is also a booming place, says Harry.

SOME OF THE BOYS AND GIRLS . . . would like to read pipes from Ross Dyar, Bert Cayton, Harold Woods, Curly Bartsock, Bob Ward, Harry Daily, the Maxey Brothers, and the Regan twins.

AL SEARS . . . continues to work to good results with glass cutters and knife sharpeners on Market Street, Newark, N. J.

IT'S ALL RIGHT to doubt the probability of some men succeeding but never doubt your own possibilities. Study yourself and work to win, and in almost every instance you will succeed.

THE SHIPYARD . . . at Newark, N. J., has been proving a winning spot for Bert Williams with pens.

BILL JOHNSON . . . with name-on-a-sea-shell brooches, is working Michigan to good tips and business. He plans to work a number of Michigan and Ohio fairs soon.

Pitchdom Five Years Ago

Jack Roach was in New Granada, Pa. He had taken Doc Etling; Bob Noell, his son-in-law, and wife, Anna Mae, and Robert Noell Jr. to his Pennsylvania stamping grounds, but they worked only two spots each and left for New England. . . . James Lockwood, of pan-lifter fame, was at the Soldiers' Hospital, Dayton, O. . . . Ernie Atherton and the missus were working ink sticks at fairs. . . . Gale Wheeler, along with his novelty hustling activities, had opened a shoe-shine emporium in Oklahoma City. . . . Fred Piker, of sheet fame, was holding down Toledo, O. . . . Charlie Watson and wife were working Lima, O., with rad and X-rays to good results. . . . Blaine A. Devor, pen coupon worker, purchased the Inn Hotel at Greenville, O., and turned it over to a manager while he made the fairs. . . . George Clark was working needle threaders at Battle Creek, Mich., to good takes. . . . Buffalo Cody had joined with Doc Weimer and the two were leaving Chicago for California. . . . Chief White Eagle was playing two-week stands thru Texas to good crowds. His company included himself and family, Jakie and Minnie Price; Harry and Eva La Reane, dance team, and Joe Purcell. . . . Thompson, the polish worker, had opened a beer parlor in Allegan, Mich. . . . Jeff Farmer was in Richmond, Va., waiting for the tobacco markets to open. . . . J. Arthur (Doc) McCool and Lottie Walsh were married in Angola, Ind., Au-

OAK HYTEX BALLOONS
POPULAR PATRIOTIC BALLOONS
The Oak line is tops for patriotic numbers, offering a variety of attractive, new designs. Ask your jobber, or write to us for free catalog.

The OAK RUBBER CO. KAVENNA OHIO.

ENGRAVERS! DEMONSTRATORS! MILITARY WORKERS!
Engraving Pins as low as **\$3.75** Gross
New Catalog Now Ready Write for Your Copy Today
All Orders Shipped Same Day.
BIELER-LEVINE, INC.
37 So. Wabash Ave. Chicago

MAN WANTED Capable Handling Steady GOOD PAY
STORE ROUTE
Start Making Big Money first day. Carry a complete "Wholesale Supply House" in your hand. Show Storekeepers in every business how to beat competition and **DOUBLE** profits on Nationally Advertised Goods. Over 200 Products retailers buy regularly. No experience needed. We supply everything. Free Book gives amazing facts.
WORLD'S PRODUCTS CO.
Dept. 8-P, Spencer, Ind.

ELGIN & WALTHAM REBUILT WATCHES \$1.75
7 Jewel, 18 Size, in 8. H. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
118 N. Broadway, St. Louis, Mo.

ZIRCONS GENUINE Diamond Cut 3 for \$1.75
12 GENUINE OPALS . . . \$1.00
12 GENUINE CAMEOS . . . 1.50
B. LOWE, BOX 525, CHICAGO, ILL.

PLAY YOUR HUNCH!
JUST SHAKE — BANG! — YOUR LUCKY NUMBER APPEARS — Use Bart's Newly Patented Numbers Device. Make Selections. Maybe Long Shots. Races, Cuba, Bolita and other games where Numbers Designate Winners. Mail Dollar Bill to Dept. "B" HUNCH PRODUCTS
219 E. Washington Blvd. Los Angeles, Calif.

SUBSCRIPTION MEN
Here's fast money-maker for men working fairs, carnivals, farm sales, etc. Attractive \$1.00 deal. Experienced men wanted anywhere north or east of Missouri River. Give past experience and list of fairs you want to make. Write **H. M. CURLEY**, Manager of Agents, Room 309, Sandstone Bldg., Mount Morris, Ill.

FREE! WHOLESALE CATALOG
4000 OPPORTUNITIES
Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting catalog, for salesmen, agents and dealers.
260 PAGES
Check-full of interesting money makers. Sales Ideas that may increase your earnings \$2 to \$15 a day and thrilling values galore. Each and every item sold under a money back guarantee. Get your copy by sending for it today.
SPORS CO., 741 Billee, Le Center, Minn.

Defense Savings Bonds can be registered in the name of children as well as adults.

NEW CATALOG NO. 26 NOW READY!
ENGRAVING PINS
Plenty of Stock New Styles
We are prepared! Plenty of merchandise, in all styles . . . and especially those "big sellers." Remember—we ship orders the same day they are received—so "get set" with our new 1941 line—and have your "biggest season!"
(State your business)
HARRY PAKULA & CO., 5 No. Wabash Ave., Chicago, Ill

Demonstrators and Pitchmen — Their Relationship and Qualifications
By Stanley Naldrett
will be a feature of
THE BILLBOARD'S FALL NUMBER
Dated August 30

SALESMEN! PITCHMEN! AGENTS!

Here's a New Exclusive Number

A RED-HOT SERVICE ITEM— IT'S GOING TO BE A CLEAN-UP! FOR PUBLIC & SOLDIERS— GET IN N-O-W!

COL. BEDFORD'S SERVICE GUIDE

Colonel Daniel H. Bedford's SERVICE GUIDE LEARN TO READ SERVICE INSIGNIA. Includes illustrations of Army, Navy, and Marine uniforms and insignia.

7 1/2 x 10 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 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"

gust 8. Dick and Honey Jacobs were witnesses. . . . Sharpsteen Comedy Company was in its fifth week of a six-week stand in Monroe, Mich. . . . Johnny McLane, Shorty Grace, and Louie, the jam artist, were holding forth at Olean, N. Y. . . . Harry Williams, of calculator fame, was back in St. Louis with his two boys, Oliver and Fat. . . . Charlie Silvers, Jack Vinnick, and Joe Conley, with their respective crews, were headed for Cleveland, loaded with decorations and novelties to take on the gelt at the coming American Legion doings there. . . . That's all.

Spark of Life By E. F. HANNAN

JACK (DOC) CONWAY was a barber in his youth, which was a good many years ago, in Dover, N. H. Jack's hours were long and his feet gave out, so he had to quit his trade. After a while he decided his trouble was rheumatism and tried various cures without results, until a millhand friend told him to put a copper plate in the heel of one shoe and a zinc plate in the heel of the other.

It worked and he was able to get around again, but instead of going back to barbering he began manufacturing and selling copper and zinc plates to cure rheumatism. From footplates he worked the idea into belts, placing the zinc and copper inside cloth bands to be worn around the body. He called his health bands "The Spark of Life," and before long a Boston firm was making thousands for him.

He stocked drugstores with them, and being a good talker he sold thousands via the lecture method. Like all true med showmen and most pitchmen, he craved travel, and when the Klondike gold rush came along Alaska caught him. He died there later, but the zinc and copper idea is still being used by foot and rheumatism sufferers, and the number of belts of "The Spark of Life" idea that have been sold would run into millions. They had wide appeal, these belts, and with a lecturer that knew his business even doctors themselves were possible customers.

Events for Two Weeks August 18-23

- ARK.—Mammoth Spring. Soldiers, Sailors' Reunion, 18-23. CALIF.—Hollister. Horse Show, 22-24. Stockton. Dog Show, 24. COLO.—Grand Junction. Rodeo, 22-23. IDAHO.—Preston. Rodeo, 21-23. ILL.—Clayton. Old Settlers' Reunion, 21-22. Greenfield. Home-Coming, 16-21. Morton. Fall Festival, 21-23. Sheffield. Home-Coming, 21-22. IND.—Columbia City. Old Settlers' Day, 21. French Lick. Farmers' Festival, 21-23. Kewanna. Celebration, 21-24. IA.—Hartley. 4-H Club Show, 18-19. Sidney. Rodeo, 19-22. State Center. Firemen's Festival, 18-19. KAN.—Erie. Soldiers, Sailors' Reunion, 18-23. Leoti. Old Settlers' Picnic, 18-19. Oskaloosa. Old Settlers' Reunion, 22-23. MASS.—Framingham Center. Dog Show, 24. Hamilton. Dog Show, 23. MICH.—Greenville. Agril. Club & 4-H Fair, 22. Buchanan. Fall Festival, 18-23. White Pigeon. Merchants' Celebration, Week Aug. 18. MISS.—Lexington. Colt Show, 22. MO.—Buffalo. Soldiers, Settlers' Reunion, 21-23. MONT.—Missoula. Rodeo at Fair, 20-23. NEB.—Elgin. Fall Festival, 20-21. N. J.—Phillipsburg. Legion Twin-City Fair, 18-23. N. M.—Carlsbad. Rodeo, 22-24. N. C.—Wilson. Tobacco Expo., 21-22. O.—Cincinnati. Food Show at Zoo, 19-Sept. 1. Gates Mills. Dog Show, 24. Liberty Center. Home-Coming Fire Dept., 21-23. McComb. Legion Festival, 20-23. Minerva. Home-Coming, 18-23. Ravenna. Dog Show, 23. Valley City. Street Fair, 22-24. OKLA.—Thomas. Old Settlers' Picnic, 22. PA.—Confluence. Firemen's Festival, 18-23. Roaring Spring. Ox Roast, Field Day, 18-23. S. D.—Burke. Home-Coming, 21-23. W. VA.—Bluefield. Industrial Exhibit, 21-23. Weston. Dairy Show-Sale, 18-22. WIS.—Loyal. Street Fair (Loyal Days), 22-24. CAN.—Toronto, Ont. Gladiolus Show, 22-23.

- August 24-30 CALIF.—Healdsburg. Harvest Festival, 30-Sept. 1. West Riverside. Harvest Festival, 29-Sept. 1. COLO.—Pueblo. Rodeo at Fair, 25-29. D. C.—Washington. Powwow-Rodeo, week Aug. 25.

Next Issue LIST NUMBER Will feature the Following Lists: FAIRS COMING EVENTS DOG SHOWS FRONTIER CONTESTS LABOR DAY CELEBRATIONS Order a copy from your news-dealer NOW or mail 15c in postage or cash to The Billboard Circulation Dept., 25 Opera Place Cincinnati, Ohio

- IDAHO—Boise. Rodeo at Fair, 26-30. ILL.—Ashkum. Home-Coming, 30-31. Biggsville. Harvest Home Picnic, 28-29. 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. 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. Melvern. 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. 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.—New York. Git 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.

V... V... VICTORY BANNERS With Inscription "We Will Do Our Part for Victory" Rayon satin finish. Red, White & Blue—Gold tassels. 5 x 8 1/2 Dozen 80c, Gross \$ 8.75 9 x 12 fringed Dozen \$1.25, Gross 14.00 VICTORY PENNANTS 18" Length—Felt—R.W.&B. Dozen 90c Gross \$9.50 VICTORY DECALS R.W.&B. 5"x4 1/2" for autos, windows, doors, etc. Dozen 60c Gross \$7.00 GOLD FINISH V LABEL BUTTON Carded Dozen 20c Gross \$2.40 Same as above with 3 Dots in Red, White & Blue Stones and Dash. Dozen 50c, Gross \$8.50. LARGE V PIN BROOCH (Red, White & Blue Stones and Dash) Dozen 75c Gross \$8.75 SUCTION FLAG HOLDER For autos, homes, stores, etc. Complete with 3 flags. Doz. \$1.25 Gross \$14.00 Send 75c for complete sample set, and folder of full line of patriotic specialties. 25% deposit on all C.O.D. orders. GORDON MFG. CO. 110 E. 23rd St., Dept. BA-9, New York City

A GOLDMINE at FAIRS-CARNIVALS TRADE SHOWS ETC. PRES KLOTH BIG MONEY CAN BE MADE BY PITCHMEN WITH THIS SENSATIONAL ITEM & WE CAN MAKE DELIVERY WE AVER PRES KLOTH CO. 4953 CENTER ST. OMAHA-NEB.

FLASH!! WE HAVE SCOOPED THE COUNTRY! NEW V... FOR VICTORY PINS! Hottest Item in the Nation Today All three pins exact size as center pin \$8.50 Per Gross F. O. B. BE FIRST TO CASH IN—ORDER TODAY! Del Rose Products 118 E. 11th St. New York, N. Y.

Stiles and Spending Go Up in Michigan

DETROIT, Aug. 16.—Opening of the first 1941 Michigan county fairs indicates attendances considerably larger than last season's, with increases running from a fifth to a quarter in most departments. General increase confirms the impression that national defense activity is spreading money fairly evenly thru rural and up-State counties, with seasonal show attractions, like fairs, destined to get a considerable share. This is in marked contrast to the prevailing drop in attendance at motion picture theaters thruout the State, except in resort areas.

One section, the usually prosperous fruit belt in the southwest, is reported threatened by severe crop failure and this may put a blight on fairs there. At Fowlerville, Livingston County Fair, August 6-9, drew about 45,000, increase of about 20 per cent over last year. World of Pleasure Shows grossed about the same percentage over 1940. Before the grandstand Henry Lueders, United Booking Office, produced alternating revues, *Rhapsody in Blue* and *Pan-American Follies*, to practically capacity crowds of about 3,000 at each show, total of 24,000. Matinees were considerably helped by spotting acts between races.

At Imlay City, Lapeer County Fair, August 4-8, drew about 35,000, somewhat more than a year ago. That fair patrons in this section of Michigan's "Thumb" are in a spending mood was attested when Dumas & Reid's Happyland Shows grossed about 30 per cent more than last year. Lueder's same units alternated at this fair, with near capacity totaling about 20,000.

PREMIUM FACTS

(Continued from page 49)

works, Gus Sun's *Let Freedom Ring*, Charitan American Legion Band, Greer's Liberty Horses, Great Leon, Cycling Winslows, Morrell Sisters and Billy, Three Leonardos, Phil and Dotty Phelps, Billy De Amo and Margie, Emil and Evelyn, and Flying Rockets. Midway: Reynolds & Wells Shows.

MARNE, Mich.—Berlin Fair, 86th an-

nual, August 26-29. 160 pages. Officers: H. Fred Oltman, president; Arthur P. Edison, vice-president; David E. Hanson, treasurer; Mrs. Harvey Walcott, secretary. Admissions: Adults, 25 cents; vehicles, 25 cents; children under 10, free. Attractions: Grandstand, Harmony Queens, Jimmy Dunedin and Myrtle, and Marvel Dog Revue, booked thru Henry H. Lueders; WLS Radio Jamboree, with Jack Holden, Pat Buttram; Verne, Lee, and Mary; WLS Rangers, Miss Christine. Midway: K. G. Barkoot Shows.

KEENE, N. H.—Cheshire Fair, September 13 and 14. 16 pages. Officers: Chandler B. McAllister, president; Charles Richardson, vice-president; Harold B. Nims, treasurer; Clifford H. Perkins, secretary; Hiram Bolton, general manager. Attractions: Grandstand, Suicide Hayes and His Hell Drivers. Midway: Coleman Bros.' Shows.

NASHVILLE.—Tennessee State Fair, 36th annual, September 15-20, 168 pages. Officers: Judge Litton Hickman, chairman, board of fair commissioners; W. C. Clark, W. T. Jones, A. E. McClanahan, H. C. Pearson, W. J. Wallace, board members; Phil C. Travis, general manager. Admissions: Adults, 50 cents; children 5-12, 25 cents; children under 5, attended, free; grandstand, free except on Saturday for auto races, 50 cents; track seats, 25 cents; boxes, 50 cents; auto race boxes, \$1. Attractions: Grandstand, Christie Bros.' Circus, Flying Behees, International Rollos, Peaches Sky Revue, harness races, Ohio Display fireworks. Midway: Johnny J. Jones Exposition.

PORTAGE, Wis.—Columbia County Fair, August 23-27. 72 pages. Officers: John Klaila, president; A. J. Van Selus, vice-president; W. Horace Johnston, secretary; Earl Peterson, treasurer. Attractions: Grandstand; Lewis Bros.' Circus, B. Ward Beam's Thrill Show, and Whitey Ford's Plantation Party, with Brandt Sisters.

CHARLOTTE, Mich.—Eaton County Fair, 11th annual, August 26-30. 88 pages. Officers: John B. Strange, president; F. D. King, vice-president; Hans Kardel, secretary-manager; Clifford D. McIntyre, treasurer. Admissions: Adults, 25 cents; children, 15 cents; children under five, free; vehicles, 15 cents. Attractions: Grandstand, Captain Van's Thrill Drivers, C. R. Ranch Rodeo.

COLUMBIA, S. C.—South Carolina State Fair, 72d annual, October 20-25. 80 pages. Officers: D. D. Witcover, president; Paul V. Moore, secretary; W. A. Seegers, treasurer. Admissions: Adults, 50 cents; children 5-12, 25 cents; children under 5, free; night, 25 cents. Attractions: Grandstand, George A. Hamid's *Fantasies of 1941*, Canestrellys, Mlle. La Tosca, Four Sailors, Little Fred's Dogs, and fireworks. Midway: World of Mirth Shows.

AROUND THE GROUNDS

(Continued from page 49)

reported on repairs, notably painting of buildings and additions to poultry hall and grandstand. It was voted to add one day of harness races this year. Full board meeting is set for September 7, when President L. A. Borne will be host at a barbecue.

LOUISVILLE, Ky.—Skinnay Ennis and his orchestra will not play in the dance pavilion during Kentucky State Fair here, as reported recently in the 1941 premium book, said Fair Manager Robert B. Jewell. Bob Strong's ork has been booked for two days; Jan Garber, two, and Anson Weeks, three.

NORTH BATTLEFORD, Sask.—The 35th annual fair here on August 4-6 was the most successful since 1929, said Manager Frank Wright. Excellent weather prevailed. Hundreds of Royal Air Force boys from Britain had their first glimpse of a Canadian exhibition. Northwest Amusement Company provided grandstand bill and Wallace Bros.' Shows of Canada were on the midway.

DOYLESTOWN, Pa.—Doylestown Fair has contracted Richard F. Lusse, manager of Forest Park, Chalfont, Pa., to furnish all midway attractions. He also will have grandstand concessions. There will be horse racing and grandstand acts. Lusse will have as assistant Joe Redding, now at Forest Park.

LINTON, Ind.—The 1941 14th annual Linton Independent Fair under auspices of Twin Holmes Safety Chapter has been canceled because of illness of Lexie Smith, secretary and promoter. Smith reported he spent some time in Metho-

dist Hospital, Indianapolis, and is now recuperating at his Linton home. He expects to be recovered in several weeks. Sponsors are laying plans for a 1942 event.

TIMONIUM, Md.—Over \$75,000 has been spent on Maryland State Fair plant here in preparation for the 1941 12-day annual, reported Midway Director John T. McCaslin. Premiums total \$38,000 and free acts have been booked. There will be a women's popularity contest, with every county in the State represented, and nearly all midway space has been taken. Record attendance and spending is expected because of defense money in circulation and five near-by army centers. There will be a stockholders' reception on August 16, with speakers from county seats.

DELPHOS, O.—R. A. Jolly, manager of Seccatum Park rides, reported he was awarded contract on August 7 to furnish rides at 1941 Delphos Street Fair by Allen County Agricultural Society. Two of three free acts and a ballroom ascension were also engaged.

ASHLAND, O.—Ralph C. Haines, secretary of Montgomery County Fair, Dayton, O.; Win Kinnan, manager of Ohio State Fair, and Bryan Sandler, manager of Ohio State Junior Fair, Columbus, were speakers at a picnic on the fairgrounds here, sponsored by Ashland County Agricultural Society. Directors invited all families in Ashland County to attend the basket picnic and furnished coffee and lemonade. Improvements on grounds were viewed by visitors. Secretary Haines said the picnic held in Dayton each year by Montgomery County Fair board has average attendance of 2,000.

LYNDONVILLE, Vt.—President Earl Brown, Caledonia County Free Fair, said that because the fair had its largest attendance last year with a free gate for the first time, directors had voted to continue the policy this year.

BEREA, O.—Heavy damage was done to concession tents and other equipment on the fairgrounds here by wind and rain on August 11. All canvas, including a 185 by 60-foot big top, was flattened and light circuits were put out. Many exhibitors and J. R. Edwards rides had not arrived yet when the storm struck.

MERCER, Pa.—Record night attendance was registered at 59th annual Mercer County Fair here on August 5-8, said Secretary John P. Orr. Day attendance was light. Night crowds averaged 10,000. Running races were held the final days, with trotting the first two. Ideal weather prevailed. Eddie Dietz's rides and his 20 concessions were on the midway, along with some independent concessions. Klein's attractions appeared before the grandstand, circus units and *Rhythm Revue of 1941* being presented on alternate days under direction of Mrs. Margaret Klein and her son, Jack.

KALAMAZOO, Mich.—Kalamazoo County's first free fair will be sponsored by newly organized Kalamazoo County Agricultural Society, which recently elected Clinton Buell, president; Forest Weinberg, vice-president; Hartman Kabaker, secretary, and Sherman Read, treasurer. It has been 10 years since the last fair was held. Amusement features will include rides. Fair will be financed with about \$200 left by the old association and some State money. It will be held in Recreation Park here, making use of the old race track, grandstand, and several horse barns. County road commission has allocated \$6,000 for repair of facilities, to be ready by fair time.

WAPAKONETA, O.—Harry Kahn, secretary of Auglaize County Fair here, reported he has again scheduled a daily change of program for the 1941 annual. Also set are school band concerts, children's day, pulling contests, and auto giveaway.

MICHIGAN FESTIVAL

(Continued from page 42)

ated Musicians' Band, which gave a concert at 7:30, stayed on to play several numbers.

Favorable weather boosted crowds Saturday and Sunday. Show was held up about 15 minutes Sunday while electricians labored to renew lights on the stage after a black-out. On Monday night the show was canceled due to a heavy rain and windstorm which damaged some stage settings, but a matinee

was put on for 5,000 underprivileged children.

The *Follies* were highlighted by *In the Days of Ferdinand*, comic opera inspired by Walt Disney cartoons and given by Dick Mayo and Company, and on the musical side by *Showboat* arrangements by the Debutantes. In *The Silver Forest* dancers interpreted a day and night theme with Grisha and Brona in a novelty dance. Cast of the *Follies* included Lester Cole and His Debutantes, Two Eileens, Three Freshmen, Jeanne Bernhardt, Ainsworth Dancers, Hollywood Dogs; Smith, Rodgers, and Eddy; 12 Aristocrats, Reynolds-Donagan Skaters, Armando and Lita, Juvelys, and Capt. William Sparks and His Zouaves. Presentation was preceded by a band concert and followed by illumination of the brilliant Cascades, which are 550 feet long, 60 feet wide, rise to a height of 85 feet, and have 16 falls.

General admission was 50 cents for adults and 25 cents for children. There were 2,500 orchestra seats in the reserved section at 35 cents; 6,000 chairs in the unreserved section at 25 cents, and boxes of 10 seats were \$5.

W. Va. Fete Sets Program

HUNTINGTON, W. Va., Aug. 16.—Between 25,000 and 50,000 are expected to attend a four-day fall festival in Camden Park here under auspices of the Fraternal Order of Police, reported Secretary B. L. Bevins. Arrangements have been made for several large picnics to be held in the park during the festival, which will have a 10-cent gate charge. There will be concessions, shows, aerial free act, rodeo, and thrill show; Natchee, Indian fiddler, and tribe, with T. (Tex.) Tyler, and a popularity contest, with participants from five counties.

Weather Aids Ohio Annual

QUAKER CITY, O., Aug. 16.—Good weather was largely instrumental in success of the three-day annual homecoming here on August 7-9, attendance and midway gross being heaviest in years. Opening night pet parade was participated in by hundreds of children. Feature parade was held Friday and was followed by an old-timer ball game. J. R. Edwards had five rides and 20 concessions. Also here were Eddie Weekly's cookhouse and Bower's Penny Arcade. Free acts were set by Klein's Attractions and included Tom and Betty Watters, tight wire, and Jess Sides, comedy cyclist. Gate receipts showed a substantial increase over former years.

Shorts

ACTS playing York (Ill.) Reunion on August 7-10 were Hoosier Harmony Singers, Hall's Sheepskin Band; Spade Twins, trapeze; Mrs. Bennett, rings; Leo Francis, dancing and musical clown; Carpenter the Great, magician; Archelene Chamber's dancing girls, John Strohm, globe-trotters; Dickerson's band, and E. J. Mehler, emcee.

RECENT Sebring (O.) Volunteer Firemen's Festival drew record crowds this year with a program of acts in the high school stadium, fireworks, and midway, including two Gratziano and Carlin rides, and several concessions. Fire Chief Frank Timmer was general chairman.

MERIDIAN (Pa.) Firemen's Celebration will be on a more extensive scope this year, with a complete midway and free acts furnished by the J. R. Malloy Circus. Eddie Dietz's rides also have been contracted.

FAVORED by weather, the recent four-day Dresden (O.) Home-Coming proved one of the most successful in years. There were pets, bicycle, and general parades, and horse pulling contests. Bob Hall's orchestra provided music for dancing. Happy Attractions provided the midway. Volunteer firemen were sponsors.

SEVENTH annual four-day Shelby (O.) Street Fair, under auspices of merchants, will feature a midway, free acts, and contests, said C. L. Beal, general chairman.

POSTERS and bumper cards are being distributed to advertise the six-day ninth annual Ridgway (Ill.) Home-Coming under auspices of the American Legion Post, reported Leo G. Allison. Golden Belt Shows have been signed to furnish 8 shows, 8 rides, and 25 concessions for the midway on the public square.



★ BUY ★
United States
DEFENSE
SAVINGS
BONDS and
STAMPS

McCaffery Signs in Phoenix

PHOENIX, Ariz., Aug. 16. — Arizona State Fair Commission, in announcing signing of a contract for the Rubin & Cherry Exposition to play the 1941 State fair here, said the Amusement Corporation of America, of which the show is a unit, was represented by J. C. McCaffery, ACA general manager. While here McCaffery also conferred with the commission on tentative plans for wintering the show on the fairgrounds. Commission will meet later to discuss the subject. Announcement also was made of the appointment by Gov. Sidney P. Osborn of W. L. Smith, Salt River Valley rancher, to succeed Fred Faver, Buckeye, as a member of the commission. Faver said he was unable to devote sufficient time to the work. Smith is president of United Producers and Consumers' Co-Operative of Phoenix, of Pima Cotton Co-Operative Gin, and Arizona Farm Production Credit Corporation.

Four Sellouts for Lynch

CHICAGO, Aug. 18. — Pat Purcell's unit of Jimmie Lynch's Death Dodgers had three sell-out shows Sunday at Manitowoc, Wis., Fair after playing to a sell-out Saturday.

ROUTES

(Continued from page 20)

Parr, Mildred (Colosimo's) Chi, nc. Passer, Rolf (Rainbow Room) NYC, h. Paul & Paulette (Mayfair) West Orange, N. J., nc. Paulson, Lehua (Lexington) NYC, h. Pedro & Rafael (Fair) Carmi, Ill. Penton, Kay (Hurricane) NYC, nc. Phillips, Jackie (Club Frolics) NYC, nc. Phillips, Sandra (Pirates Den) Baltimore, nc. Pickard, Roy (Weber's Hofbrau) Camden, N. J., nc. Pickett & Ross (Biltmore) NYC, h. Pitchen, Three (Palmer House) Chi, nc. Poggi, Grace & Igor (Villa Venice) Chi, nc. Presnell, George (Casanova) Detroit, nc. Price, Sammy (Cafe Society Downtown) NYC, nc. Princess & Willie's Hawaiians (Burton) Albigany, N. Y., h.

R

Ramirez, Carlos (Palmer House) Chi, h. Rand, Sally (State-Lake) Chi, t. Raquel & Tarriba (Chez Paree) Chi, nc. Raydon & Rogers (Maple Grove) Harrisburg, Pa., nc. Regan, Paul (Harry's New Yorker) Chi, nc. Renee & Root (Bali) Miami, Fla., nc. Reyes, Raul & Eva (Royale) Detroit, nc. Rhaphodettes, The (Pirates Den) Baltimore, nc. Rhodes, Carole (Chez Paree) Chi, nc. Rhythm Rockets (State) Norfolk, Va., t. Richards, Jackie (Paddock International) Atlantic City, nc. Rice, Sunny (Strand) NYC, t. Riley, Joan (Park Central) NYC, h. Rio, Eddie, & Bros. (Capitol) Washington, t. Rios, Aida (Park Central) NYC, h. Rios, Rosita (Rosevelt) New Orleans, h. Robbins, Archie (Roxy) NYC, t. Robbins, Gail (Blackhawk) Chi, nc. Rochester (Strand) NYC, t. Rodrigues, Aida (Havana-Madrid) NYC, nc. Rogers & Revell: Depew, N. Y.; (Fair) Little Valley 25-30. Rollini, Adrian, Trio (President) Atlantic City, h. Romero, Patricia (Piping Rock) Saratoga, N. Y., nc. Rooney, Pat (Glenn Rendezvous) Newport, Ky., nc. Rosario & Antonio (Palmer House) Chi, h. Rosette, Belle (Village Vanguard) NYC, c. Rosini, Paul (Royale) Detroit, nc. Ross, Stan (Roxy) NYC, t. Rosyettes, The (Earle) Washington, t. Rulson, Morgan, & Baro (Tower) Kansas City, Mo., t. Russell, Lynn (Bill Bertolotti's) NYC, nc. Russell, Slim: Des Moines, Ia., 18-22. Russell, Mary Ann (Harry's New Yorker) Chi, nc. Ryans, Three (Lido Club) South Bend, Ind., nc.

S

St. Clair & Durand (Zimmerman's Hungaria) NYC, nc. Samuels, Al (Colosimo's) Chi, nc. Sani, Alyce (State-Lake) Chi, t. Sarschi, Lorraine (Palmer House) Chi, h. Scott, Hazel (Cafe Society Uptown) NYC, nc. Scott, Margaret (Brevoort) NYC, h. Sergio, Alberto (Royale) Detroit, nc. Sevilla, Anita (El Chico) NYC, nc. Sexton, Al (Sawdust Trail) NYC, nc. Shane, Mickey (Moose Club) Erie, Pa., nc. Sharon Nita (Plantation) Woodruff, Wis., nc. Sheridan, Nora (Spivy's Roof) NYC, nc. Singing Marines (Hi Hat Club) Chi, nc. Smith, Rollin (Hickory House) NYC, nc. 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. Stone, Al (Kitty Davis) Miami Beach, nc. Street, Christine (Lincoln-Douglas) Quincy, Ill., h. Stump & Stumpy (Chicago) Chi, t. Stuart & Lee (Edgewater Beach) Chi, h. Stylists, The (210th Century) Phila, nc. Sullivan, Joe (Sutton) NYC, h. Sumner, Helen (Ivanhoe) Chi, re. Swann, Russell (Rainbow Room) NYC, nc. Sweet, Ancl (Claremont Inn) NYC, c.

T

Taft, Ted & Mary (Blackhawk) Chi, nc. Tapps, Georgie (Rhumba Casino) Chi, nc. Tatum, Art (Cafe Society) NYC, nc. Tempus, Three (West Front Grill) Dcver, O., nc.

Tharpe, Sister (Savoy) NYC, h. Thomas, Danny (5100 Club) Chi, nc. Thomas, Shir (Armando's) NYC, nc. Thompson, Betty (St. Moritz) NYC, h. Trux Twins (Kit Kat Klub) San Antonio, Tex., nc. Torres, Alberto (Havana-Madrid) NYC, nc. Torres, Fay (Havana-Madrid) NYC, nc. Tyner, Evelyn (Waldorf-Astoria) NYC, h.

V

Valdes, Miguelito (Waldorf-Astoria) NYC, h. Valencia, Carlos (French Monte Carlo) NYC, nc. Van, Gus (Bowery) Detroit, nc. Van Kirk, Greta (Pirates Den) Baltimore, nc. Vanessa & Sandino (Villa Venice) Chi, nc. Varsity Eight (Chez Paree) Chi, nc. Vaughn, Ray (Lyric) Indianapolis, t. Vermonte, Claire (Firth Avenue) NYC, h. Villarino, Jeronimo (Village Vanguard) NYC, c. Vine, Billy (Hurricane) NYC, nc. Vinson, Maribel (New Yorker) NYC, h.

W

Walders, Darlene (Club Trocadero) Evansville, Ind., nc. Waldron, Jack (Park Central) NYC, h. 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. Watkins, Spec (Cains) Los Angeles, nc. Wayne, Jim (Hickory House) NYC, nc. Weaver, Doodles (Biltmore) NYC, h. White, Danny (Iceland) NYC, re. White, Jack (18 Clubs) NYC, nc. Whitson Bros. (Stanley) Pittsburgh, t. Wilcox, Vern (Jack & Bob's) Trenton, N. J., nc.

Y

Wilder, Patricia (Hurricane) NYC, nc. Williams, Jack (Paramount) NYC, t. Williams, Hermanos (Waldorf-Astoria) NYC, h. Willys, Six (State) NYC, t. Wilson & Mead (Jimmie Daniels) NYC, nc. 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. Wright, Francois (Pirates Den) Baltimore, nc.

Z

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc. Young, Helen (New Yorker) NYC, h. Youngman, Henny (State) NYC, t. Ziegfeld, DeLores (New Yorker) NYC, h.

GRAND-STAND AND FREE ATTRACTIONS

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

Bink's Circus Acts (Fair) Twelve Mile, Ind., 19-21; (Celebration) Sheyogan, Wis., 22-24; (Fair) Gibsonburg, O., 27-30. Bogosh & Bardine (Fair) Penn Yan, N. Y., 20-22; (Fair) Essex Junction, Vt., 25-30. Blondin Rehim Troupe: Pittsfield, Mass., 20-23; Toronto, Can., 25-Sept. 7. Barrett, Roy (Fair) Dixon, Ill., 22-24. Balzer Sisters (Fair) St. Stephen, N. B., Can.; (Canadian Nat'l Exhn.) Toronto, Ont., 25-Sept. 6. Christy Circus Unit (Fair) Ballston Spa, N. Y.; (Fair) Little Valley 25-30. Clark & Bailey (Fair) La Porte, Ind.; (Fair) Oshkosk, Wis., 26-29. Cooke & Cooke (Fair) Tazewell, Va.; (Fair) New Berlin, Pa., 25-30. Cogswell, James (Fair) Spencer, Neb., 21-22; (State Fair) Pueblo, Colo., 25-29. Conner Troupe (Fair) Athens, O. Darnell, Nancy: Minerva, O. D'Arcy Girls (Fair) Barnstable, Mass.; (Fair) Hartland, Vt., 25-29. Donatella Bros. & Carmen (Fair) Roseville, Ill., 19-22. Emerald Sisters (Fair) Cortland, N. Y.; (Fair) Lehighton, Pa., 25-30. Franklin, Joe & Pals (Celebration) Sheffield, Ill., 19-22; (Fair) Flora 25-27; (Fair) Marion 28-29. Fishers, Five Flying: Canton, O.; Lewisburg, W. Va., 24-30. Fisher's, Bob, Fliers (Home-Coming) Bevier, Mo.; (Home-Coming) Jackson 25-30. Great Siegfried: North Adams, Mass.; Huntington Station, L. I., N. Y., 25-30. Hanneford, George, Family (Fair) Bedford, Pa.; (Canadian Nat'l Exhn.) Toronto, Ont., Can., 24-Sept. 6. Hodgini Bros. & Sister (Legion Celebration) Knox, Ind., 27-30. Henry, Art & Marie (Fair) Hampton, Ia., 19-21; (Fair) Seward, Neb., 22-25. Jaydee, Great (Fair) Westport, N. Y. LeMoines, Three (Fair) Longmont, Colo., 20-22. Lerches, The (Fair) Fayetteville, Tenn., 20-22. Lorenzo, Paul, & Vicki: Milwaukee; St. Paul 24-Sept. 1. LaSalle Trio (Fair) Osage, Ia., 22-24; (Fair) National 27-29. LaTona Troupe (Fair) Liberty Center, O., 21-23; (Celebration) Calmar, Ia., 27. Lankford's, Walter, Band: Jennertown, Pa. LaZellas, Aerial (Fair) Valley City, N. D.; (Fair) Powell, Wyo., 26-30. Lang & Lee (Fair) Mora, Minn. Malloy, Ullaine (Fair) Lawrenceburg, Ind.; (Fair) Goshen 26-29. Mills Troupe (Indoor Circus) Halifax, N. S., Can.; (Indoor Circus) Moncton, N. B., 25-30. Melzers, Flying: Anderson, Ind. Peaches Sky Revue (Belmont Park) Montreal, Can., 18-30. Renault, Francis (Fair) Westport, N. Y. Romas, Flying (Fair) Jackson, Minn.; (Fair) Ft. Madison, Ia., 27-Sept. 1. Reed, Betty (Fair) Havre, Mont., 19-21; (Fair) Shelby 22-24; (Fair) Skating 28-30. Reynolds & Donegan Skating Girls (Fair) Eldon, Ia.; (State Fair) Des Moines 29-29. Roberts, Stuart, Troupe (State Fair) St. Paul, Minn., 24-Sept. 1.

Sky-Rockets, Three (Legion Celebration) Knox, Ind., 27-30. Sailors, Four (Fair) Penn Yan, N. Y., 20-22; (Fair) Essex Junction, Vt., 25-30. Siemon, Hank & Archie (Fair) Algona, Ia., 19-20; (Fair) Nashua 21-22; (Fair) Industry, Ill., 26; (Fair) Bridgeport 27-29. Strock, Lillian (Fair) Athens, O. St. Onge, Joe, Trio (Exposition) Waterloo, Que., Can. Ullis & Clark (Fair) Sheridan, Wyo., 18-21; (Fair) Worland 22-24; (Theater) Rock Springs, 27-29. Valentinos, Flying (Fair) Mooreland, Ind.; (Fair) Campbellsville, Ky., 27-30. Wright, Earl, Dogs (Fair) Hampton, Ia., 19-20; (Fair) Converse, Ind., 22; (Fair) Napoleon, O., 26-27.

REPERTOIRE-TENT SHOWS

Brown, Harry O., Show: New Auburn, Wis., 18-23. Dixiana Show: Rowlesburg, W. Va., 18-23. Hine, H. L., Show: Grantsburg, Wis., 18-23. McNally's Tent Show: Warren, N. H., 18-23. Williams Show: Alliance, O., 18-23.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Lamar, Colo.; (Fair) Pueblo 25-30. All-American: (Fair) Haldton, Okla.; (Fair) Apache 25-30. Allen, Fred: Nedrow, N. Y.; (Fair) Naples 26-29. American Expo.: (Fair) Lawrenceburg, Ind. American United: Missoula, Mont. Anderson-Strader: Goodland, Kan., 18-22. Antique Am. Co.: Mullins, S. C. Arthur's American: (Fair) Weiser, Idaho, 21-23; (Fair) Ontario, Ore., 25-Sept. 1. Bach, O. J.: Saranac Lake, N. Y. Baker, Tom, Attrs.: Mooreland, Ind.; Fairmont 24-28; (Ideal Beach) Monticello 29-Sept. 1. Bantley's All-American: (Fair) Phillipsburg, N. J.; (Fair) Flemington, N. J., 25-Sept. 1. Barker, Nashua, Ia. Barkoot Bros.: (Fair) Big Rapids, Mich.; (Fair) Marne 25-30. Baysinger, Al: Kasson, Minn., 18-20; Preston 21-23. Beckmann & Gerety: (State Fair) Des Moines, Ia., 20-29. Bee's Old Reliable: No. 1 (Fair), Lebanon, Ky.; (Fair) Campbellsville 25-30; No. 2 (Colored Fair), Lexington, Ky., 25-30.

AMERICA'S LATEST CRAZE YOUR NAME In Raised Coral Colored Letters on a Genuine Tropical SEA-SHELL BROOCH Flash -- Color -- Plus 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 latest selling novelty in years. Costs 2 1/2¢ complete with printed brooch card. Easy to assemble with Duo cement--takes half a minute. Getting a very fast 25¢ at Fairs, Conventions, Celebrations, Homecomings, Reaches, Amusement Parks, Carnivals, and by independent demonstrators at Grant, Kresge, Kress and McCrory Stores, Husbands! Demonstrators! Pitchmen! Novelty Workers! Act Now while it's NEW. PRICE LIST: Gross Thousand Sun Set Shells \$1.75 \$10.00 Jeweler's Brooch Pins 1.50 10.00 Printed Brooch Cards .60 4.00 Coral Colored Letters, 50c a pound. Samples, postpaid, 15c. 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.

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 Cincinnati, Ohio 25 Opera Place

WANTED Managers, Showmen, Concessioners, Free Acts If interested in Motorizing Write With CHAS. T. GOSS Write With STANDARD CHEVROLET COMPANY East St. Louis, Ill. Passenger Cars -- Trucks -- Semi Trailers

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 No. 014--Crucifix Height 14 In. Packed 12 to carton Per Carton \$2.16 Complete Line of Premiums, Novelties, Sales Boards Per Carton \$2.16 Write for Catalog, State Your Business. WIS. DELUXE CORP. 1902 NO. THIRD STREET MILWAUKEE, WISCONSIN No. 18--Grotto Height 12 In. Packed 12 to carton Per Carton \$2.16

Concessionaires our NEW 1941 CATALOG is NOW ready 3000 MONEY MAKING ITEMS--3000 are listed . . . sure to help you make this year BEST YEAR. Write for Your Copy Today Continental DISTRIBUTING CO. 822 N. 3rd St., Milwaukee, Wis.

The Continental Wholesale Merchandiser CATALOG 148 DISTRIBUTING CO. MILWAUKEE WIS Watches, Clocks Smokers Appliances Electrical Appliances Silverware Cutlery Dresser Sets Chromes--Lamps Toys Dolls and Gifts Houseware--Radios Radio Sets Luggage SALT WATER TAFFY 1/4 lb. 100 pgs. \$5.00 SUNSET CRUSHED CHEWIES 3oz. 100 pgs. \$5.50 TANGERINE ORANGE SLICES 3oz. 100 pgs. \$4.50 ALL TYPES OF BOXED CANDY POPULAR PRICES CHOCOLATES, GUMS, CHEWIES, WILL STAND ALL KINDS OF WEATHER FREE CATALOG ON REQUEST • 20% DEPOSIT ON ORDERS 8 pgs. 200 pgs. \$3.50 DELIGHT SWEETS, INC. 50 EAST 11th STREET, NEW YORK CITY

AT LIBERTY AFTER SEPT. 6th
 Complete Carnival Unit for Fairs and Celebrations. Three Rides: Merry-Go-Round, Ferris Wheel, Ride-O. Long Range Shooting Gallery and Tent Concessions. Two Free Acts. High Diving Dog and Taylor Brothers, Aerial and Trapeze Performers. Have our own transportation. Electric Power Plant, 90kw. Fair Secretaries and other reliable people, get in touch with us at once.
Smart Guys, save your stamps.
TAYLOR BROS.
 124 Cedar Ave., Patchogue, N. Y.

SIDE SHOW BAND WANTED
 Would like to hear from good Organized Band with Minstrel doubling stage. Also can place immediately Colored Musicians all instruments. We pay board and lodging after joining. Top salary, long season, best of accommodations. Address
Mills Bros.' Circus
 Northeast, Md., Aug. 20; Aberdeen, 21; Westminster, 22; Brunswick, 23; Warrenton, Va., 25.

WANT CARNIVAL SHOWS, RIDES AND CONCESSIONS FOR BIG ARMSTRONG COUNTY FAIR LABOR DAY TO SEPTEMBER 6TH.
 Contact **WALTER H. BOWSER**, Sec'y, Ford City, Pa.

WANTED
 Experienced Merry-Go-Round Foreman and Second Man. Will pay top salaries.
JAMES P. BELL CO.
 38 Green St., Newark, N. J.

WANT A GOOD CARNIVAL COMPANY FOR HITCHCOCK COUNTY FAIR
 SEP. 15-16-17-18. FREE GATE.
HENRY KLEVEN, Sec., Culbertson, Neb.

WANTED
 PHONE MEN AND AD MEN
 Can use three each. Must be producers. No drunkards. Aleppo Temple Shrine Circus, Boston, Sept. 29-Oct. 4. AL HAMILTON, Mechanics Bldg. 97 Huntington Ave., Boston, Mass.

WANTED
 AGENT, ALSO BANNER MAN, FOR
HAMITER BROS.' CIRCUS
 Permanent address P. O. Box 1882, Dallas, Texas.

ENGLISHTOWN, N. J., FAIR
 AUG. 25-30
 Crops good, close to First Mutual Races, many visitors, location in town. Place Rides, Shows, Ten-Cent Concessions only. Pitches and High Striker. Palmistry, Refreshments sold. Wire Englishtown Fair, N. J.

IDEAL EXPOSITION SHOWS, Inc.
 Featuring the Human Bullet, Shot Out of a Cannon Over 2 Ferris Wheels
 Now showing the best money spots of the Southern tour.
WEEK AUGUST 25, NEWPORT NEWS, VA.
WEEK SEPTEMBER 1, NORFOLK, VA.
 Both cities working on defense work and a FIVE MILLION DOLLAR (\$5,000,000) payday at Norfolk on the 1st. Plenty of soldiers and sailors.
WEEK SEPTEMBER 8, LYNCHBURG, VA.
 Can place Man to operate Posing Show. Must be good talker and know his business. Mc Geary, wire. Will book Expose or Dope Show and furnish complete outfit. Also Minstrel Show. Have beautiful complete outfit. Want only capable people for both Shows.
 Want Drome Operator to take over complete Motor Drome and furnish Riders and people. Excellent condition. We have 3 Motorcycles. This is a real opportunity for a good Drome Man. Everything loads on Semi-Trailers.
 Have opening for 1st-Class Cook House and Grab Concession. Can place good Electrician at once but must know his business. Want Foreman for Double Loop-o-Plane and Semi-Trailer Drivers.
 Will book Concessions including Wheels, Grind Stores, Palmistry, Hoopla, Photo Gallery, Color Games, Penny Pitches, etc.
Write or Wire WM. GLICK, Manager
 This Week, Richmond, Va.

YELLOWSTONE SHOWS
J. A. SCHNECK, Manager
 WANT INDEPENDENT MERCHANDISE CONCESSIONS For 10 Weeks of Good Fairs. (Yes, we have Cortez, Alamogordo, Portales, Mountainair, and some other Fairs.)
CAN PLACE RIDE HELP WHO CAN DRIVE SEMI-TRAILERS. Billy Kees and Jack Williams can use Coupon Agents.
 Address: Mountainair, N. Mex., this week; Magdalena, N. Mex. (Fair) week of August 25.

Blue Ribbon: Jeffersonville, Ind.
 Bodart's Rides: Loyal, Wis.; Luxemburg 25-30.
 Bortz: Glenwood, Mo.
 Bremer: West Union, Ia.
 Bright Lights Expo.: Confluence, Pa.; Frostburg, Md., 25-30.
 Buck, O. C.: Malone, N. Y.; Rhinebeck, N. Y., 25-30.
 Buckeye State: (Soldiers & Sailors' Reunion) Mammoth Springs, Ark.; (Fair) Jackson, Mo., 25-30.
 Bullock Am. Co.: Fayetteville, W. Va.
 Burdick's All Texas: Fredericksburg, Tex.
 Burrell & Rust: Columbia, Ill.; Shelbina, Mo., 26-28; Waterloo, Ill., 30-31.
 Byers Bros. (Jimmie): Bevier, Mo.; Hamilton 25-30.
 Byers Bros. (Carl): (Fair) Carmi, Ill.; (Fair) Anna 25-30.
 Casey, E. J.: Portage la Prairie, Man., Can., 22-23; (Fair) Emo, Ont., 25-27; (Fair) Rainy River 28-30.
 Central State: Abilene, Kan.
 Cetlin & Wilson: (Fair) Elmira, N. Y.; Easton, Pa., 25-30.
 Chanos, Jimmie: Parker, Ind.
 Cherokee Am. Co.: Frankfort, Kan., 18-20; Wetmore 21-23; Valley Falls 25-30.
 C. L. Browning, Mo.; Sparks, Kan., 26-30.
 Claudes Rides: Otisville, Mich., 21-23; Goodrich 26-28.
 Clyde United: (Fair) Dayton, Pa.; Irvona 25-30.
 Coleman Bros.: (Fair) Altamont, N. Y.
 Colley, J. J.: (Fair) Chanute, Kan.; Iola 25-30.
 Columbia: Dexter, Me.
 Conklin: (Canadian Natl. Exhn.) Toronto, Ont., Can., 22-Sept. 6.
 Convention: (Fair) Angelica, N. Y.; (Broadway & Bailey) Buffalo 25-30.
 Cotton States: Prairie du Rocher, Ill.; Chester 25-30.
 Crafts 20 Big: Dinuba, Calif., 19-24.
 Crescent Am. Co.: Bassetts, Va.; Martinsville 25-30.
 Crystal Expo.: (Fair) Lynch, Ky.; Pennington Gap, Va., 25-30.
 Cumberland Valley: (Fair) Tracy City, Tenn.; (Fair) Winchester, 25-30.
 Cunningham: Glenville, W. Va.; (Fair) Ripley 26-29.
 Curl, W. S.: Dayton, O.; Lebanon 25-30.
 Dalley Bros.: (Fair) Carmen, Okla.
 Denton, Johnny J.: (Fair) Lafayette, Tenn.; (Fair) Ceina 25-30.
 Dick's Paramount: Ansonia, Conn.
 Dixie Belle: French Lick, Ind.; Rising Sun 25-30.
 Dudley, D. S.: Quanah, Tex.; Roaring Springs 25-29.
 Dyer's Greater: (Fair) Neillsville, Wis., 17-19; (Fair) Lancaster 20-24.
 Eddie's Expo.: Aliquippa, Pa.
 Edwards, J. R.: (Fair) Tiffin, O.
 Elite Expo.: (Fair) Wakeeney, Kan., 18-22; (Fair) Kearney, Neb., 25-29.
 Ellman: (Fair) Sturgeon Bay, Wis.; (Fair) Baraboo 26-29; (Fair) Slinger 30-Sept. 1.
 Endy Bros.: Show splits (Fair), Old Town, Me., and (Fair) Union, Me., 18-23; (Fair) Presque Isle 25-30.
 Fidler's: (Fair) Mason, Mich.; (Fair) Harrison 26-29.
 Fleming, Mad Cody: Oclita, Ga.
 Frederick Amuse.: Wauneta, Neb., 18-20; Ogallala 20-23.
 Franks Greater: Moultrie, Ga.; Cordele 25-30.
 Frisk Greater: St. James, Minn.
 Funland: (Celebration) Essex, Md.
 Fuzzell: Algona, Ia.
 Gold Medal: (Fair) Menomonie, Wis., 18-21; (Fair) Portage 23-27; (Fair) Elkhorn 29-Sept. 2.
 Golden Arrow: (Fair) Ogen, Ark.; (Fair) Amity 27-30.
 Golden Belt: (Fair) Monee, Ill.
 Golden Gate: Vine Grove, Ky.
 Golden West: Hampton, Ia., 18-21; Postville 29-Sept. 1.
 Gooding Greater: (Fair) Marshall, Mich.
 Gooding, F. E., Am. Co.: No. 1 (Fair), London, O.; No. 2 (Fair), Painesville, O.; (No. 3 (Old

Settlers' Reunion), Columbia City, Ind.; No. 4 (Fair), Greenville, O.; No. 5 (Free Fair), Rockville, Ind.
 Goodman Wonder: Sloux Falls, S. D.
 Gibbs, W. A.: Clifton, Kan.
 Grand Union: (Fair) Delphos, Kan.
 Groves Greater: Middletown, Ind.
 Great American: Spring Valley, N. Y.
 Great Lakes: Greenup, Ill.; Bowling Green 25-30.
 Great Sutton: Vienna, Ill.
 Great Triangle: Charlestown, Ind.
 Greater Fairway: (Fair) Sheridan, Wyo., 19-21; (Fair) Worland 22-24; (Fair) Buffalo 25-26; (Fair) Powell 27-30.
 Greater United: Anadarko, Okla.
 Hames, Bill: Gainesville, Tex.; Ardmore, Okla., 25-30.
 Happy Attrs.: No. 1, Freeport, O., 21-23; Frazeyburg 28-30; No. 2, S. Bloomfield, O., 21-23; Frazeyburg 28-30.
 Harris: Twelve Mile, Ind.
 Heaton's, Johnnie W., Expo.: Apex, N. C.; Asheboro 25-30.
 Hennies Bros.: Racine, Wis.
 Henry, Lew: Front Royal, Va.
 Heth, F. R.: (Fair) Marion, N. C.; (Fair) Asheville 25-30.
 Heth, L. J.: Henderson, Ky.; (Fair) Fairfield, Ill., 25-30.
 Hoffner Am. Co.: De Witt, Ia., 18-21.
 Hottle, Buff: Barry, Ill.; California, Mo., 25-30.
 Howard Bros.: Lucasville, O.
 Huggins Model: Cashmere, Wash.; (Fair) Oroville 29-Sept. 1.
 Hughey & Gentsch: Kincaid, Ill.
 Ideal Expo.: Richmond, Va.; Newport News 25-30.
 Imperial: Salem, Ill.; Effingham 25-30.
 Jones Greater: Lumberport, W. Va.
 Jones, Johnny J., Expo.: (Fair) La Porte, Ind., 25-28; (State Fair) Indianapolis 29-Sept. 5.
 Joyland: Hayward, Calif.; Healdsburg 26-Sept. 1.
 Kaus Expo.: (Fair) Marlinton, W. Va.; (Fair) Pennsboro 25-29.
 Kaus, W. C.: Corning, N. Y.
 Keystone Modern: Bellefonte, Pa.; Indiana 25-30.
 Lagasse Am. Co.: North Adams, Mass.
 Lake State: Mt. Morris, Mich., 21-22; Midland 23-24; West Branch 25-27.
 Lang, Dee: (Fair) Albert Lea, Minn., 18-22; (Fair) Fargo, N. D., 24-30.
 Large, H. P.: Cisne, Ill.; Noble 25-30.
 Lawrence Greater: (Fair) Kutztown, Pa.; (Fair) Egg Harbor City, N. J., 25-30.
 Lewis, Art: (Fair) Bedford, Pa.; (Fair) Lehighton 25-30.
 Lorene Midway Attrs.: Willacoochee, Ga. M. & M., Westport, N. Y.
 Mac's Caravan: Lynchburg, Mo.
 McCardell's, E. J.: Midway of Fun: (Fair) Elroy, Wis., 21-24; Waupun 28-Sept. 1.
 McMahon: (Fair) Harlan, Ia.; (Fair) Humboldt 25-28.
 Magic Empire: Leon, Ia., 18-20; Concordia, Mo., 21-25.
 Marks, John H.: Elkins, W. Va.; (State Fair) Lewisburg-Ronceverte 25-30.
 Mid-Way of Mirth: Garden Grove, Ia., 22-23; (Fair) Canton, Mo., 26-30.
 Mid-West: Murdo, S. D.; Rosebud 28-31.
 Mighty Monarch: Man, W. Va.
 Minor Midway: Hazleton, Pa.; Fountain Hill, Bethlehem 25-30.
 Nolan Am.: North Little Rock, Ark.
 Nolan Am.: McComb, O., 20-23; Hoytville 23-30.
 Northwestern: White Pigeon, Mich.; Wayland 26-30.
 Oliver Amuse: Roseville, Ill.
 Olympic Expo.: No. 1, Lynnville, Ia., 21-22.
 Olympic Expo.: No. 2, Corydon, Ia., 18-20.
 Ozark Empire: Williamsville, Mo.
 Page, J. J., Expo.: (Fair) Fayetteville, Tenn.; (Fair) Alexandria 25-30.
 Palace United: Clayton, Ill.
 Pan American: Anderson, Ind.
 Parada: Osage City, Kan.; Spring Hill 25-30.
 Patrick's Greater: S. Tacoma, Wash.; Tacoma 25-31.
 Pearson: Newman, Ill.
 Penn Premier: (Fair) Meyersdale, Pa.
 Pike Am.: Reed Springs Junction, Mo.
 Pioneer: Towanda, Pa.; Olyphant 25-30.
 Pleasureland: Bovne City, Mich., 22-30.

Pryor's All-State: Cedar Grove, W. Va.; (Fair) Summersville 25-30.
 Rancy: Alexandria, Minn.
 Reading's: Murfreesboro, Tenn.; Hohenwald 25-30.
 Reid, King: Lyndonville, Vt.
 Reynolds & Wells: Appleton, Minn., 20-24.
 Rogers: (Fair) Brownstown, Ind.; (Fair) Flora, Ill., 25-30.
 Royal American: St. Paul, Minn.
 Royal Expo.: Rhodell, W. Va.
 Rubin & Cherry Expo.: Bellingham, Wash.
 Scott Expo.: Tazewell, Va.; Knoxville, Tenn., 25-30.
 Scottie Rides: Scotland, Pa.
 Siebrand: Idaho Falls, Idaho.
 Silver Dime: Orange City, Ia., 18-21.
 Sims Greater: Ains Cliff, Que., Can.
 Six, J. Harry: (Newberg Road & Indian Trail) Louisville, Ky.
 Smith Bros.: Colbert, Okla.
 Snapp Greater: (Fair) Green Bay, Wis.; (Fair) Oshkosh 25-30.
 Sol's Liberty: Faribault, Minn.
 South West: Bokchito, Okla.
 Southern: (Fair) Carthage, Miss.
 Southern States: Tifton, Ga.
 Sparks, J. F.: (Fair) Barbourville, Ky.; (Fair) Wise, Va., 25-30.
 Star Am. Co.: Booneville, Ark.
 Strales, James E.: Hamburg, N. Y.; Syracuse 25-30.
 Stritch, Ed: (Fair) Boerne, Tex., 29-31.
 Sunburst Expo.: Depew, N. Y.; (Fair) Little Valley 25-30.
 Sunset Am. Co.: (Fair) Monticello, Ia.
 Tassell, Barney: Richmond, Va.
 Texas Expo.: Council Bluffs, Ia.; (Fair) Columbus, Kan., 25-30.
 Texas Kidd: Throckmorton, Tex.; (Fair) Tip-top, Okla., 25-30.
 Tidwell, T. J.: Bartlesville, Okla.
 Tilley: (Home-Coming) Sheffield, Ill., 19-22; (Fair) Princeton 25-29.
 Tivoli Expo.: (Fair) Eldon, Ia., 17-20; (Fair) Osage 21-24; (Fair) Girard, Kan., 26-30.
 Tower Am.: Branchville, N. Y. C.
 Travel: Ballston Spa, N. Y.
 Virginia Greater: Falls Church, Va.
 Wash Valley: (Fair) Boswell, Ind.; St. Anne, Ill., 26-31.

Wade, W. G.: (Fair) Bay City, Mich.; Knox, Ind., 25-30.
 Wallace Bros.: Grayville, Ill.; (Legion Fair) Metropolis 25-30.
 Wallace, I. K., Attrs.: (Garden Pier) Atlantic City, N. J.
 Ward, John R.: Warsaw, Ind.
 West Bros.: Waterloo, Ia.
 West Coast: (Fair) Gresham, Ore., 18-24; (Fair) Lakeview 28-Sept. 1.
 West's World's Wonder: (Fair) Terre Haute, Ind.
 West, W. E., Motorized: (Fair) Corning, Ia.; (Fair) Tripp, S. D., 25-28.
 Wilson's: Morton, Ill.
 World of Fun: Emmitsburg, Md.
 World of Today: (State Fair) Sedalia, Mo., 17-24.
 Wolfe Am. Co.: Bryson City, N. C.
 World of Pleasure: Cheboygan, Mich.; (Fair) Marquette 26-30.
 Worth of Mirth: Ottawa, Ont., Can.
 Wright Am. Co.: Worthington, Minn.
 Wyse Greater: Ruid, Ia.
 Yellowstone: (Fair) Mountainair, N. Mex.; (Fair) Magdalena 25-30.
 Zaccchini Bros.: Richmond, Va.
 Zeiger, C. F.: (Fair) Havre, Mont., 19-21; (Fair) Shelby 22-24; (Fair) Sidney 28-30; (Fair) Glendive 31-Sept. 2.

CIRCUS
 Anderson, Bud E.: Belle Plaine, Ia., 20; Grinnell 21.
 Cole Bros.: Pulaski, Va., 19; Bristol, Tenn., 20; Johnson City 21; Knoxville 22; Chattanooga 23; Nashville 25-26; Decatur, Ala., 27; Birmingham 28-29.
 Gainesville: (Fair) Gainesville, Tex., 19-20; Austin (Shrine) 25-27.
 Gould, Jay: Canton, S. D., 20-21.
 Kay Bros.: Galena, Kan., 20; Picher, Okla., 21.
 Lewis Bros.: Plattville, Wis., 20; Lancaster 21; Rhinelander 23-24; Portage 25-26; Mauston 27-28.
 Mills Bros.: Northeast, Md., 20; Aberdeen 21; Westminster 22; Brunswick 23; Warrenton, Va., 25.
 Polack Bros.: (Palomar Theater) Seattle, Wash., 25-30.
 Ranger Rodeo & Circus: Tiffin, O., 19-22; Wapakoneta 26-29.
 Raun's Circus & Rodeo: Mason, Mich., 18-23; Charlotte 25-30.
 Ringling Bros. and Barnum & Bailey: Kansas City, Mo., 18-19; St. Joseph 20; Denver, Colo., 22-23; Salt Lake City, Utah, 25; Ogden 26; Pocatello, Idaho, 27; Butte, Mont., 28; Missoula 29; Spokane, Wash., 30.
 Russell Bros.: Johnson City, Tenn., 19; Kingsport 20; Knoxville 21; Chattanooga 22; Murfreesboro 23; Clarksville 25; Paris 26; Dyersburg 27; Jackson 28; Memphis 29-30.

MISCELLANEOUS
 Black, Von, Enterprises (Home-Coming) Minerva, O., 18-23.
 Crazy Ray & His Calliope, on Steamer Idlewild: Peoria, Ill., 20-24.
 Daniel, Magician: Williamsfield, Ill., 18-20; Oneida 21-23.
 DeCleo, Magician: Alliance, O., 18-23.
 Fallon, Larry, Concessions (Home-Coming) Minerva, O., 18-23.
 George, Doc & Tommy: Dunkerton, Ia., 23; Calmar 26-27; Morley, Sept. 1; Waterloo, 3-6.
 Gilbert, Hypnotist (Tent Show) Pinckneyville, Ill., 18-23.
 Green, Magician: Rolla, Alta., Can., 20-22.
 Harlan Med. Show: Edinburg, Pa., 18-23.
 Hayworth, SeaBee: Scottsville, Va., 18-23.
 Johns, Dick & Helen, Playland (Fair) Painesville, O., 19-22.
 Kleins Attractions (Fair) Athens, O., 19-22.
 Lippincott, Magician (Fair) Abbottstown, Pa., 18-20; (Firemen's Fair) Oxford 21-22; (Fair) Abbottstown 23.
 Long, Magician: Ocala, Fla., 18-25; Williston 26; Bronson 27; Otter Creek 28; Cedar Keys 29-31.
 Malloy, J. R., Circus Unit: Minerva, O., 18-23.
 Mysterious Howard: Houston, Tex., 18-30.
 Myhres Entertainers: Willow City, N. D., 18-23.
 Peters Freak Animal Show (Fair) Hicksville, O., 19-22.
 Sewell Concessions: Eldon, Ia., 18-23.

ADDITIONAL ROUTES
 Avalons, Six: Chehalls, Wash., 18-23.
 Brucettes, Six (Bowery Night Club) Detroit 18-31.
 Doraine & Ellis (Mayflower Hotel) Akron, O., 18-24.
 Jaxon, Great, & Jerry (Club San Diego) Detroit 18-23.
 Miller, Ted & Art (State Fair) Sedalia, Mo., 18-23.
 Owens, Jay (Club Condada) Trenton, N. J., 18-23.
 Stoker Bros. (Morton Cafe) McKeesport, Pa., 22-23; (Carlton Club) Ambridge 27-29.

WANT
 For Asheville Fair, Aug. 25, and those following: Concessions of all kinds, Lead Callery, Diggers, Bingo, Novelty, etc. Norton Red wants stock Wheels and Grind Stores. Need a few more Grind Shows. Opening for Second Man with car.
F. R. HETH SHOW
 MARION, N. C., THIS WEEK.

WANT
 Wheel Operator. Must come at once. \$18 and sleeping quarters.
RIDE DEPARTMENT
 Box 174, Myrtle Beach, S. C.

FOR DEFENSE



BUY A SHARE IN AMERICA

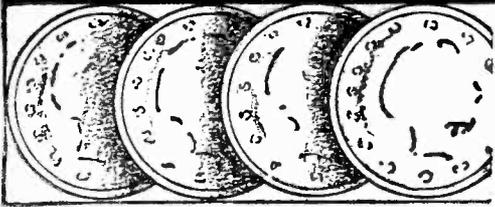
The new United States Defense Savings Bonds and Stamps give all of us a way to take a direct part in building the defenses of our country. This is the American way to provide the billions needed so urgently for National Defense.

★ United States ★
DEFENSE SAVINGS
BONDS and STAMPS

THIS MESSAGE IS PUBLISHED BY US IN THE INTEREST OF NATIONAL DEFENSE

The Billboard Publishing Company

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

ACTION—

Timely action may be the cheapest way out of a situation that perils the future of business

It is slowly beginning to dawn upon the management of many medium and small firms just how depressing a prolonged war in most parts of the world will be to American business. But the thousands of men who head small and medium enterprises have not yet decided what is best for the future of business. They already see how war can completely upset many lines of business, but there is still lack of agreement upon a course of aggressive action.

Even more slowly have the white-collar workers and wage earners begun to realize how disastrous the war may eventually be to American standards of living and to the many luxuries the people are used to enjoying. At the present time wages are rising and more and more money is getting into circulation. So it is hard for the average citizen to try to look very far into the future and visualize what might happen to our ways of life.

The net result is a serious case of very bad psychology affecting the American people. Instead of having decided on a united plan of aggressive action, too many people still suffer from a negative attitude of "defending" themselves from something they hope will never happen. This negative attitude of wishful thinking has practically become a disease.

There is still hope that public opinion may be united strongly enough back of a few simple ideas so that our negative psychology may be displaced by a revival of national spirit and enthusiasm. The power of enemy propaganda has never been more clearly demonstrated than it has in depressing the spirit of the American people during recent years.

1. The American people are about to become enthusiastic in preparedness and in pushing the national defense program forward to completion. There is still a lot of misunderstanding on this point, however. Many people have not stopped to count the cost of preparedness and total defense carried on over a period of years. The tax bill for large armies, two-ocean navy, and a superior air force over many years is staggering beyond imagination and yet this is what a prolonged war means. To put it bluntly, the sooner the American nations can follow the aggressive example of Canada the cheaper it will be for all concerned.

Too many Americans have not yet stopped to consider what this war has already taught about defense. It has clearly shown that no defenses can be built which will stand against modern machines of war. That is why the dictators have spent so much on propaganda in the United States to the effect that we should wait

until we are attacked. The only way to defend America is swift preparation for aggressive action anywhere in the world American interests are at stake. Most of the defense talk in the United States up to now has been just as the dictators wanted it. Slowly a lot of people are getting their eyes opened.

2. A good majority of the American people are united on giving real aid to Britain and China. It has taken a lot of time to crystallize opinion for real action in this sphere. Fortunately, the British and Chinese have put up a good fight and have given the United States its own good time to prepare. Whatever we may think of the British personally, as long as they can keep up the fight the United States is in no danger of invasion.

But in all of this preparedness and this aid to Britain it is still evident that the American people are suffering from a defeatist attitude. All agree that a complete victory for the Allies, in as short a time as possible, will be the best thing for America and our side of the world. What is needed is unity on some new plan of aggressive action.

3. An aggressive plan is now being carefully developed by military and naval leaders. Wendell Willkie evidently had it in mind when he referred to the need of taking over Iceland in his Chicago speech. Leaders in Britain and the United States know that the United States is now well prepared to scare hell out of the dictators by frequent, daring, swift raids on Norway and other nations over-run by the dictators. These swift, daring raids could easily be made at a minimum of military cost and they would be devastating in their results. The plan would be much cheaper than declaring formal war, and military experts know it would get results.

The only reason for delaying the plan is because the American people are still under the spell of defeatist propaganda started in the United States by radical agents right after the previous World War, and later spread by Nazi agents with disastrous effects on the morale of the nation.

These are a few simple facts to be calmly considered as a man would sit down and consider some problem in business. For business is at stake and with the eventual loss of business also go the many advantages enjoyed by the common people.

If the United States and Canada can hold their own and also hold the friendship and trade of South America, then we can look forward to peace, trade, and good business for many years to come.

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Aug. 16.—The work of the Associated Operators of Los Angeles County, Inc., was again lauded this week by Dr. William H. Saeger, member of the executive board, American Legion, Norfolk, Neb. In a letter sent Curly Robinson, managing director of AOLAC, Dr. Saeger said: "I believe in flowers while alive and therefore I wish to extend my heartiest congratulations on the splendid work you did for the good old American Legion. I wish we had many more men of your type in our organization."

"I have also been reading from time to time of your many other activities and accomplishments, not alone in the Legion field but as the head of the AOLAC. You stand for the finest principles in this business, give the industry dignity, establish good will, and create integrity between the public and the many branches of the business."

"More power to you and with personal regards."

Another letter pointing to the good work done by Curly Robinson is from the Motion Picture Producers and Distributors of America, Inc., headed by Will H. Hays. The letter to Curly is in answer to one written the MPPDA in regard to portrayal of pinball machines in films. "Please rest assured that we are glad to have this specific information, and that we will take thoro pains to impress it upon all producers of motion pictures as occasion may arise in the future." In the letter from the AOLAC head to MPPDA, it was pointed out that pinball machines had received unfavorable publicity in a picture based upon a play in which games had not played a definite part.

B. Clark, secretary to Warren H. Taylor, land, is back at his desk following a vacation. Taylor was also welcomed back following a vacation trip thru Arizona, Nevada, and Utah.

Jack Gutshall, of Esquire Music Company, has fishing fever. He's been host to several fishing trips this season, but took the cake the other day when he announced that he was chartering a boat for a fishing trip on Saturday, and that in the future Gutshall will close on Saturday—those Saturdays when he wants to go fishing. Jane Carico, popular stenographer at Esquire, is on a two weeks' vacation in the mountains near San Francisco.

George Kelly, of Pasadena, also has fishing fever. He and Jack Gutshall are planning a trip off Mexico in Kelly's boat.

Johnnie Sachs and Paul Dixon, popular music operators of San Diego, were in Los Angeles last week buying new equipment. They're putting in a bunch of remotes.

Mario Castegnaro, of Techniprocess, producer of films for movie machines, reports that his firm will soon go into production on an extended program. Featurettes, also a part of Allied Distributors, has 16 new subjects that will soon be released to operators. Castegnaro recently returned from a trip East and reported a growing demand for movie films.

Mac Mohr tells that Evans Super Bomber is blitzkrieging in popularity on the West Coast, with various distributors lending 100 per cent co-operation to put over the item. Special praise was paid Mac Sanders by Mohr, who said that Mac is doing a swell job on the Evans Super Bomber. Mohr said that the first shipment on Daval's Rex is soon to arrive and that it is already sold out. Mohr is fixing up his place and will soon move into a new office in the front of the building.

Vic Sanders, of Telo-Phono Music, is contemplating a deer hunting trip in the Lake Hughes region.

Al Anderson, who has a Penny Arcade at Camp Elliott, reports his business is not going so strong at present. A number of marines who were stationed at that spot have been moved to Iceland. Anderson also operates a Penny Arcade as part of his Funzone in Ealboa.

Jack Lipps and Harry Lorenz also have an arcade in the Recreation Center at Camp Elliott.

At Pismo Beach, the arcade operated by C. T. Johnson is going strong. Assisting him are his son, Tommy; George Stoop, and Thelma Van Dusen.

Charlie Burkmeier, who has phonographs, cigarette machines, and pinball games around Camp Roberts and San Luis Obispo, reports that business is booming for him.

Lauritson & Salmina, operators of phonographs, cigarette machines, and pinball games around Salinas, report that remote jobs are the thing, and that business is hitting new highs.

Earl B. Tally, of Tally Cigarette Service, was in Los Angeles recently talking about new equipment. He has spots in the aircraft and shipyard projects at San Pedro. Business is better than ever, he said. Problem now is to keep the machines already on location filled.

Dan Bracken, of the Sterling Tobacco Company, visited E. C. McNeil, West Coast representative for National Vendors, recently. They met in San Francisco and Bracken accompanied McNeil to Los Angeles to see how things are going.

Charles B. McCooley is a 100 per cent user of National Vendors in the Wash-

Laymon firm, is sporting a new car, which indicates that business must be good. Bert just returned from a vacation trip to the High Sierras.

Alice Moore, daughter of Jack R. Moore, is expected to fly her plane from Portland to Los Angeles the last of the month for a visit with Mr. and Mrs. Dan Donahue.

Hugh Eyerly, of the Gardner Sales-board Company, is in Los Angeles.

Tom Wall, of California Games, is back at his desk following a trip to Idaho. Tom takes off spasmodically for a trip to Sun Valley, where he can enjoy swimming and skiing as he likes it.

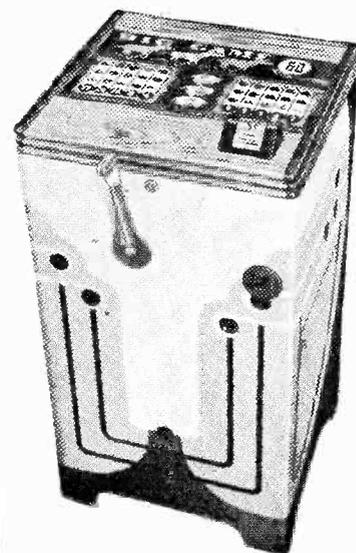
Bill Anderson, of Honolulu, is renewing acquaintances here while on vacation. He will be here several weeks.

Fred Bergen, of the International Forwarding Company, well known among coinmen of this city, is enjoying a well-earned vacation at the beach.

Les Lorden, music machine operator who recently entered the movie field, reports that he is adding subjects to his film exchange. Les is also planning to produce films for these movie machines and has made some good deals for talent.

Paul C. Hirschler, popular South Pasadena music machine operator, has added movie machines to his operations. He's using Metermovies.

Thomas B. Swab, of Dependable Novelty Company, was in Los Angeles re-



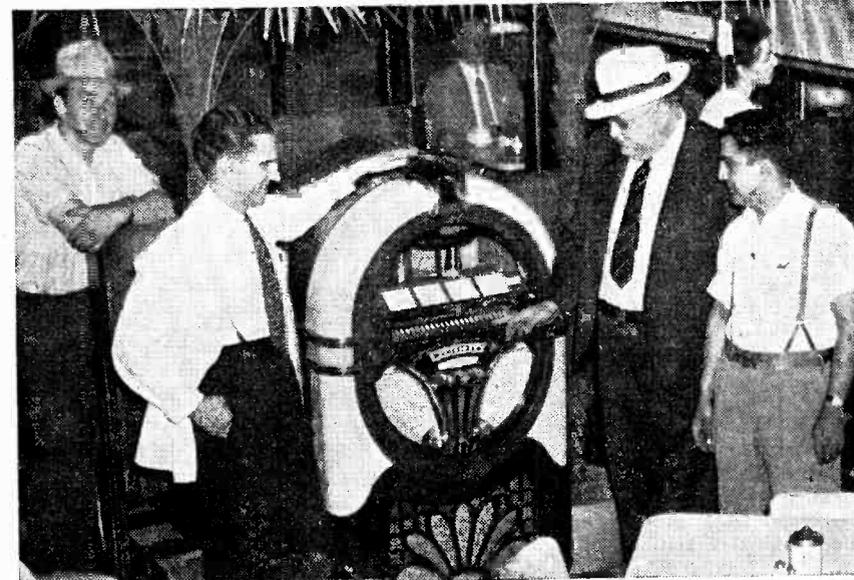
FREE PLAY BIG GAME

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



THE ROYAL PALM GRILLE. Richmond, Va., now has a complete Wurlitzer installation, including a Wurlitzer Victory model and wall box equipment. The installation was made by Joe Pearl. He and location owners say that the machine has been a hit with patrons. (MR)

ington navy shipyards and reports business tops.

Mac Sanders says that never before has he seen arcade equipment selling like it is now. Several years ago only new equipment could be sold, and then it took a good selling job," he points out. "Today arcade equipment is so much in demand that operators are glad to get whatever equipment they can lay their hands on."

The trip Jean Minthorne, West Coast Rock-Ola distributor, had planned to Mexico City to visit Frank Navarro, leading operator, has been postponed indefinitely. Minthorne has been allotting quite a bit of time to an eye specialist here. Soon as the specialist has finished, Jean and Mrs. Minthorne will take off.

Jack Kagan, of Groetchen Tool Company, is back in the city after a swing thru this territory, including San Francisco and Portland. He said that conditions in the Northwest indicate good business for the boys. A big demand is being shown for Wings and Columbias, he added.

St Lazarre headed East after several weeks on the Coast with his family. While here, put in plenty time meeting local operators. On the way back to Pittsburgh he plans to visit Yosemite and Minneapolis.

Bert Beutler, manager of the Paul A.

cently to purchase music machine equipment.

Joseph Lein, of Joseph Lein Amusement Company, is one music operator who is concentrating on summer trade, and has machines out along the ocean front in Santa Monica. He is also using movie machines and reports that he is going strong with them.

Spokane

SPOKANE, Wash., Aug. 16.—R. F. Welcome, owner of Welcome Music Company, has returned from a vacation in Yellowstone National Park.

J. H. Rhodes has been supervising harvesting operations on his ranch near Lewiston, Idaho, in addition to running his phonographs.

Florence White, bookkeeper for Interstate Novelty Company, left last week for a vacation on the West Coast.

STERLING BARGAINS

- 2 Pace Saratogas, Auto. Payout \$ 79.50
- 2 Mills Throne of Musics, Marbleized Cabinet 159.50
- 1 Seeburg Hitler Gun 59.50
- Evans Lucky Lucra, 5c 144.50
- Mills Jumbo Parades, F.P. 79.50
- Keeney Ky. Skill Time 37.50
- Jennings Paddock Club 37.50
- Bally Gold Cup, F.P. 34.50
- Columbias, Double Jakpot 45.00
- Mills Brown Fronts, Single Jakpot 69.50

Terms: 1/3 Deposit, Balance C. O. D.

Write for our complete list of Used Machines.

STERLING NOVELTY CO.

669 S. Broadway LEXINGTON, KY.

WANTED

3 Experienced Pay Table Men—no others need apply. Top wages—time and one-half over 40 hours. Write direct to

AUTOMATIC CIGARETTE SALES CO.
24th & Market Sts., Wheeling, W. Va.

- 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

232 E. Union St. Bethlehem, Penna.



AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 11th St., Long Island City, N. Y.

MUSIC MERCHANDISING

More Radio Stations Going for The Billboard's Music Ratings

NEW YORK, Aug. 16.—Evidence of the past year points to an increasing use by radio stations of *The Billboard's* Music Popularity Chart, comprising Leading Music Machine Records, Songs With Most Radio Plugs, Best Selling Retail Records, and Sheet Music Best Sellers. The development has been a natural one, motivated by several circumstances and of great aid to operators in that radio has become increasingly helpful in the popularizing of records while they are in the machines. This type of plugging has immediate value, making radio listeners more familiar with the tunes and creating a greater desire to hear the tunes current in the machines. It all adds up to added nickels for the operator.

Use of records on stations during the past year received an impetus, owing to legislation which reversed previous rulings which had placed a ban on the unregulated use of records. Prior to the lifting of the ban RCA-Victor and other record companies had already drawn up plans for a licensing system regarding use of records on the air. This has gone by the board, with result that stations now feel free to take advantage of wax talent.

Shortly after the favorable legislation, stations, in an effort to hit upon ways and means of selecting most popular recordings and tunes for record programs, increasingly used *The Billboard's* charts. Some stations which have made use of *The Billboard's* Music Popularity Chart include WOV, New York; WPEN, Philadelphia; WBYN, Brooklyn; WRDW, Augusta, Ga.; and WCAU, Philadelphia.

A few illustrations will show how the stations make use of the listings for their programs. At WPEN, program is called *The Billboard's Hits of the Week* and is handled by Bob Blumfield, aired one evening a week at 8:15-45 p.m. Show follows the breakdown of song popularity as given weekly in *The Billboard*, indicating favorites on music machines, retail stores, sheet music, and radio networks.

Other stations operate similarly. In the event a station is non-ASCAP, it makes use of the BMI and public domain tunes; but this problem is likely to be clarified within a month or two when, according to indications, ASCAP music will return to the chains.

Another program, on WOV, New York,

was titled *Hits of the Week*. Announcer here stated that program was "a review of latest record releases, new tunes, old tunes in new clothes, hot off the griddle and presented for your approval." He continued, "The selections each week in *Hits of the Week* are those chosen from the copyrighted compilation of *The Billboard*, the famous entertainment weekly, which taps every Music Center in the United States and Canada to find out the nation's favorite recordings of the week."

As long as legislation affecting use of records on stations remains favorable, there is every indication that this use of record hits by stations will increase, giving added plugs to records in machines and bringing added income to operators.

Boston

BOSTON, Aug. 16.—Sales started to pick up this week after the annual mid-season lull and distributors looked forward to a successful fall. Collections remained steady on music machines, although pin tables were reported slowing slightly.

A newcomer to the field, Phil Berman, is purchasing equipment for a new pinball route in Cambridge.

Music operators are contacting many heretofore untouchable locations. It is expected that many new spots will be opened to machines this season as a result of national defense activity and the flow of money here.

Benny Ross, of Vendomatic, reports that business continues good. Vendomatic will soon observe its first anniversary. Ross is already contemplating

a move to larger quarters, the third since he went into business.

I. Spector, of Hub Vending Company, spending his spare moments beautifying his summer home near Billerica, Mass.

Ben Simon, Providence, R. I., coinman, is adding to his route. He's spending much time in Boston purchasing additional equipment.

Irv McClelland, Seeburg representative, spent a day with Frank Ward, of Fairlee, Vt., on his recent road trip. The boys spent part of the time golfing and then went aquaplaning.

Dave Bond, of Trimount Coin Machine Company, local A. I. C. distributor, out of town promoting showings of the Singing Towers phono.

Joe Vianna, of Modern Music Company, Woonsocket, R. I., has just returned from a trip to Canada. On his return Jim Samogeden left for two weeks in Maine. There is a lot of activity at Modern's new store on Social Street, Joe became interested in photography during his vacation and has purchased a complete outfit. He has announced that he will soon begin supplying *The Billboard* with pictures of New England coinmen. Meanwhile Ed Maloney is awaiting Jim Samogeden's return before leaving on his vacation, while Bill Kirby rushes around too busy to think of a vacation as yet.

Harry Siegel, of State Vending Company, refreshed from a vacation in Atlantic City, is making plans to take week-ends off the rest of the summer.

Larry Bonnano and Pete Torrisi, of Royal Vending Company, Lawrence, Mass., are surveying the territory just across the State line in New Hampshire with a view toward starting coin machine routes there.

Mildred Franklin, secretary at the Atlantis Distributing Company, is on vacation.

North Shore Amusement Company is purchasing additional equipment for their routes. Tourist business has been good this summer, firm reports.

Dave Cotton, Lawrence, Mass., coinman, is accompanied by his son Nat on his regular trips into town for equipment. The Cottons are in town more and more these days, as business keeps showing an upswing.

Jack Simard, Manchester, N. H., arcade and pin table operator, in town in search of equipment, reports business good in his area.

Larry Bonnano, of Royal Vending Company, Lawrence, cigarette machine operator, in town to purchase guns and additional equipment.

Dutchy Marciano, Topsfield, Mass., pin table operator, reported contemplating breaking his brothers into the business in order to get a little free time.

A. Trahan, new music and pin game operator from Danielson, Conn., in town to purchase equipment and chat with local coinmen.

John Connor, Hampstead, N. H., cigarette merchandiser, reports business good with his new route of amusement machines.

Harry Abelson reports business good on his music route, which he is rapidly changing over to remote equipment. Harry keeps Everett Marston busy working on the music and pin table routes.

E. S. Libby, Portland, Me., music machine operator, in town spending his time along coin row.

Joe Levine, of Interstate Vending Company, operating pin tables in suburban Boston.

George Powers, Middleboro, Mass., operator, spending more time on his machine routes and less on his diner, as business increases. George is now operating. (See BOSTON on page 74)

The Facts About the Plastics Priority Order

ON AUGUST 5 the Office of Price Administration and Civilian Supply issued an order restricting civilian use of synthetic resins and plastics made directly or indirectly from formaldehyde. The order was to go into effect August 23. The press release accompanying the order stated, in part: "... its use (formaldehyde) in the production of plastics ... for such items as advertising premiums, juke boxes, novelties, toys, amateur cameras, etc. ... must be curtailed."

The story was widely syndicated on all major news services. Editors and headline writers were quick to include the fact in headlines that juke boxes were affected. In several instances, notably in *The Detroit Free Press*, issue of August 5, was the juke-box angle played upon. The *Detroit* paper's music editor wrote a front page diatribe against the automatic phonographs saying, in effect, that he was glad that Uncle Sam had found a way to silence the phonos.

Such a story, of course, was untrue and unnecessary.

Unfortunate as it was that a government newswriter should hop onto the juke-box angle, its publication in thousands of newspapers led to erroneous rumors. The actual priority order does not mention juke boxes. It actually lists 15 major lines of manufacture, affecting hundreds of items—among them phonographs. This distinction is made to point out that juke boxes received major mention in the newspapers despite the fact that they were only one among hundreds of items affected.

A round-robin survey of manufacturers reveals that there will be no immediate effect upon the production of automatic phonographs inasmuch as all manufacturers customarily carry a large inventory on such plastic items as go into cabinets.

Only One Type Plastic Affected

A study of the order also brings the realization that only one type of plastic—the formaldehyde type—is placed on priority lists. The formaldehyde type of plastic is only one of the synthetic resin family. There are other types of plastics which do not require the use of formaldehyde in their manufacture. It is highly possible that other plastics may be substituted for the kind now on priority lists.

Statements to the effect that such a priority order dooms the automatic phonograph industry are written thru ignorance of the music machine business. Even if the manufacturers were unable to secure any type of plastics for cabinets, it would not mean that the industry were finished. Other types of cabinets made from other materials could be designed to be just as attractive and just as valuable to the operator on location.

The tone of the article in *The Detroit Free Press* would lead the public to believe that Uncle Sam intends to gather up all of the phonographs in the U. S., and in doing so silence them. This editor might consider the fact that the almost half million phonographs in the U. S. will definitely remain on location—making the phonographs one of the most vital forces in the music business.

Manufacturers of music machines report that present production will not be affected. They anticipate being able to acquire substitute plastic materials. Before any shortage might be felt the industry will be ready with new ideas. The versatility of the coin machine industry in adapting itself to any circumstances will assure operators that they need have no fear that the automatic phonograph industry will not continue.

The Fall Special issue of *The Billboard* will carry an authoritative article on the subject of synthetic resins. The article will tell just how the recent priority order affects the plastics industry, how many types of plastics there are, their uses, and other useful information. The author of the article is Wallace Erickson, Ph. D., well-known plastics authority.

TRADE SERVICE FEATURE
Billboard

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. 16. — As Minnesota State Fair week approaches (August 23-September 1), coin machine operators are looking forward to an increase in business in the Twin City area. Collections all summer have been a little off and coinmen believe fall biz will begin with a bang with the opening of the fair.

Oscar (Ozzie) Truppman, of Acme Novelty Company, and his missus are readying a bassinet for a Christmas visit from Mr. Stork.

Don Anderson, of Chicago, sales manager for Western Products Company, was a Twin Cities visitor during the past week.

Sam Beberman, Minneapolis operator, reports that while his pin ball route in

the city has been slowing up, his Penny Arcade, which has been traveling the carnival and fair route all season, has been playing to good returns.

Isadore Truppman, Minneapolis operator, will be a member of the Minneapolis Shrine group that is making a pilgrimage to Winnipeg August 21-24.

Between making service calls and opening new locations for his coin machine route, Amos Heilicher keeps busy these days conferring with architects and contractors. He is building a new home at Washburn and 14th avenues north, a block which already has three other Minneapolis coinmen in it. The others are Ben Friedman, of Silent Sales Company, and Jonas Bessler and Hy Greenstein, of Hy-G Amusement Company.

Complaining of the high pollen count and his hay fever sneezing is Bob McGowan, Minneapolis coin machine operator, who is talking of making his annual trip to Duluth a little earlier than usual.

For winning the golf tournament sponsored by Acme Novelty Company, Oscar Truppman was presented with a defense savings bond by Ted Bush, Acme boss.

Bill (Sphinx) Cohen, of Silent Sales Company, is in Chicago viewing new merchandise. Meanwhile his staff is anxiously awaiting the arrival of Keeney's new game, Fortune.

Ray Gluth, of Pine City, came to the Twin Cities this week to pick up a few more pin tables for his route. Ray reports biz has been good in his territory all summer.

H. C. Cary returned to his home in Watertown, S. D., with a truck load of new equipment which he bought up from Twin City jobbers on his visit to these parts this week.

Archie LaBeau, of LaBeau Novelty Company, St. Paul, reports that business has been moving along at a good clip all month. Archie is busy moving his distributing offices into larger quarters.

W. C. Kubach came all the way from Chattanooga, Tenn., to buy equipment for his route. He reported business down Tennessee way very good.

Herman Paster, of Mayflower Novelty Company, reports that Sam Taran, Mayflower chief, is expected back in St. Paul today, following a visit to the company's Pittsburgh office.

Fred, Gates, Minneapolis operator, has been enjoying a good summer business and making plans for a big fall season at his Penny Arcade located in the heart of the city's loop.

Hy Greenstein, of Hy-G Amusement Company, said his firm is planning to

enlarge its sales staff. Hy-G plans to take on more quarters to take care of the growing biz that has been coming his firm's way all season long. Also pending is the establishment of a large record department to better serve the needs of the music operators in the Twin Cities, Hy said.

Jim Kadry, coinman at Warroad, Minn., is sporting a new straw hat, thanks to the generosity of Irv Sandler, Minneapolis coin machine salesman. Irv visited with Kadry last week-end and Jim took a shine to Sandler's new hat. Immediately the salesman doffed the hat and solemnly presented it to Kadry.

Silent Sales Company, reports Benny Friedman, is getting set for a surprise showing and delivery of Keeney's new bell and console gate as exclusively announced in the August 16 issue of *The Billboard*. Friedman had opportunity to get a peek at the new game and he reports "it's really new."

A Wurlitzer phonograph display has been installed by Ted Bush, of Acme Novelty Company, at the Melodee Record Shop.

Jonas Bessler, of Hy-G Amusement Company, accompanied by his family and not by his order book, will vacation for a week in the Black Hills.

Consoles were the express purpose for which Don Hazlewood, Aitkin, Minn., operator, came to the Twin Cities this week. He stocked up well for his fast-growing route.

Morris Roisner and Jake Nilva, of Mayflower Novelty Company, are in Chicago seeing what they can do about getting merchandise shipped in faster than it has been coming.

George Wagner, of Fergus Falls, Minn., came to the Cities to buy up a batch of pin tables for his coin machine route.

Vacationers include Sherna Schanfeld, secretary to the bosses at Hy-G Amusement Company, who is in Chicago, and Lou Dolan, who holds down the same job at Mayflower Novelty.

Here from Bainville, Mont., this week is coinman Emil Christiansen, who bought up a sizable amount of equipment for his locations back Montana way.

Leo DeMars, of Ashland, Wis., was in the Twin Cities to buy equipment for his coin machine spots.

David Ziskin and Murray M. Kirschbaum, of Silent Sales Company, are sending back some good-sized orders from their jaunt this week thru Wisconsin.

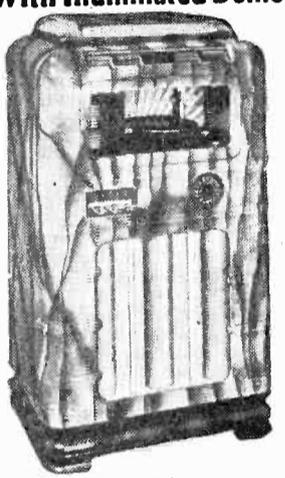
B. R. Couch, Fordville, N. D., coin machine operator, purchased phonos, skill, and arcade equipment on his visit to the Twin Cities this week.

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	149.50
500 Wur. Keyboard, Slugproof	159.50
600 Wur. Rotary, Slugproof	134.50
600 Wur. Keyboard, Slugproof	144.50
Millie 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)	146.00

WINGS

Sensational New 5-Reel Cigarette Counter Game.

3 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

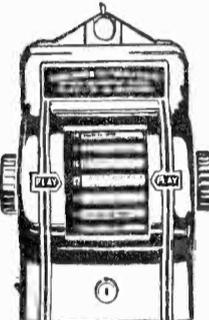
GERBER & GLASS

914 Diversey Blvd., Chicago

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.

3166 Cass Ave., Detroit, Mich.

We Are in the Market

For a quantity of 1939 Rock-Ola de luxe and standard phonographs. Must be in good condition and price must be right. Please communicate with BOX D-93, Care The Billboard, Cincinnati, O.

TALENT AND TUNES ON MUSIC MACHINES

EVERY PHONOGRAPH OPERATOR

Will Read the Third Annual Edition of

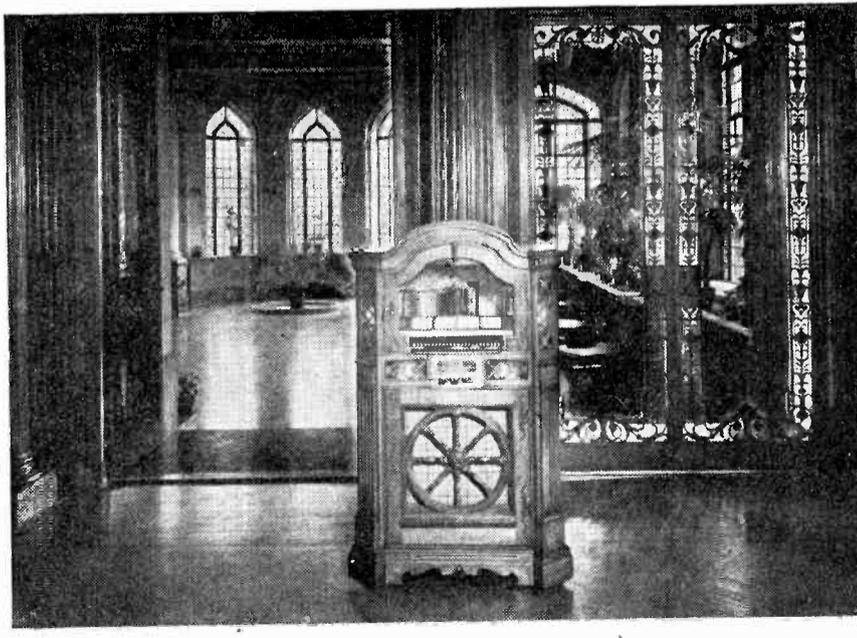
TALENT AND TUNES ON MUSIC MACHINES

The Billboard's Big Record Supplement
September 27, 1941

PRACTICALLY EVERY IMPORTANT RECORDING ARTIST IS ALREADY REPRESENTED.

ARE YOU?

TALENT AND TUNES ON MUSIC MACHINES



IN TORONTO'S POPULAR CASA LOMA is this Wurlitzer Colonial model. Few locations can rival this location, which was built years ago by a wealthy citizen of Toronto. It is a famous landmark. Today the Casa Loma is sponsored by the Kiwanis Club of West Toronto as a show place, the proceeds going to charity. The Colonial model phonograph fits in perfectly with its surroundings. (MR)

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Glenn Miller is back in New York and has already put in two days of recording sessions at the Victor studios. The Claude Thornhill band has been switched by Columbia from its Okeh label to its 50-center disk. Tommy Dorsey finally has left Johns Hopkins Hospital, Baltimore, Md., following his tonsillectomy, and after some more recuperating will go into the New York Paramount Theater the end of this month. Freddy Martin is now doing the "Lady Esther Serenade" air show over CBS. Jack Kapp, Decca's president, recently threw a cocktail party at Hollywood's Beverly Hills Hotel for some 250 film, music, and radio people. During his recent stay out there he recorded 300 disks of Bing Crosby, Connie Boswell, and Irene Dunne. Earl Walker, music machine operator from Herrin, Ill., was injured a couple of weeks ago when his plane landed in a hole at an airport near New Athens, Ill. Walker was on his way to a service call when the mishap took place.

That imitation of a little hen which is heard on Xavier Cugat's new Columbia recording, "Kee Kee Ree Kee Kee," is done by Morty Palitz, Columbia's musical director. Marion Hutton, who left Glenn Miller a few months ago to become a mother, has returned to the band and her post as vocalist. Victor's newest album on Spanish music is done by the Alfredo Mendez band, which has a Russian drummer, English pianist, Porto Rican trumpeter, Italian accordion player, Polish and Ukranian saxists, Ukranian trombonist, and German leader. All are American citizens. Columbia is now toying with the idea of getting out a few test records, with Benny Goodman playing on one side and Xavier Cugat on the other, with the same tune.

"Vicious Circle"

Ted Mills, of the Mills Amusement Company, Buffalo, says it's an axiom, as

far as he is concerned, that when business is good on his machines there are always more records hitting the top-money slots. But, of course, if there are not enough hit records, business is usually not so good anyway. So there it is—or is it? But at the present time, Mills states, the current phonograph hits have stuck on top for over eight weeks, and he attributes it to the fact that his machines are getting a heavier play. His opinion is that when the machines are in a slump, it is difficult to keep even the good records on the trays for more than two or three weeks. For a long and steady puller, Mills votes the hillbilly record, *You Are My Sunshine*, by the Airport Boys, as one of the best.

New High

The Billboard's Third Annual Talent and Tunes on Music Machines Supplement, which makes its appearance next month, has already surpassed previous editions in potency as to pulling power and as a barometer of the coin phonograph industry. More bands and recording artists than ever before will be represented in this special supplement. More special articles written by experts in their fields will be included. The Talent and Tunes on Music Machines Supplement, in other words, is still the only type publication of its kind in the music machine field.

Release Previews

"Kickonga" and "Fools Paradise" are being recorded for Columbia by Al Kavelin and band. Ella Fitzgerald's next Decca releases will include "Can't Help Lovin' That Man of Mine," "I Can't Believe That You're in Love With Me," "I Must Have That Man," "When My Sugar Walks Down the Street," "I Got It Bad," and "That Ain't Good." Benny Goodman is doing "Pound Ridge," "The Count," "From One World to Another," and "Anything" for Columbia.

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:



JERRY MORRIS (second from right), of Queen City Amusement Company, Plainfield, N. J., signs a substantial order as Jerry Thorner, Manhattan Distributing Company; Dave Stern, New American Sales Company, Elizabeth, N. J.; Joe Eisen, Manhattan Distributing Company, and Leo Rogers, of Mid-Town Music Company, look on. The order was placed with Manhattan Distributing Company, Wurlitzer distributor. (MR)

CHICAGO:

Why Don't We Do This More Often. Kay Kyser and Freddy Martin

Cute lyrics plus snappy arrangements by the above artists have made this recorded tune a real comer in the Windy City, according to the operators here. So far the reports have confined its music machine popularity to this sector, but operators in other parts of the country should keep an eye on it, because it seems to have the stuff.

CHARLESTON, S. C.:

I Tried. Tommy Dorsey.

Record has been out since last January but now pops up as a nickel-maker on the phonographs in this city. It may be due to T. Dorsey and band playing around these parts recently, or it may be that the tune is now catching on around here. Anyway, the operators say they're having luck with it now.

DETROIT:

Cowboy Serenade. Kay Kyser.

Listed in the "Possibilities" section of the Record Buying Guide last week, this song of the wide open spaces is already a strong number in the machines in the automobile city. Tune is one of those which has a faculty for fitting right into the tavern atmosphere of wine and song, and may take other cities as it has Detroit.

MINNEAPOLIS:

Chattanooga Choo Choo. Glenn Miller.

Operators here report that this record is destined for top money in their machines. Miller hasn't had a strong phonograph hit in some time either, so this might be it. It's a hot tune with a tricky title, and that plus Miller's name will probably put it over in other cities, too.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended August 16 and the week before, ended August 9, see the Music Popularity Chart in the Music Department in this issue.

Phono Operator, Making Calls by Plane, Hurt

HERRIN, Ill., Aug. 16.—Earl Walker, of Herrin, automatic phonograph operator, who makes his service calls on his coin phonographs at various points in Southern Illinois in his plane, landed August 5 near New Athens on a field he has used before—and discovered a hole he had never seen on previous visits.

He and a companion, Claude Rice, Marion, Ill., suffered bruises and lacerations, while the plane's landing gear and propeller were damaged. The craft was dismantled and hauled to Marion.

BOSTON

(Continued from page 72)

ating music and pin tables and reports business good.

George Marks reports his arcade at Brant Rock is having a good season.

Scarcity of good mechanics has some of the local coinmen worried. Some places have constantly advertised for mechanics but are unable to get the men they want because of the national defense boom here.

Sam Cohen has joined the staff of the Atlas Coin Machine Company, local Seeburg distributor, taking the place of Herb Ellis, who was drafted.

Coinmen commenting on the attractive showrooms of the Automatic Coin Company along the Washington Street Coin Row. Spot is reported to be one of the best looking of the local showrooms. The walls have been finished in light blue and cream and make a nice flash. A showing of the lines handled by the firm is expected shortly.

Ernest (Blackie) Blackman, of Apex Coin Machine Company, sneaked off to Lake Winnepesaukee, N. H., last week for a few days' vacation. Blackie spent most of his time on the lake, seeing how much speed he could get from the new motor he has purchased for his boat.

Harry Weisel, Providence, R. I., pin table and music operator, reports that business continues good. Harry now has four beach wagons to service his routes.

Tony Salviddo, of Automatic Specialties Company, Worcester, Mass., in town to purchase more equipment.

Barney Blatt, of Atlas, and Hago Harrington after a day of deep-sea fishing returned with glowing sunburns.

Leon Sherter, busy with collections on his peanut machine and pin table routes, reports business very good.

Fred Gagnon, Harwichport, Mass., coinman, making regular trips to Boston in search of equipment.

Norman Herman and Nathan Fram doing a good job with their music and pin table routes. Boys work under the firm name of Central Distributing Company. Herman gave up a successful garage business in California to return to Boston and is now doing a good job with machines.

Bill Wells, of Apex Coin Machine Company, spending a few days at his summer home in Portsmouth, R. I., put in an enjoyable evening watching his sons, David and Clinton, in a play sponsored by the Hummocks' Club.

MUSIC MACHINES
IN WAR TIME
AT HOME AND ABROAD

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!



LOU NEMESH, district manager for the Acme Phonograph Company, joins Ork Leader Eddy Duchin at the Record Shop, popular Youngstown, O., music spot operated by Dave Edwards. Lou reports that Seeburg Music Systems are selling as fast as Duchin platters. (MR)

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)

COUNT BASIE (Okeh 6330)

Let Me See—FT. Basie Boogie—FT.

Basie devotes both sides to instrumentals, with the emphasis on hot harmonies and tepid tempos. The See side makes the mill-run brand of jump music. Taken at a sprightly tempo, it's the average stomp tune based on a single riff giving the star instrumentalists in the band a chance to shine, with Basie at the piano, of course, the leading light.

However, it's the Boogie backing that takes this couplet to upper circles. It's strictly Basie thruout, having a field day a the ivories from start to finish. Spreads his improvisations over four choruses set in a medium tempo, with the band carrying the interludes. While the side's label is euphonious enough, the title doesn't tell the story. Rather than a gambol eight to the bar, it's a typical race blues, and his ramblings are in that register. Nonetheless, the important thing is that the side is Basie and strictly so.

The "Boogie" side is the one that bears operator examination. Being typical race blues, it's a natural for race locations, especially since it gives Basie at the piano for the entire side. As such, the side also holds much playing promise for locations catering to collegiate crowds, especially up New England way, where Basie's fan following is most intense.

DICK JURGENS (Okeh 6331)

There Goes That Song Again—FT; VC. Don't Be Blue, Little Pal, Don't Be Blue—FT; VC.

It's that band again with two sides on the sweet side—the A label a ballad while the flipover is devoted to a Western ditty. For both, Harry Cool handles the song selling, with the hillbilly heartthrob holding greatest commercial appeal. It's an attractive tune with an attractive title for an open country composition, and set in a slow tempo characteristic of the wide-open spaces. Unfortunately, however, the lyrics are outmoded at this date, for the title covers an "I'll be back in a year" theme. And that there be no mistaking that the ditty is dedicated to the draft, muted trumpets finish the side with taps.

Operator attention is directed to the "Don't Be Blue" ballad, a hillbilly ditty set in a slow and smooth dance pattern. It's the brand of music that goes big in the Midwest territory, and where Jurgens is a favorite the side can't miss.

LAWRENCE WELK (Decca 3934)

Back Home in Illinois—FT. You're My Darling—FT; VC.

Here is a pairing of two corn-fed yet highly tuneful ditties. And Welk, styled on the sweet side, makes the dish delightful. The Illinois lullaby is taken at a slow tempo and serves as a showcase for the sugar-blues blowing of the trumpeter. The wah-wah horn carries the first chorus, cutting such figures behind the band for the second chorus. The Darling ditty, completing the couplet, is an out-and-out hillbilly heartthrob, played at a bright tempo but just as smooth and sweet. It's a catching 16-bar chorus, and, excepting for a stop chorus that paces the thimble scratchings on a scrubbing board, the refrains are split between the band's ensemble playing and Jayne Walton's vocal selling of the song.

Midwest operators can't go wrong on either of these sides. And the band tempers them to suit all tastes. Operators waiting for another "Sugar Blues" to turn up have a suitable substitute for the time being in the "Illinois" side. And if it's the hillbilly and Western tunes that catch the coins at a location, the "Darling" dish stacks up strongly.

MILDRED BAILEY (Decca 3953)

It's So Peaceful in the Country—FT; V. Lover, Come Back to Me—FT; V.

Taking her cue from the song's title on the A side, Miss Bailey is joined by the Delta Rhythm Boys, deep-voiced quartet, for a peaceful and restful rendition of the Peaceful platter. The four-some provides the melodic background for the first chorus, Miss Bailey carries the verse alone, and then splits the final refrain with the male voices. It's all too peaceful. However, it's the flipover that finds the real excitement. Supported by merely a rhythm section, la Bailey is in rare form for the Sigmund Romberg classic. Taken at one of these tantalizing swing-and-sway tempos, the guitar picks the opening licks and Miss Bailey takes over for two choruses to lilt the lyrics in a manner that would make for eyebrow-raises on the part of the coloratura sopranos who hold the song so sacred. Guitar splits the two refrains with some fancy pickings for a quarter of the chorus.

Operators with locations catering to the school and college trade will find the "Lover" lullaby vital to a phono's selectivity. The side brings Miss Mildred in the song manner most desired by her fans.

GLENN MILLER (Bluebird 11235)

The Cowboy Serenade—FT; VC. Below the Equator—FT; VC.

Coupling a boots-and-saddle song with one that is rooted south-of-the-border, maestro Miller has a toothsome two-some here. Both are appealing ballads, and the Cowboy song has already gotten started. Both have an equal chance to head the top of the song heap. The A side is taken at a medium tempo and a solid and rhythmic background for the two choruses given over to Ray Eberle's stellar song selling. The Equator side is taken at a dreamy tempo, with oriental character injected to make it an exotic and intoxicating melody. Full-voiced, the band introduces the song for a half chorus and then gives way to Ray Eberle, this time joined by the Modernaires.

Both sides have everything that makes for universal music machine appeal. And with the Miller fans going hungry for a long time for tunes more to their liking, the maestro does right by them on both these sides. The recording should go far in boosting Miller's stock for the phonos.

RAYMOND SCOTT (Columbia 36288)

The Merry Carrousel—FT; VC. Beau Night in Hotchkiss Corner—FT; VC.

The title might seem to indicate that they are Scott originals, but such is not the case. Both are outside songs, but the Scott stamp in the syncopation is indelible. So much so for the merry-go-round side, that, save for Clyde Burke's vocalizing, the interpolation of the carnival midway into the music all but obliterates it. Apart from a preponderance of callopo characters that weigh the side down heavily, there is added bellowing of the "barker."

The Hotchkiss Corner companion is more commercial. The ditty takes its roots in the tall corn country, but there's nothing corn-fed about Scott's interpretation. Taking a medium slow and jumpy tempo, Scott gives it a righteous lift, even providing for tenor sax and trumpet rides for the last chorus. Gloria Hart handles the middle chorus in song, and this hoedown is never lacking in musical heat.

The "Beau Night" music makes a likely candidate for phono popularity. While it can hardly hope to be more than a passing fancy, it should find plenty of play while passing. The side is styled strictly for the jitterbug trade, and is worth serious consideration. Moreover, there's money magic in the song title for the selectors in such locations.

WAYNE KING (Victor 27535)

Time Was—FT; VC. The Corporal Takes Command—FT.

The relaxed and soothing rhythms of Wayne King make desirable dance music for the lovely ballad on the A side. Set in a slow tempo, the maestro's saxophone carries the first chorus, giving way to the strings for the middle refrain. An unbilled singer, in good baritone voice, carries the second chorus, with the band picking it, marked by the characteristic King violin-clarinet finish. The Corporal companion is a bright and sparkling instrumental piece that makes for light musical entertainment in the manner of the Doll Dance and the Parade of the Wooden Soldiers.

Operators catering to spots featuring sweet music will find King's version of "Time Was" a desirable one. If the music is merely for listening, the companion piece is pleasant.

CARMEN CAVALLARO (Decca 3933)

Intermezzo—FT. Concerto—FT.

The piano wizardry of Cavallaro scintillates for both sides, entirely devoted to his classical and sparkling improvisations at the Steinway. A violin and bass provide the background for Intermezzo, with a rhythm section setting the slow tempo beats for the flipover, Harry Sosnick's adaptation from Tchaikovsky's Concerto No. 1 in B-Flat Minor. Both sides are strictly instrumentals.

With an undying devotion to "Intermezzo" on part of the populace, this late entry will still bring a brisk phono play. For smart locations the "Concerto" companion makes for excellent atmosphere music. Cavallaro's efforts here are on par with the high plane set by his other platters and albums.

VAUGHN MONROE (Bluebird 11236)

In the Middle of a Dance—FT; VC. Sing a Love Song—FT; VC.

Backed by a band that is solid from the first beat, a medium slow setting is provided for the maestro's singing of two swell ballads. Both Jack Yellen-Dan Dougherty's Middle of a Dance and Richard Koilmar's Sing are likely contenders for hit parade honors, with the Love Song a shade on the stronger side. Two choruses are devoted to each side, with the maestro's full-voiced baritone building both ballads thruout, splitting the second chorus with his band but taking it out in song.

Both sides are new tunes, but each has what it takes to attract attention. And with much interest being manifested in the Monroe music, especially along the Atlantic coastline, each side is strong enough to start the popularity ball rolling. Top choice goes to the "Love Song" side, because of its attractive title and the maestro's better vocal effort.

LUCKY MILLINDER (Decca 3956)

Slide, Mr. Trombone—FT; VC. Rock! Daniel—FT; VC.

Here is an up-and-comer among the septa outfits that commands attention. Lucky has been around and on records for a long time, but the combination he has now is on the up-grade. At least, that's the impression imparted by this couplet. The A side is an original slow blues, with Trevor Bacon pleading in song for the trombone man to blow his blues away. And it's powerful blues blowing, with a showmanly change in pace that provides for three trombones sliding on the sweet side for the middle refrain. Vocal story carries two of the three choruses, with a boogie-woogie touch to the rhythm for the second chorus when the instrumentalists hold sway. The Rock side is a traditional Negro spiritual, with Rosetta (Sister) Tharpe leading the "congregation" for her characteristic rocking in song. The band catches the spirit.

Operators catering to the race locations will have to double up on this number, because both sides are cut to fit the pattern for such spots—the A side being the typical race blues, with the B side having the advantage of the already established Sister Tharpe for the spiritual singing. Moreover, operators locating machines within reach of the collegiate trade have a potential favorite in the "Mr. Trombone" side. There is a strong interest in the race blues musical form among college kids, and there's plenty of box-office value in this side for such music box locations.



DINAH SHORE, RADIO AND RECORDING STAR, stops to play the Mills Panoram Soundie machine. On the screen is Bernice Parks in "Havana Is Calling Me." Dinah recently filled a week's engagement at the Chicago Theater, Chicago. (MR)

DON'T MISS THIS HIT!

MA, I MISS YOUR APPLE PIE

Dance Arrangement by PAUL WEIRICK



The Billboard's "Record Buying Guide," Aug. 16 issue—... Very much on the honorable mention lists." And Al Bergman, Jr., Buffalo distributor, says: "Ma, I Miss Your Apple Pie" is showing first-money promise, right now."

Recorded by—
GUY LOMBARDO
ON
DECCA
record
3822

L LOEB-LISSAUER, INC.
1619 BROADWAY • NEW YORK CITY



---Back in Circulation
---Bigger than Ever!

Blue SKIES

TOMMY DORSEY
26566



Blue DANUBE

WAYNE KING
27516



PLUS

The "Comer" of the Week

BE HONEST WITH ME
FREDDY MARTIN
B-11256

AND

The "Newcomer" of the Week

DOLLY DAWN
and her Dawn Patrol Boys in
FANCY MEETIN' YOU
Doubled with
SLOWPOKE
B-11251



ORDER TODAY
FROM YOUR VICTOR
RECORD DISTRIBUTOR

In Canada, contact
RCA Victor Co., Ltd., Montreal

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 ●

YOU AND I	BING CROSBY GLENN MILLER (Ray Eberle)
It didn't take long for this ballad to bounce from a "Possibilities" entry into a topnotcher. Neither recording has shown a phenomenal power, if compared to a <i>Daddy</i> , but they're pulling a majority of the top money mentions in the reports this week and that's enough to expect of any music machine hit. Crosby and Miller so far have the tune pretty much to themselves on the phonographs.	
MARIA ELENA	JIMMY DORSEY (Bob Eberly) WAYNE KING (no vocal) TONY PASTOR (Dorsey Anderson)
(11th week)	
DADDY	SAMMY KAYE (Ensemble) ANDREWS SISTERS
(11th week)	
THE HUT-SUT SONG	HORACE HEIDT (Donna and Her Don Juans) FREDDY MARTIN (Eddie Stone and Ensemble) KING SISTERS THE JESTERS
(10th week)	
GREEN EYES	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
(5th week)	
GOODBYE DEAR, I'LL BE BACK IN A YEAR	HORACE HEIDT (Ronnie Kemper-Donna Wood)
(3d week)	
'TIL REVEILLE	KAY KYSER (Harry Babbitt) BING CROSBY
(2d week)	

● COMING UP ●

YOURS	JIMMY DORSEY (Helen O'Connell-Bob Eberly)
A ballad from below the Rio Grande that caught a second breath and now, after weeks of faltering, is pushing its way right up the line. In fact, it just missed being one level above this spot this week, and with normal luck will have no trouble making the grade next week. J. Dorsey and his boy-girl song duo are doing the heavy work.	
YES, INDEED	TOMMY DORSEY (Sy Oliver-Jo Stafford)
At the pace this swiny number was traveling it looked like a sure-thing for a higher rating this time, but it slowed up considerably for some reason. Maybe it's just settling down a bit now and will be on its way up again in another week. The operators are still giving it a high rating comparatively, so it still should pan out.	
KISS THE BOYS GOODBYE	BEA WAIN TOMMY DORSEY (Connie Haines)
This movie tune is plugging right along now and is almost sure to keep right on going. A tricky set of lyrics are well handled by both of the above artists, making it more than listenable. Plenty of other bands are hopping out with it on the records now, but none have caught up yet with Miss Wain and T. Dorsey.	
BOOGIE WOOLIE PIGGY	GLENN MILLER (Tex Beneke-Modernaires)
Miller's novelty jumper seems to be gathering more momentum on the machines. It got space on many more of the reports this week, and unless it's just a flash across the horizon, there will be a spot reserved for the record farther up the line before long. Swing spots are probably the best bet for it, but evidently it's spicing up some of the more sedate locations, too.	
BLUE CHAMPAGNE	JIMMY DORSEY (Bob Eberly)
Altho this Dorsey recording is one of the prettier of the day, it still maintains an even keel, and can't quite seem to pull itself any higher up the ladder to better things. However, it certainly shouldn't be counted out yet by the operators because it's still getting a fair share of the nickels going thru the slots.	
MA, I MISS YOUR APPLE PIE	GUY LOMBARDO (Kenny Gardner)
Rings the bell this week after several mentions in "Possibilities." The operators report it on the up-grade definitely, and it would seem that the "Royal Canadian" has himself a music machine hit. It's one of those novelties with a wide appeal and for that reason can be stripped in on the titleholder of a machine in almost any type location, regardless of musical taste.	
I GUESS I'LL HAVE TO DREAM THE REST	GLENN MILLER (Ray Eberle-Modernaires) TOMMY DORSEY (Frank Sinatra-Pied Pipers)
This lovely, lilting ballad has taken on with a bang—and suddenly. The Glenn Miller version of it leaped to the fore this week, with Dorsey the runner-up. By maintaining its present gait, this number will surely reach the heights quickly. The lyrics are simple and fetching, and the ensemble vocalizing of them by the Modernaires and Pied Pipers makes for natural tavern listening.	

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
(10th week)	
A fair amount of nickels are still dropping in the music machines to spin this one, but they're diminishing.	

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.

DRAFT THOSE NICKELS
with the top draft tunes..

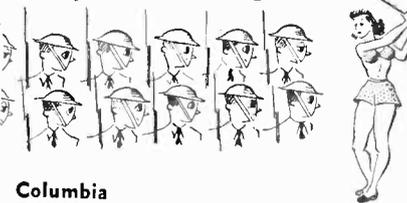


ON Columbia AND Okeh



● Here are those timely selectee serenades that are capturing armies of nickels for smart operators. Every one a sure-fire hit! For super killings, be sure to get Heidi's "Goodbye, Dear, I'll Be Back in a Year," and Kyser's "Til Reveille"!

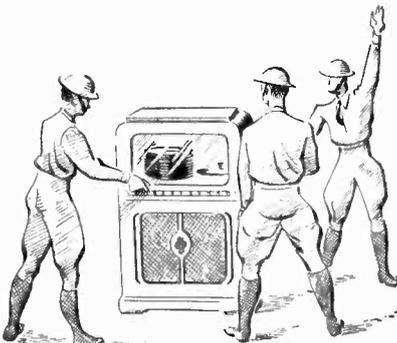
YOO-HOO!



Columbia 36148 "Goodbye, Dear, I'll Be Back in a Year"—Horace Heidt and His Musical Knights

Columbia 36253 "I've Been Drafted"—Kay Kyser and His Orchestra

Okeh 6304 "I've Been Drafted"—Chuck Foster and His Orchestra



Columbia 36137 "Til Reveille"—Kay Kyser and His Orchestra

Okeh 6266 "Til Reveille"—Gene Krupa and His Orchestra

Okeh 6155 "We're in the Army Now"—Frankie Masters and His Orchestra

Trade-Mark "Columbia" Reg. U. S. Pat. Off. Trade-Mark "Columbia-Okeh" Reg. U. S. Pat. Off.



The Operator's Place In His Community

A Speech Delivered by a Member of the Associated Operators of Los Angeles County

FOREWORD: Altho Curley Robinson, manager of the Associated Operators of Los Angeles County, has not given the name of the member who made this speech, he does say: "This talk was given by one of our leading members before a group of business men who had requested the attendance of the operator before passing upon the question of pin-ball machines in their community. It is interesting that the member's material was gained thru bulletins issued by the association's public relations bureau. His sincerity in presenting these facts gained the unqualified approval of his fellow business men in that community. So much favorable comment has resulted from his talk that we are submitting it to our associates in the coin machine industry.

IN ORDER to clarify the mass of conflicting statements regarding the marble machine and its operators, I, as one of many scores of fellow operators in Los Angeles County, present the other side, the operator's viewpoint. I am not unlike my fellow worker, the average operator, who is married, a father of two or more children, living happily in a modest home, and enjoying the respect of his neighbors. My children go to school with the neighbors' children, to Sunday School with the neighbors' children, all of us enjoying the pleasant home life of the average American citizen. Yet, as a marble machine operator, I sometimes wonder why I am ostracized by certain groups.

Because of the lack of familiarity with my work, with the industry I represent, and perhaps in an attempt to present the other side, my side of the controversy, the following facts are of interest, especially so to my critics. I wonder sometimes if we realize that this is a new and modern division of America's great amusement industry, that millions of people have placed their stamp of approval upon it so fervently that it cannot be demoralizing to their beliefs and sentiments.

In the past four years we have joined together as one man, forming an association for the all-important purpose of eliminating any attendant ills in an industry that first appeared commercially some nine years ago but has made a quick and tremendous growth and has taken its rightful place in contributing amusement and relaxation to the public in general.

We have been forced to rise thru a mass of adverse and useless laws, just as laws were once passed to prevent trains running thru certain States, to ban motion pictures, to regulate the conduct of the general public in varied instances. We have made headway thru this criticism and have fortunately removed the hampering influences countenanced by outworn laws and specific criticizing groups. This has been made possible thru the conduct of the operators and their association, based upon rigid by-laws exemplifying the high principles of its officers and directors.

It is interesting to note that the mechanized game of marbles is but a modernized adult conception of a game that is so old that even in the early Stone Age the inhabitants or cave dwellers, according to noted historians, used the small rounded pellets for diversion and relaxation. On thru the years it has been an honored form of amusement. I can remember nearly 50 years ago when as a boy the joy that came to me on Christmas morning when I discovered Santa Claus had brought me a marble game, then called bagatelle, and how my dad and mother and I spent many pleasant evenings together playing this enjoyable game. Even today every department and toy store, not only in America, but in every corner of the civilized world, sells marble games.

The first and original commercial game was an exact duplicate of the toy variety except on a larger scale. Later, of course, its popularity grew to such tremendous proportions and the mechanical improvements became so intricate in character that only a skilled mechanic can solve their intricacies. Incidentally, more than 300 trades enter into their manufacture, giving employ-

ment to hundreds of thousands of people.

I have often been asked and take this opportunity to reply to questions such as: "What does a machine cost?" "How long do they last?" "What value are they to the storekeeper?" and most important of all: "How do you combat the minor problem?" In answer to the first question, the operator carries the entire initial investment of more than \$100 for each machine, he must service and bear the full costs of mechanical upkeep, and it may be interesting to learn that the life of the average machine is not more than four months, due solely to the fact that the public tires quickly of a machine, new machines appear upon the market every few weeks. In order to satisfy this demand the operator must of necessity replace his equipment as new ones appear.

The third question is answered simply. The proceeds of each machine are equally divided between the operator and the storekeeper, and any merchant or storekeeper will readily tell you that the presence of these machines in his store has meant much toward his maintaining a business level due to the fact that the machines attract business to the store, thereby enhancing his daily receipts. In summing up my viewpoint from the average operator's factual knowledge, the marble machine has definitely found its place as a trade and business stimulant, a fact that will be readily attested to by any merchant who by some useless and adverse law has been forced to relinquish his machine.

Many people have not realized how much coin-operated machines really mean to small retail establishments and how necessary they are to these places of business. People should stop to consider the following facts: Big national advertisers have their contests, radio has its prize awards, big newspapers have their puzzles, chain stores have their loss leaders and big buying power. Small retail establishments need coin-operated amusement machines in order to get a fair break in the American system.

The last question is tremendously important to all of us, the subject of minors, and may I say that this is the most important phase of our association's work, because it is the one continual criticism that, altho unfair and unjust, continually confronts us, especially from our biased critics. I would like to read to you an excerpt from our by-laws together with the resolution passed by our board of directors. I quote:

"Any member of this association who knowingly allows any location upon which any amusement device sanctioned by this association is operated to cater to the patronage of minors **SHALL BE IMMEDIATELY EXPELLED FROM FURTHER MEMBERSHIP IN THIS ASSOCIATION.** Merchants must be emphatically warned of this rule, and machines must be removed from all loca-

tions where merchants refuse to comply therewith.

"Gambling in any manner must not be permitted on or with machines. No violation of any city or county ordinance or any State law shall be permitted to occur upon or in connection with our machines, or upon the premises where said machines are located. Any member whose machines are used for the purpose of violating statute or law of the State or ordinance of any county or other political subdivision thereof shall immediately remove such machines from the location and failing to do so shall be liable to expulsion from the association."

It is unfortunate that like all great industries that have fought their way thru much legal and reform opposition, the marble machine industry, thru its individual operators and its association, is forced to a defense that should be unnecessary when the true facts are known. On the other hand, it is indeed fortunate that we have faith in our business and are striving to overcome the difficulties that arise from unjust criticism, which is gradually being overshadowed in the general sentiment of the public, which has been quick to acknowledge and appreciate our endeavors to raise our industry to higher levels, gaining for it the proper respect and appreciation that is its rightful heritage.

In conclusion, I would like to add one word about our association of which, needless to say, I am very proud to be a member. It is composed of approximately 130 members in Los Angeles County who have incorporated under the laws of the State of California into a NON-PROFIT organization. It was formed by the operators themselves to promote, advance, and maintain good will and harmonious action between the individual members; to establish higher standards of business operation; to create and maintain ethical business practices among the members and to co-operate with any and all organizations toward the betterment of not only the industry but to mankind as well.

All rules, regulations, and offices are sanctioned by a majority vote, and each operator regardless has but one vote. A board of directors consisting of four members is elected by the members on a majority vote and they, in turn, elect a managing director who selects the office personnel. We have subscribed to one of the strictest trade codes ever adopted by any business group.

May I leave you gentlemen with this thought, "The most lovable quality any human being can possess is tolerance. It is the vision that enables one to see things from another's viewpoint. It is the generosity that concedes to others the right to their own opinions and peculiarities. It is the bigness that enables us to let people be happy in their own way instead of our way."

Mini-Movies

Previewed in Hollywood by Sam Abbott

KISS THE BOYS GOODBYE, released by Minoco Productions, Inc. Produced by Sam Coslow. Mary Healy is featured in this film and does the song *Kiss the Boys Goodbye*. Miss Healy has a dynamic personality and a good voice. Film should go well in most any kind of a spot. Directed by Joseph Berne.

HE TOOK ME FOR A SLEIGH RIDE, released by Minoco. Another Coslow and Josef Berne film, it features Cindy

Walker and her Texas drawl. Miss Walker knows how to sell a song of this type and does so.

YOU'RE IN LOVE WITH EVERYONE, released by Minoco. Bernadene Hayes is the featured singer in this reel and does *You're in Love With Everyone (But the One Who's in Love With You)*. While this is not a new tune, there are not too many people who remember it from the old minstrel days. Tune is catchy, and Miss Hayes handles it exceptionally well.

I LIKE A BALALAIKA, released by Minoco. Vocals are handled by the King's Men, with dances by Sammy Wolfe and the Minoco ensemble. Has plenty of action and good music.

I ONLY WANT A BUDDY, released by Minoco. Cliff Nazarro, the wizard of double talk, and Snub Pollard, star in this film with a tavern setting. Nazarro handles the vocals with Pollard supplying the comedy. Good.

JIVE, LITTLE INDIANS, released by Minoco. In producing this reel Sam Coslow, with Director Josef Berne, gives the slot-movies something different. With the Fashionaires—three men and a girl—doing the music making with toy instruments, a good reel resulted. Tune is catchy.

THE SINGING LESSON, released by Minoco. Alfalfa, star of *Our Gang* comedies, and Charles Judels do the vocalizing in this reel. There is nothing exceptional to make it a stand-out, but good, clean, comedy comes with Alfalfa's off-key rendition of *Goodbye, Forever*.

I WANT A GIRL LIKE ANNIE LAURIE, released by Minoco. Dick Hogan is a nice-looking fellow with a good voice. Vivien Fay is a pretty girl whose ballet work is exceptional. Using an outdoor setting, with Miss Fay, Hogan, and the Minoco ensemble in plaids, film moves fast and packs good entertainment in its three minutes.

A LITTLE JIVE IS GOOD FOR YOU, released by Minoco. In this film Martha Tilton takes the part of a nurse in a doctor's office and the Slate Brothers are there for treatment. Miss Tilton pipes *A Little Jive Is Good for You* in her own inimitable way. The gal knows how to put a tune across. Slate Boys are on for their antics and a few dances. Sound track is good, but photographic quality is not the best.

DREAMING OUT LOUD, released by Minoco. Mary Healy takes the vocals on *Dreaming Out Loud* on a tune that is nothing sensational. Considering the material with which she has to work, Miss Healy does a good job—but it's not up to her standard. Sound fair, photographic quality okeh.

WAR DANCE FOR WOODEN INDIANS, released by Minoco. For those who like Raymond Scott arrangements and good dancing, this number is right up their alleys. Featuring Neetha and Nucomi, dancers, setting is in front—naturally—of a cigar store.

I'LL NEVER LOVE ANOTHER GAL, released by Minoco. Jackie Greene, comedy singer, is featured on the vocals of *I'll Never Love Another Gal (Like I Loved Sal)*. He employs comic gesticulations to put the number over and his ear twiddling gets a big laugh. Sound and photographic qualities okeh.

ALOUETTE, released by Minoco. Sam Coslow, producer, brought out a swell array of talent for this number. Line-up includes the Slate Brothers, Vivien Fay, and Charles Judel. While there is nothing in the picture to make it stick with the listeners, it is one they are most certain to enjoy. Both sound and pictures okeh.

THE ONE I LOVE BELONGS TO SOMEBODY ELSE, released by Minoco. Setting is a music counter. Mary Healy has a number here that she can do to advantage and does. Walter Byron is (See **MINI-MOVIES** on page 79)



MILLER'S COFFEE SHOP, owned by Neil McGrady, San Benito, Tex., has an installation of Packard Pla-Mor remote control equipment which was installed by R. & A. Distributing Company, Houston, and operator L. J. Harris, of San Benito.



write for prices
Fulco Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, MO.

Pittsburgh

PITTSBURGH, Aug. 16. — Business of Western Pennsylvania coin machine operators and distributors is one of the best in summer history. Consumer spending, due to increased industrial payrolls, tourist trade, and increased number of machines in different kinds of spots, are prime factors in healthy condition.

Personnel of the new Mayflower Distributing Company, as announced by Manager Jackie Fields, includes Art O'Melia, sales manager; Zelta Gordon, secretary; Mrs. S. Mullen, bookkeeper; Gabriel Lomberg and Bernard Sakolsky, servicemen, and Stanley Sonekay, maintenance. Mayflower occupies three-story building on Baum Boulevard. First floor has showroom, parts department, and shipping platform; second floor includes service department and used machines; third floor is storage.

Banner Specialty Company recently held two-day open house at its Fifth Avenue display rooms to introduce Panoram machines. Harry Rosenthal, manager, hosted operators and executives of Mills Novelty Company to formalize granting of Panoram franchise for Allegheny County.

Lou Hoffman, recently appointed road sales manager for Atlas Novelty Company, reports: "The business outlook in the inland territory, such as Altoona and Johnstown, is especially good."

Sam Strahl, of American Cigarette Machine Company, left Pittsburgh August 15 for a motor tour that will include Wisconsin, Chicago, St. Louis, New Orleans, Miami, and the Eastern Seaboard.

John Salada, superintendent of the Banner Specialty Company service shop, spent part of his honeymoon recently visiting coin machine factories in Chicago and Milwaukee, following his marriage to Helen Serenyenko.

Operators Frank Leon and Louis Grossman have gone to Atlantic City for a vacation.

Sam (Shappy) Shapiro, of the National Record Mart, is the proud father of a girl.

Business in Fayette County is at a near record for this time of year, due to extensive coal mining and coke operations coupled with defense manufacturing, reports Nazih M. Banna, operator of about 70 machines, while visiting Mayflower Distributing Company. More than 300 machines are estimated to be in operation in Fayette territory.

George (Butch) Glausser has been awarded the concessions for the Allegheny County Fair at South Park the week beginning August 28.

While buying at the American Cigarette Machine Company, a half dozen operators voiced optimism about the fall traffic expected for coin machines. The sextet included George Sapira, Charles Barcia, John Cancelliere, Dave Dubbs, Sam Pancino, and Joe Volpe.

George Laras, operating the games concessions at the Willows, suburban night club, reports that the dancers and swimmers at his spot are beating a regular path to the machines.

Operator Tom Harrison has returned from Chicago, where he visited the Seeburg factory.

Operator Sam Chaban, of the Beacon Amusement Company, has returned from an automobile trip thru New England.

Peter Betres, operator of Lyndora, was married August 7.

Belle Slavkin, of the Atlas Specialty Company, spent her vacation at The Cedars, in Connecticut.

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.

I DON'T WANT TO SET THE WORLD ON FIRE TOMMY TUCKER (Amy Arnell-Voices Three)

This is no doubt the most talked about record at the moment, and because of that it probably will not remain in this category more than the first week. Listed among "The Week's Best Releases" last week, it was almost a foregone conclusion that the disk would land here. Good lyrics combined with a peppy melody are its assets.

COWBOY SERENADE KAY KYSER (Harry Babbit) GLENN MILLER (Ray Eberle)

Just what the title implies, this song is filled with the cowboy melody typical of such numbers. The song was listed here last week, but now the reports show that Kyser and Miller are already being put on the music machines, and from the number of mentions they received it is almost a safe bet that this one, too, will be higher up the line by next week.

MAMMA HORACE HEIDT (Glee Club)

Not to be confused with the song *Mommy*, which was listed here last week. Both songs are being promoted as the sequels to *Daddy* and both have fair chances of amounting to something as far as the coin phonographs are concerned. Heidt's disk in particular has a lot of punch, and if it can hurdle that bugaboo which seems to haunt all such sequels, it may be another bell-ringer for the "Musical Knights."

MISIRLOU

Altho it is still too early to tell about the many recordings soon to be released of this Greek ballad, the song is worth mentioning here again. The Greeks will probably never recognize the melody when it is put into the conga, rumba, swing, and sweet tempos, but the coin phonograph customers will discover that the song's melancholy strains have a haunting beauty that will make it stand out as a phonograph 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.

BELOW THE EQUATOR SAMMY KAYE (Allan Foster)

Tin Pan Alley again goes south of the border and this time takes root *Below the Equator* to create a Latin lullaby that is free flowing with romantic and exotic musical qualities. Sammy Kaye gives the slow ballad a touch of the tango, Allan Foster is in good voice to sell the song, and the ditty itself is destined to reach high popular favor. *Dixie Girl*, a rhythmic ditty, is on the other side.

YOU ARE MY SUNSHINE BING CROSBY (Victor Young's Orchestra)

This hillbilly song is already an established phonograph seller. And now that Bing Crosby comes around with a record of it, the song will probably have an even longer life. Crosby gives it a simple treatment, giving voice to two choruses, and keeping its simple but highly tuneful content intact. Its companion side is even more devoted to the wide-open spaces, Crosby creating a similar impression for Gene Autry's *Ridin' Down the Canyon*.

YOU'RE MY DARLING LAWRENCE WELK (Jayne Walton)

A catching and contagious ditty that is carried over from the mountain music catalog, Lawrence Welk fashions it for spirited yet smooth dance music on the sweet side. Miss Walton, telling the song story, reveals it to be the hillbilly heartthrob type of tune. Again, interest is also centered in the companion piece, *Back Home in Illinois*. A highly tuneful song taken in a slower tempo, it serves as a show-piece for the "wah-wah" tooting of the trumpeter in the characteristic and familiar "sugar blues" style of Clyde McCoy.

SING A LOVE SONG VAUGHN MONROE (Vaughn Monroe)

A beautiful song ballad that bids fair to reach the heights in hit parade circles. Backed by his band, that's on the solid and highly rhythmic side, the disk's two choruses are devoted to the maestro's full-voiced baritone singing. And he sells it strongly.

BASIE BOOGIE COUNT BASIE

This is Basie having a holiday at the piano, the entire side devoted to his nimble fingerings over the ivory keys. As such, it's as much a holiday for the Basie fans, and there is no question but that his following covers a wide territory. The tune itself is a typical race blues, rather than a boogie-woogie rambling as the title might indicate, and there's just enough of the band on the side to make the listener realize that the maestro is not alone.

COWBOY SERENADE GLENN MILLER (Ray Eberle)

Donning the boots and saddle, Glenn Miller creates a highly acceptable dance design for this Western-style ballad. For the most part the two choruses to the side are carried by Ray Eberle's stellar song selling. Attention is also directed to the flipover, Miller making as formidable a bid for favor with a newer ballad in the South American manner. *Below the Equator*. Again the voice dominates the side, with Eberle being joined by the Modernaires.

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.

GOOD NEWS

for operators who demand records that register bigger coin-box grosses



HORACE HEIDT

and his MUSICAL KNIGHTS

Keep the nickels dropping into your machines with these

2 WINNERS ON ONE GREAT NEW RECORD

(Both sides will make money for you!)

COLUMBIA No. 36295

'MAMMA'

featuring HORACE HEIDT and his gang
The sequel to "Daddy"
"Mamma" demands a break!
You'd better not disappoint her!

Backed by—

"I DON'T WANT TO SET THE WORLD ON FIRE"

featuring— DONNA and the DON JUANS with Larry Cotton

They will set your coin-boxes on fire with this great new hit!

Cash in on the popularity of Horace and his gang . . . order these HORACE HEIDT HITS from your COLUMBIA DISTRIBUTOR TODAY!

1 TO 12, 25C EA. • 13 TO 99, 23C EA. - 100 UP, 20C EA.

MIRACLE POINT

Quality has no substitute

MIRACLE POINT

Miracle Point Needles

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

VITAL STATISTICS



In Chicago This Week

Art Meyers, Louisville, Ky.
 William (The Sphinx) Cohen, Silent Sales Company, Minneapolis.
 Bill Alberg, Brooklyn Amusement Company, Brooklyn.
 Meyer Marcus, Markepp Company, Cleveland.
 Lillian Schoenberger, Modern Vending Company, New York.
 Morris Roisner and Jake Nilva, Mayflower Novelty Company, St. Paul.
 Bob Van Weiss, Atlas Novelty Company, Omaha, Neb.
 Sherona Schonfeld, secretary, Hy-G Amusement Company, Minneapolis.

In New York This Week

Sol Gottlieb, D. Gottlieb & Company, Chicago.
 Rudy Greenbaum, Packard Manufacturing Company, Indianapolis.
 H. T. Roberts, Automatic Instrument Company, Chicago.
 Maurice Auerback, National Cigarette Vending Company, Cleveland.
 Ben J. Palastrant, Packard Manufacturing Company representative, Boston.
 John Fuller, Albany, N. Y.
 Teddy Truex, Suffern, N. Y.
 Shirley Barnett, Modern Vending Company, Miami.

Marriages

John Salada, Banner Specialty Company, Pittsburgh, to Helen Serenyenko.
 Herb Greenfield, Hy-G Amusement Company, Minneapolis, to Miriam Guise August 10.
 Harry Selk, Atlas Specialty Company, Pittsburgh, to Rose Steiner August 10.

Baby Production

A girl to Mr. and Mrs. L. K. Harrington, cigarette machine operator, Boston.
 A girl to Mr. and Mrs. Sam Carter August 13 in Minneapolis.

In the Army Now

Herb Ellis, Atlas Coin Machine Company, Boston.

New Addresses

Philip Sales Company, 1624 Chicago Avenue, Minneapolis.

Mountain Music Company, 2992 South Broadway, Englewood, Calif.

Blue Bonnett Music Company now in new quarters at 3235 Ross Avenue, Dallas.

Personnel

Cliff Wilson is now serviceman for the Wolf Sales Company, Denver. Shirley Calhoun has been added to the office staff.
 Chick Roberts, manager of the San Francisco office of the Wolf Sales Company, has been transferred to the Denver office. A. L. Myers will assume management of the San Francisco office.
 Sam Cohen has joined the staff of the Atlas Coin Machine Company, Boston.
 Tony Gasparro has resigned as head of Weston Distributors, Inc., New York. Murray D. Sandow has been named manager.
 Irv Sandler is now associated with Hy-G Amusement Company, Minneapolis, as a salesman.
 Lou Hoffman has been appointed as road sales manager, Atlas Novelty Company, Pittsburgh.
 Joseph Villars joins the office staff and E. R. Rood the service staff of F. A. B. Distributing Company, New Orleans.

Firm Changes

C. H. McJunkin, of United Music Service, Phoenix, Ariz., has sold his operation to R. E. Garrison, Garrison Sales Company, also of Phoenix.
 Elizabeth Monteleone takes over the post of secretary of Dixie Coin Machine Company, New Orleans, replacing Mrs. Garry Valenti, who was forced to resign because of ill health.
 Leo Smith is new service head of Southern Music Sales Company, New Orleans.

New Firms

Dixie Machine Company, 5 South Eutaw Street, Baltimore, Md., to operate games and music machines.
 Scott Sales Company, 877 Lakewood Avenue, Detroit, has taken over the business of the Pattee Amusement Company, Detroit.
 Joe Mancuso, former service head of Southern Music Company, New Orleans, now operating music boxes on his own in that city.

MINI-MOVIES

(Continued from page 77)
 also featured. Sound track is exceptional and picture quality is above par.
COME HOME, FATHER, released by Minoco. Coslow and Berne have packed comedy material galore with Alfalfa and Snub Pollard into this film. Scene is a barroom, with Alfalfa being wheeled into the spot to beg the father, Pollard, to come home. Alfalfa does the vocal work, making no pretense to carry a tune. Gestures by the two kids who push the carriage add to the laughs. Sound and photography okeh.
THAT GAL SALOMAY, released by Minoco. Cliff Nazarro and Kanza Omar are featured. Nazarro has part of a double-talking Coney Island talker, with Kanza Omar doing the bally dance. Tune and action different from the usual run of movies. Recommended for general spots. Pictures and sound okeh.
THE WIFE OF THE MAN ON THE FLYING TRAPEZE, released by Minoco. Cindy Walker is back again with a number that her hillbilly voice sells. Dressed for aerial work, Miss Walker put across her song in a style that should click in spots that want hillbilly stuff. Sound and pictures are tops.
MISS JOHNSON PHONED AGAIN, released by Minoco. The tune by the same name allows Mary Healy to go to town with David Rose's orchestra. Miss Healy, taking the part of a telephone



The "Symbol of Supremacy" that has become the Guarantee of Quality to every music operator in America! "BETTER BUILT BY BUCKLEY" is the Seal of Confidence—the one symbol that definitely assures every operator that BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION is THE GREATEST ACHIEVEMENT IN ALL AUTOMATIC MUSIC HISTORY! WRITE NOW for the name of your nearest distributor—let him tell you more about the "Symbol of Supremacy" and what it means to YOU!!

BUCKLEY MUSIC SYSTEM INC • 4225 W • LAKE ST • CHICAGO

operator, really sells this tune. Coslow is at his best in producing movies on tunes of this type. Sound track and picture qualities above par.

ARABELLA AND THE WATER TANK, released by Minoco. This film is also titled *The Ogre* and presents a newcomer to mini-movies, Doodles Weaver, who met the public in *Meet the People*. Material is by James Copp III. Weaver does a bang-up job of telling this musical story. A most entertaining three minutes.

WE CAN LIVE ON LOVE, released by Minoco. Jackie Greene is back with Dolores Gray. Setting is a flat in which the furniture is being moved out, which gives reason for singing *We Can Live on Love*. Nothing impressive about the film, but it will keep customers satisfied while they're looking at it.

LOCH LOMOND, released by Minoco. Another Scotch-plaid film. Martha Tilton scores solidly on the vocals. Altho this film lacks picture quality, the deficiency is more than made up in the sound quality. Should bring a lot of favorable comment—even praise—from patrons.

THE HILLBILLY GRAND OPERA, released by Minoco. With Cindy Walker handling the vocals with Zeke Conova and the Fashionaires, film has a good octet background. While not too strong, it is entertaining. No one will regret buying it.

BALLET DANCER'S NIGHTMARE, released by Minoco. The Slate Brothers and Vivien Fay are in again. Miss Fay does the ballet work for a few scenes, and the Slate Brothers take the stage with a dummy which they swing around the stage. Slate boys are known for this type of comedy and their large following should make the reel more than worth while from a revenue angle.

THE HUT SUT SONG, released by Minoco. With the *Hut Sut* being an outstanding tune on music machines, this reel should be received with open arms. It features the King's Men, a vocal quartet of good quality, and Charles Judels. Scene capitalizes on the fact that the tune is rather zany and the King's Men are examined by a psychiatrist—who yields to the tune and words.

WOW! LOOK! PHONOGRAPHS Slashed To Lowest Rock Bottom Prices!

- 10 Mills 1940 Throne of Music \$124.50 Ea.
- 10 Rockola Standard, 5c-10c-25c, slug proof. 124.50 Ea.
- 5 Rockola 1940 Super De Luxe 184.50 Ea.
- 5 Rockola 1940 Master 174.50 Ea.
- 10 Wurlitzer 500 149.50 Ea.
- 10 Wurlitzer 600 134.50 Ea.

Write for prices on Wall and Bar Boxes! Quick! Rush 1/3 with order, balance C.O.D.

ROYAL DISTRIBUTORS
 409 N. BROAD ST.
 ELIZABETH, N. J.

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 Harness (for all size cabinets) \$7.50

BEARSE MANUFACTURING CO.
 Inc. 1921.
 3815-3825 Cortland St., Chicago, Ill.



EARL JENNINGS JR., service chief for Southern Automatic Music Company, explains Seeburg's new Beromatic to Tom Hopkins, music operator. (MR)

WE PAY
 \$35 for 616's, \$65 for 24's, \$110 for 600's, \$125 for 500's, \$210 for 700's, \$230 for 800's, \$120 for Vogue's, \$130 for Classics.

LAREDO EXPORTING CO.
 LAREDO, TEX.

1,000 TOPPER PREMIUM VENDORS READY

**FOR IMMEDIATE
DELIVERY!**

Due to the popular demand for ESQUIRE PREMIUM VENDORS, we have been unable to make immediate shipments. However, we have equipped 1,000 of our Famous TOPPER DE LUXE VENDORS with ESQUIRE globes and a SPECIAL ATTACHMENT which vends ESQUIRE PREMIUM GUM PERFECTLY.

- COMPLETE DEAL CONSISTS OF**
- 1—TOPPER DELUXE PREMIUM VENDOR
 - 1—PREMIUM DISPLAY INSERT
 - 1—DOZEN KEY CHAIN KNIVES
 - 1—DOZEN LARGE SINGLE BLADE KNIVES

You may substitute 1 Doz. Fountain Pens for 1 Doz. Key Chain Knives.

Machine filled with 1,100 Balls of Gum, including 20 Striped Balls, READY TO BE SET ON LOCATION!

ENTIRE DEAL **\$12.50**
FOR ONLY

Only 1,000 Available at This Price!

All prices F.O.B. Chicago. Terms 1/2 cash with order, bal. C.O.D.

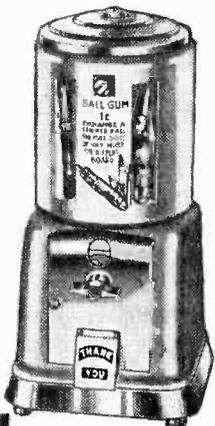
Mfg. By

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

Topper Premium Deal

Distributed
Sold on time payment, 10 Days' Free Trial.
1/2 Deposit.
Recommended by

TORR 2047A-SO. 68
PHILA., PA.



**Wide Awake
Operators!
Operate
ESQUIRE
PREMIUM
VENDOR**

Complete Deal
Machine &
Mdse.

Only \$12.50

EASTERN

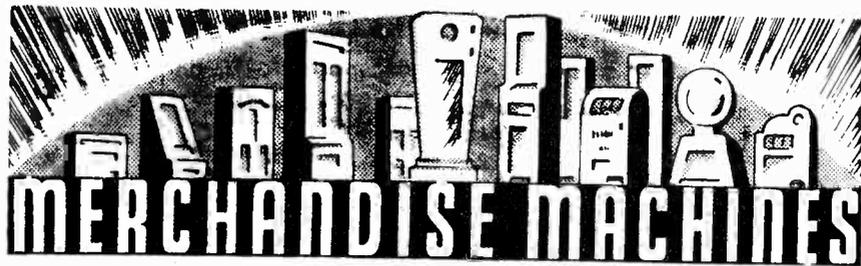
350 Mulberry St.
NEWARK, N. J.

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 2047A-SO. 68
PHILA., PA.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.



Chain Store Procedure for Bulk Vending Machine Routes

By W. R. GREINER,

Advertising Manager, The Northwest-
ern Corporation

Operating a chain of bulk venders—what picture does that bring to your mind? Do you think no farther than buying merchandise, filling the machines and removing the take, or do you see this business in the broad sense in which it must be considered if any degree of success is to be achieved?

The operator of a route of bulk venders can be likened to the owner of a large chain store organization. Altho chain stores are operated on a much larger scale, a route of bulk venders requires the same procedure to be a well-paying investment.

Chains like Woolworth's, Walgreen's, and the A. & P. could never have achieved the national recognition they have unless they adhered to certain principles. When people shop in these stores, they know they will receive the same A-1 service and quality merchandise whether they patronize a store in Big Foot, Wis., or Trona, Ore., because each of these stores must meet certain standards set by their headquarters. If they don't—well, they just won't be there.

Like a Chain Store Magnet

All right, you're not a Woolworth or Walgreen or head of any nationally known chain store, but, in the same sense, you are an owner of a chain of merchandising units. These are your stores and as manager you must see that each unit comes up to the standards you have set in appearance, fresh merchandise, and dependable service.

The adage, "A chain is only as strong as its weakest link," is equally true in a chain of bulk venders. To have the reputation of your machines and service spoiled by one or two units that fall short of the standards you have set would be a pretty hard blow to take.

Don't risk your reputation on old, unattractive machines. I don't think Mr. Walgreen would consider installing a drugstore using antiquated fixtures, nor be content to stay in one location when he found out that it was not a paying spot.

What, then, should you expect of your

Question Need of Denver Cig Tax

DENVER, Aug. 16.—The city council recently deferred action on extension of the tax on cigarettes and other tobacco after a protest against the lack of a time limit on the new bill. The present law will expire December 31 and the new bill proposes an ordinance to start a similar schedule of taxes and licenses January 1, 1942. The tax would continue indefinitely until repealed.

Councilman Clarence M. Stafford objected that when the tax was passed a promise was made that it would not extend for more than a year.

"The tax was passed originally to take care of the heavy relief load," Stafford said. "Now that the defense program has taken up so much slack and there is even a scarcity of some classes of labor, it seems to me the relief load should be lighter, making this tax no longer necessary."

Councilman Harry W. Risley said he did not recall that any promise had been made.

"The relief load this winter will be heavier than ever. I am informed by heads of the relief department," Risley said. "I have no objection to placing a time limit on the tax, but I think we should defer action for a week to allow the council to confer on whether this is necessary and if so how long the time should be."

machines? Good service—when a customer places a penny or a nickel in your bulk venders he must be confident in receiving merchandise on every play. Furthermore, the portion should be accurate according to the percentage you have set.

Quality merchandise—don't try to save a few pennies on this score, feeling that you are money ahead. You can't build up the patronage you want with inferior merchandise—only with quality products that are fresh.

Cleanliness is tremendously important. The globe, as well as the machine itself, must be kept spotless. This is not a hard job when taken care of on every service call.

If you would enjoy the best possible returns from your investment, take your cue from large chain organizations. Follow their policy and high standards—make each machine produce the best that is in it.

Production Main Problem Facing Candy Makers

NEW YORK, Aug. 16.—"The big job facing candy manufacturers this year is not selling their merchandise, but being able to fill their orders," according to William C. Kimberly, secretary-treasurer of the Association of Manufacturers of Confectionery and Chocolate of the State of New York. Certain commodities essential to the making of confectionery were at present 17 weeks oversold, he stated.

Kimberly revealed, however, no imminent shortages in the three chief ingredients of candy manufacture are anticipated, and pointed out the recent Department of Commerce report that supplies of sugar, corn sirup, and chocolate were more plentiful than a year ago at this time.

"While it is gratifying to learn that present supplies of the principal ingredients necessary to the production of candy are plentiful," Kimberly declared, "we must keep in mind the fact that there are a hundred and one items necessary to the normal and continued production of candy that do not appear on the surface. Of these, Kimberly specified such items as new machines and machine parts, and paper, cardboard, and wrapping material. Some cardboard boxes, Kimberly said, are now 17 weeks oversold.

At the same time, Kimberly expressed confidence that candy manufacturers would somehow solve these and all other problems which are daily arising as a result of the present emergency.

400 Millions Are Spent Each Year For Soft Drinks

WASHINGTON, Aug. 16.—The American public spends well in excess of a billion dollars a year on its tobacco tastes, and its soft-drink habits cost nearly \$400,000,000 annually. Expenditures by the people of the United States for these items increased materially as the country began to emerge from the low point of the depression, with the greatest gains recorded in sales of non-alcoholic beverages as the economic condition of the country continued to improve.

These facts are brought out in figures released in the census of manufactures for 1939, put out recently by the Bureau

of the Census, Department of Commerce.

America's desire for soft drinks seems to fluctuate widely from good years to poor years, falling off in the latter and rising sharply when times improve. Satisfying the public taste for non-alcoholic drinks in the boom year of 1929 brought sales of \$270,324,000 to the primary distributors of these products.

In the depression years immediately following, the public desire for these non-alcoholic drinks appeared to slacken, until total sales by these same channels of distribution in 1935 amounted to only \$171,603,000. However, as the business curve turned upward, so did the public taste for soft drinks, it seems, because by 1939, the latest year for which figures are available, sales of this type of beverage amounted to \$378,933,000 by primary distributors.

Most of this soft-drink business was apparently done by neighborhood and soda stores and roadside stands, with sales to this type of retailer for resale to the public amounting to \$288,111,000, while sales to hotels, clubs, etc., by primary channels of distribution amounted to only \$4,878,000.

It is on cigarettes, however, that the American public really runs up a substantial annual bill. In 1939 sales by primary channels of distribution to other outlets which sell to the public totaled \$1,022,765,000, an increase of \$196,225,000 over the total of \$826,540,000 sold by these sources in 1935.

Built For Operating!

DEPENDABLE! PROFITABLE!

That's why most experienced operators say it pays to buy

Northwestern

BULK VENDING EQUIPMENT

Nine models to choose from!
Time Payments! Trade Inst
Write for details.



THE NORTHWESTERN CORPORATION
EAST ARMSTRONG STREET, MORRIS, ILLINOIS

Northwestern Line

Distributed
Sold on time payment, 10 Days' Free Trial.
1/2 Deposit.
Recommended by

TORR 2047A-SO. 68
PHILA., PA.

PROVEN Money Makers!



Big opportunity for Experienced Route Salesmen.

bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.

FIELDING MFG. CO., Dept. B-84, Jackson, Mich.

ASCO WEEKLY SPECIALS

- | | |
|----------------------------|-----------------------------|
| VENDORS | 1c & 5c N'w'stern |
| 1c Peanut 1 1/2 lb. \$1.95 | Stand. Porc. . . . \$ 6.95 |
| 1c Peanut 5 lb. . . . 2.95 | 1c Adams Gum Vend. |
| 1c Hershey 40 bar 1.95 | 6 col. 7.50 |
| 1c Stick Gum 2 col. 2.95 | 5/8" Ball Gum, 25 |
| 1c 400 B. Gum . . . 2.95 | boxes 2.75 |
| 1c Silver King 5 lb. 3.95 | Pistachio Nuts, lg. lb. .38 |
| 1c Cigarette 2 col. 3.95 | COUNTER GAMES |
| 1c Everready 4 col. 3.95 | 1c Criss Cross BG. \$4.95 |
| 1c Adv. #11 Nut. 3.95 | 1c Bingo BG. . . . 5.95 |
| 1c Robbins 2 col. 4.95 | 1c Imp. Cig. or Fruit 6.95 |
| 1c Master Porc. . . 5.45 | 1c Hole-in-One . . 11.95 |
| 1c Snacks, 3 col. 7.95 | 1c Splitfire BG. . 11.95 |
| 1c & 5c N'w'stern | 1c Home Run BG. 11.95 |
| Triselector 18.50 | 1c Norris Target. 13.95 |
| 1c & 5c N'w'stern | 1c ABT Fire Smoke 19.50 |
| DeLuxe 9.95 | 1c Name Plate. 55.00 |
| 1/2 Dep., Bal. C. O. D. | Send for Complete List. |

ASCO, 140 ASTOR ST., NEWARK, N. J.

LUSTRE BALL GUM DOUBLE POLISH

All sizes—5¢—15¢—17¢—18¢—19¢
Spotted-Striped-Marblequin

GUM PRODUCTS, INC.
804 Main St., Cambridge, Mass.

SILVER KINGS

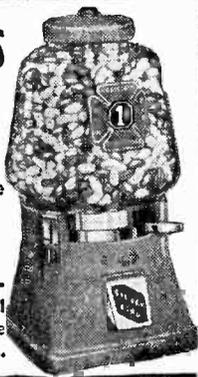
For Profits

\$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.



VICTOR

SAMPLES
 ESQUIRE.....\$ 7.50
 TOPPER..... 6.95
 ESQUIRE PRE-
 MIUM VENDER. 12.50
 ROLL-A-PACK .. 12.50

Immediate Delivery—Liberal Trade-In.



DISTRIBUTORS

For

Wings
 Pok-O-Reel \$22.50
 Kliz Carton of 3 \$59.25
 Yankee

IMPS, \$12.50

Carton of 6, \$60.00

Northwestern
DISTRIBUTOR

Send for list of complete line. Liberal trade in. Immediate delivery on all models.

Immediate Delivery—Liberal Trade-In.

1/3 Deposit Required With Order.
 Send for List of New and Used Vending Machines.
 Groetchen, Daval and Baker Counter Games.

RAKE 2014 Market Street
 PHILADELPHIA, PA.

VENDER SUPPLY NOTES

The confectionery and ice-cream industries showed substantial increases in employment and pay rolls in June, 1941, surveys recently made by the Department of Labor reveal.

Findings were based on a three-year average as equaling 100.0. The department's employment index number in the confectionery trade for June, 1941, was 79.5, as against 74.7 for June of the previous year. Index numbers of pay rolls in the confectionery industry were 85.4 in June, 1941, compared with 72.3 in June, 1940.

Index numbers of employment in the ice-cream trade were reported as 93.5 in June, 1941, as against 92.0 in June of the previous year, while index numbers of pay rolls were 83.6 in June of 1941 and stood at 77.9 in June of the previous year.

George F. Eby, sales manager of the vending division of Pan Confections, Chicago, in discussing market conditions, made the following comments:

"The peanut market is stronger than ever before and advances have been noted during the past week or two. Just how far this market will go no one knows, and in view of the present shortage of peanuts, we would not hazard a guess.

"Last year at this time cocoa butter was quoted at 11½c; today it is 24½c. Cocoa beans were \$4; today they are a very strong \$7.60.

"Last year, for the first time, the raisin industry used less grapes than did the wine industry. The crop last year was around 67,000 tons short of the previous year and 111,000 tons short of the year before that. There has been a great

demand for California wine, and the wine industry this year will use as many, if not more, grapes than last year. Grape growers were advised at their annual meeting not to sell Thompson grapes for less than \$70 a ton and it is likely that they will reach \$80 or more—approximately 2 cents higher than last year.

"Labor costs have increased and from all indications will increase even more. It is almost impossible to make a contract for a definite price or delivery date—a condition which applies to everyone who must contract for supplies in advance.

"The only conclusion to be reached from the above facts is that we will all have to adjust ourselves to higher prices."

The Domino cigarette package devotes its entire reverse side to a strong message urging the purchase of United States Defense Bonds and Stamps, a good example of how industry can cooperate with the United States Treasury in promoting the sale of the bonds and stamps. This idea may become the basis of a wave of similar promotion for Defense Bonds by other companies that produce packaged goods reaching millions of American consumers.

Apparently fearful that the war may cause shortages, American consumers have engaged in another sugar-hoarding spree, but it may backfire on them. Government officials say that despite assurances that supplies are ample, housewives, candy makers, manufacturers of other products requiring sugar, wholesalers and retailers have bought sugar at a record-breaking rate this year to build up reserve stocks for use in case of a scarcity or too-high prices.

This heavy buying had one natural result—a sharp rise in prices. Today sugar prices are the highest since the war's start in 1939, when a similar epidemic of hoarding led the government to take drastic action to check the advance. Raw sugar, at this writing, is being quoted at about \$3.60 duty-paid basis per 100 pounds at New York.

Agriculture Department officials, who ordinarily are able to control sugar prices effectively, consider present quotations excessive.

Georgia and Florida bright leaf tobacco growers counted thousands of dollars realized from sales at public auction at the opening of the 1941 season on August 5. Official estimates on price and poundage were lacking, altho marketing specialists of the United States Department of Agriculture said the opening-day price average was "much higher for all grades as compared with the opening day last year." The largest purchases were made by the domestic manufacturers, with all cigarette grades in good demand.

Unoccupied France, says *Tobacco Journal*, has been forced to resort to tobacco rationing. This week a dispatch from Vichy stated that "because of difficulties attending the rationing of tobacco, it is probable that in the near future smokers will receive a special card." For the time being, it was stated, the weekly allowance has been set at two packets of cigarettes, or one packet of cigarettes and 1½ ounces of tobacco. Women and youths under 18 are excluded. Since July 16 only smokers registered at cigar stores have had the right to buy tobacco in unoccupied France.

Latest information on the new Mexican crop of vanilla beans is that it will be from 30 to 50 per cent of the previous crop. Some vanilla beans are being sold on a "safe arrival" basis.

Secretary Wickard was urged August 5 to place a floor of \$100 a ton under the price of peanuts. This appeal came from Georgia and Alabama senators. Wickard declined to make any promise but took the proposal under advisement.

By pegging the farmer's return by fix-

ing a \$100 diversion price, the Agriculture Department seeks to divert surplus peanuts away from the normal channels of trade and into other uses, notably crushing for oil. Mandatory loans of 85 per cent of parity have been ordered by Congress for basic agricultural commodities. The senators told Wickard that peanuts should be given the same treatment because their production is controlled in much the same way as that of the basic commodities.

ASCO Issues Vender Guide

NEWARK, N. J., Aug. 18 (DR).—The Asco Vending Machine Exchange, Inc., has just issued a new guide which contains information necessary for the successful operation of merchandise machines and counter games, according to an announcement by the firm. Al S. Cohen, the compiler of the data, has taken an active part in all phases of the business and backs up his words with charts and figures.

"The concise instructions cover the entire field and there are helpful hints for newcomers and old-timers alike," explained Cohen. "The future of the business is outlined and how an operator can start with a few machines and build up a large route. Pitfalls to avoid and how to finally decide on the type of machines to be used by the individual are also explained. There is a chapter on selecting locations and available territory, offering a guide to setting up a route.

"Each operating problem is handled separately and the best methods to overcome the difficulties involved are outlined. Placing of machines, competitive machines, slugs, merchandise, products to use, and similar topics are discussed. In the financial end, charts are included to show exactly how to determine the distribution of gross profits, setting the machines to conform with the profit percentage, and collection reports.

"Two pages of helpful hints are included and a descriptive section covers machines and the type of merchandise vended and the best place to use the equipment. The counter game section also offers instruction for operation."

Dallas

DALLAS, Aug. 16.—Hot weather, too much rain, and vacations cut the volume of business for operators in this section the past week. Two rains over the weekend lowered the take from most of the city locations. However, the current summer has been very successful, and operators say the past week is only a seasonal letdown that will quickly improve within the next few weeks when the heat subsides and the football season begins.

Barney Dosterchill, of the D. & H. Music Company, has returned from an extended vacation trip to Chicago, Detroit, and other points north and east. While vacationing Barney took time out to visit several of the major operating firms in Eastern cities. He reports a splendid time.

The Blue Bonnet Music Company is now located at 3235 Ross Avenue. Herbert Rippa, head of the firm, has established a new retail shop for records and music, as well as a new headquarters for his extensive music routes.

The D. & H. Music Company reports a good summer business from its music operations in Dallas and environs. Firm has recently acquired a large number of phonographs formerly operated by Electro-Ball Company, and before that the music operations of Harry Drollinger and the Wrenn Sales Company. D. & H. is now one of the larger music operating firms of the Southwest.

With most of the operators back from vacations, local coin machine men are

beginning to plan for an enlarged fall business. With a fair wheat crop already harvested and to be sold at good prices, and with cotton bringing the best price in many years, there is every reason for the coin machine trade to expect the best fall business the industry has had.

Hard Shell

VARIETY AND VICTORY

OVER SLOW SALES—
 WE CAN SUPPLY
 A DIFFERENT
 ITEM EACH
 WEEK

WRITE ONE ORDER

PAY ONE FREIGHT

CANDY SALTED NUTS BALL GUM CHARMS

PAN CONFECTIONS
 345 West Erie St. Chicago, Ill.

★ **BUY** ★

United States DEFENSE SAVINGS BONDS and STAMPS

National Income Rises . . .

WASHINGTON, Aug. 16.—The Department of Commerce statisticians placed the total national income for June at \$7,650,000,000, an increase of \$815,000,000, or 12 per cent, over May.

Income payments for the first six months of the year aggregated \$41,482,000,000, or 14 per cent above the \$36,303,000,000 paid out in the corresponding 1940 period. Of this amount \$28,229,000,000 was estimated by department officials as having been paid out in salaries and wages—\$5,500,000,000 more than the first half of 1940 and \$2,500,000,000 higher than in the first half of pre-depression 1929.

Analyzing the increase in income payments for the first six months, the department said that a 19 per cent rise in the wage and salaries total was chiefly responsible for the increase in national income.

COIN OPERATED BUY DEFENSE BONDS MACHINES AND SUPPLIES

1141 DE KALB AVE. BROOKLYN, N.Y.

1c Hole-In-One, skill game . . .	\$8.50
1c Spitfire, skill game	8.50
1c Home Run, skill game	10.00
2-in-1 Nut Vendor	7.50
A.B.T. Challenger	15.00
4 Col. Ever-Ready Vendor	4.00

Write for complete list of new and used pin games.

Hole in One

Spitfire

ATLAS GETS . .

A BIG O. K. FROM THE U. S. A.

FOR THE 2 IN 1 COUNTER GAME THAT GIVES YOU DOUBLE YOUR MONEY'S WORTH..

LUCKY SMOKES

PLUS

AMERICAN FLAGS



Cigarette reels sales-board numbers action—that's LUCKY SMOKES!! Patriotic 3 reel flag action—that's AMERICAN FLAGS!! TWO BIG PROFIT GAMES FOR EVERY TYPE LOCATION AND ALL FOR THE PRICE OF ONLY ONE GAME!!

BOTH GAMES IN ONE ONLY \$22.50

F. O. B. CHICAGO

★ YOU CAN'T LOSE! RUSH YOUR ORDER WITH 1/3 DEPOSIT TODAY!!

Atlas

NOVELTY COMPANY

2200 N. WESTERN AVE., CHICAGO, ILL.

St. Paul Council Postpones Hearing

ST. PAUL, Aug. 16.—A hearing at which the proposed coin machine licenses would be discussed has been postponed by the St. Paul city council for another week. The proposal, as originally submitted to the council, calls for a license on all venders, pinballs, and phonographs.

A counter-proposal has been submitted by the Ramsey County Operators' Association, headed by Archie LaBeau, which suggests a modified license for pinball machines and no tax on phonos or venders. The operators' proposal was accepted by the council without comment.

National Lottery?

PHILADELPHIA, Aug. 16.—Alarmed over the proposed rise in taxes, direct and indirect, being devised by the federal government to help defray the expenses of the national defense program, Jeff Keen, editorial writer of *The Philadelphia Daily News*, has again raised the cry for legalized gambling as an acceptable form of painless taxation. After hitting at the various tax measures proposed, the editorial concluded:

"The tax experts seem bent upon hitting us below the belt. It seems that they get a fiendish delight in walloping away where it will hurt us the most.

"None of them seem the least bit interested in looking for a painless form of taxation.

"Such, for example, as a tax on gambling or a national lottery.

"Such a tax is painless, since it is paid only by those who want to pay it—in other words, those who want to gamble.

"Gambling goes on just the same, whether it is legalized or not—the only difference is that the underworld now gets the income from it instead of the government.

"So why all the hypocrisy? Let's be realistic about it and give the taxpayers a break—especially the little ones."



MURRAY D. SANDOW, whose appointment as head of Western Distributors, Inc., distributor of Exhibit games in Greater New York, Westchester, Connecticut, and New Jersey, was announced last week. (DR)

New Orleans

NEW ORLEANS, Aug. 16.—A belated summer increase in operations of coin phonographs and a continued expansion of patronage at pin game locations is reported along Coin Machine Row this week. Distributors of amusement games and best known lines of music machines say that new placements continue to run ahead of ability to deliver.

An added boon to the coin machine business in Louisiana is the influx this month of approximately 500,000 soldiers for the mock war between the Blues and Reds, which will cover two-thirds of the State. In the interior of Mississippi the soldiers have found coin-operated devices a constant source of entertainment on week-ends, as many communities observe the State-wide enacted laws on Blue Sunday, which mean all theaters and other entertainment are suspended.

Enlargement of the office space at the F. A. B. Distributing Company on Baronne Street and addition of two new men to the staff is announced by F. A. Blalock, head of the firm. Joseph Villars is a new office man, while E. R. (Dutch) Rood has been added to the service department.

Al Mendez, district sales manager for Rudolph Wurlitzer Company, leaves this week for a tour of Texas. Mendez and the missus are now fully recovered from their recent shocking experience when a car in which Mr. and Mrs. J. W. Williams, of Dallas, were killed turned over four times on a New Mexico highway.

In the city for about a week after a trip thru Southeastern States, Virgil Christopher, district factory representative for Bally Manufacturing Company, reports a huge demand for the new free-play console High Hand in Mississippi and Southern Alabama. Along the Mississippi coast Johnny Bertucci, of the United Novelty Company, Biloxi, has found interest in High Hand unusually brisk, Chris reports. In Mobile, Eugene George has taken on the Bally line and is now doing a good job.

Among new machines on display for the first time this week at the Dixie Coin Machine Company are Exhibit Supply's Knockout, Chicago Coin's Legionnaire, Bally's Air Force, and Gottlieb's New Champ. Nick Carbajal, head of the firm, says he is looking forward to the first sample later this week of Bally's Kentucky Derby of 1941. J. H. Keeney's Sky Lark and Gottlieb's Spot Pool are still popular in this area.

Ill for some time, Mrs. Gerry Valenti, secretary of the Dixie Coin Machine Company, has been forced to quit work and has been replaced by Elizabeth Montelcone.

Charles Wicker, sales manager of the J. H. Peres Amusement Company, is back at the office after a three-week illness.

Andy Monte, A. M. Amusement Company, seems to have established the Hot Spas as his second home. For the umpteenth time this year Andy has headed

for the Springs to partake of the baths and otherwise rest up. He will be gone about three weeks.

Ernie Oertle, of Southern Music Sales Company, is still reporting a brisk demand for Seeburgs. Despite receipt of new machines from the Seeburg factory this week, he was forced to rob his window display to make a special delivery. The Southern company is also reporting a brisk demand for Columbia and Okeh records.

R. N. McCormick, Southern sales manager for Decca Distributing Corporation, is on a trip thru Texas, where he now has three busy branches at Dallas, Houston, and San Antonio. Mac reported before he left this week that August sales thus far have already passed the turnover of Decca disks in the same 1940 month and 1941's business is already ahead of all of 1940.

Joe Mancuso, well-known head of service for Southern Music Sales Company, has resigned to enter the music business on his own. Mancuso has bought a line of Seeburg phonographs for his locations. Leo Smith, formerly of Electro Ball, Dallas, has replaced Mancuso at the Southern company.

The Kiwanis Club at Port Arthur, Tex., has been searching for a long time to find some means of raising money to carry on its welfare work among underprivileged children in that community. This week the club voted to buy 200 ball-gum machines and has placed them in business houses to raise the funds.

The next time eight youths of Houston decide to rob coin machine boxes of that city they will know better than to let an officer of the law see them handling nail-polished nickels. Cruising about town after \$1.50 of nickels had been taken from a Lawndale cafe, the police arrested eight fellows of 13 to 17 years of age on suspicion. While being questioned, one of the kids began flipping up a nickel taken from his pocket. The officers knew at once they had the thief when they saw the red polish on the coin.

Mississippi

NATCHEZ, Miss., Aug. 16.—Summer war maneuvers of several divisions numbering more than 500,000 men have helped coin machine business in this section.

Mr. and Mrs. Frank Perrault were recent visitors to Woodville, Miss. He is the serviceman of the Seramac Novelty Company.

Mr. and Mrs. Sam Serio are enjoying a well-earned vacation in Louisiana and Texas. They are accompanied by their daughter Mary. Sam is co-owner of Seramac Novelty Company.

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.

LAWRENCE DUCHOW

and His Red Ravens

Currently at Southern Mansion, Kansas City, Missouri. Available Sept. 9th.

STAN ZUCKER AGENCY Chicago and New York.

WANTED TO BUY ERIE DIGGERS

State price and condition. Write immediately. ALBERT WELLS, care of Seibrand Bros.' Shows, Idaho Falls, Idaho.

Announcing THE SENSATIONAL NEW NERVE SCALE

GET IN ON THE GROUND FLOOR WITH THIS SUPER MONEY MAKING LEGAL COUNTER GAME

IMMEDIATE DELIVERIES \$16.50

CRAFT ENGINEERING CO. GRAND RAPIDS, MICH.

PENNY PLAY



APPEALS TO ALL AGES

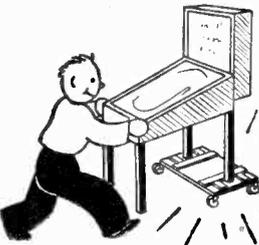
MECHANICAL BALANCING ACTION

Pin Game Operators

The NEW Way

use a Pin-Ball Dolly

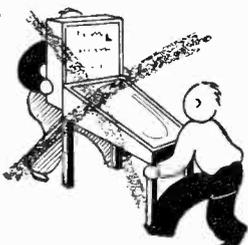
The Old Way



Worth Its Weight in Gold Every Service Man Should Have One

\$6.95

1/3 Deposit Balance C.O.D. Empire Specialty Co. 2611 38th Ave., Oakland, Calif.



America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

Industry Mentions



Magazines
Newspapers
Radio

The World-Herald, Omaha, Neb., August 10. Complete front page of the Sunday magazine was devoted to penny scales. The article, entitled "Are You a Weight Machine Addict?" is illustrated with clever sketches of stout men and women weighing themselves. The artist has caught characteristic expressions on the faces of men and women when the scales confirm their fears of overweight. It is written in a light vein mostly, but in the closing paragraphs the writer gives his readers a few statistics on the penny scale business in Nebraska.

The Sunday Sun, Baltimore, Md., August 10. Artist Yardley in a comic strip entitled "Military Metropolis" depicts the doings of draftees. One sketch shows a general standing behind a young soldier who is enthralled by the music coming from an automatic phonograph. The general is saying: "This army was a nice quiet place until you kids got in!" A picture of a soldier manipulating a ray target gun has beneath it a comment on the boys spending their spare hours studying military science thru coin operated machine guns.



"Champeen Sharpshooter—that's a laugh." Rookie Joe by artist Zere. *Seranton* (Pa.) Times.

Movie Mentions.—A Donald Duck short entitled "Penny Arcade" is based on Donald's adventures in a Penny Arcade. His antics at a digger machine and his experiences with a movie machine are very comical. In his final scene he is shown taking a ride, for a nickel, in an automatic airplane.

In Disney's "A Gentleman's Gentleman," Pluto, the dog, inserts his tail in a gum vender and wags it so hard he shakes out all the ball gum.

The film *Dance Hall* uses various types of vending machines as props in dance hall scenes.

The Chicago Tribune, August 7. Three pictures appeared on the back page of this newspaper during the recent dispute between the electrical workers' union and the telephone music industry here. The pictures illustrate the operation of telephone music. Picture No. 1 shows a customer in a location ordering a tune. Picture No. 2 shows a pretty girl taking the call at headquarters. Picture No. 3 shows the same pretty girl playing the request.

The Sunday Times-Advertiser, Trenton, N. J. A series of pictures showing the activity of the "RAF in America" contains a picture of a music machine providing amusement for the boys in training. The caption says that dancing to music box tunes keeps the boys from getting homesick.

Time, August 4. A news item states that an inventor in Manhattan displayed a doorbell which is operated by a nickel deposit. He calls it a "salesman repeller."

The Miami Herald, August 11. "Music for air cadets will be supplied by two phonographs and more than 250 records

which have been donated to the Dade County unit of the National Music for Defense Committee," says an item in this newspaper, headed by a picture of three women cataloging the records.

Friday, September issue. To increase or not to increase the soldiers' rate of pay is the subject of a poll taken by this magazine. Shown in pictures are soldiers off duty and the types of entertainment they can afford on the present rate of pay. Two boys at a music box are reading the titles of the selections and one says, "If I had a girl I could dance, if I had a nickel."

The Saturday Evening Post, August 16. On the "Post Scripts" page Parke Cummings writes an explanation of American coins. The second paragraph reads: "NICKEL. The standard put-in-the-slot coin. Depending on what slot you choose, a nickel will buy you a candy bar composed of chocolate, nougat, peanuts, pineapple, cherry, milk-fed chicken, broccoli and Jamaica ginger; a wrong telephone number; a telescopic view of the moon behind heavy clouds, or a juke-box rendition of *Liebestraum*."

Denver

DENVER, Aug. 16.—Gibson Bradshaw, of the Denver Distributing Company, has returned from a two week's combination vacation and business trip thru the Northwest and West. Accompanied by his wife, Bradshaw reports he did some fine fishing and good business, too, with accent on remote-control and arcade equipment.

Walt Jantz, secretary-treasurer of the Independent Phonograph Operators' Association of Colorado, has opened a new office for the Mountain Music Company at 2993 S. Broadway in Englewood, a suburb of Denver. Jantz reports his resort placements this year far ahead of last and he recently purchased his first Rock-Ola ToneColumn.

Al Roberts, manager of the Wolf Sales Company, is leaving on a four-week trip, on parts of which he will be accompanied by salesmen George Rowe and Dan Brennan. Roberts, who will make a sales survey of both operators and locations, reports that business this season has far surpassed all expectations.

R. R. Woods, of Gallup, N. M., is selling his New Mexico route and equipment and will soon begin operations in Arizona. C. H. McJunkin, of United Music Service, Phoenix, Ariz., has sold his operations to R. E. Garrison, of Garrison Sales Company, that city.

Vacationists among coin machine folk are Mr. and Mrs. Milton Pritts, of Denver, who motored thru Iowa; Harold Henderson, Denver Distributing Company serviceman, who spent a week at Pagosa Springs, Colo.; John Branny, of Wyoming Novelty Company, Casper, who spent two weeks fishing, and George Rowe, Wolf Sales Company salesman, who is vacationing in Los Angeles preparatory to concentrating on sales in the Arizona territory.

Due to increase of business the Wolf Sales Company will soon move to quarters which will give it three times the space it now has. Cliff Wilson has been added to the service staff and Shirley Calhoun to the office staff.

Recent visitors and purchasers of equipment at the Denver Distributing Company were Thomas Hovenic, of Colorado Springs; Abe Cohen and A. B. Bales, of Cheyenne, Wyo.; W. C. Johnson, of Rawlins; Henry Chipp, of Rock Springs; Roland West, of Liberal, Kan.; Dave Dingler, of Idaho Springs; W. J. Burkett, of Denver; Vernon Scott, of Medicine Bow, and R. C. Lykke, of Kansas.

Wolf Reiwitz, head of the Wolf Sales Company, has returned from a trip thru the territory serviced by his company and states that soon after the first of the year he will open branches in Salt Lake City and Phoenix. Chick Roberts, in charge of the San Francisco office of the company, will soon headquarter in Denver, and A. L. Meyers will assume general management of the San Francisco office. Bill Bye, Wurlitzer district manager, was a recent Denver visitor, and Mr. Reiwitz entertained in his honor with a dinner dance at the Brown Palace Hotel for employees of the company. L. W. Petett has been appointed Wurlitzer serviceman for the territory covered by the Wolf Sales Company and is now traveling the territory. Mrs. Wolf



MR. AND MRS. BILL RABKIN, of International Mutoscope Reel Company, snapped at the recent New England Park Association meeting. (MR)

Reiwitz and her grandchildren are visiting Denver.

Recent visitors at Wolf Sales Company were Johnny Pricco, of Trinidad, who purchased his second carload of phonographs; Johnny Burke, of Sterling; Charles Curtis, of Alt; M. W. McBroom, of Colorado Springs; Sandy Yeager, of Fairplay; E. E. Bowen, of Trinidad; Claire Conover, of Clovis, N. M.; P. R. Woods, of Gallup, N. M.; Mrs. W. L. Orr, of Border Novelty Company, Albuquerque, N. M.; I. L. Quirk, of Rock Springs, and Howard McGregor, of Ogden, Utah.

Gibson Bradshaw, of the Denver Distributing Company, is exhibiting proof of how well known he is as the Rock-Ola distributor in this territory by a letter that was addressed Rock-Ola Machine Company, Denver, and which reached him a day after it was mailed.

Baltimore

BALTIMORE, Md., Aug. 16.—A final tabulation on our business for July shows that it was the best month in the history of our business," states Irvin F. Blumenfeld, head of General Vending

Service. "Early August results indicate another banner month," he added. "Outstanding have been the sales on Gottlieb's Spot Pool." Blumenfeld also reports brisk activity on Keeney's Sky Lark and Twin Six. Consoles, states Blumenfeld, continue to grow stronger every week, with Jennings' Totalizer and Pace's Saratoga hitting new sales highs.

Samuel A. Weisman, popular figure in the coin machine field here, has been appointed to the sales staff of General Vending Service.

Sixty NAB Diners have been installed in two weeks by the recently organized Arbee Vending Machine Company, according to J. Fred Birkmeyer, head of the firm. Diners are manufactured by the Trimount Coin Machine Company. Products manufactured by the National Biscuit Company are used exclusively in the machines. Locations include industrial plants and gasoline filling stations.

Bally's High Hand is becoming more and more popular here, it is reported by Calvert Novelty execs. Bally's new Air Force has also made its appearance on the local market. Calvert also distributes Seeburg music machines here.

Ernest E. Waldrop, vice-president in charge of games for Hub Enterprises, Inc., has returned from his vacation in his home town of Greenville, S. C. Good shipments of Chicago Coin's Legionnaire have been received by Hub, and the demand for the number is terrific, firm officials state.

The shipments of Exhibit's Knock Out received by Roy McGinnis have found an immediate acceptance by the trade, and McGinnis says he is looking for a big run on the number.

Aaron Folb, head of the Phoenix Novelty Company, states collections are on the up. "Buckley Music Systems are boosting takes everywhere," says Folb.

Dave Davison, head of the Franklin Coin Machine Company, is back from Jacksonville, Fla.

Baker's KICKER and CATCHER

Recommended by THE COUNTER GAME KINGS!

100% NEW!
100% Mechanical!
100% Skill!

Take our tip—Order Now!

Sold on 10-Day Money-Back Guarantee

Penny Play \$29.75
F. O. B. Chicago

Nickel Play, \$31.75
Stand, \$6.50 Extra
1/2 Deposit With Order

GERBER & GLASS 914 Diversey Blvd. CHICAGO

IMPS . . . BRAND NEW . . . IMPS

WORLD'S LARGEST SELLING COUNTER MACHINE

With Ball Gum Vender, Penny Play.
Size, 5x5x6; Weighs Only 5 1/2 Pounds.

PRICE \$10.75 EACH
CASE OF 6 \$60.00

SELLING OUT 547 USED PIN GAMES—SLOTS—COUNTER GAMES—AND PHONOGRAPHS.

Write for our complete Price List. Our Terms—1/3 Deposit With Order, Balance C. O. D.

OHIO SPECIALTY COMPANY
539 S. SECOND STREET LOUISVILLE, KENTUCKY

EASTERN FLASHES

NEW YORK, Aug. 16.—For the first time in months, distributors and jobbers here woke up this week and came thru with a lot of good reconditioned machines. Whether this means that operators are starting to trade again in good quantity is not yet apparent. Despite torrid temperatures, the trade is going just as strong as ever, with optimism at a new high.

Seeking a rest after hectic months of sales activity, George Ponsler hied himself away on his vacation without telling anyone where he was going. . . . Joe Fishman and Dave Simon were seen at Ponsler's office in Jersey this week. . . . Joe Fishman is still busy with Keeney's Twin Six.

Irv Morris, of Ponsler's Newark office, is pleased at the reception being accorded Panoram by location owners and operators alike. . . . Charley Aronson is eagerly awaiting the arrival of the Evans baseball machines. Partner Bill Alberg is leaving for Chi and, in addition to visiting Dick Hood, plans to stay in the shipping department with a fistful of labels to slap on each case.

Hymie Budin, working harder than ever with Stoner's Hi-Stepper and orders for used equipment, is down under the 200 mark for the first time in years. . . . Helen Cohen, of Budin's, Inc., states: "Believe me, please, I'm not getting married. Not yet, anyway." . . . Singing at the top of their voices in the Manhattan Room of the New Yorker: Jack Mitnick, of George Ponsler Company; Rudy Greenbaum, of Packard Manufacturing Corporation; Johnny Fuller, of Albany, N. Y., and Benry Palastrant, of Boston. All having a grand time and talking over the Packard remote control.

FAST FLASHES

Max Levine, of Scientific, encouraged by reports of increased orders for Batting Practice, extended his vacation for another week. . . . H. T. Roberts, of Automatic Instrument Company, in town and relaxing in an air-conditioned suite while sipping a glass of beer.

Sam Kresburg, a symphony in brown on Thursday in the lobby of the Waldorf-Astoria, changed to a symphony in blue on Friday. . . . DeWitt (Doc) Eaton, of Buckley Music System, has jumped into his saddle again and visited Newark, Trenton, Philadelphia, Boston, and Albany—and all within three days last week. "I go on my vacation soon," Doc reported, "and will probably take a motor trip to the Grand Canyon."

Bert Lane, of Seaboard Sales, has been doing wonders with Genco's latest, Zig-Zag. In addition, Bert is keeping Fred Iverson, Sandy Warner, and the rest of the Seaboard crew busy with the sales he's been making on Mutoscope's Drive Mobile and Ace Bomber.

Earle C. Backe, of National Novelty, is in top tennis trim, and regardless of how busy he is, he finds time to get in a few sets of tennis, even if it means using the floodlights. . . . Leo Greenberg and Meyer M. Marcus, of Markepp, Cleveland, report they will be on their way to New York soon. . . . Leon Taksen, getting more dignified looking every day as his hair turns more gray, reports things are going great with him. . . . Willie (Little Napoleon) Blatt, of Supreme Vending Company, was busy all week on his Long Island farm. He is out to make it a showplace for his friends to visit.

OF MEN AND MACHINES

Mike Munves states that many arcade men have come to him about opening new indoor spots this fall. Mike is going to have a real showing of arcade machines in the fall. . . . Hymie Rosenberg, with Joe Munves at the Rosenberg-Munves Corporation, explains the A. B. T. Rifle Sports to three operators, and in no time at all has made promises of instant delivery and set-up. In addition, he's doing a big job on Markepp's Flipper, too.

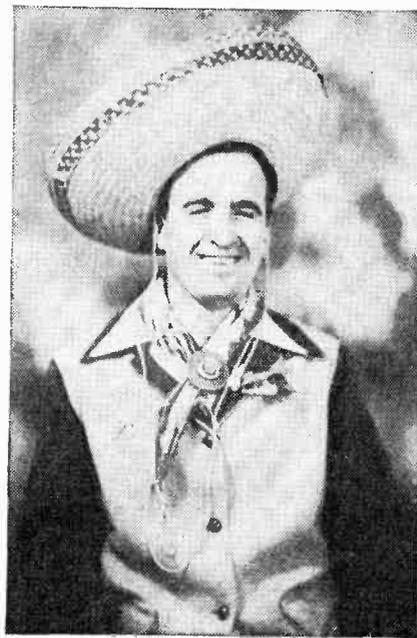
Jack Fitzgibbons calls in roadmen Ben Schillinger and Mike Balkin to talk over their first record month. "It's been the biggest month's sales we've had," reports Fitz. In addition Fitz shows his admiring showmen the new Bally Air Force machine, which is winning attention everywhere. . . . Jack Berger, of Newark Coino, hasn't been heard from of late.

Dave Firestone, of Cent-a-Mint, who reported himself on the way in from Detroit, hasn't arrived yet. Tri-Way Products Company states that if music operators have watched publicity pictures appearing in *Billyboy* recently they will have seen many Ultratone and Illumitone speakers on the ceilings.

Irv Sommers, of Modern, has selected his new letterhead and is well pleased with it. . . . Shirley Barnett, secretary to Sommers in Miami, spent a week in New York on her vacation and visited the local office to see what makes it tick. . . . Lillian Schoenberger on vacation, while Sylvia Herman works her dainty fingers to the bone.

HERE AND THERE

Miss A. M. Strong, of G. V. Corporation, in town Friday, reports sales going higher, with the firm doing its best to meet all deliveries as rapidly as possible. The beautiful Miss Strong deserves lots



SI REDD, of Northwestern Music Company, Sterling, Ill., and Mississippi Vending Company, Philadelphia, Miss., snapped in full regalia during Frontier Days at Cheyenne, Wyo. "The regalia," says Si, "is Western atmosphere; the smile is because Gottlieb's New Champ is proving the champion money-maker in these parts." (MR)

of credit for the efficient job she's done with the 1-cent Adams Gum vender. . . . Barney (Shugy) Sugarman, of Royal Music Company, Newark, N. J., ran his first used pin game ad, and within three hours of its appearance seven wires cleaned him out of all games. . . . The three Brooklyn ambassadors, Al Sherry, Phil Gould, and Al Koondel, of Ambassador Vending Company, reported that every game they advertise in *Billyboy* is snapped up by advertisers. Last week, even before they received the magazine, they received wires closing out almost half the games.

Dave Stern, of Royal Distributors, Elizabeth, N. J., didn't feel so well last week, so he went to the shore to cool off in the surf. . . . Charley Lichtman reports that the ad he ran in *The Billboard* cleaned him out of every game he had in his place and gave him sufficient advance orders to have him scooting around town looking for more.

Al Simon is hitting the road soon for Savoy Vending Company. Murry Simon, of the firm, reports: "Chicago Coin's Legionnaire is one of the greatest games we've ever sold." Jack Semel, in the meantime, takes time out for a vacation.

Phil Bogin and Ike Berman, the "Economize with Economy" boys, are always out for coffee. . . . Al S. Cohen, of Asco, Newark, N. J., is almost ready with his announcement that will interest vending machine operators. . . . Irv Mitchell, of I. L. Mitchell & Company, who now heads the offices where he once worked, is fully occupied these days seeing to it that games his firm has on order keep moving out on schedule. His reconditioning work has been acclaimed by operators everywhere.

Irv Sommers, Harry Rosen, and Teddy Truex, operator from Suffern, N. Y., have cooked up a fishing party to take place just before Labor Day. . . . Leon Berman, of NYSSCO, has returned from the road with glowing reports on the business booked. . . . Lou Cantor played host last week to Al Horth, who was on furlough from Camp Pendleton, Va., and Maury Auerbach, manager of the Cleveland branch for National Cigarette machines. . . . Seymour Pilch vacations and Lou Holzer runs in circles taking care of the many customers asking for Gottlieb's The New Champ.

Phyllis Arouria, secretary of the American Coin Machine Corporation, Rochester, N. Y., has returned from a two-week vacation in New York.

Bill Wiener, U-Need-a-Pak Eastern representative, was in Pittsburgh this week. Murray Wiener, firm's sales manager, is taking a short vacation in up-State New York. . . . Maurice Kushner, of X. L. Coin Machine Company, Boston, visited the U-Need-a-Pak factory this week. . . . "Bip" Glassgold, DuGrenier sales manager, back from a short trip thru Western New York, reports that the Candy Man 5-cent bar machine is doing extra duty at the Snider Packing Corporation factories in that section. . . . Ray Harrison, Irving Wellstein, Ralph

Littlefield (who visited DuGrenier's New York offices from his New England territory), Julius Levy, and "Bip" Glassgold got a great kick out of Sam Yolen, who bought their lunch the other day. . . . Murray Sandow busy as a bee at Weston Distributors, Inc., on Coin Machine Row.

Houston

HOUSTON, Tex., Aug. 16.—O. D. Sale, bookkeeper for Stelle & Horton for many years, has been ill several weeks and his condition is reported serious.

A group of coinmen, including Mr. and Mrs. T. V. Williams, Mr. and Mrs. H. J. Milligan, and Harold Horton, all of Stelle & Horton, of Houston, together with Fred Finch, of Gidden Novelty Company, El Campo, went fishing at Port O'Connor August 2. They reported poor fishing but an enjoyable time.

John Garner, former San Antonio operator, now private first class, and a friend, Sergeant Peck, visited here August 1 on their way to the war games in Louisiana.

S. H. Lynch and A. C. Hughes, president and phonograph department head respectively of Electro Ball Company, spent several days in Houston recently. They were busy seeing South Texas operators and properly launching Anderson Sage as the new manager of Houston office.

On the evening of August 1 D. W. Willett gave a wiener roast at his country home in honor of Patsy Joe and Robert Lawrence Williams, ages 10 and 4, whose parents were killed recently in an automobile accident.

Eddie Lear, sales representative for Electro Ball, spent a few weeks in Houston after a vacation in Hollywood. He brought back color movies depicting himself enjoying a swim in the luxurious pool of Gene Autry, and some fine shots of Autry and his horse posed especially for Lear. He spent considerable time both at home and on location with Smiley Burnett, Errol Flynn, Olivia de Havilland, and others. Most of the time Lear escorted Eleanor Parker, a new starlet at Warner's, and thus was enabled to visit many studios, while his friend Edgar Bergen introduced him to even more movie folks.

WORLD'S GREATEST CIGARETTE TOKEN PAYOUT!

MARVEL

3 THRILLING CIGARETTE SYMBOL REELS PLUS TANTALIZING MYSTERY TOKEN PAYOUT. MECHANISM GUARANTEED. 1c OR 5c MODELS! IT'S THE GREATEST AND STEADIEST MONEYMAKER OF ALL TIME! ORDER NOW!

\$34.50

Ball Gum Model Only \$2 Extra

Price Subject to Change Without Notice

* HELP THE U. S. O. * BUY DEFENSE BONDS *

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast - MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

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 EA. 2 FOR ONLY \$37.50

THE MARKEPP CO

3328 Carnegie Ave., Cleveland, O

MARVEL

Distributed Sold on Time Payment — 10 Days' Free Trial — 1/3 Deposit Recommended by

2047 A - SO. 68 PHILA., PA.

WANTED

SKILLED PHONOGRAPH AND PINGAME MECHANIC

Must be experienced on all machines. Write giving complete details.

BOX D-101, CARE OF THE BILLBOARD, CINCINNATI, OHIO.

Southern Finding Equipt. Demand Big

LOUISVILLE, Aug. 16 (DR).—"The biggest event we have ever sponsored," declare Southern Automatic Music Company officials referring to activities now going on in all four of Southern's showrooms in Louisville, Nashville, Indianapolis, and Cincinnati. "Special preparations have been made," they declare, "to make this the most gigantic value-giving event ever conducted."

Leo Weinberger, in his statement regarding the event, said: "Our only purpose in selling this huge stock of equipment is to attract at least 200 more accounts to add to our long list of operator customers. This is one way of adding this number of customers, inasmuch as we are passing on worth-while savings to them. We are confident that once operators try our equipment they will become steady customers at Southern salesrooms."

"Sidney Steibel and myself have decided that it would mean considerable to operators to offer this equipment at this time. We are positive that quality and reconditioning of the equipment will prove to operators that Southern is able to offer the best equipment and the best values."

"All we can do is to tell operators about Southern's big value-giving event, but we'll guarantee that a visit to any one of our four salesrooms will prove every statement made. All operators have to do is to look—and that look is worth 10,000 words. We are anticipating a tremendous demand for these offerings and also there will be a very large stock to choose from, some machines will sell faster than others. Consequently, we are asking all to indicate second and third preferences in orders if they are not able to call at any one of our four offices. I want to impress on all operators that the same prices and equipment will be offered at each of the four offices which are located in Louisville, Indianapolis, Cincinnati, and Nashville."

Up Production On Flipper Game

CLEVELAND, Aug. 16 (MR).—Meyer M. Marcus, president of the Markepp Company, reports that the firm has again increased production of its Flipper counter games.

"This is the second time in the short while that our penny counter play game has been on the market that we have been forced to increase our production," he said. "We have been told by many of the leading distributors that this is due to the fact that Flipper is strictly pure amusement from every angle."

"We are working hard to meet all the orders and will again increase our production if necessary to get Flippers out to the market even faster than we are at this time. We are also very much impressed with the way re-orders are coming in by phone, wire, and letter, and some of the reports from the men who now have Flippers on location are very fine."



BARBARA HALE admires the new Keeney Super Bell which has just been announced by J. H. Keeney & Company. (MR)

Attention, Operators! The Defense Tax Bill

CHICAGO, Aug. 16.—An official announcement regarding the assessment of taxes on coin machines under the three and a half billion defense tax bill has been received from the offices of Coin Machine Industries, Inc. The essence of the communication is that the interests of operators, as well as manufacturers, are being carefully looked after, steps having been taken by the manufacturers' associations when the bill was first presented.

"Capable and accredited representatives of manufacturers of each and every type of coin-operated machines have been sent to Washington by Coin Machine Industries, Inc.; National Automatic Merchandising Association, and Automatic Phonograph Manufacturers' Association," the official statement declared.

"It is safe to say that no one in the industry is warranted in any criticism of the manner in which the interests of the coin machine industry in the defense tax bill have been handled and will continue to be handled as long as there is anything possible of accomplishment prior to the passage of the bill both the House and Senate."

All associations, manufacturers, and trade papers have been the recipients of numerous letters and wires asking what has been done to protect the industry against excessive assessments. All communications were appreciative of the fact that the coin machine industry is willing to stand its share of the defense program but were worried lest legislators, not understanding the business, levy excessive taxes.

The official statement of preparations made to assure fair treatment to the coin machine industry should reassure all coinmen that everything possible is being done.

Report Zig Zag Top Genco Game

CHICAGO, Aug. 16 (MR).—Officials of Genco Manufacturing Company report that their latest release, Zig Zag, is already topping the year's sales and collections records. "Zig Zag has been acclaimed and applauded by operators, jobbers, and distributors in all parts of the country because of its distinct originality," they report. "The smashing new ideas incorporated into Zig Zag, particularly the sensational mystery buzzer feature, have made players throughout America declare that Zig Zag is the swellest game of the year. It's something new and different and is a wonderful thriller from the first second to the last."

Genco executive Dave Gensburg reports an enormous volume of orders. "In spite of the summer season," says Gensburg, "we are doing a sensational job with Zig Zag. It is everyone's good fortune that we were able to bring out as original and different a game as this just in the nick of time when operators need a stimulant for lagging collections."

"Zig Zag's mystery buzzer feature provides for a buzzer to be set off at every 12th bump. The buzzer continues until a ball is shot, and if the buzzer ball goes thru any of three skill lanes, an immediate free game is given. This feature has been declared "the greatest come-on on a novelty game in several years" and is responsible for the amazing demand for Zig Zag.

Murray D. Sandow New Weston Head

NEW YORK, Aug. 16 (DR).—Murray D. Sandow, formerly sales manager of Simon Sales, Inc., is now head of Weston Distributors, Inc., distributor in Greater New York, Westchester, Connecticut, and New Jersey for Exhibit games. Operators and jobbers thruout the East are well acquainted with Murray, as he has been catering to them for many years, the firm announced.

"I know I will be able to distribute as many successive winners for Exhibit in the future as Weston has up to now," stated Sandow. "I want to take this opportunity to extend a cordial invitation to my many friends in the coin machine industry to come in and say hello."

General Vending Marches Ahead

BALTIMORE, Md., Aug. 16 (DR).—General Vending Service Company is marching ahead of its former sales records, it is reported.

"We have found that our business has continued to increase and we have gained new customers from almost every part of the country," stated Irwin Blumenfeld. "Our reconditioned machines business continues to grow, too, and we

Super Bell, Fortune New Keeney Entries

CHICAGO, Aug. 16 (MR).—Bill Ryan, general manager of J. H. Keeney & Company, has announced the entry into the coin machine field of two new machines by Keeney. Super Bell, first of the new games, is a new-type console bell. Fortune is a de luxe, multi-convertible pay-out or replay console table.

"No advance information went out on Super Bell until a few days ago," said Bill Ryan. "However, we already have enough commitments on hand to encourage the Keeney factory to double the size of the next run. There is no doubt in our mind that Super Bell will be a long-run machine that we'll be making for years to come."

"With Super Bell the player gets from one to three rows to win on with every play. The lighted arrow indicates whether one row is in play. Two lighted arrows indicate which two rows will score, and all three arrows lighted indicate that all three rows count. In the event that a winner shows up on more than one row the highest award is given. More symbols count for winning combinations on Super Bell. Even lemons score the same as other symbols. There's no disappointment when lemons come up first. The reels are double in size, affording the opportunity of having jumbo-sized symbols. Fruit symbols or animal characters are optional."

"A mere flick of the little finger is all that is necessary to set off the operating handle. The electrically driven mechanism utilizes the trouble-free principles of the Keeney consoles. Super Bell is instantly convertible from replay to check or cash or vice versa by simply changing over one plug and one spring."

believe that this division of our business will lead the parade when it's all over. "When we started we believed that within a short time we would reach peak sales. But we never expected to reach this high. Now that we're here we want to go farther and are making some unusually attractive offers to the trade."

FREE INFORMATION AND PLANS TO START A MODERN EXHIBIT PENNY ARCADE

(LARGE • MEDIUM • SMALL)

GOOD LOCATIONS NEAR ARMY CAMPS • SUMMER RESORTS, etc.

TO-DAY'S FASTEST GROWING PROFITABLE BUSINESS

Write Us Now! EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO

SPECIALS

<ul style="list-style-type: none"> 5 FIVE BALL FREE PLAY 16 Bally Mystic S.U. \$32.50 2 Bally Pick-Em 10.00 1 Bally Flicker 47.50 2 Bally Headliner 19.50 1 Baker Target Skill 45.00 1 Chicago Coin Roxy 19.50 1 Chicago Coin Sports 17.50 1 Chicago Coin Yacht Club 19.50 2 Chicago Coin Ocean Park 15.00 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 15.00 2 Stoner Sparky 59.50 	<ul style="list-style-type: none"> 2 Rock-Ola Three-Up \$ 10.00 2 Jockey Club (like New) 135.00 <p style="text-align: center;">CONSOLE</p> <ul style="list-style-type: none"> 1 Keeney Track Time 1938 Md. \$75.00 1 Jenn. Fast Time Free Play 75.00 1 Mills The McCoy 19.50 1 Western Base Ball 35.00 1 Pace Race Black Cabinet 20-1 S-3909 49.50 1 Keeney Anti Aircraft Black Cabinet 19.50 1 Evans Lucky Star 79.50 <p style="text-align: center;">COUNTER GAMES</p> <ul style="list-style-type: none"> 1 Grotchen Columbia Bell J.P. \$40.00 1 Grotchen Columbia Bell GA 52.50 2 Grotchen Mercury 1c 18.50 	<ul style="list-style-type: none"> 1 Grotchen Liberty 1c \$18.50 1 Daval Marvel 1c 18.50 1 Daval Reel '21' 1c 7.50 1 Daval Reel '21' 5c 7.50 1 Mills O.T. Bell 10c #20634 32.50 1 Mills Vest Pocket (Green) 25.00 1 Jenn. Little Merchant 12.50 2 A B T Targets Md. F 1c 17.50 5 Grotchen Yankees 1c F.S. 15.50 10 Mills Vest Pocket Blue & Gold; used 10 days 38.50 8 Mills Chrome Vest Pocket; used 10 days 42.50 2 Grotchen DeLuxe Mercury 19.50
--	--	---

*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 23, 1941.

MOSELEY VENDING MACHINE EX., INC.
00 BROAD STREET, RICHMOND, VA. (Day Phone 3-4511—Night Phone 5-5328)

QUICK! WE'LL PAY CASH!!

FOR ALL MODEL ROCK-OLA PHONOGRAPHS

GIVE FULL DETAILS AS TO CONDITION, MODEL, QUANTITY READY TO SHIP AND PRICE WANTED! WRITE! WIRE! PHONE! CALL!

HARRY PEARL—HAROLD LAWRENCE

KEYSTONE VENDING CO. OF NEW JERSEY

1125 BROAD ST., NEWARK, N. J. (All Phones: Blgelow 3-3225)

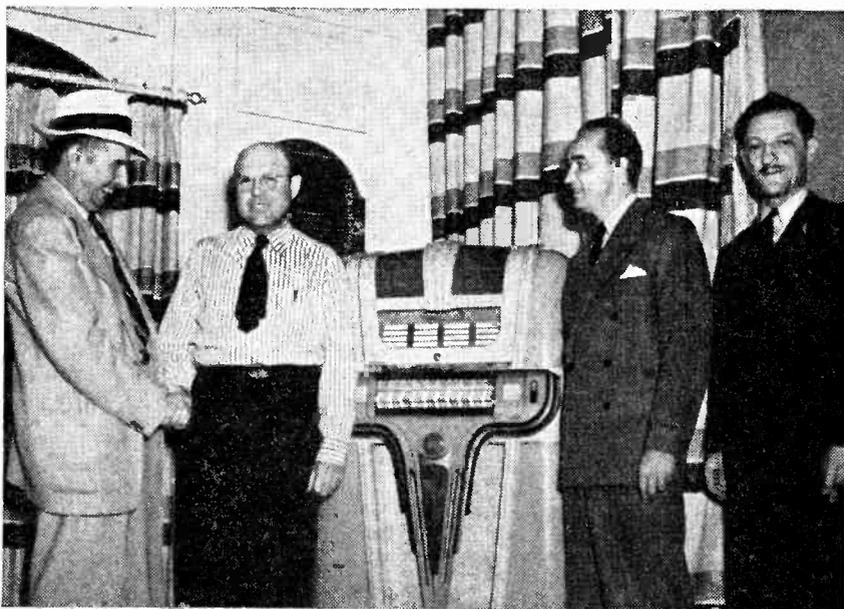
Sphinx Okehs New Game Releases

CHICAGO, Aug. 16 (DR).—"Our first shipment of Keeney's great game Fortune, a combination one or five-ball free play and one-ball automatic game, has left for Silent Sales Company headquarters in Minneapolis," reports William (the Sphinx) Cohen, head of the firm.

"I will stake my reputation that Fortune is the greatest combination one-ball console-type game ever made," declares the Sphinx. "Operators who get in on this machine and place it on location will consider themselves fortunate, for it is a game which will last a long time. It is a game which doesn't have one fault, for it's perfect in every respect. It gives players more thrill and action which, naturally, means more play and more money in the cashbox.

"Further history is being made at the Keeney plant with the new Keeney console, Super Bell," he continued. "I can state, without fear of contradiction, that it is one machine that is truly different from all others.

"We've made sure that we have both of these games for operators who purchase equipment from Silent Sales," said Cohen in conclusion, "and the shipment is now on its way to our showrooms. Don't miss the chance to see and operate these great machines," he concluded.



THE HUT-SUT KING visits Mills Sales in Los Angeles and meets phono operators. Left to right: Art Dawes, president Novelty Supply, San Diego; Cal Brown, manager, Mills Sales, Los Angeles; Freddy Martin, band leader who introduced "Hut-Sut," now playing Coconut Grove, and Murray Hofberg, associate of Art Dawes. Photograph is the Mills Empress. (MR)

Atlas-Omaha Reports Biz Good

CHICAGO, Aug. 16 (DR).—Bob Van Weiss, manager of the Atlas Novelty Company office in Omaha, was in Chicago during the past week and reported to Eddie and Morrie Ginsburg, firm heads, that his office is doing very well.

"We've gone right along during the summer with no appreciable slump in business," the Omaha office manager declared. "Right now we are beginning to get ready for the fall business, which we expect to be very good.

"During this summer the strongest line of equipment, in sales, was automatic phonographs. Operators have been enlarging their routes with Seeburg music machines and the Omaha office has written a great deal of business on new Seeburg phonos alone."

Eddie and Morrie Ginsburg, Atlas heads, commenting on Van Weiss's report, stated that similar conditions exist in other Atlas offices in Buffalo, Pittsburgh, and Detroit.

Rothstein Listed in Philly "Who's Who"

PHILADELPHIA, Aug. 16.—C. H. Rothstein, head of Banner Specialty Company, has been singled out for a "Who's Who" listing. In the August 10 issue of *The Philadelphia Dispatch*, a special section of the newspaper contained a Who's Who in and About Philadelphia. A brief sketch was carried on the various individuals singled out for such honors, the newspaper explaining the purpose of the Who's Who being to call attention to "men deservedly prominent in professional, mercantile, and industrial activity in Philadelphia."

With the list including prominent representatives of various professions and industries in the city, the brief sketch, set in a double column, stated:

"Adding in a large measure to business and commercial activity, the manufacture and distribution of various types of coin-operating machines is an important factor. Prominently identified among those engaged in this business, we are pleased to mention the name of C. H. Rothstein, of the Banner Specialty Company, distributor of and endorsing only the best coin-operated machines of every description.

"The Banner Specialty Company endorses only the best in this class of machines and is direct factory distributor supplying the jobbers in Pennsylvania, New Jersey, Delaware, and the Eastern Shore of Maryland.

"Rothstein has been associated in the business for 24 years and is widely known throughout the trade. His machines are recognized as a standard of the highest quality in this line, and are in use among an extensive clientele whose confidence he enjoys.

"Rothstein is a capable executive of the highest integrity of character and a wide business knowledge, whose genial personality is an important asset in his present connection. Possessing expert knowledge, Rothstein, who enjoys the respect and esteem of his associates in the business, is well known in other walks of life and is a representative type of citizen. His recreational hobbies are fishing and farming."

Galveston

GALVESTON, Tex., Aug. 16.—Playland, one of the largest Penny Arcades in the Southwest, located on Galveston beach, reports a record breaking summer season.

Work on the \$1,500,000 pleasure and recreation pier was resumed August 8. Work was suspended August 2 following a labor dispute.

Most Galveston operators report good business for the summer and predict it will continue at about the same level thru the fall.

Detroit

DETROIT, Aug. 16.—Sam Liebers, Detroit operator, formerly active in the pin game field, spent the past week vacationing at Crystal Lake with Boris Siegel, another Detroit operator.

Harry Wish, Detroit music operator, is back from a vacation in Lexington, Ky.

Grand National H. Q. for Visitors

CHICAGO, Aug. 16 (DR).—Visitors have been making Grand National Sales Company's newly enlarged salesroom their headquarters while in Chicago this summer, the firm reports. "We're delighted to have our friends come to see us when they're in Chicago—on business or pleasure," said Mac Churvis. "We try to be especially helpful to those friends who are visiting Chicago for the first time and try to be helpful in seeing that they get the most out of their trip to our Chicago vacationland.

"For those who are here on business, we consider it a privilege to afford them

complete office facilities. We place at their disposal a secretary to write their letters, a desk, and all the telephone service they want. We want everyone who comes here to feel that Grand National's offices are really his headquarters while he is in Chicago."

Louisville Strong for Buckley--Meyers

CHICAGO, Aug. 16 (MR).—Art Meyers, Louisville (Ky.) distributor for Buckley Music Systems, made the statement during his two-day visit at the Buckley plant that "Louisville operators and locations are strong for Buckley." Meyers

drove into Chicago with Ray Joyner, Buckley district sales representative.

"Before being appointed a distributor for Buckley in June, I saw Buckley installations going into one place after another," said Meyers. "Location owners agreed that the Buckley system was dependable, and as a result made money.

"In coming into the factory I brought pictures of the businesses in which my customers are making installations. They are the best places and their owners are a fine type of business men."

Miami

MIAMI, Aug. 16.—Marion Stevens, radio editor of *The Miami Herald*, relates in her column (9) of a novel idea for keeping patients calm and happy as practiced by a Dr. Henry Harper, of Forth Worth. He has installed a coin phonograph in his waiting room. When a patient comes in the nurse presents him with a slug for operating the records.

Dan Hudson, Miami Scale, has returned from a motor trip in the Carolinas.

Cliff Deale expects to attend the Shrine Convention in Atlanta next month.

Mr. and Mrs. C. W. Revelle, Deale Automatic Music, are vacationing in the North Carolina mountains.

Bill Frey's man Friday, better known as Jayson, has left for a three-week motor trip north. He expects to confine most of his visiting to New York and Boston.

Bill Baldwin, the jovial minute music operator, is trying to find time off from business to spend a few weeks at Lakemont, Ga. He says the mountains up there are beautiful.

Local operators report that business around Jacksonville is booming and things are going like a house on fire. Camp Blanding, with its 40,000 soldiers, is only a few miles away, and that's the big reason for the stimulus in business up there.

Glenn Keagle reports the best summer business in years. His beach spots are humming because summer tourists this year exceed any other given period, and his northwest sections are good, due to the fact that a lot of building is going on in low-cost housing projects. With construction jobs available the natives have more money to spend in Keagle's locations.

The Music Operators' Association lack three members for 100 per cent membership, they report. Cliff Deale is president; Charlie Yuille, vice-president; Sam Feldman, secretary-treasurer. Attorney Dubbins handles the legal matters.

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

1 BALL MULTIPLE Deluxe CONSOLE PAYOUT

FLYING CHAMP

Immediate Delivery

DERBY WINNER

1 or 5 ball Replay with all the great money-making features of our outstanding Flying Champ Payout!

with the **MONEY MAKING QUINELLA! 40 COIN "BUY-THE-BOARD!" GIANT JACKPOT!**

ROLL OVER GOLD AWARD

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

MAYFLOWER SPECIALS

Closeout Novelties F. P.

In Original Crates

Bally Pursuit\$70.00
 Stoner 3 Up 70.00
 Chicago Major 70.00
 Kirk Boom Town 70.00
 Keeney Texas Leag. . 39.50

COUNTER GAMES

In Original Cartons

Liberty\$22.50
 Mercury 22.50
 Holly Gripper 6.75
 Used Sparks Gold Aw. 20.00

USED PHONOGRAPHS

Rockola 1940
 Luxury\$179.50
 Wurlitzer Model 50. 50.00

CONSOLES

Mills 4 Bells\$245.00
 Jumbo Parades 95.00
 Paces Races, brown cab, ser. 5,000 J.P. 105.00
 Royal Flush 75.00

USED GUNS

Bally Rapid Fire\$89.50
 Keeney anti-aircraft bl. 39.50
 Keeney anti-aircraft br. 49.50
 Bally Bulls Eye 29.50
 Bally Eagle Eye 24.50

Factory Reconditioned Slots

Mills Brown Fronts\$75.00
 Blue Frts, ser.430,000 59.50
 Jennings Red Skins. . 64.50
 Chief, 5c, Console. . . 50.00
 Bally Bell, 5c & 5c. . 52.50
 Jennings Dixie 44.50
 Paces All Star 39.50
 Jennings Chiefs 37.50
 Jennings Triplex 32.50
 Paces Comet 24.50
 Watling Rotatop 24.50
 Caille Bell 19.50
 Superior Races, on std. 39.50
 Terms: One-Third Deposit
 With Order. Balance C. O. D.

MAYFLOWER NOVELTY CO.

2218 UNIVERSITY AVE.

ST. PAUL, MINN.

Come one...
Come all...

GARNIVAL

SOULS Any
\$15
\$10
\$5
\$4
\$3
\$2
\$1

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 chills, 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!

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

GARDNER
2307 ARCHER - CHICAGO

MARVEL

WORLD'S GREATEST CIGARETTE REEL TOKEN PAYOUT COUNTER GAME

\$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.

WANTED TO BUY USED JENNINGS CIGAROLLAS

Advise price, condition and model.

E. GEORGE
Mobile, Ala.

Allied Ups Force As Biz Increases

CHICAGO, Aug. 16 (DR).—Keeping step with the increased business, Allied Novelty Company reports further expansion of its office, sales, and shop force. "This is to assure operators of getting the well-known Allied fast service, regardless of any business rush," officials said. "Our personnel grows as our company grows and as our long list of satisfied customers continues to grow," said Samuel Kleiman, official. "We not only embrace every opportunity to improve our service wherever possible, but we're keeping our eye on future needs and preparing for them in advance, too. Our expanded force, plus the tremendously large stock of all types of equipment that we carry on our floors ready for immediate shipment, puts us in position to serve the nation's operators promptly and efficiently with all types of equipment, no matter what their need.

"Our offices, too, are open at all times to visiting operators whenever they come to Chicago, either to make this their headquarters while they are in town or to make their selections right from our floors. Come in and chat with us when you're in town and enjoy Allied hospitality—we assure you it's right up to par with Allied service, and that's going some!"

Chicago Coin Readies for Boom

CHICAGO, Aug. 16 (MR).—"Yes, indeed," said Sam Wolberg, of Chicago Coin, "the fall upturn has definitely started and we're well prepared for it." According to Wolberg, the industry is "emerging from its customary summer lethargy and is awakening to the new profit opportunities that lie ahead for wide-awake operators. Bowling alleys, lunchrooms, and many other types of locations are coming back to life with a bang," reports this Chicago Coin official, "and operators are preparing for these locations with new equipment to start the season right."

Wolberg pointed out that operators should always see to it that games, especially in their better locations, should be of a type that will stand up under all play. "We want to call attention to the fact that Chicago Coin games have a reputation for giving the operators the utmost in service with an absolute minimum of service calls," he said.



WALLACE MacCLAY, purchasing department head of O. D. Jennings & Company and West division chairman of the Chicago Commission on National Defense, aided in the recent aluminum round-up. (MR)

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.

BADGER'S BARGAINS

SPECIAL 1940 PACE SARATOGAS, FREE PLAY, PAYOUTS. \$119.50
SPECIAL MECHANISM AND APPEARANCE LIKE NEW.

FREE PLAY GAMES	AUTOMATIC PAY OUTS
Bally Blue Grass, like new.....\$119.50	Bally Sport King.....\$114.50
Western's Big Prize.....99.50	Pace Saratoga Juniors.....97.50
Jennings Bob Tails.....99.50	Bally Grand Nationals.....89.50
Jennings Silver Moons.....99.50	Bally Pace Makers.....89.50
Bally Dark Horses.....94.50	Jennings Fast Times (P.O.).....89.50
Record Times.....94.50	Mills Jumbo Parade Pay Outs.....89.50
Jennings Fast Times (F.P.).....89.50	Bally Grand Stands.....79.50
Bally's Big Top (F.P.).....89.50	Mills Square Bells.....69.50
Sport Specials.....79.50	Bally Royal Flush.....69.50
Mills Jumbo Parade (F.P.).....79.50	Bally Thistledowns.....59.50
Western Seven Flashes (F.P.).....49.50	Keeney Track Times, red heads.....49.50
Cottlieb Track Record.....39.50	Bally Sport Pages.....49.50
Bally Gold Cups.....29.50	Jennings Good Lucks.....39.50
Mills 1939 1-2-3's.....29.50	Bally Fleetwoods.....24.50
Bally Eurekas.....29.50	Bally Entries.....24.50
Bally Triumphs.....16.50	Jennings Libertys.....24.50

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.

THE BEST "BUY" ALWAYS WITH LEHIGH

Ten Spot.....\$49.50	Glamour.....\$19.50	Major.....\$55.00	Plikes 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.....48.00

Send order and 1/3 deposit for prompt delivery, making sure to mention 2nd choice.

LEHIGH SPECIALTY CO.
2ND & GREEN STS. PHILADELPHIA, PA.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

GOING MY WAY?



I WANT TO BE THE FIRST TO SEE CHICAGO COIN'S NEW STAR ATTRACTION WITH THE NEW "CARRY OVER" IDEA!

Out next week!

Minneapolis-St. Paul

MINNEAPOLIS, Aug. 16.—Collections are beginning to pick up in Twin City locations as many people return home from vacations and start frequenting their former haunts again. Music men report phonos are getting a stronger play every week.

Back from a trip to the Northern Minnesota border country, Max Harrison, Minneapolis operator, brought with him a good mess of crappies and pike as evidence that the finnies are biting well. Meanwhile, Max's crew has been doing a bigger business than ever before. Included are Howard and Harry Harrison, Lee Dirks, Frank Berda, Buddy and Snooks Harrison.

Leo Landsberger, in charge of the phonograph department for M. M. (Doc) Berenson's Minnesota Automatic Machines Company, reports that business has been stepping along in fine shape all week and the season ahead looks very bright.

Back in her kitchen doing some excellent cooking is Mrs. George Hansford, Yankton, S. D., wife of a coin machine operator. She was hurt recently in an automobile accident.

William (Sphinx) Cohen, of Silent Sales Company, reports that he has bought up all of the Keeney Skylarks he could place his hands on, and that the operators are grabbing them off as fast as they can. Cohen also said that the Twin Six has been moving along at a fast pace, while Daval's counter games have the boys singing their praise. Mills Three Bells and Pace Saratogas are getting a good play in the tourist resort areas, he says.

Harry Lerner, of H & L Novelty Company, Minneapolis, leaves Sunday with Mrs. Lerner for a two-week vacation in Detroit Lakes.

Samuel Bender, Minneapolis coinman, has filed with the Hennepin County district clerk's office a trade name registration for the Coincraft Company.

Coinman Robert Henderson, of Moose Lake, is recuperating from a sprained knee suffered while playing kittenball.

Vera Foster, of Acme Novelty Company's record department, reports that disks are selling at an accelerated pace, with the operators paying considerable attention to *The Billboard's* Record Buying Guide in making their selections.

All the way from Winnipeg, Man., came Ed Zeriff, coin machine operator, who said that about all he could buy in the United States were records for his music machine route.

Henry Chappel, Winona operator, was a visitor this week to stock up on equipment.

Prior to going on a week's vacation up North, Ben Friedman, of Silent Sales Company, flew to Chicago for a day's visit at the Keeney factory, where he viewed the new one-ball and flat-top models. Shipments on the new items are expected within two weeks. Ben

reports that the flat-top is different from any game he has ever seen. Bill (Sphinx) Cohen, of Silent Sales, will go to Chicago next week to eye the new merchandise.

Ben C. Jahnke, Hutchinson, Minn., operator, came to the Twin Cities to buy machines, Ben reports trade in his territory has been good all summer.

Here from Wabasha, Minn., this past week was Jack Lowry, operator. Another visitor was Lou Olsor, of Austin, Minn.

Henry Hy Greenstein, of Hy-G Amusement Company, has returned to his desk following a swing into Northern Minnesota, where he found business humming along at a fast clip.

Oscar (Ozzie) Truppman and Irv Sandler, salesmen for Acme Novelty Company, jumped out for short visits to various parts of the State this week to write orders.

Soundies

CHICAGO, Aug. 16 (MR).—The following Soundies have been released, according to a release by the Mills Novelty Company: The eight Soundies contained on the new Panoram reel have a superabundance of comedy. Probably the most humorous is *The Hillbilly Grand Opera*, starring Cindy Walker, who created an important place for herself with *Seven Beers*. Supported in the cast by Zeke Canova.

A screwball presentation of *The Hut Sut Song* is delivered by the King's Men and Charles Judels. King's Men are the former Paul Whiteman vocalists.

Come Home, Father, sung by Alfalfa, of "Our Gang" comedies, is given a burlesqued rendition.

More on the sensational side is *That Gal Salomay*, featuring Cliff Nazarro and Kanza Omar as the dancer. Nazarro, as a side-show spieler, provides plenty of humor, too.

Other numbers are *Ballet Dancers' Nightmare*, famous Dummy Dance, of the Slate Brothers. Martha Tilton swings the Scotch classic *Loch Lomond*; dance routine staged by Eddie Prinz. Mary Healy vocals *The One I Love Belongs to Somebody Else*; Walter Byron plays opposite her. Ben Pollack ork. *We Can Live on Love* was especially written for Soundies by Sam Coslow, and presents Jackie Greene, comedian, and Dolores Gray, singing protegee of Rudy Vallee.

SAVOY VENDING CO.

651 ATLANTIC AVE. BROOKLYN, N. Y.

All American	\$32.50
Boom Town	52.50
Metro	29.50
Leader	22.50
Powerhouse	18.50
Seven Up	39.50
Stars	36.50
Zombie	29.50
Four Diamonds	64.50
League Leader	42.50
Miami Beach	59.50
Silver Skates	52.50

LEADING BY A MILE

CHICAGO COIN'S LEGIONNAIRE

Sport Parade	\$36.50
Stratoliner	29.50
Gold Star	22.50
Velvet	39.50
Sun Beam	42.50
Horseshoe	69.50
Mystic	32.50
Landslide	17.50
Bandwagon	22.50
Wow	44.50
Entry	59.50
Mercury Token P.O.	14.50

Balance C. O. D. WRITE FOR COMPLETE LIST!

FREE PLAY GAMES

Big Time	\$45.00
Blue Grass	115.00
Boom Town	55.00
Crossline	22.50
Defense	37.50
Duplex	52.50
Mystic	32.50
Polo	17.50
Red, White & Blue	34.50
Repeater	32.50
Sparky	25.00
Target Skill	45.00
Ump	47.50
Velvet	42.50
Zombie	35.00
Many More—Write for List	

KEENEY'S SUPER BELL CONSOLE

The First New Bell Idea in Over 30 Years

Jennings Silver Moon Totalizer New

FREE PLAY MINT VENDORS

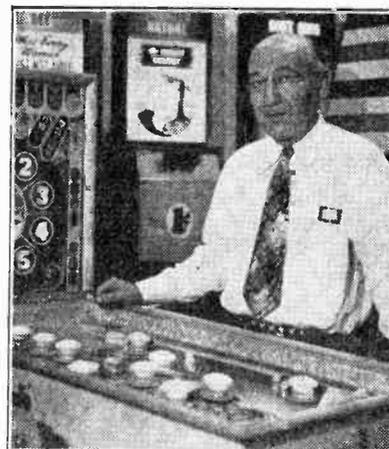
Jennings	\$59.50
Mills	79.50
CONSOLES, ETC.	
High Hand	\$169.50
Galloping Dominos	89.50
Paces Races, Br.	95.00
Jumbo, F.P.	85.00
Saratoga Combination F.P. & P.O.	115.00
Jungle Camp, Comb. F.P. & P.O.	95.00
1937 Skill Time	37.50

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Laud Evans Tommy Gun Improvement

CHICAGO, Aug. 16 (MR).—"The first run of Evans' Tommy Gun with the new massive base has just come off production lines," report officials of H. C. Evans & Company. "Distributors who have seen this improvement hail it as another addition to the handsome streamlined appearance of this hit, as well as highly practical and serviceable in use. Sturdy and rigid as a skyscraper, the gun is now even more impressive than ever. In spite of its rugged appearance, however, it is actually as compact in size as before,

adaptable to practically any small space." "The record Tommy Gun has established by its brilliant performance, location success, and earning capacity has more than fulfilled our greatest expectations," said R. W. (Dick) Hood, president. "From the day it was introduced the amazement of all beholders has been that such fast, realistic gun action could be achieved in a unit so small, light, simple, sturdy, and compact. The realism of Tommy Gun is right in line with the great public interest in defense, and its appeal from Coast to Coast is constantly growing. Day after day orders keep pouring in from all quarters of the nation. We feel safe in predicting that the future of this remarkable machine gun hit will prove even greater than its brilliant record to date, and that's a lot."



ROY MCGINNIS, Exhibit Supply Company distributor in Baltimore and Washington, acclaims Knock Out, as he makes arrangements for additional shipments. McGinnis posed for the picture on a recent visit to Chicago. (MR)

WIRE IMMEDIATELY

For these Bargains. They are offered subject to prior sale. State second choice. Enclose 1/2 deposit, balance C.O.D.

FREE PLAYS

2 Ten Spot	Each \$60.00	2 Seven Up	Each \$47.50
1 Duplex	55.00	2 League	
1 Horseshoe	29.50	2 Leader	44.50
3 Umps	49.50	3 Formation	27.50
2 Wow	64.50	2 Metro	42.50
1 Four Roses	47.50	2 Attention	39.50
1 Polo	20.00	2 Anabel	19.50
1 Blonde	17.50	4 Double	
1 Roky	10.00	3 Feature	15.00
1 School Days	35.00	3 O'Boy	12.00
		2 Dixie	27.50

PHONOGRAPHS

Wurlitzer 500	\$145.00	Wurlitzer 600	\$130.00
Wurlitzer 24s	82.50	Rock-Ola 12s	25.00

CONSOLES

1 Dark Horse	\$25.00	1 Rosemont	\$15.00
1 Club House	20.00	WRITE FOR COMPLETE LIST!	

Seiden Distributing Co.

1230 BROADWAY, ALBANY, N. Y. Phone: 4-2109

WANT TO BUY

JENNINGS SILVER MOONS MILLS SLOTS MILLS JUMBO PARADES MILLS SQUARE BELLS KEENEY AIR RAIDERS BALLY RAPID FIRES LATE MODEL VITALIZERS

State Serial Numbers, Models, and Prices Wanted in First Letter.

Write Us for Complete Price List on New and Used Games.

OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS, MO.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.



MUTOSCOPE'S DRIVE-MOBILE AND SKY FIGHTERS prominently located in the popular arcade operated by Porter Van Ault. "Mutoscope arcade machines have stood up wonderfully for me in profits, performance, and pulling power," declares Van Ault. (MR)

Baker Dark Horse Keeps 'Em Guessing

CHICAGO, Aug. 16 (MR).—"As the trade buzzes with rumors and speculations about a new five-ball novelty pin

MORE FOR YOUR MONEY

Airport \$17.00	Fifth Inning . \$17.00
All Baba 17.00	Lot o Fun 17.00
Bangs 17.00	Lucky 17.00
Brita Spot 17.00	Lucky Strike 17.00
Big Town 20.00	Mr. Chips 17.00
Box Score 15.00	Nippy 17.00
Bowling Alley 20.00	Ocean Park 17.00
Brite Spot 17.00	Oh Johnny 25.00
Charm 25.00	O Boy 20.00
C.O.D. 15.00	Roxy 7.00
Do Boy 25.00	Vogue 7.00
4-5 8 17.00	Score Champ 17.00
Folies 20.00	

1/2 Deposit, balance C.O.D.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave., Cleveland, Ohio

table soon to be released by the Baker Novelty Company, from all quarters operators and distributors bombard us with requests to let them in on the secret," reports a firm spokesman.

"We are not yet ready to make the official announcement, but we'll divulge the fact that the game presents something really extraordinary in new, simplified play, is loaded with come on, offers a number of new scoring ideas with six different ways to score, and keeps the player close to a big winner thruout the play. In test locations operators were amazed by its appeal and performance."

"It's the game to bet on for the coming season if you want slick sailing to swift profits," said Harold L. Baker, president of the company. "While we're tooling up for production we've had to delay the unveiling of the mystery marvel because of the top-speed production required to keep up on Kicker and Catcher, our counter game hit, whose popularity seems to be growing without limit. Also Lucky Strike, our counter cigarette game of which operators don't seem to be able to get enough to keep them happy. However, it won't be long now before our official announcement will be made."

Hi-Stepper



* More exciting ways to win—a Super Score of 25 points—the ever popular high score appeal, all add up to give Hi Stepper the greatest plus appeal ever built into any game—Seeing is believing—call your distributor now.

with the exciting
"PLUS APPEAL"

STONER

CORPORATION
AURORA, ILLINOIS



OPERATORS! JOBBERS! DISTRIBUTORS! All Over the EASTERN SEABOARD STATES!

STILL A FEW TERRITORIES AVAILABLE

THE MOST OUTSTANDING LEGAL
AMUSEMENT SENSATION IN YEARS!

NEW RIFLE SPORTS

The greatest moneymaking, most timely HIT in all shooting range history! Smaller, Lighter, Compact, Portable. Can be set up in a jiffy. Takes in coins faster than lightning. Holds them at the guns for hours. Takes advantage of the shooting craze getting so much national publicity and so predominant everywhere. We have an entirely new method for operation and sales. Get in touch with us immediately—CASH IN WITH THE NEW RIFLE SPORTS—A LEGAL, BIG MONEY BUSINESS!!

ROSENBERG-MUNVES CORP.

631 TENTH AVE., NEW YORK CITY

(All Phones: Longacre 3-1650)

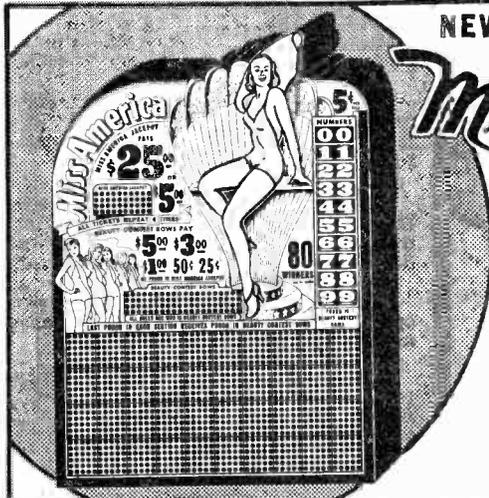
THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

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	
	1/3 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

NEW FLASH! NEW APPEAL!



Miss America

HARLICH'S LATEST ART DIE-CUT BOARD

Beautiful 7-color lithograph art picture plus color printing makes knockout player appeal. First jackpot punches out completely for fast jackpot action. A sure fire profit maker. No. 12080 5c a Play 1200 Holes Takes in \$60.00 Average Payout 33.75 Average Gross Profit . . . \$26.25

Write for New Folder No. NC-416

HARLICH MFG. CO. 1413 JACKSON CHICAGO, ILL.

The Best Investment in the World Today Is
U. S. Defense Savings Bonds and Stamps

CENTRAL OHIO QUALITY BUYS

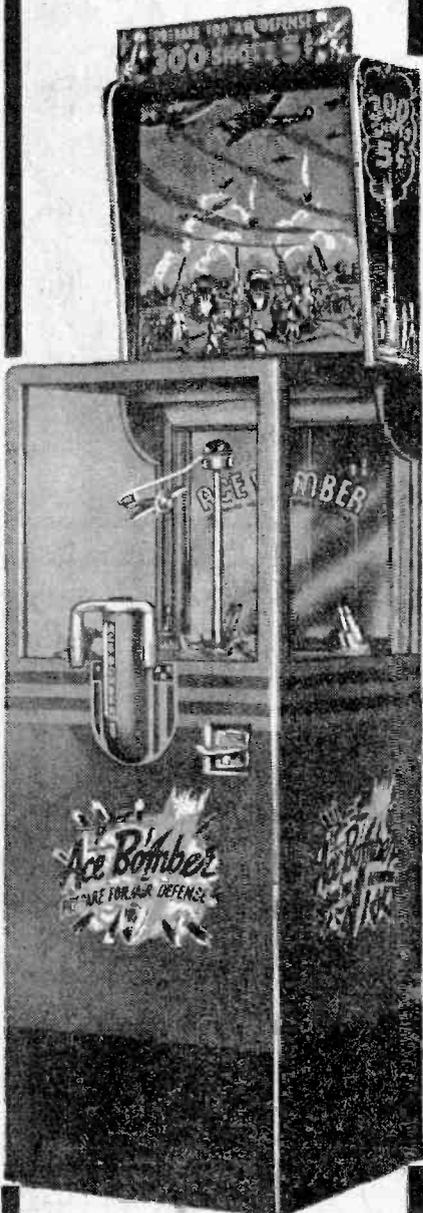
CONSOLES	ARCADE EQUIPMENT	COUNTER GAMES
1938 Track Times . . . \$79.50	Sky Fighter \$155.00	1c American Eagles . . \$17.50
Saratogas 75.00	Tommy Gun 69.50	1c Tot 12.50
Bakers Racers 195.00	Mr. Raiders 109.50	5c Sparts, G.A. 22.50
Jungle Camp, Comb. . . 110.00	Anti-Aircraft	1c Zephyrs 7.50
Fast Time, F.P. 79.50	(new Marble) 59.50	1c Penny Packs 5.00
Bob Tall, p.o. 82.50	Texas Leaguer 39.50	1c Aces 8.00
Triple Entry 135.00	Ten Strikes 39.50	Pikes Peaks 15.00
Beulah Park 65.00	Ten Strikes, F.P. 79.50	Gottlieb's Grippers . . . 9.50
Stanco Bells 75.00	Evans In a Barrel 79.50	5c Smoker Bells 37.50
Stanco Bells 5c-10c . . . 89.50	Shooting Practice Write	5c-10c Q.T.s Int'l 39.50
Jumbo Parade, F.P. . . . 89.50	Ace Bombers Write	Stands for Q.T. 7.50
Sugar King 69.50	Shoot the Chutes 69.50	Tally 7.50
Multiple Racer 69.50	Chicken Sams 39.50	Flippers Write

Half Deposit With Order — Balance C. O. D.
We Carry a Complete Line of Slots, Late Used Free Plays, Phonographs, Etc.
Write or wire us your requirements—we represent all the leading factories.

CENTRAL OHIO COIN MACHINE EXCHANGE, Inc., 491 S. High St.,
COLUMBUS, OHIO



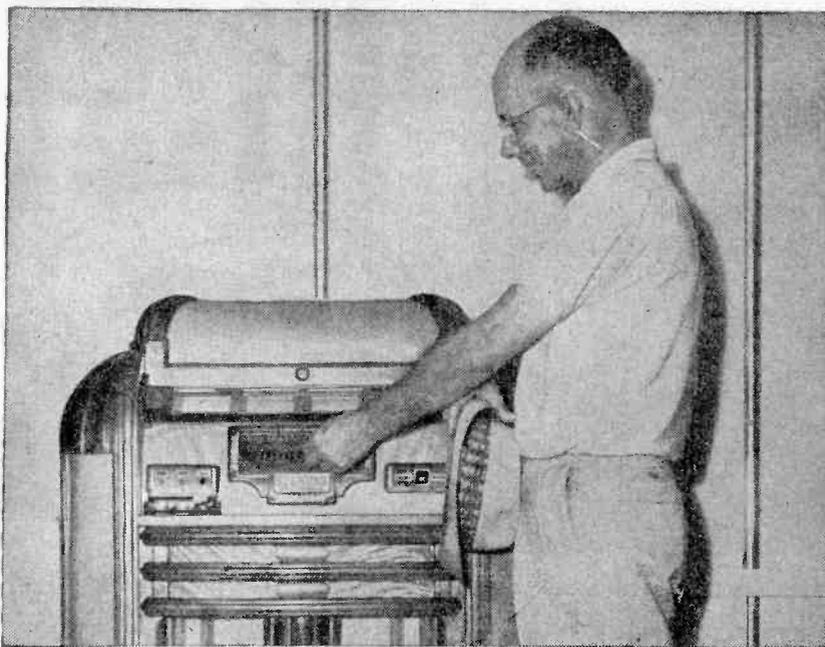
DAY IN, DAY OUT—
MUTOSCOPE'S
ACE BOMBER
MAKES MONEY!



IT'S GOT WHAT
AMERICA WANTS!
 ACE BOMBER makes more money because it gives more bang-up thrills!

ORDER FROM YOUR
MUTOSCOPE DISTRIBUTOR NOW

INTERNATIONAL
MUTOSCOPE REEL CO., Inc.
 PENNY ARCADE HEADQUARTERS
 SINCE 1895.
 44-01 11th St., Long Island City, N. Y.



A. C. HUGHES, phono manager of the Electro Ball Company, Seeburg distributor, sends this picture of Operator Tom Rathliff, Corsicana, Tex., and the Seeburg Symphonola which he reports he placed in operation in May, 1939, and which operated in the same location until June of this year without a single service call. (MR)

Boston

BOSTON, Aug. 16.—The mid-season slump continued this week as far as pin-ball games and arcade equipment are concerned. Vending and music machines showed an increase and operators reported collections good.

Owl Mint Machine Company is enlarging its quarters. Extensive renovations now going on include breaking thru the walls for more space and a rearrangement of the office. A separate office is being constructed to house the movie machine division handled by Panoram-Soundies Sales of New England. Panoram business is increasing, with new locations set during the past week in Maine. Owl Mint is operating the movie machines in Essex County, Massachusetts. The section includes some of the better North Shore spots. More than 200 Panoram machines are reported on location in New England. Ed Ravreby, of Owl, has just returned from a trip thru Maine, which was preceded by a flying visit to New Hampshire coinmen.

Benny Ross, of Vendomatic, reports the firm is, for the third time since its inception less than a year ago, looking for larger quarters. Business is booming, and Benny says he needs considerably more space than he now has.

Herbert Ellis, of Atlas Coin Machine Company, has resigned preparatory to being inducted into the army. Herb already has taken his physical and expects to be called about the first of September.

Rudy Greenbaum, general sales manager of Packard Manufacturing Company, was in town for a brief conference with Ben Palastrant, Packard's district manager. Rudy reports the Packard factory is rapidly catching up on orders.

Abe Korins, of Columbia Automatic Sales Company, is going in for ball gum machines and is purchasing equipment for his new route.

Barney Blatt, of Atlas Coin Machine Company, took a few days off for a fishing trip to Maine and returned with some fine bass as proof of his ability.

Sam Caslani, Montpelier, Vt., music operator, in town to purchase equipment and chat with local coinmen.

Atlantis Distributing Company reports business picking up constantly. Murray Schultz made a trip to New York in search of more merchandise.

Manny Oliver, New Bedford, Mass., coinman, now handling used machines.

George Harris, Pawtucket (R. I.) game operator, visited Boston last week to purchase equipment and discuss business conditions with the boys along Coin Row.

Carl T. McKelvey, general sales manager of the J. P. Seeburg Company, flew

into Boston with his wife and daughter to spend a few days as guest of Barney and Louie Blatt, of Atlas Coin, local Seeburg distributor.

Luke Levine, after relaxing for three or four weeks, is back at work and re-moting a lot of his locations.

Art Nagle, of Reliable Specialties Company, Cleveland, visited Boston recently and spent some time with local coinmen.

W. P. Hamel, of Capitol Coin Machine Company, Packard distributor for Maine, New Hampshire, and Vermont, reports sales increasing daily. Business is good in Northern New England, and Hamel is kept busy filling orders for Packard's Pla-Mor.

Ed Ravreby, of Owl Mint, has inaugurated a new practice. His stationery now carries the imprint of a rubber stamp reading, "Buy Defense Bonds." Ed suggests that other distributors and manufacturers take up the practice to keep Defense Bonds in the minds of coinmen. A rubber stamp or a line of print on the stationery will go far toward reminding operators and distributors to get behind the national defense program.

Many peanut operators are converting their routes into ball gum routes, it is said, as business has increased greatly for many of these operators.

Joe Fogel, of United Novelty Company, Portland, Me., in Boston again to purchase equipment. Joe's trips are becoming more frequent as his business booms.

Dave Bond, of Trimount Coin Machine Company, local A. I. C. distributor, reports that a new carload of Singing Towers phonographs has just arrived. Dave says the first carloads went faster than he hoped, and operators are taking to the music machines. Business has been good since the distributorship was awarded to Trimount, he says.

Frank King, of the Automatic Coin Company, reports plans for a showing at the firm's new location are progressing rapidly. The cellar of the showroom is being turned into a sort of a rathskeller, and a good time is promised all who will attend. No definite date has been set as yet, but it is expected that an announcement will be forthcoming soon.

The Jay Sales Company, Haverhill, Mass., is purchasing more equipment to handle its fast-growing music and pin-ball table routes.

The revival of the proposed tax on music machines and its insertion in a resolve for a special recess commission investigation of taxation problems led to speculation among local coinmen as to the possibility of reviving the music association. The association has been out of business for several months and the operators have no organization

which can represent them officially before the Legislature. It has been pointed out that an organized protest from an association representing hundreds of coinmen would carry more weight than scattered and spasmodic protests from individual operators.

Bill Wells, of Apex Coin Machine Company, reports that business continues good. Bill points out that the midseason slump is on, but despite this Apex continues to do business.

Ike Levine, of L. (Luke) Levine Company, off on a brief vacation thru the White Mountains.

Joe Dobbs, Boston coinman, purchasing more equipment.

Harold Morin, Attleboro, Mass., coinman, in town to purchase equipment, reports business good in his section of the State.

Dave Cotton, Lawrence, Mass., game operator, and his son, Nat, visiting the Boston showrooms to pick up additional equipment.

Irv McClelland, Seeburg representative in this section, back in Boston after an extensive road trip thru the territory.

Lenny Schultz, of Atlantis Distributing Company, planning a vacation trip thru the Catskill Mountains.

Jules Olshen, of Seiden Distributing Company, Albany, N. Y., planning a Labor Day visit with Murray Schultz, of Atlantis.

Coinography

Max Weiss
 MAX WEISS, one of Brooklyn's largest operators of merchandise machines and pin games, celebrates his 25th year in the coin machine business.

Max was 17 years old and attending pharmacy college when he first heard of a vender, but the thought of becoming a soda jerker was foremost in his mind. However, Max was forced into the business. Let's listen to Weiss's story:

"I was visiting my uncle, who owned a grocery store in Weehauken, N. J., when one of his customers approached me, as a New Yorker, and asked if I would do him a favor. His father had died recently and left him, among other things, about 1,500 gum vending machines. His father was an inventor and had invested a fortune in turning out the machines. The son wanted me to find someone to buy them. As a favor to my uncle I agreed, but upon returning to New York forgot all about it.

"About two weeks later, while at home with a friend, along comes the Jersey man who has these venders. Before I could say anything, my friend insisted we all go back to Weehauken and look over the machines. When we arrived at the factory in Jersey I didn't even go into the building to look at the equipment, but my friend did. He was one of those fellows that had never worked a day in his life and didn't have cigarette money. However, he made deal to buy every vender at 75 cents each and all I had to do was supply the money. The machines were a steal at that price, so I borrowed from everyone I knew, not turning down a \$5 bill. Finally after a struggle I put together about \$400 and used it as a deposit on the 1,500 machines. Next I made a deal to get gum, and my friend and I put out the machines. When the machines were all located, I woke up one morning to find out that I was earning between \$400 and \$500 a week. From then on I forgot all about the drugstore business and was an operator for good."

Weiss's next adventure was the purchase of 200 peanut vending machines. But after the first week's collection of \$19, Max decided that the business needed a hypo. He took the machines out of the stores and set them up on stands along the door, built hooks, and hung them up on the wall. Business increased, but not enough for Weiss. The next move was to introduce sunflower seeds into the venders, but this move was a flop also. However, when Weiss roasted the sunflower seeds the pennies started to roll in.

Now Weiss had a very large cigarette route, pin game business, but he still operates many peanut and gum machines.



REFRESHMENT-BOUND CITIZENS of Santa Monica, Calif., are making beelines to the Harbor Inn, a new cocktail lounge which features Seeburg Bar-o-Matic remote selectors. Dan Donohue, Seeburg representative, advises that the men behind the bar are especially pleased with the convenient size and installation features of the instrument. (MR)

Don Anderson on Good Will Trip

CHICAGO, Aug. 16 (MR).—"My sole purpose in making this trip is to better acquaint the operators in Minnesota with the machines which Western Products is producing," states Don Anderson, official of Western Products, Inc.

"Western Products is one of the oldest coin machine manufacturers in the business. Too often, when a company becomes large, it is inclined to lose the very thing that was responsible for its growth, and that is personal contact

with the people whom it does business with. Western machines have always enjoyed an exceptionally good acceptance throughout Minnesota. I feel that in view of our many friends in that State and the large volume of business that they have given us over a period of many years it is only right that our company make personal contact with these operators and in addition to finding out their problems aid them in solving them. It is only thru the closest co-operation that a manufacturer and the operator can mutually benefit. I am taking one of Western's best engineers, Emil Goodman, along with me on this trip.

"Goodman has been on the engineering end of coin machine manufacturing for the past 10 years and is responsible for many major developments that have benefited the entire industry. Goodman will be a great help to servicemen and those operators who service their own machines.

"Incidentally, I am taking along what I consider one of the greatest payout tables ever made, and that is Western's Flying Champ. While this super Western game has sold very well, there are many operators who have not had the opportunity of seeing one. Flying Champ is one machine I am especially proud to demonstrate. I am sure that all the operators will agree that Western has built an operator's machine in Flying Champ when they see the machine in actual play."

Fall Rush On for Batting Practice

NEW YORK, Aug. 16 (MR).—The fall rush of orders for Batting Practice has begun in earnest, according to Max D. Levine, president of Scientific Machine Corporation. He explained that action had not been expected until after Labor Day, but the rush is already well under way.

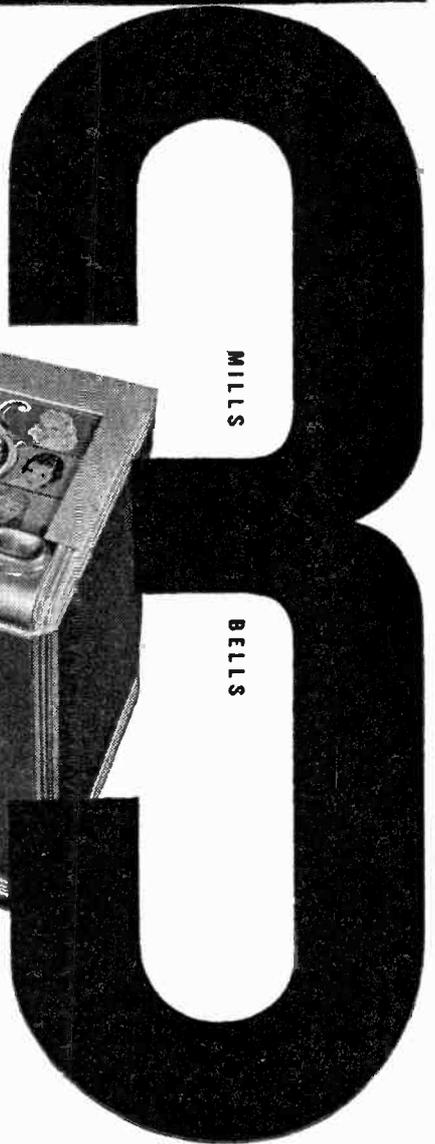
"The Labor Day week-end usually winds up the summer season and people start flocking back to the city," said Max. "Operators this year, anticipating a banner season, are already making preparations to handle increased business this fall and winter. Machines have been prepared for the heavy season ahead, and operators have been busy getting additional locations.

"Batting Practice, which did not experience any slump in collections during the summer, is being ordered in large quantities by operators all over the country who want to spot the machines in many new locations. Location owners where the machine has already been installed have praised the game to their friends. As a result, operators find that they must purchase additional games to satisfy the demands of location owners who also want to benefit from its wide public appeal.

"With the passage of time the long-lasting feature of Batting Practice makes itself more apparent. It would not be too far-fetched to say that all previous records established by this game will be smashed in the coming months."

THREE TIMES AS GOOD

Mills Three Bells is at least three times as good as the next best thing in money-making consoles. It's a 5c, 10c and 25c Bell rolled into a single cabinet. Players joyously switch

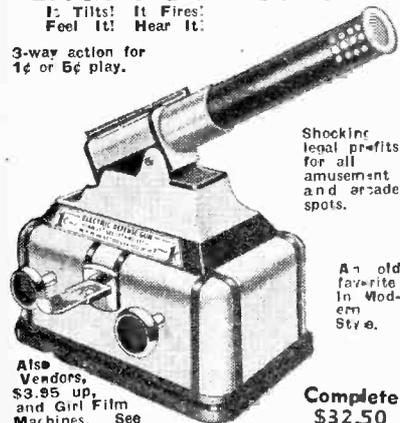


over from nickels to quarters to dimes—and back again! Everybody's happy and the machine is making profits beyond belief. Try one soon! Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

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 Vendors, \$3.95 up, and Girl Film Machines. See your jobber or write for Free Details. AUTOMATIC GAMES 2422-K Fullerton CHICAGO

WANT TO BUY

25 PACES RACES (30 TO 1)
10 BAKERS RACES (30 TO 1)
15 1938 TRACK TIMES
50 MILLS LATE BLUE FRONTS

State Serial Numbers, Condition and Lowest Cash Prices in First Letter.

WANT A FIRST CLASS EXPERIENCED MECHANIC FOR PAYCUT TABLES, CONSOLES AND SLOTS. Give full details as to age, experience, references and salary expected.

3147 Locust St.,
ST. LOUIS, MO. **CALL NOVELTY CO.**

MILLS PHONOGRAPHS
BELLS TABLES

Distributor **CONSOLES**

KEYSTONE NOVELTY & MFG. CO.

26th & Huntingdon Sts., Philadelphia, Pa.
Baltimore Office: 515 Cathedral St., Baltimore, Md.

Viva la Conga!!

SUPERIOR'S GOODWILL BOARD

LA CONGA . . . Operators say, "Muchas gracias for this DIE-CUT wonder" . . . 1600 RE Holes . . . 5¢ per sale . . . Takes in \$80.00 . . . Total average payout \$42.00 . . . Average profit \$38.00 . . . Additional profit from RE arrangement \$3.00 . . . Total average profit \$41.00 . . . Thick board . . . FIESTA has the same action as LA CONGA . . . 25¢ per sale . . . Total average profit \$104.50 . . . Extra-thick board . . . Order these DIE-CUT masterpieces now!

SUPERIOR PRODUCTS

14 NO. PEORIA ST. CHICAGO, ILLINOIS

QUALITY SPEAKS FOR ITSELF		
PAYOUTS	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
Four Bells \$239.50	Big Six \$12.00	Punch \$12.00
Big Top 115.00	Bangs 12.00	Lucky 14.00
Paces Reels 114.50	Flash 30¢	Commodore 16.50
Royal Draw 97.50	Thriller 12.00	Jolly 22.50
1938 Kentucky Club 39.50	Ocean Park 14.00	Crossing 34.50
Derby Day Flat Top 49.50	Super Six 14.00	Landslide 27.50
Mills 1-2-3 22.50	Buckaroo 17.50	Golf Star 42.50
ONE-BALL FREE PLAY	Playmate, novelty 15.00	Ten Strike, small unit 27.50
Dark Horse \$89.50	Sports 14.00	Ten Strike, large unit 37.50
Mills 1-2-3, top hat 34.50	Double Feature 22.50	Bally Bull's Eye 27.50
Mills 1-2-3, rebuilt 19.50	Mascot 22.50	
	Yacht Club 22.50	
	1/2 Deposit With Order—Balance C.O.D.	
	MODERN AUTOMATIC EXCHANGE, INC.	
	2618 Carnegie Ave., Cleveland, Ohio	3307 South Ave., Youngstown, Ohio

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

**IMMEDIATE DELIVERY!
NO WAITS! NO DELAYS!**

**Spectacular
Super Success!**

Hailed with a bombburst of enthusiasm! Players rave! Operators cheer! Distributors acclaim Evans' SUPER BOMBER the outstanding achievement of the industry! Wires are hot with reports of its colossal collections! If you haven't put SUPER BOMBER on location you've passed up a sure bet! Get the facts. Ask any operator who has it or write us.

NOT A GUN!
Requires less room than a pin game.

Strictly skill.
100% legal.

BUY UNITED STATES DEFENSE BONDS

**EVANS' CHAMPION
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.**



MUSIC MACHINE OPERATORS and record dealers in Philadelphia attended a party at the Ritz-Carlton Hotel in honor of Vaughn Monroe (second from right in front row) in celebration of the recording artist's selection by the record merchants as the outstanding orchestra leader "discovery" of the year. A plaque signaling the honor was presented the maestro on the stage of the Earle Theater, Philadelphia, where he made a personal appearance early in August. The party was tendered by Raymond Rosen Company, record distributor.

**Mich. Phono Assn.
Members Guests at
Cleveland Meeting**

CLEVELAND, Aug. 16.—The August meeting of the Cleveland Phonograph Merchants' Association was held recently at Hotel Cleveland, with Peter Lukich presiding. Following committee reports and routine business, Harry Lief passed out applications for Defense Bonds in the drive the association is sponsoring.

Jack Cohen, chairman of the entertainment committee, announced that tickets for the outing at Pine Ridge Country Club August 28 will cost \$2.25. General discussion on plans for the event followed. It was decided to use a phonograph to furnish the music for dancing, and in order to be fair to all the five distributing firms in the city a drawing resulted in a Rock-Ola being selected.

A delegation of the Michigan Association headed by President James Ashley attended the meeting. Included were Messrs. Small, Clemenson, Schreiber, and Carlsen, from Detroit, and Charles Lamb, of Marquette. Ashley in his address urged closer co-operation between the two associations with the idea in view of forming a national organization. President Lukich stated that a similar suggestion had been made at the annual meeting by Homer E. Capehart and that he and other members felt favorably toward such a plan, but the matter had been held in abeyance as the association had not felt like undertaking it at the time. Following open discussion a motion was made by Leo Dixon that a committee be appointed in the near future to investigate the matter and to take it up with the State board.

maintains even proportions both as to outright sales as well as trade-ins.

"Free play novelty games, after experiencing a sharp decline the early part of August, have now resumed their former sales volume. It seems that the majority of new novelty games incorporate improved playing features, which naturally make for more player satisfaction and appeal.

"Sale of used equipment has been showing a marked upward swing. We believe this is due to the fact that operators are becoming cognizant of the fact that shortage of equipment is not ballyhoo distributed by manufacturers and jobbers but is a true grim reality; therefore, we urge all operators to anticipate their future requirements and buy now."

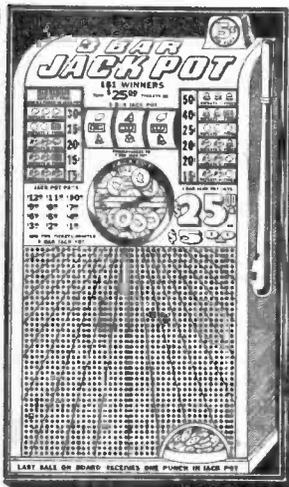


**COLUMBIA GOLD AWARD
CIGARETTE BELL**

Designed for operation in restricted territories. Convertible from penny to nickel, dime or quarter play. Supplied with 10 or 20 stop reels. Write for full details and confidential operator's price.

GROETCHEN TOOL COMPANY

130 N. Union St. Chicago, Ill.



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.

**Bally Game Rolls
Cubes 20,000 Times**

CHICAGO, Aug. 16 (MR).—"Imagine the wear and tear on your wrist," says George Jenkins, general sales manager of Bally Manufacturing Company, "if you shook a pair of bones 20,000 times! Yet one of our Roll-Em, two-reel dice consoles, has rolled the bones more than 20,000 times with never a murmur. The machine was being automatically operated on a life test and the tests proved that Roll-Em is really built to take the six-plays-a-minute workout it gets in many locations.

"Roll-Em is an automatic payout two-reel dice console with seven-selection coin head, available in nickel or quarter play. It is one of the most popular consoles developed in recent years," he concluded.

**Stern, of Monarch,
Comments on Biz**

CHICAGO, Aug. 16 (DR).—Al Stern, official of the Monarch Coin Machine Company, in reviewing coin machine buying during the past month, stated: "Operators are continuing to buy at even, level pace, which naturally is conducive to a healthy normal business condition. We naturally are glad to notice this business trend because price classification

**Columbia Gold Award
Cigarette Bell**

Distributed
Sold on time payment 10 Days' Free Trial
1/2 Deposit.
Recommended by

**TORR 2047A-SO. 68
PHILA., PA.**

CLEAN-UP SALE

- Rock-Ola Counter Model.....\$79.50
- Rock-Ola DeLuxe..... 139.50
- Rock-Ola Standard..... 129.50
- Rock-Ola Standard Marble finish..... 149.50
- Rock-Ola Master..... 195.00
- Rock-Ola Super..... 205.00
- Wurlitzer 616..... 49.50
- Wurlitzer 600..... 129.50
- Rock-Ola Ten Pins..... 29.50
- Seaburg Parachutes..... 59.50
- Chicken Sams..... 32.50
- 1/2 Deposit, Balance C.O.D. Hundreds of other games in stock. Write for closeouts and floor sample prices.

AVON DISTRIBUTING CO.
4700 Prospect Ave. Cleveland, Ohio

CANADIAN OPERATORS

It's
New!
It's
Different!
It's
ZIGZAG
By Genco

CANADIAN NOVELTY MFG. COMPANY
256 BACOT STREET, KINGSTON, ONT., CANADA
IMPORTERS AND JOBBERS

ADVERTISING OFFER!

WE WANT 200 NEW ACCOUNTS!

TO DO THIS WE ARE

Underselling ALL COMPETITION!

ORDER TODAY—IMMEDIATE DELIVERY—QUANTITIES LIMITED!

YOU NEVER SAW PRICES LIKE THIS BEFORE!

- Airway, Airport, Blackout, Buckaroo, Big Ten, Box Score, Bounty, Contact, Chief, Cowboy, Circus, Conquest, Champion, Chubbie, Chevron, Clipper, Davy Jones, Flagship, Fantasy, Keena Ball, Klick, Liberty, Lot of Fun, Dandy, Ocean Park, Pick 'Em, Rink, Roller Derby, Rebound, Red Hot, Ragtime, Zip

\$ 8.95 EACH

YOU SAVE FROM \$5 TO \$15 A GAME

- Commodore, Jumper, Jolly, Follies, Lucky, Mr. Chips, Odd Ball, Roxy, Score Champ, Stoners Baseball

\$ 13.95 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, Summertime, Short Stop, A.B.T., Challenger, Pistol Target

\$ 16.50 EACH

Order from office nearest you. If that office out of games, shipment will be made from next nearest office. In ordering, state second and third choice.

542 S. Second Street Louisville, Kentucky 531 N. Capital Avenue Indianapolis, Indiana 312 W. Seventh Street Cincinnati, Ohio 425 Broad Street Nashville, Tennessee

YOU SEE GAMES LIKE THESE ADVERTISED UP TO \$45:

- Blondie, Convention, Dixie, Drum Major, Double Feature, Home Run, Mascot, Progress, Polo, Playmate, On Deck, Scoreline, Score Card, Sporty, Speedway, Three Score, Trapeze, Vacation, Wings, Yacht Club

\$ 22.50 EACH

THESE RECORD BREAKING VALUES ARE AT OUR 4 BIG SALESROOMS!

SOUTHERN AUTOMATIC MUSIC CO.

Schaeff Promises Premium Venders

CHICAGO, Aug. 16 (MR).—"We exceedingly regret that we have caused some inconvenience to the trade in making late shipments of our Esquire Premium Vender, but the overwhelming volume of orders we received was just too much for us to cope with even with our production at high gear," declares Harold Schaeff, head of the Victor Vending Corporation.

"We wish to thank all those who showed so much patience and understanding in this connection and we are pleased to announce that there will be no need of any further delays as we have 1,000 Topper De Luxe Premium Venders which have been equipped with Esquire Globes and a special attachment which vends Esquire Premium Gum perfectly," continued Schaeff.

"As long as the present supply of Topper Premium Venders holds out we

can make shipments as soon as ordered. The Copper Vender can well be remembered for having many years of proven performance to its credit and can be counted upon to provide long profitable service," concluded Schaeff.

Fort Worth

FORT WORTH, Tex., Aug. 16.—Operators Sales Company reports a good jobbing business the past few weeks. "We are selling more new machines than we can get factory deliveries on," said Mr. Lockhart, one of the owners. The firm also does a volume of reconditioning business.

Southwest Coin Machine Company, Benjie Pento, manager, has redecorated. The firm operates and deals in new and used machines.

Ecb Cowan, Worth Music Company, has been adding some new phonos to his route. The firm has also recently installed several additional wall box installations.

The heavy fruit crop, especially melons and peaches, has been instrumental in increasing play on all types of equipment the past two weeks. The big army supply depot, which will consist of some 130 buildings, will soon be under construction, and operators in the area are getting their spots fitted out with all necessary equipment. Some 6,000 men will be active at the huge supply station.

Merchandise machine operator Imber is adding new machines to his route. Imber is fast becoming one of the city's leading merchandise operators.

F. C. Ewing Company, nut roasters and distributor for Columbus venders, reports sales on the upward trend. The firm is offering operators a fresh supply of the 1941 peanut crop. The concern is one of the largest buyers of Spanish peanuts in the Southwest and operates its own roasting kitchens.

Frankrich Distributing Company is again dealing in new and used machines



MORRIS GISSER AND G. ALBERT KITT, of the Cleveland Coin Machine Exchange, Cleveland, examine the Exhibit Supply Company's latest game release, Knock Out, in the factory showroom. (MR)

ENLISTED FOR SERVICE!

ROCKOLA 1939 COUNTER MODEL—ILLUMINATED—WITH STAND \$79.50 WURLITZER 1939 COUNTER MODEL PHONO 61 ILLUMINATED... 79.50

Mills Jumbo Parade Free Play Console—Excellent Condition... \$94.50 Jennings Fasttime Free Play Console—Marble Glo Cabinet... 89.50

AUTOMATIC PAY TABLES

Bally Long Sht. \$149.50 Bally Sport Page \$57.50 Bally Gold Medal \$39.50 Bally Sport King 125.00 Bally Stables 29.50 Western Hey Day 34.50 Bally Grand National 84.50 Bally Preakness 22.50 Western Derby Time 37.50

AUTOMATIC PAYOUT CONSOLES

Mills Jumbo Parade \$99.50 Pace Saratoga Skill \$84.50 Pace Saratoga 1940 comp. F. P. & Payout \$149.50 Jennings Fasttime 89.50 Mills Square Bell 65.00 Paces Reels 1940 89.50 Evans 1940 169.50 Bally Royal Flush 64.50 Bangtalls 169.50 Jennings Multiple 49.50 Evans 1940 Dominos 150.00 Mills Track King 29.50 Racer 49.50 Paces Races, Brown Walnut Cabinet, 20 to 1 Odds \$104.50

Terms: One-third deposit with order, balance sight draft or C.O.D.

MONARCH COIN MACHINE CO.

153 1/2 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

You can ALWAYS depend on JOE ASH—ALL WAYS! FINEST FREE PLAYS READY FOR SHIPMENT!

All American \$34.50 Boom Town 54.50 Brite Spot 12.50 Big Show 12.50 Big Town 12.50 Four Roses 44.50 League Leader 42.50 Majors '41 62.50 Mills 1-2-3 Animal Reels 24.50 Mills 5 in 1 29.50 Nippy 12.50 Playball \$52.50 Red, Wht. Blue 32.50 Sparky 22.50 Powerhouse 17.50 Stars 42.50 Score Champ 12.50 Spotted 9.50 Velvet 42.50 Triumph 10.00 Ump 39.50 Wow 39.50

LEGAL EQUIPMENT Rockola Ten Pins \$29.50 Keeney Anti-Aircraft Gun Black Cab 29.50 Kirk Night Bomber 139.50

Write for complete list of bargains—the best buys that you can get in America!! Buy from Active and get Active for bigger profits!! 1/2 With Orders, Balance C. O. D.

SPECIAL—Keeney TEXAS LEAGUERS, New, In Original Cases, 1c Play \$42.50

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.

of all kinds. The firm features phonographs and cigarette venders.

Carl Christensen, local operator, is now adding counter amusement games to his vender route.

Bennie McDonald and his Lone Star Sale Company keep a lot of equipment

going in the Lake Worth area and along the busy Jacksboro Highway.

Willard White, Fort Worth operator, is also a well-known golfer of this section. He recently proved himself plenty hard to beat in a putting tournament at Glen Garden Country Club. He has won many golf matches with top players.

Bally HIGH-HAND

5-REEL REPLAY POKER CONSOLE WITH HOLD & DRAW FEATURE

NOW AMERICA'S largest selling console and fastest money-maker on the market. 5 reels "deal" poker hand. Player wins on 3-of-a-kind or better. If first spin doesn't win, player can "hold and draw" by depositing another coin. Write for complete description and prices. Also ask about sensational BIG-TOP 3-reel console bell—another record-smashing money-maker!

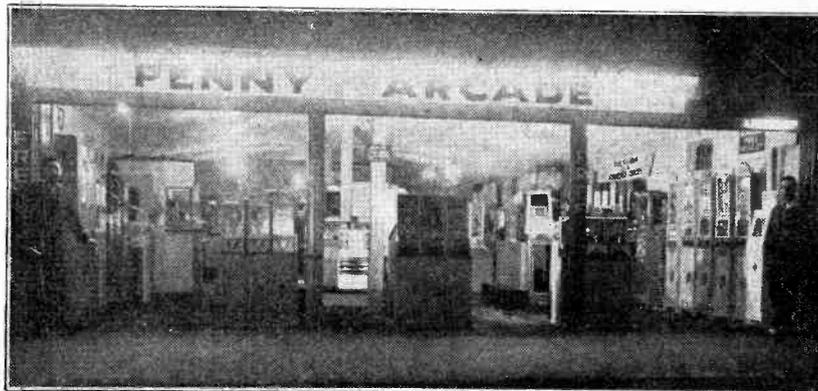
NICKEL OR QUARTER



MINT VENDER
attachment now available for all Bally Consoles.

SKILLFIELD
attachment now available for all Bally Consoles.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS



V. G. RAW NOVELTY COMPANY'S PENNY ARCADE at Seaside, Ore., is located on the main street. V. G. Raw entered the games business six years ago, purchasing games from Budge Wright, of Western Distributors, Portland, Ore. Now he employs 18 people in the arcade and on music and pinball routes. The arcade is over 100 feet deep, 60 feet wide, and houses about 500 coin machines. Raw, just past 30, is married, has one daughter, and is active in Seaside civic activities. (DR)

Urge Attention to Counter Machines

CHICAGO, Aug. 16 (MR).—The Daval Company reports that it is urging operators to pay more attention to counters on locations as profitable sources of revenue. "Counters are now more profitable than ever for operators," they point out. "Here is the crucial point of sale and purchase today thruout the country. Here is where all the coin is changing hands. And many operators that have forgotten to take advantage of counters are losing the best spots in their locations.

"We believe that every operator who will check his locations will find that he has room for such machines as American Eagle and Marvel. These token payouts are not only bringing bigger and steadier profits to those who are now operating them but they are so steady in their appeal and go on for such a long period of time that they assure maximum profits."

Production of American Eagle and Marvel continues at a steady pace with sales going better right along, according to Dave Helfenbein, of the firm.

both his Illinois and Mississippi offices. Praise like Si's is music to our ears, since it's right in tune with comments and reports from all over the country on New Champ.

"That game, under its original name of Champ, was a smash hit that brought home plenty of earnings for operators. We discontinued production in favor of another hit, but operators so besieged us to put it back into production that we conducted our Wallop Poll to let them decide. The result was such an overwhelming insistence for production of Champ that we had to yield. New Champ is the same tried and proven hit not altered, only dressed up in new colors and with added sparkle and flash. New Champ is more than upholding the record set by Champ and we're thrilled that this Wallop Poll request number is proving to be, as Si says, the champion on the coin machine range."

NATIONAL VALUES

LEGAL EQUIPMENT		PHONOGRAPHS	
Bally Rapid Fire	\$104.50	Rockola 1940 Super Rockolite	\$195.00
Bally Lucky Strike Bowling Game	24.00	Rockola 1940 Super Walnut	185.00
Bally Alley Bowling Game	15.00	Rockola 1939 De Luxe	139.00
Gottlieb Skiballette, New	65.00	Rockola 1939 Standards	127.00
Keeney Anti-Aircraft	49.50	Rockola 1939 Counter Models	64.00
Seeburg Chicken Sam	45.00	Rockola 12 Record	29.00
Keeney Air Raider (Light Brown)	104.00	Wurlitzer 500 Piano Keyboard	145.00
Rockola Ten Pins	49.50	Wurlitzer 616	52.50
		Wurlitzer 412	35.00

PAYOUTS		SLOTS	
Sea Biscuit	\$49.50	Mills F. P. Slot with Mint Vender	\$90.00
Grandstand	74.50	Jennings Console 50 Play	69.50
Jumbo Parade Animal Reels	85.00		
Sport Page	\$50.00		
Grand Nationals	85.00		
Long Shot	122.50		

5-BALL FREE PLAY GAME BARGAINS			
Anabel	\$24.50	Congo	\$27.50
All American	45.00	Double Feature	22.50
Attention	45.00	Dough Boy	27.50
Bally Beauty	24.50	Drum Major	34.50
Bandwagon	42.50	Fantasy	14.00
Big Chief	49.00	Flicker	49.50
Big Show	22.50	Follies '40	21.00
Big Six	12.00	Formation	37.50
Big Town	22.50	Four Diamonds	69.50
Blondie	27.50	Four Roses	62.50
Boom Town	65.00	Gold Star	39.50
Bowling Alley	22.00	Hi-Hat	69.50
Brits Spot	22.50	Home Run	24.50
Cadillac	34.50	Landslide	27.50
Clipper	15.00	Leader	39.50
Commodore	22.00	Limelight	\$26.50
		Lucky	15.00
		Masot	28.00
		MerryGoRound	39.00
		Mr. Chips	18.00
		Oh Boy	18.00
		Paradise	50.00
		Playmate	32.50
		Polo	32.00
		Powerhouse	32.50
		Progress	37.50
		Punch	20.00
		Red Hot	17.50
		Rotation	24.00
		Roxy	20.00
		School Days	65.00
		Score Card	\$22.00
		Score Champ	22.50
		Seven Up	63.00
		Sea Hawk	67.50
		Skyline	37.50
		Speedway	35.00
		Sports Parade	64.50
		Sporty	27.50
		Stars	59.50
		Stratolliner	47.50
		Summertime	24.50
		Super Six	15.00
		Three Score	27.50
		Vacation	24.00
		Yacht Club	19.00
		Zombie	49.00

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



McGinnis Works At Top Speed

BALTIMORE, Md., Aug. 16 (DR).—Roy McGinnis is working harder than ever before, according to Earl Lipe, of the firm. Operators in ever-increasing numbers are reported calling for used equipment offered by the firm.

"We have made it a practice," Earl reports, "to offer our customers the finest buys in new and used equipment. We believe that the men who made purchases probably advised other operator friends, and that's why we're jammed now with requests for more of our equipment."

"Roy has been busy from early morning until late in the evening. He has been preparing one of the greatest buy setups for our customers ever arranged by our firm. Operators who take advantage of the offers will get a really good start for the coming season."

Sees New Champ Profit "Round-Up"

CHICAGO, Aug. 16 (MR).—"During the next few months I'll be riding herd on New Champ, the biggest money-making coin game in these parts in years," says cowboy Si Redd, owner of the Northwestern Music Company, Sterling, Ill., and the Mississippi Vending Company, Philadelphia, Miss., Gottlieb distributor for Western Illinois and Mississippi. Quoted by D. Gottlieb & Company is his statement: "In all my years I've never seen a game draw the play that New Champ is getting. It's lassoing earnings right and left. It's terrific on location. Players never seem to get enough of its zippy action and thrilling satisfaction. I brand New Champ the greatest hit in the field and predict it'll set a popularity mark that'll be a record for years to come."

"And Si is not just talking," said Nate Gottlieb, official of D. Gottlieb & Company. "He's backed up his words with large orders for New Champ for

AMERICAN EAGLE

Bell-Fruit Reels, Mystery Award Free Play Token Payout. 1¢ or 5¢ Models. Mechanism unconditionally guaranteed for 2 full years.

SAMPLE \$34.50

Ball Gum Model Only \$2 Extra.

BALL GUM

15¢ Per Box, 100 Pieces. Case of 100 Boxes, \$13.75.
1/3 Dep., 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.

IT'S UNCANNY! Coming Soon!

EVANS' PLAY BALL

Baseball in All Realism!

Sacrifice Plays—Bunts—Flies—Men Run Bases!

DIGGERS WANTED

Mutoscopes only. Rib Fronts or later. Any quantity. Must be cheap.

Rex Novelty Company
255 Natoma Street, San Francisco, California

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!

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!



"Every Deal Personally Handled by Bud!"

IT'S NEW-SENSATIONALLY NEW!

Keeney's

SUPER BELL

THE FIRST NEW BELL IDEA IN OVER 30 YEARS!

CONSOLE



CONVERTIBLE
CASH, CHECK
or FREE PLAY



PLAYER CAN WIN ON
1 ROW, 2 ROWS
or even 3 ROWS

EVEN LEMONS WIN
ON SUPER BELL -
JUMBO, DOUBLE SIZE
REELS AND SYMBOLS!

Record breaking, unsurpassed
earning power. Draws and holds
the players like a magnet. An ap-
peal no one can resist. Player can
win on 1 row, 2 rows or 3 rows.
Bell fruit or animal symbols. 25c
model and mint veneer models at
additional cost.

NEXT WEEK YOU'LL SEE *Fortune!*

A de-luxe, multi-convertible, 1 ball console table with the
GOLD AWARD, SPECIAL and FORTUNE added award features.

J. H. KEENEY & CO. INC.
"THE HOUSE THAT JACK BUILT"
6630 S. ASHLAND AVENUE • CHICAGO

FINAL CLOSEOUTS

- RIFLES
- Gatter Traveling Target . . . \$88.00
 - Seeburg Shoot-The-Chutes (new) . . . 75.00
 - Keeney Navy Bomber . . . 110.00
 - Keeney Anti-Aircraft . . . 110.00
 - Chicken Sam . . . 39.50
- ATHLETIC EQUIPMENT
- Barnhardt Dial Striker . . . \$79.00
 - Exhibit Tiger Pull . . . 75.00
 - Raise The Devil . . . 85.00
 - Exhibit Foot Ease . . . 43.00
 - Aviation Striker . . . 73.00
 - Star Striker . . . 75.00
 - Grandfather Clock . . . 75.00
 - Mills Punch Bags . . . 75.00
- FORTUNE TELLING MACHINES
- Grandmother Fortune . . . \$175.00
 - Astrology . . . 55.00
 - Smiling Sam (New) . . . 125.00
 - Kiss-O-Meter . . . 140.00
 - Mystic Pen (New) . . . 10.00
 - Whatis (New) . . . 29.50
 - Love Meter (New) . . . 29.50
 - Wheels Of Love (New) . . . 29.50
- COUNTER GAMES
- A.B.T. Challengers (New) . . . \$27.50
 - Scouter (New) . . . 17.50
 - View-O-Scope . . . 22.50
 - Pikes Peak (New) . . . 14.50
- NOVELTY
- Seeburg Hockey . . . \$35.00
 - Mutoscope Magic Finger . . . 65.00
 - Mutoscope Shoot-O-Matic . . . 40.00
 - Kirk Scale (Floor Sample) . . . 15.00
 - Texas League (New) . . . 37.50
 - Mason Mint Machines . . . 12.50
- We are distributors for Exhibit Supply Co. Arcade equipment and can outfit complete Arcades. All types of new and used machines.

MIKE MUNVES
593 TENTH AVENUE
NEW YORK
All Phones: BRyant 9-6677

WANTED

New or Used Bally 5c and 25c combined play, with stand.

JACK BROWN
CANNELTON, IND.

Buy U. S. Defense Savings Bonds and Stamps

Buckley Sales Plan
Success---Perkins

CHICAGO, Aug. 16.—"In line with the plan worked out in a factory meeting in early spring, Buckley distributors have charted their territory so that they are getting one installation in every town in their respective territory," says H. R. Perkins, sales manager Buckley Music System, adding that this idea has worked out with great success.

Perkins says: "Our distributors can now refer to the detailed map of their territory in their offices and show locations of Buckley installations in practically every town."

"Almost every day our distributors tells us that this is an idea that is very practical. It shows the operator and the location owner what the system is and best of all enables them to see what it will do for their individual business. During ordinary times records indicate that music systems show a very satisfactory increase in earnings, but now with the greatest record of business that we have seen for many years, the music system assures music men of top earnings. Illuminated boxes installed on bars and in booths make the music program and the coin chutes so accessible that records are being played constantly day and night.

"The music man also finds that the music system makes it possible to individualize installations. If the location is compact, one speaker will give the volume and tone required, and if it is larger, as many speakers as are necessary may be installed and properly synchronized. This means that the system is fitted to the location for the best tone and for the volume required."

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

FREE PLAY GAMES

- | | | |
|-------------------------------|---------------------------|-----------------------------|
| Sport Special . . . \$84.50 | Power House . . . \$38.50 | Mascot . . . \$26.50 |
| Miami Beach . . . 62.50 | Fleet . . . 37.50 | Charm . . . 24.50 |
| Boom Town . . . 57.50 | Cadillac . . . 34.50 | Jolly . . . 24.50 |
| Flicker . . . 57.50 | Wings . . . 29.50 | Comedienne . . . 23.50 |
| Paradise . . . 52.50 | Score Card . . . 29.50 | Follies of 1940 . . . 23.50 |
| Mills Five in One . . . 49.50 | Three Score . . . 27.50 | Punch . . . 23.50 |
| Leader . . . 42.50 | Big Show . . . 26.50 | Oh Boy . . . 22.50 |
| Gold Star . . . 42.50 | Sara Suzy . . . 37.50 | Roxy . . . 24.50 |

AUTOMATIC PAYTABLES

- | | | |
|----------------------------|--------------------------|--------------------------|
| Santa Anita . . . \$122.50 | Derby King . . . \$57.50 | Deed Heat . . . \$37.50 |
| Sport King . . . 122.50 | Derby Time . . . 39.50 | Hey Day . . . 29.50 |
| Big Prize . . . 79.50 | Gold Medal . . . 39.50 | Bally Casino . . . 17.50 |

PHONOGRAPHS

- | | |
|--|--|
| Seeburg Concert Grand . . . \$139.50 | Wurlitzer 500 . . . \$149.50 |
| Seeburg Crown . . . 134.50 | Wurlitzer 600 . . . 134.50 |
| Seeburg Plaza . . . 134.50 | Wurlitzer 716 . . . 54.50 |
| Seeburg Casino . . . 134.50 | Wurlitzer 616 . . . 54.50 |
| Rockola 1940 Super Rock-olite . . . 194.50 | Wurlitzer 61 Counter Model . . . 79.50 |

LEGAL EQUIPMENT, GUNS, ETC.

- | | |
|--------------------------------------|-------------------------------------|
| Bally Rapid Fire . . . \$104.50 | Keeney Anti Aircraft . . . \$ 49.50 |
| Seeburg Shoot the Chutes . . . 89.50 | Evans Ten Strike . . . 49.50 |
| Seeburg Chicken Sam . . . 49.50 | Rockola Ten Pins . . . 47.50 |

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

FREE PLAY GAMES

- Sea Hawk . . . \$59.50
- Dixie . . . 37.50
- Mascot Ranch . . . 37.50
- Mascot . . . 24.50
- Britt Spok . . . 19.50
- Cadillac . . . 29.50
- Sara Suzy . . . 37.50

FREE PLAY GAMES

- Fantasy (J. P.) . . . \$22.50
- Davy Jones . . . 17.50
- Superyanger . . . 17.50
- All American . . . 42.50
- Glamour . . . 27.50
- Beauty . . . 22.50
- Big Town . . . 22.50

FREE PLAY GAMES

- Big League . . . \$22.50
- Mystic . . . 54.50
- Crossline . . . 32.50
- Playball . . . 64.50
- Big Time . . . 49.50
- Zemore . . . 49.50
- Progress . . . 32.50

AJAX NOVELTY COMPANY 16 SPROAT ST., DETROIT, MICHIGAN

KNOCK OUT

by EXHIBIT

with **NEW**
SUPER SCORING POCKET
2 WAYS TO KNOCK OUT LITES
2 WAYS TO LITE POCKET
NUMEROUS WAYS TO SCORE

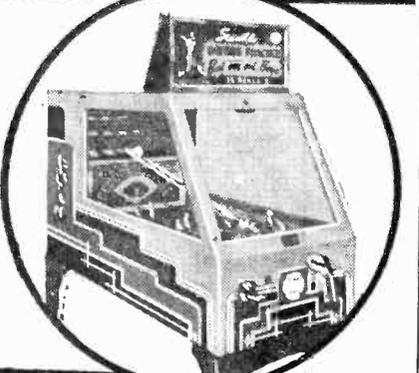
Order from Your Distributor
 EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO



11450

BUY DEFENSE BONDS

INSURE YOUR PROFITS FOR YEARS TO COME



BATTING PRACTICE

100% LEGALITY IN ALL 48 STATES + UNBELIEVABLY BIG COLLECTIONS

SCIENTIFIC MACHINE CORP.
 21 STEUBEN ST. BROOKLYN, N.Y.

WILL PAY CASH FOR
 Evans Lucky Luces, Galloping Dominoes, Rolletto, Jr., Pacers, Bang Tails, Lucky Stars, Jungle Camps; Exhibit Longchamps, Chuck-A-Lettes and Races; Keeney Triple Entries, Track Times and Past Times; Bally Santa Anita's, 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

***** 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	Eures ... 29.50	Oh Boys ... 21.50	Sports ... 27.50
Barrages ... 57.50	Flickers ... 52.50	Polos ... 32.50	Spottems ... 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
Bowling Alleys ... 18.50	Gold Stars ... 39.50	Rotations ... 22.50	Topnotchers ... 19.50
Brite Spots ... 21.50	Gold Cups ... 42.50	Roxys ... 19.50	Toppers ... 16.50
Broadcasts ... 47.50	Headliners ... 17.50	Schooldays ... 54.50	Triumphs ... 14.50
Cadillacs ... 28.50	Lancers ... 22.50	Scoops ... 17.50	Vacations ... 23.50
Commodores ... 20.50	Majors ... 17.50	Scorechamps ... 21.50	Varietyts ... 16.50
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
SEND FOR COMPLETE LIST TODAY!
 1/3 Deposit With Order, Bal. C. O. D.—IMMEDIATE DELIVERY NEW GAMES.

GRAND NATIONAL SALES CO.
 2300 ARMITAGE AVENUE (All Phones Humboldt 3420) CHICAGO, ILL.

MARYLAND & DELAWARE MUSIC OPERATORS
WE'RE DELIVERING SEEBURGS
BETTER BUY NOW!!

FREE PLAY 5-BALL GAMES

BALLY Pan American ... \$74.50	CHICAGO COIN All American ... \$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 Barrage ... \$57.50
Mystic ... 39.50	SEA Hawk ... \$69.50
Broadcast ... 39.50	BAKER Big Time ... 44.50
Attention ... 34.50	KEENEY Sun Beam ... \$49.50
Crossline ... 27.50	
Glamour ... 22.50	
EXHIBIT	

FREE PLAY 1-BALL GAMES

Bally Dark Horse ... \$99.50	Bally Record Time ... \$89.50
Bally Sport Special	

COUNTER GAMES—NEW

Mills Vest Pocket Bell ... \$44.50	Groetchen Pike's Peak ... \$24.50
Daval American Flags ... 22.50	Groetchen Pok-O-Reel ... 18.75
Daval Lucky Smokes ... 22.50	Groetchen Yankee ... 19.75
Daval Races ... 22.50	Groetchen 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
 ROLLEM, Cash Payout Dice Console

1/3 With Orders, Balance C.O.D.

The Calvert Novelty Co.
 708 N. HOWARD ST., BALTIMORE, MD.
 Phone: VERNON 3034

WRITE FOR COMPLETE LIST OF OVER 200

Late model, reconditioned Free Play Pin Games, Consoles, etc., out this week.

Automatic Sales Company
 203 Second Ave., North Nashville, Tenn.

Defense Savings Bonds can be registered in the name of children as well as adults.

MUST SELL!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

BOX 285, MINNEAPOLIS, MINN.



GENCO'S ZIG ZAG IS DIFFERENT!

ENTIRELY NEW AND DIFFERENT... WITH GREAT "MYSTERY BUZZER" FEATURE!!

We've shot the works with 4 ENTIRELY DIFFERENT and exclusive new features that you've never seen before . . . and we've put them all into one game that'll send your summer collections WAY UP! ZIG ZAG'S spectacular new "MYSTERY BUZZER" come-on will even give YOU goose pimples of suspense. Simply sensational location tests. You've GOT TO SEE ZIG ZAG TODAY if you want to get in on the ground floor of a new era in 5 ball games!

GENCO MANUFACTURING CO.
2521 North Ashland Ave., CHICAGO, ILL.

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 Ransel . . . 39.50 |
| Limelight . . . 24.50 | Blonde . . . 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 . . . \$39.50 | Lite-A-Cand . . . 24.50 |
| Parade . . . \$59.50 | Score Card . . . 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.



Air-Force Orders Swamp Bally Distrib

NEW YORK, Aug. 16 (MR).—"Bally's done it again!" says Jack Fitzgibbons, Eastern Bally distributor. "Air-Force, newest novelty replay game turned out by the Bally factory, is definitely in the hit class."

"All thru the New York and New Jersey territory Ben Schillinger, our roachman, is receiving enthusiastic reports on Air-Force—and more orders than we can conveniently handle. And the same is true up in New England, where Mike Balkin is booking plenty of Air-Force business. The game is one of those exceptional income-uppers which don't come along any too often but which, when they do come, usually come from Bally."

CLOSE OUTS OF BRAND NEW FREE PLAY GAMES!! WRITE QUICK!!

ALL ARE SUBJECT TO PRIOR SALE
WE ALSO CARRY A COMPLETE STOCK OF ALL THE LATEST FREE PLAY GAMES! GET OUR PRICES FIRST BEFORE YOU BUY! TREMENDOUS SAVINGS ASSURED ON ALL MACHINES!!

"ALL-WAYS A LOYAL DEAL FROM ROYAL"
ROYAL DISTRIBUTORS

409 N. BROAD ST., ELIZABETH, N. J. (Tel: Elizabeth 3-1776)

SIMON SALES 437 WEST 42ND ST. NEW YORK, N. Y.

5 BALL FREE PLAY, CAREFULLY RECONDITIONED.

- | | |
|-------------------------------|-------------------------|
| Trailways . . . \$67.50 | Zombie . . . \$37.50 |
| Salute . . . 57.50 | Big Chief . . . 32.50 |
| Sunbeam . . . 55.50 | On Deck . . . 25.50 |
| League . . . 52.50 | Glamour . . . 22.50 |
| Leader . . . 52.50 | Landslide . . . 20.50 |
| Red, White & Blue . . . 47.50 | Mascot . . . 19.50 |
| Repeater . . . 47.50 | Jolly . . . 19.50 |
| Broadcast . . . 45.50 | Big Show . . . 19.50 |
| Flicker . . . 40.50 | Score Champ . . . 19.50 |
| Paradise . . . 37.50 | 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

- | | |
|---|-----------------------------------|
| Reconditioned Free Play
Price \$12.50 | Free Play
Price \$22.50 |
| Lancer | Brite Spot |
| Super Charger | Comandore |
| Red Hot | Shor. Stop |
| Golden Gaze | Three Score |
| Contact | Cowboy |
| Double Feature | Oliver |
| Triumph | Big Show |
| All Baba | Big Town |
| Oliver | Speedway |
| Big Six | Fleet |
| Rebound | Pay Outs |
| Super Six | Price \$12.50 |
| Flag Ship | Tanoran |
| Play Cuts | Photo Finish |
| Price \$69.50 | Carm |
| Marathon Races | Classic |
| | Stables |

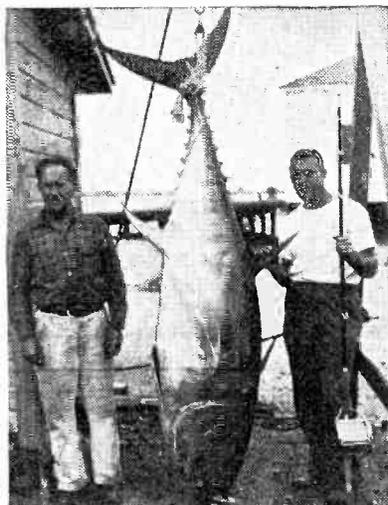
APEX SALES COMPANY
1017 8th St., S. Fargo, N. D.

Late Model Air Raiders

Perfect, \$89.50 de luxe model 5c, 18 balls Texas Leaguers, \$37.50.

Pastime Amusement

400 Boldin, Dayton, Ohio. Tel. Ra. 4681



F. FRANK DuGRENIER (right), president of Arthur H. DuGrenier, Inc., proudly displays the first tuna to be caught off Plum Island this season. The fish weighed 433 pounds. (MR)

Look To The GENERAL For LEADERSHIP!

- | | | |
|-------------------------------|-----------------------------|-----------------------------|
| Bally Champion . . . \$19.50 | 1940 Saratoga F.P. | Play Ball \$62.50 |
| Fox Hunt 29.50 | P.O. Con. \$125.00 | Repeater 39.50 |
| Hi-Dive 72.50 | High Hand F.P. | School Days 49.50 |
| Horoscope 67.50 | P.O. Con. 169.50 | Sea Hawk 65.00 |
| Miami Beach 79.50 | Gold Cup, leg or con- | Seven Up 52.50 |
| O'Boy 17.50 | sole 32.50 | Sporty 22.50 |
| Paradise 39.50 | Record Time 89.50 | Stars 45.00 |
| Mills Square Bell . . . 69.50 | Blue Grass 125.00 | Zombia 39.50 |
| 1939 Saratoga P.O. . . 69.50 | Eureka 19.50 | |

Many other games in stock. Write for Complete List of America's Finest Reconditioned Machines. 1/3 Cash With Orders, Balance C. O. D.

THE GENERAL VENDING SERVICE CO. 36 NO. GAY ST. BALTIMORE, MD.

ESTABLISHED 1925—GROWING STEADILY EVER SINCE!!

THE NEW CHAMP

OVERWHELMINGLY DEMANDED IN THE GOTTLIEB "WALLOP POLL"

GOTTLIEB "WALLOP POLL"

Do you want
Gottlieb's CHAMP
in production?

YES
NO

FOR DEFENSE

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

New knockout features—Improved Scoring Ideas—"Winning Round" Selector—Right on the button for appeal and "come-on"!

It's the Main Event in any location! Grab it quick for a ringside seat to championship profits!

WE'RE DELIVERING
THE SEASON'S TOP HIT!
GOTTLIEB'S NEW CHAMP

We have the finest and best new and used equipment! Write us your needs NOW!

George Ponser Co.

519 West 47th St.
New York City
11-15 E. Runyon St.
Newark, N. J.

FREE PLAYS

Seven Up	45.50	Red, White, Blue	33.50
Powerhouse	19.50	Polo	19.50
Metro	35.00	Leader	26.50
Landslide	16.50	Jolly	17.50
Gold Star	27.50	Formation	26.50
Four Roses	43.50	Flicker	36.50
Duplex	47.50	Drum Major	39.50
Cross Line	27.50	Broadcast	36.50
Blonde	17.50	Big Chief	31.50
Bandwagon	27.50	Anabel	19.50
All American	37.50		
Zombie	35.00		
Velvet	46.50		
Sea Hawk	58.50		
Sun Beam	46.50		
Stratoliner	38.50		
Stars	40.00		
Sara Suzie	27.50		
Sport Parade	41.50		
Silver Skates	57.50		

CLOSE OUTS!
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.

GOING! GOING! 6...

BRAND NEW Free Play Closeouts!

12 DIFFERENT NUMBERS

SEND FOR LIST AND PRICES NOW!

CONSOLES	PHONOGRAPHS	FREE PLAYS	SKILL GAMES
Slant Top Liberty Bell ... \$39.50	Colonel, SEEBURG	BALLY'S	Keeney's Navy Bomber ... \$117.50
Flat Top Liberty Bell ... 34.50	RCES, \$279.50	Attention ... \$49.50	Rockola's Ten Pins ... 47.50
Royal Flush ... 89.50	Cadet, RCES, Walnut cab 289.50	Sport Special, Leg. Model. 84.50	Seeburg Shoot the Chutes ... 89.50
Mills Square Bell ... 69.50	Major, E.S., 259.50	Flicker Model. 57.50	Black Cabinet Keeney Anti Aircraft ... 49.50
Pace's 1939 Saratoga, 5¢. 84.50	Mayfair (Special Pearlite Finish) ... 154.50	CHICAGO COIN'S	Brown Cabinet Keeney Anti Aircraft ... 59.50
Exhibit's Tanforan ... 32.50	Casino ... 134.50	Dixie ... \$37.50	Bally's Shoot the Bull ... 49.50
Jennings Fasttime Payout, Floor Sample ... 139.50	Plaza ... 134.50	1941 Majors, 67.50	
Jennings 5¢ Good Luck ... 44.50		Sports Parade 62.50	
Groetchen's 25¢ Sugar King (Cig. Reels) 59.50	ROCKOLA	EXHIBIT'S	BELLS
	1940 Super Rockolite ... \$194.50	Leader ... \$44.50	10¢ Rol-a-Tops \$32.50
	1939 Counter ... 84.50	Duplex ... 57.50	25¢ Rol-a-Tops 34.50
	Model Rhythm King, 16 Record ... 44.50	Wings ... 29.50	5¢ Blue Fronts 34.50
	WURLITZER	GENCO'S	Gold Awards 44.50
	500 ... \$154.50	Metro ... \$54.50	10¢ Blue Fronts 49.50
	600, Round Selector Keys 134.50	Formation ... 39.50	25¢ Blue Fronts 52.50
	016 ... 59.50	Follies ... 24.50	
	1939 Counter Model 61 ... 79.50	MILLS	
		1-2-3, 1939 ... 39.50	
		KEENEY'S	
		Red Hot ... \$19.50	
		Score Champ. 21.50	
		Supercharger ... 19.50	
		Super Six ... 19.50	

Ask about Daval's Sensational LUCKY SMOKES.

SEND FOR COMPLETE PRICE LIST TODAY!
Terms: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

FRIENDLY PERSONAL SERVICE

FOR A COOL, BIG BUNCH OF BUCKS BUY GENCO'S ZIG-ZAG

Bert Lane

ORDER TODAY!

SEABOARD SALES, INC.
619 10th Ave., N. Y. Wisconsin 7-5688
BUY DEFENSE BONDS

A-1 Quality

CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

Chicken Sam. \$49.50	39 Rockola Standard
Pikes Peak. 23.75	Marblego ... \$159.50
	Zombie ... 35.50

5% OFF for full cash with order. Cashier's check, certified check or money order only.

"America's QUALITY Used Game Headquarters"

NATIONAL NOVELTY CO.
183 MERRICK ROAD, MERRICK, L. I., N. Y.

MONEY-MAKING BOARDS

From the Smallest to the Largest.
Write for Catalog

TO BOOST YOUR TAKE

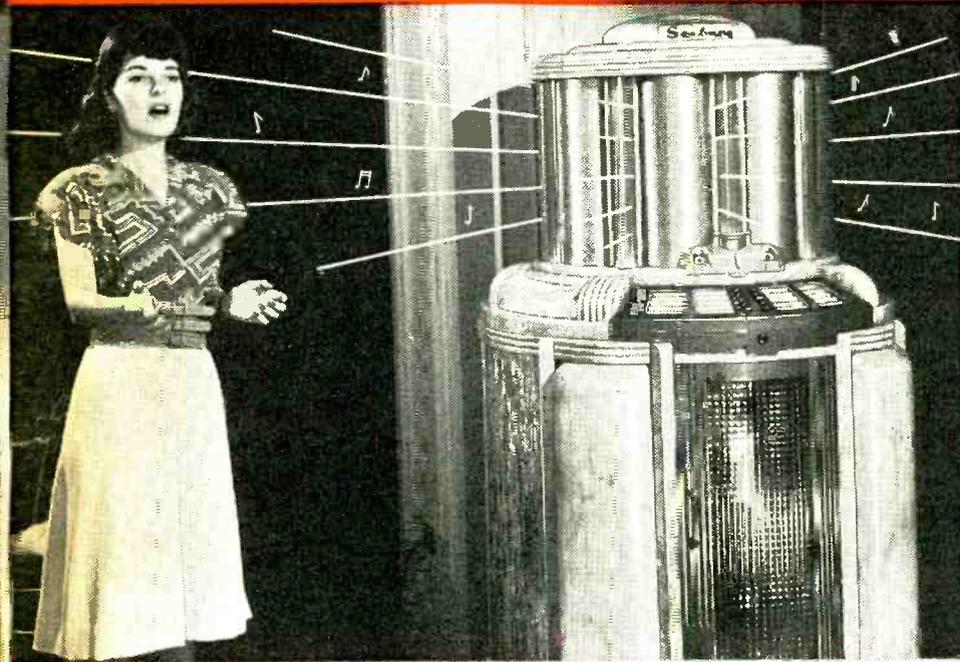
GLOBE

PRINTING COMPANY
1023-25-27 RACE ST., PHILA., PA.

Mr. Operator, The Seeburg Hitone Symphonola is really the finest automatic phonograph I've ever seen or heard—*And here are a few reasons...*



EAR LEVEL TONE is truly the most remarkable achievement in the reproduction of music, it puts tone above the distortion zone.



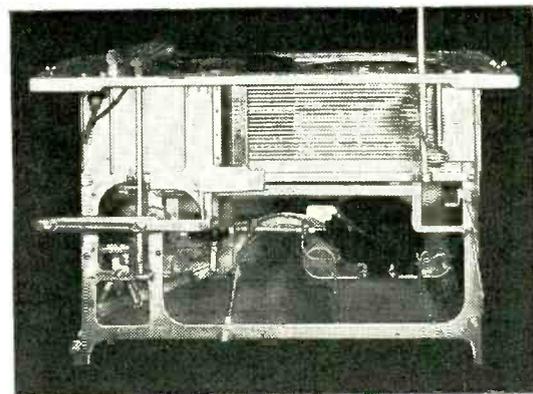
PUSH BUTTON ELECTRIC SELECTION gives quick, positive selection. Notice too, the single 5c - 10c - 25c coin slot and illuminated credit wheel and record playing indicator.



And Seeburg is first again with the 5c-10c-25c **WIRELESS BAR-O-MATIC**



Here is the Heart of the Seeburg Music System . . . The Seeburg **MECHANISM** fewer moving parts—fool proof—service free—the most dependable phonograph mechanism ever built!



The surest way to continuous play . . . Seeburg Remote Control!

To Go Ahead . . . Go
Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

Be Sure to Hear
JOAN MERRILL
Latest Bluebird Recordings
B-1098c—"How Did He Look"
"Miss Johnson Phoned"
B-11125—"I Went Out Today"
"Summertime"
B-11220—"Is That Good?"
"Yesterday"
B-11171—"Inferno"
"Daddy"

It's the Nation's

No. 1 PHONOGRAPH VALUE



WURLITZER MODEL 750

**PACKED WITH FEATURES AT A PRICE ASSURING
PROFITABLE OPERATION IN ANY LOCATION**

Old timers who have seen a lot of 'em come and go have NEVER seen a value like Wurlitzer Model 750—and they can tell you why, too!

It's got what it takes to please locations—brilliance, beautiful tone, 24 records, visible record changer, eye and ear appeal galore—yet it sells at a price that spells sure-fire profits.

Nobody but Wurlitzer could build a value like this. Everybody who has installed these Model 750's says, "Never saw anything like it for returns per dollar invested."

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS