

# The Billboard

The World's Foremost Amusement Weekly

SEPTEMBER 13, 1941

15 Cents

Vol. 53. No. 37



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# WAX 100 MILLION DISKS

## 10% on All Ducats But Radio Levy Out Under New Tax Bill

WASHINGTON, Sept. 6.—The 1941 tax bill adopted yesterday by the Senate eliminates proposed levies on radio time but retains provisions affecting almost all other amusements. The 10 per cent tax currently being paid by the 40-cent-and-up movie houses and theaters has been applied now to all entertainment tickets costing 10 cents or more. This represents a victory for legit and above-40-cent houses, who had battled against a proposed 15 per cent tariff.

A 10 per cent fee is also to be exacted, by the terms of the bill, on radios, phonographs and musical instruments, with a 5 per cent tariff set on night club tabs. An additional problem for the club owners is the increase in whisky tax from \$3 to \$4 a gallon.

Because of several amendments, including the abolishment of the radio-time levy, the entire bill will go back to the House. There, for the sake of speedy passage, it will be sent immediately to conference.

## Hamid Ice Circus Opens in Philly

PHILADELPHIA, Sept. 6.—George A. Hamid made his bow as an ice show producer last night (5) here at the outdoor Philadelphia Gardens with his *Circus on Ice* revue. Scaled at \$2.20 top new ice show, planned to serve both ice show and circus devotees, will continue until Friday (12). Including a cast of 35, *Circus on Ice* will have acrobats, aerialists, clowns, magicians and animals acts working for the first time on ice.

Paul von Gessner and Mary Jane Halsted headline. Gessner is the show's director as well. Leads also include Gordor Leary and Marian Flaig, and Phil Hiser. From the outdoor field, Billy Eich, standard circus and vaude clown, enters the ice field. Teams with Jackie Reese to make an acro duo. Animal act features Jane McDonald and Carmichael, latter a skating Siberian bear. Show also includes chorus of 16 girls and eight boys.

## Quebec Expo Night Shows Pull Big Attendance Rise

QUEBEC, Sept. 6.—Big increase in many departments, with records broken daily, marked Quebec Exposition Provinciale, August 30-September 6, reported Secretary Emery Boucher.

The George A. Hamid grandstand presentation, in charge of Joe Hughes, was credited with increasing night show attendance more than 10,000 over last year despite adverse weather.

## Polio Closes Wallace Bros.

YORK, S. C., Sept. 6.—Wallace Bros. Circus closed the season at Frankfort, Ky., September 2 and returned to quarters here by rail and truck. Reason for closing was the spread of polio in Georgia and Alabama. Show was billed as far as Blytheville, Ark., and route was to have been thru Alabama and Georgia from there. A smaller show will leave here about September 15 to tour the Carolinas.

## Whipple Leaves Critic Post

NEW YORK, Sept. 6.—A new drama critic has been picked to replace Sidney B. Whipple, according to Lee Wood, executive editor of *The New York World-Telegram*. The post was vacated when Whipple was appointed last month as Wood's assistant. A decision has been made as to his successor, but the name of the replacee is being withheld for the present.

### Attention: "Village Green"

SPRINGFIELD, Mass., Sept. 6.—This city was treated to a sample of old Puritanism last week when an indignant couple wrote to the editor of *The Springfield Daily News* complaining bitterly about the dialog in Clifford Odets' *Golden Boy* playing at the Trade School summer theater of Harold J. Kennedy and Harold M. Bromley. Lambasting the dialog as "cheap, vulgar and blasphemous language," the writer of the letter found equal fault with Harley Rudkin, dramatic critic of *The News*, who had praised the play in his review.

The writer of the letter, who signed herself "Disappointed," said she was sending a copy to Mayor Putnam, who, she said, "so highly endorsed this movement of the summer theater here in Springfield." The mayor couldn't be reached for comment.

*The Springfield Republican* immediately leaped into the fray, giving prominent space in its city pages to an interview with Francis Lederer, star of the company, who just as indignantly defended the play.

## '41 Platter Production Bound To Double Last Year's 55 Mil.

Decca holds up this week's new releases to catch up — Columbia cutting down, too, on number of new tunes — coin phonos double biz

By HAROLD HUMPHREY

NEW YORK, Sept. 6.—One of the biggest upsurges to take place in any industry at any time has hit the phono recording business during the past three months. The three major wax companies are talking production figures that would make Congressional budget committee heads swim. Execs of all three, Decca, Columbia and Victor, stated this week that if the present rate of disk production and delivery could be maintained for the rest of the year, there would be over 100,000,000 records sold in 1941—nearly twice the number of platters sold last year. During the past 90 days the waxworks have doubled their monthly disk production to take care of distributors and retailers. Decca this week did not bring out its regular weekly release of records, claiming it had to devote all of its production facilities to turning out current hits on its release lists. Columbia is at present slicing two platters a week from each

label (Columbia and Okeh) in an effort to catch up, but reports that its presses are still around 100,000 waxes behind current orders.

Paralleling this biggest tide of sales in pop record history is the amount of business being done by the 400,000 coin phonos thruout the U. S. Questioning of a good cross-section of the country's music machine operators shows that the play on the automatics has more than doubled since July 1. National defense spending and re-employment, increasing war tension and the ever-increasing wall-box installations with the coin phonos have, according to the ops, been chief contributors to the much-increased play. Phono operators had one of the biggest summers in their history, a period of the year which usually experiences a drop in nickel-pumping for the machines.

### Coin Phonos' 40 Mil.

The disk outfits hesitate to venture a breakdown on how many of the 100,000,000 platters figured to be sold this year will go into the coin phonos, but a compilation of various estimates places it at around 40,000,000 or 40 per cent. In some years the ratio for the automatic phonos has been higher, at one time (See *DISK SALES HIT* on page 9)

## Jones Beach Marine Stadium Ends Best Season With Fine Show; Books in the Black

NEW YORK, Sept. 6.—A combination of technical skill and showmanship provided the most spectacular Marine Stadium season at Jones Beach, which ended its series of performances on Zachs Bay Labor Day night. Final layout, ninth in the series which started July 5, was an ably produced *Song of the Islands* water and stage spec which ran for five performances, two more than weekly average. A record-topping 9,500 paid admissions were taken in on Saturday evening in the stadium, whose sight lines and lighting are about as perfect as Commissioner Moses' technicians ordered.

Stadium shows threw just about everything in the book at customers during the stretch, and in some respects the

marine menus were better than Billy Rose's *Aquacade* at the World's Fair. Superior physical layout is chiefly responsible. Water is deep, 27 feet at some points, which furnished opportunity for intricate ballet formations. In addition, Jones Beach has advantage of offering ski jumping, aquaplaning and floats, about two-thirds of these circuitings being plainly visible, the other portion being the start behind the stage, which is spotted in center of bay.

Production cost of the show was figured at about \$5,100 weekly. Fireworks took \$1,500, production and advertising (plus miscellaneous expenses) another \$1,500, water ballet and band \$600 each and an average of \$900 a week (See *JONES BEACH CLOSES* on page 61)

## Sunbrock, Creditors Tangle as Aftermath of Soldier Field Show

CHICAGO, Sept. 6.—The tangled financial affairs of Larry Sunbrock, rodeo and thrill show promoter, were brought to the fore this week following the successful show held in Soldier Field here on August 31 and September 1. A flock of creditors descended on Sunbrock in an attempt to collect claims from previous shows and for a time it looked as tho money taken in at the Soldier Field show would be tied up.

First trouble encountered here by Sunbrock was when an involuntary petition in bankruptcy was filed against him in U. S. District Court. It is still pending.

Next Attorney Henry Kalchelm, representing Harry Rogers, secured a restraining order preventing the disbursement of money taken in last week-end. This matter later was adjusted and, according to Richard Bergen, who with George Ferguson handled the financial end of the show, all bills were paid. Sunbrock and lawyers representing his creditors met Friday in offices of Blum & Jacobson in an effort to effect a settlement of claims. The press was barred from this meeting, and attorneys present would give out little information. It was (See *SUNBROCK TANGLE* on page 28)

## "Ice-Capades" Ends Record AC Run; New Edition Best So Far

ATLANTIC CITY, Sept. 6.—*Ice-Capades*, sponsored by the Arena Managers' Association, closed a record run of five weeks and three days at Convention Hall here, running from July 28 thru September 1. Last five days had the 1942 edition of the ice spectacle breaking in. '41 edition having started the engagement. Attendance, scaled at 55 cents, \$1.10 and \$1.65, hit approximately 165,000. No attraction in the 12-year history of the Convention Hall played

to as many paid admissions as the ice show.

Record mark was for 39 days, and compares most favorably with last year's *Ice-Capades* run of 45 days, which attracted a total attendance of 83,000. Gross for this season hit over \$125,000, more than doubling last summer's box-office take.

New edition of show, which opened its road tour with a three-week stand in St. (See *"Ice-Capades" Review* on page 28)

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# DRAFTEES FAVOR LEGIT

## Most on Leave Here Ask Oakleys For Stem Shows; Pix, Radio Next

**No requests yet for burly passes—NTC offers self-made entertainment program—Fort Dix likes units with names—Miami spots lower rates for servicemen**

NEW YORK, Sept. 6.—Efforts to bolster morale of the enlisted men of the army and navy when they are on leave have resulted in the formation of a Defense Recreation Committee, which is co-ordinating the helter-skelter methods of individual efforts of theater managers, picture companies, broadcasting stations and other amusement enterprises. So far the committee doesn't know what the boys like best, but there haven't been any complaints, so they feel they are on the right track. Committee, appointed by Mayor LaGuardia and Anna M. Rosenberg, Federal Welfare Administrator, is headed by Marshall Field. Mrs. Julius Ochs Adler, wife of the publisher of *The New York Times*, is co-chairman of the entertainment committee.

Headquarters set-up is a four-story building on Park Avenue, which houses the general offices, clubrooms, recreation rooms and a library for enlisted men. Committee doesn't dole out any aid to officers—just privates and non-coms. Work is handled by six paid employees and about 75 volunteers, with a high-powered press agent, Bruce Fouche (formerly of Station WOR), tackling the promotion work.

The committee has been distributing around 15,000 tickets a week to enlisted men, including oakleys to legit, radio, motion pictures, midget auto races and observation roofs. Committee is set up to take care of the Second Corps Area and Third Naval District, comprising

75,000 men in all. Average number of visitors in uniform wanting to go somewhere runs about 700 a day from Monday to Thursday and 1,500 a day from Friday to Sunday.

Most popular pastime among doughless soldiers is legit, there being more requests for drama stubs than anything else. The tickets aren't used, tho, as frequently as one would suspect, because there's a strict rule of only one to a customer—girl friends and wives excluded. Theater is willing to give the soldier half-price rate for his second ticket, but it's usually still too expensive. John Golden has been chiefly responsible for rounding up the legit tickets, running roughly 1,000 a week.

Next preference is movie cuffs, which are rarely turned down; but they're only for indie houses. On this end Harry Brandt corralled members of the Independent Theater Owners' Association who kicked in with 1,000 passes a week. The circuit houses charge the soldier minimum price (usually 25 cents).

Largest donors of tickets are the three networks, NBC, CBS and Mutual, which assign a huge number of tickets for distribution. Soldiers requesting radio tickets are sent to the playhouses, where the allocations are held in the box offices. An official of NBC said that 20 per cent of studio audiences these days is composed of men in uniform.

Amazingly enough, there hasn't been a request for a burlesque pass. The committee hasn't asked burly houses for any free ducats, nor have the managers volunteered any. Burly has not reduced the prices for enlisted men and hasn't drawn much soldier business, according to Izzy Hirk, of the Gaiety Theater, who rates it at "about 5 per cent of the audience, same as always."

Big problem that the committee has to tackle, according to an official, is bolstering the morale of the civilian population toward the acceptance of soldiers. One of the causes for concern is the brush-off enlisted men get from class hotels and smart niteries.

Swank hotels are out for officer trade, but for the enlisted man who has a few shekels, the ropes are usually up. In middle-class hotels and low-priced niteries the welcome mat is spread out.

Committee, which is financed by the United Service Organizations, works with army morale officers, who steer the boys to the committee headquarters when they go on leave to New York. Committee also sends out 9,000 bulletins each week on New York activity to the camps and naval bases.

## Andrews-Venuti Find \$1.10 High

EXCELSIOR, Minn., Sept. 6.—Returning to their home town, Minneapolis, for a several days' vacation, the Andrews Sisters, in company with Joe Venuti's band, playing Excelsior Amusement Park ballroom here August 22, drew a meager 1,200 persons in at \$1.10.

Rudy Shogren, ballroom manager, unable to understand why the Andrews girls didn't draw a capacity house in view of their record-breaking attendance in Chicago the week before and at the Orpheum, Minneapolis, last spring, said only explanation for poor gate on an excellent night was that \$1.10 tariff was too high.

However, name bands, for which the \$1.10 price had been in vogue, have drawn several thousand at other locations in this area.

Reason for the poor b. o. may have been the fact that on the following day Minnesota annual State Fair got under way, with Edgar Bergen and Charlie McCarthy as headliners. The opening

## Defense Booms Macon Showbiz

MACON, Ga., Sept. 6.—Defense activities have caused a terrific boom in this Southern city of about 60,000 population. The defense move has resulted in record-breaking business in theaters, night clubs, restaurants, the construction of a modern new East Macon community theater, dozens of new eating places and clubs, a new drive-in theater, opening of shows here on Sunday for the first time in history and many other radical changes.

It is estimated by many authorities that the population's sudden increase was from one-third to one-half, crowding every facility. This was brought about thru location of an infantry replacement center, Camp Wheeler, with capacity for

(See MACON BOOMS on page 19)

fair show drew more than 30,000 into the grandstand.



SIGN of the Times: Dr. H. R. Levine, of Pittsburgh, who wrote a play about the draft with Leo Levy and is now in town peddling it, complains that every playbroker he visited last week said, "If it's not a screwball comedy, don't show it to us." . . . There was a pitiful little interlude on the air last week when an announcer, his voice filled with the true announcer's schamitz, said proudly, "This is Station WJZ"—and then, a moment later, in sad and harried tones, "Oh, pardon me! This is Station WEAF." . . . Speaking of Hollywood premieres, the Wilson Company had to request an extra police detail to handle the crowds when it switched its Wilson Whisky sign on 46th Street and the Stem from plain black and white to multicolor. The opening multicolor production is an animated cartoon called *Play Ball*, which lasts just 4 minutes and 18 seconds. . . . Kayveli Alike, prominent Athenian actress who's now looking for a spot in a Broadway show, is hoping that the wife of a certain producer enjoys successful motherhood pronto; the producer told Alike that he just can't be bothered about putting on his next show until after the baby comes. "And," says Alike, "I hope he doesn't have twins and get so mad that he cancels the show." . . . John Royal, NBC exec back from a 20,000-mile tour of South America with a batch of contracts affiliating 92 South American stations to NBC for a year, says he traveled so much by plane that he wants to take a horse and buggy ride thru Central Park just to get the feel of the good earth again.

LOCAL night club p. a.'s are being told by *The Journal-American* that J-A Columnists and night club writers can no longer use the names of clubs that don't advertise. In many cases it's no tougher on the p. a.'s than it is on the writers, who have to resort to all sorts of descriptions to set the locales of their midnight odysseys. . . . Offhand, one would suppose that the more subdued three of the Four Inkspots would long since have become used to the ad libbing antics of their jiver-in-chief, Ivory (Goldmouth) Watson. But during the next-to-last performance of their recent Paramount run, Goldmouth threw the four into confusion and almost off the beat with a side comment on the lyrics of *If I Didn't Care*. . . . A note from A. J. Mack: "The blank sheet of paper you received from MGM and the empty envelope you got from 20th Century-Fox are very significant. They are complete stories on 'What the present-day theater operators know about show business.' No doubt the boys thought you would read between the lines." . . . Observed on Rockefeller Plaza one recent midnight: A lad and lass holding their hands high and getting in front of all passers-by, thus forcing them to duck and go under London Bridge—and gaily shouting "Thank you!" as each one went thru. . . . The John Ringling North, chief of the big circus, last year was reported mulling a Mike Todd tab with a line of girls as an after-show, the idea never jelled. Now he has discussed with Ben Yost the possibility of a Yost singing group joining the circus next season. Just to make sure that he won't be caught flat-footed if the idea reaches fruition, Yost had a riding instructor give pointers to some of his men this summer. A singing act atop nags?

MERRET WETZLER, a secretary at the William Morris agency for the past five years, resigned last week and went to Miami to operate his father-in-law's fleet of taxicabs. . . . Billy Rose, a summer resident of Deal, N. J., put on a miniature Aquacade at a benefit last Friday night, the swimmers including 24 vacationists and his wife, Eleanor Holm. . . . Dick Pack, of the WOR press department, has left on vacation. And Bob Schmidt, head of promotion at NBS, has just returned from one with a beautiful sunburn. . . . Battling Reddy, who was a top-notch featherweight during the Tex Rickard era, is operating a bar and grill in the Times Square sector. . . . Passers-by on Sixth Avenue the other evening were sniffing unexplained smoke when a cabbie leaped from his hack, pointed up in the air and screamed, "Looka the blaze!" Then, as all necks were craned and strained, he remarked with a Hell's Kitchen accent and an air of fine contempt, "Noo Yawkers! Worst hicks in the world! Always busy—always in a hurry—but all I gotta do is point an' you forget how busy you are. Noo Yawkers! Fooey!"

## HORACE HEIDT (This Week's Cover Subject)

FOR the past 16 years the American public has been royally entertained by one of the most versatile orchestras to ever set feet to tapping—that band of Musical Knights captained by genial Horace Heidt.

Faced with mounting doctor bills as the result of a football injury, Heidt turned to music while a student at the University of California. Assembling a group of fellow students, he formed a collegiate type of band which made vaudeville history, culminating in a record-breaking engagement at New York's Palace Theater. Came the fateful day when vaudeville was no more and radio came into prominence. Horace Heidt rebuilt his band and learned the new medium, with the result that he has held some of the choicest band assignments on leading commercial programs. Most recently he broadcast for two years on the famed "Pot o' Gold" program and is currently heard Tuesday nights on NBC in the "Answers by the Dancers," broadcast for the same sponsor.

The current year has found the Heidt organization in an additional spotlight as the result of a series of hit recordings on the nation's music machines. Remembered on radio for his uncanny ability to pick hit songs like "Tipitin" and "Little Sir Echo," Heidt has uncovered this year "C'Bye Now," "Good-bye Dear," "Friendly Tavern Polka" and many others. All in all, Horace Heidt well merits the title which show business from Coast to Coast has bestowed, "The Master Showman Among Orchestra Leaders."

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# TALENT BOOM IN PHILLY

## Asbury Park Area In Slight Drop, After Big Season

ASBURY PARK, N. J., Sept. 6.—After a month of record-breaking crowds attracted here by warm weather, cool weather and rain have dropped business slightly for both Boardwalk and niteries. Some of the better-known spots, however, continue to hold their own, including those in hotels Monterey and Berkeley-Carteret here, Hollywood in Long Branch, and Grossman in Bradley Beach.

Cuba's and Cotton Club are moving along in high gear. Jackie Drenman, operator of the Cotton Club, reports business rise. Cuba Lopez says he has no kick, altho week was a little off. Skeets Tolbert band and Jean Eldridge, singer, are holding crowds.

Hardest hit were Boardwalk concessionaires and pitchers. Beach clubs and plunges were off, particularly Long Branch's West End Casino and Colony Surf Club. Keansburg is running high again, with lid off Boardwalk gambling on wheels and money-paying bumper machines. Rhumba Club, Lefty's Chauteau, and Jerry Sheehan's Beach Palace away ahead of last year, despite cool weather turn.

## Labor Day Biz Big 5 Sellouts

NEW YORK, Sept. 6.—The influx of hordes of holiday visitors brought out the SRO sign for five of the 10 matinees playing on Broadway Labor Day. Three other shows were just a few seats short of being sold out.

Playing to standees were *It Happens On Ice*, *Hellzapoppin*, *Pal Joey*, *Panama Hat-tie* and *Claudia*. The close-comers were *Watch on the Rhine*, *My Sister Eileen* and *Life With Father*.

Showmen complained about being unable to furnish a larger quota of cheaper seats.

## Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For FILMS

RAE AND GERALDINE HUDSON—pair of striking girls who displayed spectacular acrobatic terping recently at Loew's State, New York. Have played plenty of vaude—were formerly billed as the Hudson Wonders—and have also been in legit and night clubs. Have a terrific dance act that could be excellently spotted in a musical film.

### For RADIO

KEN BRYAN AND BAER SMITH—sensational drums-and-piano swing duo now at the Barbary Coast, small New York night spot. Bryant is a swing and boogy-woogy pianist who rates with the very tops in the field, and he gets terrific support from Smith on the drums. Between them, they turn out a superlative brand of jive, comparable in effect to the efforts of much larger crews. Definitely rate a spot on one of the numerous air shots devoted to swing, and also a try in one of the larger swing night spots, such as Cafe Society.

### For NIGHT CLUBS

THE FIVE SHADES OF BLUE—smart musical combo made up of members of the house band of Station WNEW, New York. Dishing out a subtle, extremely listenable brand of rhythm, and able to handle pops, standards, swing, or sweet with equal finesse, the lads are a cinch for a top-grade night spot. Organizer and leader is Merle Pitt, who plays one of the fiddles. Other instruments are piano, accordion, string bass, and drums doubling on vibes. Outfit has cut some transcriptions and might also click with regular recordings.

## Tulsa's Biggest Season Planned

TULSA, Okla., Sept. 6.—The heaviest and most star-studded theatrical season in the history of Tulsa has been promised by Mrs. Robert Boice Carson, who has returned to her office to carry on alone the work she and her husband conducted together for a quarter of a century. Mr. Carson died August 22 following an emergency operation.

In contrast to previous years, many plays are booked for two nights, rather than the customary one-night stand. The bookings include: October 21 or 24, *Arsenic and Old Lace*; November 5, *Hellzapoppin*, return engagement; November 13, *Blossom Time*, with Everett Marshall; December 8 and 9, *There Shall Be No Night*, Lunt and Fontanne; December 18, *The Student Prince*; December 31, *The Doctor's Dilemma*, Katharine Cornell; January 4, *Hold On to Your Hats*, Al Tolson; February 3 and 4, *Life With Father*, Lillian Gish; February 16, *Boys and Girls Together*, Ed Wynn; March 4, *My Sister Eileen*; March 13, *Ziegfeld Follies*; March 23, Maurice Evans.

Also booked but with dates undecided are *The Corn Is Green*, *Watch on the Rhine* and *Helen Hayes*.

## Precedental Use of Live Shows By Local Sponsors; Wax Angles

PHILADELPHIA, Sept. 6.—Local, national spot and network business promising to make the 1941-'42 season the biggest in the history of local radio, new season's start finds live talent for the first time beginning to get some of the crumbs of radio's overflowed coin. The city is approaching prosperity unequalled in history, and the number of new shows using live talent for the fall is history-making in itself.

One of the most encouraging signs is the return of Paresian Tailors to the air tomorrow (7) for a weekly half-hour series on WFIL. In recent years, sponsor has been partial to swing records. But this year, Philip Klein Agency, handling the account, has scheduled a live show for the first time. Tagged *Mr. Mystery*, it's a dramatization of mystery yarns, produced by Don Martin. New live cast will be used each week, says Herb Ringgold, agency's radio director.

Klein agency, in returning Nevins Stores, drug chain, to radio on WPEN, starting last Tuesday (2), provides employment for local talent. Sponsor last used platters, now has Eddie Phelbin, local actor, as *The Man From Nevins*, with a Defense Bond giveaway stint.

Adams Clothes, thru Harry Ditman Agency, is also leaning away from the platter trend for a new series to start on WIP, a quiz show starting Monday (8), known as *The Adams Answer Man*. Keystone Automobile Club, in renewing its air series on KYW thru James G. Lamb agency, calls for a live talent variety show headed by songstress Bonnie Stuart

and Clarence Fuhrman's orchestra, to originate each week at a different defense plant in the territory.

Others here grabbing off fresh sponsor coin include Edmond Vichnin, pianist, for Lester Pianos, Inc., on WDAS, direct; William Lang, for Browning King & Company, clothiers, on KYW, thru I. A. Goldman; Kerby Cushing, for LaSalle Hat Company, on KYW, thru Al Paul Letton; Rhona Lloyd, renewing for Fels Naphtha Soap Company, on WFIL, thru S. R. Roberts; Hugh Ferguson and Horace Feyhl, for Morrell E-Z-Cut Hams, on WCAU, thru Henri, Hurst & McDonald, Chicago, and Normah Jay, renewing for Yellow Cab Company, on WCAU, thru Aaron & Brown. All start this coming week, and shows for as many others are still in the works.

Radio boom here is being enjoyed as well by those handling participating shows, such sales reaching a new high for the new season. Local live talent looks for an additional boost in pay-checks in the growing tendency to use transcribed spots, with a singing group selling the story in jingle form.

Giving a gracious eye to the live actors for the first time, trend away from use of platters is explained by agency execs as the result of local airlines being presently clogged with record shows. Sponsors are asking for something different. Moreover, with time being scarce on all local stations, it's almost impossible to now buy half-hour blocks across the board for record playing, and live talent is figured best for the shorter periods.

## Philly Niteries Remodeling and Upping Talent Money, Indicating General Optimism for New Season

PHILADELPHIA, Sept. 6.—National defense pay rolls and a populace tense because of the war situation combine to make the outlook for the coming night club season very bright. Past year has been a profitable one, and, in spite of increased operating costs, talent budgets for the new season will be higher. That owners are prepared to spend money is seen by physical improvements instituted at many spots around town.

Biggest excitement in the total rebuilding of Palumbo's cabaret-restaurant, first change in premises since opening in 1884 as a nitery. Frankie Palumbo spending in excess of \$25,000 to rebuild and increase seating capacity to 2,000. Eddie, Suez, house booker, is getting ready a show for a late September preem, and opening night reservations will call for \$50 per chair.

Jack Lynch's Walton Roof and Kallner's Club Bali will again feature heavy floorshow budgets. Lynch has al-

ready set Jackie Miles to emcee, to linger until mid-December. Hotel roof is booked by William Morris Agency.

Bali, booking thru Music Corporation of America, has already lined up names. Ink Spots usher in the new season on September 19 for three weeks and then go to Kaliners' next-door Little Rathskeller. Dinah Shore follows at the Ball October 10 for three more weeks, with Xavier Cugat to follow her for four November weeks.

Herb Spatola had his Flanders Grille entirely redone, reopening with the Four Hyde Parkers. Refurbished Golden Gate got the season under way with "Baby" Eli Cassis heading the bill. Nat Segal remodeled his Down Beat Club for its September 1 opening.

Joe Moss, who climaxed his rise from the old Club Madrid here with the International Casino in New York, may come back here following his summer (See PHILLY NITERIES on page 19)

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## Local 802 Prepares Brief on Use Of Wax by Indies; Stations Fear Getting a Jolt at AFM's Confab

NEW YORK, Sept. 6.—Radio stations making extensive use of recordings may experience a sharp jolt very soon. Local 802, American Federation of Musicians, following a meeting of executives on August 28, instructed its attorneys to prepare a brief outlining the case of live versus mechanical music on local stations. This will be presented to the executive board of the AFM in Chicago October 6, where Local 802 expects James C. Petrillo, AFM proxy, to work out a deal with record companies putting a clamp on the use, or abuse, of records on the air. Execs of the record companies will be in on the October 6 meeting, which has as its primary purpose the solution of employment problems posed in the record and transcription survey made for the AFM by Ben Selvin, executive connected with Associated Music Publishers and Muzak.

Attitude of the musicians' union is that problems inherent in the manufacture of recordings are of minor importance currently. Major point is the use to which these recordings are put. Queried as to the possible effects of the union's proposed action on platter programs such as those conducted by Martin Block, 802 officials state, "We are not particularly concerned over the building up of a band via records on such programs. For every band built in such manner, many musicians are displaced." Bert Henderson, AFM exec, recently stated that he thought the AFM would be able to work out a deal with the record companies regarding use of their platters.

History of the use of records on stations has been extremely tangled, but currently there is no legal bar to the performance of the platters. Situation once reached a point where RCA-Victor and other companies drew up licensing contracts.

Should the AFM be successful in working out regulatory measures with the record companies, the effect on the pro-

gramming of indie stations will be tremendous. The most immediate effects would be an increase in the use of transcriptions, as against records; an increase in the use of live talent, and an increase in the use of house bands.

### Phantom House Orks

Situation regarding house bands in New York has become aggravated lately, some musicians complaining that station policy is to make the listening audience "record-conscious." This is allegedly accomplished by hiring a band, as per Local 802 agreement, but permitting the band to work only a short time each week. Musicians refer to these house orks as "phantom bands."

"The religion of some station managers," said one member of 802's radio committee, "is a record."

He added, "We want work, not checks."

## Kostka, NBC Press Chief, Leaves NBC

NEW YORK, Sept. 6.—Bill Kostka, manager of the Press Department of the National Broadcasting Company, has resigned from NBC, effective September 26. Kostka will take a post at the Institute of Public Relations.

Kostka has been with NBC since September, 1938, becoming press chief in August, 1939, succeeding Wayne Randall. No successor appointed yet.

## WBBM Adds Talent

CHICAGO, Sept. 6.—Robert N. Brown, program director for WBBM-CBS, announces that some important additions will be made to the network talent staff here, effective September 14. Included are the Prairie Sweethearts, singing duo of the *National Barn Dance*; Al Neilson and Bill Moss, piano duo; Christine, Swiss singer; Rusty Gill, singing guitar player; Les Paull, guitarist, formerly with Fred Waring; Bill Alexander and His Music, and Elizabeth Hall, singer.

## Hitting the Big Time

OWENSBORO, Ky., Sept. 6.—William Russell Walker, an engineer with Station WOMI for the last two years, has resigned to accept a similar position with WPAD, Paducah.

## Local Programing Up in Pittsburgh; Due to Net Switch

PITTSBURGH, Sept. 6.—Increased local programming at most stations resulting from network switch scheduled for last week this month. KDKA, getting NBC-Red in exchange for NBC-Blue, has upped newscasts to 19 daily. WWSW, only indie, has signed Atlantic Refining Company as sponsor for airing of local Steelers 11 pro grid games, and in addition has begun FM broadcasting over W47P, Pennsylvania's first FM station.

WWSW has also begun weekly series in collaboration with Buhl Planetarium and Institute of Popular Science, aiming science data prepared in pop fashion for consumption by housewife. Show is titled *Our Servant, Science*, will be produced by Ellen Evans, assisted by Walter Sickles. WCAE, to be exclusive Mutual after losing NBC-Red, has fallen heir to couple local program shows originally intended for other stations before web transfer and is peddling plenty more. KQV, NBC-Blue heir, is concentrating on spots and station breaks, altho it recently signed year contract with beer sponsor for six nights weekly, featuring Baron Elliott, station's former staff band. Program will be aired also over WWSW, Wheeling, also NBC-Blue outlet. KQV sister station, CBS station, has no program time to sell locally.

## Van Konynenburg Upped

MINNEAPOLIS, Sept. 6.—Francis Van Konynenburg, WTCN sales manager for the St. Paul area for the past seven years, has been appointed general sales manager of the station, effective Monday (1), to succeed Lee Whiting, who resigned to accept a similar post with WDCY here. Bennett Orfield has been named to Van Konynenburg's St. Paul post.

## Engles Resigns On Eve of Sale Of NBC Bureau

NEW YORK, Sept. 6.—On the eve of the sale of the NBC Artists' Bureau to a group including Daniel Tuthill and M. H. Aylesworth, George Engles resigned as vice-president of the National Broadcasting Company, managing director of the NBC Concert Service and president of the Civic Concert Service. Neither Engles nor Tuthill could be reached for comment, and Sidney Strotz and Mark Woods, while confirming the resignation of Engles, would not give details.

Woods, queried as to whether Engles had received a "settlement," on the angle that he was understood to have held personal management contracts with many of the NBC artists, answered that Engles held no contracts. NBC controlled all the contracts, according to Woods.

Prior to the resignation Engles had told *The Billboard* that he had "an understanding with NBC" whereby NBC would not sell the artists' bureau without his "consideration."

Frank M. Chapman, who has been in on the negotiations for the sale of the artists' bureau in an advisory capacity, stated last week that "this consideration had been given." Chapman indicated Engles would be given a job within the NBC organization.

At press time NBC Artists' Bureau still had not been sold. Woods, however, confirmed that Aylesworth was in on the deal. He would not give any indication of price, stating situation was still "unsettled." Queried as to whether many artists would squawk over the transfer and try to get out from under the deal, Woods stated he did not think so—adding that the artists would be handled by essentially the same personnel who handled them in NBC.

Report that Charles Green, president of Consolidated Radio Artists, had already been approached by Tuthill to manage a band department for the new talent office was denied by Green. NBC's Artist Bureau was once in the band booking business but had to divorce itself from this phase of activity when the American Federation of Musicians some years ago declined to license networks.

Other phases of the deal involving sale of artists' bureau to Tuthill remain as reported previously. These include transfer of the management contracts, with NBC retaining package programs. Details on this were carried in last week's issue of *The Billboard*.

Engles has been with NBC since 1928. Prior to this affiliation he had conducted his own artist bureau, handling Paderewski, Jascha Heifetz, Schumann-Heink, Walter Damrosch and Marion Talley. He also managed the New York Symphony Orchestra, which in 1928 became affiliated with the Philharmonic.

Artists included in the concert service, which Engles directed at NBC, included Rachmaninoff, Fritz Kreisler, Kirsten Flagstad, Gladys Swarthout, John Charles Thomas, Lauritz Melchior, Ezio Pinza, Efrim Zimbalist, Nathan Milstein, Alexander Brailowsky, Josef Lhevinne, Jaromila Novotna and Oscar Levant.

## 'Glamour' Comm'l on NBC

HOLLYWOOD, Sept. 6.—*Speaking of Glamour*, Frances Scully's first-hand account of Hollywood fashions, social life and leisure-time activity, goes commercial over the Pacific Coast NBC-Blue network Sunday and Wednesday, beginning September 28, for Pacquins, Inc. Hal Gibney will announce.

as transmitter operator at K45LA. He comes here from KDFL. . . . McMahan Furniture Company, Santa Monica, Calif., thru Ad Carpenter Advertising Agency, that city, renewed its agreement with KECA calling for 313 quarter-hour programs, *Fleetwood Lawton*, six a week, September 2, 1941, to September 1, 1942, to plug furniture. . . . Robert Wagoner, of the United Press Bureau in Sacramento, has joined the news staff at KHJ.

## PHILADELPHIA:

PAUL E. BROWN, formerly radio director of William A. Schautz, New York ad agency, becomes account exec at Steward-Jordan here, specializing in (See ADVERTISERS on page 8)

## WCAU Shuffles Personnel; Harry Marble to CBS, N. Y.

PHILADELPHIA, Sept. 6.—WCAU, just about getting its staff reorganized as a result of the armed forces calling up top execs and announcers, now has to go thru another shuffle with the resignation of assistant program director Harry Marble, who joined the CBS announcing staff in New York. Many of Marble's duties will be taken up by Wally Sheldon, moved up from the announcing staff. In addition, announcer Harry McIlvain is given a full-time assignment in the production department, to take over the direction of Orth Bell's three daily participating shows. Another addition to the script department is Helene Strus.

Mike staff vacancies being filled by Joe Bolton, formerly with CBS in New York, and Jim Newell, from WEEL, Boston.

At WPEN, publicity chief Phil Frankenger resigned to enter the department store field. Desk returned to Ira Walsh, who has been handling special events. Station also losing announcer Lonnie Starr, who joins WSGN, Birmingham, Ala., October 1. Southern station is farm for NBC mike men.

## What Gale, Mr. Husing?

OMAHA, Sept. 6.—Nebraskans were a little bit disturbed over Ted Husing's description of the national amateur golf tournament over the Columbia network.

The breeze that blew over the course was described by Husing as a "ferce wind of gale proportions." He even said the trees on the course were bent as they were in Miami during a hurricane.

So incensed were some of the local citizens they checked with the weather man and found out the breeze actually was blowing 19 miles an hour.

The announcer also criticized the golf course, of which Omahans are proud, and called the greens "concrete greens."

## Advertisers, Agencies, Stations

### NEW YORK:

ACCORDING to Arthur Hull Hayes, A manager of WABC, 17 new accounts have bought time on WABC, giving the CBS outlet the best start in its history. According to Hull, station's number of sponsors has doubled since September 1, 1940. . . . Neil Vinick, beauty adviser, starts her 15th consecutive year on radio Tuesday (9). Series sponsored by Drezma, titled *Lessons in Loveliness*, Tuesday, Thursday and Saturday, 8:25-30 p.m. Blaine-Thompson is the agency. . . . Philip Morris & Company has renewed George Putnam for 13 weeks on WEAF, airing Thursday, Friday and Saturday, 11-11:15 p.m., for Dunhill Cigarettes. Blow is the agency. . . . Bide Dudley, WHN's drama critic, has started his ninth season on the air. . . . P. Lorillard Company has bought Fulton Lewis Jr.'s program on WHN in the interests of Beechnut Cigarettes, starting September 15. Lewis has been airing on a sustaining basis for one week. . . . Lenore Mann, of the sales department of WQXR, is engaged to Dr. Robert F. Furchgott. No date for the nuptials. . . . Robert E. Lee has joined the short-wave division of Columbia's engineering department. . . . Terig Tucci, Argentine composer and conductor, appointed music director of CBS's Latin American network.

### CHICAGO:

TOM HARGIS, of the NBC Central Division production department, has resigned to join the Russell M. Seeds advertising agency as producer-director of the Brown & Williamson Tobacco Corporation's Renfro Valley Enterprises program. Hargis left Saturday for Renfro Valley, Ky. . . . WLAK, NBC-Red network station at Lakeland, Fla., has appointed the Foreman Company its exclusive national representative. . . . *Musical Steel Makers* program returns to the air October 5, moving from the Mutual network to NBC. . . . Bill Denslow, WGN research expert, is back from

a strenuous vacation. He paddled a canoe 130 miles and made 11 portages with a 200-pound pack. . . . Gilbert McClelland, editor of the NBC Central Division press department, has been transferred to the sales promotion department as assistant to Manager Emmons C. Carlson. He succeeds George Bolas, who has joined the radio department of Blackett-Sample-Hummert, Inc. . . . Russ Raycroft, WGN sound effects, has started his fourth season as assistant instructor in the radio writing courses at Medill School of Journalism. . . . The Russell M. Seeds Company has signed contracts for spot announcements for the Pinex Company to run from October 6 to March 6 on 58 American and 13 Canadian stations. . . . Lawrence Mulligan succeeds Henry Sellinger at the Sherman & Marquette agency. . . . WGN engineer Wally Phillips and Jack Jefferson, of the newsroom, got their master's degrees last week from the University of Chicago.

### LOS ANGELES:

JOHNSON & JOHNSON, New Brunswick, N. J., has issued an order thru Ferry Hanly Company to plug Tek Toothbrushes over KFI by means of 388 50-syllable announcements, approximately five a week from April 7 to December 31. . . . The Murine Company, Inc., has arranged for 78 one-minute transcriptions, six a week from September 15 to December 12, over KECA in the interest of eyewash. Batten, Barton, Durstine & Osborn, Inc., handled. . . . Ed Rice, of the J. Walter Thompson Agency in Toronto, has arrived in Hollywood, where he will edit the *Three Ring Time* show to be heard on KHJ and the Mutual-Don Lee network. . . . Lockwood-Shackelford Advertising Agency, Los Angeles, has arranged for 261 quarter-hour broadcasts over KECA for John T. Troll Company to plug candy vitamins. Deal calls for broadcasts at 4 p.m. Monday thru Friday from September 1 to August 31, 1942. . . . C. B. McKnight, of Salt Lake City, has joined the Don Lee technical staff

# Radio Talent

## New York

By JERRY LESSER

**THINGS THAT MAKE ME HAPPY:** People who deserve breaks, getting them. Such as SAMMIE HILL, a comparative newcomer to New York radio, being signed as lead opposite SCOTT FARNSWORTH in the series called *Jones and I*, written by FARNSWORTH and produced by STUART BUCHANAN, starting over CBS. . . . SID SLON, actor-author, who gets his big break writing the new *Shadow* series.

**EVERETT SLOAN**, who leaves for the Coast soon to do another picture with ORSON WELLES, went to a movie the other night and was bothered by the incessant chatter of two women in front of him. Ev suffered in silence. Eventually the women raised their voices loud enough to drown out all of the dialog, so Ev, containing himself no longer, tapped one of them on the shoulder and said, "Pardon me, madam, but I can't hear." "You're not supposed to," snapped the woman, "this is a private conversation." . . . Incidentally, ORSON WELLES, who inaugurates his CBS series Monday, September 15, won't reveal any features of the show—except to say it will have no opening commercial announcement. The program will begin simply with "Hello. This is ORSON WELLES" (ho-hum). . . . EDWARD TREVOR yawns that the trouble with most programs is that there is too much

dialect and too little good dialog. (Could be.)

**BETTY JANE TYLER**, 12-year-old actress who plays Midgie on *Myrt and Marge*, had a wonderful time playing detective recently. Betty Jane found a brief case in Central Park which contained no sign of the owner's name. But there were clues, so she got to work. A dress pattern indicated the owner was a grown woman. An envelope with the name "St. Luke's Hospital" and a picture of a nurse in uniform indicated the property belonged to a nurse. **BETTY JANE** telephoned the hospital and reported her findings. Sure enough, a few days later a Miss Benke called, described her belongings and retrieved them. "Elementary, my dear Miss Benke, elementary," was the remark of Sherlock Tyler. . . . **JOSEPH GRANBY** looks very sinister these days. Can't figure out if it's because of the role he plays in *We Are Always Young* or because the show is cut to only three times weekly, due to time having been sold. . . . **KATHRYN BISHOP**, who left radio for a reason, had her reason appear in person last week. He was an eight-pound boy. Kathryn will be back at the mike pretty soon. . . . **JAMES MONKS** has returned from the Coast to continue his radio work from the East. . . . **JAMES CHURCH**, formerly a director at NBC, has replaced ED WOLFE as producer of *Second Husband*.

# Chicago

By NAT GREEN

**CHICAGO** will lose PEG HILLIAS, the Vivian Decker of *Romance of Helen Trent*, October 1 when Peg takes up her permanent residence in New York. . . . **LINN BORDEN**, radio comic, who has been laid up at Mount Sinai Hospital, planned to New York Saturday (6) to convalesce at his home. . . . **DALE EVANS** staff vocalist on CBS programs originating at WBBM, will start picture work for 20th Century-Fox in Hollywood next Monday (15). On August 28 Dale was signed to a year's movie contract. . . . The B. & W. *College Humor* program on the NBC-Red network will have **BASIL RATHBONE** and **NIGEL BRUCE**, of the *Sherlock Holmes* show, as guest stars on September 30, and on October 3 the duo will guest on *Uncle Walter's Dog House*. . . . **PAUL FOGARTY**, WGN producer, who wrote *Betty Coed* and other pop tunes, has a new one, *A Pretty Coed Has Gone to My Head*, which will be introduced on the air over WGN by Jimmy Joy from the Walnut Room of the Bismarck Hotel. . . . Saturday (6) was "Curley" Bradley Day in Coalgate, Okla., and the townsfolk turned out en masse to honor **JOE (CURLEY) BRADLEY**, baritone soloist of *Club Matinee*. A celebration was staged to mark his homecoming. . . . *Silverleaf Sendoff* is the tag of Norman Ross's new Swift & Com-

pany show on WBBM, which made its debut Monday (8). . . . **MARY ANN MERCER**, of the *College Humor* show, and **JESS PUGH**, of *Scattergood Baines*, will be two of the five judges who will select the Indiana Corn Queen at Fowler, Ind., September 22. . . . **CONSTANCE CROWDER** is now doing the commercials on the Wayne King show.

**WHITEY FORD** and **TOM, DICK** and **HARRY**, of *Plantation Party*; the **MELODY RANGERS**, of the Penfro Valley Barn Dance; **TOM WALLACE**, of *Uncle Walter's Dog House*, and **MARY ANN MERCER**, of *College Humor*, will be featured at the Omaha Food Show late this month. . . . **QUIN RYAN**, back from his vacation, is now heard on four WGN shows. Last week he revived the reading of newspaper comic strips over the air. He also emceed the *Marriage License Bureau* program and conducts two news programs. . . . **TONY WONS** has added to his list of gifts from radio fans a diamond rattlesnake belt received last week from a Texas listener. . . . **GEORGE ROOSEN**, script writer, who used to teach English in a Michigan college, is a stickler for correct speech, so last week he hired himself a secretary who has a master's degree in English.

# Hollywood

By SAM ABBOTT

**GENE AUTRY** is back after appearing at the California State Fair. His two prize show horses, Champ and Champion Jr., were shipped to the event. . . . **JERRY LESTER**, NBC comedian, is back on the job at Kraft Music Hall minus his tonsils. . . . **JOEL MALONE** and **RICH HALL**, CBS authors, have been assigned to do a special script for **FRANCES LANGFORD** for *Stars Over Hollywood* September 13. Team plans an original story which will give her at least two singing appearances during the half-hour broadcasts. . . . **CHESTER** (Lum) and **HARRIET LAUCK** celebrated their 15th wedding anniversary recently. . . . **HEDDA HOPPER** resumed her broadcasts over KNX recently upon her return from a three-week vacation in the Canadian Rockies and a leisurely trip down the West Coast. . . . **ART BAKER**, conductor of *Art Baker's Notebook*, on NBC, was forced to miss two broadcasts due to an attack of laryngitis. When the reason for his absence was given he was flooded with "sure cures." . . . Because he was at the California State Fair

with his orchestra, **FELIX MILLS** was forced to miss the Annual Commodore's Cruise of the Los Angeles Yacht Club for the first time in five years. . . . After two years of "temporary" residence in Hollywood, **BILLY MILLS**, NEC maestro, decided to make his home in California. . . . **TOM MCKNIGHT**, producer of the CBS Monday *Blondie* series, and his wife, **EDITH MEISER**, have been signed to author a series of *Sherlock Holmes* pictures for Warner Brothers. Pictures will star Basil Rathbone and Nigel Bruce. . . . **THE MUSIC MAIDS**, NBC singing group heard on the *Kraft Music Hall* program, are signed for a singing role in MGM's new picture starring **MICKEY ROONEY** and **JUDY GARLAND**. Picture is sequel to *Babes in Arms*. . . . **BOB BURNS** has 400 acres in the San Fernando Valley. . . . **BOB HOPE'S** autobiography, *They Got Me Covered*, is assured of a record distribution even before publication. First printing of Hope's book will total 1,000,000 copies. Book carries introduction by Bing Crosby. . . . **PENNY SINGLETON**, who plays *Blondie*, has a chicken farm in San Fernando Valley.

# Producer Minority Calls Current Optimism 'Whistling in the Dark'; Talent Agencies' Power Feared

**NEW YORK, Sept. 6.**—Altho most independent producers view the new season with optimism, a minority—and some of these successful—view the outlook as distinctly "perilous" for the indie producer. War situation, priorities and tax outlook all come into the picture, but the No. 1 threat, according to the pessimists, is the ever-increasing package-program business of the large talent agencies, including Music Corporation of America, William Morris and A. & S. Lyons.

According to the indies, large talent agencies, during the past three years, became so firmly entrenched with ad agencies that the small indie producer finds it increasingly tougher to do business. Weapon with which the talent purveyors have been able to do this is their control of basic talent, a control so complete that ad agencies, allegedly, hesitate to give them the brush-off. The more bitter of the indies feel that the independent producer as a class, will, in the future, have to become more diversified in activity—branching out chiefly into the talent agenting end of the business. Another alternative would be a closer relationship between producer and talent agent, with the producer leaving the selling in the hands of the larger talent agencies that would work for 10 per cent. This, in the opinion of some of the producers, "would be degrading."

The biggest competition to indies is

fact that MCA, Lyons and Morris agencies have such terrific "ins" at agencies and have spread so extensively on package-producing, other factors are making it tough for independents. One squawk is that the daytime serial field is allegedly not as lucrative as it used to be, owing to fact that ad agencies are themselves producing, and also to soap and cereal sponsors allegedly having all the choice time sewed up. Another factor making it tough for indies is the fact that ad agencies are now very hep to production costs and require itemized accounting of the program's budget—all of which makes it more difficult for the producer to sell his show at a good price.

Still another angle working against the indie is the condition of the program market, currently a buyer's rather than a seller's market, with sponsors no longer getting "bowled over" by a program idea.

Add to this the recurrent squawks on American Federation of Radio Artists' scale, transcription rates, trend toward spot announcements by national advertisers and uncertainty engendered by the war. Summary of all these factors, according to the pessimistic independent producers, indicates that most optimism this season is a case of "whistling in the dark."

# Quiz Kids Short in Chi Theater Debut

**CHICAGO, Sept. 6.**—*Quiz Kids*, Paramount short subject based on the NBC radio program of the same name, had its world premiere Wednesday (3) at the Chicago Theater before the regular theater audience and invited guests. Preceding showing of the film there was a "warm-up" session from 6:30 to 7 with quiz master Joe Kelly interrogating the kids, then the regular broadcast, with Richard Williams, Joan Bishop, Van Dyke Tiers, Cynthia Kline, and 9-year-old Gerard Darrow participating and some 40 former quiz kids on the stage as observers.

The *Quiz Kids* short is cute and interesting, but could have been made more so by giving it a different setting. Shows a regular quiz session, with Joe Kelly in cap and gown seated at a desk on a platform, and the kids seated in huge period chairs ranged along the wall of the room. The chairs make an incongruous setting which detracts from the naturalness of the scene. Desks or ordinary chairs would have given more verisimilitude. Nevertheless, the picture doubtless will be well received by the thousands of *Quiz Kids* listeners.

Nat Green.

# Details Set for Brazil, U. S. To Exchange Shows

**RIO DE JANEIRO, Aug. 30.**—The Department of Imprensa and Propaganda has completed arrangements with CBS, Mutual and NBC for an interchange of programs between the United States and Brazil. Dr. Lulio Barata, director of the Radio Division of DIP, recently returned from the States, going back to New York for final discussions on program exchange. The first of these programs, dedicated to Brazilian listeners, was piped down by CBS on August 8 and retransmitted over all Brazilian stations on the *Hora do Brasil* at 8 p.m. Rio time. Second CBS program was on August 23. In accordance with plans, DIP will, in exchange for these two 15-minute broadcasts, send up a 30-minute program of Brazilian music to be carried over CBS network.

The agreement between Mutual and DIP became effective August 27 when Mutual piped down a special program which was retransmitted over all Brazilian stations on the *Hora do Brasil*. The pact between DIP and NBC will become effective during September when NBC will send down its first program, also to be carried over all Brazilian stations on the *Hora do Brasil*. The *Hora do Brasil* (*Hour of Brazil*), a daily program under the supervision of DIP, is carried over every Brazilian station, leaning heavily toward the classics, with a complete change of talent daily, using symphony orchestra, operatic stars, singing groups, etc. It is one of the most popular hours in Brazil and has the largest listening audience of all programs.

# "Personal" Moves to NBC

**HOLLYWOOD, Sept. 6.**—*Don't Be Personal*, now heard over CBS-KNX Sunday night, moves to NBC October 3 when it becomes a Friday night show at 8:30 PST. Art Baker emceeds and Sam Pierce produces and announces, as on KNX. Sponsor is P. Lorillard Company, and product is Beechnut cigarettes. Lennen & Mitchell were the agency.

Last week she purchased 1,100 chickens, which brings the total up to more than 2,000. . . . **BING CROSBY** is bound for South America on a horse-trading expedition. He plans to spend two months in the Argentine, looking for race horses to add to his growing stables.



**ARRANGER**  
•  
**COMPOSER**  
•  
**PIANIST**  
•

**PAUL BARON**  
**AND HIS ORCHESTRA**  
conducting  
**"PENTHOUSE PARTY"**  
for  
**CAMEL CIGARETTES**  
Fridays, 10-10:30 P.M., E.D.S.T., over  
CBS Coast to Coast.  
Dir.: Wm. Morris Agency

# Program Reviews

EDST Unless Otherwise Indicated

## Ben Bernie

Reviewed Tuesday, 5:45-6 p.m. Style—Musical. Sponsor—Wrigley's Spearmint Gum, Chicago. Agency—Placed direct. Station—WCAU (Philadelphia) and CBS.

Corralling all his lads, the cigar-puffing maestro, since Labor Day and continuing for at least nine weeks, pledges his allegiance to Wrigley's Chewing Gum. Radio row is still buzzing about the ole maestro plugging the penny product to big coin, reportedly at \$16,000 for each brace of five quarter-hour shots. But Wrigley's choice was a wise one.

It's all left up to Bernie for a potpourri of song, melody and commercial palaver. No contracts, no agency, no scripts to submit, no auditioning for the board of directors. Deal was entirely verbal, save for a memo from the gum king anent advertising copy, a cryptic note to Bernie: "Just sell Wrigley's Spearmint Gum—the flavor lasts—you know what to do." And that's what Bernie does.

All Bernie needs is the song title, and there's a plug for sponsor's product, with his racing form gags to sugar-coat it for listeners. It's all Bernie, the maestro is in good form and, despite all the gab and gags, he manages to get in plenty of good music and song. Caught on second night, band teed off with *Para Vigo Mio*; joined the Bailey Sisters, Sue and Chow, to make for the Wrigley Spearmint Trio for chirping *The Reluctant Dragon*; bary soloist Donald Saxon, a romantacist, yodels a chorus of *You and I*; band introduces, in singing ensemble setting, a new *Fridy Cat* novelty that's plenty neat, and the Five Marshalls, mixed voices, harmonize for *Oh, Dear, What Can the Matter Be*. The familiar *Pleasant Dreams* sign-off, with music changed to please ASCAP, rings the rag on a pleasing quarter hour.

First week's stint originated from WCAU studios in Philadelphia, Bernie doing an in-person at a local theater. Remaining weeks originate from WBBM in Chicago. *Maurie Orodenerker*.

## "Prudential Family Hour"

Reviewed Sunday, 5-5:45 p.m. Style—Music. Sponsor—Prudential Insurance Company of America. Agency—Benton & Bowles, Inc. Station—WABC (New York, CBS network).

Prudential with this program tries to appeal to all members of the family by means of a wide variety of musical forms, ranging from jazz to the classics. Resultant program was rather stuffy, lacking snap and interest, despite a talent layout including mezzo-soprano Gladys Swarthout, commentator Deems Taylor, baritone Ross Graham, Al Goodman's orchestra and a choir of mixed voices.

Selections played by the orchestra were seemingly requests, and announcement at the end of show asks that listeners request their choices, giving reasons. Selections included *Liebestraum*, by the orchestra; *Knowest Thou the Land and Loch Lomond*, sung by Miss Swarthout; *Daddy*, by the orchestra and chorus; and *Maria Elena*, sung by Graham.

Taylor, in addition to straight emcee work, delivered a "true story" telling something of the life of the composer, Robert Schumann. This bit is broken into by dramatizations, Taylor doing narrative.

Frank Gallop, announcer, delivered the plugs. They were dignified, stressing the specialized service, friendliness, safety and low cost of Prudential insurance.

Program needs shaper production. It has name talent, but is mostly sedative in effect. *Paul Ackerman*.

## "The Great Gildersleeve"

Reviewed Sunday, 6:30-7 p.m. Style—Comedy. Sponsor—Kraft. Agency—Needham, Lewis & Brorby, Inc. Station—WEAF (NBC-Red network)

Kraft sponsors this broad comedy program in the interests of Parkay Margarine. Gildersleeve, the character with the loon-like laugh, developed on the Fibber McGee and Molly program, is played by Harold Peary. Central situation casts him as president of the Gildersleeve Girdle works, a role lending itself to comedy situations, particularly in view of Gildersleeve's brusque, manly personality. Opening incident finds him leaving on a trip relative to taking over the administration of an estate.

Comedy development is simple, but effective. Gildersleeve meets up with a cranky gent on the train, has some trouble with him, gets the better of him via practical jokes—and then finds his adversary is the judge who must decide on his fitness for administering the estate. Gildersleeve then is on the taking, not giving, end. This is a tried comedy formula, lacking all subtlety but capable of broad humor if script and characters are okay. They were on this first program.

Good musical direction by William Randolph. *Paul Ackerman*.

## "Time To Smile"

Reviewed Wednesday, 9-9:30 p.m. Style—Variety. Sponsor—Bristol-Myers. Agency—Young & Rubicam. Station—WEAF (New York, NBC-Red network).

Bristol-Myers show with Eddie Cantor, Dinah Shore, Harry Von Zell and the rest of the company returned to the Red network with a terrific opening program, heightened and lightened by the guest appearance of Maurice Evans.

Mr. Evans's contribution to *Time To Smile* was all in a broad comedy vein. Discussion of his Shakespearean background resulted in thunderous comedy. It had to, because the conversation was carried on by Evans, Cantor and Bert Gordon—the latter essaying a bit of blank verse himself by way of keeping up with Evans.

This gala occasion hit an inspired level of high comedy when Evans sang *Daddy*, one of the more successful of Tin Pan Alley's recent banalities. Evans's version of *Daddy* was punctuated, at propitious pauses in the song's structure, with snatches of verse from Shakespeare and lesser poets. A wonderful piece of nonsense, indicating once more that radio can make very happy use of legit theater talent.

Rest of the show was good. Cantor's chatter very brisk, Von Zell solid with the commercials, and Dinah Shore still plenty torchy with songs. Miss Shore introduced *Somebody Nobody Loves*, a tuneful item. *Paul Ackerman*.

## "Don't Be Personal"

Reviewed Sunday, 8:30-9 p.m. PST. Style—Quiz. Sponsor—Lorillard Company. Agency—Lennin & Mitchell. Station—KNKX (Los Angeles).

This is one of those quiz shows where silly questions get silly answers. But it is put over in such a way by Art Baker that it is interesting. The audience enters into the spirit of the thing and watches for the taboo words, which are "I," "Me," "Mine," "We" and "They." Sometimes these words slip by Baker and co-worker Sam Pierce, and the audience yells "Whoa."

Questions in the first part of the show run such as "Do you prefer flower or vegetable gardening?" "What do you think of women's hats?" and "Do you think husband and wife should take separate vacations?" Winner of this round on show caught was a Los Angeles housewife who went one and one-half minutes without using a restricted pronoun. Questions sent in by listeners get \$5 when accompanied by wrapper from king size Bechnut cigarettes.

Second round includes catchy questions. When question is missed, \$1 appropriated at the start of the round is passed to the next one.

Check for \$15 is sent serviceman who

## Hen Beats Announcer to It

ST. PAUL, Sept. 6.—At the Minnesota State Fair's 4-H building, Clayton Smith, WLB broadcaster, was airing a one-hour show when a hen laid an egg. Smith rose to the occasion with an ad lib. par excellence. Said he: "Altho I have been accused of laying an egg on the air, I am happy to report that this time the hen beat me to it."

## CBS Denies Change In Policy Toward News Commentators

NEW YORK, Sept. 6.—Columbia Broadcasting System this week denied reports that it had liberalized its policy regarding news commentators, and that henceforth commentators on the chain would work with "no wraps."

Paul White, director of public affairs, stated that the network staff of newsmen would continue to maintain a strictly "neutral" attitude and that no change in policy was contemplated. "In fact," said White, "we call our men analysts rather than commentators."

Report of a change in policy had gained credence, together with the report that Edward Klauber, executive vice-president of CBS, had finally "capitulated" after having insisted a long time upon impartial presentation of news rather than editorialized comment.

writes best letter telling why he switched to Bechnut cigarettes.

Audience gets crack at cash with questions asked at random by Baker.

Baker does a good job of ad libbing and makes show interesting and entertaining. Pierce does bang-up job on commercials. *Sam Abbott*.

## "Rookies"

Reviewed Sunday, 7-7:30 p.m. Style—Comedy. Station—WOR (New York).

*Rookies*, topical program, presents Jay C. Flippen and Joey Faye as sergeant and rookie respectively, at mythical Camp Dilemma. Flippen and Faye are both vaude troupers, and program sounds like a two act on the boards. It's give and take comedy. Faye comes up with an idea for a nonsensical play, then Flippen airs his own version of a good play. Best comedy twist, however, is a nut take-off on the story of *Aladdin's Lamp*. Faye is the latter-day Aladdin, with Flippen the villain who tries to wheedle the lamp away. Flippen gets the lamp, but rubs it the wrong way with dire results.

Other performers are Lina Romai, warbler, and Harry Niblist. Miss Romai, who has been singing with Xavier Cugat's band, was fair enough in two numbers, one of them *Aurora* with Spanish and English lyrics. Niblist quite good in a brief "dope" part acting as foil for Flippen.

Production by Roger Bower, pacing fast. Flippen's and Faye's material good for many laughs. *Paul Ackerman*.

## "Soldiers' Quiz"

Reviewed Saturday, 8-8:30 p.m. Style—Quiz show. Sponsor—Bechnut cigarettes. Station—WSPR (Springfield, Mass., and Colonial network).

Program is aired from War Department theater at Westover air base, Chicopee, Mass. Contestants are enlisted men, who display little nervousness, seem intent on getting some easy money to supplement their \$21 per. Questions aren't too tough, and the boys get some slight coaching.

Each contestant gets three questions to answer. The first, named "at ease," is worth \$2, the second, "at attention," is a \$3 one, and the last, "on parade," if answered correctly, is good for a share of the \$40 pool. On program picked up, five soldiers split the pool.

Some of the questions have to do with military life and are beyond the public. The soldiers of the audience get a package of cigarettes each.

Capt. Carl Melberg, chaplain of the 36th Bombardment group, representing the commanding officer at the post, spoke for a few minutes on morale.

One of the best staged quiz programs around here, it's rapidly building up a big listening audience. Everything's smooth, even the commercials. *Albert J. Zack*.

## BMI's Drive for Long-TermPacts To Start Soon

NEW YORK, Sept. 3.—Broadcast Music, Inc., shortly after conclusion of the ASCAP-NBC negotiations, will open talks with the chains and stations in an effort to secure long-term contracts ensuring the continued support and existence of the radio-music company.

BMI's current contracts, with the chains and some 700-odd stations, are effective until the end of March, but BMI will begin confabs relative to renewals immediately following the ASCAP settlement with the chains. CBS is expected to close a deal with ASCAP on the same terms as NBC.

Mark Woods, NBC exec, stated Friday that chain execs had given BMI oral assurances of continued support. But whether this support would take the form of a long-term contract or whether it would be in the form of year-to-year renewals has still not been determined, according to Woods.

Regarding NBC-ASCAP deal, Woods stated kinks were being ironed out, and that another meeting of the NBC board would be held Monday (8) at the Hotel Roosevelt. This meeting is expected to wind up the matter.

Meanwhile, in ASCAP circles, prominent publisher members and members of the board indicated that a move was afoot to make the position of president an honorary post. This would be in line with other means of retrenchment and would, according to board members, enable the members to cut a melon nearly equal to the old take despite the fact that the NBC-ASCAP deal indicates a lower income than the Society had expected.

"There will be no more yachts and things," one board member stated.

## Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

DON PABLO, airing his ork Sunday, 7:30-8 p.m. via the *Fitch Band Wagon* from Detroit, displayed a brand of rhythm slanted toward sweet rather than jive addicts and particularly suitable for dancing. Opened with an item titled *Taboo*, with a background of jungle drums—very atmospheric in effect but yet a restrained arrangement. Sessions changed pace with other tunes, one of most effective being an old ballad, *The Old Looking Glass*, with vocals by Elaine Castle. Miss Castle is a fair warbler, not quite as effective as Theodoro, male singer with the band only a short time.

Toby Reed introduced Don Pablo as Mexico's musical ambassador, bringing in some interesting background relative to the maestro's experience in the army of Pancho Villa.

Pablo leads from the piano. His ork should come along well. *Ackerman*.

## ADVERTISERS

(Continued from page 6)

radio. . . . Bob Hope and Bing Crosby due in town for the September 15 week, but only to participate in a golf tourney at Torredale Country Club. . . . Bill Carty, WIP announcer, chartering a Bermuda vacation. . . . Aaron & Brown agency here returns Contandina Tomato Paste to WPEN, using movie ducat giveaway. . . . Sylvia James back on WCAM with her streamlined children's tales. . . . Adams Clothes switches its account to Harry Ditman agency, with radio continuing to figure prominently in the ad budget. . . . Major Edward A. Davies, WIP vice-prez, appointed to the publicity committee of the Pennsylvania Defense Council. . . . Bea Strickland leaves WFIL to serve WPEN general manager, Arthur Simon, as secretary. . . . Joe Gottlieb, scripter, and special events chief Joe Connolly, from WCAU, back from the Jacksonville, Fla., naval air base, where they gathered material on cadet life for continuance of the dramatic series, *Flying Cadets of the Navy*, which station is producing for stations in the area.



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# DISK SALES HIT NEW HIGH

## Chi's Palladium Sets Policy To Woo the J-Bugs

CHICAGO, Sept. 6.—Billy Stearns, the new operator of the Theater-Cafe which reopens as the Palladium September 19, hopes to turn the 3,000-seater into a competitor of the Sherman Hotel's Panther Room, which has been having a virtual monopoly of the jitterbug trade in these environs. This is in direct opposition to the popular belief that the Palladium will attempt to steal some of the popularity away from the neighboring and popular Aragon Ballroom.

While the Panther Room offers name swing bands at \$1 minimum (the price of two cokes), Stearns will have in effect a regular admission policy (probably 83 cents) and charge little more than regular prices for his soft drinks. Also, Stearns will ballyhoo the fact that no liquor will be served at the Palladium, an angle he hopes will prove attractive to parents whose children are regular Panther Room patrons.

The Panther Room this year has been doing more business than during the last three years with a parade of swing bands, including the biggest in the biz, in on four-week runs. Benny Goodman broke the house records and Lionel Hampton is currently turning them away nightly. Stearns will concentrate on swing bands, starting with Charlie Spivak. In addition, he plans to add an extra attraction for added box-office appeal. The extra feature at times will remain for only a few days and at other times for the entire run of the band. Opening bill will have Dinah Shore. Pencil in are the Ink Spots.

## Miller Goes Big In Hershey, Roanoke

HERSHEY, Pa., Sept. 6.—Glenn Miller and his orchestra grossed \$3,566 at Hershey Park Ballroom Labor Day (1), with gate of 3,692 admishs at \$1.10 for dancers, 55 cents for spectators.

On Saturday (30) of the Labor Day week-end, Jan Savitt and His Top Hatters pulled a gate of 1,085 to gross \$1,044.72 at Hershey, with admish at same rates set for Miller.

Artie Shaw is booked for Saturday, September 13, at Hershey.

ROANOKE, Va., Sept. 6.—Glenn Miller knocked off a record \$4,679.40 here August 25 at the Roanoke Auditorium. There were 3,679 persons packed into the hall, 2,580 of them dancers. B.-o. admish was \$1.50 for the hoofers, 980 of whom paid \$1.25 for advance sale tickets. Balcony seats went at \$1.10 at the gate and 75 cents in advance.

## Oberstein Getting Set Up

NEW YORK, Sept. 6.—Eli Oberstein, who headed the late U. S. Record Company, says he will re-enter the disk field shortly. Plans are to put out pop and classical records to retail at 45 cents. No artists have been signed as yet, but a factory is being put together in New Jersey.

## A Bit North of Mexico City

NEW YORK, Sept. 6.—Sonny Skyler's *Just a Little Bit South of North Carolina* has not only bolstered the collective South Carolina ego, but has aroused a green-eyed monster in the executive offices of one Texan Chamber of Commerce. Some days ago Skyler got a letter from the chamber in question, demanding to know why he didn't write a ditty about Texas. So Sonny sat him down and knocked off *I Want to Go Back to Texas*, shortly to be waxed by Horace Heidt and Dick Jurgens. Texas is appeased, South Carolina continues to purr, and Skyler awaits mail from Utah, New Mexico, Delaware, Rhode Island, Nevada, Idaho and New Hampshire.

## "1, 2, 3—Kickback?"

NEW YORK, Sept. 6.—Xavier Cugat and Fabian Andre have collaborated on a new tune which they have titled *Conga 802*. A visit to the Local 802 of the musician union here furnished the inspiration for the number, the penners say. Boys insist that watching 802 members mill around on the floor of their Sixth Avenue building makes for a definite rhythm, and that the babel set up is real Latin double-talk.

## Sunday Shows Spread by Evans

NEW YORK, Sept. 6.—James Evans intends to widen his operations in the Sunday vaude and name band show field this season. In addition to the New Haven Arena and the Uline Arena, Washington, which he operated last season, Evans opens the Rochester Auditorium to the Sunday night trick this year, and also has some other towns under consideration.

Following Guy Lombardo's stint in the New Haven spot September 7, Evans will use Harry James, Sonny Dunham, the Inkspots and Tommy Dorsey on successive Sundays, with both matinee and evening showings. Afternoon prices will be 45 cents and 75 cents, with evening admish 55 cents, 85 cents and \$1.10.

The Eddie (Rochester) Anderson unit, including the Dick Stabile band and Gracie Barrie, will appear in the New Haven Arena for a special Thursday night showing, September 11. This will be Rochester's last Eastern job before going back to California and Jack Benny.

The Rochester (N. Y.) Auditorium opens September 28, with same policy as New Haven. No band has been set to open yet.

Both Rochester and New Haven shows will include seven vaude acts in addition to head attraction.

Uline Arena, Washington, will be worked twice monthly for Sunday dances.

## J. Dorsey Socko at Asbury

ASBURY PARK, N. J., Sept. 6.—Playing in Convention Hall for a Police-men's Benevolent Association ball, Jimmy Dorsey brought 7,000 customers thru the gates at \$1 each last Saturday (30). This was one of the sock grosses in local history.

## Musikers Need Lose No Sleep Over Installment Buying Curb

NEW YORK, Sept. 6.—New installment buying curb slapped on by Federal Reserve Board at the behest of President Roosevelt is not expected to affect purchase of instruments by professional bandsmen, according to spokesmen for leading instrument houses here.

The law, which includes in its provisions "instruments composed principally of metals," calls for a 20 per cent down payment and 18 months in which to take care of balance. A slight hitch appears in the matter of trade-ins, where, no matter how much is allowed on the trade-in instrument, a down payment must still be made. Down payment with a trade-in can in no instance be less than 20 per cent of 80 per cent of the cash price of the newly purchased instrument. This will inflict a penalty on those who hope to use the old instrument for down payment.

According to instrument houses here, few musicians use an extended installment method in buying instruments. It is the practice of larger houses to require a down payment of at least 25 per cent—more than the new law demands—and 10 months is the usual time allowed for completion of payment. Most of the boys manage to pay off within 90 days, however, and many of them, in order to get desirable cash discounts,

## Victor, Decca, Columbia Press More Waxes on Over 100 Bands

(Continued from page 3)

reaching about 60 per cent of the pop disks sold; reason for the change in ratio is the huge increase of platters sold for home consumption. Rise in consumption for the coin phonos is readily seen by comparing the above estimated 40,000,000 that will go into the machines in 1941 against the 55,000,000 sold in 1940 for both home and automatic music boxes.

E. F. Stevens Jr., of Decca records, discussing the current situation, said this week that one of the chief reasons for Decca passing up one of its regular weekly releases at this time was to let the retail dealers and phono operators catch up. "The demand for the hit records produced the past few weeks by Decca has been so great that we felt it would be harmful to our distributors and retailers to keep loading them up with more new stuff," Stevens said. He stated further that it was entirely possible, if the present trend continued, that a couple more weekly releases would be skipped before the end of the year.

All of the wax companies are looking forward to what they feel will be one of the biggest Christmas and holiday seasons they have ever seen. And this angle is currently presenting them with another production problem. A good percentage of their production facilities will soon have to be turned over to making the Christmas items. This, coupled with the present problems of making delivery on regular releases, may cause an enforced curbing of production later in the year. Also, a chance of impending labor and material shortages has the waxworks doing some close figuring. The exodus of skilled labor into defense trades, rising costs of materials and possible depletions of essentials such as

shellac will all no doubt create some effect on disk production. However, diskers feel that these things are still some distance in the future, even though they are probably guarding against too much expansion right now to prevent a quickening of such future pressures.

Manie Sacks, Columbia exec, says that firm will continue to release records every week, but will hold the number down, cutting off two Okeh labels and two Columbia seals a week. Here, again, such a policy is designed to give the distributors and retailer a breather and also allow the presses to catch up on back orders. Sacks stated that about three months ago the production pace had to be stepped up to such an extent that it has been impossible to fill all demands. The Columbia chief also said that 100,000,000 records sold by the end of the year was not out of the question provided the companies were able to maintain their current production.

Leonard Joy, of Victor Recording Company, stated that the waxerie had been fortunate thus far in being able to keep apace with the demand. Firm is still averaging eight new releases a week on its Bluebird label. The Victor seal releases vary in number, Joy said, but they are not behind on them. Joy was not able to give any figures on production, saying that it had always been against Victor's policy, but he made point of the fact that in the past few months terrific gains have been made in record sales. Where formerly only two or three of their recording artists did a really big volume on sales, today that gap between the top two or three and their other orks has been closed considerably, with a flock of other Victor and Bluebird bands and artists now riding the sales crest, Joy said.

## Plenty Machine Hits

All of these statements have been reflected, too, in the hundreds of thousands of coin phonos around the country. Where the operators of the automatics used to have to content themselves with one or two big hits at a time on the machines, they have recently found several top nickel-nabbing disks in the music boxes. *The Billboard's Record Buying Guide* for operators currently lists seven top numbers in the machines, with eight others crowding for top honors as "coming up" items for the phonos. These facts have also made the disk companies cognizant of a situation which allows them to slack up somewhat on the number of releases each week. With such a raft of hit disks out at one time, waxers rightly figure that it is better to expand production on those than to add too many other numbers to the list in too short a time space.

Another angle contributing heavily to the present disk bonanza is the number of bands forging their way to the top of the name heap. Over 100 pop name and semi-name orks are now consistently recording with one of the three major waxworks. Sales have to be healthy to support that number of recording bands, and, conversely, that number of popular musical outfits has a lot to do with stimulating the heaviest platter sales ever rung up.

Summing it up, the record industry stands out as certainly one of the healthiest branches of the entertainment business operating today, and as such it creates a powerful influence and stimulation over other sections of the industry—such as theaters, ballrooms, hotels, night spots, etc.

Probably the most immediate change which may take place in the record business is a rise in price of the product resulting from the excise taxes now being discussed in Washington. Platter-putter-outers agree that, should it come, they will pass it on to the dealers and advise them in turn to tack it on to the retail price of the disks. However, record execs are still confident that they can convince the government that such cheap entertainment and morale building as is made available by 100,000,000 records is not to be kicked around. And evidently the boys have got something there.

## Another Philly Dansant Set

TRENTON, N. J., Sept. 6.—Largest dansant in the area is being constructed at suburban White Horse by Charles Fox Jr. Ballroom will occupy the top floor of the giant amusement center, which has a ground floor housing bowling alleys, game rooms and restaurant. Construction is expected to be completed next month. Altho policy has not been set as yet, it is expected that ballroom, 100 by 200 feet, will be a stopping-off spot for traveling name bands.



# Orchestra Notes

## Of Maestri and Men

**A**RTE SHAW, a firm believer in the five-day week, practically has to be clubbed into accepting Monday and Tuesday bookings while on the road. Artie will get back into the seven-day grind October 31, however, when he opens at the Chicago Theater, Chicago. . . . **DOLLY DAWN** takes her ork into the Chanticleer, Baltimore, September 12 for a four-week run. Band will soon be reinforced by addition of a male trio, a guitar and an extra trumpet. Later in season Dolly will play New York's Paramount. . . . **SHEP FIELDS** decided he didn't have enough saxophones this week, so he added another, bringing the total to 10. Final tryouts for job were expected to result in choice of Bill De-Mayo, former side man and vocalist with Dick Stabile. . . . **LLOYD HUNDLING'S** and Bus Etri's deaths after West Coast auto crash being mourned by all. Both members of Charlie Barnett's crew. . . . **FRANKIE CARLE** paid a visit to Fort Goetz to see his brother, a member of the Coast Artillery stationed there. Frankie couldn't get away without playing a concert for the brother's battery. After tearing himself away, Carle went to Columbus, O., where he rejoined Horace Heidt ork. . . . **WOODY HERMAN** became a poppa last week (3). . . . **LES BROWN** follows Art Jarrett at Blackhawk Cafe, Chicago, opening September 24. . . . **SONNY KENDIS** continues to conduct both bands at New York Stork Club. Lad is in 48th week of sixth return engagement. . . . **JOE REICHMAN**, who is giving a \$25 Defense Bond to the first child born after 6 p.m. Sunday in whatever town he happens to be playing, goes into the Hotel Schroeder, Milwaukee, for three weeks late this month. . . . **TERRY SHAND** follows Ben Bernie at Boston's Ritz-Carlton. Terry's new vocalists are Phil Barton and Louanne, maestro's fiancee. . . . **AL HERMAN** is Tommy Tucker's new skin-socker. . . . **CARL HOFF** has been held over for month of September at Blue Gardens, Armonk, N. Y. . . . **IRVING GOODMAN**, Benny's brother, has taken a trumpet chair with Vaughn Monroe ork. . . . **MARIA KARSON MUSICALS** open a return engagement at the Onesto Hotel, Canton, O., September 8. . . . **JOHNNY KOVACH** will complete his third month at Tot's Bayview Inn, Ideal Beach, N. J., September 28. Billy Hollen-

back takes over guitar chores with band and Jack Pluckter moves in on drums. . . . **THE FOUR SENATORS** open at the Capitol City Club, Atlanta, September 25, after an eight-weeker in the Mayfair House of Nations Restaurant, Washington. . . . **HAL LEONARD**, now playing at the New Casino Ballroom, Walled Lake, Mich., flew to New York last week to hire Judy Wright as canary with band.

## Atlantic Whisperings

**A**BE LYMAN holding up his contract renewal with Bluebird and may switch to another record label. . . . **JUANITA** cancels her return to Club Bali, Philadelphia, bringing her rumba band instead to Hotel Picadilly, New York. . . . **DOROTHY PORTER**, radio singer on WIP, Philadelphia, joins **ALEX BARTHA** at Steel Pier, Atlantic City. . . . **HENRY JOHNS** for the music making at Mount Airy Hotel, Allentown, Pa. . . . **VINCENT JOSEPH** rhythms at Wirth Hotel near Bath, Pa. . . . **BART DUTTON** returning to Philadelphia quarters following the close of the season at Glenwood Hotel, Delaware Water Gap, Pa. . . . **MARIE NANETTE** brings her harmonists to Chateau Monterey, Wildwood, N. J., for the fall season. . . . **JERRY ARBITELL** takes over at Sunnybrae Country Club, Yardville, Pa. . . . **DON DEPPEN** and his all-gal gang at Green's Cafe near Allentown, Pa. . . . **BUDDY BECKER** takes his band to Washington House, Bechtelsville, Pa. . . . **SAXIE SCHOLENBERGER** set at Riverview Inn, Reading, Pa. . . . **TONY BENNETT** returns to 69th Street Rathskeller, Upper Darby, Pa., following the season's closing at Lady Bishop's Cafe, Wildwood, N. J. . . . **ESTHER KEMMERER** and her girls at Stupak's Cafe, Allentown, Pa. . . . **HENRY JEROME** and His Stepping Stones closing at Phil Barr's 500 Club, Atlantic City, are set to open next week at Pittsburgh's Washington Merry Go Round Cafe unless he is called up for active army service in the meantime.

## Midwest Melange

**PIERSON THAL** now at the Washington Hotel, Indianapolis, will be followed by Harle Smith October 3. . . . **JOE E. SULLIVAN** nabbed a four-week date at the Rendezvous Ballroom, Salt Lake City, opening Friday (5). . . . **STAN ZUCKER AGENCY** signed Johnny Gilbert to a booking contract and set him into the Grande Ballroom, Detroit, opening September 11. . . . **GOLDE** and his ork, another Zucker combo, go into Art Noey's Moonlight Gardens, Saginaw, Mich., September 11 for two weeks. . . . **PAPPY TRESTER** moved into the Park night club, St. Paul, Tuesday (2) for an indefinite run. . . . **THE TROCADERO**, Henderson, Ky., takes on Danny Beckner October 4. . . . **RAMON RAMOS** returns to the Drake Hotel, Chicago, to open the fall season at the Camellia House September 30. . . . **EMIL PETTI** will stay on at the Ambassador East, Chicago, thru November 13. . . . **THE NOTABLES** will follow the Four of Us at the Ambassador West, Chicago, October 2. Latter combo, incidentally, has a new vocalist, Betty Reed, succeeding Peggy Lee, who joined up with Benny Goodman. . . . **HAL MUNRO** moves into the Washington Hotel, Indianapolis, November 14 for an indefinite run. . . . **ART WEEMS**, of GAC in Chi, set Freddy Fisher for a return date at the Blatz Palm Gardens, Milwaukee, opening September 12. . . . **EARL MELLEN**, former ork leader, now selling jewelry in Chicago.

## Van Keys' Ork Has \$900 Eve

**RICHMOND, Va., Sept. 6.**—Van Keys and his orchestra opened here Saturday night at Westwood Club to a good \$900. Spot's usual Saturday biz is \$450 or less. Ork features singer Rita Stevens, and is booked by Holt Pumphries office. Combo was recently reorganized by Van Keys, Washington maestro.

## Spivak Opens Ritz, Bridgeport

**BRIDGEPORT, Conn., Sept. 6.**—The Ritz Ballroom here, operated by George McCormack and Joseph Barry, will open its 27th season this week after being closed for the summer. The usual policy will be in effect this season—name bands on Sundays and holidays, and local bands during the week. Tomorrow (7) Charles Spivak will be the first name band in.

# E. Duchin Hepped Up Over S. A. Market; Brazilians Lapped Up The Maestro's "Yankee" Sambas

**NEW YORK, Sept. 6.**—“American bands are making a tremendous mistake by ignoring the South American and particularly the Brazilian market,” said Eddy Duchin upon his return here from a socko 10 weeks at Rio de Janeiro's swank Casino Copacabana.

First American name band ever to invade Rio, the Duchin tootlers enjoyed sensational success, and Eddy feels that comparable success awaits any other top outfit with the foresight to make the trip.

“South American club and hotel operators are prepared to pay top money for top U. S. band attractions. They can afford it, because the people down there are hungry for our brand of stuff. They know us from our records and occasional international broadcasts, and they are dying to see U. S. bands in person. Furthermore, Brazil is going to be the next mecca for tourists, and hotels are springing up like mushrooms. These are swank hotels—top tourist havens—and they can pay the best,” declared Duchin.

The Copacabana, where Duchin played, is Rio's ritziest club, patronized by the upper crust of Brazilian society. There are two other leading clubs in the town, the Urca and the Atlantico, both of which compare with the most desirable band locations in New York.

“The Brazilians know the conga, the tango, the rumba and, of course, our own swing, but the really popular music down there is the samba, and a band is going to wear out its welcome if it doesn't do some sambas,” said Eddy. “But the band will run into worse trouble if it goes in with a stiff-necked attitude and tries to out-samba the experienced Brazilian samba-dispensers.”

Duchin used a clever gimmick to circumvent this problem. Realizing that it would be fatal to try to play authentic Rio sambas in authentic fashion, and

worrying lest the onlookers resent Americanized sambas, the maestro borrowed a couple of the spot's samba musikers, put them on his stand and, giving them credit in his announcements, proceeded to let them tootle away in their own fashion while he and his boys killed the audience with their peppy American versions. Result was a big reception of the band's North American approach.

Maestro also started a new (for Brazil) fad of swinging local folk-songs. He heard some interesting street carnival music, made arrangements of it, sprung it on his swank audiences, and now all the Rio bands are doing it. Eddy brought back no less than 60 of these tunes, some of which sound like future American smashes, especially with Duchin's Yankee treatment.

Duchin goes into the Strand, New York, September 19, and opens in the Waldorf-Astoria's new Wedgewood Room October 3. Band cut its first disks for Columbia since returning and waxed some of Duchin's Brazilian importations today (3).

## Olsen's Det. Casino Under Too Big a Nut

**DETROIT, Sept. 6.**—Efforts to reduce the nut for the George Olsen show at the Casino Gardens, on the Michigan State Fairgrounds, are being made by Olsen, who is managing the enterprise himself. Business has been only moderate on week nights, altho Saturday attendance runs around 4,000 admissions at 75 cents.

Olsen has asked for a “substantial reduction” in the rental figure of \$1,500 a week, paid to the State.

Olsen's attendance, which was not helped any by almost complete absence of mention in early fair advertising. Immediate result was an opening night attendance of only 746, with admission, normally 55 cents on week nights, dropped to 50 cents (including tax) to allow use of turnstiles. Business showed a pick-up of about 50 per cent each succeeding night, drawing close to 18,000 in the first six days of the fair, for a gross of about \$9,000.

## War Cuts Down Orks Going to E. Canada

**ST. JOHN'S, N. B., Sept. 6.**—The movement of U. S. and Canadian dance orks to and fro across the border to keep engagements has been reduced to a trickle. Previously there had been a steady stream of bands back and forth over the line for dance hall, hotel and nitery bookings.

The attitude of U. S. and Dominion immigration authorities toward the traveling musical groups has stiffened in recent months along the Maine-New Brunswick division of the international border. Formerly orks along the Maine and New Brunswick sides of the boundary moved freely from one side to the other for engagements.

Not one U. S. dance band has toured north of the border into the maritime provinces in several months, and the same applies to Canadian bands in Maine or elsewhere in Northern New England.

## Jan Savitt Grosses \$1,438

**BRIDGEPORT, Conn., Sept. 6.**—Jan Savitt's Pleasure Beach Ballroom one-nighter drew a crowd of 1,453 persons Sunday (August 31), the fifth largest draw of the season. With ducats upped to 99 cents, gross totaled \$1,438.47.

## “Blues” Pic Full Of Tunes, Gags, And All Are Old

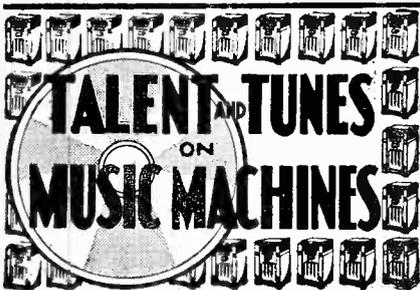
*Birth of the Blues*, a Paramount production, is strictly a Bing Crosby, Mary Martin and Rochester vehicle, with Brian Donlevy and Jack Teagarden and his trombone playing lesser but important parts.

Story hinges around the birth of the blues in New Orleans in the '90s, and the film is dedicated to those musical pioneers of Memphis and New Orleans who were responsible for the important spot held by “in the groove” music.

For those who like the New Orleans type of music, this show is right up their alley. Old favorites that go swell in this tempo are used, including *Birth of the Blues*, *Memphis Blues*, *By the Light of the Silvery Moon*, *Melancholy Baby*, *Down by the Old Mill Stream*, all sung by Crosby; *Waiting at the Church*, *Cuddle Up a Little Closer*, sung by Miss Martin; *Wait Till the Sun Shines Nellie*, by Miss Martin and Crosby; *St. Louis Blues*, by Ruby Elzy, Crosby and Negro Chorus, and *The Waiter*, *The Porter and the Upstairs Maid*, a Johnny Mercer tune, by Miss Martin, Crosby and Jack Teagarden.

The picture starts off with a fast tempo but the gangster complication and the romance tend to slow it down. Teagarden is still tops with his trombone both off and on the screen, but is a little stiff when it comes to acting. In a song-and-dance routine with Miss Martin and Crosby, Teagarden manages to make it, but he is not at ease. When placed in the role of a trombonist in the Basin Street Hot Shots band, he is at home. His Texas accent, which Mr. T. didn't have to study up on, is so sincere it shows up the film producers who have been letting their Southern draws drip with honey in other films.

The Basin Street Hot Shots give out plenty of torrid tempos, as do the colored four on the levee at the beginning of the film. Material is good. Some of the wisecracks are a bit corny, but they are put over in such a way that age doesn't count. *Sam Abbott.*



**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?**



## DUKE DALY

and His Orchestra

Playland Casino, Rye Beach, N. Y.

WOR Mutual

MANAGEMENT

**GENERAL AMUSEMENT CORP.**

# Local 802 Shows Music Items

## \$327,941 Income

NEW YORK, Sept. 6.—Quarterly financial statement of Local 802, American Federation of Musicians, from April 1, 1941, to June 30, 1941, showed a net income of \$327,941 for that period, of which \$173,364 was derived from the 3 per cent tax. Total disbursements amounted to \$115,704, leaving a bank balance of \$212,236.

Union also collected \$445,305 in musicians' salaries for the three months and advanced \$13,155 to tooters against claims and collections. Income for dues, new applications, reinstatement fees and fines yielded \$97,334, and stand-by fees and traveling band taxes accounted for \$12,259.

Largest disbursement of union-owned funds was \$39,436, which was paid out for premiums on members' group insurance. Second ranking expenditure was the salaries of the officials and the office staff, amounting to \$33,274. Boards and committees received \$9,043 for their efforts during the past three months.

Report also shows that it cost Local 802 \$2,385 to send its delegates (3) to the American Federation of Musicians' Convention, which also covered preliminary expenses. A total of \$2,947, including the AFM jaunt, was spent on delegates.

Office expenses for the period amounted to \$12,357, not including the expenses of the collection and escrow department, which was \$2,429, journal expenses of \$5,543 and organizing expenses of \$2,261. Government taxes totaled \$1,506.

## Harry James Takes in 10G For 5-Day Totem Pole Stand

AUBURNDALE, Mass., Sept. 6.—Harry James, playing a return engagement at the Totem Pole Ballroom in Norumbega Park here August 26-30, hit a gross of \$10,800. At \$1.35 per couple, James drew 2,500 Tuesday, 3,100 Wednesday, 3,100 Thursday, 3,500 Friday and 3,800 Saturday for a total of 16,000 hoofers.

Dol Brissette, a perennial favorite here, played a one-nighter Monday (25) just prior to James's opening and drew 1,100 persons at \$1.35 for \$742, considered good for the beginning of the week.

## Archer Makes Policy Change At His Tromar in Des Moines

DES MOINES, Sept. 6.—A change of policy will mark the opening of Tom Archer's downtown Tromar Ballroom. The fourth season starts September 11 with Ted Weems on the opening date.

Dance class night has been changed to Wednesday, eliminating Tuesday night competition with theater bank night. Under the new policy the ballroom will operate on Wednesday, Saturday and Sunday, with college night on Friday. Thursday night will be used occasionally for name bands.

Since opening the ballroom has operated on Tuesday, Thursday, Saturday and Sunday, with college night on Friday.

## Monroe Breaks Record

AGAWAM, Conn., Sept. 6.—Vaughn Monroe broke the record at Riverside Park Ballroom here August 26 when 2,000 flocked thru turnstiles at 85 cents per pop. Three hundred and thirty-three advance tickets were sold at 65 cents each, making the total gross \$1,901.45. Band's end came to \$1,025.80, considerably over \$750 guarantee.

# TERRY SHAND

and His Orchestra

featuring Louanne and Phil Barton

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Currently  
**RITZ CARLTON HOTEL, Boston**  
**DECCA RECORDS**  
Dir.: Music Corp. of America

### Publishers and People

BMI has added Charles Gordon to its New York staff. Jack Perrin goes in as manager of the Chicago office, and Alan Ross becomes manager of Hollywood branch of Radiotunes, Inc., BMI subsid.

Monroe Golden, contact man, goes to Braun Music to help with their latest, *The Shrine of St. Cecilia*.

Richard T. Kollmar has announced his retirement from the publishing business. He has sold Musicana, Inc., and its entire catalog to Edgar W. Hatfield.

Joe and Marty White and Jackie Kaplan have just dreamed up a ditty called *When Sunset Falls for Moonlight (That's the Time to Fall in Love)*.

Sam Taylor will join Mercer-Morris in the capacity of contact man.

Remick is to publish a Harold Arlen-Johnny Mercer score, written for *New Orleans Blues*, Warner flicker. Tunes include *Hang On To Your Lids, Kids, My Momma Done Tol' Me, This Time the Dream's On Me; Says You, Says Who, Says I*.

E. B. Marks, head of E. B. Marks Music Corporation, became a grandpa for the fifth time August 27. A daughter, Katherine, was born to son Edward B. Marks Jr. and his wife, the former Margaret Laurens.

### Songs and Such

*One Love*, penned by Dave Rose, is being pushed by the new West Coast publishing firm, West'n Music Publishing Company. Firm is headed by Dave Gordon, Gene Autry and Johnny Marvin.

*That Does It and My Lullaby to Nothing*, written by Pinky Tomlin, will be published by Santly-Joy-Select and Leo Feist, respectively.

*I Wish I Had a Sweetheart*, published by Doraine Music, continues to attract recording artists. No fewer than six waxings of the tune are due to be cut within next few weeks.

*You've Gone*, by night club singer Allen Lair and RKO official Harry Peale, will be published in Hollywood by Syndicate Music Publishers, Inc. Song will shortly be recorded by West Coast bands.

*Wandering Sparrow*, by Ray Hibbler, of Garrick Music Publications, Chicago, is being given considerable attention by BMI.

"Aquarela do Brasil," one of that country's most popular songs, will be published by Southern and is due for hearty plugging, especially from Eddy Duchin, who returned from Rio with a high regard for the ditty. Song will be called "Brazil" in American version. Russ Goudey, of Southern's Latin American department, believes that the song will generate a tremendous increase in U. S. appreciation of Brazilian rhythms.

### Philly Pickings

Ben Bernie set to introduce *Just an Escapade*, written by localites Jack Strouse, Fred Mann and Sammy Weston and published by Tin Pan Alley Music Company.

Morris L. Fisher, William Kim and Frank Cioffi set up as National Song Book Distributors here.

Joe E. Charles has set his *Hello, My Love* with New Era Music Company in New York.

Duke Morgan pens his latest in *You Taught Me To Love Someone*.

## Shaw Still Packs a Wallop; Rolls Up Big Grosses in NE

BOSTON, Sept. 6.—Artie Shaw's new 32-piece band established two house records in two break-in dates in this vicinity during the Labor Day week-end.

Shaw's first date was at the Hampton Beach Casino in Hampton Beach, N. H., where he broke the house record by drawing 4,321 persons on Friday night (29). At \$1.10 per person, Shaw rolled up the terrific gross of \$4,753.10.

The following night Shaw set another record with 3,848 persons at Kimball's Starlight Ballroom in Lynnfield, Mass. At the same \$1.10 per head figure, Shaw pulled in a great \$4,232.80.

NEW YORK, Sept. 6.—Harold Nagel is set to open Hotel Astor's new Columbian Room September 22. Room, featuring patriotic motif, opens after closing of Astor Roof.



# Selling The Band

Exploitation, Promotion, and Showmanship Ideas  
By M. H. ORODENKER

### Cultivating Colleges

EXPERIMENTING with a new idea to promote both band popularity and increased sales of recorded college songs, Decca has assigned Johnny Long to wax a number of record albums in which the various collegiate areas of the country will be duly honored. The first of the series recorded by maestro Long is a musical salute to the schools south of the Mason-Dixon, with Texas A. & M., Texas Christian, Tulane and Tennessee State having their school songs packaged.

Long is searching out the most representative college songs, making his selections on the merits of the song itself and its adaptability to his band's style.

With the proper advance build-up at each college campus, under the aegis of Milton Karle, Long's exploiteer, there is no question that each album will be anxiously awaited.

In like manner, each successive annual edition of the Talent and Tunes Supplement of *The Billboard* is anxiously awaited. Not alone by groups within the industry, but by the industry as a whole, embracing alike band leaders, bookers, recording companies, music publishers, and particularly music machine operators. This year marks the third annual Supplement. Its release has been scheduled for a late September date.

Vaughn Monroe has carried his collegiate popularity a step further. He was singled out by the college campuses as "the most promising band leader of 1941," and the band's exploiteer, Jim McCarthy, in association with Harry Bortnick, record promotion chief for the distributing firm of Raymond Rosen Company in Philadelphia, arranged for the record dealers in that city to stamp the maestro with a similar honor. During his personal appearance at the Earle Theater earlier this month Monroe played host to the record merchants at a special luncheon, at which time they presented him with a plaque signifying his selection as the choice of the record dealers as "the most promising band leader

of 1941." The presentation was made during a stage performance.

### Defense Bond Salesman

BARRY WOOD is making capital of his association with the patriotic ditties of the day, having recorded *Any Bonds Today and Arms for the Love of America*. Plotted and executed by Hal Davis-Lies Lieber publicity office, on the recent draft drawing day New York radio and music columnists received a small goldfish bowl with a tiny capsule carrying a record number with copy advising that Barry had been drafted as the Nation's No. 1 Singing Defense Salesman.

Working with the Treasury Department, the Davis-Lieber office supplied material on the singer and the platters for 1,000 recordings mailed to radio stations throughout the country.

For Raymond Scott's *Subway Far From Ireland*, Davis-Lieber serviced special stories, pictures and promotional material to all Irish-American newspapers and magazines. Further, for Scott's *18th Century Drawing Room* recording, tie-ups are being made with furniture stores along the maestro's one-night stand routings. A natural, since August is the traditional furniture-sale month.

An amateur drumming contest, with four of the finalist skin-beaters appearing on the stage, was promoted by Stan Lambert, manager of the Venetian Theater, Racine, Wis., in connection with Gene Krupa's recent personal appearance. His assistant, Ed Friedwald, gave a helping hand in getting the contest across. Milking the stunt for all it was worth, arrangements were made to present a promoted set of drums in connection with a lucky number drawing the Saturday following Krupa's appearance. In addition, a music box, with 20 Krupa recordings, kept grinding away in the theater lobby, with a card reading: "You are listening to a Gene Krupa recording. See Gene Krupa and his band here in person on our stage, one day only," followed by the date.

### "Devotion to Duty"

NEW YORK, Sept. 6.—Bill Burnham, location booker for Consolidated Radio Artists, made the supreme sacrifice recently—and went up in an airplane. But not before he weighted himself down with every kind of pill the druggist would sell him. Burnham, who has had an allergy to open space, had a chance to sell Mal Hallett to the Belvedere Hotel, Baltimore, but Ed Post, of the Belvedere, insisted on flying down to Old Orchard Beach, Me., to audition Hallett. The rotund booker gulped a few times, imagined himself a skinny man after the trip, and told Post that he'd be glad to go. (Anything for a sale).

Hallett opens at the Belvedere October 1 for 10 weeks.

## Coast Houses Sue ASCAP

LOS ANGELES, Sept. 6.—Suit was filed in Federal Court here yesterday by 137 theater owners, operating 236 houses on the West Coast, against ASCAP for damages of approximately \$235,000. Violation of the Sherman anti-trust law in the collection of music license fees was the complaint brought against the defendants, including Gene Buck, ASCAP president; 25 officers and directors, and 19 corporations.

The bill of complaint maintained that the defendants employed "threats, coercion and intimidation" in collecting fees from the theaters, and added that the latter were able to use only a fraction of the music rights for which they contracted.

## J. Archer To Manage Herman

HOLLYWOOD, Sept. 6.—Jack Archer, formerly with Irving Berlin Hollywood office, has been named manager of Woody Herman's band, to succeed Mike Vetrano, who TWAed to New York Sunday night to take a managerial post with Artie Shaw and his band.

## BMI To Protect Pubs, IMPA Told

NEW YORK, Sept. 6.—Independent Music Publishers' Association, composed of militant BMI pubs, held a meeting yesterday during which they were told that they had every reason to feel confident of a secure future.

One of the speakers told the assemblage that BMI had "practically" guaranteed its publishers 50 per cent of all network sustaining music "whether ASCAP likes it or not," after ASCAP's return to the air lanes.

Lads also were told that their next quarterly royalty check would arrive September 15 and would be paid on the basis of at least 3 cents per performance, which represents a 1-cent increase over last quarter.

Pete Doraine, president of IMPA, informed the body that BMI is willing to clear its electrical transcriptions thru IMPA, much as ASCAP clears thru MPPA.

It was decided to press the campaign for royalties on theme songs and public domain numbers also.

## Stardusters Quartet Signs Five-Term With Spivak

NEW YORK, Sept. 6.—The Stardusters, radio singing quartet, inked a five-year contract with Charlie Spivak for the singing chores with his band and join the band September 10 at the Central Theater, Passaic, N. J., formally opening the new house.

Singers will go on their first location with Spivak September 19 at the Palladium, Chicago (ex-Mike Todd Theater-Restaurant). Dusters just finished a 26-week radio commercial for Bond Bread over the Quaker network (Philadelphia) and were on two commercials previous to that. Fred Williamson, manager of the group, set the deal.

# 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

## BING CROSBY (Decca 3965)

*You're the Moment of a Lifetime (Flores Negras)*—FT; V. *No Te Importe Saber (Let Me Love You Tonight?)*—FT; V.

**B**ING is the latest to make a Pan-American good-will gesture by giving a Latin twist to his lullabying. At the same time, Senor Bing, already established in Hawaiian circles, enhances his standing as a linguist in song. For the A side, already familiar on this side of the border, Crosby chants a chorus in Spanish and a second refrain in English. For the B side, also set in a medium tempo, Crosby spans a similar score, singing entirely in Spanish. Victor Young, directing the orchestra, sets both sides in exciting rumba-fox trot tempo, with Crosby coming thru on his end with his customary professional éclat.

Crosby further displays his vocal virtuosity by lending his voice to two Latin songs that represent worthy items for the music boxes. Since the same musical mood is established by both sides, it's the "Lifetime" music that packs greater potentialities for the phonos, especially since the song is a familiar one and it has Crosby chanting both the Spanish and English lyrics.

## GLENN MILLER (Bluebird 11263)

*It Happened in Sun Valley*—FT; VC. *The Kiss Polka*—FT; VC.

**T**AKING two tunes from his *Sun Valley Serenade* score, Maestro Miller duplicates his screen triumphs for the two faces of this disk. And for both sides he calls upon his vocal contingent to enhance the selling qualities. The *Sun Valley* side is almost entirely given over to the voicings of Paula Kelly, Ted Benecke and the Modernaires. For the *Polka* piece, also set at a medium tempo, the band limits itself to the opening chorus and then gives way to the vocal efforts of Paula Kelly, the Modernaires, and, for a novelty note, Ernie Caceres, who steps out of the sax section to give the *Kiss* a Mexican twist lyrically.

In view of the association of these two sides with Miller's screen debut, only the toss of a coin can decide which of the two sides to select. For locations tying in with a movie house playing the "Sun Valley Serenade" feature, no less than both sides will suffice for music machines. However, possibilities for a longer phono life are more apparent in the "Polka" side.

## BENNY GOODMAN (Columbia 36305)

*From One Love to Another*—FT; VC. *Anything*—FT; VC.

**F**OR the first time, the Goodman band brings forth a male vocalist. And the choice of Tommy Taylor for that assignment was a good one. He is a youthful baritone devoted to the romancy balladeering, and both sides display his ability in blending with the band. Both sides set in a moderately slow tempo, with Eddie Sauter embellishing the arrangements with instrumental intricacies give the Goodman band characteristics of a miniature swing symphony. Benny's clarinet sparkles for the opening chorus for the A side, the band taking over for the second half. Taylor gives voice to the second refrain, with the band finishing it out solid for an additional half chorus. The companion piece provides more of a vehicle for the vocalist. Opens in song for the first chorus, Benny's clarinet picks it up for the second refrain, the band taking the bridge, with Taylor coming on for the final strain to carry it out.

Both are new ballad songs, and while the hit probabilities of both are problematical, the interpretation of both maintains the high Goodman standard. For the music machine operator, it's the "Anything" side that invites inspection, since the disk introduces Tommy Taylor as a male vocalist for the first time with the Goodman band. And because of the interest manifest in the male voice, it's the "Anything" side that presents him most impressively.

## LANNY ROSS (Victor 27572)

*Shepherd Serenade*—FT; VC. *Lament to Love*—FT; V.

**L**ANNY'S top tenor voice projects itself into the lyrics of two lovely ballads to make for dandy doubling. Set in a dreamy tempo, and with the accompanying orchestra well modulated with muted brass, strings and woodwinds to match the sweet qualities of the singer's pipes, both songs get excellent interpretation for the chorus-and-a-half pattern for each side. The *Serenade* side packs a high melodic content, based on an infectious whistling call of the shepherd. The *Lament* is a minor lullaby with a haunting refrain that makes it a perfect combination of words and music.

While the radio singer has still to start a music-box rage, the musical mood his platters establish makes excellent material for selectivity at class locations seeking sides on the smarter and smoother side. For such phono use, both sides command recognition. Both songs show definite promise in establishing themselves as big song favorites with the masses.

## ELLA FITZGERALD (Decca 3968)

*Melinda the Mousie*—FT; VC. *I Got It Bad and That Ain't Good*—FT; VC.

Ella provides a modern setting for the love story about *Melinda the Mousie* and the kitty cat. But instead of making it a "yellow basket" follow, she gives it torch treatment with a swing dress patterned by the band. Instrumentalists set the medium pace with a brassy riff introduction, paving the way for Miss Fitzgerald's verse and chorus. Takes time out for the tenor sax and trumpet to improvise for half a chorus with Miss Ella picking it up again to carry it out. For the companion piece, Miss Fitzgerald establishes a slow and blues mood for the musical complaint from Duke Ellington's *Jump for Joy* musical. La Ella takes a chorus and a half to make her musical confession, making way only for a piano interlude. In good voice for both sides, she sells both like a million.

For the phonos, the "Mousie" music is a natural to attract immediate attention. It's a bright and breezy rhythm fable, and Miss Fitzgerald's singing qualities enhances its listening qualities. Once the mated music catches on, the flipover should make a strong bid for phono fame.

(See ON THE RECORDS on page 69)

# 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.

## Bob Allen

(Reviewed at the Pier Ballroom, Buckeye Lake, O.)

**BOB ALLEN** is starting a new phase of his career in show business with a brand-new orchestra whose membership has an average age of 20 years, with leader Bob a graybeard of 28.

The group has promise, and time will give it the experience and poise it now lacks. Bob has made many friends thru-out the theatergoing world as a featured vocalist with the late Hal Kemp. He is a Cincinnati native and was with the Kempmen for eight seasons.

The band is composed of three trumpets, two trombones, bass, guitar, drums, piano and five saxes, the latter, incidentally, being the weakest combination in the orchestra, mainly because of their inability to double on the usual sax combinations. Clarinets are noticeably lacking.

Practically the whole orchestra was formerly Vincent Patti's, popular in Cleveland's ballrooms and clubs. The current ballroom date was the first away from Cleveland for the majority of the men.

Another member of the Kemp organization with the new band is Harold Mooney, pianist and arranger, who is 29. The oldest member of the band outside of Mooney and Allen is Dean Howard, saxophonist and arranger, who is 21.

Youngest is the star trumpeter, Bill Oblok. Bill's older brother, Tom, plays first trombone. Then there are the Slejko boys, Stanley, bass player, and Edward, sax. Paul Gordon deserts his sax occasionally for comedy numbers. Others include George Meinzer, sax; Ray Rinaldi, trumpet; Kenny Williams, trumpet; Al Hoersch, guitar; Jack King, trombone, and Eddie Martin, sax.

Allen claims he has steered away from Kemp's staccato style, and while many hot pieces are offered, a sweet type of pleasing music is most desired by the leader.

Plenty of rehearsing and hard work will put the band near the top in double-quick time. Redman.

## Ted Fio Rito

(Reviewed Trianon Ballroom, South Gate, Calif.)

**TED FIO RITO** has now one of the best combinations he's ever had. While there is nothing outside of the airline pilot's garb the men wear to indicate it as "Skyline Rhythm," Flo Rito uses his

trombones to start off the sets with the roar of motors.

Uses an instrumentation of five brass, four reed and four rhythm, and the rhythm section is augmented by the addition of a piano when the maestro presents *Twelfth Street Rag*, *Nola* and other numbers, where his piano work is outstanding.

Vocals are well handled by Frank Flynn, who doubles from the drums; June Haver, a little shaver from Texas with a good strong voice; Bert Traxler, doubling from sax; Alan Cole, who does a sweet job on ballads, and the Three Chicks—the three trombonists, Chick Dougherty, Chick Maurer and Chick Hurley. Candy Candido, bass, keeps things lively with his horse play and gets a big hand when he comes to the mike on novelty numbers.

Arrangements are by Larry Russell and Lew Math, pianist. Traxler does an outstanding job on sax, as does Joe Masick, tenor reed man. Jimmie Zito presides over the trumpet, and Ernest Varner puts in top guitar work on sweet numbers, with *Stardust* being one of his best. Abbott.

## Lionel Hampton

(Reviewed at the Sherman Hotel, Panther Room, Chicago)

**BENNY GOODMAN'S** ace on the vibraharp and drums is now a full-fledged member of the band-leading fraternity. That he graduated with flying colors is borne out by lending an earnest ear to this new musical aggregation. It dishes out good, organized swing, and the arrangements are the kind that will brighten the faces of the most erudite swing students.

Despite its infancy, this Hampton family deserves its stay at the popular Panther Room. Most of the 16 playing men are top musicians, and they work as group that might have been together for years. Hampton leads out front from the electric vibraharp and only on special assignments chases up to the drums for a display of torrid skin beating. He is a great showman and commands attention thruout each dance set.

The instrumentation includes five sax, six brass and four rhythm, in addition to Hampton's busy vibraharp. Brass and reed sections get the better workouts and are called upon for some fancy blowing because of the dynamite-laden arrangements. Doubling on electric violin from the sax section is Ray Perry, whose work is featured in many numbers.

The vocals are handled by tall, good-looking Rubel Blakesly, who has a good voice and a nice, even delivery. Honigberg.

# On the Air

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

By HAROLD HUMPHREY

## Pancho

(Ben Marden's Riviera, Fort Lee, N. J., Mutual Network, Tuesday (2), 11:20-11:30 p.m.)

**S**INCE Mutual closed its bargain with ASCAP it has been tossing remote shots all over its air lanes, and during the later hours the web frequently picks up spots for as short a period as 10 minutes, with a five-minute news shot taking up the remainder of the quarter hour. Such was the case with the Pancho ork, which had just time to tootle three numbers and a few bars of the theme.

Band knocked off one Latin number, which was the best of the lot. On the pops the brass section sounded draggy and lifeless. Some nifty fiddling is noticeable in the arrangements, and all in all there was enough meat to make an okay session.

## Lawrence Welk

(Trianon Ballroom, Chicago, Mutual Network, Wednesday (3), 12:35-12:45 a.m.)

**A**NOTHER quickie was presented here from the Windy City. Welk and the ork made the most of it, choosing a Spanish ditty, a jive number and a sweet ballad for the threesome. Vocal-

ists Jayne Walton and Parnell Grina did a bang-up job on the lyrics. Welk, himself, socks away at his squeeze box in a rhythmic fashion, leading the outfit in a lilting, commercially sweet style which made for plenty okay listening.

## Freddy Martin

(Ambassador Hotel Coconut Grove, Los Angeles, Mutual Network, Wednesday (3), 1:00-1:30 a.m.)

**A** WELL rounded and neat remote was clocked off here by Martin and his boys. Band played 10 numbers, including a medley at the finish, and nearly all were pop or near-pop tunes of the day. Plenty of song work was contributed by Clyde Rogers and Eddie Stone, both doing good jobs. Martin

announced the numbers himself, in a pleasing manner.

Arrangements and execution were all on the commercially sweet side. Instrumentation showed a perfect balance in the playing, with some nice effects woven in by the fiddles. Ork maintains a good peppy tempo which keeps the sweet shading from being too heavily so. A couple of the numbers had vocal choruses handled by the quartet. All made for a good hunk of remote.

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

**A**

Alberto, Don: (El Chico) NYC, nc.  
 Allen, Bob (Arcadia Grill) Canton, O., nc.  
 Alpert, Mickey (Cocoanut Grove) Boston, nc.  
 Anderson, Bob (Barker Park) Rapid City, S. D., h.  
 Angelo: (Bill Bertolotti's) NYC, nc.  
 Arturo & the Caballeros (Ohio) Youngstown, O., h.  
 Ashford, Lois (Jiggs) NYC, nc.  
 Atkins, Tommy (Greenwich Village) NYC, nc.  
 Austin, Gene (Village Barn) NYC, nc.

**B**

Barker, Art: (Warwick) NYC, h.  
 Barnett, Arne: (Harry's New Yorker) Chi, nc.  
 Barrett, Hughie (Tavern-on-the-Green) NYC, re.  
 Barrie, Dick (Donahue's) Mountainview, N. J., ro.  
 Barron, Blue (Edison) NYC, h.  
 Bartal, Jeno (Lexington) NYC, h.  
 Basie, Count (City Armory) Charlotte, N. C., 9; (New Albert) Baltimore 12, a; (Renaissance) NYC 14, b.  
 Basile, Joe (Fair at Madison Sq. Garden) NYC; (Fair) Allentown, Pa., 16-20.  
 Becker, Bubbles (Totem Lodge) Averill Park, N. Y., h.  
 Bestor, Don (Tower) Kansas City, t.  
 Bostic, Earl: (Armando's Summer Terrace) NYC, re.  
 Bowman, Johnny (Gibson) Cincinnati, h.  
 Bradley, Pete (Barry's Inn) Albany, N. Y., nc.  
 Bradley, Will (Sherman) Chi, h.  
 Bragale, Vincent (Congress) Chi, h.  
 Brandwynne, Nat (Versailles) NYC, nc.  
 Brown, Les (Lob Cabin) Armonk, N. Y., ro.  
 Buckwalter, Junior, & Girl Marimba Band: Sassamansville, Pa.; Lumberton, N. C., 16-19.  
 Bunts, Howard (Main Street) Detroit, nc.  
 Burke, Mary, & Her Rhythm Girls (Stanwix Hotel) Chatham, N. Y., b.  
 Burns, Cliff: (Marlemont Inn) Cincinnati, nc.  
 Busse, Henry (Edgewater Beach) Chi, h.

**C**

Calistril, Gino (Kennedy's Inn) Binghamton, N. Y., nc.  
 Calvet, Oscar: (Casa Marta) NYC, nc.  
 Camden, Eddie (Shadowland) St. Joseph, Mich., b.  
 Campbell, Carolyn (West Front Grill) Dover, O., nc.  
 Canay (Rumba Casino) Chi, nc.  
 Cappello, Joe: (Jimmy Kelly's) NYC, nc.  
 Carlos, Don (Club Gaucho) NYC, nc.  
 Carlyle, Lyla (Swiss Gardens) Holgate, O., nc.  
 Carroll, Irv: (Dempsey's) NYC, re.  
 Caswell, Ozzie (Rainbow Room) NYC, nc.  
 Cats and a Fiddle (Apollo) NYC 5-11, t.  
 Chester, Bob (Astor) NYC, h.  
 Chiesta, Don (Ye Olde Cellar) Chi, e.  
 Clarke, Buddy: (Park Central) NYC, nc.  
 Clemente: (Rainbow Room) NYC, h.  
 Conde, Art (Homestead) NYC, h.  
 Conniff, Ray (Nick's) NYC, nc.  
 Cooke, Joe (Ferdinando) Hartford, Conn., nc.  
 Courtney, Del (Stevens) Chi, h.  
 Craig, Carvel (Del Monte) Del Monte, Calif., h.  
 Crawford, Dick (The Dome) Mandan, N. D., nc.  
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.

**D**

D'Amico, Nick (Essex House) NYC, h.  
 Danders, Eddie: (Del Shore) Chi, b.  
 Dawn, Dolly (Roseland) NYC, b.  
 DeLeon, Pedro (Palmer House) Chi, h.  
 Dengler, Carl (Hotel Manitou, Manitou Beach) Rochester, N. Y., h.  
 Dennis, Dave (Hurricane) NYC, nc.  
 Devodi, Don: (El Morocco) NYC, nc.  
 DiPardo, Tony (Texan) Ft. Worth, Tex., h.  
 DiPietro, Eddie (Bristol Casino) Bristol, R. I., nc.  
 Donahue, Sam (Coral Gables) E. Lansing, Mich., b.  
 Dorsey, Jimmy (Buffalo) Buffalo, t.  
 Duchin, Eddy (Stanley) Pittsburgh, t.  
 Durival, Gus (Big Charlie's) Albany, N. Y., nc.

**E**

Eddy, Ted: (Iceland) NYC, nc.  
 Ellis, Joe (Cora & Irene's) NYC, nc.  
 Emma, Pete (Lake Side) Albany, N. Y., h.  
 Ennis Skinnay (Chicago) Chi, t.  
 Ernie & His Norsemen: (Castleholm) NYC, re.  
 Ernie, Val: (La Rue) NYC, nc.

**F**

Farber, Burt: (Netherland Plaza) Cincinnati, h.  
 Felton, Freddie (Brookley's) Albany, N. Y., h.  
 Feminine Notes, Five: (Radio Franks) NYC, nc.  
 Fields, Irving (Child's Paramount) NYC, e.  
 Fisher, Mark: (5100 Club) Chi, nc.  
 Fischer, Darrell (Queen's Terrace) Woodside, L. I., N. Y., h.  
 Fisher, Freddie (Swiss Gardens) Holgate, O., 9, nc; (Elks) Richmond, Ind., 10, cc; (Paramount) Anderson 11, t; (Blatz Palm Garden) Milwaukee 12-20, nc.  
 Flora, Jimmy (Pennsylvania) NYC, h.

**G**

Garcia, Julio (885 Club) Chi, nc.  
 Golden, Russ (DeWitt Clinton), Albany, N.Y., h.  
 Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., ro.  
 Grant, Bob (Drake) Chi, h.  
 Gray, Glen (Totem Pole) Auburndale, Mass., b.  
 Green, Bob (Village Barn) NYC, nc.  
 Green, Jack (Vienna Plaza) Zanesville, O., re.  
 Greene, Murray (Sunnyside Horseshoe) Sunnyside, L. I., N. Y., c.  
 Grey, Tony: (Bal Tabarin) NYC, nc.  
 Grimes, Pope (Club Lake Side) Albany, N. Y., nc.  
 Gross, Leon (Jackie's Cotton Club) Asbury Park, N. J., nc.

**H**

Haney, Myron: (Child's Spanish Gardens) NYC, re.  
 Hardcastle, Bert (Chez Paree) Denver, nc.  
 Hardy, Dick (Rudd's) Albany, N. Y., nc.  
 Harris, Ken (King & Prince) St. Simon Island, Ga., h.  
 Harris, Phil (Shubert) Cincinnati, t.  
 Harrison, Ford: (St. Moritz) NYC, h.  
 Hayes, Sherman (Tantilla Gardens) Richmond, Va., nc.  
 Haywood, Eddie (Village Vanguard) NYC, c.  
 Heath, Andy, & His Music (Fritch's) Wilmington, Del., nc.

# Orchestra Routes



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

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

Heatherton, Ray (Biltmore) NYC, h.  
 Heckscher, Ernie (Mark Hopkins) San Francisco, h.  
 Heidt, Horace (Palace) Youngstown, O., t.  
 Henderson, Fletcher (Olson's) Chi, re.  
 Herold, Lou: (Bal Tabarin) NYC, nc.  
 Hill, Tiny (Hub) Edelstein, Ill., 13, b; (Starved Rock) La Salle 14, b; (Ballroom) Sibley 16.  
 Hoff, Carl (Blue Gardens) Armonk, N. Y., nc.  
 Holst, Ernie: (El Morocco) NYC, nc.  
 Horwath, Willie (Hungarian Village) Detroit, nc.  
 Howard, Ralph (Lido) Texarkana, Ark.-Tex, nc.  
 Howard, Wyatt (The Ranch) Seattle, nc.  
 Humber, Wilson (Municipal) New Orleans, a.

McCoy, Clyde (Orpheum) Los Angeles 11-17, t.  
 McCune, Will (Cavalier Hotel Beach Club) Virginia Beach, Va., 25-Sept. 14.  
 McGrane, Don (Club Royale) Detroit, nc.  
 Makula, Juan (Villa Venice) Chi, nc.  
 Malneck, Matty (St. Francis) San Francisco, h.  
 Manchito (Rumba Casino) Chi, nc.  
 Manuelo, Don (Blue Mill) Deatur, Ill., c.  
 Marconi, Pete (Caravan) NYC, nc.  
 Marshall, Dave (Civic) Pasadena, Calif., 12-13, a.  
 Martel, Gus: (St. Regis) NYC, h.  
 Martel, Paul (Arcadia) NYC, b.  
 Marti, Frank (Piping Rock) Saratoga, N.Y., nc.  
 Martin, Dave: (St. George) Brooklyn, h.  
 Martin, Joe (Walley's Gay '90s) Albany, N. Y., nc.  
 Martin, Lou: (Leon & Eddie's) NYC, nc.  
 Masters, Frankie (Armory) Bennettsville, S. C., 10; (Palmetto) Columbia 11, t; (Twin City) Winston-Salem, N. C., 12, nc.  
 Maya, Frolan: (Havana-Madrid) NYC, nc.  
 Mayhew, Nye (Bossert) Brooklyn, h.  
 Melvin, Jack (Pine Point Planet) Newburg, N. Y., nc.  
 Meroff, Benny (State-Lake) Chi, t.  
 Messner, Johnny (McAlpin) NYC, nc.  
 Miller, Glenn (Hershey) Hershey, Pa., 11, p.  
 Miller, Russ: (Jack & Bob's) Trenton, N.J., nc.  
 Millinder, Lucky (Savoy) NYC, b.  
 Mills, Dick (West Side) Rochester, Ind., h.  
 Milton, Dick (Ray's Place) NYC, re.  
 Minor, Frank (Red Mill) NYC, nc.  
 Monica, Andre (Moulin Rouge) NYC, nc.  
 Monroe, Vaughn (George F. Pavilion) Johnson City, N. Y., 12; (Oriental) Gallitzin, Pa., 13, b; (Meyers Lake) Canton, O., 14, p; (Warner) Morgantown, W. Va., 15, t; (Ritz) Clarksburg 16, t; (Majestic) Johnstown, Pa., 17, t.

**K**

Karson, Maria, Musicals (Onesto) Canton, O., h.  
 Kay, Herbie (Nicollet) Minneapolis, h.  
 Kay, Sammy (Strand) NYC, t.  
 Kaye, George (Hollywood Restaurant) Bridgeport, Conn., nc.  
 Keller, Leonard (Castle Farm) Cincinnati 13, nc.  
 Kends, Sonny: (Stork) NYC, nc.  
 Kent, Peter: (New Yorker) NYC, h.  
 Kinney, Ray: (Lexington) NYC, h.  
 Kirby, John (Fefe's Monte Carlo) NYC, nc.  
 Kirk, Andy (Famous Door) NYC, nc.  
 Knight, Bob: (Pierre) NYC, h.

James, Harry (Armory) North Adams, Mass., 10; (Riverside) Springfield 11, p.  
 James, Jimmy (Beverly Hills) Newport, Ky., cc.  
 Jarrett, Art: (Blackhawk) Chi, nc.  
 Jerome, Henry (500 Club) Atlantic City, nc.  
 Jurgens, Dick (Aragon) Chi, b.

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

Kole, Shelley: (Butler's Tap Room) NYC, nc.  
 Kolker Bros. (Piccadilly) Baltimore, nc.  
 Korn Kobblers (Flagship) Union, N. J., nc.  
 Kristal, Cecil (Wagon Wheel) Saginaw, Mich., nc.  
 Kurtze, Jack (Nightingale) Sturgeon Bay, Wis., c.  
 Kyser, Roy (Club Charles) Baltimore, nc.

**L**

Lally, Howard (Savoy-Plaza) NYC, h.  
 Lande, Jules: (Ambassador) NYC, h.  
 Lang, Don (Colosimo's) Chi, nc.  
 Lang, Lou: (Sheraton) NYC, h.  
 Laporte, Joe: (Old Roumanian) NYC, nc.  
 Lear, Jerry, & Jiggs Jackson (Ibach's) Wilmington, Del., c.  
 Leon, Senor (Don Julio's) NYC, nc.  
 Leonard, Hal (Walled Lake) Detroit, b.  
 Lewis, Ted (Colonial) Dayton, O., 5-11, t; (Palace) Cleveland 12-18, t.  
 Lilly, Gerry E. (Smitty's) Pennsville, N. J., c.  
 Long, Johnny (New Yorker) NYC, h.  
 Lopez, Vincent (Taft) NYC, h.  
 Lunceford, Jimmie (Auditorium) Columbus, O., 9; (Stanibaugh) Youngstown 10, h.  
 Lyman, Abe (Peabody) Memphis, Tenn., h.

Morales, Noro (Arrowhead Inn) Saratoga, N. Y., nc.  
 Morand, Jose (Lido) Lido Beach, L. I., N. Y., nc.  
 Morgan, Russ (New Kenmore) Albany, N.Y., h.  
 Morris, George: (Armando) NYC, nc.  
 Morrissey, Harry (Beachcomber) Boston, nc.  
 Morse, Burton (Riverside Park) Phoenix, Ariz., b.  
 Murphy, Francis (Stuart's Gardens) Albany, N. Y., nc.

**N**

Nance, Bill (Canyons Supper Club) Wichita, Kan., nc.  
 Nelson, Ozzie (Casa Manana) Culver City, Calif., 2-13, nc.

**O**

Olsen, George (Casino Gardens) Detroit, b.  
 Onesko, Senya: (Commodore) NYC, h.  
 Orlando, Don (Villa Moderne) Chi, nc.  
 Osborne, Tony: (Primrose) Newport, Ky., cc.  
 Owens, Harry (Miramar) Santa Monica, Calif., h.

**P**

Pablo, Don (Palm Beach) Detroit, nc.  
 Panchito: (Versailles) NYC, nc.  
 Partumy, Joe: (Belmont Plaza) NYC, h.

# Bands on Tour—Advance Dates

**JAN SAVITT:** Columbia Theater, Sharon, Pa., Sept. 10; Glen Park Casino, Buffalo, 11.  
**FLETCHER HENDERSON:** Roseland Ballroom, New York, until Sept. 12.  
**CECIL GOLLY:** Old Covered Wagon Inn, Strafford, Pa., until Sept. 13.  
**RAY HERBECK:** Tune Town Ballroom, St. Louis, Sept. 9-14.  
**CARL (DEACON) MOORE:** Trocadero Club, Henderson, Ky., until Sept. 14.  
**COL MANNY PRAGER:** Biltmore Hotel, Dayton, O., until Sept. 17.  
**ARTIE SHAW:** Sunset Ballroom, Carrolltown, Pa., Sept. 10; Brookline Country Club, Brookline, Pa., 11; Sports Arena, Rochester, N. Y., 12; Hershey Park, Hershey, Pa., 13; Ritz Ballroom, Bridgeport, Conn., 14; Foreman Field, Norfolk, Va., 17; Riverside Stadium, Washington, 18; Auditorium, Roanoke, Va., 19; Auditorium, Charleston, W. Va., 20; Yankee Lake, Youngstown, O., 21; London Arena, London, Ont., 22; Mutual Arena, Toronto, 23; Auditorium, Ottawa, 24; Auditorium, Montreal, 25; Waldemeer Park, Erie, Pa., 27.  
**GENE KRUPA:** Civic Auditorium, Stockton, Calif., Sept. 11; Palladium, Los Angeles, 12.  
**RAYMOND SCOTT:** Casa Loma Ball-

room, St. Louis, Sept. 12 (week); Fort Wayne Theater, Fort Wayne, Ind., 21-24.  
**TINY BRADSHAW AND LIL GREEN:** Palmetto Park, Augusta, Ga., Sept. 10; City Auditorium, Macon, Ga., 11; Sunshine Club, Orlando, Fla., 12; City Coliseum, Orlando, 13; Harlem Square Club, Miami, 14; Two Spot Night Club, Jacksonville, Fla., 15; Grant's Park, Charleston, S. C., 16; Benevolent Temple, Greenville, S. C., 17; Auditorium, Birmingham, 18; Carolina Warehouse, Asheville, N. C., 19; Armory, Charleston, W. Va., 20; Paradise Ballroom, Nashville, 21; Township Auditorium, Columbia, S. C., 22; Auditorium, Knoxville, 23; Auditorium, Roanoke, Va., 24; Hill-Billy Barn, Bluefield, W. Va., 25; Beckley Arena, Beckley, W. Va., 26; Memorial Auditorium, Dayton, O., 27.  
**FOUR INK SPOTS:** Baseball Stadium, Portsmouth, Va., Sept. 10; Auditorium, Roanoke, Va., 11; Royal Theater, Baltimore, 12 (week); Club Bali, Philadelphia, 19 (week).  
**ELLA FITZGERALD:** Apollo Theater, New York, Sept. 12 (week); Howard Theater, Washington, 19 (week).  
**ERSKINE HAWKINS:** Orpheum Theater, Los Angeles, Sept. 10 (week).  
**SUNSET ROYAL ORCHESTRA:** Baseball Stadium, Portsmouth, Va., Sept. 10; Auditorium, Roanoke, Va., 11.

Parodi, Wilbur: (Le Montparnasse) NYC, nc.  
 Parsons, Lorin (Book-Cadillac) Detroit, h.  
 Pastor, Tony (Earle) Phila 5-11, t; (Strand) Brooklyn 12-15, t.  
 Patterson, Pat (Club Frolics) Albany, N.Y., nc.  
 Paulson, Art (New Yorker) NYC, h.  
 Pedro, Don (Rumba Casino) Chi, nc.  
 Pendarvis, Paul (St. Francis) San Francisco, h.  
 Penman, Blonny (Puritan Club) Mendota, Ill., nc.  
 Perry, Ron (Kitty Hawk Room) La Guardia Airport, NYC, re.  
 Peters, Freddie (Orchard Grill) Albany, N. Y., nc.  
 Pettit, Emil (Ambassador East) Chi, h.  
 Pineapple, Johnny (Kitty Hawk Room) La Guardia Airport, NYC, re.  
 Poppe, Art (Bamboo Bar-Dutch Tavern) Jacksonville Beach, Fla., nc.  
 Prager, Col. Manny (Biltmore) Dayton, O., h.  
 Prussin, Sid: (Diamond Horseshoe) NYC, nc.

**Q**

Quartell, Frank: (Colosimo's) Chi, re.

**R**

Raeburn, Bert (Taft) NYC, h.  
 Raeburn, Boyd (Chez Paree) Chi, nc.  
 Ramos, Bobby (Chez Paree) nc.  
 Rapp, Barney (Arcadia) NYC, b.  
 Ravazzo, Carl (Biltmore Bowl) Los Angeles, h.  
 Ravel, Arthur: (Belmont Plaza) NYC, b.  
 Read, Kemp: (Radio Station WNBH) New Bedford, Mass.  
 Reichman, Joe (Lakeside) Denver 2-13, p.  
 Richards, Jimmy (Idora) Youngstown, O., p.  
 Ricardot, Joe (Claremont Inn) NYC, nc.  
 Rios, Mike (Brass Rail) Chi, nc.  
 Rios, Juanita: (Astor) NYC, h.  
 Roberts, Eddie (Lido) NYC, b.  
 Roberts, Chick (Club Tally-Ho) Albany, N. Y., nc.  
 Rogers, Eddie (Lowry) St. Paul, h.  
 Rogers, Harry (Half Moon) Coney Island, N. Y., h.  
 Rossello, Jack: (Monte Carlo) NYC, nc.  
 Rotgers, Ralph (Astor) NYC, h.

**S**

Saabria, Juanito: (Havana-Madrid) NYC, nc.  
 Saunders, Hal: (St. Regis) NYC, h.  
 Sawyer, Billy (Red Fox) South Merchantville, N. J., ro.  
 Schafer, Jack (Casino Royal) Washington, nc.  
 Shaw, Maurice: (Chateau Moderne) NYC, nc.  
 Shepard, Eddie: (Park Casino) Phila, nc.  
 Shevlin, Pat (Evergreen Casino) Phila, nc.  
 Siegel, Irving (AMF) Medford, Wis., b.  
 Sims, Paul: (Cabin) Cleveland, nc.  
 Sissle, Noble: (Diamond Horseshoe) NYC, nc.  
 Sless, Alvin (Gerard's) Albany, N. Y., nc.  
 Smith, Bob (Knotty Pines) Alvada, O., nc.  
 Smith, Russ: (Rainbow Grill) NYC, nc.  
 Soccarras (The Plantation) Long Branch, N. J., nc.  
 South, Eddie: (Cafe Society Uptown) NYC, nc.  
 Spierer, Harold: (Park Lane) NYC, h.  
 Spivak, Charlie (Central) Passaic, N. J., 10-16, t.  
 Stamoski, Spiros (L'Aiglon) Chi, re.  
 Stoefler, Wally (Riley's Lake House) Saratoga, N. Y., ro.  
 Stolzenberg, Ray (KATE) Austin, Minn.  
 Stover, Jules (18 Club) NYC, nc.  
 Strong, Benny (Washington) Jacksonville, Fla., h.  
 Sylvio, Don: (Bertolotti's) NYC, re.

**T**

Trace, Al: (Ivanhoe) Chi, nc.  
 Tucker, Harry (Gelde's) Centerport, L. I., N. Y., nc.  
 Turner, Bill (Hickory House) NYC, nc.

**U**

Ufer, Eddie (Cocoanut Grove) Toledo, O., h.

**V**

Valli, Pedro (Club Gaucho) NYC, nc.  
 Varrol, Tommy: (Club Ball) Brooklyn, nc.  
 Vazros, Eddie (Biltmore) Providence, R. I., h.  
 Viera, Al: (Ivanhoe) Chi, r.  
 Villanyi, Bella (Cafe Grinzing) NYC, c.  
 Vincent, Jimmy (Ten Eyck) Albany, N. Y., h.

**W**

Walter, Lee (Casanova) Detroit, nc.  
 Wasson, Hal (The Plantation) Grand Rapids, Mich., nc.  
 Welch, Bernie (Majestic) Lima, O., until Oct. 18, t.  
 Weeks, Anson (Auditorium) Moberidge, S. D., 12; (Auditorium) Great Bend, Kan., 17; (Alma) Alma, Neb., 18, p.  
 Welk, Lawrence (Trionan) Chi, b.  
 Wendell, Connie (Ace of Clubs) Odessa, Tex., nc.  
 Whitehead, Jack (Bath & Surf) Atlantic City, nc.

**Y**

Whiteman, Paul (New Commercial) Elko, Nev., 6-12, h; (Show Box) Seattle, Wash., 17-26.  
 Williams, Claude (Kelly's Stables) NYC, nc.  
 Williams, Griff (Palmer House) Chi, h.  
 Wilson, Dick (Cafe Bagatelle) NYC, nc.  
 Wilson, Teddy (Cafe Society Downtown) NYC, nc.  
 Wingert, Doug, & His Ramblers (Pipe Green Inn) West Falls, N. Y., nc.

**Y**

Young, Sterling (Washington-Youree) Shreveport, La., h.  
 Young, Eddie (Lake) Springfield, Ill., nc.

## Reopen Danceland in Iowa

**CEDAR RAPIDS, Ia., Sept. 6.**—W. H. Wenkstern will open his Danceland Ballroom here for the fall season September 13. Only competition he will have will be the Thornwood Park Ballroom, which now operates twice weekly. Not so long ago operation also included the Pla-Mor and Cedar Park ballrooms.

**OMAHA, Sept. 6.**—Ralph Webster, former band leader, will take over management of the Music Box here September 20. Webster recently has been managing Howard Turnley's Roof Garden ballroom at Arnolds Park, Ia.

# Weak 60G for AC Legit Try

Season has few winners—Jolson, last in, forced to use own dough to pay cast

ATLANTIC CITY, Sept. 6.—Local resort legit season came to a close last Sunday (31) with nine weeks of operation at the Garden Pier Theater bringing in a fair \$60,200, but hardly enough to hit the black. Boardwalk temple this summer was operated by Ben Jacobson, one-time burly operator, and managed by Rube Bernstein, also from burly. Jacobson allegedly left behind a trail of unpaid bills. Bernstein returned to Philadelphia to ready the reopening of his Shubert Theater there as a burly temple.

House had benefit of a boom season that crowded the resort all summer, names for established attractions, and fact that it could operate on Sundays, but none of the show receipts were high enough to allow fat profits.

Season teed off June 30 with J. C. Nugent and Cora Witherspoon in *George Washington Slept Here*, which brought in only \$4,800 on a 55 cent-\$1.65 scale for seven days plus two matinees. July 7, for seven days plus two matinees, had Phillips Holmes in *The Male Animal* to the feeble tune of \$4,500, at a \$1.65 top.

July 14 saw a jump, with *Johnny Belinda*, starring Louise Platt, bringing in \$6,200 for nine performances at a \$1.65 top. High hopes for Phil Baker in *Charley's Aunt* never materialized. Scale upped to \$2.20 top, but six-day run brought in meager \$5,400. July 28 week, back to \$1.65 top and seven-day run, had Sylvia Sidney and Luther Adler bringing in \$7,400 for *Accent on Youth*. On same basis, August 4 week brought in a nice \$8,000 for *The Man Who Came to Dinner*, starring Taylor Holmes. August 11 week brought a drop with Florence Reed and Estelle Winwood in *Ladies in Retirement*, accounting for only \$5,500.

Season's best gross was registered for the August 18 week, with *Native Son*, starring Canada Lee, pulling a tuneful \$9,000. Played only six days, but put in five matinees and scale was upped to \$2.20. Al Jolson's *Hold On to Your Hats* was the finale, opening August 27 for only four days.

Before opening, Jolson admitted that his lavish show was too expensive to be a financial success here, in spite of the fact that the scale was upped frightfully for local theatergoers, with \$3.30 top and \$1.65 the starting figure. Jolson said before opening, "I'm practical enough to know that it will probably play to record audiences and still lose money."

His prophecy was only half right. Show pulled in only \$9,000 at four nights and a Saturday matinee. No record audiences, but plenty of money was lost. With attachments slapped on the theater's box office by management's creditors, Jolson dug deep into his own pockets to pay off the 70 members of his cast.

Bad taste left by the management's pay-off grief for the Jolson show is figured enough to kill off chances for another season of legit.

# "Alma" Pretty But Lacks Name Talent

MEXICO CITY, Sept. 6.—*Alma America*, long-heralded stage spec, impressed first audiences in the Palace of Fine Arts here as a thing of beauty as regards staging, music and choreography, but a paucity of name talent and individual personalities takes the show out of the running as far as being a joy forever is concerned. Only one U. S. artist, Diana Del Rio, figures in the huge cast, and even the Latin American principals get little chance to sell their individual wares. Show would have to be rebuilt for U. S. audience—it is, of course, presented entirely in Spanish—and the introduction of clever acts and incidental comedy would be necessary to counteract the somewhat soporific effect of endless group singing and dancing routines.

Meriting top honors for *Alma America* as now presented are not the actors but a very capable trio of stage designers: Aurelio Mendoza, Magin Banda and Roberto Galvan. Their work is uniformly

BROADWAY RUNS			
Performances to Sept. 6 Inclusive.			
			Opened Perf.
Arsenic and Old Lace (Fulton)	Jan. 10	275	
Claudia (Booth)	Feb. 12	238	
Corn Is Green, The (National)	Nov. 26	327	
Life With Father (Empire)	Nov. 8 '39	766	
My Sister Eileen (Biltmore)	Dec. 26	292	
Separate Rooms (Plymouth)	Mar. 23 '40	609	
Village Green (Miller's)	Sept. 3	6	
Watch on the Rhine (Beek)	Apr. 1	183	
Musical Comedy			
Lady in the Dark (2nd engage.) (Alvin)	Sept. 2	7	
New Hellzapoppin (Winter Garden)	Dec. 11 '39	728	
Pal Joey (2nd engage.) (Shubert)	Sept. 1	8	
Panama Hattie (46th St.)	Oct. 30	358	

excellent. Federico Ruiz's musical direction is outstanding; the dances as staged by Rafael Diaz are authentic and the general effect is pleasing, notwithstanding the fact that some of the dancers lack experience and looks.

Show leads off with an invocation to the spirit of the Americas by a girl personifying "Alma America." Scene then shifts to Panama and a front-on view of a cruiser, which opens to bring forth a cavalcade of the American nations and their flags, each represented by a boy and girl from the chorus dressed in appropriate style and in the national colors. From this beginning show goes into a series of sketches giving the principal nations their due in song and dance, with the final scene devoted to Mexico. In between is a waltz of rumba, carioca, tango and rancho rhythm, not forgetting Uncle Sam and Life on the Mississippi, suh.

Only comic principals in the presentation are Chato Ortin and Amelia Wilhelm. Ortin is one of the three or four leading Mexican funnymen and garners plenty of laughs from the locals. Srta. Wilhelm registers with her pint-sized stature and disproportionate pugnaciousness. Pair showed once in Scotch-Canadian get-up and gave forth with business about the Roosevelt-Churchill conferences.

In line of serious fare, Diana Del Rio and her dances scored well. Smoothest musical numbers were offered by Che Falgas, singer from Buenos Aires, and his string and piano accompanists. In this department Malena Toledo, in a carioca number, was also liked. A good marimba unit from Guatemala was given a lot of work.

Americans scheduled to appear in *Alma America* were the Dorothy Byton Girls and Jimmy Miller, Negro singer. First-named weren't able to fill engagement, and Miller was delayed at the border pending straightening out of his papers.

Inability of producer Francisco Benitez to get going with *Alma America* earlier in the summer may have grave box-office consequences, with the bulk of American tourists now homeward bound. *Alma* would have been a natural for a tourist audience, if not for Broadway. Top is \$6 (pesos), which is about \$1.30 in U. S. coin. Crowds not bad opening week.

Frank Bristol.

# Outdoor Ops End in Black; May Be More Next Summer

NEW ORLEANS, Sept. 6.—Cool night breezes, importation of names and pop prices are seen as reasons for a record-breaking summer for open-air theaters in several Southern cities and for the expansion of plans for similar setups in other cities, including New Orleans. Memphis, Dallas and Louisville, among others, all reported peak patronage at prices from a quarter to \$1.50.

Civic-minded sponsors, who in some cases underwrote productions a few seasons ago as a form of charity, have found now that the experiments are paying their own way and even building up reserves for the future.

The open-air theater at Memphis is four seasons old, two years of which found the sledding profitless. This year a profit of over \$3,000 was realized. Nearly 56,000 saw the five-production season, and plans call for six shows in 1942.

At Louisville the Park Theatrical Association, also in its fourth season, draws crowds larger than the capacity of the largest downtown legit house even on bad nights.

Favorites are musical comedies and light operas, particularly *Blossom Time*, *Chocolate Soldier*, *Rio Rita*, *Student Prince* and *The Desert Song*. There have been some profitable attempts at grand opera.

Locally, the city hopes to start plays next year at its large amphitheater at Lake Pontchartrain. For the past dozen or so years opposition enterprises have succeeded in keeping legit and vaude out of the city.

DALLAS, Sept. 6.—Dallas's first outdoor opera season closed Wednesday (3) with the seventh production of Oscar Straus's *Chocolate Soldier*. With a week's attendance of approximately 18,000, *Soldier* grossed around \$11,000. The Messrs. Shubert's first opera season in Dallas Casino has been a financial success, grossing approximately \$150,000, with total paid admissions about 238,000 for the 12 weeks. Fair officials estimate that continuous rain cut attendance for the season approximately one-third.

*The Chocolate Soldier* was greeted by enthusiastic crowds and better attendance than previous week's show, *Irene*, several performances of which were moved to Fair Park Auditorium on account of rain.

Martha Errolle and Alexander Gray were applauded frequently. Frank Hornaday and Joan Roberts stopped the show nightly with their third-act duet, *Falling in Love*. Other standout performers were Nina Varela, Douglas Leavitt and John Patrick.

Executives of the State Fair of Texas, sponsors of the Dallas opera season, have indicated that arrangements for 1942 Casino season will not be made until the election of a new fair directorate in the fall.

SALISBURY, N. C., Sept. 6.—A com-

prehensive morale program for self-made entertainment by men in the army has been offered to the commanding generals of all nine corps areas by the National Theater Conference, in conjunction with the Citizens' Committee for the Army and Navy, Inc., it has been announced by Paul Green, Carolina playwright, president of the NTC. The program would be conducted under the direction of the officers of the morale branch, with a civilian adviser on entertainment assigned to each corps commander. Plans are based on the success of entertainment experiments conducted by the NTC since last February at Fort Bragg and Fort Bliss.

Fort Bragg now has more than 100 recreation halls fitted with stages and footlights and other equipment, and, according to Brigadier General James A. Ulic, chief of the morale branch, favorable results have been obtained. "The morale branch is greatly interested in the stimulation of amateur dramatics and has been greatly pleased with the results already obtained," General Ulic said. "It is recognized that additional stimulation can be given to this work." The men at Fort Bragg have already produced many shows such as *Journey's End*, *Brother Orchid* and *Spooks*.

PORTLAND, Me., Sept. 6.—With Portland Harbor now being used by the navy more than at any time in history, local theaters and dance halls are expecting a new class of audience as well as a welcome addition to presently increasing numbers due to defense work in and about the city. The film theaters are already noting many sailors in their audiences. Dancing is mostly outside the city during the summer, but in several more weeks the local spots will open up.

SHREVEPORT, La., Sept. 6.—Ordnances similar to those adopted last week by the Caddo Parish police jury regulating the sale of liquors between midnight and 7 a.m. and for 24 hours Sundays are expected to be adopted on a temporary basis thruout Northern Louisiana during the maneuver of 500,000 soldiers in the State. All night clubs, dance halls and similar places of entertainment are affected.

FORT DIX, N. J., Sept. 6.—Solution to the problem of what kind of entertainment a soldier prefers has been found here as the outdoor variety theater goes into its eighth week. Show formula calls for plenty of pretty girls, good dancers and broad comedy acts.

The permanent variety theater here was an experiment when it opened, based upon the success gained by the first mobile show unit brought here by Billy Rose and since followed by similar units. Soldiers like names, and each week's bill has provided one, Miss (nee Baby) Rose Marie heading the current unit.

Two of the favorites of the Fort Dix soldiers are now permanent features, retained from week to week. They are the Dorothy Kaiser line of dancing girls and Bruce Rogers's band. Maestro has become such a fixture that he has finally added Fort Dix to his official band title. Not the least of the attractions is the 20 cents admission.

MIAMI, Sept. 6.—Local pic houses, night clubs, bowling alleys, billiard parlors and a number of individual hotels have expressed their intention to maintain year-round low rates for visiting servicemen, according to Mitchell Wolfson, chairman of commercial recreation for the Defense Council of Dade County.

"Hotel associations of Miami and Miami Beach have told us they are unable to hold to the low rates for servicemen in January and February," said Wolfson, "but a number of individual hotels have written us that their service rates will remain in effect as long as vacancies exist. These hotels recommend that servicemen make reservations as far in advance as possible."

In this trend for continued low prices for servicemen Wolfson sees a new attraction for Miami as a winter resort. He points out amusement biz is bound to benefit from this move due to the fact relatives of servicemen will be drawn here in great numbers.

ST. LOUIS, Sept. 6.—When the curtain rang down on the 23d consecutive (See *OUTDOOR OPS* on page 16)

# FROM OUT FRONT

More Ghosts

## BY EUGENE BURR

Creeping thru crevices between the paintings of oversized feet and the nameless hunks of misshapen marble at the Museum of Modern Art is a flood of nostalgia, flowing thicker even than the paint on the oiled atrocities in the galleries. For the Museum is continuing with its epochal series of old motion pictures—300 of them—that trace the history of leaping celluloid from its earliest manifestations to the present. There have been no more films of the status of *Cerene*, with its marvelous portrayal by Duse; but there has been much to attract anyone interested in either the theater or motion pictures—or, for that matter, anyone who remembers the happy days when he and the world were young. There have been films of other idols of a bygone era—not like Duse, Thespis knows, but still very definitely idols in their own way. There have been, for example, the films of Douglas Fairbanks and Rudolph Valentino.

In both cases the performances evoke wonder—certainly not at the players' ability—not even as to what it was that made them idols (which in both cases seems clear enough)—but wonder as to how those special attributes gave them the reputations they enjoyed. Fairbanks was an acrobat, an excellent one; Valentino was the incarnation of cheap sex. That these things should have brought followers is hardly strange; but that the two men should have achieved reputations as actors appears almost ludicrous.

Nor was their acting inability due, in any great measure, to surrounding flubdubbery. The old pictures are frequently funny—over-hyped, blatant and ridiculous—but the real surprise comes with the realization that, on the whole, they are nowhere near so bad as we smugly like to think them. Even such a hilarious old tear-jerker as *Way Down East* has its moments—aided, incidentally, by a really (See *FROM OUT FRONT* on page 16)

# New Play on Broadway

Reviewed by Eugene Burr

## HENRY MILLER'S

Beginning Wednesday Evening, Sept. 3, 1941

### VILLAGE GREEN

A play by Carl Allensworth, starring Frank Craven. Staged by Felix Jacques. Setting designed by Raymond Sovey, built by T. B. McDonald Construction Company, and painted by Robert W. Bergman. Company manager, Harry Benson. Press agent, Karl Bernstein. Stage manager, Richard Bender. Presented by the Olneys and Felix Jacques.

Judge Homer W. Peabody.....Frank Craven  
Zeke Bentham.....Joseph Allen  
Margaret Peabody.....Laura Pierpont  
Harriet Peabody.....Perry Wilson  
Jeremiah Bentham.....John Craven  
Henry Ames.....Matt Briggs  
Hubert Carter.....Henry Jones  
The Rev. Horace Shurtleff.....Calvin Thomas  
Walter Godkin.....John Ravold  
Harmony Godkin.....Maida Reade  
George Martin.....Joseph R. Garry  
A Boy Scout.....Julian Olney Jr.  
The Rev. Arthur McKnight.....Frank Wilcox  
Dawson.....Norman Lloyd

The Action Takes Place in Judge Peabody's Home, North Oxford, N. H.

ACT I—Scene 1: Late October Afternoon. Scene 2: 6:30 the Next Evening. ACT II—The Next Evening. ACT III—About a Week Later, the Evening Before Election Day.

Somehow, the start of the theatrical season of 1941-'42 brought with it a sense of expectancy and excitement. It was getting under way at the proper time, right after Labor Day; the summer drought of new productions was unusually acute, and it was pleasant and comfortable to sink back once more within the narrow confines of a theater seat; and an aura of hope and eagerness and belief in better things is hanging over Broadway for the first time in many years.

The excitement continued to a certain extent even after the rise of the curtain on Carl Allensworth's *Village Green*, which the Olneys and Felix Jacques presented at Henry Miller's Theater Wednesday night. There are faults to be found with both the play and its performance; but it emerges, on the whole, as an amusing and heart-warming comedy with an underlying idea that carries important implications, even tho they're rather tritely expressed.

It's the tale of Judge Homer Peabody, a Democrat in New Hampshire. The judge has run for the State Senate nine times—on a couple of occasions he came within a few thousand votes of making it—and he gets his big chance when his Republican opponent suddenly dies and the head of the Republican machine offers to let him run unopposed, providing he votes the right way on certain questions. The judge, his conscience bolstered by his wife, turns down the

offer, and the boss's idiot nephew is nominated to run against him.

At the same time, the young artist who is painting new murals for the town hall paints in a nude to symbolize the fruitfulness of the earth, and the town bigots object and ask the judge to do something about it. The judge refuses—even tho the young artist, who loves the judge's daughter but has had a quarrel with her, paints her face on the nude and so raises a choice New Hampshire scandal.

That's the basic situation, and you can practically go on from there by yourself. The judge refuses to give in, his opponents make a point of his support of "evil," and the liberal Methodist minister suggests that the judge himself make a point of the right of free expression. The judge does, but nobody in the county will listen to him. Then the issue is taken up nationally, the young artist is hailed as a genius, and, more important, an attempt is made to burn down the town hall after the opposition, in the heat of village debate, has suggested that even fire should be used to eradicate the mark of hell in their midst. Thereat the townsfolk, who had previously refused to listen to the judge, get their dander up and flock cheering to his front porch—and it's a Democratic landslide in New Hampshire!

Just how the fire was started can be easily guessed—but it wouldn't be quite fair to come out and tell about it.

Mr. Allensworth has done a generally good job, ringing in a happy amount of heart-warming comedy, displaying a nice command of his home-spun characters, and occasionally driving home his point with commendable force. He has left, however, long stretches scattered here and there that are hunks of dialog and not much else; and the playing does little to oil their passage. If the sags in interest had been tightened the play would have been topnotch; as it stands it's still, for this corner's money, amusing and enjoyable.

Not the least contribution to that enjoyment is Mr. Allensworth's handling of his underlying subject-matter. In it freedom is sorely threatened by a disguised form of totalitarianism; but by adroitly switching his scene to a tiny canvas whereon the national political values are inverted, Mr. Allensworth manages to increase the subtlety and power of his argument concerning the continued need for guaranteed constitutional rights, democracy, and a strong and vocal opposition—and also his implied hope of a finally aroused populace overthrowing political power-grabbers.

As suggested above, some of the occasional weaknesses of the comedy are caused by the playing—and not the least offender is Frank Craven, the star. Mr. Craven most of the time speaks in a sort of whispering monotone that misses point after point and often leaves the interest lying prone on the stage floor—which is all the more annoying because, at those times when he shakes off his lethargy, he offers a rich, hilarious and altogether terrific job.

Joseph Allen does beautifully detailed and finely effective work as his most faithful supporter; Perry Wilson, as his daughter, offers an excellent job, well above the general ingenue standard; John Craven, Frank's son, is quiet, unassuming and excellent as the artist, turning in his his best work so far; Henry Jones is hilarious as the boss's nephew; Laura Pierpont makes a frontal attack on the role of the wife, and Norman Lloyd, Matt Briggs, John Ravold, Calvin Thomas and Maida Reade score in lesser parts.

The play is heart-warming and amusing despite its occasional faults. And, at any rate, it's the most auspicious start that any season has had for almost a decade.

## Richmond Sets Big Season

RICHMOND, Va., Sept. 6. — A. Frank O'Brien, district manager Wilmer & Vincent Circuit, last week announced partial fall bookings for Lyric Theater. Plans call for the long Washington-Atlanta jump to be broken in Richmond, with shows to include *The Corn Is Green*, *Blossom Time* (October 9, 10 and 11), Lunt and Fontanne in *There Shall Be No*

*Night* (October 23), *The Student Prince* (November 6), *Life With Father*, Gish-Calhern (December 4, 5, 6), and *Hellzapoppin* (December 15 to 17). Bookings for January and February are still tentative, but *Boys and Girls Together* is definitely set for March 25. Most of the shows will follow Richmond with Norfolk, according to present plans.

Response to the three or four spot bookings last year brought on this sudden spurt in drama for Richmond, according to O'Brien.

## OUTDOOR OPS

(Continued from opposite page)

season of the St. Louis Municipal Opera Sunday night (31), three all-time records had been broken—those for a single night attendance (11,232 persons attended the final performance of the season, *Balalaika* being the bill; previous record was 11,161, August 16, 1941, for *Desert Song*); total attendance for the

week (*Balalaika* drew 74,770, compared to the previous seven-night record of 73,423 for *Irene*, in July this year); and total attendance for the season (811,433, beating the previous record of 774,956, established in 1936).

Eighty-seven of 88 scheduled performances were given, with only one canceled on account of rain, that of June 9 of *New Orleans*.

Nearly 13,000,000 people have attended the St. Louis Muny Opera in 23 years.

Attendance at each show during the 1941 season was as follows: *New Orleans* (10 nights), 82,204; *Balalaika*, 74,770; *Irene*, 73,423; *Desert Song*, 73,241; *Sweethearts*, 70,675; *Firefly*, 70,019; *The Merry Widow*, 68,322; *The Red Mill*, 67,848; *Bitter Sweet*, 62,744; *Nina Rosa*, 57,369; *Too Many Girls*, 57,151; *The Three Musketeers*, 53,667.

While the final audit of the Opera Association books has not been completed, it is assured that the profit from the 1941 season will more than exceed the losses incurred during the seasons of 1939 and 1940.

## FROM OUT FRONT

(Continued from page 15)

excellent performance from Lillian Gish. And in the impetus of simple, melodramatic action some of the old pictures were pretty hard to beat. The trouble was that they failed to realize their own advantages, and failed even more startlingly to realize their own defects. A medium for action-melodrama, they insistently turned to over-hyped drama and the emotionalism of the ten-twentieth—and in such turning they made themselves look silly.

In any case, tho, the surroundings were by no means bad enough to explain the lack of acting ability of the cinema's top-notch "actors."

VALENTINO, caught in *The Four Horsemen of the Apocalypse*, was infinitely the less able of the two. All he had to bank on were his looks—and the fact that these carried him to the high places of Hollywood is a discouraging footnote on the libidinous proclivities of American womanhood. His face was cheap, vicious, petulant and slyly unclean; in the modern clothes of a gentleman he looked ludicrously awkward and out of place; and his acting belonged only in a road company of *The Drunkard*. Cheap and evil seeming, he slid his way from scene to scene—and even at the revival at the Museum the assembled banks of femininity gasped with ill-repressed desire.

At the beginning of the picture he is seen in the costume of a gaucho; and it may be that the impression there created was strong enough to color all succeeding scenes—for it is hard to see how even females writhing in incipient lubricity could lust for him later on, during his almost pathetic appearances in modern dress. The fine flaring of his nostrils may have suggested to them a rearing stallion, and the upward roll of his lush, dark eyes the softness of a seraglio, and perhaps they were thus blinded to the cheapness that enveloped him. Or perhaps cheapness in the potential partner is hardly a hindrance to a woman bent on the enjoyment of rutish dreams.

Valentino, when he died, was mourned by milling mobs that broke up traffic and rioted in order to catch a fleeting glimpse of his corpse. Yet he became so great an idol merely by first becoming the imagined partner of shopgirls upon the tufted fields of love.

FAIRBANKS, of course, was something else again. His appeal was to adventure-loving boys rather than to prurient women; and he had a talent, even tho it didn't happen to be acting. He was one of the greatest acrobats in the world.

In his earlier, modern-dress films, his shortcomings as an actor stood out, often in acutely painful relief. But when a costume covered his hamming, and his unconscionable bravura was in part excused by the imagined manners of other days, he could carry thru an exciting performance simply on the basis of his physical prowess—which, incidentally, he injected into even such seemingly simple actions as taking off his hat or walking across a street. In *The Three Musketeers*, for example, he managed to provide excitement and a primitive but very real enjoyment, so long as his director allowed the action to remain physical. Whether you like his antics or not, you must still admit that he was a great performer in his own somewhat peculiar way—and certainly the adulation in which he was held by his particular type of fan is easily explicable.

There's nothing even remotely like him today. Perhaps films would be better off if there were.

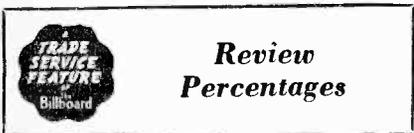
AND there is a third idol of the bygone era who has appeared in the Museum series, wherein the revivals of his pictures drew, instead of the packed houses that came to see Valentino, a mere scattered handful. Nobody thinks much about him now, yet in his day he was as great as either Valentino or Fairbanks. His name is William S. Hart.

Hart was no more an actor than the others—yet he possessed, to a heart-warming and great degree, a quality that the others lacked: sincerity. With a crag of a face set over a lean, spare frame—a face over which emotion passed with difficulty, like a spring welling up thru stones—he could not have been accused by his greatest detractors of having built his fame upon good looks. Nor did he in any way show the acrobatic virility of a Fairbanks, despite the fact that he could ride like a centaur; instead, he moved, calm and slow, thru a maelstrom of flying bullets and galloping hoofs. And when a woman appeared at all, he looked at her sadly, moved his Adam's apple up and down once or twice—and left her. Yet thru it all there was an honesty, a sincerity that lifted his performances and his pictures well above the realm of cheap and worthless claptrap.

His films had all the bare, lurid, blatantly hoked-up elements of Western melodrama; yet, primitive and crude as they were, he brought them the element of sincerity that saved them. Even his constant losing of the girl was a part of this. Thus, given at least something of the quality of the man who acted them, his pictures still remain almost the ultimate among vivid American heroics of the plains. His Tolliver and Black Deering and the rest are still, in memory, great and mighty men—so mighty that their luster is only a very little tarnished even when one sees revivals of their preposterous adventures. To an entire generation of young Americans, Hart gave a chivalric ideal transposed to an indigenous setting. There have been many actors who have done much less than that.

And, in passing, there is still another actor who surely deserves mention—Fritz, the marvelous dappled pony Hart rode. There have been Tonys and Silvers and many others since; but still, galloping smoothly and surely down the trails of memory like a streak of mottled lightning, comes the heart-stirring vision of Fritz. It's doubtful that any actor, four-footed or human, will ever again thrill me as he did long ago.

SO, BRIEFLY, they've been revived—Valentino, Fairbanks and Hart, the widely differing idols of another day. And a glance at the pictures in which they won their triumphs should be made compulsory for all of today's top-ranking players, of stage and screen alike. The results might be both chastening and beneficial.



### Review Percentages

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

"Village Green"—50%

YES: Anderson (*Journal-American*), Lockridge (*Sun*), J. P. (*Herald-Tribune*).

NO: Coleman (*Mirror*), Mantle (*News*), Kronenberger (*PM*).

NO OPINION: Brown (*Post*), Farrell

(*World-Telegram*), Atkinson (*Times*).

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## Not Much Coin for American Talent In Puerto Rico

SAN JUAN, Puerto Rico, Aug. 30.—Due to the scarcity of suitable native talent and the unwillingness of the island's 100 night clubs and 78 theaters to pay any kind of coin for acts from the United States, most of the suitable talent on the island has been concentrated in this city.

Most local clubs, because of the talent scarcity, are operating with orchestras as the main attraction. In clubs where there are acts working, dancers are in greatest demand, but not strips and nude dancers. Three best local bands are Rafael Munoz and Seibony, both playing the Escambia Beach Club, and Mario Dumont, at the El Nilo.

Usual salaries for dancers here run from \$15 to \$50 nightly. For singles, theaters will often pay around 30 per cent of the gate. A band can get as high as 60 per cent of the gross. However, for imported acts and bands, bookings are usually available only for Fridays, Saturdays, and Sundays.

American acts current on the island include Manya Del Ray, dancer, and Arturo Cortes, singer, who recently played at the New York cabaret La Conga. Both are at the El Nilo club.

Swankiest local night club is the 300-seat Olympic, decorated at a cost of \$27,000 with blue mirrors, white stucco, and with 10 balconies in a circle.

## Palumbo Plans 3d For Philly, Class; Lex Casino Opens

PHILADELPHIA, Sept. 6.—Frankie Palumbo, who operates several nighteries, is shopping around for a center city site to make it his third local club. Already has Palumbo's Theater-Cabaret, which is being rebuilt to seat 2,000, and the 20th Century Club, a musical bar spot. Third spot will be a class nitery.

Herry Weinberg and Harry Rose returned to after-dark operation last Thursday (4) with the reopening of their Lexington Casino. Spot was demolished by fire last year. Completely rebuilt, now seats 525. Initial show, headed by Gus Howard and Company, and Martin and Marvel, includes an Earl Lindsay line. Bardu Ali has the bandstand assignment.

## Atlantic City Ban On Gambling Eased

ATLANTIC CITY, Sept. 6.—With the summer season in its final weeks, nitery operators are finally cashing in on the boom trade in getting the unofficial go-sign on their gambling casinos. Officially the town is tight as a drum, altho Mayor Thomas D. Taggart admitted there is some "bottleg betting."

Okay was given for the first time this summer Saturday (16), but not to all niteries with casinos.

## National, Richmond, Resumes Sept. 18

RICHMOND, Va., Sept. 6.—National Theater resumes with vaude-pic policy September 18, booked thru Kemp office, says Manager Al Nowitzky. First bill will be Dan Fitch's *Diziana Revue*, to be followed by Frank Taylor's *Artists and Models* and Lynton DeWolfe's and Bob Hicks Page's *Moon Over Manhattan* units. National did not close this summer, as in previous years, but played slough pictures and holdovers from the Colonial, ace pic house.

Dressing rooms in theater have been done over, and house will be used to break in and build shows for Southern time.

## Winnie Hoveler Quits Dance

CHICAGO, Sept. 6.—Winnie Hoveler, who has been dancing with her line of girls for the last several years, is quitting this week to turn producer. She will handle her own line, which goes into the Hi Hat Club September 18, and will stage the production numbers at Harry's New Yorker starting with the October 8 show.

## Sophie Said It Was Okay—But Not Mae

LOS ANGELES, Sept. 6.—Teddy Peters, billed as the Mae West of Harlem, has been ordered to drop the billing by David Mellinkoff, of the firm of Herzbrum & Chantry, attorneys for Miss West. Letter was received while Miss Peters was playing at the Jade in Hollywood, where she recently closed 16 weeks.

Miss Peters has written an answer to Mellinkoff in which she points out that the billing was given her by the public. She also said that she had called Miss West in regard to using the name and that a Miss Jones, representing Miss West, had called on her and assured her that Miss West had no objections to her using the title. In her letter Miss Peters said that if impersonations in show business were to be stopped it would play havoc with radio shows.

"I've also been called the Sophie Tucker of Harlem. Miss Tucker got a big kick out of it. She said, 'Hit your best licks, Teddy,'" Miss Peters added.

## U. S. Organist Weak on Sambas; Rio Club Cancels

CHICAGO, Sept. 6.—George Colston, of the South American Attractions agency, explained here the contract dispute over Connie Loyce Gentry, Novachord player, who was canceled at the Casino Urca, Rio de Janeiro, during the first week of her eight-week engagement. He said that she was recommended to him very highly by Eddie Smith, New York agent, and the Hammond Organ Company in New York, and that he was also pleased with her auditions, which consisted of a set of pop tunes.

Miss Gentry's engagement was terminated as a result of her inability to play sambas, Colston says. She settled her contract with the Urca management and returned to New York last week.

Colston says that he booked additional acts for Rio dates last month, including Kenny and Norris, bar act, who opened August 29 at the Urca; Bertay Sisters, acrobats, who sailed August 29 to open at the Casino Atlantico, and Voltane, perfume magician, who sails September 12 to open at the Atlantico.

## Copa, Rio, Stages Disney Party; More U. S. Acts for Rio Clubs

RIO DE JANEIRO, Aug. 30.—The management of the Copacabana here put on a special show August 22 for Walt Disney and party, here for the premiere of Disney's *Fantasia*. Cassio Horta, local booker, brought in several acts to augment the floorshow that featured Eddy Duchin and band on the last few days of his 10 weeks' engagement.

Duchin band opens with a medley, June Robbins following with two numbers, *I've Got Rhythm* and *My Heart Belongs to Daddy*. Bob Evans, ventriloquist, next with usual routine, then Duchin doing a little solo work, *Smoke Gets in Your Eyes*. Four boys of the Brazilian dance band step out for what was called "A Brazilian Jam Session" (piano, flute, drums and tambourine) and give out typical Brazilian rhythm, which served to bring on Fernando Alvarez, who was at Copacabana, New York, for five months. Alvarez and fem warbler peel off Brazilian numbers. (Alvarez opens in the new show at the Copa following Duchin's departure.)

Rosina da Rimini, 16-year-old girl with splendid voice, sang *Amor*, a Brazilian lullaby, and *Barber of Seville* to an almost show-stop. Could have done more. The Merriell Abbott girls closed with a fast-stepping tap routine.

Bob Evans and the Abbott girls closed at the Copa August 26, Duchin and band continued on for two extra days, and the new show, opening August 31, will be headed by Judy Starr, Pomeen, Jack Cole and dancers, Ethel Smith, Fernando Alvarez and a line of girls from the Club Copacabana, New York.

The Del Rios, Bob Evans and the Abbott girls sailed for New York aboard the S. S. Brazil August 27. Duchin and

## New York Clubs See Big Season; Much Interest in Reopening Mass Spots as Beachcomber Gets Set

NEW YORK, Sept. 6.—With local night club operators feeling more money is circulating, renewed interest in big clubs is again being shown. Encouraged by the phenomenal business at Ben Marden's Riviera (averaging 9,000 patrons a week) and the surprising holding on of the Hurricane, several big-time showmen have been eying the former Gay White Way, the old Beachcomber, the Nora Bayes Theater site and the LaConga, all dark now. Al Felshin and Jerry Brooks, operators of the Famous Door, are understood set to reopen the old Beachcomber September 24, redecorating the spot with a Monte Carlo atmosphere.

Earl Carroll was in town recently looking for a cafe site.

Clifford C. Fischer is still playing around with the idea of leasing the Nora Bayes Theater and converting it into a one-show-a-night supper club called Les Ambassadeurs.

Band leader Jack Harris is among those dickering for the La Conga site.

Jack Goddard, attorney, and Lou Levin, auditor, have been negotiating for the Gay White Way site, as has Ben Lenham, operator of the Midget Bar in Coney Island, who plans to spot name bands if he gets the place.

The former Club Cuba and Nine o'Clock reopens later this month, backed by John Boggiano and fronted by James McKinley Bryant. It will be called the Singapore, with Vernon MacFarlane doing the decor.

Jimmy Savini opened a new East Side spot, the Bagatelle, decorated by Vernon MacFarlane, Thursday. Seamon Jacobs press agenting. Has intimate entertainment and music.

The former Barrel of Fun on 50th Street has reopened as the Show Mart, featuring a band and floorshow.

Monte Proser has returned from a 10-week season producing the shows at the Piping Rock, Saratoga Springs, N. Y., and plans to reopen his local Copacabana the end of this month.

LaMartinique resumes September 17, with Joe Frisco, at \$500 a week, featured along with Adelaide Moffett, singer; Anita Alvarez, dancer, and the Eddie Oliver and Herbert Curbello bands. This will be Frisco's first local date in years.

Nat Karson has redecorated the spot.

Park Central's Coconut Grove has decided to end its current six-month show the end of this month.

The St. Regis Hotel reopens its Iridium Room October 8, bringing in the Dorothy Lewis ice revue from Minneapolis.

The Waldorf-Astoria Hotel opens its new Wedgewood Room (formerly the Empire) October 3 with Eddy Duchin band.

El Morocco resumes October 17, with some new decorations by Vernon MacFarlane.

John Perona finished his summer season at the Westchester Bath Club Labor Day.

The Versailles is starting its fall season strong, with Kitty Carlisle, singer, making her local night club debut. It also plans to bring in Mary Parker and Billy Daniel, dancers now on the West Coast, in October, with Emil Coleman's band another penciled-in booking.

The Rainbow Room's next show will feature Miriam Winslow and Foster Fitz-Simons, concert dancers making their cafe debut; Billy De Wolfe, in a return, and Velero Sisters' band, October 9. It plans to draw further from the concert dance field later in the season when it brings in Ruth Page and Bently Stone, Charles Weidman Dancing Group, Jack Cole Dancers and Chandra Kaly Dancers, the latter two groups being repeats. Fernandez and Deering, current, concert team, are due to repeat in February.

In the Greenwich Village section, the Club Gaucho resumed Thursday with Nilda, Dolores Laurel, Linda and Don Carlos band; Jim Riley's new spot, the Avenue, decorated (you guessed it) by Vernon MacFarlane, opens September 17 with intimate entertainment. The Place resumed September 4.

## 3 Agents at AGVA Minn. Meeting, as 5 Ask for License

MINNEAPOLIS, Sept. 6.—With only three of 15 Twin City bookers on hand for a meeting with Minneapolis-St. Paul Local 3 of American Guild of Variety Artists Wednesday (3), Ted Brown Aich, local executive secretary of AGVA, said bookers in order to book AGVA acts would have to come to him to do business.

Aich said an agreement had been reached with the local musicians' union wherein non-AGVA acts would not be given union music on club dates. AGVA acts will be forbidden to work for non-franchised bookers and will be required to report their dates to AGVA headquarters.

Aich said applications had been received for AGVA franchises from five local bookers, the Artists Bureau (formerly WCCO Artists Bureau), headed by John Williams and Urbane H. Bowdin, one of the largest agencies in the territory; Goldie Booking Agency, Mrs. Nettie Goldie; Palmer Booking Agency, Mrs. A. Palmer; Hollywood Vaudeville and Orchestra Exchange, of St. Paul; Pete Brennan, and National Talent Enterprises of St. Paul. Harry Schaffer.

Aich says Twin City local membership totals 200 of a possible 400 performers.

## Dallas Club To Stay With Name Orks

DALLAS, Sept. 6.—Cafe Esplanade, occupying wing of the automobile building of the Texas State Fair for annual exposition opening October 4, will be left in place until at least New Year's Day, with name orks and floor acts booked by George T. Smith, lessee of nitery.

Smith may continue spot on indefinite lease. Club has seating capacity of 2,800.

## Baton Rouge Week-Ends

BATON ROUGE, La., Sept. 6.—Heidelberg (Hotel) Roof opens fall season tonight with Gene Meyer and 12-piece ork. Spot will remain open only week-ends this season. General admission is 75 cents plus tax.

## Palmer House, Empire Room, Chicago

**Talent policy:** Production floorshows at 8:30 and 11:30; "little show" at 10:30; show and dance band; Latin relief band. **Management:** Edward T. Lawless, managing director; Merriell Abbott and Dick Barstow, producers and costume designers; music by Hesse Smith; Albert C. Fuller, publicity. **Prices:** Minimum \$2.50 except Saturdays (\$3.50).

The autumn season is official now with the arrival of the Empire Room's fall revue featuring Raye and Naldi, Griff Williams and band, the Three Nonchalants, Johnny Woods, Dorese Midgley and the Abbott Dancers (12).

Credit for the splendid production numbers goes to Dick Barstow, who took charge of the entire revue while Merriell Abbott was in Rio de Janeiro with one of her lines. They include a refreshing schoolroom scene in which the girls swing out with fine acro tricks (while Griff Williams, as teacher, looks on) and an unusual *Autumn Leaves* routine in which the kids with poetic beauty interpret the movements of falling leaves. In the latter number Trudy Simmons is singled out in a good ballet specialty, and Margaret Van Sickle, one of the girls, reads a fall poem, while the line dramatizes its meaning. An off-the-beaten path effort well staged and one of the best line numbers seen in this room.

Raye and Naldi close the show with a set of five routines that are among the most individual in the dance-team field. They create an air of a past but colorful era, glorified in the classics, and maintain it with admirable consistency. They weave in and out of tricks beautifully. Their early show group consists of a waltz to Strauss's *Southern Roses*, Argentine tango, impression of *Begin the Beguine*, a pasodoble, and finally their now familiar routine to the recorded poem of *Sylvia*.

The Three Nonchalants are back for their fourth engagement, repeat the act, and the customers love it. Acrobatic trio has developed a running comedy patter that almost overshadows its sock tricks. Blend these two properties well, as the Nonchalants do, and you have a fine act. Johnny Woods, impersonator, had a little trouble warming up but got the attention as soon as he started his rapid-fire carbons of radio and screen notables. His first couple of minutes of talk, satirizing air shows, are too slow to compete with the food.

Dorese Midgley, cute tapper, is spotted between the Nonchalants and Woods, and while her two routines, tapped to swing and Latin rhythms, are pleasing enough, they are not strong enough to follow or precede either of these acts. Would be better off working on the tail end of a production number. She can get by nicely, however, in a small cafe.

Griff Williams and his band are getting their best break to date by working in this top room. They live up to advance ballyhoo and contribute as good a job on show and dance music as many of the better known bands seen here. Williams is a natural, pleasant chap, dispensing rhythms that are orthodox and altogether acceptable. His vocalists include Walter King, Irish tenor; Bob Kirk, baritone, and Lois Lee, blond warbler who joined the band a couple of weeks ago. Williams rates a good run.

The "little show" gives individual members of the band and its glee club a couple of featured innings and also spots Trudy Simmons and Rita Roper, of the Abbott line, in a ballet interpre-

tation of *Love in Bloom*. Good number. Eddy Duchin is scheduled to return to the Empire Room in January. Pedro de Leon's outfit furnishes intermission music. **Sam Honigberg.**

## Copacabana, Hollywood

**Talent policy:** Dance band with floorshows at 9:30 p.m. and 12:30 a.m. **Management:** Mario Tosatti; Albert Miranda, headwaiter; Norman Millen, publicity. **Prices:** Dinner from \$1.50; drinks from 50 cents; minimum after 10 p.m., \$1.50; Saturday, \$2.

*A Night in Havana* is the title of the show produced by Sergio Orta at the new Copacabana on Vine Street. It is a colorful, gay show that holds one's interest throughout its 35 minutes. Despite lack of facilities for staging anything extravagant, Orta does a good job. Orta's group of eight, the Rumba Sirens, are beautiful and versatile.

Show opens with Felix Martinex singing *Babalú* and Julio beating on the tom-toms. Darryl Harpa's band members lend a vocal background during this Afro-Cuban ritual number. Orelei and Pete, rumba team, and the Sirens are on, and there is plenty happening on the floor. Team is fast, quick stepping and puts on a fine show.

Maclovia Ruiz, in old Spanish costume, clicked solidly in a *Leyenda del Beso* dance and later a *Nanzanilla*. She is pretty, a smooth dancer, and definitely an asset to the show.

Next is a good-will number, with the Sirens each representing a South of the Border country. Orelei and Pete are back, and Harpa hits out a beguine tempo. Myrta Silva, with conga drum, also vocals in native tongue. Good.

The Sirens carry lanterns atop poles during their *La Comparsa* (Cuban festival). Orta is on for a dance with Miss Silva, and his antics lend a bit of comedy to the show.

Orelei and Pete's *Rumba del Vaso*, in which Pete perches a glass of water on his head, is good.

Show is produced well and the costumes are exceptionally colorful.

Harpa does a swell job of accompanying the show. His instrumentation runs from three brass, three rhythm, one reed and three violins to three reed, four brass and three rhythm during the performance. For dances, Harpa offers both American and Continental music in smooth, danceable and listenable fashions. **Sam Abbott.**

## Rumba Casino, Chicago

**Talent policy:** Production floorshows at 8:30, 11:30 and 2; show and dance band; rumba relief band; afternoon dancing. **Management:** Al Greenfield and Milton Schwartz, operators; Bill Ganz, headwaiter; Sammy Rose, producer; Lester, costumer; Bill Crouch, publicity. **Prices:** Supper minimum \$2; dinner from \$2.50; drinks from 50 cents.

This room continues to use standard, costly talent despite its limited seating capacity (just over 300). The new layout features Georges and Jalna, Diosa Costello, Gali Gali (holdover); Greco, Spanish dancer; an augmented line of 12 girls, and three bands—Don Pedro, Monchito and Fernando Canay, the latter spotted during the matinee dance sets.

The show is colorful and packs plenty of entertainment. Georges and Jalna cop top honors without a struggle, with a set of dances that class them as one of the two or three top dance teams in the country. They have class, showmanship and real talent. Their work is admirably informal and thoroughly effective. Applauded in succession were their Chopin waltz, a routine to *I Can't Give You Anything But Love*, an impressive version of *Smoke Gets in Your Eyes*, a rumba, mazurka and finally their familiar capers danced to *Darktown Strut-*

*ter's Ball*. Make an exquisite appearance—Georges in a dubonnet Eton jacket outfit and Jalna in a blue street-length gown, with blue shoes and stockings.

Diosa Costello, fiery Latin entertainer, exhibits her torrid talents for the first time in a Chi cafe. She is loud and works with some measure of appeal, but tends to tire the customers by carrying the act to unpredictable lengths. She outcongas the conga, physically speaking, and delivers a torrid rumba with a partner billed as her husband. Her sillies with ringsiders are out of place here.

Gali Gali is staying over for a few days until a new novelty act comes in. The man is a wizard arresting the attention of a noisy mob and holding it as long as he pleases. His magic with chicks, coins and cards is as mystifying as it is entertaining.

Greco, capable Spanish dancer, works in the production numbers, increasing their interest with finely executed Latin routines, including a flamenco and paso doble. He is youthful, energetic and talented.

The girls (eight dancers and four paraders) wear the most colorful costumes yet seen in this spot. They don't do much, but the sight is thoroughly pleasant. Productions are well staged, considering the physical limitations of the small floor.

Don Pedro is a likable emcee and impressive production singer. In addition, he pitches in with a violin solo (when caught it was *Danny Boy*) and leads his band during shows and dance sets.

Monchito, intermission band leader, doubles in the finale with some authentic Latin singing and manipulation of the maracas. **Sam Honigberg.**

## Casino Urca, Rio de Janeiro

**Talent policy:** Show and dance band; two shows nightly. **Management:** Sr. Joaquim Rolla, managing director; Luiz Peixoto, artistic director; Caio de Freitas, chief of publicity. **Prices:** Dinners from 10 mil-reis; supper minimum, 30 mil-reis.

This Casino, at the foot of Mount Urca, in the shadow of Sugar Loaf at the entrance to the harbor, continues with its regular clientele and tourist trade. Management has recently allotted a heavier budget to advertising and publicity. The Casino goes in for extra outdoor advertising for attractions and takes additional newspaper space one week prior to openings and the first three weeks of the engagements.

Present show is a mixture of talent, on ice, the stage and the floor. The first ice revue to be seen in Brazil, sent down by the William Morris office of New York, opened here May 23 and continued until August 14, when Maribel Vinson, Alex Hurd, Douglas Duffy and Guy Owen returned to New York. Betty and Billy Wade and the girl line of seven were held over for the current show, and Val Setz, juggler on skates, and Theslof and Taylor, U. S. skaters, were added to the ice portion of the show.

Deval, Merle and Lee, U. S. dance trio; Alvarenga and Ranchinho, Brazilian male duo, singers and guitarists, and the Del Rios, from the States, are holding down the floor end of the entertainment.

Betty and Billy Wade, U. S. skaters, offer a samba on ice, which registered. Val Setz juggled Indian clubs, balls, etc., while cavorting around on the ice. Comedy tricks sent him off to good hand.

Roll and Roll, mixed Brazilian team, do some fine balancing atop a small elevated platform. Team also does tricks on a small teeterboard resting on a small cylindrical drum. Unique closing trick, man supporting girl overhead as she does a backbend while he rolls back and forth on the teeterboard, was well received. Deval, Merle and Lee, U. S. trio working on a platform, do some fine acro work. Closing trick sent them off to great hand. Closing, the line girls return on ice for a gypsy tambourine number, with Jennie Trogan stepping out for solo spins and tricks.

Just prior to the late show a special number was staged by Luiz Peixoto in honor of Walt Disney and party. Number included all characters of Disney's *Snow White*. The Urca girls, in novel costumes that dwarfed their appearance, went thru a dance as "Snow White" vocaled over the p.-a. system. Number clicked solidly.

Opening the late show, an Indian number by three girls was followed by Urca girls in a jungle number. Next was a Bahiana number, starting with

fem singer at mike, line girls on for the Bahiana dance and additional fem singers at three other mikes. Trio do Ouro (Trio of Gold), girl and two male singers, peel off two typical Brazilian numbers and close with *Ava Maria*. Plenty of applause.

Theslof and Taylor, U. S. skaters, offer an adagio on ice. Team has excellent appearance and an easy manner of working. Alvarenga and Ranchinho, two Brazilian boys popular at this Casino, sang three Brazilian ditties, accompanying themselves on guitars. Could have done more.

The Del Rios, U. S. dance trio, followed with an adagio and were just about a show-stop. Then Madeline Rozay gave her Brazilian dance, with fine footwork and hip gestures. *Carnaval*, a number typical of the Cariocans during the Carnival season, closed the show. Singers, dancers, musicians and all participated in a finale, with the band musicians waving U. S. and Brazilian flags, bringing the show to a grand climax.

Andreozz Coleman's band plays the dance music and Carlos Machado's band plays the show and alternates with the dance chores. **James C. MacLean.**

## Club Avalon, Wildwood, New Jersey

**Talent policy:** Dance and show band, relief band, floorshows at 9, 11 and 12:30. **Management:** Frank Palumbo, proprietor; Chief and Bobby Palumbo, co-managers; John Bazzani, headwaiter; Milt Shapiro, press agent; Eddie Suez, booker. **Prices:** Food a la carte; drinks from 25 cents; 50 cents minimum weekdays, \$1 on Saturdays and Sundays; no cover.

One of the most successful of the chain of after-dark spots operated by Frankie Palumbo, of Philadelphia, Club Avalon click is easy to figure out. It's a big value for a little expenditure that makes this 400-seat nitery a favorite. Club used to feature an outdoor terrace. This year spot was placed under roof. A circular music bar dominates half the room, with a terraced supper club dominated by a fixed raised stage for show and dancing in the adjoining portion. Palm decors predominate.

Frankie Schluth is emcee with comedy that is plenty broad. Comic gains his greatest distinction from his fantastic and clownish suits. It's a different costume every time he steps out, and he steps out aplenty, wearing everything from a Siberian moth-eaten fur coat to a bathing suit with rubber boots. Tramp facial and putty nose are stock. Even when crowds call back an entertainer for an encore, Schluth makes a costume change to re-introduce the next act.

Show, packed plenty tight for its 40 minutes, gets off with Vivian Thomas with some nimble tap on toes.

The Two Vespers, males, follow with hand-to-hand and teeterboard thrills, with a somersault to the chair propped on the shoulders of one making the flash finish.

Kay Hamilton gives tunes a swingy and zingy setting. Had a hard time getting away. Warbled to good effect *Daddy, Alice Blue Gown, Beat Me Daddy Eight to the Bar* and *Alexander's Ragtime Band*.

Mixed sepia team of Wade and Wade are single and collective clicks with rhythmic tap.

Show gets a rousing finish in the robust marching songs warbled by Eight Guardsmen and Their Girl Friend, Marion. Costumed in blue uniforms with yellow capes, the Guardsmen complement their harmony singing with drill formations. Start off with *Stout-Hearted Men*; follow with a medley from *Student Prince*, Marion joining them for a soprano pip on *Deep in My Heart*; continue with the *Vagabond Song*, closing with *God Bless America*. Return for a college medley.

Keeping the music continuous for show and dancing are the bands of Henry Patrick and Howard Reynolds.

**Maurice Orodanker.**

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**Ben Marden's Riviera, Fort Lee, N. J.**

*Talent policy: Show and dance band; Latin relief band; production floorshow at 8 and midnight, with shorter show at 2 a.m. Staged by Chester Hale, conducted by Pancho, costumes designed by Booth and executed by Mme. Bertha; booked by William Kent; Michel Pavloff, stage manager. Management: Ben Marden, operator; Carl Erbe, press agent. Prices: Dinner from \$3.50.*

Enjoying its most successful season in years, Marden opened another four-week show Thursday (4) with Harry Richman, Phil Baker and Joan Merrill featured, and Gower and Jeanne, and Carol King supporting. It's a better show than the last one, and one with more b.o. pull. Richman is an old favorite here, and Baker is making his first local night club appearance in 15 years.

Show opens with the Chester Hale Girls (30 of them) in leg-displays for a pleasant number, mostly parading. They return midway for their Riding Ballet routine, clad in chic riding habits, and then close with their Latin number in which they wear colorful fruit basket headresses and gay-colored costumes. All three are routines seen here in previous shows this season. The girls are the most beautiful in any local club—and perhaps in musical comedy, too.

Joan Merrill is the opening act and sells her songs completely. Her special on *Daddy*, in which the lyrics rather than the rhythm get emphasis, is followed by a torchy arrangement of *Intermezzo* and then a lively *It Must Be the Latin in Me*. Encored with her recent recording, *How Did He Look*, a tender ballad interpreted with deep understanding. A fine looking brunette with a throaty, well-handled voice.

Baker followed and he offered good and bad entertainment. Without his customary stooge, he unloaded new special comedy songs interspersed with a few gags, mostly only mildly amusing. His best was *Thanks for a Lovely Evening, Mr. Ickes*, a funny razzing of the gas-shortage order. His *Don Ameche* song was so-so. An accordion solo proved he was still okay with the push box, and his closer, *The Proper Technique* as Charles Boyer would sing it, was interest-holding. Shapiro, Seelen and Lee wrote the songs.

Carol King followed with a session of ballet work, spinning and dipping on toe while displaying a fragile, captivating charm. Took a fall, but recovered quickly to finish strong to big applause.

Gower and Jeanne, held over for the third time here this season, again sock across their ballroom-ballet conceptions. Their opener is a pictorial affair, followed by a charming routine to *In a Country Garden*, then a springy jazzy piece, encoring with their popular marching routine. They sell youth, energy and unconventional dance ideas.

Richman closed after emceeing smartly thruout the show, and he sang *Chattanooga Choo Choo*, a rhythmic tune, then the ballad *You Started Something*, followed by a medley of his favorite songs, and encoring with a stirring preachment-tinged special arrangement on *My Sister and I*. He is still a strong personality, a deft entertainer and registered solidly. Jack Golden at the piano.

Pancho's band played the show exceedingly well and also dish out full, balanced dance rhythms ranging from Latin to pop and standards.

Fausto Curbelo and band handle Latin and sweeter dance tunes, with Curbelo's piano work a standout.

Service and food superb as usual. *Paul Denis.*

**Ruby Foo's Beachcomber, Providence**

*Talent policy: Dance and show band; floorshows, 8, 10 and 12. Management: Ruby Foo, proprietor; King Dare, manager; Bill Morton, press agent. Prices: Dinners 85 cents up; drinks 40 cents up. \$1 minimum weekdays, \$1.50 Saturdays and holidays; no cover.*

Wiseacres who said conservativé New Englanders wouldn't go for the Latin American entertainment in the Beach-

comber room (Crown Hotel) with the nitery going into its second year, are having to retract. Club has managed to build up a following of "regulars" who can distinguish the Latinesque tunes played by Chico Simone's seven-piece native band.

This group, adept at playing pop airs as well as Latin melodies, have pretty well established themselves here. Simone moved to Boston for six weeks during summer, but put in another band under his name during his absence. Returning, he again is pleasing with his leadership, arrangements and piano interludes.

Bill Morton, starting his second year as emcee, has acquired a smattering of Spanish in his association with the establishment and spills these phrases into the mike occasionally. Morton also now shakes the marracas with the band on occasion, but otherwise continues to work quietly with no attempt at gagging. Spot airs for half-hour pickup over Station WEAN Wednesdays and Fridays. "Celebrity nights," Fridays, draw cast from Metropolitan Theater as guests.

The Cassanovas, male-fem dance duo, do a waltz to *Cocktails for Two* and return later for a control adagio. Latter is best and well done considering small dance floor.

Terry Andre, singer, caught in a torch number and a jive encore—neither very startling. Carmen Del Rios sings the South American ditties, in solos and with the band. Table sitters seem to like her, but she's no Carmen Miranda. Vocalist Marianna Ryan fills in at piano keyboard when band is off the platform.

Dario (Rodriguez) and His Rumba Dancers (Patricia Wilcox and Helene Vickery) are featured, booked thru Carl Davis, New York. Bow in with a Brazilian silk vender routine in which girls, sarong clad, enter with large baskets on head containing long lengths of varicolored silks. Dance has them waving these silks, wrapping selves in them, flirting with Dario, the "merchant," etc. Novel and quite colorful as well as gracefully done. Return immediately for a rumba, after which all entertainers take to floor to dance conga with patrons, Dadio leading with the native drum. *Charles A. RossKam.*

**Hotel Netherland Plaza, Restaurant Continentale, Cincinnati**

*Talent policy: Dance band and floorshows at 1, 8 and midnight. Management: Max Schulman, hotel manager; James Mason, room captain; Toni Lamare, sommelier; Richard Elsner, catering manager; Jean Bishop, publicity. Prices: No cover or minimum; luncheons from 85 cents; dinners from \$1.75; suppers from 75 cents; drinks from 35 cents.*

Ever since the Lamb-Yocum Ice Parade hung up eight fat weeks in this room a year ago, Manager Max Schulman has had ice in his blood, with the result that the hotel now even owns its own ice tank. After six weeks with the Frederick Bros.' *Cavalcade on Ice*, which disbanded following the engagement here, the room now houses *The Star-Spangled Ice Revue*, featuring Dorothy Franey and also set by the Frederick office. Unit works the luncheon, dinner and supper sessions, and business holds up swell. The icers have jacked up the room patronage more than 100 per cent.

Bolstered recently with new music by Larry Funk, of the Frederick Bros.' staff, the *Star-Spangled* unit stacks up as an ideal attraction for this type room. Show is well routined and handsomely garbed and totes a wealth of youth, entertainment and good skating. This Saturday night supper throng was well pleased with the show.

Show opens with the Majorettes, comely femme foursome, contributing a baton-twirling parade number to the tune of *Toy Trumpet*. Well received. George Stewart, tall and handsome, mixes fancy twirls and graceful spins with unusual leaps over box-like barriers placed on the ice. Red Sisley fills the next spot with a fairly amusing bit of comedy skating, attired as a Mexican. The femme foursome, in short wardrobe, follows with a delightful waltz routine.

Dorothy Franey, in attractive short costume, showed to good advantage in rapid-fire work, beginning with an extended camel spin, following with intricate spins and twirls, and winding up with a lift off the ice by the four girls. A sound hand.

Knearl McCuskey, another good-looking chap, goes South American to whip up enthusiasm with more good ice skating, featuring the usual whirlwind stuff. George Stewart and Amanda Dietrich, a wholesome-looking pair, give a modern

touca with their graceful jitterbugging and strutting, their efforts pulling a fine hand. Dot Franey, in tasty sailor attire, made this another lively spot with her energetic selling efforts. Drew a nifty hand with a routine which included waltz jumps, ice dancing, sock one-foot work, daring splits and dizzy whirls.

Red Sisley pulled fat laughs as the bearded Mad Russian, uncorking some fast and furious comedy skating between arguments with the boys in the orchestra. It proved a highly amusing session, the apparent ad lib stuff between him and the ork lads adding to the laugh score.

Finale, a production number, Mexican flavor, is a colorful item and gives all members another chance to show off their ice technique. Attractive costuming is an asset here, Miss Franey's metallic, sequin-studded costume drawing much comment from the femme patrons. Finale bow brought extended applause.

Show gets excellent support from Burt Farber and his orchestra, the lads also turning in a sound job on the dance melodies.

It's no secret that Manager Schulman is nursing a plan to put an icer in the hotel's swany Pavillion Caprice, which cracks its fall season in another month. *Bill Sachs.*

**Harry's New Yorker, Chicago**

*Talent policy: Show and dance band and relief band; shows at 9, 12 and 2. Management: Charlie Hepp and Dave Branower, managers; Fred Joyce, publicity. Prices: Dinner from \$1.35; drinks from 50 cents; minimum \$1.50.*

New show has three attractions in Ralph (Cookie) Cook, Dolly Kay and Darlene Walders, each of whom presents entertainment that is ideal for this spot. Ross and McDonald, dance team, were forced to cancel because the feminine member of the team is expecting the stork. This necessitated holding over the Waltons. "Cookie," working without stooges, has an injured knee, but it didn't cramp his style in the least.

"Cookie" emseed the show, starting it with his familiar "Customers!" and the trick fall that always gets laughs. Following a Spanish castanet number by the Muriel Kretlow Dancers, Darlene Walders, shapely stepper, started off mildly with an ordinary tap, then really went to town with her acrobatics, doing marvelous high kicks, forward and back flips and somersaults, butterflies and other difficult stunts with amazing grace and speed, winning a big hand. The Waltons scored nicely with their South American dance numbers.

Dolly Kay, playing a return, was in fine voice, and her singing of *Do I Care?*, *A Little Bit North of South Carolina* and *Puttin' On the Ritz*, the latter as Harry Richman would sing it, brought tumultuous applause. Had to beg off.

When Cook went into his crazy routine he set the house in an uproar and kept it that way until he was exhausted. "Cookie" is in a class by himself as a comedian. His numbers song, eccentric dance, "musical" saw, Old Mother India dance and trick falls kept the audience in an uproar. He, too, had to beg off.

Arne Barnett and his ork are still furnishing first-rate music. Al Milton's runba combo, with Patsy Gale, vocalist, pleasantly fills in the intermissions. With the Piccadilly Circle, semi-private cocktail rendezvous atop Harry's New Yorker, and the Olde English banquet room on the ground floor open, Charlie Hepp's three-floor night club launches the new season auspiciously. *Nat Green.*

**MACON BOOMS**

(Continued from page 4) about 20,000 soldiers; a navy fuse (munitions) plant; army air school with three fields for training, and \$14,000,000 army air corps supply depot, and many smaller projects.

As early as last fall films began to feel the improvement. Later the opening of three regular theaters and an open-air theater at Camp Wheeler did not affect the rising business.

Work was rushed to completion on the new East Macon Theater, 800-seat house owned by Lucas & Jenkins, Inc., which already controlled four other local houses. The East Macon is just off the main highway to Camp Wheeler. It is managed by Harold Norris, who for years managed the Rialto, another local L. & J. house. Art Barry is city manager for the L. & J. chain.

A short distance farther out on the

Camp Wheeler highway George Wilby last week obtained a building permit for a drive-in theater.

The East Macon has a stage, but hasn't used flesh attractions yet. Occasional units and name bands are played at the Grand and Capitol theaters.

Camp Wheeler soldiers get more flesh entertainment right in the camp. During week-end of August 17-18 one of the mobile show units of the Citizens' Committee gave performances in the large outdoor theater, playing to several thousands.

The week previous Cab Calloway had taken his band to the camp for a MBS broadcast on Sunday.

Upturn has shown its effect on the outdoor show activities, too. Franks Greater Shows, which usually play one or two weeks in Macon on annual trek over the State, played a total of 15 weeks in downtown and neighborhood locations this summer, all to above-normal business.

**PHILLY NITERIES**

(Continued from page 5)

at Atlantic City's Bath and Surf Club. Morton Casway is readying to unshutter a Music Village. Deal is on for Bennie Rubenstein, operator of Steve Brodie's, to move into the central district. Arcadia International House, reopened earlier this month by the Kuglers, has no entertainment policy set as yet. Benny the Bum's main room lights up next month.

Garden Terrace of the Benjamin Franklin Hotel is set to return name bands, Clyde Lucas opening the new season September 19. Hotel also is considering an ice show. With Hotel Adelphia in the hands of new owners, its Cafe Marguery may light up again. Hotel Philadelphian will again operate its Philadelphian Room, Dick Wharton's music set to return. Bellevue-Stratford Hotel may relight its Planet Room. Ritz-Carlton and Warwick hotels will again confine the entertainment to cocktail lounges.

Swan Club resumes September 10. Booked by Jolly Joyce, Marty Bohn with Nancy Lee, Billy Daniels, Linda Lief and Kay Hamilton are set to top 10-act floor-show.

Sciolla's Cafe adds entertainment for the first time, Sir Cecil Alexander and Betty Marie first in.

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

**A**

Abbey, Diana (State-Lake) Chi, t.  
 Adler, William, Trio (Rockefeller Center) NYC, c.  
 Albins, The (Edgewater Beach) Chi, h.  
 Alexander, Cecil (Gaiety) Washington, t; Norfolk, Va., 15-20.  
 Allen, Charles "Buddy" (St. George) Brooklyn, h.  
 Amaya, Carmen (Chez Paree) Chi, nc.  
 Ames & Arno (Shubert) Cincinnati, t.  
 Ammons, Albert (Cafe Society Uptown)  
 Anthony, Jean (Moulin Rouge) NYC, nc.  
 Arres, Don (Roxy) NYC, t.  
 Ashburns, The (Rainbow Grill) NYC, nc.  
 Atkinson, Betty (Colosimo's) Chi, nc.  
 Austin, Virginia (Stanley) Pittsburgh, t.  
 Aviles, Chico (Penthouse Club) NYC, nc.

**B**

Bailey, Bill (Buffalo) Buffalo, t.  
 Baker, Phil (Ben Marden's Riviera) Fort Lee, N. J., nc.  
 Baldwin & Bristol (McVan's) Buffalo, nc.  
 Barclay, Dick (Bal Tabarin) NYC, nc.  
 Barry, Diana (Casanova) Detroit, nc.  
 Barry, Prince & Clark (Club Charles) Baltimore, nc.  
 Bernie, Al (Bowery) Detroit, nc.  
 Berry, Mimi (Stork Club) NYC, nc.  
 Billington, Orrin & Betty (Shubert) Cincinnati, t.  
 Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.  
 Blanchard, Paul & Paulette (Mayfair) Boston, nc.  
 Bonger, Art, & Andrillita (Mainliner) Des Moines, Ia., 8-24, nc.  
 Bonnell, Joe (State-Lake) Chi, t.  
 Boran, Arthur (Beachcomber) Baltimore, nc.  
 Boreo, Emile (St. Moritz) NYC, h.  
 Bowes, Major, Unit (Hipp) Baltimore, t.  
 Bronte, Ann (Iceland) NYC, re.  
 Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis., h.  
 Brown & Wilson (Esquire) Meadville, Pa., nc; (Moose) Franklin 15-20, nc.  
 Byers, Bernice (St. Moritz) NYC, h.  
 Byrd, Muriel (New Yorker) NYC, h.  
 Byrnes & Swanson (Capitol) Washington, t.

**C**

Callahan Sisters (Strand) NYC, 1-18, t.  
 Carey, Betty (Park Central) NYC, h.  
 Carla & Fernando (St. Moritz) NYC, h.  
 Carlisle, Una Mae (Edison) NYC, h.  
 Carlos & Corita (El Chico) Pittsburgh, nc.  
 Carmene (Chicago) Chi, t.  
 Carr, Billy (606 Club) Chi, nc.  
 Carroll, Earl, Vanities (Rivoli) Toledo, O., t.  
 Carroll, Terry (Queen Mary) NYC, re.  
 Carver, Zeb (Village Barn) NYC, nc.  
 Cheneval, Mildred (Diamond Horseshoe) NYC, nc.  
 Chords, Three (Columbia) Erie, Pa., 8-10; (Park) Meadville 11-12; (New Bradford) Bradford 13; (Capitol) Wheeling, W. Va., 15-17, t.  
 Christensen, Chris (Glenn Rendezvous) Newport, Ky., nc.  
 Clair, Marcella (Cora & Irene's) NYC, nc.  
 Clare & Arena (Beverly Hills) Newport, Ky., nc.  
 Clarissa (Glenn Rendezvous) Newport, Ky., nc.  
 Clark, Billy (Gay '90s) Brooklyn, re.  
 Clark, Beverly (Washington) Indianapolis 8-20, h.  
 Cody, Kay (Biltmore) NYC, h.  
 Cole, King, Trio (Kelly's Stable) NYC, nc.  
 Collette & Barry (Park Plaza) St. Louis, h.  
 Colt, Phyllis (Earle) Washington, t.  
 Comfort, Vaughn (Jimmy Kelly's) NYC, nc.  
 Condos Bros. (Paramount) NYC, t.  
 Cook, Ralph (Harry's New Yorker) Chi, nc.  
 Cordan & Sawyer (Carman) Phila, t.  
 Cordova, Antonio de (El Chico) NYC, nc.  
 Costello, Diosa (Rumba Casino) Chi, nc.  
 Covarro, Nico (Bal Tabarin) NYC, nc.  
 Crackerjacks, Five (Roxy) NYC, t.  
 Craven, Ruth (Royale) Detroit, nc.  
 Creos, Carlos (Biltmore) NYC, h.  
 Cross & Dunn (Chez Paree) Chi, nc.

**D**

Daniels, Billy (Kelly's Stable) NYC, nc.  
 Daniels, May (Jack & Bob's) Trenton, N.J., nc.  
 Davis, Eddie (Leon & Eddie's) NYC, nc.  
 Decker, Gene (Casanova) Detroit, nc.  
 DeCordova & Barcelo (El Chico) NYC, nc.  
 DeCruz, Netha (McVan's) Buffalo, nc.  
 Deering, Juanita (Rainbow Room) NYC, nc.  
 Delahanty Sisters (100 Club) Phila, nc.  
 Dell, Liliyan (Iceland) NYC, re.  
 De Leon, Delores (Havana-Madrid) NYC, nc.  
 DeMarco, Joe & Jackie (LaConga) Erie, Pa., nc.  
 DeMillo & Marr (Fair) Timonium, Md., 8-11; (Moose) Johnstown, Pa., 15-20, nc.  
 Devito, Al (State-Lake) Chi, t.  
 DeWolfe, Billy (Strand) NYC, t.  
 Don & Cassandra (Casanova) Detroit, nc.  
 Doraime & Ellis (Roosevelt) New Orleans, h.  
 Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.  
 Douglas, Dorothy (The Barn) E. Aurora, N. Y., nc.  
 Dowling Girls, Four (Carman) Phila, t.  
 Doyle, Eddie & Amy (McConnellsville) Ogdensburg, N. Y., h.  
 Drayton, Jack (509 Club) Detroit, nc.  
 D'Ray, Phil (Villa Madrid) Pittsburgh, nc.  
 Drysdale, Grace (Capitol) Washington, t.  
 Duke, Al (Airway Cafe, opposite Airport) Cleveland, c.  
 Dumont, Marie (Crisis) NYC, nc.  
 Duncan Sisters (Lido) San Francisco, re.  
 Dutton, Laura Deane (Rainbow Room) NYC, nc.  
 Dyer-Bennet, Richard (Ruban Bleu) NYC, nc.

**E**

Eberle, Eleanor (Belmont-Plaza) NYC, h.  
 Eddy, Val (Gatineau) Ottawa, Ont., Can., cc.  
 Esquires, Twelve (Roxy) NYC, t.  
 Estes, Del (Club Minuet) Chi, nc.  
 Everett & Conway (Wm. Ferry Hotel) Grand Haven, Mich., nc.

**F**

Farrar, Marianne (Bill Bertolotti's) NYC, nc.  
 Farrell, Jimmy (Leon & Eddie's) NYC, nc.  
 Fernandez, Jose (Rainbow Room) NYC, nc.  
 Fields, Benny (State) NYC, t.

(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; re—road house; r—restaurant; s—showboat; t—theater.  
 NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Fitchette, Jack (Jerry's) St. Paul 8-11, nc; (Beacon Theater and Cave Night Club) Winnipeg, Can., 13-19.  
 Fontana, George (Diamond Horseshoe) NYC, nc.  
 Fontane, Diana (Babette's) Atlantic City, nc.  
 Ford, Don & Jane (Bismarck) Chi, h.  
 Forsythe, Christine (Chez Paree) Chi, nc.  
 Froman, Jane (Beverly Hills) Newport, Ky., cc.  
 Funzafire Revue (State-Lake) Chi, t.

**G**

Gaby, Frank (Roxy) NYC, t.  
 Galente & Leonarda (Iceland) NYC, re.  
 Gallagher, Ruth (Arcady) Hague-on-Lake George, N. Y., cc.  
 Galvan, Gil, Trio (Club Ball) Phila, nc.  
 Garrick & Eloise (Manitou) Manitou Beach, N. Y., h.  
 Gary, Bill (Chez Paree) Chi, nc.  
 Gary, Margaret (Moulin Rouge) NYC, nc.  
 Gaston (French Monte Carlo) NYC, nc.  
 Gaynor, Betty (Yacht Club) Phila, nc.  
 Georges & Jalna (Rumba Casino) Chi, nc.  
 Gilford, Jack (Paramount) NYC, t.  
 Girard, Adele (Roxy) NYC, t.  
 Glover & LaMac (Neil House) Columbus, O., h.  
 Golden Gate Quartet (Cafe Society Uptown) NYC, nc.  
 Gomez & Minor (Arrowhead Inn) Saratoga, N. Y., nc.  
 Gower & Jeanne (Ben Marden's Riviera) Fort Lee, N. J., nc.  
 Gray, Gary (Man-Joe's) Port Huron, Mich., nc.; (Alego) Toledo, O., 15-20, h.  
 Greco (Rumba Casino) Chi, nc.

**H**

Hadley Dancers (Bismarck) Chi, h.  
 Hager, Clyde (Diamond Horseshoe) NYC, nc.  
 Hale, Henry (French Monte Carlo) NYC, nc.  
 Hardman, Glen (Lincoln) NYC, h.  
 Haroldson, Anne (New Yorker) NYC, h.  
 Harrington, Pat (18 Club) NYC, nc.  
 Harris & Shore (Palace) Milwaukee, t.  
 Hart, Toni (Biltmore) NYC, h.  
 Harvest Moon Dance Winners (State) NYC, t.  
 Hayden, Tommy (Wivel) NYC, re.

Jean, Loulie (Fefe's Monte Carlo Beach) NYC, nc.  
 Johnson, Pete (Cafe Society Uptown) NYC, nc.

ATTRACTIONS BOOKED

3 PEPPERS—Lido Venice, Philadelphia, 4 Weeks Commencing Sept. 8.  
 MARTY BOHN and NANCY—Swan Club, Philadelphia, 6 Weeks Commencing Sept. 10.

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JOLLY JOYCE  
Earle Theater Bldg., Philadelphia, Penna.

Jones, Owen (Leone's) NYC, re.  
 Jordan, Joanne (885 Club) Chi, nc.

**K**

Kaahue's Hawaiians (Roosevelt) Pittsburgh, h.  
 Kahler, Jerry (Town House) Los Angeles, h.  
 Kalmus, Bee (Leon & Eddie's) NYC, nc.  
 Kaly, Chandra, Dancers (Troika) Washington, nc.  
 Kane, Helen (Glenn Rendezvous) Newport, Ky., nc.  
 Karloff, Tony (Aero) Pendleton, Ore., nc.  
 Kavanaugh, Stan (Chicago) Chi, t.  
 Kay, Dolly (Harry's New Yorker) Chi, nc.  
 Kay, Patricia (Shubert) Cincinnati, t.  
 Keith, Sally (Club Nomad) Atlantic City, nc.  
 Kemper, Charles (Palace) Milwaukee, t.  
 Killam, Peter (New Yorker) NYC, h.  
 King, Charles (Diamond Horseshoe) NYC, nc.  
 King, Carol (Ben Marden's Riviera) Fort Lee, N. J., nc.  
 Kretlow Dancers (Harry's New Yorker) Chi, nc.  
 Krupska, Daniel (Music Hall) NYC, t.  
 Kuties, Keyboard (Sawdust Trail) NYC, nc.

**L**

LaMarr, Barbara (Spivy's Roof) NYC, nc.  
 Lambot, Edith (Bill Bertolotti's) NYC, nc.

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

Hays, Virginia (Essex House) NYC, h.  
 Healy, Nancy (Touraine) Boston, h.  
 Healey & Evans (Jack & Bob's) Trenton, N. J., nc.  
 Hiser, Phil (New Yorker) NYC, h.  
 Hoffmans, Three (State-Lake) Chi, t.  
 Hoffman & Kay (Colosimo's) Chi, nc.  
 Hoffman Sisters (Casanova) Detroit, nc.  
 Holiday, Billy (Kelly's Stable) NYC, nc.  
 Hollenbeck, Loren (Music Hall) NYC, t.  
 Hope, Joan (Brown Derby) Chi, nc.  
 Horn, Rudy (Casanova) Detroit, nc.  
 Horne, Helena (Cafe Society Downtown) NYC, nc.  
 Horne, Johnny & Jessie (Continental) West Haven, Conn., nc.  
 Houston, Bob (New Yorker) NYC, h.  
 Howard, Ann (Cluquot Club) Atlantic City, nc.  
 Howard, Bunny (Park Central) NYC, h.  
 Howard, Joe E. (Diamond Horseshoe) NYC, nc.  
 Howard, Johnny (Club Royale) Detroit, nc.  
 Howard, Terry (State-Lake) Chi, t.  
 Hoysradt, John (Savoy-Plaza) NYC, h.  
 Hubert, John (Belmont-Plaza) NYC, h.  
 Byers, Frankie (Club 18) NYC, nc.

Hes, Steven (Weylin) NYC, h.  
 Inge, Adele (New Yorker) NYC, h.

Jackson, Calvin (Cafe Society Uptown) NYC, nc.

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## Advance Bookings

VELOZ AND YOLANDA: Rialto Theater, Joliet, Ill., Nov. 12; Palace, Peoria, Ill., Dec. 1; Majestic, Springfield, Ill., Dec. 2; Lincoln, Decatur, Ill., Dec. 3; Coronado, Rockford, Ill., Dec. 11.  
 LOU BREESE: Stratford Theater, Chicago, Oct. 4-5.  
 MOREY AMSTERDAM: Tower, Kansas City, Mo., Sept. 12, week; Orpheum, Los Angeles, Sept. 24, week.

Lane, Larry (Jack & Bob's) Trenton, N.J., nc.  
 Lang, Susan (Embassy Club) Phila, nc.  
 Laurant, Robert (Moulin Rouge) NYC, nc.  
 Lemmo, Jerry (Arcadia Grill) Canton, O., nc.  
 LePaul (Carman) Phila, t.  
 Leslie, Barbara & Barry (Club Bali) Phila, nc.  
 Lewis, Ralph (Terrace Gardens) Cohoes, N. Y., nc.  
 Lind, Della (Diamond Horseshoe) NYC, nc.  
 Lit, Evelyn & Bernie (Pirate's Den) Baltimore, nc.  
 Lolo & Ramon (St. Moritz) NYC, h.  
 Lola-Andre Dancers (Brown Derby) Chi, nc.  
 Long, Nick Jr. (Versailles) NYC, nc.  
 Lorenzo, Paul, & Vicki: Saginaw, Mich.; Centerville 15-20.  
 Loretta & Josef (Bal Tabarin) NYC, nc.  
 Love, Mary (Yacht Club) Phila, nc.  
 Lucas, Nick (Wiltshire Bowl) Los Angeles, nc.  
 Lurell, Dolores (Club Gaucho) NYC, nc.  
 Lynch, Marty (Dudley) Salamanca, N. Y., h.  
 Lynn, Royce & Vanya (Stanley) Pittsburgh, t.  
 Lynn & Marianne (Bill Bertolotti's) NYC, nc.

**M**

McCabe, Sara Ann (Chez Paree) Chi, nc.  
 MacFarland, Frank (Barney Gallant's) NYC, nc.  
 McKenna, Joe & Jane (Buffalo) Buffalo, t.  
 McLaughlin, Andy (Gay '90s) Brooklyn, re.  
 Mack & Fay (Roxy) Salt Lake City 14-20, t.  
 Maison, Betty (Jack & Bob's) Trenton, N. J., nc.  
 Mangan Sisters (Diamond Horseshoe) NYC, nc.  
 Mann, June (Diamond Horseshoe) NYC, nc.  
 Marco & Romola (Jimmy Kelly's) NYC, nc.  
 Markoff, Gypsy (Troika) Washington, nc.  
 Marlowe, Don (Book-Cadillac) Detroit, h.  
 Marsh, Marilyn (Hurricane) NYC, nc.  
 Marshall & Shields (Bismarck) Chi, h.  
 Marta, Richard (Chateau Moderne) NYC, nc.

Marten Bros. & Fayne (Olympia) Miami, Fla., 16-16, t.  
 Matlin, Margorie (Music Hall) NYC, t.  
 Maurice & Maryea (Club Royale) Detroit, nc.  
 Mayehoff, Eddie (Spivy's Roof) NYC, nc.  
 Mays & Brach (Earle) Phila, t.  
 Merrill, Joan (Ben Marden's Riviera) Fort Lee, N. J., nc.  
 Midgley, Dorese (Palmer House) Chi, h.  
 Milton, Frank (George Washington) Jacksonville, Fla., h.  
 Mills Bros. (Club Congo) Detroit, nc.  
 Mills, King & Ray (State) NYC, t.  
 Moffett, Adelaide (Capitol) Washington, t.  
 Moody, Gertrude (Gay '90s) Brooklyn, re.  
 Moore, George W. (Fair) Covington, Va.  
 Morgan, Grace (La Guardia Airport) Long Island, N. Y., nc.  
 Morris, George (Armando's) NYC, nc.  
 Morrison, Kitty (Henry Grady) Atlanta, h.  
 Murphy, Dean (Rice) Houston, Tex., h.  
 Myers, Timmie (Main Street Bar) Detroit, c.

**N**

Na Pua (Lexington) NYC, h.  
 Newell, Ace (Fairfax) NYC, h.  
 Newman, Charles (Bismarck) Chi, h.  
 Nilda (Club Gaucho) NYC, nc.  
 Nils & Nadyne (Wolverine) Detroit, h.

**O**

O'Connell, Alice (Lincoln) NYC, h.  
 Olsen & Shirley (Hurricane) NYC, nc.  
 Oldfield, Emmett, & Co. (Earle) Phila, t.  
 Orr, Henry J. (Paramount) La Salle, Ill., nc.  
 Ortega, Belen (Havana-Madrid) NYC, nc.  
 Osta, Teresita (El Chico) NYC, nc.  
 Owen, Guy (New Yorker) NYC, h.  
 Owen & Parker (Babette's) Atlantic City, nc.

**P**

Padilla Sisters (El Chico) NYC, nc.  
 Paige, Ken & Roy (State-Lake) Chi, t.  
 Parker, Shirley (Casanova) Detroit, nc.  
 Parker, Adrienne (Leon & Eddie's) NYC, nc.  
 Passer, Rolf (Rainbow Room) NYC, h.  
 Paulson, Lehua (Lexington) NYC, h.  
 Payne, Howard, Dancers (Columbia) Erie, Pa., 8-10; (Park) Meadville 11-12; (Bradford) Bradford 13; (Capitol) Wheeling, W. Va., 16-17, t.  
 Pedro & Rafael (Fair) Henry, Ill.  
 Pickert & Ross (Biltmore) NYC, h.  
 Price, Sammy (Cafe Society Downtown) NYC, nc.  
 Princess & Willie Hawaiians (Burton) Allegheny, N. Y., h.

**R**

Rae, Jimmy (Trocadero) Henderson, Ky., nc.  
 Ramon & Lucinda (Havana-Madrid) NYC, nc.  
 Raydon & Rogers (Maple Grove) Harrisburg, Pa., nc.  
 Ray & Naldi (Palmer House) Chi, h.  
 Reckless, Dollie (Wivel) NYC, re.  
 Renaud, Virginia (Park Central) NYC, h.  
 Renault, Francis (Holyoke) Holyoke, Mass., t; (Paramount) Newport, R. I., 11-17, t.  
 Renee & Root (Ball) Miami, Fla., nc.  
 Revuers, The (Glenn Rendezvous) Newport, Ky., nc.  
 Rhythm Rockets (Capitol) Washington, t.  
 Richey, Jean (Blackhawk) Chi, re.  
 Richman, Harry (Ben Marden's Riviera) Fort Lee, N. J., nc.  
 Richmond, June (Famous Door) NYC, nc.  
 Rio, Ralph (State-Lake) Chi, t.  
 Rios, Aida (Havana-Madrid) NYC, nc.  
 Rios, Rosita (Troika) Washington, nc.  
 Robbins, Archie (Roxy) NYC, t.  
 Robbins, Gail (Blackhawk) Chi, nc.  
 Roberta (Casanova) Detroit, nc.  
 Roberts, Dixie (Famous Door) NYC, nc.  
 Rodrigues, Aida (Havana-Madrid) NYC, nc.  
 Rollickers Trio (Nightgale) Sturgeon Bay, Wis., c.  
 Rollini, Adrian, Trio (Jack Dempsey's) NYC, re.  
 Rosario & Antonio (Chicago) Chi, t.  
 Rosini, Paul (885 Club) Chi, nc.  
 Ross, Stan (Roxy) NYC, t.  
 Roxettes (Earle) Washington, t.  
 Russell, Lynn (Bill Bertolotti's) NYC, nc.

**S**

St. Clair & Durand (Zimmerman's Hungaria) NYC, nc.  
 Schenk, Al (Kaliner's) Phila, nc.  
 Scott, Hazel (Cafe Society Uptown) NYC, nc.  
 Seiler, Jay & Lou (Beverly Hills) Newport, Ky., cc.  
 Sevilla, Anita (El Chico) NYC, nc.  
 Sexton, Al (Sawdust Trail) NYC, nc.  
 Shanley, Robert (Music Hall) NYC, t.  
 Shannon, Louise (State-Lake) Chi, t.  
 Shaw, Naleo (Lexington) NYC, h.  
 Shayne, Betty (606 Club) Chi, nc.  
 Sherman Bros. & Tessie (Swan Club) Phila, nc.  
 Skate-o-Maniacs (Stanley) Pittsburgh, t.  
 Smith & Dale (Capitol) Washington, t.  
 Smith, Rollin (Hickory House) NYC, nc.  
 Smith, Ted (Brown Derby) Chi, nc.  
 (See ROUTES on page 62)

St. Clair & Durand (Zimmerman's Hungaria) NYC, nc.

Schenk, Al (Kaliner's) Phila, nc.  
 Scott, Hazel (Cafe Society Uptown) NYC, nc.  
 Seiler, Jay & Lou (Beverly Hills) Newport, Ky., cc.  
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 Sexton, Al (Sawdust Trail) NYC, nc.  
 Shanley, Robert (Music Hall) NYC, t.  
 Shannon, Louise (State-Lake) Chi, t.  
 Shaw, Naleo (Lexington) NYC, h.  
 Shayne, Betty (606 Club) Chi, nc.  
 Sherman Bros. & Tessie (Swan Club) Phila, nc.  
 Skate-o-Maniacs (Stanley) Pittsburgh, t.  
 Smith & Dale (Capitol) Washington, t.  
 Smith, Rollin (Hickory House) NYC, nc.  
 Smith, Ted (Brown Derby) Chi, nc.  
 (See ROUTES on page 62)

DRAMATIC AND MUSICAL

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

Claudia (Schine) Syracuse, N. Y., 12-13.  
 Cornell, Katharine, in Doctor's Dilemma (Forest) Phila.  
 Hellzapoppin (Curran) San Francisco.  
 Jolson, Al (Shubert) Boston.  
 Keep Covered (Ford) Baltimore.  
 Mamba's Daughters, with Ethel Waters (Biltmore) Los Angeles.  
 Meet the People (Cass) Detroit.  
 Mr. Big (Plymouth) Boston.  
 My Sister Eileen (Harris) Chi.  
 Wynne, Ed (National) Washington.  
 Young Man's Fancy (Shubert) New Haven, Conn., 11-13.

ICE SHOWS ON TOUR

Ice-Capades of 1942 (Auditorium) St. Paul, Sept. 4-21.  
 Ice Follies (Pan-Pacific Auditorium) Los Angeles, Sept. 4-Oct. 5.  
 Ice Parade of 1941, Art Victor's (Hotel Adolphus) Dallas, Tex., until Oct. 9.  
 It Happens on Ice (Center Theater) NYC.  
 Star-Spangled Ice Revue (Netherland Plaza Hotel) Cincinnati, until Sept. 29.

# Club Talent

## New York:

PEGGY FEARS took out a summons last week against Murray Zales, secretary of the defunct Hurricane Club corporation, to collect 10 days' salary at the rate of \$650 a week. Magistrate's Court dismissed the action on the ground that a \$650-a-week salary is not "wages" and therefore does not come under Section 1272, which prohibits an employer from "withholding wages." . . . EDNA JANIS is back in town after four weeks at Phil Barr's 500 Club, Atlantic City. . . . BURT RAEBURN, singer-pianist now at the Hotel Taft, is doing television work as well. . . . PAUL AND FLORENCE CUNNINGHAM have been set by Meyer Horowitz to return to his Village Barn October 15. . . . MAXINE KISOR, operetta and musical comedy singer, back after four years in Europe, is playing local private entertainments.

## Chicago:

JERRY BERGEN and Willie Shore will go to Hollywood to appear at the new Trouville Club starting September 22. . . . JOHNNY HOWARD closed at the 885 Club and is moving into the Royale, Detroit, Friday (12) for Phil Tyrrell. That show will also have Maurice and Maryea, and Rosita Servigo, Spanish dancer. . . . BILLY STEARNS, operator of the Palladium, has posted a \$100 bond with AGVA guaranteeing salaries of performers to be employed in support of bands. . . . COLOSIMO'S is out to buy cafe names, but so far hasn't had any luck. . . . HARRY EAGER will enlarge his 5100 Club this fall. . . . THE MERRILL ABBOTT line of girls, featured with Eddy Duchin at the Copacabana in Rio de Janeiro last month, returns here Tuesday (9) and will rejoin the Palmer House troupe. The girls have turned down offers to work the Paramount, New York, and a spot in Eddie Cantor's *Banjo Eyes*.

## Philadelphia:

DEE ROGERS new at Club Ball. . . . THREE RHYTHM MANIACS return to 20th Century. . . . BOBBY WHITE and Sylvia Petti head new show at College Inn. . . . IRIS WAYNE takes over the lead at Weber's Hofbrau. . . . CY WHITE new emcee at Steve Brodie's. . . . MARY LOVE, Billie Chester and Dianne Cooper augment show at Yacht Club

## Atlantic City:

MAYLA AND VALENE HAGUE new at Babette's, with George Owen and Tony Parker closing a season's run. . . . VAN KIRK new emcee at Hotel President's Round the World Room. . . . RED THORNTON leaves local niteries for Hotel Henry Grady, Atlanta. . . . CASKEY AND CRAWFORD return to Hotel Traymore. . . . JERRY COOPER closes a summer's run at Bath and Turf. . . . HOWARD BROOKS new emcee at Phil Barr's 500 Club.

## Hollywood:

GEORGIE LEE SETTLE is completing her season's engagement at the Santa Monica (Calif.) Beach Club. . . . BEVERLY AND RAVEL are at Republic studio in *Down Mexico Way*. . . . SERGIO ORTA is appearing in *The Woman of the Year* at MGM. . . . LORAIN GIRDAR is playing club dates in the vicinity. . . . AL HERMAN, who opens soon at the New Wilshire Bowl, recently completed a picture with Gene Autry at Republic. He starts soon in a picture for Harry Sherman (Paramount). . . . JOEY CAPPO is still at Ace Cains.

## Here and There:

BEVERLY HILLS Country Club, Newport, Ky., established a 1941 record to date when 2,000 people jammed the spot Sunday night (31) of last week. . . . FLORENCE THOMS, captain of the Wally Wanger Girls at Glenn Rendezvous, Newport, Ky., dropped out last Thursday (4) to hop to Baltimore to rehearse the new show at Club Charles. She'll have charge of the Wanger lines in Newport, Boston and Baltimore. . . . JACK AND JANE WEST, after winding up on a string of niteries dates for the Burton office, Indianapolis, hopped to Louisville to open a week's stand with the Bert Smith stock musical tab at the National Theater Friday (5). . . . ARTHUR BORAN, mimic-comedian, will emcee at the Beachcomber, Baltimore, for two weeks beginning September 15.

. . . DENNIS STEVENS is current at the Casa Grande, Cincinnati.

PRINCESS ORELIA, Pete and Company are current in George Raft's new Cuban revue at the La Copacabana, Los Angeles.

JOY HODGES is playing her first niterie engagement at Beverly Hills Country Club, Newport, Ky., where she replaces Terry Lawlor, who sustained two broken shoulders in a recent auto accident. Miss Lawlor's accompanist, Bea Walker, sustained an arm injury in the same accident, costing them about five weeks' work. . . . DALE HALL, after three weeks at Trimble Springs Club, Durango, Colo., opened Labor Day at the Riverside Club, Caspar, Wyo., for a four-weeker. . . . NIK NEVEL TRIO (Nik and Bernyce Nevel and Joanne Adams) have closed eight weeks at Hotel Talbott, Galion, O., and opened at Lafayette Inn, Bradford, Pa., for two weeks with options. Set by MCA. . . . DINORAH, current with her five-piece Spanish ork at the Wayne Club, Detroit, is slated to move into the Hotel Gibson's Sidewalk Cafe, Cincinnati, when dancing is resumed there in a few weeks.

YVETTE DARE held for another four weeks at the Stairway to the Stars, San Francisco. . . . ROSSI SISTERS being set thru Frank Sennes, Cleveland, for club dates. . . . THEODORE AND DENESHA, ballroom team now at the Cal-Neva Lodge, Lake Tahoe, Calif., are scoring with their adagio number for which they strip evening clothes off immediately after ballroom routines and in view of audience. . . . ED FOX, of Chaney and Fox, is recuperating from an illness at Cal-Neva Lodge. . . . TOY AND WING, dance team, go into the Coconut Grove, Boston, September 15 for two weeks, after four weeks at the Roxy Theater, New York, ended August 28.

RALPH LEWIS has been held over at the Terrace Gardens, Cohoes, N. Y. . . . RED AND SLAPPY, dancers, went into the Gateau Country Club, Ottawa, last week. . . . STIRLING AND RUBIA held over at the New Penn Club, Library, Pa. . . . VARONE AND LORD closed a summer run Labor Day at the Royal Pines Club, Lake George, N. Y. . . . KENN KING, puppet act, in his sixth week at Harry Carroll's Tin Pan Alley, Hollywood. . . . FRANKIE HILTON is performing and also assistant manager at the Hi Lo Club of the La Salle Hotel, Battle Creek, Mich., which opened its fall season August 29. . . . BURNS TWINS AND EVELYN are being held over at the Nixon, Pittsburgh. . . . LANDRE AND VERA are holding forth at the Brown Hotel, Louisville.

## Miami Night Clubs Busy Lining Up Talent for Fall and Winter

MIAMI, Sept. 6.—Glen Pope and Iris Karyl from the Olympia to Jack Dempsey's. . . . Di Gatanos new to Club Ball. . . . Ann Sutherland, who worked at the Colonial Inn last winter, opened at Bill Jordan's Bar of Music. . . . Mother Kelly's boy, Gerald, will open a niterie here next winter.

Leonard Tobin, Interstate Theatrical Agency, signed for a three-year hitch with army air corps. . . . Olympia manager Al Weiss entrained for a three weeks' visit to New York and Chicago to secure talent. . . . Danny Brown, Jewel Box operator, back from New York.

Nolan B. Williams, manager of George Washington Hotel, Jacksonville, says Eileen Mercedes, Florida Theatrical Enterprises, is his exclusive booker for the Miami area. . . . Four Mademoiselles booked into Wit's End by Mercedes.

Marion Shaw closed at Bar of Music. . . . Crystal Ames new to Drum. . . . At Sky Club, Hal Heeney recent arrival. . . . Tubby Rives scheduled for Mayfair. . . . Sherry Britton opens September 9 at Kitty Davis. . . . Sam Barken, the 5 o'Clocker, is in New York on a talent hunt.

Club Bali employs 90 people, and the season hasn't started yet. . . . Three Miami theaters now feature vaude, Olympia, Rosetta and the Strand. . . . Jeff's Club is back in the hands of the original owner, Jeff Lanier. The Slatkos, Harry and Sam, were bought out by Lanier at a reputed 32G. . . . J. Marion Carver, Miami newspaperman, and Grace Wylie LeRow, p. a. at the Hollywood Beach Hotel, were issued a marriage license Thursday (21).

## Duluth Niteries Await Eccentric Millionaire

DULUTH, Minn., Sept. 6.—Night clubs here are looking forward to the semi-annual visit of an 80-year-old millionaire who has been visiting this city twice each year for as long as night club operators can remember.

Altho the club owners refuse to divulge his name, they take oath that the man is a national figure.

On each visit he picks a night club to visit, surrounds himself with a half dozen beautiful girls, informs the manager that he has \$300, \$400 or \$500 to spend—no more—and proceeds to have a good time.

The niterie's ork is then given \$25 per man and instructed to play one tune, *Waiting at the Gate for Katie*.

Before long other patrons of the niterie, tired of hearing the *Katie* number, take a powder, and the 80-year-old and his beautiful gals have the place all to themselves—just as he wants it.

## Stoll, London, Again Has Vaude

LONDON, Aug. 30.—Closed for some months after a long run as a pic house, the Stoll Theater in Kingsway reopens September 1 with twice-a-day revues, musical and vaude shows. Capacity of house, built originally as London Opera House by Oscar Hammerstein, permits cheap prices which will range from one third to three sixths. Performance times scheduled as 3 and 6:30.

Opening fare to be *You Shall Have Music*, presented by Leslie Grade and George A. Smith, with Billy Cotton and band, Randolph Sutton, Clifford and Marion, Jim Emery, Marietta Dancers, Duncan Gray, Reading and Grant, Mariora.

## Fielding Again Staging Walton

PHILADELPHIA, Sept. 6.—Midge Fielding will again produce next season's extravaganza for Jack Lynch's Walton Roof, opening late in October. Jackie Miles set to emcee new show, booked by William Morris Agency.

Meanwhile, Lynch has a new show opening next Monday (8) with Dr. Marcus, Cook and Brown, and Adrienne. Also the opening for Nano Rodrigo's rumba band, alternating with Neil Fontaine's crew.

## Detroit Niterie Biz Up as Spenders Find More Time for Fun

DETROIT, Sept. 6.—Swing toward better business for the swankier night spots is evident. Downtown trade has been good, with the London Chop House and the Wonder Bar getting increased patronage.

Best pick-up was in suburban spots, indicating that roadhouses are still strong pulls. Typical is the Club Royale, which had a recent week of 2,100 admissions, with Paul Rosini, magician, back after 10 months' absence. The Royale is just pulling out of a slump to 1,200 and 1,300 patrons each week, with a show that featured Sybil Bowan, after average summer business of 1,500 with Mexican tenor Albert Sergio.

Upper income groups are spending on entertainment for the first time in months. Hard work getting ready for increased production kept engineers, executives and salesmen away from night clubs the past several months, but with plans now well into the execution stage the amusement business is beginning to get its share from this group.

Pop-priced spots continue to do big business, particularly on week-ends and with quick-drink customers.

## Quebec Blue Law Frees Talent for Army Benefit Shows

OTTAWA, Sept. 6.—Ex-Mayor Alphonse Moussette of Hull, operator of the Avalon Hotel, niterie on the Quebec side, has been tendered an award of merit for placing his orchestras and floorshows at the disposal of Canadian Legion war services for entertainments for soldiers and airmen.

With new Quebec liquor laws prohibiting floorshows and dancing on Sundays in the Hull district, Moussette has found it possible to have his entertainers appear at concerts for troops in more or less distant centers on that day.

On August 10 the hotel's orchestra under Ralph Ince and the floorshow made a 225-mile round trip to Petawawa military camp, where they gave two concerts. Cast included Bob Rollins, emcee; Baron Lee and Troy Brown, colored team, and the chorus line. Also on the program was Doug Romaine, former Canadian emcee, who now is in the army and stationed at Petawawa.

## Kemper Out of Century

BUFFALO, Sept. 6.—Richard Kemper, general manager of Dipson's Century since its opening two years ago, has been replaced by Robert Murphy, long associated with motion picture activities. John Finley, originally brought here to take Kemper's place during a long vacation and who stayed on as his assistant later, is now Century house manager. Kemper remains associated with Dipson enterprises.

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## Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, Sept. 3)

Sherril Cohen should have no trouble this week, for he's got the Merry Macs on his marquee and they're box office in this section. It is a good variety bill on the stage. Pictures are *Cracked Nuts* and *Two in a Taxi*.

Show opens with *V Stands for Victory*, which the orchestra plays as a medley of *My Buddy*, *Liberty* and other tunes. Ken Stevens, winner of the *Hollywood Showcase* award, sang the number to plenty of applause. He encored with *Time Was*. A nice looking chap who has a strong baritone and knows how to sell. Gillette and Richards do the usual ballroom stuff and bring out a pair of miniature dancers that they manipulate by hitting pliable boards. Clicked with their imitation of how the English are dancing the Lambeth Walk now. Stage is darkened, ork members taking up spitting toy machine guns to lend atmosphere. Act is slow, but the last turn won them a good hand.

Neal Cansonari, sax man, show-stopped with his vocals a la Ted Lewis and his sweet sax solo following band's imitation of King, Busse and Lombardo. He encored with *My Blue Heaven*.

Carlton Emmy and His Pals, dog act, socked 'em. Uses about 12 dogs atop a long table. Has one dog that does an excellent job as a stooge.

Ward and Van, harpist and violinist, do a slow act. One has comedy part that depends on his pants falling down for laughs. Instrumental work on *There'll Be Some Changes Made*, *San Antonio Rose* and *Intermezzo* is all right.

The Merry Macs offer *Hawaiian War Chant*, *Dolores*, *Daddy and Honk, Honk*, *The Rumble Seat Song*. Show-stopped and came back with *Hut-Sut* and *Ragtime Cowboy Joe*. Outfit is still tops. Selection is good and they put the numbers across. Mary Lou Cook is outstanding on solo parts. *Sam Abbott.*

## Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 5)

Only a limited vaude bill this week, but bank on the youngsters and radio fans to fill the house to see and hear Skinny Ennis and his band. And there's plenty of general box-office appeal in the technicolor picture *Dive Bomber*. Holdouts were the rule after the opening show.

Ennis and his boys lead off with a variety of selections played in smooth, entertaining style, with Skinny vocalizing *Don't Let Julia Fool Ya*. Nothing spectacular about the maestro, but he fronts the band nicely and is a capable emcee.

Wesson Brothers, a pair of exuberant youngsters, offer impersonations—some good, some just fair. Their Edward G. Robinson, Baby Snooks and Wendell Willkie impressions, while not so true to life, nevertheless got big hands. Their Bergen and McCarthy were very good, and for a smash encore they did a comedy FDR and Eleanor different from the usual run and won big applause.

Carmene Calhoun, warbler with the band, is a looker with pleasing voice and delivery. Scored nicely with *Kiss the Boys Goodbye*, *Jim* and a couple of torch songs. Another session by the band, with Carmene and two of the boys vocalizing, and a medley of tunes that gave several of the boys a chance to step out individually.

Rosario and Antonio, youthful pair of Spanish Gypsies, put a lot of life into their entertaining interpretations of Spanish and gypsy dances. Colorfully costumed, they first offered a wild, fiery gypsy dance, then encored with a grace-

## 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 BLACKOUTS, \$1. 10 FUNNY MONOLOGUES, \$1. 10 NEW TALKING SKITS, \$1. **E. L. GAMBLE, Playwright, East Liverpool, O.**

# Vaudeville Reviews

ful Spanish castanet routine that earned them a big hand. Sonny Dawson, guitarist with the band, pleased with his cowboy songs and yodeling.

Stan Kavanagh scored with his familiar comedy juggling, and show closed with a medley of selections by the band.

*Nat Green.*

## Loew's State, New York

(Reviewed Friday Evening, Sept. 5)

Harvest Moon dance winners, paced by Ed Sullivan, are held over for a second week, with two new acts brought in. These are Benny Fields and Mills, Ray and King. (Harvest Moon winners were reviewed in last week's issue of *The Billboard*).

Mills, King and Ray are a zany male comedy trio. Open singing, switch to gags and hoofing, plus nut impersonations. First of the screwball items was a conception of Indian jitterbugs. Following an eccentric comedy tap, boys did a series of takeoffs on Garbo, radio's *Good Will Hour*, *Calling Dr. Kildare*, etc. Impersonations are very good, one of the lads acting as announcer while another does the impersonation. A third may do sound effects, etc. Stuff is cleverly done, socko satire. *Good Will Hour* take-off the best of all, one of the lads proving excellent with a mugging and dope routine.

Benny Fields, as always, is very strong at this house. Did *My Walking Cane*, *You're a Lucky Fellow, Mr. Smith*, and others. Had to encore, delivering *Melancholy Baby*, *Lullaby of Broadway*. Showmanly bit was his singing of *Irish Eyes*, a request without knowing the lyrics. For this number, Sullivan whispered the lyrics, phrase by phrase, Fields thus delivering the complete tune. Audience went for it heavily. Fields also gagged a bit, was in good voice and delivered his usual showmanly turn.

*Pic, Blossoms in the Dust.*

*Paul Ackerman.*

## Roxy, New York

(Reviewed Friday Evening, Sept. 5)

Roxy is going in for what seems to be a stock policy. Archie Robbins, Stan Ross and Don Arres are in for their third continuous show. All are now in their seventh week.

Robbins is a very much improved performer, compared to the first week he was at the house. He put over a smooth job of emseing and combined sock delivery with an engaging personality. He changed his synchronized imitations routine with Stan Ross (who now gets billing) into an imitation of radio programs, adding another stooge, Barry Lane. Routine was a satire on current programs, closing with a three-way Lionel Barrymore imitation that brought down the house. Don Arres, singing in the surroundings of a line of girls, put over his Cuban ditties in romantic, melodious style to an excellent hand.

Newcomers this week include the Five Crackerjacks, Adele Girard and Frank Gaby. The Crackerjacks, five colored boys, opened the show, were comic all the way thru. Boys came out dressed in costumes of a colored mammy, Southern soldier, a bearded Uncle Tom in full dress, and two others in nondescript dress. Their performance was full of leaps, acro twists, flips and side turns, exiting bouncing like rubber balls. A terrifically lively act.

Adele Girard, swing harpist wife of band leader Joe Marsala, who appears with his band most of the time, did a single. Production effects enhanced her performance, which was fine to begin with. She swings the harp with delicacy and feeling, putting over *Ferfidia* and *Frenesi*. Her singing, however, of *I Went Out of My Way* is inferior to her ability as a harpist.

Only thing wrong with Frank Gaby's ventriloquist stint is his material. He's a good craftsman, manipulating his doll with finesse, but his gags could stand

overhauling. They're just too old. Gaby works in professorial cap and gown and continues in the schoolmaster vein. For a closer he works with a live midget for a single song; Gaby doing the voice and the midget working the lip motions. Brought him a solid hand.

Paul Ash's ork on stage thruout the show and made a swell showing. Gae Foster girls also drew several rounds of applause with several lively production numbers and fine costuming. The Twelve Esquires (male chorus) worked in with the girls.

*Pic, Sun Valley Serenade*, with Glenn Miller and orchestra, Milton Berle and Sonja Henie. N. G.

House, fair.

*Sol Zatt.*

## Paramount, Los Angeles

(Reviewed Friday Evening, August 29)

With its screen offering, *Aloma of the South Seas*, this theater staged *Tahitian Follies* with native Tahitian singers and dancers who appeared in the film. The orchestra was a combined South Sea and American outfit of three brass, two reed and nine rhythm, with six of the rhythm being Hawaiians. Sock vaude material was furnished by two American acts—Benny Ross and Maxine Stone and Frank Ross and Anita.

The Hawaiian part of the stagershow included Tani and Tavita, island dancers; Miulan, native songs: Bill Whistlyn, drum dancer (dancing and holding his trousers up); Pau Kealoha, island comic; Eddie Uml; Bray Sisters, hula dancers, and Danny Stewart and orchestra. Stewart's rendition of his own composition, *Whispering Lullaby*, on the electric guitar, was tops.

Ross and Stone scored heavily. Ross did exceptionally good vocalizing on *Last Time I Saw Paris*. Miss Stone takes the part of a languid dancer. She can dance and wisecrack. Material is good. Pleased.

Frank Ross and Anita clicked solidly. Ross offers band imitations and later with impersonations. His mimicry of Busse and McCoy bands is tops. Anita did *St. Louis Blues* and *I'm Nobody's Baby*, but none too well. She's an excellent straight. Ross's material is bang-up. House filled when caught.

*Sam Abbott.*

## Vogue, Detroit

(Reviewed Friday Afternoon, Sept. 5)

This East Side neighborhood house is the only one in town running a full week of vaude. Show is booked by Pat Lombard, of Delbridge & Gorrell office, and uses average acts with one name.

Marvel and Company, skating duo, open with usual routine of roller intricacies, including hand and heel holds and some skillful skating between bottles by a male partner. They have novelty in some slow-motion acro work.

Clare Williams, clear contralto, is appealing in a sentimental ballad like *Yours*, not so effective in light operatic bits, and comes back for a well-received encore of *Did Your Mother Come From Ireland?* Has possibilities of developing in the sweet and sentimental style.

Boyd Senter, former band leader, is the "name" of this show. Opens with a sweet sax solo of *Starlight*, then contributes an effective *Wabash Blues*. Senter swings then into his novelty routine, alternating clarinet, fiddle, trumpet and other instruments brought on by his feminine assistant, and handling each skillfully.

The Two Novels, sepi tapsters, close with some well-timed footwork in perfect unison.

Freddie Rivard emsees, and has a terpsichorean number of his own in the middle, with a review of dance styles, from buck and wing and rube to ballroom. Rated repeat encores.

Phil Brestoff and his band play the overture and show, working from the pit.

*H. F. Reeves.*

## Stanley, Pittsburgh

(Reviewed Saturday Evening, Sept. 6)

Eddy Duchin was dynamite on his first stage appearance since his return from his Rio de Janeiro stand. Whole show is socko. Maestro's piano is more dramatic than ever, his band is smoother and Eddy is a showmanly emsee, too.

Opener is a samba tune, then June Robbins torches *I Got Rhythm* and *Jenny* and encores with *Daddy*. Skate-o-Maniacs' twirls are breathtaking. Lew

Sherwood's hoke vocal and trumpet maintain the bill's zip.

Virginia Austin, prettiest and one of cleverest puppeteers ever to play here, show-stops. Tony Leonard's above-average tenoring of *Maria Elena* and *Things I Love* is a neat contrast for laugh-getting Lynn, Royce and Vanya, knockabout dance team.

Duchin's solo artistry is superb, his trade-mark bouncing and head tossing plus flashing smile stimulating tremendous advance response. Keyboard repertoire includes *All the Things You Are*, *Green Eyes*, *Man I Love*, *Melancholy Baby*, *Let Me Call You Sweetheart*, *School Days* and traditional *Stormy Weather* curtain. On screen, *Lady Be Good*. House S. R. O. *Morton Frank.*

## Colonial, Dayton, O.

(Reviewed Friday Afternoon, Sept. 5)

Ted Lewis's new stagershow is made of whole cloth, with entertainment for newcomers to his type of showmanship as well as those who look upon the Lewis classics as musts.

At the first show the presentation was still somewhat in the experimental stage. In the opener Ted took the audience into his usual confidence and, in song, bade them relax, then working into his *Hi, Neighbor* number. In the second show better effects were obtained by starting off with the old gag song of "getting away with murder" with his corny stuff, then working into the *Hi, Neighbor* song, and from that into *St. Louis Blues*, which in the opening session was far down the line.

Of course, somewhere in the bill you are bound to get a few sprinklings of "Is Everybody Happy." Ted's singing of *When My Baby Smiles at Me*, with the grinning Snowball Whittier at his side, and the inevitable *Me and My Shadow*, with Snowball harmonizing in baton twirling and strutting. The audience loves it all.

The newcomers Ted has furnish excellent entertainment, outstanding being a charming little looker, June Edwards, who is amazing in her contortions once she gets past the preliminaries. A phenomenal back-bending trick brings thunderous applause.

Then there are petite Louise Glenn, who twirls about on her toes with the greatest of ease; Gladys Tell, who puts over two swiny tunes from *Panama Hattie* to good results; Jeanne Blanche, who tap dances engagingly to the tune of *Intermezzo*, and the three Blair Sisters, who harmonize in *He's 1-A in the Army and 1-A in My Heart* and provide vocal background for a closing conga number in which the entire company joins.

The Rogers Dancers, adagio trio, who start out with smart ballroom dancing and then turn into slam-bang adagio work, provide fun for the audience and also add a few legitimate thrills. Ted doesn't hog the show by any means, giving every turn its full dues, yet it's his familiar songs and gags and his ingratiating emseing and recitations that hang the bill together.

*Rob Adams.*

## Carroll Pays Gals For Extra Shows

CHICAGO, Sept. 6.—According to Jack Irving, local rep of the American Guild of Variety Artists, the line girls in Earl Carroll's *Vanities* unit were paid in Cleveland this week for the extra six shows they performed at the State-Lake Theater here week of August 22. The AGVA theater contract calls for extra pay for all performers doing more than 30 shows a week and earning less than \$500.

Carroll originally balked at this demand, but finally came thru with the extra \$5 each for the 24 girls in the troupe.

## Nat Holt to West Coast

NEW YORK, Sept. 6.—Nat Holt, for years with RKO and more recently Cleveland, Columbus and Detroit division manager, has been appointed RKO West Coast division manager. He starts October 1, and his division includes one big vaudefilmer, the Golden Gate, San Francisco.

Charles W. Koerner had the West Coast job until he was appointed general manager of RKO Theaters.

COLLETTE AND BARRY and Their Dancers, in *The First Little Show*, have been held another four weeks at the Park Plaza Hotel, St. Louis.

## ROBBINS BROTHERS and MARGIE

Just Completed Loew's State, New York,  
With ED SULLIVAN.

Thanks to MR. SYDNEY PIERMONT.

Now Appearing at Brown Hotel, Louisville, Ky.

Personal Management—AL GROSSMAN

# Review of Units

## George White's "Scandals of 1942"

(Reviewed at the Hippodrome, Hamid's Million-Dollar Pier, Atlantic City, Sunday Afternoon, August 17)

A fast and funny 60-minute show. While it's a far cry from the producer's standards, this *Scandals* is heavy on entertainment. It stacks up as worthy for theaters.

Off-stage voice purported to be George White's gets it going with a nostalgic *Scandals* speech that brings on a dozen girls, whose forte as hoofers starts from the ankles up rather than down. Off-stage voice apes the *Thank You Father* song that brought Kate Smith into *Scandals*. Cavalcade cuts short as the girls prance to a *St. Louis Blues* musical setting.

Line makes way for Freda Sullivan, who starts very slow with an acro rhythm dance, but finally impresses with her one-hand cartwheel finish.

Following in the revue pattern Charlie Kemper, the sputtering ex-burly comic, proves his big-time potentialities in spite of a Minsky-faded *Night Boat to Albany* bit. Audrey Young and George Haggerty straight.

Pat Henning is the show's biggest moment. Is socko all the way with his satire. Starts with loony satire on mandolin virtuoso, then joshes *The Hunchback of Notre Dame*, bird imitators, pinball players, and death scene movie. On recall, unbilled fem, Betty Raye, joins him for a bit of eccentric hoofing.

Next bit is the unit's only real musical-comedy touch. Martha Vernon, soprano, voices *Goodnight My Beautiful* as three of the show's cuties go into an ensemble strip that turns out to be from behind a dressmaker's model form.

Charlie Kemper on again for an army medical exam skit, drawing hearty guffaws.

Helen Morgan, leaning against the Steinway instead of squatting on it, is announced as being ill and making the appearance so as not to disappoint. Apparently suffering from laryngitis, she gives a quick chorus of *Make Believe* and *Bill*.

Nan Rae, as the inquiring reporter, is next on for a comedy skit that draws guffaws. Calls Mrs. Stanislaus Waterfall (Maude Davis) from the audience and they get very wordy about home and hubby. Act garners real heat when the Waterfall character gives out garbled singing.

Kemper back for more cutting-up as an army rookie. Leads into finale that finds Martha Vernon singing a cycle of *Scandals* song hits, as the chorus cavorts. Winds with tune tribute to the late George Gershwin. M. H. Orodener.

## Earl Carroll "Vanities"

(Reviewed Friday, August 22, at the State-Lake Theater, Chicago)

There are both talent and beauty in this long show (it runs some 77 minutes). Well suited for key houses. Outstanding is the comedy department topped by the Slate Brothers, Al Norman, and the Wiere Brothers. They keep the party alive from beginning to end.

Show had a long run at Carroll's restaurant in Hollywood, and the only tell-tale lies in the girl numbers, which are okeh for niteries but not quite strong enough for theaters. But the 16 paradars are striking-enough lookers to keep attention away from the impoverished settings and simple choreography. The girls appear in four numbers, displaying gorgeous figures in brief costumes. Two of the routines assume added importance with the trained dance work of the Dorothy Byton Girls (6), who stand out with some fast and capable acrobatic tricks.

The pacing isn't bad, and the longer than average units, it contains enough variety to keep the audience entertained. And the Slate Brothers can take most of the credit for patching odds and ends together. They split their own act to last them several spots and are seen in a number of other good and funny bits. Still with them is Fay Carroll, blonde beauty, who tries to sing between screwy interruptions by the boys. Another assistant is Charlene, brunet who nets laughs with her comedy bumps number.

Al Norman, too, splits his act and keeps the customers happy every time he is given an honest chance to do so.

His eccentric dancing and amusing versions of the conga and tango scored as usual.

The Wiere Brothers are handicapped by the absence of one of the trio, recuperating from a recent leg operation. Those who have never seen them before will probably not miss the partner, since they make their comedy dancing and continental-style horseplay very palatable.

Buster Shaver, with Olive and George, are quite prominent with their novelty dance work. In addition to their regular act, Olive keeps busy with a cute impersonation of Carmen Miranda, backed by four of the male principals in Latin sombreros and maracas.

Jeanne Devereaux, ballarina, wins applause and admiration with her two strong toe numbers, first featured in a bubble dance and later in a series of spins and pirouettes that rank with the best.

Anna Lee is seen in a good control number of the Dorothy Crooker school. Zerby and Wiere are sandwiched in with an adagio turn that would look stronger in a production setting. Their work is clean and quite acceptable.

The opening is clever: the male principals open in dancing line fashion, before bringing on the regular chorus. Irving Aranson is the touring musical director. Sam Honigberg.

## Phil Harris

(Reviewed Friday Evening, August 29, Palace Theater, Akron, O.)

Phil Harris, with his band and three swell acts, finally reached here this week-end, after many months of radio build-up on the Jack Benny program.

His band isn't as smooth perhaps as some which have preceded him here but, after all, it's Harris most customers wanted to see.

The band plays a bit corny at times, but Harris admits this.

Patricia Kay, band vocalist, is not only an eye-ful, but displays a very pleasant voice in *Daddy* and *Boogie Woogie*, the latter with much emphasis.

The toothsome Harris also does a couple of vocals, including his ever popular *That's What I Like About the South*. He keeps up a continual chatter and does a much better emcee job than most band leaders. His wisecracks, in the main, are directed at "Jackson Benny."

A distinct novelty was Paul Winchell, ventriloquist. His redheaded "mouth-piece" puts his eye on the front row customers, and the laughs are furious.

Ames and Arno work hard to please, and they earn all the guffaws they get from their roughhouse dance tactics, virtually all pantomime.

The tapping Billingtons, Orrin and Betty Lou, do right well.

Pic, *Two In a Taxi* (Col.), is fair entertainment. Rex McConnell.

## "Funzafire"

(1941-'42 Edition)

(Reviewed at the State-Lake Theater, Chicago, September 5)

This is the third season for a unit that can be labeled "the poor man's *Hellzapoppin*." Stooges are all over the place, consuming about half of the show's 65-minute running time. As it

stands, it is a good buy for popular priced houses, containing plenty of corny stuff for the masses.

There is not enough new material on hand or new acts to call it a new show. Most of the gags used have undergone the brush-off system but, surprisingly enough, they were treated by the audience as fresh laugh getters. Theme of the affair is still employed as the best selling angle, with the talent ranking a poor second.

Among the acts, Ken and Roy Paige lead in comedy honors. Roy, who takes care of most of the punch lines, has gone a long way in the last few seasons, developing as a clean and funny entertainer. There is something about his salesmanship that is entirely wholesome. And Ken is still a good partner, both on lines and in the nutty dance bits.

Terry Howard, assisted by Ralph Rio, gets featured billing. Repeats her familiar brat act, which packs laughs, altho at this particular showing it did not go as well as usual. The timing on some of her better bits was off.

Benny Meroff is again leading the band and keeping the stooges in order. As a personality, he gets lost in the shuffle and doesn't show up nearly as strong as he used to in his own band units. This is particularly noticeable in his one-man vaude specialty, which is massacred here by the stooge mob.

Rita De Vere, contortionist, and the acrobatic Hoffman Trio (femmes) appear early in a fast, nicely routine specialty. Billy Morosco, between plant assignments, offer a crazy dance on roller skates. Joe Bonnell is a short and funny fellow who dances while playing a sax. Louise Shannon, tapper, displays a cute routine, but it lacks sock. Al De Vito, drummer, goes haywire in a comedy band number. An unfunny bit is his pitching of bread slices into the audience.

A line of eight girls engage in the *Follow the Leader* number with Meroff (used before), return for a boogie woogie novelty in which the upper parts of their bodies are covered with face-painted sacks, and are seen again in the jitterbug finale. Pann Merryman, attractive brunet, appears in one of the productions with a good acrobatic cake-walk dance.

Among stooges on hand are Dianna Abbey, Bob Klein and Al Spiro.

Sam Honigberg.

## Horace Heidt

(Reviewed Saturday Afternoon, Aug. 30)

Heading the vaude fall season at the RKO Palace, Columbus, O., Horace Heidt and His Pot-o-Gold stars drew more in the opening day's four shows than he drew the entire week at the local theater on his last visit about a year ago (Christmas week, 1940).

The Ohio State Fair and Legion Convention probably will assist the likable leader to break all local stage draws. In the first three days of his seven-day stand, all performances were SRO.

Heidt brings a much better show to Columbus than he ever has before. Cheers were spontaneous and plentiful during the hour variety revue, which contains some 20 episodes without a wait.

The audience participation angle is (See REVIEWS OF UNITS on pag 28)

GIL LAMB has landed a spot in Paramount's *The Fleet's In*. Same picture, featuring Dorothy Lamour, will have Betty Hutton and Jimmy Dorsey's ork.

# Miami Becoming Year-Round City; Clubs Have Best Off Season Ever

MIAMI, Sept. 6.—Miami and Miami Beach cafe operators are looking as gay as if they had never heard of a Miami September, a gambling investigation, or a shortage of talent.

Benny Gaines, of Jack Dempsey's Bar, says, "This is the first summer we've been open, and we've done enough business to justify being open every summer hereafter."

Charles Hoover, Kitty Davis Airliner: "Business with us this summer has been excellent. Miami has grown to a fair-size city, so much, in fact, that we do not have to depend so much on tourists as formerly."

Max Johnson, Wit's End: "Our main difficulty this summer was getting the right kind of talent. Our worry was not customers, but acts."

Wingy Grober, of the Club Ball, says:

"Last September my spot turned them away, and if that's any indication of what's coming, I am not afraid of it. You can lick hard times with good shows, and I am lining up for September the best show I can get."

Jimmie's, the Sky Club, and the Drum are bucking the odds by booking good shows for the coming month.

Zissen's Bowery and Eddie's Rainbow Tavern, catering to working men, enjoyed their best summer in years.

There will be stiff competition for September biz. Charlie Bolero, who recently took over the Mayfair Club, will try a series of Movie Nights. Pix will be taken in the club, and shown the following week. A tie-up with Colonade studios to select promising material for their *Here Comes the Marines* is expected to put the idea across.

# 'Funz' as Rival To 'Hellz' Deal For Strand Fails

CHICAGO, Sept. 6.—Al Borde, local unit producer, is trying to nail the Strand, New York, for his *Funzafire* unit which started its third consecutive season on the road. So far all salesmanship on his part failed to impress the Strand impresarios. Since *Funzafire* is built along the same lines as *Hellzapoppin*, Borde's idea is to get it in the Broadway house in competition with the Olsen and Johnson show before it leaves the Winter Garden. Strand Theater intends to continue with a name-band policy indefinitely.

The unit opened at the State-Lake, Chicago, yesterday (5) and has the Great States Time in this area to follow. Also set are the Stanley, Pittsburgh (October 17 week) and the Earle, Philadelphia (October 24 week). Line-up includes Benny Meroff's band, Terry Howard, the Three Hoffmans, Ralph Rio, Ken and Roy Paige, Louise Shannon, Al Spiro, Joe Bonnell, Diana Abbey, Al De Vito and 10 girls.

# Earle, Philly, Set With Music Union

PHILADELPHIA, Sept. 6.—Another year of stagershow at the Earle Theater here was assured with the settlement of differences between the local musicians' union and Warner. A new contract for a year, effective September 29, was signed in New York Wednesday (3) by James C. Petrillo, American Federation of Musicians' president, handling the situation for the local union and dealing directly with the circuit's home office executives.

The new contract provides for the same terms and conditions presently existing, calling for a 32-piece pit orchestra at the Earle. Moreover, with the Earle dark Sundays, it provides for the Earle stagershow to work Warner's Stanley at Camden, N. J., for that day.

# Mostly 3-Day Vaude For New Comerfords

LEBANON, Pa., Sept. 6.—Three-day-a-week vaude shows will be instituted at the Colonial Theater here starting September 18. The bookings will tie in with stagershow to be resumed at the Comerford Circuit theaters in Carlisle, Pa., and Williamsport, Pa.

The Capitol, Binghamton, N. Y., is scheduled to resume its three-day-a-week stagershow this week-end.

Other Comerford Circuit houses in Waverly and Towanda, Pa., and Endicott and Johnson City, N. Y., also plan to resume their one and two-day vaude and unit policy this week. Shows will be booked by Joe Feinberg Agency, New York.

# Material

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# Vaudefilm Grosses

## B'way Holiday Take Terrific; MH the Best; Dorsey Chips Up 70G's at Para

NEW YORK.—Effects of the Labor Day week-end at the Broadway box office were terrific the rest of the week. Best scorer was the Music Hall which counted up \$113,000 for the second week of *The Little Foxes*. Tommy Dorsey grossed a dynamic \$70,000 at the Paramount.

The Paramount (3,664 seats; \$37,000 house average) moved into its second week of T. Dorsey's band, Jack Gilford and the Condos Brothers on stage, plus *Aloma of the South Seas* on screen, expecting \$55,000, after collaring \$70,000 the first week. Should stay another two weeks.

The Strand (2,758 seats; \$33,500 house average) also has been doing sock business, and it looks like a \$40,000 second week for Sammy Kaye on stage and *Dive Bomber* on screen. First week's take came to \$50,000, one of the best grosses for this house in many months.

The Roxy (5,835 seats; \$36,000 house average) had a sock attraction for one (See *New York Grosses on opposite page*)

## Gypsy Rose 23G Fine, in Boston

BOSTON.—Gypsy Rose Lee headlined the second vaude bill of the new season at the RKO-Boston Theater and proved a good draw. Gross for full-week stand was \$23,000. First week's offering, headed by Abbott and Costello, pulled \$30,000.

On the bill also were Billy Gilbert, Adrian Rollini Trio, Gil Maison, the Six Honeys and Frank Libuse. Screen fare, *Private Nurse*, detracted.

Glenn Miller and band headlined third offering, which opened for a full week stand September 5 with Sibyl Bowan, and Wally and Verdyn Stapleton.

## Bowes "Winners" Fair; Blame Circus

SPOKANE.—Major Bowes' *Prize Winners of 1941* unit drew \$2,051 in a five-day engagement at the Post Street August 28-September 1. The Bowes' show, which opened the fall season, was not up to Manager William L. Evans's expectations in drawing power, but he blames competition of the Ringling circus, Saturday, August 30, and bad weather thereafter. The opening was good.

Accompanying first-run pictures were *Friendly Neighbors* and *Dancing on a Dime*.

## Bernie Hangs Up Sock 24G in Philly

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) enjoyed one of the best Labor Day holidays weeks, ended Thursday (4), with a fat \$24,000 for Ben Bernie and his ork.

In spite of the annual exodus of city folk to near-by resorts, holiday business was above normal, and an extra mid-night show was added Sunday. Brenda and Cobina shared the spotlights with Bob Ripa and the Hudson Wonders, and from the band Donald Saxon and the Bailey Sisters rounded out the bill. Screen helped with *Whistling in the Dark*.

New bill opened Friday (5), with Tony Pastor and his band marking their first appearance in town. Got off to a big start and points to a big \$21,000. Johnny McAfee, Johnny Morrison and Eugenie Baird, from the band, supported with added acts in Masy and Brach, Emmett Oldfield and Evelyn Farney. Screen helps out with *World Premier*.

## Skinney Ennis, Antonio and Rosario Head for 40G in Chi; "Funzafire" 19G

CHICAGO.—Commercial attractions in both Loop combo houses are drawing profitable business this week. Most of it is coming from the Chicago area, many of the out-of-town visitors having departed for their homes.

Chicago (4,000 seats; \$32,000 house average) started its September 5 week big—thanks to the combined appeal of *Dive Bomber* on screen and the in-person attraction of Skinney Ennis's band plus Rosario and Antonio, who moved in after a 10-week run at the Palmer House. Working on a five-shows-a-day schedule and should have no trouble collecting \$40,000 for the house this week. Last week, ended September 4, the Alvino Rey-King Sisters stage show, which also included footballdom's Tom Harmon plus the third week of Jack Benny in *Charley's Aunt*, fell off to

## Buffalo Biz Good; J. Dorsey Expected To Hit 16G Mark

BUFFALO.—Despite another spell of hot weather, vaudefilmers continue to click, mostly due to good attractions. Last week's good biz was aided by extra Labor Day crowds and a cool week-end. Besides name band plus acts at Buffalo, the Palace Theater offers flesh currently, with Rose La Rose heading burly-vaude bill.

The Buffalo (seating capacity, 3,500; house average, \$11,500 for straight film bookings) opened big week of September 5 and is expecting a juicy take with Jimmy Dorsey's band. A year ago the Dorsey crew played the house to \$21,500, one of the best vaudefilm takes ever recorded here. Should be good for at (See *Buffalo Grosses on opposite page*)

## "Scandals" Big 17G in Minn's

MINNEAPOLIS.—A sock \$17,000 gross, one of the best of 1941, got the Orpheum (Mort H. Singer) off to an excellent start for its fall season, with George White's *Scandals*, starring Helen Morgan, on the stage. Pic was *Sunny*. Week of August 29-September 4.

Several factors helped this high gross. Visitors to the Minnesota State Fair, which closed in St. Paul September 1, were heavier than they had been in years. The Labor Day holiday and good local reviews also helped the box office, the management said.

## Para, L. A., 23G; Orph Fat \$15,000

LOS ANGELES.—Labor Day holidays swelled box offices at local vaudefilmers. A six-hour parade brought an estimated 500,000 people to downtown Los Angeles, and theaters drew packed houses from the spectators.

The Paramount (3,595) rolled up a neat \$23,000 with the pic, *Aloma of the South Seas*, and a Tahitian revue on stage. Both picture and show carried over second week and business continues very good. House charges 40, 55 and 75 cents.

Orpheum (2,200) scored heavily with *Passage From Hongkong* and *Sweetheart of the Campus* on screen and a stage-show which included Castang's Chimps, Charlotte Goodwyn, Felix DeCola, Amanda and Lita, Nick Lucas, and the Congaroos. Take hit \$15,000; very good. House charges 30, 40 and 55 cents.

## Jan Garber Hefty 10G in Dayton, O.

DAYTON, O.—Playing Jan Garber and his orchestra and three interpolated acts as its opening bill last week, the Colonial grossed \$10,000, the largest box office in the history of the house for an opening week.

The supporting acts were Three Smart Girls, Criss Cross and Joe and Jane McKenna. One of the best bills ever to play here and is followed by Ted Lewis and his new unit.

# Magic

By BILL SACHS

PAUL LE PAUL, current at Jack Lynch's Walton Roof, Philadelphia, has been signed to supervise sleight-of-hand sequences for a motion picture to be made by Paramount in Hollywood in October. . . . HOWARD BROOKS is magical emcee for the summer's final show at Phil Barr's 500 Club, Atlantic City. . . . SERVIS SYLVESTER is showing his magical wares at Gruber's Clementon (N. J.) Inn. . . . SHEFFIELD THE MAGICIAN is on a holdover at the Cave, Vancouver, B. C. . . . HARRY HUNSINGER is in his ninth month with the Great London Whale Exhibit, now touring New England States. . . .

MARQUIS THE MAGICIAN, after eight days at Flint Park Amphitheater, Flint, Mich., opened at the Harper Theater, Detroit, and follows with a swing thru Eastern Ohio, almost day-and-dating in some of the spots with Birch the Magician. . . . WARSAW THE MAGICIAN (Billy Stiles) infos that he is readying a new bag of magic and a vent turn for the fall and winter swing. He recently sold his farm and purchased a home at White Bluffs, Tenn. . . . MR. AND MRS. JOHN BRAUN and Stewart Judah, of Cincinnati, hopped into Dayton, O., last Wednesday (3) to pick up Bob Anderson, IBM prexy, for the journey to Colon, Mich., for Percy Abbott's annual magic festival September 4-6. . . . MARVELO (Lester Lake) hopped over to the Abbott shindig from Meyers Lake Park, Canton, O., where he concluded an eight-day run with his burned-alive thriller *Labor Day*. He is set on a string of fair dates thru September. . . . JUDITH JOHNSON and Company, mental turn, after a week at the Varsity Theater, Columbia, Mo., for the Amy Cox office, play Des Moines this week and then hop into Denver for the Jack Blue agency. . . . MR. AND MRS. BOB NELSON are back at their Columbus (O.) headquarters after eight days on the Great Lakes in a private Chris-Craft with another couple. Bob infos that the Columbus Hobby Club's annual stag party held recently at his cottage on Buckeye Lake, O., was the best ever, the event drawing magi from five States. . . . PRINCESS ZEELLA, mentalist, still holds forth at the Terrace Club, Virginia Beach, Va. . . . DOLLY RECKLESS, dancer-magician, became a bride recently during her engagement at Babette's night club, Atlantic City. The lucky lad was Joe DeSalvo, guitarist, who appeared on the same bill with her there.

FREDERICK SPENCER STRATFORD, prominent card manipulator who for years toured the country as a performer and an exposé of sharpers' tricks, is now in service in Canada with the Royal Canadian Air Force. He has been entertaining the Canadian air men with his card nifties under the name of the Skybird. . . . RAY LENHART reports that, effective October 20, he and Pronk the Magician will become teammates for the new season. Lenhart says that the tour begins September 15 at Mason, Mich. John G. Hawley will continue as manager of the show, with William H. Green looking after general exploitation; H. C. Taylor handling the press and Lenhart doing the contracting. The show will play under auspices with a two-hour layout, Lenhart says. . . . EMIL JARROW, magic vet, cracked *The New York World-Telegram* September 2 with a nifty story on how he fooled Houdini, written by Ed Wallace, of *The World-Tely* staff. . . . LEON LONG, colored conjurer, who has been playing Florida all summer, says that with cotton prices way up and with pickers getting good money, he will remain in the State's cotton country thru the winter. . . . MYSTERIOUS HOWARD, after a busy season (See *MAGIC on opposite page*)

## Polack Circus 8G Record as Hamiter Is Clawed by Lion

SEATTLE.—Despite the fact Ringling Bros. and Barnum & Bailey's Circus is coming to town the next week, Polack Bros.' Circus equaled its record gross of last June, \$8,000, when it played a return at the Palomar Theater (1,450 seats). When the group played last June, it set a record for the year for the house.

Getting off to a good start, the circus slackened up in the middle of the week and then, as heavy rains set in for the holiday week-end, the house had lines a block long.

Patrons Saturday evening had more excitement than they had bargained for when one of Capt. Noble Hamiter's lions slashed his arm. After 23 stitches were taken, Hamiter was back for the next show.

Showing on the screen was *Bowery Blitzkrieg*.

## Pittsburgh Stanley Vaude Bigger Draw; 20G Grosses Lately

PITTSBURGH.—Once upon a time not long ago, \$18,000 was a good week for the Stanley, only vaude house in city. Now and for past few weeks, business is considered weak if gate doesn't pass \$20,000. Current layout, co-featuring Jerry Colonna, the Mills Brothers and Frankie Masters' orchestra, with Shea (See *Pittsburg Grosses on opposite page*)

## D. C.'s Big Takes Hold Shows Over

WASHINGTON.—All first-run houses here are featuring holdover attractions for current week. Business looked so good that succeeding bookings were staved off. Loew's Capitol, showing *Life Begins for Andy Hardy*, did better than expected with \$25,000 for week ended September 4. A new stage bill headlines Adelaide Moffett and includes Smith and Dale, Grace Drysdale, Byrnes and Swanson and the Rockets. For week ending September 11 this line-up is expected to do \$16,000.

Warner's Earle held over stagershow along with *Dive Bomber*, which pulled in \$21,000 for week ended September 5. Gus Van, the Three Arnolds and the Roxyettes on stage for an expected \$16,000 for week ending September 12.

## Ind'p'lis Big 11G In Vaude's Finale

INDIANAPOLIS.—Final week of vaude at the Lyric (1,892 seats) drew a sparkling \$11,000 gross with Del Courtney's orchestra, Frank Evers and Dolores, the Stadlers and Ted and Art Miller. Average is \$8,500. Pic was *Three Sons o' Guns*.

The gross was doubly surprising, as all the theaters have had to buck the strong pull of the Indiana State Fair thruout the week.

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## Looks Good for Talent as Chi Niteries Plan Raising Budgets

CHICAGO, Sept. 6.—Talent will cash in this fall and winter, judging by advance plans made by local cafe operators. They all agree that some of those defense program salaries will be ready for pleasure spending this season and they want to have on hand suitable attractions to get their share.

Colosimo's, now jointly operated by Mike Potson and Benny Bortz, is scheduled to go in for big shows in the fall. There is also talk of bringing in name bands as soon as the contract with the current outfit runs out. This is Bortz's initial flier into the niteries game. He is interested financially in several parking lots. One of his veteran employees, Bob Baer, has been named room manager, succeeding Danny Barone.

Louis Falkenstein will reopen his HI Hat September 18, with Billy Gray and Marie Austin set for the first floor bill. He is now shopping for a name to head the revue.

Sam Rinella is enlarging his talent budget at the Brown Derby to compete with more prominent late-hour Loop spots. The Eddie Sligh booking office is handling the account.

Kitty Davis, former cocktail lounge operator here and now manager of the Airliner in Miami, has bought the Club Cherie, outlying spot, and will use continuous shows. A collegiate atmosphere will prevail.

Olson's Restaurant on the West Side switches its policy Saturday (13) with the opening of Fletcher Henderson and band. Kublick's operetta group stayed all summer. Switch is made to draw both the kids and adults.

John Mack, managing director of the Congress Hotel, states that Billy Rose designers have looked over the Congress Casino as a site for Rose's nostalgic

shows and have okayed the layout. Nothing more definite has been reached, however, since considerable money will have to be spent before the casino can be converted into a Diamond Horseshoe room.

Billy Stearns, operator of the La Conga, announces that the Palladium (formerly the Theater-Cafe) will be operated as a night club when it re-opens September 19, even tho an admission will be charged. An effort will be made to get away from the ballroom idea, since William Karzas's prominent Aragon is only a few blocks away. Attractions set by Art Weems, of General Amusement Corporation, include Charlie Spivak's band and Dinah Shore, opening September 19. Miss Shore will appear for only three days to bolster the opening week-end biz.

## Vaude Back in Canton After 6 Years All-Films

CANTON, O., Sept. 6.—Stageshows were revived here yesterday after an absence of nearly six years when Cab Calloway and revue opened three days at the Palace. George A. Dells is district manager of the A. G. Constant circuit, with which the Palace here is affiliated.

By agreement between the Palace and Loew here, stage units will play the respective houses alternate weeks on three and four-day dates. Loew will get its first unit late in September, after which the two houses will use units at more frequent intervals.

Both the Palace and Loew quit stageshows almost six years ago, claiming they could not work out a satisfactory arrangement with the musicians' union. The union and the management have opened on a 50 per cent stand-by band in the pit. Previously the union had insisted on a 100 per cent stand-by band.

For the past several years only stage entertainment in the immediate territory has been available at the Palace, Akron, which maintains a mailing list of more than 1,500 Canton people.

## Globe, Boston, Starts

BOSTON, Sept. 6.—The Globe Theater reopened August 30 with burlesque. Now under direction of Al Somerby, who is also remaining in charge of the Old Howard, the Globe will feature traveling attractions.

Marie Cord and Eddie (Nuts) Kaplan feature the opening show.

## NEW YORK GROSSES

(Continued from opposite page)

week in *Wild Geese Calling*, supported on stage with Gloria Gilbert, Archie Robbins and Don Arres, accounting for a strong \$50,000. House, however, couldn't hold the picture and opened Friday (5) with the Sonja Henie-Glenn Miller-Milton Berle pic. *Sun Valley Serenade*, which looks good for a fair \$35,000. Robbins and Arres are holdovers.

The Music Hall (6,200 seats: \$84,000 house average) duplicated the smash gross of last week with another \$113,000 for the second stanza of *Little Foxes*. Third week should produce \$90,000, with a fourth, and possibly, a fifth week scheduled. The Three Swifts and Tip, Tap and Toe augment the Music Hall regulars on the stage.

Loew's State (3,327 seats: \$22,500 house average) went into its second week of the Harvest Moon Ball Winners on stage and a change of picture to *Blossoms in the Dust*. Benny Fields is heading the professional part of the show. Looks like an \$18,000 week. First week of the Harvest Mooners drew \$26,000, a good gross for the State.

## BUFFALO GROSSES

(Continued from opposite page)

least \$16,000 this time. The sax-playing maestro shares feature honors with Rob Eberle, Helen O'Connell and Buddy Schutz, of the ork, plus vaude acts of

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## Chi Unit Owners See Good Season; Shun Army Ideas

CHICAGO, Sept. 6.—Unit producers here are looking forward to a busy season, hoping to find one and two-night vaude dates in small towns and in leading Midwest night clubs looking for new floorshow ideas. One thing is certain: army ideas are taboo, and no unit now in preparation either carries an army theme or will dare sell itself under an army label. Last season's overnight flop, *You're in the Army Now*, staged at the State-Lake here, convinced vaude unit producers that customers want escape entertainment rather than emphasis on what they read in their newspapers.

Al Borde will revive three successful titles. He will have *Funzajire*, with Benny Meroff's band, out for the third season. Other Borde shows will include *Screwballs of 1942* and Ada Leonard and her all-girl revue. Borde is casting here and in New York.

Tommy Kettering, artists' representative, says he will feature Shirley Dean, former movie starlet, in a unit to tour small towns. Four acts and a band will complete the line-up.

Jack Fine is planning to do a one-night stand show which will be suitable for auditoriums and regular combo houses. Sam Roberts and Nick Botla, veteran unit producers, will have two shows during the peak of the season.

They will include revised versions of the *Gay '90s* and *Folies d'Amour* units on the road last year. Former will be an elaborate affair, according to Roberts, to sell for \$4,000 a week. The French show will run around \$300 a day and play smaller houses.

Antonio Scibilia is in town preparing a road show under the title (*Waikiki Nights*) he used the last couple of seasons. He is shaping the unit for key houses.

## Camden Vaude Resumes

CAMDEN, N. J., Sept. 6.—Warner circuit returned Sunday vaude to its Stanley Theater here Sunday (31), with Ben Bernie and Cobina and Brenda heading the bill.

Shows playing the near-by Earle Theater in Philadelphia will again put in the Sabbath sessions here.

Joe and Jane McKenna and Bill Bailey. Picture is *Wild Geese Calling*. For week ended September 4 the Buffalo did nicely with okay picture fare but no vaude. *Aloma of the South Seas* and the *Parson of Panamint* garnered \$13,500, well above average.

The 20th Century (seating capacity, 3,200; house average, \$6,500 for pictures only) is at the moment billing strong film fare, but is set for vaude activities starting about October 1. First week of *Citizen Kane*, ended September 4, went over terrific, altho no other film was co-featured in contrast to usual double pix. Box office tallied a fat \$12,500, almost doubling the average film gross. Management is holding bill another week to end September 11 and expects to harvest \$8,500.

## PITTSBURGH GROSSES

(Continued from opposite page)

and Raymond, passed \$27,500. On the screen, *My Life With Caroline*, considered little help. Gross is a credit to stage talent, in face of opposition from free county fair, auto races and other holiday attractions.

Last week's bill, combining Dennis Day, Brenda and Cobina and Lou Breese's band, likewise hit \$27,500. Screen attraction, *Dr. Kildare's Wedding*.

Current is Eddy Duchin and orchestra, augmented by variety set-up of Lynn, Royce and Vanya, Virginia Austin and the Skate-o-Maniacs, with *Lady Be Good* as film. Beginning Friday (12) will be Pinky Tomlin and band plus John Boles.

## Fritcher Unit Over Average in Seattle

SEATTLE.—Always good for laughs and crowds at the Rivoli Theater (900 seats), Meyer Fritcher and his *Girl-Filled Revue* grossed \$1,800 here last week, going well over the \$1,500 average.

Most of the business came over the week-end, as holiday crowds who were kept in town by the rain made for the theaters. Show booked by the Bert Levy office.

The Rivoli has three screen changes weekly.

## MAGIC

(Continued from opposite page)

in Houston on conventions clubs and private parties, says he's all ready to make the schools with a new kiddie presentation. His wife, the former Ruth Nunn Morton, will do the booking. . . . GERBER THE MAGICIAN and wife, Maybelle, singing cartoonist, played the Roxy Theater, Cleveland, last week and then hit out for Niagara Falls, N. Y., to attend the Piff Paff Poof Convention. They are working Buffalo this week, with New York their next goal. . . . GEORGE DE MOTT, magician of Millville, Pa., reports that the recent annual convention of the International Lyceum Association at Lakeside, O., attracted numerous magicians. Including Charles A. Dietrich, Merton Overing, Ray D. Newton, Harold Sterling, Harry Lombard, John Frye, C. Thomas Magrum, William Neff, Loring Campbell, Dr. Harlan Tarbell, Howard Higgins, Ernst the Hypnotist and DeMott. The ILA gives talent hearings several times during the convention, DeMott explains, at which time performers who desire bookings in the lyceum field are given a 15-minute opportunity to display their offerings before representatives of the various lecture and lyceum bureaus. DeMott says that Neff the Magician showed a rope trick that had 'em all guessing.

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# Principals for 28 Hirst Units; Morris \$450 To Be Top Salary; Comics, 2 Strips, 16 Chorus, Etc.

PHILADELPHIA, Sept. 6.—Line-up of principals for the Izzy Hirst burly units to tour this season is practically all set. Thirty units will tour. Emphasis will be on the comics. Hirst office spotting is two strips with each show, and addition of strips will depend entirely on the individual house. Each unit includes 16 girls in addition to straights, singers and at least one standard vaude act.

Highest paid principal on the wheel will be Bobby Morris, comic, who heads his own show. Will draw down \$450 a week. Show producers for the wheel include Jack Montgomery, Natalie Cartier, Benny Bernard, Howard Montgomery, Eleanor Cook, Beverly Carr and Frank Bryan. Johnny Kane is the comedy scene producer for the entire Hirst wheel. Practically all of the vaude acts were booked thru the Harry Biben office here. Comic Max Fuhrman produces his own show.

New season will also find the Hirst Wheel having its own regular house in New York, the City Theater. Units will also play other independent Gotham houses, the following booked until the end of the year: Republic Theater, Unit 2, October 12 and 19 weeks; Unit 4, September 28 and October 5 weeks; Unit 10, December 7 and 14 weeks; Unit 11, September 14 and 21 weeks; Unit 15, October 26 and November 2 weeks; Unit 18, November 9 and 16 weeks; Unit 26, November 23 and 30 weeks.

Eltine, New York, gets Unit 3 September 21 and 28 weeks; Unit 7, November 30 and December 7 weeks; Unit 9, November 2 and 9 weeks; Unit 10, September 7 and 14 weeks; Unit 14, October 5 and 12 weeks; Unit 16, November 16 and 23 weeks; Unit 17, October 19 and 26 weeks; Unit 27, December 14 and 21 weeks. If the Star, Brooklyn, N. Y., gets its license to open, it will get units 3, 7, 9, 13, 16, 17 and 24 for two-week stands.

Hirst units set include:  
No. 1—Fred Binder and Jack Rosen, Chic Hunter, Jimmy Coughlin, Cleo Canfield, Lovely Stacey, opened August 22, Grand, St. Louis.

No. 2—Stinky Fields and Shorty McAllister, Billy (Scratch) Wallace, Bert Saunders, Leonie Thurston, Charles Bristol, Jack Lyons, Margie Dill, Dorothy

Dehaven, Florenz, opened August 23, Howard, Boston.

No. 3—Mike Sacks, Alice Kennedy, Wen Miller, Bobby Vale, Joyselle, Gloria Dahl, Vicki Welles, Mary Lyons, Diane Johnson, Mathano Brothers, opened August 24, Gayety, Washington.

No. 4—Billy Hagen, Fields and Georgie, Ted Blair, Joe Forte, Arleen Moody, Pearl Mylie, Sidare and Kaye, Patricia Morgan, opened August 31, Gayety, Washington.

No. 5—Peanuts Bohn, George Lewis, Billy Crooks, Joe Lyons, Leona Lewis, June Taylor, Mickey Dennis, opened August 30, City, New York.

No. 6—Jack Diamond, Shuffles LeVan, Johnny Darco, Charley Schultz, Marelina Lewis, Ethel DeVaux, Allyne Payne, Harry White, opened August 29, National, Detroit.

No. 7—Loony Lewis, Ed Yubel, James Francis, Dian Raye, Lambie Lane, Bobbie Faye, Erma Vogelee, Lillias Cairns, Clayton and Phillips, opened August 29, Grand, Canton, O.

No. 8—Joe Freed, Billy Ainsley, Floyd Hallicy, Harry Rollins, June Marshall, Dian Shaw, Ned Walsh, opened August 29, Gayety, Cincinnati, O.

No. 9—Tiny Fuller, Garrett Price, Harry Jackson, Frances White, the Sheltons, Buster Lorenzo, Dorothy Sezier, Marion Morgan, Eleanore Padova, opened August 31, Empire, Newark, N. J.

No. 10—Eddie Kaplan, Monkey Kirkland, Walt Collins, Boo La Von, Alice Jewel, George Kaye, others to fill, opened August 30, Globe, Boston.

No. 11—Bob Ferguson, Max Coleman, Conny Ryan, George Ryan, George Corwin, Jimmy Leeds, Mary Murray, Bob and Babette, Natasha, opened August 31, Casino, Pittsburgh.

No. 12—Bozo Snyder, Billy Fields, Harry La Vine, Holly Leslie, Louise Rodgers, Parker Gee, Petty Sisters, opened August 29, Grand, St. Louis.

No. 13—Number not used.  
No. 14—Dusty Fletcher and Company, I. B. Hamp, Gertie Beck, Charlie Harris, Fran Lewis, Sir Cecil Alexander, Harry Norman, Toni Mitchell, Bette Coette, Laura Pierre, opened August 30, Gayety, Baltimore.

No. 15—Slats Taylor, Ermaine Parker, Benny (Wop) Moore, Danny Morton, Cleo Barr, Lorraine Lee, others to fill, opened August 31, Howard, Boston.

No. 16—Bob Carney, Mary Joyce, Al Golden Jr., Joe Cowan, Bob Ridley, Wynette, others to fill, opening to be set.

No. 17—George Murray, Bert Carr, Harry Reed, Carroll King, Lew Denny, Elaine Hubert, others to fill, opening September 7, Hudson, Union City, N. J.

No. 18—Jack Greenman, Bob Taylor, Jack Coyle, Dick Richards, Delores Dawn, others to fill, opening September 7, Empire, Newark, N. J.

No. 19—Max Fuhrman, Alma Maben, Al Weber, June Marsh, Bobby Burns, Gay Knight, Murray Briscoe, opening September 5, Palace, Buffalo, N. Y.

No. 20—Billy (Bumps) Mack, Billy Foster, Danny Jacobs, Marjorie Roye, Sally O'Day, Elsie Lang, Murray Green, opening September 5, Grand, St. Louis.

No. 21—Bobby Morris, Frank Scannell, others to fill, opening September 5, National, Detroit.

No. 22—Daro and Davis, Russell Trent, Bernie Harmon, Ted Kent, Ilka de Cava, Dixie Sullivan, Joan Carroll, opened August 29, Palace, Buffalo, N. Y.

No. 23—Harry (Boob) Meyers, Joe Derita, Dudley Douglas, Ann Valentine, Ona Lee, Joyce Niles, opening September 12, Palace, Buffalo, N. Y.

No. 24—Pigmeat Markham and Company, Ben Chassen, Mandy Kaye, George Rose, Delores Green, Natoma, opening September 5, Grand, Canton, O.

No. 25—Show to be filled, opening set for September 5, City, New York.

No. 26—Irving Selig, Pinky Lee, Frank Smith, Jimmy Cavanaugh, others to fill, opening September 12, Troc, Philadelphia.

No. 27—Steve Mills, Al Rio, Sammy Smith, Stanley Simmonds, Joan Mavis, others to fill, opening September 12, Grand, Canton, O.

No. 28—Show to be filled, opening September 19, Roxy, Cleveland.

Nos. 29 and 30—Shows to be filled, openings to be set.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

JEAN CARTER and Manny King signed for 10 weeks by Joe Brooks for the Shubert, Philadelphia, thru Dave Cohn. Start September 12.

HELEN BARRY doubled as strip teaser and a parade girl in the opening show at the City.

WALT COLLINS returned from a vacation spent with Russell and Stella Lavelle and their daughter, Araythe, at Euclid Beach, Cleveland, and opened August 30 at the Globe, Boston, with a circuit show.

RUSS LAVELLE back producing, his fifth season, at the Roxy, Cleveland, for George Young.

HARRY (CHIPPY) SCHILDKRAUT and his ork are a new set of musicians at the Republic. First pit change in two years.

INA LORRAINE replaced Dagmar as dancer at the Paddock International nitery, Atlantic City.

TERRY (TOMORROW) GORDON, new showgirl at the Gaiety, was Terry Collins, an usherette at the Republic, up to a few weeks ago.

LAMEE LANE, after four weeks at the Roxy, Cleveland, joined a circuit show in Canton, O., that has her former co-principals, Looney Lewis, Bobby Faye and Irma Vogelee, also in the cast. Worked Cleveland and Akron clubs the balance of the summer.

LOIS DEFEE proudly exhibiting a monster topaz ring, clustered with rubies and diamonds, a gift from Manny Hertzog and Joe Weinstock because of big fox-office grosses during her six weeks at the Republic.

DOROTHY LAWRENCE returned from a vacation spent at the Bob Goldberg-Dorothy Lawrence farm in Wardsboro, Vt., chaperoned by a wire-haired pup, Duchess.

UNO.

## MIDWEST:

RAY KOLB has been added to the permanent cast at the Rialto, Chicago. Others in the permanent category are West and Lexing, Lee Marmer and Bob Goodman.

EMPRESS, Milwaukee, opens Thursday (11), a day ahead of regular schedule, due to the American Legion Convention.

JOE DERITA is spending a short vacation at his home in Reading, Pa. He will open soon in Buffalo with his own unit to play the Hirst and Midwest circuits.

OLIVE SHARON opens this week at the Empress, Milwaukee.

SAMMY CLARK vacationing in Texas.

LOU FINE, now playing fairs, will open on the Midwest Circuit late this month.

CHARMAINE will be an added feature at the National, Detroit, before opening a four-week engagement at the Gaiety, New York.

JUNE ST. CLAIR opening at the Palace, Buffalo, Friday (12).

ARTHUR CLAMAGE, on one of his frequent trips to Chicago, spent most of his time at the Milt Schuster office lining up people for the new small circuit, the Empire.

BUSINESS continues good at N. S. Barger's drive-in theater and he will keep it open until October.

## Philly Shubert Now Follies; Class Aim

PHILADELPHIA, Sept. 6.—Shubert Theater, in returning to burly September 12, will change its name to the Follies. Rube Bernstein aims to make the house a home of "class burlesque."

Opener, tagged *Victory Belles*, brings in Marian Miller for the fem lead, with cast including Manny King, Red Buttons, Jean Carter, Carol Ann, Rosita, Jack Lamont, Happy Arnold, Lew Petel, Jimmy Lewis and a house line of 24 girls. Standard vaude acts will be added.

## Briskman Gets McKinley

NEW YORK, Sept. 6.—McKinley Square Theater, for the last few years tenanted Jewish drama, has been leased for five years by Sam Briskman, who recently acquired the City Theater. The new entertainment policy will be vaude plus a line of stock chorines and one or two strip-teasers, to start September 19. Chorus producer will be Kenneth Rogers, who will double at the City. Manager out front will be Mack Herbert, formerly at the City.

the Roxy, Knoxville. Freddie Frampton is assisting on comedy, with Tommy O'Dell handling straights. Virginia Polard is producer of the six-girl line. Frank J. Nickens is house manager, and Gus Schultz, ork leader.

MACK D. FERGUSON stopped off in Cincinnati one day last week to visit friends, en route from the Empress, Detroit, to the Lafayette, New Orleans, where he opened Saturday (6) midnight. Joe Seidler is producing comic at the latter stand.

FRANCES (FLITTER) PARKS has begun her third season as producer at the Gaiety, Cincinnati, with the deck-hands there refurbishing her dressing room in flitter, as usual.

MARY ERNST and Norma Croven are with the stock burly at the Gaiety, Akron.

## Personnel for City, New York, All Set

NEW YORK, Sept. 6.—Ed Sullivan, formerly of the Irving and the Olympic, is co-manager with Harry Mirsky at the City Theater, with Bill Pickens in charge of production. Murray Gordon is stage manager. Bob Goldberg is ork leader, with Frank D'Armond at the organ-piano. Backstage crew includes Hughie Graham Sr. and Jr., Barney Meyers, Bobby Gold, Jack Shapiro and Harry Summers.

Stock chorines include Ruth Ondreas, Kay Syracuse, Helen Barry, Jerrie May, Kitty Connie, Stella Garbo, Evelyn Muller, Shirley Preston, Jean Anderson, Pam Barrett, Diane Dare, Margaret Hart, Pearl Kaye, Lynn Miller, Betty Willig, Hilda Paige, Lynn Allen, Betty Carter, Donna Bruhn, Cassie Pisano, Beth Juday and Ann Dailey.

New principals are Valda and George, Leona and Donameche Lewis. Vaude acts for the week, Pavel and Marlea, Willie Green, and the Nathanne Brothers.

Maxwell J. Whinyk is handling the advertising, as he has the last three years for the Star, Brooklyn, and the Eltinge.

## Philly Troc Almost Broke Hart Record

PHILADELPHIA, Sept. 6.—Jules Arliss, manager of Izzy Hirst's Troc Theater here, ushered in the new season Sunday midnight (31) with a record attendance for show headed by Julie Bryan and Harry (Hello Jake) Fields. More than 200 were turned away. Gross was just a few dollars short of the record established for a midnight show last Labor Day by Margie Hart. Box-office scale was higher last year.

Big crowd was a complete surprise, since house is not air conditioned and the evening was plenty warm. Only explanation is that town is show hungry.

## Burly for Petersburg?

PETERSBURG, Va., Sept. 6.—State Theater here may go burly, says Moe Barney, proprietor of closed house. Bringing of 18,000 soldiers to near-by Camp Lee makes flesh inevitable. State was former Negro pic house, but is on border line between white and colored sections. At present Gaiety, Norfolk, is only Virginia theater playing burly.

## New Va. House Has Stage

RICHMOND, Va., Sept. 6.—Ground was broken for new theater at Colonial Heights, Va., suburb of 20-mile distant Petersburg this week. House will be equipped for stage attractions and proximity of Colonial Heights to Camp Lee has brought rumors that either units following National, Richmond, or burly will be included in operation plans.

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## Jimmie Hull Warns Tent Show Operators Against Army Camps

LAKE CHARLES, La., Sept. 6.—Jimmie Hull Players, who recently concluded a nine-week stock engagement in Port Arthur, Tex., have invaded Louisiana with the hopes of mopping up on the business to be derived from the thousands of soldiers quartered in this State. The soldier business, however, has been disappointing, and Manager Hull issued a statement this week, warning tent show operators to steer clear of the army areas.

"Stay away from soldier camps and maneuvers," said Hull. "The soldiers do not come out, as they prefer the honky-tonks, dance halls and beer gardens to tent-show-type of amusement. The worst curse is that the town people, especially the women and children, stay home, due to the congestion in the downtown area, thus making the military areas a dismal flop. However, we are doing nicely in our established territory, which we have been playing for years."

The Hull Players show under an 800-seat Baker-Lockwood top, and move on three new trucks. Troupe plays three-day, four-day and week stands, with prices scaled at 10 and 20 cents, and will soon go to all week stands. Featured in the show's repertoire are Harrison's *Saintly Hypocrites* and *John Slater*; Simpson's *Balloon Girl* and Feagin's *Murder by the Clock*.

In the Hull roster are Sam and Betty Bright, Buddy and Sally Lavarr and Pat Lyons, who joined this season; Ferg Decuir and Vera Cole Decuir, who have been with it five years; Harry Blethroad, comic, now in his seventh year; "Peanuts" Pernitz and Bill Ward, in their eighth year, and Jimmie and Tiny Hull.

The Hull show was launched in February, 1928, and has not closed since, winter or summer, except for a brief spell in 1940, when Manager Hull almost passed out of the picture with pneumonia and its after effects.

## Bob Demorest Operating Two Tenters With Pix

DUBLIN, Ga., Sept. 6.—Bob Demorest Jr., well known in tent repertoire circles, this season has been operating his own attraction, the Model Tent Show, now in its 13th week in Dublin with a policy of straight pictures, changing thrice weekly. Mrs. Demorest handles the front door. Their 10-year-old daughter, Ona, returned to school this week.

Demorest encountered considerable difficulty when he first opened here. First an evangelist moved in just down the street, but departed soon after when a storm blew his tent away. Later a "friend" reported Demorest for allegedly showing an uncensored first, but the authorities, in investigating, found it okay. The blow-off came when the showfolk were aroused one morning by the cry of "fire." The troupers succeeded in smothering the flames, but only after Demorest sustained second-degree burns on both hands. The ground was found to be wet with kerosine at the point where the fire originated, leading investigators to believe that it was set intentionally.

Manager Demorest reports, however, that business continues to hold up nicely in spite of free shows, give-aways and two-for-ones being given by two companies less than two miles away. The Demorests have purchased a No. 2 outfit, which has Duke Gerlach as manager, Weldon Hall as projectionist and Guy Hendricks on tickets. Both outfits will hop South for the winter, Demorest says.



SECOND ANNUAL REUNION of the Old Troupers' organization, made up of veterans of the rep, minstrel and circus fields, held recently at Friendship, N. Y., turned out a successful affair and was received by the old boys with a great deal of enthusiasm. Thirty-three old troupers registered for the event, all except two of whom are shown above. Left to right, rear row, A. E. Van Skoik, Archie (Milton) Bowser, W. L. Coston, Homer G. Pitts, "Blondy" Pearson, C. B. Goodrich, W. L. Taylor, Bud Strickland, John B. Leach, John J. Kingston, Bert Lashier, Otto Engelder, H. W. Frank. Center row: Charles E. Locke, W. W. Slike, Harry M. Stevenson, H. H. Whittier, George F. Dunbar, E. R. Phillips, R. M. Bowser, Tommy Madden, Rube Strickland, Bud Covey. Front row: Malcolm C. Mason, Ralph E. Hinkson, William H. Crosby, Harry E. Lind, Marty Lynch (Eddie Quinlan), Robert B. Flint, Bobby DeRue, J. C. Covey.

## Cotton Blossom Resumes Sept. 10

LOUISVILLE, Sept. 6.—The Cotton Blossom Showboat, recently purchased by Oscar Bloom, owner-manager of the Gold Medal Shows, carnival organization, at a U. S. Marshall's auction here, resumes here September 10 with a 35-people colored musical tab to be known as Bloom's *Brown-Skin Frolics*.

Following an engagement here, the floating theater will head down the Ohio toward the Mississippi. The show is slated to put in the winter in the Deep South. Bloom has purchased the Steamer *Fury* to push the showboat.

## Majestic in Zanesville, O.

ZANESVILLE, O., Sept. 6.—The Showboat Majestic, owned by Capt. T. J. Reynolds, of Point Pleasant, W. Va., docked here Monday night, August 25, and is presenting performances nightly. The boat is the first floating theater to put in an appearance here in many years. Engagement here will continue as long as business warrants, Captain Reynolds said.

# Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

JOE BANANAS, the rotund, happy-go-lucky derbyshow fan from the Windy City, breaks a long silence via a postal from Mrs. Wiggs's Cabbage Patch on Lake Towanda at Woodruff, Wis., to say that he's enjoying a bang-up vacation there with Tony Nails and Teddy. "Am waiting for the Chicago Coliseum show to open in September," writes Joe. "I'm still fat and sassy—Marge Sheffield, take notice. Mrs. Wiggs says 'hello' to all her walkie pals."

SMITH SUMERS writes from Chicago: "A contest that would be worth walking 20 miles to see—Billy and Ruthie, Andie and Clyde, Duffy and Tillie, Tony and Eddie MacBride, Lou Meredith, Smitty Inman, Frankie Donato, Jack Duval, 'Pee-Wee' Collins, 'Skipper' Skidmore, Jack Stanley, Johnny Reid, Johnny Hughes, Pauline Boyd, Don and Tillie Donnison, Bea Renner, Edwina Trahan, Alice Donato, Jean Long, Helen Hawkins, Ginger Rhudel, Joan Leason and Velma Lane. What has happened to all these grand personalities—people who could entertain—the backbone of the walkie world? With the exception of Billy and Ruthie, Jack Duval and the two Johnnies, they seem to have disappeared entirely. Here's hoping to see some of them in the Cicero, Ill., contest. Or why not a line to *The Billboard*?"

RAY (POP) DUNLAP's derbyshow in Brooklyn, Md., still had eight couples and two solos at the 1,300 mark, accord-

ing to Helen Teske, walkie fan of Washington. First sprint went into effect September 3, running 10 minutes, with Anne Fruitt being eliminated at the 7½-minute mark. Still in the running are Joe Rock and Jennie Bush, Billie Willis and Ruthie Carrol, Dale Thorpe and Elizabeth Linder, Hughie Hendrixson and Helen Caldwell, Johnny Bowman and Opal Ferdig, Itsy Bachrach and Jackie Martin, Phil Rainey and Joann Leslie, Bill Harris and Minnie Ferenzi, and Johnnie Reed and Marvin (Hobo) Hobaugh, solos. Show continues to attract fine crowds, Miss Teske informs. She says she would like to read a few lines here on Patsy Patterson.

FRIENDS OF ERIC LAWSON, especially those who have walked with him in past years, will be doing him a favor if they will shoot their address into this column. Kindly mention, too, in which show you walked with Lawson and also the approximate date of the show.

"WHY CAN'T WE HEAR from the contest down New Orleans way?" asks Virginia Gassett, of Little Rock, Ark. "It has been running over a month and is supposed to be a large contest. Surely somebody can take time out to shoot in a line or two. I am especially interested in Helen Johnson and anxious to know if she is in New Orleans. Also, I would like to know if Jack and Babe Stanley, Tony Manning, Billy Ryan, Jo-Jo Hitt, Bill Bern, Al Strong, Rose Miller and Mary Cullum are down there."

## Rep Ripples

GEORGE C. ROBERSON, of the Roberson Players, takes issue with two items which appeared on this page recently concerning his tent show. In one of the items it was mentioned that the show would play Springfield, Ill., and a Jack Primmer was referred to as advance of the show. The show will not play Springfield, Roberson advises, and the only Primmer ever on the show was a canvasser. The other item related that the Roberson show recently tangled with the local theater interests in Whitewater, Wis., when the latter advertised free films during the week the Roberson show was to have appeared there. "We have never encountered any tactics of this kind by any theater manager during our many years in the territory. Our relation with theater men in the towns played by us has always been one of friendliness and co-operation," Roberson stated. . . . MARVIN LITTLE, formerly with Hazel M. Cass and other reps and later stagehand at the Waterloo Theater, Waterloo, Ia., with the Trousdale and Helvey stocks, is now a projectionist in Davenport, Ia. . . . JOE UNICK,

formerly with the Heffner-Vinson and Morris Nelson shows, is now with the Army Air Corps at Chanute Field, Ill. . . . REPPLE'S All-Texas Show, which has been enjoying a good play in Southwestern Texas, will make several fairs before moving into schools and halls for the fall and winter with vaude and still pix. . . . PAUL AND DIXIE HERBERT, of the John Lawrence Show, visited Paul's parents, Ralph and Rhea Herbert, on the Billroy show at Danville, Ill., August 31. . . . B. M. TORRENCE, former Al G. Field minstrel and well known to troupers who in the past played Ottumwa, Ia., where he operated the Hotel Frasier, now owns and manages Hotel Wilson, Kewanee, Ill. . . . DONALD CARLETON, who has had his vaude-pic trick in the Adirondack section of New York this summer, will play schools in the Harrisburg, Pa., sector the coming season. . . . ARTHUR BLAIR, projectionist, knocked out of a job when a twister leveled the By Gosh show top in Newbern, Va., recently, was a visitor at rep desk Wednesday (3) of last week. . . . MRS. JAMES E. O'BRIEN (Edna V. Braidon) is now making her home at Trading Post Trailer Park, Fort Meyers, Fla. She says she finds it lonesome since the passing of her husband, and would enjoy a visit from show friends touring that way. . . . LEW AND KITTY GREENE postal from Fort Wayne, Ind., that they have just concluded their eighth consecutive season with the Harry and Daisy DeGrace Show and are negotiating with a Southern tent show for the winter. They write that they bumped into Tom Hayden, ex-clown, and Una Pelham, former rep and stock actress, in Fort Wayne. . . . "SLIM" VERMONT is still confined in Ward 9, Veterans' Hospital, Dayton, O., under his right name of E. V. Balger, but says he is mending nicely and expects to be out and at 'em again just as soon as he can put a few more pounds on his now lean frame. He would appreciate a line from his old show cronies. . . . BILLY (JIGGS) FINNIGAN infos that he begins his school and theater season with his *Jiggs and Maggie* unit at Brunswick, Ga., late this month. . . . GRIFF, of the well-known rep and gritty team of Griff and Hi, dissolved recently when the latter took unto himself a bride, will resume in three weeks with his old partner, Happy Ray. They will bill as Griff and Ray, the "Two Georgia Crackers." Griff is presently vacationing at his home in Winder, Ga. . . . SAM B. RUSSELL, boss canvasser, after closing the season with the Hila Morgan Show in Iowa, has joined the Frank Burke Shows in Colorado as billposter and second agent for the fall season thru New Mexico and Arizona. Russell says all the Hila Morgan canvas has been placed in first-class shape for the show's winter season in Texas. Sam lauds Jimmy Warren for the way he kept the Morgan show moving during the summer, and tosses an orchid to Miss Morgan for the fine treatment accorded her workers and players.

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# Non-Theatrical Films

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## Roadshowmen Report New High on Holiday Business

**Resort spots draw huge crowds over Labor Day—old-time movies click**

NEW YORK, Sept. 6.—Millions of Americans hit the road for the last long week-end of the summer over Labor Day. The movement was general throughout the country, and apparently the public was untroubled by presidential predictions of dire peril, gasoline quotas, jammed roads and other inconveniences. Roadshowmen had a very profitable week-end, with old-time movies well received by amusement-seeking throngs.

The carefree spirit of the week-end vacationists was stimulated by warm weather and sunny skies. Roadshowmen reported that business exceeded that of

last year, with showings at resort hotels greatly increased.

Many new angles were developed during the summer, and these ideas have been responsible for much increased business by roadshowmen who have fully exploited them. Outstanding has been the strong acceptance of drive-ins by the public, and operators have shown considerable resourcefulness in construction as well as in the showing of good films and the utilization of good equipment. New spots have sprung up all over the country, and the demand for drive-ins is being reflected in the construction of additional spots of this type, it is reported.

Altho the beaches drew only moderate crowds, operators of 16mm. shows in the resorts stated that their business was well above last year. Thousands of soldiers on furloughs poured into Eastern resort centers and spent much of their pay seeking amusement.

The Labor Day week-end witnesses the wind-up of the summer stock theater season. An additional source of revenue for roadshowmen was opened this season thru the increasing practice of summer theaters to round out their programs with showings of 16mm. films. At first tried more or less as an experiment, a number of theaters contracted for regular showings of films during one or more weekday nights. Now the practice is firmly established and more elaborate plans are being made for next season, as the film showings helped boost grosses for the theaters.

Reports from roadshowmen operating in the mountain resorts also stress greatly increased business this year. These resorts had capacity crowds over the Labor Day week-end. Most of the mountain hotels make it a practice to entertain their guests with 16mm. film shows in the evenings. Thus roadshowmen working in these areas had many extra bookings for the holidays.

Roadshowmen are now busy making preparations for the fall and winter. There is every expectation that the season just ahead will be just as profitable for roadshowmen.

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## Old-Time Films Feature of Danbury Fair

DANBURY, Conn., Sept. 6.—Old-time movies, which proved a big draw last year, will again be a feature of the Danbury Fair, which opens October 5 for an eight-day run. Edward A. Leary, Danbury newspaperman, who staged last year's Old Opera House, announced this week that he has signed with fair officials to repeat the movies.

Plans are to run continuous shows starting at 11 a.m. and to change bills daily. Bally will feature old Chaplins, a Pearl White serial and old newsreels. Shows will run 45 minutes, and the house, located in the former dog show building, will seat 294. Frank Tomasio will be at the piano.

To pre-sell the movies, Leary plans an extensive publicity and advertising campaign in newspapers within a 50-mile radius. One of the novel pieces in his press book is an "Old-Time Movie Quiz" furnished free to editors for use on their movie pages.

### New and Recent Releases

(Running Times Are Approximate)

**WHITE HEAT**, released by American Trading Association. This is a seven-reel film starring Mona Maris, Virginia Cherrill, Hardie Albright and David Newell. A drama of love on a Hawaiian sugar plantation, with the usual com-

lications. Highlight of film is a gigantic fire started by Virginia Cherrill which sets the field ablaze. Running time, 63 minutes.

**PROFESSOR MAMLOCK**, released by Brandon Films, Inc. The much-discussed film version of Friedrich Wolf's brilliant dramatic indictment of Nazi rule has been made available in 16mm. The story tells with dramatic force the oppression of a famous surgeon and the growth of the underground opposition to Hitlerism. Running time, 102 minutes.

**U-67**, released by Astor Pictures Corporation. The former title on this film was *The Sea Ghost*. The picture depicts a drama of the sea, with action shots of submarine sinkings and an undersea treasure hunt. Alan Hale, Laura La Plante and Claude Allister have featured roles. Running time, 57 minutes.

**NATURE'S SONGSTERS**, released by Post Pictures Corporation. A one-reeler reproducing the songs and habits of American birds in sight and sound amid their natural surroundings, under the supervision of Arthur Allen, of Cornell University. Snow-white herons, a wood thrush, snowy plover, humming birds and eagle, marsh-hawk are some of the subjects pictured. An interesting sequence shows a snake driven off by a mocking bird and being in turn attacked by a mourning dove. Good commentary. Running time, 8 minutes.

### SUNBROCK TANGLE

(Continued from page 3)

learned, however, that many of the claims presented were protested, and a committee consisting of Samuel F. Jacobson, of Blum & Jacobson; Mitchell Davis, representing George Ferguson and Richard Bergen, of WLS Artists' Bureau, and Dave Katz, representing the Musicians' Union of St. Louis, was appointed to pass upon the legitimacy of claims and present a report Monday.

Among creditors and claims were Mort Briskin, Los Angeles lawyer, \$2,850 for attorney's fees; Allied Advertising Company, Los Angeles, \$1,860; Globe Poster Corporation, \$725; Flash Williams, \$135; Barney Oldfield, \$500; Robert A. Cahn, \$1,250; St. Louis Musicians' Union, \$7,500 judgment; Essex Broadcasting Company, St. Louis, \$1,975; Carroll Teller, for three creditors, \$600; Tom Aumann, \$6,600, and Richard Kaplan, two claims, one for \$1,800 and one for \$650.

Sixty-five per cent of the Soldier Field show was owned by Ferguson and Bergen, of the WLS Artists' Bureau; 35 per cent by Sunbrock, and Harry Rogers had a claim for 6 per cent of Sunbrock's portion. Show drew an attendance considerably in excess of 200,000 and grossed approximately \$94,500.

Eleven acts that were members of AGVA were paid \$3,160 in salaries, President Jack Irving, of the union, having insisted that money for salaries be posted in advance. Acts were Four Apollos, Three Flames, Four Fantinas, Three Aerial Skyrockets, Captain Webb, Six Gretonas, Six Cressonians, Neis Trio and also clowns Roy Barrett and Charles De Melo.

### "ICE-CAPADES" REVIEW

(Continued from page 3)

Paul last night, and including the same cast as the '41 edition, is a tribute to the directorial genius of Chester Hale, who took over the assignment of producer. New show cost more than \$100,000 to produce, says John H. Harris, AMA head. New show is also more elaborately costumed and more lavish in production numbers than its predecessor, directed by Russell Markert. Reported that more than \$30,000 was expended for costumes and effects for the new show.

Outstanding among new routines is *Dutch Treat*, in which the ensemble appears first in winter garb as Holland skaters and then makes a rapid change into traditional Dutch summer costumes, bearing armfuls of lumber with which they construct a fence around the entire ice surface. They build huge flower beds while other skaters construct a house, windmill and typical Dutch bridge. Then, armed with baskets containing varicolored tulips, they "plant" the flowers. Lights go out and the whole set appears in Strobilite. Number also finds Belita, star of the show, teaming up with Robin Lee. Spotted in the first half, number is most striking of the six routines Hale has created for the show.

Grand march, with a skating *Mazurka* by the ensemble, with Donna Atwood spotted for solo work, and *The Gay Nine-*

*ties*, a comedy novelty featuring George Byron's singing of *Tell Me Pretty Maiden*, highlight the first half.

For the second half, most striking number is *Pan-Americong*, during which Hale has worked conga, rumba, and even jitterbug dance steps into a specialty routine. Outstanding are a tango solo by Pierre Benoit and a thrilling bolero by Dench and Stewart. *Cake Walk* number has Lois Dworshak, single rhythm soloist, doing a veritable strip-tease on the frozen floor with an ingenious use of Strobilite. Finale, *Air Militaire*, is a pariotic routine with the entire cast costumed as parachutists.

Clicks were registered by Al Surette with his gravity-defying gyrations; the Hub Trio (Kenneth Mullen, Edmond Raiche and Leonard Mullen) repeating their sock acrobatic novelty; Phil Taylor's breath-taking stilt skating, followed by his daughter, Megan, in a colorfully staged Greek ballet interlude, and Red McCarthy, speed skater, interpreting his Indian number, *The End of the Trail*.

Vera Hruba, assisted by the chorus in Czech garb, is a winner in her *Czardas* whirling and spinning; Pierre and Denise Benoit pair for a *Sports Mood* duet, and Serge Flash, as the juggling bellhop, tries some new tricks with spinning balls. Much comedy is interspersed thruout the show, including the tramp bike act of pantomimic Joe Jackson Jr. and rube comedy in the *Yankee Rhythm* sequence with Larry Jackson and Ashley Badger. Jackson later teams with Dick Salter for a *Hoops, My Dear* comedy skit. Norton Waite and Al Surette make for additional comic clicks.

Show has benefit of a new musical score, and a more tuneful one, provided by Peter DeRose and Jon LaTouche, arranged by musical director Jerry Mayhall. Comedy in the show is broader than in the previous show, and, apart from Hale's sock production interludes, solo stints as presented show an even greater appeal. Unquestionably the best *Ice-Capades* yet conceived.

Maurice Orodener.

ST. PAUL, Sept. 6.—The *Ice-Capades of 1942*, playing its first road tour engagement since it opened in Atlantic City August 29, premiered at the St. Paul Auditorium Thursday night (4) to an audience estimated at no more than 2,000. House accommodates 7,000. Seats sold for 55 cents, \$1.10 and \$1.65.

Harry Kuh, press agent for the show, blamed the poor showing on the recent closing of the Minnesota State Fair, the completion of the St. Paul Pop Concerts, and the inability of the advance man to get up 24 sheets until three days before opening.

It is felt by officials that, in view of the fact that Robin Lee and Lois Dworshak, two Minnesota skaters, are in the cast, the gate will pick up from here on in.

### REVIEWS OF UNITS

(Continued from page 23)

recognized with "Answers by the Dancers," when patrons are selected at random and allowed to dip into the treasure chest for "dollar flags."

Fred Lowery was exceptionally popular with his cowboy lament, *Be Honest With Me* and *William Tell* and *Flight of the Bumblebee*. Slight Ollie O'Toole, mime and voice manipulator, accurately impersonates radio aces and brightly lampoons a few favorite cows. His H. V. Kaitenberg is a gem. His teaming with Red Ferrington is good comedy and the latter tries to do for *Momma* what Sammy Kaye has done for *Daddy*.

Heidt changes pace (and pitch) thru his featured entertainers, Larry Cotton, Ronnie Kemper, Jerry Browne, mixed ensembles and glee club. Cotton sings *These Are the Things I Love* and *I Don't Want to Set the World on Fire*. The polished Kemper reveals a keen sense of humor in his adroit handling of *I'll Be Back in Two Years* and *Cecelia*, and the new musical novelty, *I'm a Little Teapot* had the audience yelling for more. Co-author Brown turns in a riot in *Friendly Tavern Polka*. In that song's likeness is *The Band Played On*, with Mimi Cabanne, Cotton and Ferrington. Donna Wood and Her Don Juans go to town on the new rhythmically-right swingy *B-I-E*, a swell song.

Dancing is furnished by the polished Burton Pierce, who gets a flowery buildup by Heidt and then lives up to it. Heidt does a Benny act by being the butt of the band's jokes thruout. *That's Why They Made Me Leader of the Band* is his best.

The pic, *Bad Men of Missouri* (Warners) fills out the two-hour bill.  
Albert E. Redman.

# The Final Curtain

**ATCHISON**—Aaron M., 77, veteran showman, in St. Andrew's Hospital, Murphysboro, Ill., August 24 of a heart attack. A son, Earl H., survives. Burial in Tower Grove Cemetery, Murphysboro.

**BEARD**—Charles (Army), 55, concessionaire for 30 years, August 29 of a heart ailment in St. Paul, where he had been operating at the Minnesota State Fair. His widow accompanied the body to Chicago for last rites and interment.

**BIRDSONG**—Robert Baker, 38, radio and stage singer-pianist, in Clarksdale, Miss., August 13 of a heart attack while on leave from Fort Jackson, S. C., where he was a sergeant. Birdsong was formerly billed as "The Mississippi Bubble" on Chicago radio stations. Survived by five brothers, Col. T. B., Purnell, Boots, Walter and Leonard, last four mentioned of Clarksdale, and a sister, Mrs. E. B. Taylor, Shelby, Miss.

**BROWN**—Frank J., projectionist at the Poli Theater, Waterbury, Conn., suddenly in that city September 4. Survived by his widow, Loretta; a daughter, Mrs. William Heald, Hartford; a son, Frank J. Jr., Waterbury; four brothers, William, Richard, Joseph and George, and two sisters, Mrs. Jennie McGinn and Mrs. William Burke, West Haven, Conn. Services at the Mulville Funeral Home and St. Michael's Church, Waterville, September 6, with burial in Calvary Cemetery, Waterbury.

**CAMPBELL**—Sidney W., 55, veteran member of Local 33, IATSE, recently in Los Angeles. He had been a stage worker for 33 years and was well known in film circles. Funeral service there Monday, September 8.

**CARSON**—Robert Boice, singer, recently in Tulsa, Okla. He toured with road shows and concert attractions for 20 years, after which he gave vocal lessons. It is said that Gene Autry was one of his pupils. Survived by his widow and two sons.

**DANIELS**—George, rodeo performer, September 1 in Detroit after being thrown at the Michigan State Fair rodeo. Services were held at the rodeo and body was shipped to Bonaparte, Ia., for interment.

**DILLON**—Jack, Lusk, Wyo., rodeo performer, August 30 during the Box Elder County Fair, Tremonton, Utah, of injuries sustained when he was dragged by a horse.

**EASTER**—Gertrude, former owner of Conroy Bros.' Shows, August 17 in Kansas City, Mo. Burial in Moravia, Ia.

**FORSELL**—John, 73, Swedish opera singer, in Stockholm, Sweden, recently. He sang at the Met opera in New York in 1909 and 1910 and was manager of the Stockholm Opera House from 1924 to 1939.

**GARDNER**—Julius, 57, Lakewood, O., musician, August 29 in Lakewood Hospital. He played with a number of orchestras and bands in Ohio, including those of Walter Logan, Louis Rick and the Cleveland Orchestra. He was also a member of symphony orchestras in Pittsburgh, Seattle and St. Louis. Surviving are his widow, Olga; four sons and three daughters. Services at the Saxton Funeral Home, Lakewood, with burial in Pittsburgh.

**GEFFERT**—Edward W., 61, first trombonist of the Chicago Symphony Orchestra the last 20 years, suddenly in Chicago September 5.

**GOODROE**—Roy, 45, former electrician at the Strand Theater, Niagara Falls, N. Y., in St. Mary's Hospital, Niagara Falls, August 28 of heart disease. Sur-

vived by his widow, Isabella, and a brother. Burial in Riverdale Cemetery, Niagara Falls, with military rites.

**GREER**—Capt. Roy, studio police officer and twice president of the studio employees' club, August 29 of heart disease in the 20th Century-Fox police station, Los Angeles. Funeral September 2 in the Little Church of the Flowers, with burial in Forest Lawn Park. Survived by his widow, parents and two brothers, all of Los Angeles.

**GRIFFEY**—George W., 71, father of Dorothy Davenport, wife of Orrin Davenport, producer of indoor circuses, in Eagle Hall, Columbus, O., August 31 of a heart attack. Also survived by another daughter, Edythe Siegrist, aerialist; a son, Paul, catcher for Billy Siegrist Troupe, and a grandson, Billy Siegrist.

**HAMMOND**—Mrs. Giulia, 42, former actress, at her home in Sunnyslope, near Phoenix, Ariz., August 29. She and her husband, Faye B., who survives, were with the Shuberts in New York prior to 1932 and also played stock here and abroad. Also surviving are three children, Dorothy, Bobby Faye and Joyce. Services in Phoenix August 30.

**HARTIN**—Charles, 66, St. John, N. B., concessionaire and promoter, on the St. Stephen (N. B.) fairgrounds of a heart attack. Body was sent to Pictou, N. S., for burial. In recent years he had promoted a number of indoor fairs in the Atlantic provinces.

**HERMANN**—Fred W., 65, executive for the Comerford Amusement Company for 30 years, August 30 at home in Kingston, Pa., of a heart attack. Hermann became associated with the late M. E. Comerford when the latter was organizing his theater chain, and he became manager of the Hippodrome Theater, Scranton, Pa., and later the Savoy and Capitol theaters, Wilkes-Barre. He later became district manager, remaining in that capacity until Paramount-Public took over the houses. For the past seven years Hermann had been in charge of the Irving Theater, which restored vaude to Wilkes-Barre. He leaves a wife, four sons and a daughter.

**HUNDLING**—Lloyd, 33, musician and vocalist, August 28 in Los Angeles after suffering a skull fracture in an auto accident. He was a member of the Quintones, vocal group. He had also played with many name bands, and at one time had his own band in Des Moines. He leaves his parents, a brother and two sisters.

**LENNOX**—Jane, 72, retired actress, August 30 in Norristown, Pa., after a long illness. Miss Lennox was the daughter of the late Walter S. Lennox, actor. She made her stage debut in support of the late Felix Morris in *A Game of Cards*. Miss Lennox also appeared with Mile. Hortense Rhea in the first production of *Josephine, Empress of the French* at the Broadway Theater, New York, and with James K. Hackett in *Rupert of Hentzau*. She later appeared in vaude with Matthews and Bulger before singing as a soloist with various orchestras.

**MASON**—Jay C. (Maison), 47, veteran tab show producer and manager and in recent years connected with outdoor shows, recently of a nervous shock while emceeing a girl show with the James E. Strates Shows at New York State Fair, Syracuse. With his wife, Betty Earle, he toured the Gus Sun and Joe Spiegelberg circuits with his own tab show for years. Later he operated dance studios for several years and had a booking office in Buffalo. He also appeared with the Buddy Players in Pennsylvania in recent summers. Survived by his widow and a daughter, Jackie, a chorine at the Empress Theater, Detroit.

**MAY**—James C., 84, British actor, in Hollywood recently. Services August 26 at Pierce Bros. Mortuary, Hollywood, with cremation following. Survived by his widow, two sons, Rev. James R. May, Los Angeles, and Arthur May, in England, and a daughter, Dorothy.

**MORIN**—James W., 58, a founder of the Pasadena (Calif.) Community Playhouse, at his home in Pasadena August 26 of a heart attack. Services August 28 at Pasadena Presbyterian Church with private burial. Survived by his widow and a son, both of Pasadena.

**MUNROE**—Ned, 73, retired vaude performer and actor, September 2 at Englewood Hospital, Englewood, N. J., following an operation. He was a member of the team of Munroe and Mack for 14 years, and of Munroe, Mack and Lawrence for 18 years. He made his last stage appearance in the Shubert musical production of *My Lady's Glove*. He retired in 1924. Since 1933 he had lived in the Actors' Fund Home in Englewood.

**MYERS**—Harry, 84, oldest member of the Pacific Coast Showmen's Association and a retired theatrical producer, in General Hospital, Los Angeles, August 29 following a long illness. Burial in the Elks' plot at Inglewood Cemetery, Inglewood, Calif., September 20.

**PIGEON**—Edward Everett, 75, former publicity agent and dramatic editor, August 30 at the Hotel Lucerne, New York, after an illness of three years. Prior to 1908 Pigeon had been associated with several New York newspapers. In that year he gave up his newspaper affiliations to enter publicity. He became associated with Felix Isman as general manager of his theatrical enterprises, which included the Broadway and Circle theaters, New York, and the tours of William Faversham and Raymond Hitchcock. He became general representative of William Morris, Inc., when the Morris and Isman interests combined. He had charge of publicity in the East for the Pan-American Exposition in Buffalo in 1901, and later was publisher of *Vanity Fair* magazine. Pigeon's last post was that of publicity representative for the Federal Theater Project.

He leaves his wife, Hope Leslie, former singer; a sister and a daughter by a former marriage.

**QUINTAL**—Mary, Kalamazoo (Mich.) musician, August 21 at Borgess Hospital, that city, following a week's illness.

**ROMANO**—Nicholas, 53, composer, painter, philosopher and poet, August 28 at his home in Philadelphia of a stroke. At one time he performed minor singing roles in grand opera. Surviving are his widow, Lena; two sons and three daughters. Services September 1 in Philadelphia. Burial in Holy Cross Cemetery there.

**SCHWARTZ**—Harry, 63, motion picture theater operator, August 29 at his home in Philadelphia after an illness of two weeks. For more than 20 years he owned and managed the Strand Theater, Philadelphia. Survivors are two sons and two daughters. Services August 31 in Philadelphia. Burial in Mount Sharon Cemetery there.

**SCOTT**—Yvonne Meria, infant daughter of Mr. and Mrs. Richard Scott, members of Endy Bros.' Shows, August 19 in Old Town, Me.

**SMITH**—Dell (J. A.), 63, musician, in Ypsilanti, Mich., August 27 after several years' illness. He started in show business with Perrine & Snyder in 1897 and after that with McConkey's Arabian Circus, Frank Long's *Uncle Tom's Cabin* Company, Guy Brothers' *Three Musketeers*, Eisenbarth's *Uncle Tom's Cabin* Company, the DeOnzo Show, *Folks Up Willow Creek*, Gollmar Bros.' Circus, and the McDowell Dramatic Company. After leaving show business he conducted bands around Rossville, Ill., for a number of years. Survived by his widow, Motive; two sons, James and Arthur, and a daughter, Florence. Burial in Lake Odessa, Mich.

**STOCK**—Dave B., ride owner on Goodman Wonder Shows, September 6 in Lincoln, Neb., following a heart attack.

**SWEENEY**—Thomas (Haeney), member of the Heart of America Showmen's Club, Kansas City, Mo., August 31 in an auto accident in St. Louis, Mo. His father, Will, and family reside in Milwaukee. Funeral arrangements under HASC supervision.

**THOMAS**—Nancy Jane, 14, radio performer, August 28 at Jefferson Hospital, Philadelphia, after an illness of two months following a brain operation. She was featured in programs on Station WPG, Atlantic City. Her parents, a sister and half-brother survive. Services August 31 in Atlantic City.

**TRAVIS**—Jimmie, 36, rep and stock performer, August 14 in Scotia Hospital, Scotia, Calif. He was with the Jennings-Porter Tent Show at the time of his death and formerly was with the Kinsey Comedy Kompany. Survived by his widow, Kathryn; a daughter, Patricia Ann; his mother and a sister. Services at Angeles Abbey Mausoleum, Los Angeles.

## Marriages

**COHN-PARDUE**—Ben (Strings) Cohn, roll-down game operator with Art Lewis Shows, and Bertha Pardue, ball game operator with the same shows, in Bedford, Pa., recently.

**FILHO-FERREIRA**—Jose Francisco Ferreira Filho, band leader at the Casino Atlantico, Rio de Janeiro, and Juracy Willcox Ferreira, nonpro, recently in Rio de Janeiro.

**HASSELL-YARROWS**—Stanley Gordon Hassell, Boston musician, and Eleanor

Yarrows, Harfield (Mass.) vocalist, in Northampton, Mass., August 30.

**HAYES-LAMBERT**—Ed Anato Hayes and Elizabeth Lambert, members of Rubin & Cherry Exposition, September 6 in Tacoma, Wash.

**KUHN-BRONTE**—Robert Kuhn, script writer for Station WIOD, Miami, and Patricia Bronte, *Miami Daily News* reporter, aboard the liner Florida recently.

**LEAMINGTON-TILTON**—Maurice Leamington and Jere Tilton, members of Conklin & Gorsline Side Show on Arthur's Mighty American Shows, in Caldwell, Idaho, recently.

**LEVIN-SANTSCHI**—W. Biggie Levin, artist representative, and Lorraine Santschi, dancer, in Chicago, September 5.

**MILLER-PETERSON**—Donald Miller, violinist with the Corey Lynn orchestra, and Lila Peterson August 23 in Milwaukee.

**NEAL-ENGLAND**—Roy Neal, announcer at Station WIBG, Glenside, Pa., and Winnie English, nonpro, August 30 in Philadelphia.

**PARKS-ALWORTH**—Bobby Parks, band leader, and Jane Alworth, nonpro, September 2 in Duluth, Minn.

**POST-CASTLE**—William Post Jr., actor, and Joan Castle, actress, in New York soon. Both are members of the cast of *My Sister Eileen*, at the Biltmore Theater, New York.

**ROGERS-NOWAK**—Ray Rogers, manager of Wallace Bros.' Circus, and Emma Nowak, of the same show, recently.

**SENFT-EMERTON**—J. Philip Senft, nonpro, and Betty Emerton, daughter of Phil Emerton, band leader and booker in Eastern Pennsylvania, August 30 in York, Pa.

**SHORT-MICKLESON**—Arthur Short and Maxine Mickleson, members of the Conklin & Gorsline Side Show on Arthur's Mighty American Shows, in Caldwell, Idaho, recently.

**SILVERS-PILSEN**—Harold (Chubby) Silvers, saxophonist with Milt Britton's orchestra, and Edith Pilsen, nonpro of Detroit, in Des Moines August 28. Silvers is also connected with Manny's Music Store, New York.

**SMITH-CRUME**—Andy Smith, concessionaire on Art Lewis Shows, and Helen Crume, ball game operator with the same organization, in Bedford, Pa., recently.

**SNOW-BENNETT**—Sidney Earl Snow, known professionally as Harry E. Howard, and Myrtle Wilt Bennett, known as Betty Bennett, members of Reynolds & Wells Shows and well known in the circus field, recently in Bethany, Mo.

## Births

A son to Mr. and Mrs. Tommy Bedell August 20 in William Penn Hospital, Pittsburgh. Father is concessionaire, recently with the Cole Bros.' Circus.

A son, William Porter, to Mr. and Mrs. W. S. Samuel August 24 in Port Neches, Tex. Father is a theater manager and was formerly with bands, doing publicity and emceeing.

A daughter, Barbara, to Mr. and Mrs. MacAlister Marekres August 31 at Jefferson Hospital, Philadelphia. Parents have rifle range.

A daughter to Mr. and Mrs. Joseph Hoffman August 25 at St. Vincent's Hospital, Los Angeles. Mother is former Ruth Levy, once secretary to Harry Sherman, film producer. Father is screen writer.

A son to Mr. and Mrs. Jimmy Bailey August 31 in Philadelphia. Father is former night club emcee and singer.

A daughter to Mr. and Mrs. William Marinelli August 31 in Philadelphia. Father is projectionist at the Allen Theater there.

A son to Mr. and Mrs. Joe Updegraff August 22 in Lansdale, Pa. Father is projectionist at the Music Hall Theater there.

A daughter, Judy Grace, to Mr. and Mrs. Billy Wehle Jr. at Grace Hospital, Detroit, August 21. Mother is former Raby Crider, daughter of Hal and Grace Crider, of Billroy's Comedians and also known in vaude and club field. Father is the son of Mr. and Mrs. Billy Wehle, managers of Billroy's Comedians tent show.

A daughter to Mr. and Mrs. David O. Alber September 3 at Caledonia Hospital, Brooklyn. Father is head of David O. Alber Associates, New York publicity office.

A daughter, Katherine, to Mr. and Mrs. Edward B. Marks Jr. August 27 in New York. Father is the son of Edward B. Marks, music publisher.

A daughter, Clelia, to Mr. and Mrs. Ezio Pinza August 29 at Presbyterian Medical Center, New York. Father is the leading basso of the Met opera.

A daughter to Mr. and Mrs. Ralph Anderson in St. Luke's Hospital, Marquette, Mich., August 23.

## Chick Endor

Chick Endor (Charles Knapton Jr.), 47, one of the original Yacht Club Boys quartet and for many years a stage partner of Charles Farrell in the team of Endor and Farrell, died September 1 at a hospital in Miami Beach, Fla., after an illness of two months from cancer of the throat.

Endor became famous as one of the original Yacht Club Boys in 1925. The quartet became popular after their debut at the Yacht Club, then on 45th Street, New York. The others of the quartet were Billy Mann, George Walsh and Tommy Purcell. They toured the world and appeared at a command performance before the late King George V in London.

Endor later teamed with Charles Farrell, playing guitar while Farrell sang. The team of Endor and Farrell proved one of the best-known acts of its kind. About a year ago the two split and worked singly.

Altho Endor had been a topnotcher, friends recently held a benefit dinner to raise money for his hospital expenses.

He leaves his wife and father. Buried in Fort Lauderdale, Fla.

# RAS IN NEW HIGH AT MINN.

## St. Paul Gross Is \$103,653.13

This sum is exclusive of fed tax—attractions have gains of from 10 to 15%

ST. PAUL, Sept. 6.—A new record midway gross was made by Royal American Shows at Minnesota State Fair, August 23-September 1, shows and rides grossing \$103,653.13 exclusive of the government tax. Ideal weather prevailed thruout the 10-day engagement. Even three thunder-showers came at periods of day or night when they were beneficial to allaying dust and relieving excessively hot weather.

Marjorie Kemp Motordrome, Raynell's Dude Ranch and Joe Pontico's Baby Ruth attractions hung up unprecedented increases in business for the engagement. The Kemp thrill show exceeded its 1939 previous high of \$6,665 by reaching an unprecedented Motordrome earning of over \$8,000. This was nearly double last year's business and a 12 per cent gain over the previous high. Raynell's Dude Ranch exceeded \$8,000, nearly doubling her 1940 gross and showing an increase of nearly 20 per cent over her previous high established in 1937.

### Gains Are General

Pontico's Baby Ruth attraction doubled last year and ran its previous 1939 high of \$4,000 to more than \$5,000, showing the most outstanding increase on the entire midway. Pontico's attraction is the only grind show to be among the "big money" attractions and has held an outstanding place in the midway's records thruout the 1941 spring and summer engagements.

Virtually every attraction had gains ranging from 10 to 15 per cent. Carl (See RAS HIGH AT MINN. on page 60)

## RC Vancouver Take Is Heavy

Exhib crowds good to show from States — '42 return invited on larger midway

VANCOUVER, B. C., Sept. 6.—Rubin & Cherry Exposition, providing the midway at the 32d annual Canada Pacific Exhibition here, August 25-September 1, played to a minimum of sunshine and a maximum of crowds, with double that registered by Huggins Shows last year, Manager R. L. (Bob) Lohmar, announced. "The Vancouver Exhibition Association is pleased with us and wants us back next year," he said, "and we are pleased with the fine treatment accorded us." Poor layout of the midway because of lack of space will be remedied with the tearing down this fall of a ride and an exhibition building on the amusement zone next to the midway area, Lohmar said.

Earl Lindsay, shows' secretary, revealed that altho the midway grossed \$65,000, the shows would be lucky to get back to the United States with \$10,000 in American funds after taxes had been deducted. Roughly, he estimated defense tax of \$900; Dominion amusement tax, \$10,000; provincial amusement tax, \$4,500; excess profits tax, \$12,000, and exchange, 11 per cent. It was the first time Vancouverites had seen a show as large as the Rubin & Cherry unit, and (See RC VANCOUVER TAKE on page 60)

## Arch Clair With J. J. Jones

INDIANAPOLIS, Sept. 6.—Arch E. Clair, veteran park and carnival executive, joined the office staff of Johnny J. Jones Exposition here this week. He will do desk work, concentrating on accounting, according to E. Lawrence Phillips, owner of the show. Before coming to the Jones show Clair was business manager of Bass Lake Beach, Bass Lake, Ind., until its close on Labor Day.



WHEN PLANS WERE FIRST ANNOUNCED for Ottawa's wartime fair these three men optimistically predicted new records. It worked out that way, with the midway running 35 per cent ahead of previous marks, grandstand sold out prior to performances on five of six nights and outside gates showing a healthy increase. Left to right: Max Linderman, general manager World of Mirth Shows; Secretary-Manager H. H. McElroy, Central Canada Exhibition, and George A. Hamid, head of the booking agency bearing his name. Photo by Jim McHugh.

## Tulsa Good for BG After Late Arrival

TULSA, Okla., Sept. 6.—Iowa State Fair, Des Moines, proved really big for Beckmann & Gerety Shows, every day showing a big increase over the past two years. Friday, the last day, is usually slow, but this year shows and rides were doing business at midnight. The move into Tulsa, over 550 miles, lost the Sunday opening. Show train did not reach here until Sunday noon, and a five-mile haul did not help.

On Monday business was good, and (See TULSA GOOD FOR BG on page 60)

## Newell Leaves Jones Expo

INDIANAPOLIS, Sept. 6.—Floyd E. (Whitey) Newell closed here this week as press representative of Johnny J. Jones Exposition. He plans to return to Chicago for a short rest before joining a publishing house in a near-by city as road man. E. Lawrence Phillips, owner of the show, said that there would not be a replacement for the remainder of this season. This was Newell's first season with the Jones show.

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

By STARR DE BELLE

Hand Binger, Neb. Week ended Sept. 6, 1941.

Dear Editor:

Here was the much-touted one of the season. From the day that the show opened until we arrived here all that we heard was "Wait until you make Hand Binger." Well, we waited, made it and will be able to walk up to the office without hearing the promised land mentioned. Agent Lem Trucklow is credited with booking the date. The contract between the show and the committee was peculiar and hard to decode. The fact that we always keep our contracts secret from our competitors has kept our name brains (not lame) in the office writing a new code each week. For that reason our secretaries are always those with an international carnival reputation.

The contract here when coded read, "The party of the first part agrees to furnish \*—# a-x-s-z-e." (Having lost the old code we never could figure out what we were to furnish and, rather than make a mistake, we furnished what

## Bantly's Tour in 60% Gain; Grosses Big at Flemington

PORT ROYAL, Pa., Sept. 6.—Bantly's All-American Shows, which to date have registered a 60 per cent gain in business on the fair season over that of 1940, opened the night previous to the start of Flemington (N. J.) Fair, August 26-September 1, in rain, but for remainder of the engagement weather was excellent and attractions registered good takes. According to Major E. B. Allen, fair secretary, the annual drew record attendance.

Opening day, Children's Day, brought out a large crowd and midway spending was best of the week. Heaviest attendance was on Labor Day, with a 45,000 gate. Monkey Show, Hot Spot and French Casino had new fronts and the two last named led shows for high grosses. All rides were in a close run for honors. Repainting of shows and rides has been completed. Visitors entertained by Mr. and Mrs. Herman Bantly during the engagement included a committee from Flourtown (Pa.) Fair; Sam Prell, Prell's World's Fair Shows, and Clem Schmitz, New York.

## Syracuse Fair Best for Strates

Record receipts in with rain on two days—NSA benefit is successful

SYRACUSE, Sept. 6.—Engagement of James E. Strates Shows at New York State Fair here on August 24-September 1 was declared by show officials to be the best in the history of the Strates organization, reported Sky Putnam. Gross was said to have increased more than 60 per cent over last year's. There was rain on two days.

No independent shows or rides were booked. Assistant Manager Dick O'Brien was credited with layout of a beautiful midway. Two entrances were illuminated with lighting equipment bought by the fair from the New York World's Fair. Twenty-one major rides, three Kiddie rides and 21 neonized fronts, six light towers and four searchlights attracted tremendous crowds. The press was handled by C. Foster Bell and each issue of local papers carried pictures and stories of midway attractions. Fair management gave the shows 100 per cent co-operation and Fair Director Paul Smith and Harry Ehle, of the board, were untiring in efforts to put the fair over.

Wednesday night after close of business a benefit performance and membership drive for the National Showmen's Association was staged in the Vanities tent, with a program by performers from the George A. Hamid revue and Nancy Miller troupe. Membership drive was successful and George Hamid and O. C. Buck, on behalf of the NSA, presented Manager Strates with a life membership (See Strates Syracuse Top on page 35)

## Marks Chalks 40% Increase in Biz At Lewisburg Fair

LEWISBURG, W. Va., Sept. 6.—John H. Marks Shows inaugurated their fair tour as midway attraction at West Virginia State Fair here, August 25-30, with one of their best initial fair weeks in several years. Business for the stand revealed an increase of over 40 per cent over 1940. Midway spending was big and opening night's attendance showed an increase over last year, despite a heavy downpour. Tuesday night was rained out, but good weather prevailed the rest of the week.

Wednesday drew 34,500 thru the main gate, according to figures released by Ed Blake, fair press agent. Saturday, the closing day, with ideal weather, saw 42,500 pass thru the turnstiles. Final night saw the midway jammed and it was 2:30 a.m. Sunday when the last midway patron left the grounds. All Marks' attractions reported splendid business. Twin Ferris Wheels topped rides, with the Moon Rocket second. Duke Jeannette's Circus Side Show obtained top money among shows, with Speedy Merrill's Motordrome pressing for top honors.

President Sydenstricker, Treasurer C. E. Boone, Secretary W. L. Tabscott, Ed Blake, publicity director, and other fair officials were enthusiastic in their praise of the midway and concessions. Visitors included Fred Kilgore, manager (See Marks at W. Va. Fair on page 60)

## Allen Tour Reported Okay

CANASTOTA, N. Y., Sept. 6.—With two weeks to go before closing, Fred Allen Shows are well satisfied with the past season. Weather and business were reported satisfactory over the entire route. Allen has just purchased a new Chairplane, tractor, semi-trailer and sound car. Remainder of dates will be played under auspices of American Legion posts and fire departments. Recent visitors were Mr. and Mrs. O. J. Bach, of the shows of the same name. Plans are on to enlarge for 1942.

**WANTED**

Managers, Showmen, Concessioners, Free Acts  
If Interested in Motorizing  
**CHAS. T. GOSS**  
STANDARD CHEVROLET COMPANY  
East St. Louis, Ill.  
Passenger Cars — Trucks — Semi Trailers

**BURDICK'S ALL TEXAS SHOWS WANT**

For following Texas Fairs, Rising Star, Sept. 15-20; Breckenridge, 22-27; Hillsboro, Sept. 20-Oct. 4; Angleton, Oct. 6-11; Lockhart, Oct. 13-18. Want Merry-Go-Round, book 25 per cent own equipment; Octopus or any Ride not conflicting; Grind Shows, 25 per cent own equipment; new Canvas for any money getting Show, Concessions of all kinds. No ex but Bingo. Reasonable rates. Cook House, privilege in tickets, or Operator for our own. Oscar Cardwell, wire. Ride Help, top salary. Olney, Tex., Sept. 8-13; then as per route.

**WANTED DROME RIDER**

For balance season. Top salary and cut on tips. Boozers, agitators, save your stamps. Brockton, Mass., now; Allentown, Pa., follows.

WORLD OF MIRTH SHOWS  
EARL PURTLE

**RIDE HELP**

Experienced, that can drive semi-trailer trucks.  
**LEW HENRY**  
Hagerstown, Maryland, location, Franklin Street; next week, Fincastle, Va., Fair.

**Want Game Concessions**

For Lions' Celebration, Maroa, Ill. (on Streets), Sept. 10-13; Olney, Ill., Fair, Sept. 23-26; Gillespie, Ill., Sept. 24-27. (No Percentage Shows for Olney.) Address:

**PEARSON SHOWS**  
As Per Route Above

**AGENTS**

Capable Percentage Agents for Chuck, Under and Over, and other legitimate Percentage Games. 12 weeks of Fairs starting next week. Wire or write

**BEN COHEN**

Care Zaccini Bros.' Shows  
South Norfolk, Virginia, this week

**SAM WEINTROUB WANTS**

Grind Store Agents and Corn Game Help for all-winter work. Come on, will place you.  
Rowland, N. C.

**AERIALISTS WANTED**

Reliable Young Lady or Man. Steady work until middle of December. Wire qualifications and lowest salary to

**GEO. W. LANNING, The Sensational Royals**  
Mighty Monarch Shows  
Marion, Va.

**WANTED**

Experienced, talented Lady to assist World War Veteran in his Slack Wire Walking and other Circus Acts. Travel in trailer as partner in Florida. Widow with young daughter acceptable. Booking Agent for my illustrated travel talks Alaska, my tour around the world in churches, lodges, schools. Expenses and salary guaranteed. **CHARLES E. GRAFFINS**, 1850 5th Ave., North, St. Petersburg, Florida.

**J. J. PAGE SHOWS WANT**

For Sevierville, Tenn., Fair next week, followed by Dickson, Tenn., Fair. Legitimate Concessions of all kinds except Cook House and Corn Game. Good opening for Frozen Custard, Long Range Gallery, Pitch-Till-You-Win, Scales, Snow Cone and any other legitimate Concessions. Can place Grind Shows with own outfits, reasonable percentage. Buster and Helen Hayes want Acts for Side Show. Want Chorus Girls for Minstrel Show. We have 10 more Fairs in Tennessee and Georgia. All address: **J. J. PAGE SHOWS**, Knoxville, Tenn., this week; Sevierville, Tenn., Fair, next week.

**SCOTT COUNTY FAIR**

DUNGANNON, VA., SEPT. 15 TO 20

Want Concessions, Photo, String Game, Bowling Alley, Pitch to Win or any Legitimate Concession. Want Octopus or any Flat Ride. Want Monkey or Animal Show, Midget Show and any good Grind Show. Want Motor Drome and Penny Arcade. Solid Fair season to December, opening again in January with circuit of Florida Fairs. Address:

**MIGHTY MONARCH SHOWS**

Marion, Va., this week.

**HELLER'S ACME SHOWS WANT**

For Cambridge, Md., and Big Old Home Week at Sharptown, Md., September 15-20. Want Concessions of all kinds, Hoopla, Photo, Lead Galleries, Wheels, Diggers, also Dancing Girls, Talkers, Shows with own outfits, Bingo Help, Ride Help, those that drive semis. This show carries three Free Acts. Out till Armistice Day. For Sale: Lindy Loop, Loopplane and whip; all stored in New Jersey or will exchange for other Show Property. All address **HARRY HELLER**, Cambridge, Md., this week.

**Eric B. Hyde Shows Want**

For one of the largest projects in the South, Camp Jackson. 12,000 mechanics working. Permanent location, all winter's work. Can place Concessions of all kinds, Performers, Musicians for Minstrel, Ride Help. Want to hear from Martin Irwin, Johnnie Caruso, Jackie Fields, Scarface Murphy.  
Address: **ERIC B. HYDE**, Augusta, Ga.

**Publisher's New Side Show Will Play as Museum Later**

INDIANAPOLIS, Sept. 6. — Being the only newspaper publisher in America to own an outdoor under-canvas show since the days of Tammen and Bonfils, Clark Queer, of Mount Pleasant, Pa., has his circus side show on Johnny J. Jones Exposition, which played the Indiana State Fair here.

Museum line-up includes Prince Charles, sword swallower; Annette, contortionist; Bob Paul, Pop Eye, the sailor; Bluey-Bluey, diminutive entertainer; Buster Pike, entertaining fat boy; Determination Eddy, handless carpenter; Leo Palmer, pain-proof man; Ralph Krooner, elephant-skin man; Ross and Ross, champion bag punchers; Bob and Adele Schlossberg, mentalists; Chief Amok, Luzon head hunter; Texas Jack Bailey, impalement artist; Cowboy Jack, tattooer; Mary Burke, anatomical wonder; McClure, magician and lecturer, and Mary Brandenburg, escape artist.

Raleigh Brandenburg and Bruce F. Christie are front talkers and Drew L. Turner and J. G. Clancy, ticket sellers. All equipment is new. Plans are under way to take the show over a route of museum dates to start early in October. Operation is in charge of Starr De Belle.

**Mighty Sheesley Midway WANTS**

Ride Men, also Ferris Wheel Men, Girls for Gay New Yorkers, Working Men in all departments. Novelties open for our following Fairs route: Jackson, Tennessee, week of Sept. 8th; Huntsville, Alabama, week of Sept. 15th.

**T. J. TIDWELL SHOWS WANT**

Ferris Wheel Men, other experienced Ride Help; must drive semi. Want Minstrel Show Performers, Sax and Trumpet Players Pay from office. Want non-conflicting Shows, good Show Men. Anadarko, Okla., this week; Duncan, Okla., Fair next week, then Wichita County Fair and Roswell Fair, two big ones.

**CAN PLACE**

RIDES, SHOWS FOR

**Rockingham County Fair**

Week Sept. 15th, Harrisonburg, Va. The biggest thing in the whole Shenandoah Valley. Wire **S. A. COX**, Agriculture Agent, County Court House.

**CENTENNIAL AND HOMECOMING**

INDIANA'S BIGGEST EVENT

5 BIG DAYS

ON THE STREETS

5 BIG NITES

SEPTEMBER 23 TO 27 INC.

Sponsored by Lynn Chamber of Commerce. Parades, Free Acts, Contests, Exhibits, Cash Prizes, Rodeo, Horse Show and other events daily. We are located in the heart of the defense territory. Advertised within a radius of one hundred miles. WANT Concessions of all kinds. Limited amount of space left. RIDES BOOKED.

R. S. BREMSON, Lynn, Ind.

**GREAT NORTHWESTERN FAIR**

North Wilkesboro, N. C., Week of September 15 to September 20 Inclusive  
Wanted—Legitimate Concessions of all kinds. Can place Spitfire or any new and novel Ride for balance of the season. Wanted—Merry-Go-Round Foreman and Ride Help in all departments.

**MARKS SHOWS, INC.**

This week at Galax, Virginia

**ILION, N. Y., SEPT. 15 TO 20**

THE HOME OF THE LARGEST GUN FACTORIES

A closed town overflowing with money and defense orders. First and only Show this season. Combined VFW and Firemen celebrating. A bank roll spot, better than any Fair. Wanted—Well-framed Shows, especially 10-in-1, Motor Drome, Uniformed Fat Girl, Midgets, Pit Shows, all 25%. Wanted—One more Ride. Prefer Ferris Wheel or Flat Ride, 25%. Opening for Bingo and Cook House, also Ball Games, Pitches, String Game, Penny Arcade, Hoopla or any 10-Cent Grind Shows, \$15.00. American Palmist and P. C. Agents or Operators, Photos, Waffles, Custard, Ice Cream, Apples, Popcorn. Wanted—Ride Help. Sure wages for balance of season.

**FRED ALLEN SHOWS**

This Week, Vernon, N. Y.

**CETLIN & WILSON SHOWS**

Week September 15, Chester, Pa., with New Jersey State Fair and Petersburg, Va., to follow. Want Monkey Circus and Silodrome. Want Foreman for Merry-Go-Round. Best salary for good, sober man. If you are not a top-notch man don't waste our time and yours. Can place Merchandise Concessions. Answer, this week, Reading, Pa., Fair.

**NEW MEXICO STATE FAIR**

ALBUQUERQUE—8 DAYS, STARTING SEPTEMBER 21  
Conditions Never Better—The Southwest's Largest Fair

Want Shows. Wire what you have. May be able to place you. Some choice locations left on Main Midway for legitimate Concessions.  
**ARTHUR HOCKWALD**, Care State Fair Office, Albuquerque, New Mexico.

**CENTRAL AMUSEMENT CO. WANTS**

For Whitakers Tri-County Fair, Whitakers, N. C., week Sept. 15th to 20th, with Windsor Fair, Scotland Neck Fair, Edenton Fair, Columbia Fair, Bayboro Fair, Gatesville County Fair, all North Carolina, and Leesville, S. C., Fair and Beaufort, S. C., Fair; then Florida all winter. We never close. Rides: Any Major Ride that doesn't conflict Kiddie Ride. Shows: Girl, Minstrel, Animal, Illusion or any Show that can get money with own outfit. Concessions: Cookhouse, Diggers, Arcade, Photos, Penny Pitch, Popcorn or any Grind Concession. All contact **SHERMAN HUSTED**, Mgr., Murfreesboro, N. C., this week; Whitakers, N. C., Sept. 15th to 20th.

**FAIRS---HARRY BURKE SHOWS---FAIRS**

Want legitimate Concessions of all kind that work for Merchandise for nine good Louisiana Fairs. Port Allen, Sept. 8-14; Hahnville, Sept. 15-22; New Roads, Sept. 23-28; Covington, Sept. 29-Oct. 6; Marksville, Oct. 7-12; Greensburg, Oct. 13-18; Clinton, 20-25; Independence, Oct. 27-Nov. 2; Centerville, Nov. 3-9; then some good Still Spots in the cane country. Show with own outfit can join at once (Pete Rush, write). Letters or wires:

**HARRY BURKE**, BURKE SHOWS, PORT ALLEN, LA.

**SHOWS WANTED READING'S SHOWS CONCESSIONS WANTED**

Want for the Nancy Hall Jubilee at Paris, Tenn., 75,000 attendance, on the square, Shows: Midget, Fat, Side Show, Big Snake, Wax or any good Grind Show. 30 per cent to office. Concessions: No X on 10-Cent Stock Stores. Want Diggers, Rat or Mouse Joint, Novelties, High Striker, Candy Apples, Candy Floss, Grab Joints, American Palmist. Come on to Tennessee's biggest Celebration and Fair. Address: **W. J. WILLIAMS**, Mgr., Mt. Pleasant, Tenn., this week; Paris, Tenn., next week.

**Virginia Greater Shows**

Lawrenceville, Va., for opening of tobacco market, week of Sept. 15. Suffolk, Va., week of Sept. 22. Both spots in heart of town; then Fair at Yanceyville, No. Car., week of Sept. 29. Want Cookhouse, reasonable privilege; legitimate Concessions of all kinds. Good opening for Plantation or Pit Show with or without own outfit. Fair Secretaries, have two open weeks. Wire or write **SOL NUGER** or **ROCCO**, this week, South Hill, Va.

**PENNY PITCH GAMES**  
 Size 48x46", Price \$20.00.  
 Size 48x48", With 1 Jack Pot, \$30.00.  
 Size 48x48", with 6 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, Caneas, etc.

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 124-126 W. Lake St., Chicago, Ill.

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**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy.  
 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25¢.  
**PACK OF 79 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35¢.  
**ZODIAC F. T. CARDS.** Pack . . . . . .35¢  
**Graphology Charts.** 9x17, Sam. 5¢, per 1000 \$6.00  
**MENTAL TELEPATHY.** Booklet, 24 P. . . . . .25¢  
**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50¢; Sample 10¢.  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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19 West Jackson Blvd. CHICAGO  
 Instant Delivery. Send for Wholesale Prices.

**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

**PLACE**

Foreman and Second Man for Tilt. Must know how to drive Semi-Trailer. Long season Fairs. Also place Foreman for Roll-o-Plane and Foreman for new Caterpillar. Top salary for those that are capable. No boozers. Operator for Girl Show. Must know his business and have neat wardrobe. Ride Help who can drive Semi-Trailers. Place Fun House and Glass House. Legitimate Concessions only. Address:

**AL WAGNER**

Sheffield, Ala., this week; then as per route

**O. C. BUCK EXPOSITIONS**

Can place for balance of season, including five fairs, legitimate Concessions. Want FREE ACTS, also RIDE HELP. Address week of Sept. 8, Williamsport, Pa.

**TIVOLI EXPOSITION SHOWS WANT**

Ride Men in all departments, men who can drive semis preferred. We pay good salaries to men who are capable and sober. Join at once. Lebanon, Mo., this week, and Fayetteville, Ark., next week.

**BARKER SHOWS**

WANT SHOWS WITH OR WITHOUT OWN EQUIPMENT. CONCESSIONS THAT WORK FOR STOCK. Merry-Go-Round Foreman and Ride Help on all Rides that can drive semis. Man to handle fully equipped Snake Show and Talkers on Girl Show. WE HAVE 11 WEEKS OF FAIRS AND CELEBRATIONS. Address: Huntsville, Mo., this week; Cole Camp, Mo., next week.

**MERRY-GO-ROUND FOR SALE**

Two-abreast Parker portable, new top, horses completely rebuilt; 4 cylinder Dodge Power just overhauled. Ride in good condition. \$1,000.00 CASH. Owner called to government service.

CHAS. KEENE, Gen. Del., Paso Robles, Calif.  
 Defense Savings Bonds can be registered in the name of children as well as adults.

**Midway Confab**

(Communications to 25-27 Opera Place, Cincinnati, O.)

RED ONES a dime a dozen?

JOINING Virginia Greater Shows in Culpepper, Va., the week ended August 30 were Mr. and Mrs. Ramsey with Animal and Girl shows.

WHITEY MYERS and family joined Johnny J. Denton Shows in Celina, Tenn., the week of August 25 with a grab stand.

"TAKES are tops!" How high is tops?

RUTH ROY'S Circus Hippodrome joined Cetlin & Wilson Shows at Easton, Pa., week of August 25 and did capacity business, penned Mary B. McLane.

MRS. JOSEPHINE GALLER, Buckeye State Shows, is expected to return to the shows soon from Hot Springs, Ark. Her health is much improved.

MIDWAY strollers don't warm up to cold fronts.

AFTER closing at Michigan State Fair, Detroit, on September 7, Lucille and Norman Newman left for Patrick's Greater Shows on the West Coast.

JOINING Beckmann & Gerety Shows recently was Julius (Turk) Turovch, who planed from Minneapolis, where he was visiting friends and relatives.

there for the rest of the season, he reports. He joined at Portland, Me., on August 10.

CROSSES are soaring! And for many the net will soon take wings, too.

WHILE playing Campbellsville (Ky.) Fair Bee's Old Reliable Shows were visited by Walter Stephens, W. W. Owens, Abel Wade, B. G. Spalding, Colonel Shoemaker, Paul Holt, Mr. Sanders and Mr. Vaughn.

"WE RETURNED to Harrisburg, Pa., recently from a vacation to Chimney Corners, near Richmond, Va., owned and operated by W. T. (Bill) Stone, former show owner," write Mr. and Mrs. Russell W. Sturtevant, former carnival troupers.

SOME people live to a ripe old age—others stand up in ride seats.

F. SLOAN letters from Lansing, Mich., that the Kennedy Brothers, former Detroit cafe owners, who purchased Claudine Shipley's Claudie's Amusement Company, took over management of the shows on September 1.

O. H. (RED) HILDERBRAND visited Crafts 20 Big Shows recently at Dinuba, Calif., as did Ed Smithson, show agent. Mrs. O. N. Crafts is in California Hospital, Los Angeles, as the result of a



WILLIAM GOSS (left), secretary Flourtown (Pa.) Free Firemen's Fair, and Art Lewis, president of the shows bearing his name, were photographed in the latter's private office on the last night of shows' 10-day engagement at the fair. Both are checking receipts for the stand, which proved to be one of the largest in the history of both organizations. Goss extended an invitation to Lewis to bring his midway back for the 1942 edition of the fair, which Lewis promptly accepted.

'TIS a far cry from doing a couple to perhaps 17 a day!

"THIS WAS a virgin spot for a railroad show," F. J. Bligh tells from Vancouver, B. C., "and Rubin & Cherry Exposition was the first to play here in many years."

MRS. GEORGE A. HAMID visited members of World of Mirth Shows' midway attraction at Champlain Valley Exposition, Essex Junction, Vt., week of August 25, scribed Jim McHugh.

BLESSED be the fair sec who has an early grandstand blow-off.

JACK MATLOCK, Penn Premier Shows, who was seriously injured in Sykesville, Pa., recently, has recovered and is back with Jack Montague's Dream Girl Revue, reported Charles Gunderman.

LOT MAN and The Billboard sales agent on Mac's Caravan, S. C. (Whittie) Emerson, is in a Lebanon, Mo., hospital recovering from an appendectomy, which he underwent on August 24.

NOW from Northern pep to Southern prosperity—we hope.—Annie Fay.

JOINING L. J. Heth Shows, which played Wayne County Free Fair, Fairfield, Ill., week of August 25 were Syd Smith with two shows and Harry Webb with four concessions.

H. L. REYNOLDS, who is assisting Ribs Reeve in the art and paint department of World of Mirth Shows, will remain

leg injury. She will be unable to walk for several weeks, her physician reported.

ONCE they were known as lot superintendents. Now they're being paid off with the fancy moniker of manager.—Oscar the Ham.

MEMBERS of Monte Young Shows who visited Arthur's Mighty American Shows at Caldwell, Idaho, included Mr. and Mrs. Harry Sucker, Mr. and Mrs. Myles Nelson, Mr. and Mrs. Cannonball Bell, Mr. and Mrs. Chris Olson, Jolly Lee Harvey and Roberta Ray Minton.

MR. AND MRS. E. B. BRADEN returned to Art Lewis Shows in Bedford, Pa., from Beckley, W. Va., where they visited Jim Braden, who has been seriously ill there for several weeks. They report, however, that he is recovering and hopes to be back on the shows soon.

LABOR DAY has come and gone—and was it as big as this boom era promised or will the press agents have to break all former records with their typewriters?—John Onceyear.

"ONE of the best and hardest little workers I've seen on a midway, and I've seen quite a number of them since 1931, is Edith Thompson, talker on James Thompson's Side Show, now on Dick's Paramount Shows," Emily Weed cards from Bristol, Conn. "She really packs 'em in."

R. W. REED advises from Battery Park, Va., that he remained off the road this year in favor of working in the Dodge boat

**Johnson Jolted**

IF I HAD \$1,000,000 and a lot to erect my new bally canopy on I'd quit the show business. This biz sure has its ups and downs. Last winter when I was operating my orange juice stand in Florida my trained chimp was my only stock man. Nightly I and the chimp visited the groves. He picked in the trees while I boxed the fruit. Bear in mind that this wasn't theft because he picked only the oranges that hung too high to be reached by human hands.

One night while working we were approached by a man who sternly demanded to know what the chimp was doing in the sheriff's grove. After I had told him that the sheriff had given us permission, he said, "That's a right smart animal you have there. He looks just like a boy who lives down the pike a piece." Now, a human ape-man is worth looking into, so we went to the boy's house pronto. Meeting him in the yard, we were amazed to see an exact image of our Jocko. I tried to talk to the punk, but he ran into the house. Later we learned that he had been kicked around by the natives, which accounted for his shyness. Picture him! His body was covered with shaggy hair, his arms dragged the ground, and his apelike head nodded backward and forward. I interviewed his mother and signed him up for six bucks a week.

When I returned for my prized human oddity to place in the blow-off of a monkey show I was heartbroken to learn that the sheriff had mistaken him for our chimp in his grove and had shot him. Life is like that. Maybe I can erect my canopy on somebody's lot without the million bucks.—DIME JAM JOHNSON.

and plane factory there. He says that he plans to stay there indefinitely and adds that he visited Ideal Exposition Shows in Newport News, Va., where he met several old friends.

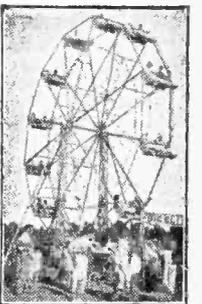
THAT scorched-earth policy is nothing new. Scorched towns have left conditions in such bad shape that it is hard for a show to live that follows in.—Whitey Cooks.

LEAVING Arthur's Mighty American Circus at Ontario, Ore., were Mr. and Mrs. John Donzelli, accompanied by their daughters, Nancy, Lucy, Stella and Mable. They left for their home in Wisconsin, turning their Mickey Mouse Show over to George Conkling and their mouse concession to the office.

PROF. A. L. MORRELL and Mdme. Louise are established on the ocean front at Seal Beach, Calif., and are doing well with their collection of hand-carved novelties. Recently they sent several speci-

**VALUE RECEIVED**

For service, economy and net profits choose a No. 5 BIG ELI Wheel. Fine appearance, safe construction, complete equipment. Its money-making ability has proven the No. 5 BIG ELI good property the world around.



**ELI BRIDGE COMPANY**  
 Builders of Dependable Products  
 800 Case Avenue, 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.**

mens of their work to President Roosevelt and received a cordial thank-you letter in return.

**SOME showmen are crying over soaring mid-way salaries. They are higher than for some past years but not nearly so high as some other industries are offering.—Colonel Patch.**

**"BRIGHT LIGHTS EXPOSITION** chalked up a fair week in Frostburg, Md., despite some cool nights," F. A. Norton letters from Garrett, Pa., "Chair-plane led rides. Ray Meyers came on with a grab stand, and Bill and Gladys Koford returned, he to take over the front of his photo gallery. Gladys will work in the office-owned ball game."

**WELL-KNOWN** carnival trouper, Frank E. Pilbeam is at Selkirk Lake Park, Bradley, Mich., where he is operating a boat livery and a grabstand and soft-drink concession. He said he visited F. L. Flack and Northwestern Shows recently and plans to return to Detroit late this month to begin his indoor promotions.

**CONDITIONS are improving.** Not long ago we were paid off in brass sprinkled with some silver. Now we are getting silver sprinkled with some brass.—Milo McGoof.

**FRANK HARRIS,** who closed with Harry's Carnival after playing spots around Newark, N. J., is en route to make a number of Western fairs. Included in the line-up on Harry's combo, Harris says, were R. Bee, Illusion Show; Marie Barton, ball game; R. Ralphie, Five-in-One; Alberta Siegler, Snake Show, and Mr. and Mrs. Al Ashfield, concessions.

**MR. AND MRS. TOMMIE HENDERSON** and the latter's nephew, K. C. Murphy, spent a week in Chicago visiting Mr. and Mrs. Pat Murphy, Mrs. Henderson's brother. They report they visited River-view Park, where all concessionaires advised that business was good. The Hendersons and Murphys are currently en route to play a number of Michigan fairs.

**SOME managers are like their down-and-out help.** When they need a show and haven't the moo to build one, then the independent showman is tops. But after he hits a few red ones he gets hamburger-rich.—Side Show Sal.

**GOLDEN STATE SHOWS'** Notes from Gilroy, Calif., by Betty Altic: Shows have been doing well despite cold and threatening weather. Millie Dobbert, Cecilia Kanthe and Ruth McMahon are doing a good job of selling Pacific Coast Showmen's Association tickets. Cecilia Kanthe was recipient of many gifts when she celebrated a birthday. The writer and Chick Altic are sporting a new housecar.

**FORMERLY WITH** Royal American Shows, Rubin & Cherry Exposition, Goodman Wonder Shows and a number of other outdoor attractions, Louis Merson is now a private in the army, with headquarters at the 79th Material Squadron, Gardner Field, Taft, Calif. Merson has been assigned to the public relations department and has worked on the post's radio programs. He's now



**NEIL BURDICK, of Burdick's All-Texas Shows, went completely Western, as this photo attests, when the shows provided the midway at the annual Junction (Tex.) Race Meet and Rodeo August 11-16. He's currently spending a few weeks in Hollywood visiting with Bill Elliott.**

helping organize a benefit show for the enlisted men's rest camp at Avila, Calif.

**IT'S obvious that some managers do not want shows with entertainment value. They prefer fronts rather than worth-while attractions. Bragging about well-lighted fronts is okay. But something behind those fronts is more essential. Lights will soon burn out.**

**BONE-FESTA CLUB,** composed of women members of Royal Exposition Shows, tendered Mrs. Dixie Kepley and daughter, Hazel, a birthday party on the shows on August 20. A large cake was cut by the honored guests and both received many gifts. During the same week at Rhodell, Va., the club held a farewell for Misses Barbara and Hazel Kepley and Ola Parton, who left for Crossnore, N. C., where they will re-enter school.

**RAIN** which held off while Patrick's Greater Shows played South Tacoma, Wash., caught up with the shows in Tacoma the week ended August 30, but good business was done, reported Peggy Bailey. Bob (Tiger) Tyree left to take over the Athletic Show on Huggins' Model Shows. Tom Bailey, operator of a Girl in a Fish Bowl, opened a new She Show successfully August 30. Line-up includes Lester Kopsland, talker; Peggy Bailey, fans, and Ronald Lee Johnson, sound and canvas.

**PROPAGANDA** is great, either in pleasure or in war. According to propaganda figures, some of those European armies that have lost three times as many men as they originally had are still going strong. According to some show propaganda, the combined American midways have crashed all records and grossed three times the amount of money in the country.—Cousin Peleg.

**MIGHTY MONARCH SHOWS** notes by Midge Keith: Shows opened in Narrows, Va., Labor Day night to large crowds and business. Those getting good takes were H. C. Edgar, bingo; Whitey Minnear, cookhouse; Charlie Pay, who joined with his Girl Show, and Sunshine Minstrels. Free acts were Sensational Royals and Captain Jack, fire diver. Robert Parker visited Matt Borup last week in Princeton, Va. N. P. Poland left Tuesday to complete details of his Southern tour. Mrs. George Goffas had a birthday party, serving about 40 guests and receiving many gifts. Mr. and Mrs. Fred Boswell purchased a new house trailer.

**VISITORS** from Arthur's Mighty American Shows to Monte Young Shows at Western Idaho State Fair, Boise, included Mr. and Mrs. Martin E. Arthur, Mr. and Mrs. Allen Fine, Mr. and Mrs. Manfred Stewart, Mr. and Mrs. Lloyd Carlson, Mr. and Mrs. Bull Montana Walker, Mr. and Mrs. Joseph Blash, Mr. and Mrs. Jack Dyke, Mr. and Mrs. Glenn Henry, Mr. and Mrs. Tod Henry, Mr. and Mrs. Joe Metcalf, Mr. and Mrs. Joseph Ryan, Mr. and Mrs. Charles Ferguson, Mr. and Mrs. Charles Greiner, Mr. and Mrs. George Steen, Mr. and Mrs. Everett Butler, Mr. and Mrs. Charles Ford, Phyllis Walker, Mrs. Emma Blash, George Conkling, Walter Gorsline, Jack Conklin, Steve Bernard, Harry Mason, Mr. and Mrs. Paul Billsnire, Manuel Marcias, Mr. and Mrs. John Donzelli, William Martini,

Mr. and Mrs. John Olson, Mr. and Mrs. Maurice Leamington, Henry Brown, Mr. and Mrs. Rolland Davey, Jack Gordon, Marvin Harding, Harold Gould, Mr. and Mrs. Renate Massel, Jack Phillips, Charles Smith, Marie and Lorainne Hanks, Ginger Natividad and Walton de Pellaton.

**JOHN T. HUTCHENS,** owner-manager of Hutchens Modern Museum, scribes from Oshkosh, Wis.: "We left Alamo Exposition Shows at Burwell, Neb., and joined Snapp Greater Shows in Manitowoc, Wis. We've played three fairs thus far and business has been very big. Have two more fairs in Wisconsin and then will jump South for the rest of the season. Mr. and Mrs. Earl Hutchens left here after being with the attraction for two years. Mr. Oddi, mentalist, is doing well. We're making plans to open for the winter in Louisiana. Carl Martin will handle the inside of the winter unit with Teddy Ward, and Dan Meggs will be in advance."

**DOWN Yonder.** Scene 1. Midway of a well-known medium sized show. Two front-gate ticket sellers are swamped by an avalanche of customers and inside the grounds lines are waiting in front of every ride ticket box while the shows are doing their share. Scene 2. Mourners' Bench near the cookhouse. It is crowded with lucky boys lamenting the fact that they cannot work there. Traveling Stick (to manager)—"Who booked this spot?" Manager—"Why?" Traveling Stick—"Because it is n. g. and whoever booked it ought to have his head examined."

**NOTES** from Zacchini Bros.' Shows from Richmond, Va., by William Pordon: Shows' two weeks here resulted in good weather and money for all with it. Big gates prevailed nightly, and Advance Man Cook returned here from a three-week booking trip. Zacchini Cannon act proved popular. Reporting good grosses were Mrs. Lee, photo gallery; Mrs. Best, ball game; Mrs. A. W. Wade, pitch-til-you-win; Mr. Broskey, penny pitch; Mrs. McDonald, girl show; Mrs. De Marco and Mrs. Estridge, Ten-in-One Show. Mrs. Warren's Wild Animal Act clicked. Mrs. Carl Bartel and Mrs. Winter are passing out plenty of tickets, and Mr. and Mrs. Thomas Cardaro joined with a new show.

**SEATING** capacity of the Big Top of Clyde Beatty's Circus on the Johnny J. Jones Exposition has been increased for shows' tour of State fairs, which got under way at Indiana State Fair, Indianapolis, on August 29. The cages, with Beatty's performing Lions and tigers, formerly spotted at one end of the tent, have been moved outside to make more room for additional chair seats. Among visitors at La Porte (Ind.) Fair were Nat Green and Roger S. Littleford Jr., *The Billboard*; Mr. and Mrs. Harry Atwell, Frank Hartless, Bert Wilson, Mickey Coughlin, Bob Hickey, Beverly Kelly, Mr. and Mrs. Clint Beery, Al Humpke, Louis Berghoff and party; Mr. and Mrs. I. J. Waltz, and son, Paul, and Mr. and Mrs. A. S. Kinney.

A **PALL** of gloom was cast over the wedding of Che Che LaMarr and Monte Novarro, owner-manager of the Casino and Hollywood Models Show on Kaus Exposition Shows, while playing Cumberland (Md.) Fair, when Monte received word that Darrel Novarro, his eight-year old brother, had been drowned while swimming with several other youngsters at Mills Orphans Home. Personnel of the Casino and Models shows contributed beautiful floral tributes, and among those sending wires of sympathy and regret were Pauline Bradford, Betty Raiano, Arthur King, Doris King, Ramon

and Revore, Che Che LaMarr, Jerry Franklin, Charlie Dugan, Ernest Stevenson, and Carl Taylor.

**H. B. ROWE** letters from Archer City, Tex.: "Second Annual Frontier Days Celebration at Saint Jo, Tex., gave Texas Kidd Shows excellent business. Big Frontier Day Parade, led by Capt. Tom Hickman, proved a success. Among visitors were Tony Penello, Ruth Roach, Dick Solman, and Kent Bello. Ted Custer and Hoke Basinger were busy entertaining friends all week. Bill Donley, police chief, gave good co-operation. Mr. and Mrs. Bert Welshman left for the North. Ike Waldron has the rodeo performances running smoothly. Jasbo Hestler is riding again and in charge of a ball game. Hoy Ronium, concessionaire, closed at Saint Jo. Jim Hamilton left for Tipton and Binger, Okla., to bill the fair dates there. Business in Archer has been good and results on the season are about 20 per cent higher than last year. Mr. and Mrs. Blackie Martin visited at Bowie, Tex."

**NOTES** from Art Lewis Shows by Mrs. Alyne Morency: Mr. and Mrs. W. W. Wilno, with a well-framed cookhouse, joined in Bedford, Pa. They have a courteous group of waiters and it's one of the best cookhouses the writer has (See *MIDWAY CONFAB* on page 60)

**Evans' BINGO**

Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazaars, carnivals, night clubs, ball-rooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass Bingo Globe, 9 1/2" diam.; Cards (up to 3,000 without duplication), Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at new LOW PRICE!

**FREE CATALOG**  
Send today for Free Catalog of Evans' complete line of Midway and Carnival Equipment—for 49 years the standard of quality.

**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, sturdily built, easily operated. Prices to suit you. Write TODAY.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So. Nashville, Tenn.



**A FORMER TROUPER, Frank J. Fictum** is now a private in the army, with headquarters at Camp Roberts, California. For the last five years he was with the Frederick Shows and was called to the service from Douglas Greater Shows.

**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.

**POPCORN**

Yes, we have a big stock of large South American high popping ratio popcorn. Single bags \$6.25, five bag lots \$6.00 per cwt.

Ours is the most complete line of Popcorn Supplies, everything from Machines to Bags. Send for price list today.

**Gold Medal Products Company**  
131 E. PEARL STREET, CINCINNATI, OHIO

**DYER'S GREATER SHOWS**

Wellsville, Mo., Fair Festival, Sept. 10-13; Grenada Co. Fair, Grenada, Miss., Sept. 15-20; Itawamba Co. Fair, Fulton, Miss., Sept. 22-27; Webster Co. Fair, Eupora, Miss., Sept. 29-Oct. 4; week October 6th open, closed soon; Oktibbeha Co. Fair, Starkville, Miss., Oct. 13-18. Want good Merry-Go-Round and Live Pony Ride, Shows with own outfits, Silo Drome, Monkey Drome, Fun Show, Glass House, Fat Show, Pit or Side Show, Pit Worker for Snake Show, Athletic Show talent. Slim Moore wants Agents for legitimate Concessions. We will book limited number legitimate Concessions, Candy Apples, Floss, Custard, High Striker, Penny Arcade open. Neat, sober Ride Help for Octopus, Roll-o-Plane, Tilt, Wheel, Bumper Cars or Dipsy Doodle. Write or prepaid wire as per route.

**CENTRAL STATES SHOWS**

**WANT**

Girl Show People, Concessions for Garden City, Liberal, Harper Fairs. No. 1 Unit opens Berger, Texas, Sept. 29, for 10 weeks West Texas. Best cotton since 1919. Positively all legit. Joints open. Come on. Will book or frame any Show except Ten-in-One. Buy or book Mixup, Loop-o-Plane, Bingo. Wire or come on. Beaver, Okla., this week

**WANTED**

For Mitchell, Sept. 9-13; Austin American Legion Free Fair, Sept. 15-20, and Spencer American Legion Free Fair, on Court House Square, Sept. 23 to 27; all Indiana Candy Squares, Long and Short Range Galleries, Age and Scales, Striker, Pitch-Tilt-U-Win, Hoopla, Dart Store, large Cook House, Grab Joints and other legitimate Concessions. Wire or write

**BILL GERON**  
To Above Dates

**COOK HOUSE WANTED**

Must Be First-Class

ALL FAIRS FOR BALANCE OF SEASON.

**WORLD OF TODAY SHOWS**

Cleburne, Texas, this week;  
Terrell, Texas, next week.

**FOR SALE TRUCKS AND TRAILERS**

Two 24-Foot, one 20-Foot Springfield Trailers with Chevrolet Trucks, \$670.00 each. Motors never been used since overhauled. New paint, GOOD tires, some brand new. Can be seen at Pavilion, Myrtle Beach, S. C. RIDE DEPARTMENT, P. O. Box 174, Myrtle Beach, S. C.

**SOUTHERN SHOWS WANT**

Shows with or without outfit. Concessions of all kinds for the following Fairs: Collins, week Sept. 8; Monticello, week Sept. 15; Water Valley, week Sept. 22; Canton, week Sept. 29; Forest, Oct. 6; Shelby Stock and Horse Show, Oct. 13; Merigold Legion Jamboree, Oct. 19; Rosedale, Oct. 26. Come on, no time to write. All Mississippi in the cotton.

**WANTED**

Second Men for Tilt-a-Whirl and Roll-o-Plane. Semi-trailer drivers preferred. P.S.: Albert Rives, write.

**MAURICE MILLER**

St. Clairsville, Ohio

**Club Activities**

**Showmen's League of America**



Sherman Hotel  
Chicago

**Ladies' Auxiliary**

Members held a board of governors' meeting on August 29 to vote upon applications of the following who have been elected to membership: Mrs. Pearl Van Wert, Mrs. Shirley Mendelsohn, Martha Flannigan, Dollie D. Cooper, Mrs. Hodney Jones, Mrs. Boots Paddock, Mrs. Thelma Motley, Mrs. Doris Belew, Mrs. Mabel Lorow, Mrs. A. Marasco, Evelyn Klider, Bettie Bammel, Mrs. Gene Berin, Mrs. Josephine Woody, Mrs. Bertha Cohen, Mrs. Dorothy Sheesley, Hazel Maddox, Mrs. Johnnie Gallagan, Mrs. Earl Parks and Mrs. Julian Ward. Membership cards will be forwarded to newly elected members.

Past President Mrs. Cleora Helmer is still at her home recovering from a serious automobile accident. Secretary Jeanette Wall is in Michigan on a vacation. Chairman Phoebe Carsky is having wonderful response to calls for books out on the radio and luggage award. A successful season on the rolling dollar is expected. Members are working diligently for club. Dues are coming in every week. Don't forget yours, which are due and payable September 1.



**National Showmen's Assn.**

Palace Theater Building  
New York

NEW YORK, Sept. 6.—Executive Secretary John Liddy has completed his annual good will tour of member carnivals in the East and reported a successful season for the shows he covered. These included M. & M. Shows at Westport, N. Y.; Travers Chautauqua Shows, Ballston Spa; Coleman Bros., Altamont; Dodson's World's Fair, Utica; Cetlin & Wilson, Elmira, and Sam E. Prell World's Fair, Cortland, N. Y. In the course of his travels he visited Con Weiss, O. J. Baoh Shows, who was convalescing from an appendectomy at the Champaign Valley Hospital in Plattsburg. By the time this is in print Con will have rejoined the show.

Jimmy Strates reported a successful benefit jamboree for club at New York State Fair with George A. Hamid's grandstand show co-operating. Jamborees are scheduled to be staged by Cetlin & Wilson in Reading, Pa., September 8 and at George Hamid's New Jersey State Fair,

Trenton, September 25. Both events will have the co-operation of grandstand show. Brother Dave Endy writes that for the second time in two weeks a jamboree originally scheduled for Skowhegan and then at Presque Isle, Me., was rained out. However, he is not discouraged and will run several affairs for the organization before end of season and said that any tickets that have been sold to date will be honored at these affairs. Arrangements have been made by Vice-Chairman Dave Epstein for a mammoth jamboree to be held Thursday evening, October 9, in grand ballroom of Green Hotel, Danbury, Conn., in conjunction with the Endy Bros.' Shows.

Members are requested to advise the office of the names of any brothers now in the service so that we may forward to them their paid-up cards for the current period, which was unanimously voted upon. Brother Jules Lasures, Prudence Shows, has been successful in lining up new members, including Mike Prudence, John L. Taylor, William H. Taylor and James H. Short, in addition to several new applicants for the Ladies' Auxiliary. Brother Bernie Renn forwarded applications of Tom Carson, proposed by Lloyd D. Serfass, Penn Premier Shows, and Edward Horan, Coleman Bros.' Shows. Eligibility Committee approved application of Henry M. Cogert, sponsored by George Hamid. First regular meeting of the season will be held on Wednesday, September 24. Members are reminded that a revision of the by-laws is now in the making and that they should send in any suggestions to the By-Laws Committee, which will convene prior to the first meeting. President Max Linderman, World of Mirth Shows, writes that he has a number of new applicants lined up in addition to dues that members have turned in to the office. Assistant Secretary Leo Poorvin is vacationing this week, resting up for a busy season ahead.

Birthday congratulations to John E. Walker, "Dada" King, September 10; Charles C. Morris, Frank L. Massick, Jack Capria, John E. Miller, 11; Ralph W. Smith, Donald D. (Daddy) Simmons, Irving Harris, Charles Newman, 12; Joseph Basile, Ernest Hix, Joseph Spivak, 13; James Murray, Earl B. Purdie, D. Chisholm, Roland F. Tiebor, 14; Roy Thomas, Louis Gueth, 15; William Rappaport, Philip Bold, Alfred B. Qualman, Henry Kuhler and Terrell Jacobs, 16.

It may interest the bird fanciers of NSA to learn that good Samaritan and Palace Building manager Jim Wallace has taken charge of Little Eaglet, the homeless pigeon, and moved him to a bird sanctuary.

**Ladies' Auxiliary**

On a visit to Art Lewis Shows at Lehighton, Pa., President Midge Cohen met a number of old members and made the acquaintance of several new ones. On the way back to New York she stopped on the Cetlin & Wilson lot at Easton, where she paid a brief visit to Mrs. Izzy Cetlin, who is recovering from an attack of influenza, as is Sister Marge Wilson. Also visited with Sister Ada Cowan. Sister Irene Hester, Art Lewis Shows, returned to the show after having had her tonsils removed. Sister Sally Wagner of Coney Island is now on the mend. Sister Bess Hamid, back in town for a few days completing the many details incident to getting her daughter Zyne away to college and son George to Naval Officers' Training School, advised that at completion of Labor Day week at Hamid's Million-Dollar Pier, Atlantic City, the various performers there had contributed considerably more than \$200 to the penny fund for the Kiddies' Christmas Party. Orchids are especially due Ben and Betty Fox, of the well-known high dancing act. They have set aside a sum to be paid every week that they work at fairs. Vice-President Edna Lasures has sent in more penny bags, well filled, one from Mike Prudent, owner of the shows of the same name. Sister Dorothy Packman, spending much of her time on the road these days in her capacity as secretary to George Hamid, always has a few minutes to say hello to members and prospective members. Recently she was at the Middletown (N. Y.) Fair, visiting Coleman Bros.' Shows, and the Hatfield (Pa.) Fair, where Cetlin & Wilson had the midway. She also spent a day at Flemington (N. J.) Fair with the Bantley Shows. Members are reminded of the first meeting of the season on Wednesday, September 24.

**Heart of America Showmen's Club**



Reid Hotel  
Kansas City

KANSAS CITY, Mo., Sept. 6.—Thursday night at Bethany (Mo.) Fair Reynolds & Wells Shows played a successful benefit for the HASC. Show was staged by Brother Bert Melville, who supplied talent from his shows, and several acts working before the grandstand contributed their services. Club members appreciate the large sum which was collected and which will be turned over to the Hospital and Cemetery Fund. Vote of thanks is due Messrs. Reynolds and Wells, Bert Melville and those who volunteered their services. Twenty-one members of Reynolds & Wells Shows were also signed up as club members. Those who motored to Bethany were Mr. and Mrs. Chester Levin and son, Leo; Mr. and Mrs. Neal Walters and son, and Harry Altshuler. All reported an enjoyable night and that performance was a credit to the producer and artists.

Bert Melville was a clubroom visitor during the week, coming in on a business trip. Mrs. J. T. (Tex) Chambers, who has been on the sick list, has been moved to Dallas. She is located at 402 Hartdale Street and would like to hear from friends. Banquet and Ball Committee reports satisfactory results from its publicity campaign. Brother Art Brainerd, chairman, said many surprises are in store for those who attend the event, to be held in the Hotel Continental here on New Year's Eve.

The secretary would like to have permanent address of all members, so drop him a card. The season soon closes. Have you staged that benefit yet? Don't forget the membership drive. Get that petition now.

**WANTED RIDES**

Will buy, book or lease Kiddie Rides, Merry-Go-Round, Chair-o-Plane. Going south. Playing Street Celebrations Illinois, Missouri, Arkansas. Committees and concessions, fake notice.

**E.J. McArdell Midway of Fun**

Orfordville, Wis., this week

**WANTED—FREE ACTS**

Write L. B. DEAN, Secretary

**EAST ALABAMA FAIR**

Oct. 14-18, Alexander City, Alabama  
Give Brief Description of Act, Time and Price.

**GOLDEN BELT SHOWS**

WANT COOKHOUSE AT ONCE. CONCESSIONS OF ALL KINDS THAT WORK FOR 10¢. Ride Help. Long season south where Cotton Money will be plentiful. ALL FAIRS AND CELEBRATIONS. Address: Ridgeway, Ill., this week; Charleston, Mo., next week.

**WANT SHOWS**

With own outfit for seven Ark. Fairs, Rogers, Ark., this week. Legion Celebration: 15th to 20th, Poteau, Okla. Will book Concessions at Poteau, \$12.50 to \$15.00.

**OZARK SHOWS**

**WANTED CONCESSIONS and RIDES for PERRY FALL FESTIVAL**

October 2, 3 & 4, 1941  
Write DR. E. T. SWAN, Chairman of Concessions Perry, Missouri

**FOR SALE NEW SPITFIRE RIDE**

Booked for next ten Fairs, perfect condition. Apply BOX D-109, Care Billboard, Cincinnati, Ohio

**ALL-AMERICAN SHOWS**

Have for Sale—40x80 Dramatic End Top Proscenium Front Curtain and 5 Jig Show Banners, 8 by 10. \$350.00 cash.

Cordell, Okla., Sept. 8-13; Chickasha, 15-20.

**DROME RIDERS WANTED**

Trick Rider, Straight Rider. Join at once for balance season and Florida Fairs. Top salaries. Pay own wires. WALTER B. KEMP, Care Royal American Shows, Terre Haute, Indiana, this week; Chattanooga, Tenn., next.

**WANT FOR HENRY COUNTY FAIR**

MARTINSVILLE, VA., SEPTEMBER 15 TO 20

Legitimate Concessions of all kinds except Bingo and Cook House. Want Roll-o-Plane and Merry-Go-Round Foreman, Truck Drivers and Ride Help. Address:

**KEYSTONE MODERN SHOWS**

FRONT ROYAL, VA., THIS WEEK

**KELLIE GRADY SHOWS**

Want Shows. Will book for 25 per cent. Want Man and Wife to take charge of Illusion Show. Want few 40¢ Concessions. Lead Gallery, High Striker, Knife Rack, Novelties. Will pay cash for Little Beauty Merry-Go-Round. Will book any Ride not conflicting with Tilt, Wheel, Chairplane and Kid Auto Ride. We have 8 North Alabama towns booked up now. Don't wait for Saturday to get a week's work, we get crowds every night. Cullman, Ala., this week; Hartselle, Arab Fair; Athens Colored Fair; Red Bay, on streets; Russellville Fair; Sheffield, downtown; Florence, Ala., downtown. All these red ones. Cotton around 18¢ per pound. Want few Agents. Have Pan Joint open. Ike, wire. Need Grab Joint Man. KELLIE GRADY, Cullman, Ala., week Sept. 8th.

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 6.—Visitation program took us to New York State Fair, Syracuse, where we visited James E. Strates' Shows August 30. We were informed that all records for attendance and gross receipts had been broken, both for the fair and for midway attractions.

Personnel membership totals continue to climb. Additional memberships issued to the Gooding Shows have increased their total to 133, and that organization is rapidly getting to the point where it will challenge the first place held by Strates Shows with 203.

The federal government has announced regulations affecting the purchase of articles on installments. We are of the opinion that some of these regulations may apply to the purchase of riding devices, and we shall be pleased to furnish this information to any members who may be interested.

We have mentioned interstate trade barriers, and the summary of findings recently released by the United States Commerce Department, of particular interest to the carnival industry, are as follows:

"Analyzing the many evils resulting from barriers to the free flow of interstate commerce in this country, Paul T. Truitt, of the Department of Commerce, has just directed attention to the fact that such barriers may be divided into

two main groups. First of these is the type of barrier aimed specifically at excluding non-local enterprises. In the second group are those barriers imposing a direct and disproportionate burden on interstate commerce—which are of so broad a nature that they are encountered again and again in State after State.

The first type, Mr. Truitt points out, is created by local pressure groups thru a misuse of State legislative and administrative power. Such barriers may be removed thru legislative action. Recent decisions by the U. S. Supreme Court have declared unconstitutional laws that create barriers of this type.

As regards the second type of law or regulation, Mr. Truitt comments that "it is their cumulative effect which, in effect is a trade barrier. This type is created by non-uniform legislative or administrative action by a variety of States acting independently in a given field." Such action, the Commerce Department expert notes, is largely constitutional—and usually no abuse of State sovereignty is involved. Little relief from this type is to be found in the courts. The solution is to be expected largely from State legislative co-operation. Congress may pass more uniform laws (under its interstate-commerce power) superseding the present body of non-uniform State law."

Max Linderman, president of National Showmen's Association and one of the charter members of this association, has forwarded some correspondence relative to the new revenue act passed by the House of Representatives and now pending in the Senate. Attention is called to the fact that the bill in its present form provides a tax of \$25 per year in respect to each coin-operated amusement or gaming device. Obviously, the definition contained in the proposed statute would include nearly every kind of amusement device used in a Penny Arcade. This is called to attention of our membership and any other readers who may be interested so that they may immediately communicate with the United States Senate finance committee and to the individual senators from their States for the purpose of advising them of the seriousness of such a tax and of the fact that such a tax might put them out of business.

a beef with every paid admission due to the show's not being able to produce the much advertised and publicized iron feature.

On Tuesday our auspices demanded their rights and insisted upon either a lung or the contract being made null and void. With five more days to go and nothing in the offing, the predicament called for quick action. The show's entire personnel were called together to see if anyone with it had an iron lung. Finally our posing show manager saved the day by promising to have one ready for the night. The press department rushed to the papers with the glad tidings. Promptly at opening time the loud-speakers at the front gate started blasting, "The famed iron lung and human model now on exhibition!"

Rushing to the Posing Show top, we were surprised at the great display of showmanship. Only a man like our posing-show operator could possibly do what the office thought was the impossible. He had taken his little tin house trailer, painted it with aluminum and cut peep holes in its sides so the public could look within at his wife, who lay there wearing a G-string. The show topped the entire midway and the village swains all agreed that the community needed more iron lungs. We later learned that the iron lung has been booked in night clubs here next winter. The bosses have decided to feature educational attractions from this day on. Educational, Artistic and Research Midway will be added to their title.

MAJOR PRIVILEGE.

## TILT-A-WHIRL Topping All RIDES



For Information Write

**Sellner Mfg. Co., Inc.**  
FARIBAULT, MINN.

## SHOW TENTS AND CONCESSION

**Fulton Bag & Cotton Mills**  
Manufacturers Since 1870  
ATLANTA ST. LOUIS DALLAS NEW YORK  
MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

## 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.**  
Cincinnati, O.  
230 Main Street

### 10 . . . MORE CLASS "A" FAIRS . . . 10

**LYNCHBURG, VA.**  
**LEGION FAIR**  
SEPT. 15-20

**WESTERN NORTH CAROLINA STATE FAIR**  
**HENDERSONVILLE**  
SEPT. 22-27

**GREENSBORO, N. C., FAIR**  
SEPT. 29-OCT. 4

**CONCESSIONS**  
Legitimate Concessions of all kinds. No Wheels or Coupon Stands. Price Reasonable.

**SHOWS**  
GLASS HOUSE FAT SHOW MIDGETS  
Can place Girls for Posing Show and Revue. Salaries paid by office. Will buy set of Eric Diggers for Penny Arcade.  
**ART LEWIS, Gen. Mgr.**

**RIDES**  
Super Roll-o-Plane with own transportation, Pony Ride.  
**NEON MAN**—Have our own plant. Want one experienced Diesel Caterpillar Driver.

Address: Staunton, Va., Sept. 8-13; then as per above route.

### USED TENT BARGAIN

Here's a 60x90 Round End Tent that's a splendid bargain. No. 7-601—Top of 8 oz. army green treated, trimmed in red. Roped third seam. Bail ring style. Double sun curtain, inside red. Walls 9'6" high, green duck with red band in center. Three piece top, overlaps over lacing. Fair to good condition. Top and walls **\$594.**

Write—Wire—Phone  
**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.

### CONCESSION CARNIVAL TENTS

Our Specialty for Over 46 Years  
**UNITED STATES TENT & AWNING CO.**  
701 North Sangamon Street, Chicago, Ill.

### TENTS-BANNERS

Buy Now and Avoid Disappointment  
**CHARLES DRIVER—BERNIE MENDELSON**  
**O. HENRY TENT & AWNING CO.**  
4802 North Clark Street, CHICAGO, ILL.

### WHIP FOR SALE

12 Cars. Can be seen in operation. Painting and mechanically good. First \$1,500 takes it. Snow Ice Machine for sale. Used 2 weeks. First \$25 takes it.  
**CHARLES GERARD**  
2515 Newtown Ave. Astoria, L. I., New York

### MRS. AGNES TROUT WANTS

Agents for Clothes Pin, Pitch Till U Win, Balloon Concession and Razzle Dazzles, Happy Smith, wire me. Address: Care of **WORLD'S FAIR SHOWS**, Leaksville-Spray, N. C.

### Cumberland Valley Shows WANT

Legitimate Concessions and Shows that do not conflict. Seven more bona fide Fairs to follow. Address all mail to **ELLIS WINTON, Mgr.**, Sparta, Tenn. (Fair).

### SECOND-HAND SHOW PROPERTY FOR SALE

\$5.00—Electric Fire Side Nut Warmer.  
\$15.00—Large Moose Head with Antlers.  
\$25.00—Concession Tent, 14x8 ft., with Sidewall.  
\$10.00—Genuine Eight-Legged Pig in Alcohol.  
15¢ Each—Pennant Flags, Streamers. Send list. We buy Chicago Rink Skates & Gandy Floss Machines.  
**WEIL'S CURIOSITY SHOP**  
12 Strawberry St. Philadelphia, Pa.

### STRATES SYRACUSE TOP

(Continued from page 30)

card. There were short addresses by George Hamid, Oscar Buck, James E. Strates, Hoot Gibson, Dick O'Brien and Nancy Miller. Music was by the Harlem Revue.

Emanuel Zacchini's cannon act was presented twice daily on the midway. Fly-a-Plane had its initial showing and was opened one day ahead of the outfit, as it was shipped in here the Saturday before the fair opening, put up immediately and opened on Sunday to capacity business. Rocket and Fly-a-Plane were top-money rides, and Joe Sciotina's Vanities and Nancy Miller's Gay Hawaiian Nights fought it out for tops on shows.

Edith Sterling's Indian Village and the O'Brien Wild Life Exhibit, located among the exhibit buildings, and being donation attractions, showed big grosses. Altho the train was not spotted until 10 p.m. Sunday, thru the co-operation of the entire working staff, every ride and show was ready to go Monday morning at 8 o'clock, even to the dressing up of the midway with shavings placed by the train crew under direction of Mike Olsen.

Bill Jones, corn game operator, had three locations and scored heavily. Steve Gekas's cookhouse was the mecca for visiting showmen and he was forced to give 24-hour service. Chief mechanic and boulder James Yotis had every ride tuned up to highest efficiency. Giff Ralyea has joined the electrical staff. Keith Buckingham, special agent, stayed back with the show for the date and efficiently handled 65 ticket takers and the ticket sellers of the office attractions. Before the close of the engagement the fair management had its surveyor make a blueprint of the midway layout, and it is the intention to have a paved midway for the 1942 State Fair.

### BALLYHOO BROS.

(Continued from page 30)

party of the second part decided to hold part of celebration in a near-by amusement park, which amounted to very little. There was a free barbecue and speaking by the head of the local Iron Lug committee. From 1 p.m. until midnight the crowd was ours. Thousands of pleasure-seeking patrons passed thru our gates to enjoy the midway and to gaze upon the iron lung. There was

## HAPPYLAND SHOWS, INC.

Can place legitimate Concessions for Allegan County Fair, Allegan, Michigan, September 15 to 20, and Northern District Fair, Cadillac, Michigan, September 22 to 26. Address **HAPPYLAND SHOWS, INC.**, Bad Axe Fair, Bad Axe, Michigan, to Sept. 13.

### WANTED—LEGITIMATE CONCESSIONS

Louisa, Ky., Free Fair, September 30-October 1-2-3-4

Location—Main Streets. All Concessions open except Eating and Drinking privileges. Address Inquiries:

### THE F. E. GOODING AMUSEMENT CO.

1300 Norton Ave.

Columbus, Ohio

## LEXINGTON, VIRGINIA, FAIR

SEPTEMBER 15 TO 20 Inclusive

### KAUS EXPOSITION SHOWS, INC., ON THE MIDWAY

WANTS legitimate Concessions of all kind, no exclusive except Bingo and Novelties. Any Single Pit. Attraction with own outfits. Ride Help in all departments. Tickets only to those we know. For Sale: One Pennant Machine. Monte Navarro wants Pianist and Posing Show Talker. Address: This week, A. J. KAUS, Covington, Va. (Fair); next week, Lexington, Va.

### WANTED

For two of the best County Fairs in West Virginia—Clay, W. Va., Sept. 15 to 20, and Spencer, W. Va., around Courthouse, Sept. 22 to 27; with others to follow. Will book or buy small Merry-Go-Round, Loop-o-Plane or Roll-o-Plane. Can use Shows with own outfits. Concessions of all kinds that work for stock except Bingo, Penny Pitches and Ball Games. Can place Grab Joint. All Address: **JACOB PRYOR, Mgr.**, Sutton, W. Va.

### PRYOR'S ALL STATE SHOW

## ON ACCOUNT OF CONFLICTING DATES

Will sublet the exclusive on Bingo Corn Game at one of the best County Fairs in Georgia, Week of September 22. Will have openings for experienced Corn Game Help, Country Store, Juice and Grab Joints and other Slum Joints for week September 22 at Knoxville, Tenn., Fair.

### JOHN GALLAGAN

Jackson, Tenn., all this week, care Fair Office, Fairgrounds; Knoxville, Tenn., after September 15, care Fair Office, Fairgrounds.

# 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, \$8.50. 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 Class . . . \$12.50 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25 Lightweight Lapcards, 8x16, Per 100 . . . .50 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 . . . 1.25 3,000 Featherweight Bingo Sheets, 5 1/2 x 8, Loose, Per 125 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



**WRITE SIOUX TIRE & BATTERY CO.**  
SIOUX FALLS, S. D.  
Buy on Our Easy Terms.

**WANTED Shows and Concessions**  
OF ALL KINDS FOR 3 BIG FAIRS  
**BOWLING GREEN, MO., WEEK SEPT. 15**  
**VANDALIA, MO., WEEK SEPT. 22**  
**LEWISTOWN, MO., WEEK SEPT. 29**  
**Oliver Amusement Co.**  
RUSHVILLE, ILL., THIS WEEK, THEN PER ROUTE ABOVE

**SHOWS WANTED**  
**BLUFFTON, INDIANA, FREE STREET FAIR**  
Sept. 21-25  
Can use Girl Show with good equipment and clean show. Address:  
**THE F. E. GOODING AMUSEMENT CO.**  
1300 Norton Ave. Columbus, Ohio

**WANTED CARNIVAL TREASURER**  
For one of the largest railroad carnivals. Must be first-class and thoroughly experienced. Good salary.  
BOX D-107  
Care The Billboard Cincinnati, O.

**WANT**  
OCTOPUS, SPITFIRE AND ROLL-O-PLANE SHOWS AND CONCESSIONS. DIGGERS OPEN. RIDE HELP. COLORED MUSICIANS AND PERFORMERS. COVINGTON, TENNESSEE. FAIR THIS WEEK; LEXINGTON, HUNTINGTON FAIRS TO FOLLOW; THEN MISSISSIPPI FAIRS. PREPAY WIRES.  
**ROGERS GREATER SHOWS**  
COVINGTON, TENNESSEE

**C. W. NAILL SHOWS**  
Want to join at Lepanto, Ark., week Sept. 8-13. Photo Gallery, Agents for Ball Games, Ride Help, organized Minstrel Show. Salary or percentage. Small, neat Snake Show; any legitimate 10¢ Grind Concession. Man to take charge of Athletic Show. Wire C. W. NAILL, Lepanto, Ark.

**WANTED**—Kiddie Ride, must be flashy, no junk; Grind Show or any Show that's clean. Place Bingo and Concessions that work for 10¢; no racket. Des Arc, Ark., 12 County Stock Show, Sept. 15-20; Salem, Ark., Fair, Sept. 22-27. We hold contracts for six more of the best in Arkansas and Missouri. Yes, we will play Crystal City, Eagle Pass, Del Rio, Tex. in February, 1942. We never close. **DAVE COOPER**, Business Mgr., **GOLDEN ARROW SHOWS**, per route.

# Direct From the Lots

## West's World's Wonder

*Bloomington, Ill. Eight days ended August 29. Location, O'Neil's Park. Auspices, VFW Post. Business, good. Weather, good.*

Making another Saturday opening here, shows' first night was excellent, but local blue laws prevented a Sunday play. This was the last still date of the season, and shows have been repainted and present an attractive appearance. Harry Schriber's concessions clicked. Committee co-operated, as did city and county officials. *The Daily Pantagraph* and Station WJBC were liberal with space and air time. The writer promoted a successful Kiddies' Matinee and Treasure Hunt. Plenty prizes were awarded.

*Terre Haute, Ind. Six days ended August 21. Location, Stadium. Auspices, Vigo County Fair. Business, excellent. Weather, fair.*

Despite light daily rains, crowds were big and business reached new highs, topping last year's receipts for rides and shows by more than 20 per cent. Top rides were Caterpillar, Jack Stutzman's Ridee-O and the Miniature Railroad. Art and Frances Spencer's Motordrome played to big crowds. Art Converse's Side Show packed them in. Kaplan's Arcade joined here, as did L. P. Brady. Harry Rubin returned with concessions. Sam Laker, who joined the office staff as Ted Woodward's assistant in Joliet, Ill., is doing a good job.  
BOB BUCKLER.

## Arthur's Mighty American

*Ontario, Ore. September 1-3. Location, rodeo grounds. Auspices: American Legion Post Rodeo. Business, good. Weather, unsettled. Pay gate, 10 cents.*

Three big days drew over 14,000 here, with fair results for all. Empress, elephant, and the entire circus were featured in the Labor Day parade, including Anne Velde and Joe Metcalf, Glenn and Ethel Henry, Tod and Maxine Henry, Joseph and Della Ryan, Manuel Marclias, Emmett and Maxine Ward, Lucy Donzelli, Jere Leamington, Peggy Billsmire, Phyllis Walker and Pay Tiedkte. American Legion Post co-operated, and newspapers were generous with space. Seven of Allen Fine's concessions had a successful engagement at the Halfway (Ore.) Rodeo. Johnnie Boston added two concessions here. Mrs. Retha Butler spent three days as mistress of the marquee. At the close of the engagement Mr. and Mrs. Allen Fine departed on business for Ventura, Calif., and Los Angeles. They will return later. Mr. and Mrs. Lloyd Carlson's new cookhouse sold out nightly. Rolloplane topped rides, with the Merry-Go-Round running a close second. George Conklin and Walter Gorsline's Side Show topped shows. Mrs. Charles Ferguson spent a busy three days with her photo gallery. Ladies' Bowling Club meet was won by Phyllis Walker and Alice Blash. Membership campaign for the PCSA was started here with gratifying results. Mr. and Mrs. Martin Arthur made a business trip to Cambridge, Idaho. Special Agent William Martini recovered from his recent accident and departed for Prineville, Ore. Anna Metcalf's peanut stand did a rushing business until she ran out of stock. Mr. and Mrs. Jack Dyke spent the week in Halfway, Ore., with one of their digger concessions. Mr. and Mrs. Everett Butler entertained relatives from Weiser, Idaho. Franklyn Powers arrived from the East and joined the Rolloplane crew. Upon the departure of Lucy Donzelli, Maurice Leamington was appointed *The Billboard* agent.

*Caldwell, Idaho. Four days ended August 28. Location, rodeo grounds. Auspices, American Legion Post. Business, fair. Weather, some rain. Pay gate, 10 cents.*

In order to shorten the eight-day stand at Ontario, four days in Caldwell were substituted at the last minute and despite many counter attractions, business was fair, with the circus the main attraction. Daily broadcasts were made over Station KFXD, while *The Caldwell News* was generous with space. Showers prevailed thruout the engagement, but the reserved seats were filled nightly. Opening night brought many visitors from the Monte Young Shows exhibiting at the State Fair in Boise, Idaho. Mr. and Mrs. Martin E. Arthur and the writer were the guests of Nina Rogers's, Moe Levine and Mr. and Mrs. Harry

Sucker, of the Monte Young Shows. Mr. and Mrs. Lloyd Carlson's cookhouse did good business. Bull Montana Walker built a new concession. Mr. and Mrs. Allen Fine made trips to Cascade, Boise and Ontario, Idaho, on business. Jack Dyke took a set of diggers to State Fair at Boise. Women's bowling meet was won by Dolores Arthur and Mrs. Emma Blash. Franklyn Powers arrived from his home in Wisconsin. Millie Carlson is visiting her aunt and uncle, Mr. and Mrs. Lloyd Carlson. Jack Dyke purchased a cub bear to add to his Penny Arcade.  
WALTON DE PELLATON.

## H. P. Large

*Noble, Ill. Week ended August 30. Location, City Park. Auspices, Fire Department Home-Coming and Powwow. Business, fair. Weather, cloudy.*

Date marked shows' third appearance here, and Manager Large was greeted by many friends on his arrival. Because of the weather, business was not up to standard. George Christian closed here with his two rides. Manager Large went to St. Louis, where he bought Al Hanson's Chairplane and booked Curley's Kiddie Rides, W. A. Thompson's ride and Perry's ponies. Morena's Girl Revue joined here, as did C. McClellan with cookhouse. Blackie Short arrived to take charge of the Chairplane. Manager Large was complimented on the appearance of his attractions. Shows have two more weeks

West Highway here, about eight blocks from the business section, and the location attracted many tourists who otherwise would not have seen the show. Business Manager Glenn Osborne took advantage of the lull in his department and, with Mrs. Osborne and daughter, Evelyn, spent the week-end in Memphis, where Evelyn will re-enter school. Art Price spent the week visiting other shows, while most of the concessionaires remained to watch the crowded midway. Secretary Margaret Miller suffered a nervous breakdown here but managed to go to the showgrounds at night to look after her regular duties. Owner-Manager E. E. Farrow made several out-of-town trips during the week, while Frank Sparks, cookhouse operator, commuted daily to Paducah, Ky., to buy supplies. Abe Frank made a flying business trip to Greenville, Mo., and visited Buckeye State Shows en route. Imogene Rainey, who had been visiting Mr. and Mrs. Frank, returned to Byers Bros.' Shows at Anna, Ill., where her parents operate the cookhouse. At the conclusion of the Metropolis engagement the shows recrossed the Ohio River for the Tennessee and Mississippi fairs. Visitors included Mr. and Mrs. Roscoe Wiggington, C. A. Myers, R. G. Grable, Herman Rudd, Eddie Spence and Ira Waters.  
WALTER B. FOX.

## O. C. Buck

*Rhinebeck, N. Y. Four days ended August 29. Auspices, Rhinebeck Fair. Business, good. Weather, good.*

Over 27,000 turned out for this fair. On Friday President and Mrs. Roosevelt visited and circled the midway in their car. Shows occupied the Western end of the fairgrounds and stretched over to an adjacent space alongside the track, where the Merry-Go-Round was erected. Packed to the limit for 14 hours a day, the week proved one of the shows' greatest stands in their long record of dates at this fair. Shows had a long haul in here from Malone, N. Y., and pulled on the lot during a terrific rainstorm that lasted all day. Shows opened Tuesday and altho the fair lasted until Saturday, shows moved out Friday night in order to make the long trek to Dunkirk, N. Y. New Silver Streak, Ball-Ball and Schwartz's custard wagon moved from Malone to Buffalo, where they played the Society Charity Circus. Jimmie Allen, driving a semi, struck a car en route here and caved in the side of the auto. No damage was done to the truck, and insurance covered all claims of the owner of the other car. Joe Gangler says his circus reveals a business increase of over 50 per cent since Bill Howland took over the front. He added two new dogs here. William Gorman, former business manager, returned from New Britain, Conn., for a two-day visit. Harry Royster, general manager Paramount theaters in this section, hobnobbed with the press department for the first three days. Mrs. Eddie Evans is getting pictures of the Penny Arcade to send to the committee of coin machine operators who are at the Congressional hearing on a new tax on these devices.  
LON RAMSDALL.



LOIS WILSON, daughter of Mr. and Mrs. Ray Wilson, owners of Wilson's Famous Shows, left the organization recently to enter Brown's School of Business, Peoria, Ill. She was graduated from Astoria (Ill.) High School last May 23.

in Illinois and then will go to Mississippi for the winter.

*Cisne, Ill. Week ended August 23. Location, City Park. Auspices, City Home-Coming. Business, good. Weather, good.*

Date proved to be another winner for the shows, which opened Monday night to a fair crowd, but business was below expectations. Tuesday was only fair, but Wednesday night the midway was thronged and all rides and concessions enjoyed good business, which continued the rest of the week. Ferris Wheel and Merry-Go-Round topped rides. Lon Morton left for the South.  
MONROE SMITH.

## Wallace Bros.

*Metropolis, Ill. Week ended August 30. Location, East Fifth Street Showgrounds. Auspices, American Legion Post. Business, very good. Weather, warm with daily showers. Pay gate, 10 cents.*

This was another of the writer's old standing committees and, altho nearly all concessions, including corn game and penny pitches, were closed by unfriendly county officials, shows had their best week since leaving Michigan several weeks ago. Front gate receipts topped those at Grand Haven, Mich., and rides had one of the best weeks of the season. George Triplett, William Worthington and H. D. Parker, friends of the writer, were in active charge for the sponsors and gave good co-operation. Shows broke in a new lot on the main East-

## Crafts 20 Big

*San Diego, Calif. Week ended September 5. Location, water front grounds. Auspices, American Legion Post. Business, excellent.*

All attractions got away to a flying start here, with the holidays bringing thousands of visitors to this defense boom town. Mr. and Mrs. Louis Korte, who left several weeks ago with concessions to play Canadian fairs, reported good business and that they will rejoin soon. Rosana DeNose, niece of Uncle John (Spot) Ragland, is making a capable ham and bacon wheel operator, as is another niece, Elois Chappelle, college student, who is spending her vacation on the show. Jimmy Lynch with eats and drinks reported the best business of the season here, as did Mrs. Roy Ludington with bingo. Jeff Griffith has taken over management of the Miss America show and is doing well. Fred Mortensen, with Speedball, and Clara Mortensen, woman wrestler, have been doing capacity with the Athletic Stadium. Karl Lohmueller's Glamour Girls are still packing them in, as is the Dude Ranchettes and Borneo Village.

Harvey Quackenbush, head of the neon department, reported all rides have been neonized. Pay gate here recorded the largest crowd of the season on Labor Day.  
**GEORGE PARENT.**

**Cetlin & Wilson**

*Eason, Pa. Week ended August 30. Auspices, Palmer Hose Company. Weather, variable. Business, excellent.*

First two days here were marred by continuous rain and chilly nights. Then came sunshine, with increasing business noted daily. Carl Lauther's Side Show topped shows, with Paradise Revue and Tommy Thompson's Miss Americas running second. Harry Thomson's Marine Exhibit also had an excellent week. Despite the rain P. Van Ault's Penny Arcade turned in a nightly gross. Bud Cross's new Spitfire led rides, with Moon Rocket running second. Walter's and Neister's Kiddie rides were swamped. Joe Decker, who operates the Midway Cafe, was pleased with business. Charles Cohen's bingo was rebuilt and repainted and an array of stock added for the fair tour. Mr. and Mrs. Cohen spent time in New York during the week. Station WEST carried daily broadcasts and newspapers gave all co-operation possible. Mr. Wilson was away on business for several days. Mrs. Cetlin and Mrs. Wilson were kept indoors due to illness. Mr. and Mrs. Carl Lauther and Mr. and Mrs. Woodrow Olsen made a trip to New York to purchase wardrobes for the Side Show and Illusion Show. Mrs. William Cowan and daughter visited Mrs. Cowan's mother on Long Island. Mrs. Johnny O'Rear is again on the midway after a brief illness. Dorothy Mitchell rejoined Charles Vess's Six Queens and an Ace. Delmar's Fighting Lions go over big. Maintenance crew is finishing details for fairs and scenic artists and painters are busy refreshing fronts and rides. Harry LaBrequé, manager of New Jersey State Fair, Trenton, was a guest of Messrs. Cetlin and Wilson one night.

**World of Mirth**

*Essex Junction, Vt. Week ended August 30. Auspices, Champlain Valley Exposition. Weather, variable. Business, good.*

Grosses and attendance were ahead of last year here, giving shows a better-than-average week, even tho Monday was a washout. Earl Purtle's Fly-o-Plane got top money among rides, while Ed Tut-hill's Dames did best among shows. Saturday business picked up considerably over previous years, patronage continuing until midnight. Shows arrived from Canada in good order, with no delay at the border. Stellar grandstand attractions added considerably in drawing crowds. Judge and Mrs. Ben Tucker and daughter, Richmond, Va., left for home after spending two weeks as guests of Mr. and Mrs. Frank Bergen. Irish Horan was seen around the midway.  
**JIM McHUGH.**

**L. J. Heth**

*Fairfield, Ill. Week ended August 30. Auspices, Wayne County Free Fair. Weather, hot. Business, excellent.*

This was the shows' seventh consecutive year here and business exceeded that of all others. Police estimated 75,000 entered the grounds, exclusive of 5,000 soldiers en route to maneuvers in Arkansas. They camped on the fairgrounds Monday night and were responsible for the big gross chalked up the forepart of the week. Ray Marsh Brydon joined for this date with his International Congress of Oddities and did big business. Raymond A. Walton, circus agent and promoter, spent two days with Harry Logan and the writer. Jack Stumph, fair executive from Pinckneyville, Ill., was a nightly visitor. Martin and Donnye Caldwell, Mount Vernon, Ill., relatives of the writer, also visited. George and Elvida Walker took delivery on a new living trailer. Manager Joe Fontana celebrated his 37th birthday Saturday. He received cards, telegrams and many gifts. Doc Baldouf closed with his cookhouse and joined Great Lakes Exposition Shows.  
**H. B. SHIVE.**

**Johnny J. Denton**

*Celina, Tenn. Week ended August 30. Clay County Fair. Pay gate, 10 cents.*

This was the first fair of the season and several people joined here for remainder of the season. Fairground was small but Mr. Montee did a good layout job. Attendance was light the first of the week, but it improved Friday, Children's Day, and swelled to 6,000 Satur-

day. Officials gave Mr. Brewer, general manager and advance man, excellent co-operation.

*Lafayette, Tenn. Week ended August 23. Location, Bralton lot. Auspices, American Legion Post. Pay gate, 10 cents.*

New lot in the heart of town with an active sponsor helped swell attendance, giving shows one of the best weeks of the season. The post and county officials gave co-operation. Brewer returned from a booking trip and reported the route complete for the season. Dick Copeland joined with Athletic and Miss Faronia Shows.

**Virginia Greater**

*Culpeper, Va. Week ended August 30. Business, good. Weather, cool. Pay gate, 10 cents. Location, old fairgrounds.*

Cool and stormy weather the first part of the week held crowds down, but Saturday night the midway was filled and all did business. New power unit was purchased for the Ell Wheel. Saturday night Rocco arrived from a southern tour and announced five new fairs signed. On Wednesday Mills Bros. Circus showed on a downtown lot to a good matinee despite inclement weather. Carnivalites took a busman's holiday and saw the matinee. Soldiers and CCC boys were admitted to the grounds free all week. Phil and Phil, free act with World of Fun Shows, visited and were entertained by Sol Nuger. It was learned that Teddy Baker, concessionaire, was a former interior decorator, so under his expert guidance Mr. and Mrs. Ken Davis had the interior of their trailer done over. General Agent Murray has been confined to his hotel with a severe cold. Electrician Mac McMurdo strung lights over to the parking lot for the convenience of patrons. Ken Davis, high pole act, was well received.  
**KEN DAVIS.**

**Penn Premier**

*McCool, Md. Week ended August 29. Auspices, Fire Department. Business, good. Weather, generally fair.*

Monday's opening was again marred by rain but for the rest of the week ideal weather prevailed. Firemen co-operated and the firemen's parade Thursday night brought throngs to the grounds. It was necessary to tear down Friday night in order to make the long haul to Ford City (Pa.) Fair. Lewis Moore, electrician's helper, did good work on a difficult job here. Pops Hanlon and his crew are making a new grab stand for fairs. Mr. and Mrs. Charlie Crow rejoined here, as did Arthur Levin. Dream Girls and Paradise Valley Girls topped shows.  
**CHARLES GUNDERMAN.**

**Bee's Old Reliable**

*Campbellsville, Ky. Week ended August 30. Auspices, New Taylor County Fair Association. Business, fair. Weather, fair.*

All shows, rides and concessions opened Monday night to a good crowd and everyone did business all week. Tuesday night drew a larger crowd. Fair officially opened Wednesday to heavy attendance, which continued all week. Fair, county and city officials co-operated. Minstrel Show has been re-organized and made an office attraction. Roster includes James (Kid) Murphy, manager; Viola Steptoe, producer; Red Jones, James Ayres, Arthur Ayres, comedians; Leola Thompkins, Lillian Jones, Eliza Brown, Sue Thomas, May Johnson, Violet Hawkins, chorus; Professor Peterson, orchestra leader; Red Jones, drums; Willie Hawkins, trombone; James Brown, trumpet; Ed Smith, saxophone, and White Whitehead, canvas. This show has been clicking from the start. Col. Blackie McLemore made a business trip to Louisville.  
**R. F. ROBERTSON.**

**Zacchini Bros.**

*Hopewell Heights, Va. Week ended September 4.*

Shows played on a new lot here to good business. Birthday party was given Carl Bartels. Mr. Brono and Mr. and Mrs. Hugo Zacchini made a plane trip to Tampa, Fla., on business. Mr. and Mrs. Lee, with photos, are doing big business. Three new girls in Mr. and Mrs. McDondel's Posing and Girl shows were entered in a beauty contest at a store in Richmond, Va., last week, receiving a gift. Clyde Best is doing his share of billposting. Mr. and Mrs. De-Marco are back from a trip East. Mr. and Mrs. Thomas Cardaro had visitors in Richmond. Mrs. Tex Estridge, in charge of the Ten-in-One, has a new

line-up: Prenia Aston, electric chair; Miss Cha Cha Zacchini, sword box; Mrs. Frear, mentalist; Tex Estridge Jr., ticket box; Lew Harrison, pincushion, and Jack Ormes, talker and snakes. Mr. and Mrs. A. H. Wade are doing good business with their concessions. Benny Cohen and Mr. Fenney have games. Mr. and Mrs. Brosky have three penny pitches. Dr. War is doing okay with his Wonder Ape Show. Mr. and Mrs. Joe Winter are putting out good meals in the cookhouse. Sam Weintraub had Mr. Morris take over one of his stands. Dimples Zacchini will have a party before going back to Tampa College. Duke Bartels and John Knight are sporting a new GMC truck. Carmelo Micallef, paymaster, is recovering from a leg injury.  
**WILLIAM PORDON.**

**Buckeye State**

*Jackson, Mo. Week ended August 30. Auspices, American Legion Post Home-Coming. Location, streets around courthouse. Weather, ideal. Business, excellent.*

Sponsor, chamber of commerce and

city and county officials co-operated to make the event the most successful to date and it far surpassed in attendance and spending the 1940 fete. All shows, rides and concessions did big business. Concession line was augmented by numerous new stands. Owner Joe Galler was complimented on the appearance of the midway and the manner in which it was conducted. Jack Oliver and the writer were kept busy meeting visiting fair officials. Date Curtis's Cotton Club Revue did capacity business and recorded its banner week of the season. Earle Crane left for two weeks because of health restrictions on frozen custard. Pete Richards, who operates five concessions, reports good business. Mrs. Richards is becoming more attached to her new trailer home. Abe Franks, formerly of Wallace Bros.' Shows, was a visitor.  
**H. G. STARBUCK.**

**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

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**ROLL FOLDED TICKETS** DAY & NIGHT SERVICE  
 SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
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10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000.. 10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
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Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS** **WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARK.

2000 PER ROLL  
 1 ROLL.....@.....75c  
 5 ROLLS.....@.....60c  
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TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

**A HOME ON THE LOT**  
**Real Living Always—Wherever You Go**

Now you can have all the conveniences and comforts—a living room, 2 bedrooms—to sleep four, dinette, kitchen and lavatory. 100% insulated, with hot air floor. NO MORE WORRIES ABOUT HOTEL ACCOMMODATIONS—OR RENT TO PAY.

*Stream-Lite Coaches*  
 Standard and Custom Built Trailer Homes

**CHICAGO STREAM-LITE CORP.**  
 5001 COTTAGE GROVE AVE. CHICAGO, ILL.

**Want--COURIER RECORD FIVE COUNTY FAIR--Want**  
**BLACKSTONE, VA., SEPTEMBER 15-20**

**LEE COUNTY FAIR** **CHEROKEE CO. FAIR**  
**Sanford, N. C., Sept. 22-27** **Murphy, N. C., Sept. 29-Oct. 4**

CONCESSIONS OF ALL KINDS—Wheels, Grind Stores, Novelties, Ball Games, American Palmistry, Guess Your Weight and Age, High Striker, Cigarette Gallery, Pitch Till U Win, Hoop-La. SHOWS: Can place GLASS HOUSE, LIFE SHOW, OR ANY OTHER NON-CONFLICTING GRIND SHOW. HELP IN ALL DEPARTMENTS. GIRLS FOR OFFICE PAID REVUE AND POSING SHOWS.

**BANTLY'S ALL AMERICAN SHOWS**  
 LURAY, VA., THIS WEEK

**ZACCHINI BROS.' SHOWS**

For long route of Southern Fairs. Can place the following Concessions: Ball Games, Palmistry, Pop Corn, Fish Pond, Bowling Alley, Bingo, Candy Floss, Penny Arcade, Pitch-Till-Win, Novelties, Dart, Scales, Duck Pond, Hoop-La, Rat Game, Guess Your Weight, and Ice Cream. Want Shows of merit with own equipment and transportation. Can use experienced Ride Men in all departments; semi-drivers given preference. Best of treatment and good wages. Address:  
**BRUNO ZACCHINI, GEN. MGR., SO. NORFOLK, VA., THIS WEEK.**  
 P.S.: Want to hear from Tommy Allen.

**FAIRS FAIRS FAIRS FAIRS**  
**BEE'S OLD RELIABLE SHOWS, INC., WANTS**

Comedians, Singing and Dancing Chorus Girls that can cut it for an office owned and paid Minstrel Show with top wages in cash. Stock Joint Agents that can stand prosperly. Ten cent Stock Concessions of all kinds. Sober Ride Help. No tickets. Shows with own equipment and transportation, thirty per cent to office. Hickman County Fair this week, at Centerville, Tennessee; Crockett County Fair, on streets, Alamo, Tennessee, next week.

**WOLFE AMUSEMENT CO.**

Can place the following Concessions: Custard, Photos, Bingo, Ball Game, Heart-Shaped Pitch Till Win, Fish Pond, Cigarette Gallery and any other legitimate Concession. Place Merry-Go-Round and Chair-o-Plane Foremen that can drive trucks. Also place organized Minstrel Show or a good Grind Show with own outfits, 25%. John Hanley, Harry Mohler, Ray Kressell, George Weaver, get in touch with S. C. Reed, Mr. and Mrs. Spear and Mrs. McCormick, get in touch with me. Want Useful People at all times. Good opening for American Palmistry. Pistol Pete, wire me. Good opening for Diggers. Humpy Evans, wire me. Cotton is coming in fine. Union, S. C., all this week; Seneca, S. C., Sept. 15 to 20. All wires and mail: **BEN WOLFE, Mgr.**

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

## Stellar Bill Draws At Ind. Settler Day

COLUMBIA CITY, Ind., Sept. 6.—Old Settlers' Day here on August 21 was the most successful in the 41-year history of the sponsoring Old Settlers' Association, reported M. R. Lorber. Gooding Greater rides and practically all concessions did capacity business. Attendance was estimated at 38,000.

In addition to band concerts, speeches and conservation department exhibits, there was a continuous free program of stellar attractions, including a free show for children in the Columbia Theater, Badger State Barn Dance, Duke Baier and his orchestra; Bill Talent, comedy; Fortunello and Crillino, comedy; Five Flying LaForms; Flying Berry Trio, skaters; Hap Hazzard and Mary Careless, comedy; Flash Gordon Trio, aerialists; Four Sensational Stars, aerialists; Six Danwills, acrobats; Three Jesters, clowns; Mlle. Hilja, contortion dancer; London Trio, comedy acrobats; Bert Nagel and Company; Blondin Trio, comedy bars; Aces, head and hand balancers, and Indiana Service Chorus of 40.

ACTS playing Watertown (Wis.) Celebration on August 31-September 1 were Marie's Animal Circus; Billie and Buddy Carr, the former also acting as emcee; Leo Francis, musical clown; Three Sterlings, comedy tables, and Lucille Anderson, high diver.

**NATIONAL SWEET CORN FESTIVAL**  
HOOPESTON, ILL., SEPTEMBER 15-16-17-18  
BIGGER AND BETTER THAN LAST YEAR. SHOWS AND CONCESSIONS wanted for money-making event in World's Greatest Corn Canning Center. Everybody working and plenty of money. Still open: Fish Pond, Scales, Blanket Wheels, Novelties, Diggers, Photo Machines and other Legitimate Games. No Grifts. Everybody made money last year—why not make yours this year? Only limited space available. Act quick.  
**TOMMY SACCO THEATRICAL MART**  
162 No. State St. CHICAGO, ILL.

**Wanted For Wanted**  
**J. R. EDWARDS SHOWS**  
Carey, Ohio, Homecoming, Sept. 15th to 20th.  
**BREWSTER, OHIO, FIREMEN'S CELEBRATION**, Sept. 29th to Oct. 4th.  
Corn Game, Waffles, Pan Game, Darts.  
Can place Shows at 25%.  
Address all mail and wires to  
**J. R. EDWARDS SHOWS**  
Care of Fair Grounds Wooster, Ohio

**HUSTLER NOVELTYMEN**  
Street Salesmen—Hawkers  
**Wanted For**  
**NATIONAL LEGION CONVENTION**  
MILWAUKEE, SEPT. 14-18  
Price of Readers, \$15.00. Everybody works. Don't order or bring stock.  
**M. MARASCO**  
1100 No. Fourth St. Milwaukee, Wis.

**RIDES WANTED**  
**MT. PULASKI FIESTA ASSOCIATION**  
Oct. 2-3-4  
VINCENT EY, Sec., Mt. Pulaski, Ill.

**WANTED**  
RIDES and FREE ACTS for  
**CHARLESTON FALL FESTIVAL**  
Sept. 25th, 26th and 27th  
Write W. A. SCHOUTEN, Charleston, Ill.

**WANTED**  
Concessions, Rides and Shows for  
**AMERICAN LEGION FALL FESTIVAL AND HORSE SHOW**  
At Lake View Park, Falmouth, Kentucky.  
Sept. 28th and 27th, 1941.  
Write BOX 53, Falmouth, Ky.

## O. Ox Roast Is Successful; Variety of Attractions Set

GIBSONBURG, O., Sept. 6.—Diversified program was presented here on August 27-30 in connection with the 1941 homecoming and ox roast, one of the most successful in history of the sponsoring volunteer fire department, said Frank Ottney, secretary and emcee. Proceeds are used to purchase equipment for the fire company drill team and drum and bugle corps.

R. A. Jolly rides and concessions were on the midway, in charge of F. M. Betts. Free attraction was Bink's Society Circus, with Leo Deemer, gymnast and slack wire; Banko, aerialist, and Bozo, comedy juggler. Event opened with a parade, taken part in by fraternal and civic groups. Thursday was Guest Night, and Friday night the ox roast, followed by crowning of a festival queen, was held. Feature of Children's Day, Saturday, was a pet parade. Calvin Butler was chairman.

## Wis. Mardi Gras Bill Set

BERLIN, Wis., Sept. 6.—Highlights of Wisconsin's Original Mardi Gras, to be staged two days here, are day and night appearances of A. E. Selden, "the Stratosphere Man"; U. S. Fireworks Company displays fired by E. G. Mularkey, and an enlarged midway with the rides of William Gaus, reported General Chairman Frank J. Alberts. Other features of the event, to be larger and more colorful, will be afternoon parades and a float procession on closing night. Fifteen bands and drum corps from surrounding cities will take part in the night parade. On opening night there will be a pageant on the Fox River, with 20 decorated boats taking part. Milwaukee Railroad will operate its streamlined Hiawatha train to Berlin the second day, bringing with it the Hiawatha band. The train will be on exhibition.

## Extension for '42 O. Fete

NORTH CANTON, O., Sept. 6.—Homecoming and Street Fair here on August 28-30 under auspices of the Junior Order of United American Mechanics drew over 10,000 and officials have decided to extend next year's event to a full week, reported George Marlow. Farm product and flower shows drew well and there were band concerts, contests for children and a bicycle giveaway on closing night which drew a big crowd. Bishop Brothers put on boxing matches and dance acts were nightly attractions. On the midway were Scooter rides from Brady Lake (O.) Park and numerous concessions, including Art Hill's mouse game, Ross's popcorn and peanuts, Hawn's ball and dart games, Charles Hart's basketball game, Bill Ross's blanket wheel and penny pitch, and Batur's Penny Arcade.

## Shorts

SELBY & MCKINLEY RODEO is booked for a three-day showing in Merrill, Wis., under sponsorship of civic clubs.

ABOUT 12,500 turned out for the Kaukauna (Wis.) Central Labor Celebration on August 31-September 1 in La Follette Park. Event included a parade and WTAQ Farm Hands.

FAIR WEATHER contributed to a splendid turnout for the Appleton (Wis.) Trades and Labor Council Celebration on August 30-September 1 in Pierce Park. Entertainment included Ben Berger vaude acts and fireworks.

MILLER BROS.' CIRCUS has been signed to present two free shows a day at the two-day Mexico (Mo.) Fall Festival. Bill will include Four Millers; Mack and Jack, comedy acrobats; Floranze, trapeze; Human Frog; Miss Myrtle and Company, Roman rings, and Jargo, clown and foot juggler.

JOHN GECOMA'S Bright Lights Exposition Shows have been booked for the two-day Rockingham Turkey Festival, Harrisonburg, Va., reported C. A. Maitland.

HAPPY Attractions and Rita and Dunn, high free act, were featured at the 33rd annual Frazeyburg (O.) Homecoming on August 28-30. There were also band concerts, contests, dancing, and parades.

container by sponge-rubber pads, extension steel springs, or commercially manufactured rubber bands. Under no circumstances are rubber bands cut from automobile inner tubes recommended for cushioning or suspending neon signs, because this type is not of a uniform thickness or width, because they deteriorate, and because the jagged edges cause them to tear easily. When steel springs are used the packer should be sure that all springs are well made and of an equal tension. Loose excelsior and corrugated fiberboard pads should not be considered proper cushioning for signs or skeleton tubing.

When steel springs or rubber bands are used a minimum of three inches clearance must be allowed on all sides between the sign and the crate. The suspension frame must be placed in the crate so that the springs or bands, when fastened in place, will be under a slight tension.

If the rigid suspension frames carrying the skeleton signs are to be cushioned by sponge-rubber pads, it is recommended that such pads be at least one inch thick when placed at the bottom of the frame and one-half inch thick when placed at the top and ends of the frame. These rubber pads can be fixed by nailing or adhesion to the crate or the frame, and in either case it is suggested that pads at the bottom of the frame be left flat rather than bent around the frame.

## CORRAL

(Continued from page 41)

Carl Dossey, Wag Blessing, Tommy Knight, Buck Wyatt.

MICHIGAN STATE FAIR Championship Rodeo, playing in front of the grandstand instead of in the Coliseum as in 1940, was again under the direction of Harry A. Mack, of the Michigan Fair Board. Production staff for the 12-day rodeo included George V. Adams, producer; Fred Cody, publicity; D. B. Callahan, program; Hugh Ridley, arena director; Chip Morris, announcer; Leonard Murray, Earl Evans, Wally Elliott and Red Lunsford, pick-up men.

Entrants in the rodeo were Vaught Greig and Louie Collins, Fort Towson, Okla.; Leonard Murry, Peggy Murry, Buck Taylor and Paul Densmore, Fort Worth, Tex.; Mattie King, Henryetta, Tex.; Billy Hornett and Beverly Hornett, El Reno, Okla.; George Newton, Burwill, Neb.; Thelma Warner Cody, Belle Fourche, S. D.; Dortha McDonald, Chicago; Marg and Anna Lockhart, Cincinnati; Minnie and Shirley Lou Adams, Bismarck, N. D.; Floyd and Nell Lingle, South Dakota; Virginia Mack, Plymouth, Mich.; Jake Williams, Wichita Falls, Tex.; Grant Marshall, Afton, Okla.; C. J. Shellenberger, Henryetta, Okla.; Jack Knight, Houghton, Tex.; Poley Ducet, Lake Charles, Okla.; Slim Whaley and Jimmy Whaley, Amarillo, Tex.; Ken Roberts, Strongs City, Tex.; Wiley Elliott, Gorry, Tex.; George Daniels, Fort Pierre, S. D.; Ralph Collier, Coalman, Tex.; Jack Favors, Beaumont, Tex.; Ben Fancher, North Platte, Tex.; Bob Borrus, Burley, Idaho; Leonard Mitchell, Phoenix, Ariz.; Ralph Byres, Edinburg, Tex.; Larry Finley, Phoenix, Ariz.; David Shellenberger, Henryetta, Okla.; Dale Adams, Odessa, Tex.; Pee Wee Morris, Custer, S. D.; Jim Whiteman, Clarksville, Tex.; Milt Moe, Comanche, Okla.; Ken Hargis, Utlerville, Colo.; Amye Gamlin, Wilson, Okla.; Everett Vassar, Ponca City, Okla.; Hugh Ridley, Red Rock, Okla.; Josephine Procter, Okemoka, Okla.; Chip Morris, Custer, S. D.; Tuffy Grant, Georgan, Neb.; Art Keller, Del Rio, Tex.; Cub Edwards, Trail City, S. D.; Bill Sawyer, Salinas, Calif.; Hank Keenan, Lamar, Colo.; Earl Evans, Wolf Point, Mont.; Fred Coates, Miles City, Mont.; Paul Bond, Carlsbad, N. M.; Hank Leton, Tulsa, Okla.; Nul Martin, Morris, Okla.; Cliff Monnett, Greencastle, Ind.; Danny Wilder, Buffalo, Wyo., and Red Lunsford, Calgary, Alberta.

# Packing Neon Signs

Since the use of neon lighting has become so widespread on carnivals and other traveling shows, this data regarding the crating of luminous-tube signs and designs might be of help to show people using them. It was taken from a bulletin issued recently by the Freight Container Bureau of the Association of American Railroads.

The signs should first be designed, built, and reinforced to help insure safe shipment, and then they must be properly packed. Following are recommendations for the selection of shipping containers:

1. The open type of wooden crate is recommended so that the sign may be easily and quickly seen by anyone handling the shipment.
2. The shipping container must be so constructed that it will always be handled or stowed in the one proper position—right side up.
3. Hand holds should be provided for on the container to facilitate handling and protect against dropping.
4. The container must be legibly marked to indicate the contents and the correct position of handling and stowing.

Wooden crates are recommended for large signs, small signs mounted on backgrounds, and for skeleton tubing. For small mounted signs, however, corrugated fiberboard containers of approved construction may also be used.

In the design of nailed wooden crates, it is recommended that from a standpoint of efficiency and rigidity of construction the three-way corner type of crate be used. It is important in the construction of such a crate that at least one face of the crate be secured in place either by screws or by double-headed nails so that the crate can be readily opened without damaging the contents. If double-headed nails are used some provision must be made to prevent dam-

age from the protruding heads.

The wire-bound crates are readily adaptable to certain types of signs, especially the smaller sizes, and skeleton tubing.

On all types of crates it is recommended that those with an over-all height that exceeds the over-all width by one-half or more should be equipped with extended feet on the bottom of the container. This will prevent the overturning of the crate and assures its being loaded and stowed in the proper position.

Corrugated fiberboard boxes have been used with satisfactory results for small signs mounted on a rigid background when the proper kind and amount of interior cushioning was used. There is a common objection to the use of fiberboard boxes for signs in that the contents are not exposed and that anyone handling the container cannot see the fragile nature of the article or know the position in which to stow the container. In addition, large-sized fiberboard boxes should be fitted with handles, since the smooth surfaces of the container do not afford a ready handhold. Corrugated boxes in themselves offer some cushioning to the signs, but this cushioning is not sufficient to prevent damage to the sign, and adequate interior cushioning material is just as necessary as in a wooden crate.

There is one general recommendation that must be followed if satisfactory shipping results are to be obtained: The glass tubing comprising the letters, border, etc., of the sign must be rigidly fastened either to the background of the sign itself or to a rigid wooden frame, and then either the whole sign or the wooden frame must be cushioned in the crate against vertical and horizontal shocks.

It is recommended that the skeleton signs or tubing mounted on a rigid suspension frame be cushioned in the



## Another "Bundle" For Wirth; Mull a Coastwise Circuit

NEW YORK, Sept. 6.—A second contract calling for a Bundles for Britain circus has been signed by Bundles' national headquarters with Frank Wirth, whose layout at Cedarhurst, L. I., last month was highly successful. Follow-up show is scheduled for the County Center, White Plains, in October, billed as Bundles for Britain Victory Circus and sponsored by the Westchester County chapter.

National org is looking over plans for a route which will take the idea from coast to coast.

Fraternal shows to be produced by Wirth include the Shiraz Grotto at Pittsfield, Mass., for three days and a Christmas circus for the Portland (Me.) Elks' Lodge, six days. It will mark Wirth's fourth year in Portland.

## Russell Has Good Draw in Memphis

MEMPHIS, Sept. 6.—Russell Bros. Circus, showing for the first time in Memphis, played to near-capacity houses in all four performances over the weekend. It was Memphis's first circus in three years.

The show was handicapped by a smaller tent, necessitated after the Richmond blowdown that ripped its big top to shreds. The Webbs were forced to show with only side walls for several days before the present tent was obtained. They have allowed for the difference in size by pushing the seats closer to the rings. A new tent has been ordered and early delivery is expected unless war demands hold up the canvas.

The show received good advance notices in both papers here and reviews were exceptionally favorable. Enthusiastic crowds divided the bulk of their interest between Walter Jennier and his sea lion, "Buddy," and the Clarke Family, 17-year-old Ernestine Clarke particularly enjoying the acclaim of the audiences for her riding and high trapeze work.

## Four Meetings For Youngstown Club

YOUNGSTOWN, O., Sept. 6.—Youngstown Showman's Club is planning to hold four affairs during the off season, according to Harry Detrick, an official of the group.

Meetings are planned for here, Warren, O.; Sharon and New Castle, Pa. Previous meetings were held at Pivk Ohio Hotel here.

Detrick announced that officials of the club would meet here to outline plans for the program.

## Circus Historical Society

WICHITA, Kan., Sept. 6.—Fred and Bette Leonard attended the Old Settlers' Picnic held at Mulvane, Kan. This picnic has been held every year since 1888 and features a parade of old-time vehicles, including some covered wagons that brought settlers from the New England States. They had a visit with the Fredericks (novelty troupe), who presented the free acts. They recently purchased Prince Zogis' tent show and are playing dates on off weeks during their fairs and celebrations, and carry 10 people.

Walter W. Tyson, CHS of Guelph, Ont., spent Labor Day at the Canadian National Exhibition. On Warriors' Day the attendance was 215,000, 15,000 over 1940.

W. W. Green Jr., CHS of Washington, Kan., has been appointed election commissioner of CHS.

Word has been received of a new 20-truck show being planned, bearing the title of "Kit Carson's Circus and Wild West Combined," with C. C. Day as secretary and treasurer, and Kit Carson Jr., Champion, Neb., as president.

P. M. Silloway, CHS of Lewiston, Mont., visited Dallis Julian, ex-bareback rider, now Mrs. John R. Andrews, while at the CFA convention in Springfield, Ill.

Mary Keys is now working the dog act on the Al C. Kelly-Miller Bros.' Circus. Business in Nebraska is fair. Mrs. Tilly Keys joined recently. Billy Silverlake has been on the sick list but is improving. Sam Golden, Side Show manager, has left.



T. LEO MOORE, of Electra, Tex., who is planning to have a circus of his own next season. Several years ago he was interested in the Downie Bros.' Circus when W. M. (Bill) Moore was operating it. T. Leo Moore is mayor, police judge and chairman of the draft board in the Texas city.

## Mills May Winter In Converse, Ind.

CONVERSE, Ind., Sept. 5.—It is probable that the Mills Bros.' Circus will winter here at the conclusion of its 1941 season. Jess L. Murden, of Peru, Ind., accompanied by W. A. Lawell, of the same city, have held several conferences with city officials. If present plans are worked out the circus will be quartered at the fairgrounds. Murden, acting for Jack Mills, manager of the show, stated that a number of officials and department heads would remain in the city to supervise the work of rebuilding and enlarging the show for next season.

The Mills show is playing in North Carolina at present. The closing date has not been announced yet, it depending on business conditions in the Southeast. The show opened at Berea, O., April 26 and has confined its tour to the Eastern section.

## Grace Hanneford Injured

CINCINNATI, Sept. 6.—Grace Hanneford, of the Hanneford Riding Family, adhered to circus traditions on Friday night, August 29, during the performance in front of the grandstand at the West Virginia State Fair, Lewisburg-Ronceverte. She had alighted from the back of one of the rosin-backs when she was accidentally kicked by the horse, inflicting painful injuries. She continued thru the performance thru the entire routine.

Mrs. Hanneford was out of the act for the two closing performances on Saturday, but expects to be back at the next stand. "Poodles" and his family were the big hit of an excellent program at Lewisburg.

## RB Headed for Biggest Season in Show's History

SPOKANE, Sept. 6.—"This will be the biggest year in the history of the show," Gardner Wilson, press agent for Ringling-Barnum, told *The Billboard* correspondent here August 30.

He said the circus was carrying a full crew, the stock was in fine shape, and that everything had been going perfectly. Missoula and Butte, Mont.; Pocatello, Idaho; Denver; Ogden, Utah, and Salt Lake City were all capacity. Pocatello illustrates the drawing power of the show as the population is only 17,988.

The circus, first to play Spokane this year, had a sellout in in the afternoon and night for a total of about 25,000 persons, largest circus attendance in the history of the city in spite of threatening weather.

Everybody seemed to have money, and comments were unanimous in classing

## Circus at Michigan State Shows Profit

DETROIT, Sept. 6.—First circus booked for Michigan State Fair proved successful despite heavy competition it faced from earlier shows this year. Matinees were given Sunday and Labor Day, with the show playing to 11,500 people Monday. These two extra shows helped the circus to clear the nut by Monday night—the first time in several years that any Coliseum show during the fair has shown a profit, according to Bill Green who managed the entire show and has been associated with the Coliseum shows for some years.

The concert with the King Family of midgets (3) drew about two out of five patrons attending the main show, at 10 cents admission.

Four circus-type shows have played Detroit this year—the Shrine Circus in February, the Dick Ryan Thrill Show, Cole Bros.' Circus in June, and the Ringling-Barnum show in July—making the record of the current show all the more notable.

Exceptionally heavy newspaper publicity was scored in advance. This department was handled by Green, who assumed the managerial post a few days prior to opening.

Typical of the careful planning for the circus was the provision of a post office and a telegraph office in the building.

Production staff included, in addition to Green, Orrin Davenport, producer; Jack Jones, Coliseum superintendent; Ray Dean, announcer; Eddie Woekener, band leader.

Show was staged with a new type of layout, using one center ring, with a large platform at either end.

### The Program

Acts on the bill were Georgette Brothers, comedy team; Three Aces, comedy acrobats; Moreen Trio, teeterboard; Lady Barbara, dog and pony number; Carl's Canine Wonders; Mickey King, aerialist; Gregoresko, "Man Who Hangs Himself"; Ray Goody, slide for life; Romig and Rooney, high school horses; Helen Siegrist, Anne Wayne, Doro Duo, Elizabeth Rooney, and Moreen, iron jaw; Mack Trio, comedy; Hubert Dyer and Company, acrobatic novelty; Fortunello and Cirillino, pantomime; Orantos, pole and ladder balancing; France and LaPell, perch-pole novelty; Maximo, Ray Goody and Bernice Kelly, wire walking; Capt. William Heyer and his wonder horse, Yo Yo; Skating Marvels; Reynolds-Robert Trio, skaters; Adele Nelson's elephants; Les Kimris Duo, aerial novelty; Six Danwills; Three Aces; Five Keys, tumblers and teeterboard; Bud Anderson's Liberty horses; Flying Siegrists and Flying Me-teors.

## Ray Rogers Weds

MAYFIELD, Ky., Sept. 6.—Announcement of the marriage of Ray Rogers, manager of Wallace Bros.' Circus, and Emma Nowak was made when the show played here recently. A wedding breakfast was served by Al Dean.

Rogers presented his bride with a custom-built trailer in which they will make their home for the remainder of the season, and the couple received numerous gifts from members of the show.



ELLIS O'LEARY, well-known circus performer, who has received an appointment as aviation cadet of the U. S. Army Air Corps. He has been assigned to the Pine Bluff School of Aviation, Pine Bluff, Ark. His high trapeze and upside-down ladder walking act were the feature attractions of the Alrico Show last season.

## Letter From Stanley Dawson

ATLANTA, Sept. 6.—Summarizing over the tour of Cole Bros. since June, will say it has been brimful of interesting incidents. At Gary and Hammond, Ind., the usual quota of Chicagoans were on hand—Orrin Davenport, Phil King, and many others. Our old friend, Tibbets, was a visitor at Sioux Falls. DeWitt Bartlett and family visited at Wichita. Dorothy Herbert Farthing and husband have frequently entertained their parents and relatives. At Cincinnati we were, of course, visited by *The Billboard* staff and the Robinsons. At Dayton, O., Butch, Butch Jr. and Mrs. Burkhart, Mr. and Mrs. Murdock Cooke, and Frank J. Felber and party from Columbus, O., were entertained. Fred Wise spent the time while in the Cincinnati region with his mother.

Tommy Pence and wife were visitors at Muncie, Ind. At Charleston we were visited by Fred Hutchinson. At Richmond, Va., Marshall King was on hand and at Norfolk, Va., Dr. and Mrs. Mann and Charles Consovo. Jimmy Watts is looking snappy in his soldier's uniform and has visited us recently, being with us from Anniston, Ala., to Toccoa, Ga. Colonel Leab and "Big Long" Tressler visited at Johnson, City, Tenn. Jack Minehart and Artie Bell are in the army and visited us at Petersburg, Tenn. Jimmy Malone spent a month with us on our Western tour. Freddie Harris, ticket seller, joined at Bristol, Tenn.

### Scotty Brown Joins

Scotty Brown, fresh from Hollywood, joined at Bluefield, W. Va. It was "Old Home Week" for Henry Bishop when we played the Cincinnati region. "Arab," of Mitt Carol's department, made a flying visit to Montgomery from Anniston and "Yellow," of George Davis's department, made a trip to Columbus, Ga., to visit his mother. Theol Nelson Marlowe is visiting her sisters, Mrs. Terrell and Mrs. Burkhart, and brother, Paul Nelson. During the short time Jack Dempsey has been with us he has endeared himself to the organization and they regard him as a great asset. Mrs. Jack Bigger recently made a flying visit to Denver on account of family illness. Dog days are over and we all heave a sigh of relief for Fred Wise.

Harry Levy has ben voted the "Beau" (See DAWSON LETTER on page 50)

## Taxes Galore

SPOKANE, Sept. 6.—Recent showing of Ringling-Barnum here dumped \$6,750 in taxes into the federal, State and city coffers.

Federal tax on the 25,000 admissions was 18 cents per head and the State tax amounted to 9 cents each. There was also a 3 per cent sales tax on refreshments, admission tax on the side-show tickets, and a \$500 license fee to the city.

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

MILLS Bros.' Circus exhibited at Glasgow, Va., August 29 to good business at the night show.

HAROLD EAGLES, son of Paul Eagles, is captain of the police at Manhattan Beach, Calif.

ROY CHRONISTER, circus man, is working at the North American Airplane Company, Inglewood, Calif.

HARRY MACK, of Wallace Bros.' Circus, is in Smith's Hospital, Corbin, Ky., with a broken kneecap. He would like to hear from friends.

WALTER MATTHIE, Long Beach, Calif., and Doug Rhodes, Glendale, Calif., are carrying on the work of the late James Craven, well-known circus model builder.

ROBERT STICKNEY, veteran horse trainer and pony show operator, is seriously ill at his home in Des Moines. He had a stroke about a month ago.

CAPTAIN MACK brought his kiddies' circus show back to Philadelphia, this time presented for the first September week at Gimbel's department store.

GRACIE RAY, who toured all season with Hunt's Three-Ring Circus, has turned to the night club field, opening at Sensi's Grill, Trenton, N. J.

JOE LEWIS, clown cop, reports that he is playing fairs for Jule Miller's Northwestern Amusement Company. Act, which is known as Eva and Lewis, is in its eighth week.

HENRY HUTCHINSON, former usher on the Big Show, is having a very good season as public relations director for the A. G. H. lines, fishing and sightseeing boats, in Miami, Fla.

HENRY HULL, who sold inside tickets on the Ringling show in 1940, has given up hotel work and is an employee of the Lockheed Airplane Company in Burbank, Calif.

GEORGE A. GAGAN, newspaper man and real friend of the circus, recently gave Ringling-Barnum 60 inches of space and a large composite photo in his paper when the show played Lowell, Mass.

LLOYD SENTER, front bender, and Frank and Grace Webb and Company are playing fairs in New York and Pennsylvania. Recently met the Aerial Cowdens at Warren, Pa.

CHARLES SPARKS is back in Macon, Ga., after a visit to the East. He was a visitor to the Art Lewis Shows at the Butler (Pa.) Fair and he spent a week with relatives at East Brady, Pa.

JEROME T. HARRIMAN was responsible for Circus Week at Summit Beach

Park, Akron. He directed an extensive newspaper and radio campaign and then brought in Roberta's Circus.

ART STENSVAAD, CFA of North Platte, Neb., says Al G. Kelly-Miller Bros. played to a full house in Paxton, Neb., August 27. He also says he was told the show would be a three-ringer in 1942.

CLAUDE ELDER, CFA of Missoula, Mont., recently wrote an interesting article regarding old-time circuses for his local paper. He reports the Ringling-Barnum show had a full house in Missoula.

WALTER L. MAIN, after being in Maplewood, N. J., since Christmas of 1940, left September 3 for Pittsburgh, then Andover (O.) Street Fair and Trumbull (O.) School Reunion, returning to his home in Geneva, O., September 7.

BERTHA MATLOCK, formerly with the Al G. Barnes and other circuses, is now in charge of the hosiery department of Sears, Roebuck East Ninth Street store in Los Angeles. She recently returned to her post following a two weeks' vacation.

INFANTILE paralysis is proving to be a terrible handicap in some parts of the Southeast. It is generally considered to be a warm-weather disease and is expected to disappear with the cool September weather.

CRAIG FERGUSON, bass drummer formerly with many circuses, and his wife, Pauline, recently caught the night performance of Hunt Bros. in Long Beach, N. J., after which they went to Mount Holly, N. J., and saw Mills Bros., renewing many old friendships.

HUNT'S CIRCUS will appear in River Dale, Md., September 15 at the Baseball Park, according to Spencer A. Stine, Seat Pleasant, Md. Only other show to play the town this year was Bell Bros. in July. Hunt received a nice break in *The Prince George Post*, Hyattsville, Md.

MR. AND MRS. FRED TIMON, Oswego, N. Y., spent a week with Bell Bros.' Circus in the coal mining district of Pennsylvania. They were entertained by Sam Dock, Earl Annon and Mr. and Mrs. H. R. Brison. The Timons report business was very good.

ERNIE WISWELL said it looked like circus day at the Indiana State Fair, Indianapolis, recently with Jess Murden, Clyde and Harriett Beatty, Kinko, Florence, Nick Carter, Charlie Valentine, Mr. and Mrs. Whitey Wilbur, Jean Evans, Archie Scott and Klara K. Knecht being there.

HERBERT A. DOUGLASS recently caught Beers-Barnes show at Birdsboro, Spring City, Malvern and West Chester, Pa. Most of the spots booked by the show haven't had a circus for several years. Infantile paralysis epidemic caused the show's route to be changed considerably.

ALBERT YARBROUGH, formerly on the front door of the Sparks and later the Downie Bros.' Circus, now a sergeant in the medical detachment at Camp Jackson, S. C., spent last week visiting his mother and other relatives in Macon, Ga. Also he went to Columbus, Ga., where he visited Clint Shuford, who is now with the Alrico rides.

DICK LEWIS, Circus Fan, entertained Hugh McGill, another dyed-in-the-wool Circus Fan, at dinner recently. Before dinner was served Lewis and McGill went over and inspected the circus lot at corner of Crenshaw and Exposition in Los Angeles. Lewis, as an aftershow, played his circus recordings of the 1941 Ringling show.

C. A. MAITLAND caught Mills Bros.' Circus in Harrisonburg, Va., August 27, and met many old friends, including Howard King. He reports the show arrived late due to storm and blowdown the day before but was up and ready to show on time, and attracted capacity business at matinee and evening performances.

"MOTHER" JONES was given a party on her 83d birthday anniversary at the home of her daughter, Mrs. Howard Aylstock, Dayton, O., August 31. Guests (See *Under the Marquee* on page 50)

## 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.

## Circus Saints AND Sinners' Club

By Fred P. Pitzer  
(National Secretary)

NEW YORK, Sept. 6.—The Dexter Fellows Tent will soon begin its regular meetings again at the Hotel Astor. Many new memberships came in during the summer months and among them is Dr. E. C. Alan Crawford, president Industrial Research, Ltd., and surgeon of the Hydro Electric Power Commission, Niagara District in Canada.

Preparations are booming for the annual convention at Virginia Beach, Va., September 12 and 13. The club will be the guests of the Charles H. Consolvo Tent, of Norfolk, Va. There will be major representations from the various Tents throughout the United States.

At the Mandarin Dinner given to the board of directors of the Dexter Fellows Tent recently, Dr. Louis D. Clement surprised the group by presenting to each an insignia in the form of a trident, representing His Royal Lowness, the Sinner, across the handle of which is a halo, representing a Saint. This little pin is made of gold and the group immediately adopted it as the emblem of the Tent. Doctor Clement was thanked for this creation and donation by Prexy Harold G. Hoffman. The pins are stunning in appearance and at the national convention permission will be asked to make the emblem the official pin of the national organization.

The June-July issue of *White Tops* comes to our desk and it is excellent in content, as usual. The articles, *The Strong Man and the Lion* and *Bumpy Anthony Worked Shrine Circus on His Vacation*, are worth reading. Editor Hohenadel seems to have no trouble in keeping this little paper on a uniform high level.

The first Fall Guy for the fall-winter season will be Premier J. Hepburn of Ontario, Can., and the date fixed is September 24. Sergt. Les Kramer, of headquarters, infos that reservations are already coming in.

## Billy Showles Cup Given to Society

Long Branch, N. J.

Editors *The Billboard*:

In September, 1885, a circus came to Freehold, N. J. This was no ordinary show for the townfolks, for one of its leading members was one of their own boys and trained in the ring barn on his father's farm not far from the village.

This performer, whom all the villagers were so anxious to greet, was Billy Showles, "the greatest rider of the time." They were so pleased with his homecoming and performance that day that they presented him with an elaborate silver water pitcher, inscribed with day and date.

It was my pleasure in June of this year to accompany Ida Showles, Billy's cousin, to Freehold, where she presented this token of love and esteem to the Monmouth County Historical Society. So, after 56 years of wandering, the silver pitcher came home to remain forever in a prominent niche of honor, both for the givers and for Billy, who I have been told, has never been excelled for poise, grace or agility as a rider, and who justly earned the title "Champion Bareback Rider of the World."

DELIA C. BROWN.



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., Sept. 6.—On a recent trip to North Dakota Mr. and Mrs. Sverre O. Braathen stopped in a cemetery at Wahpeton, where they took some colored films of a tombstone there in the form of a splintered center pole. In 1897, when the Ringling show was setting up there, lightning hit one of the center poles and killed and injured several of the men working on it. They stopped over night in St. Cloud, where they visited with Frank Kindler and F. M. Welsh. Recent visitors at the Braathen home in Madison were Maximo and wife, who stopped over for dinner on their way home from a fair at Chippewa Falls. The Natto Troupe also stopped on their way thru from the State Fair at Fargo, N. D.

At the annual meeting of Robert G. Fletcher Post No. 4 American Legion, Norwich, Conn., L. Perry Raymond, CFA, was elected commander for the ensuing year.

On the evening of Tuesday, August 26, President and Mrs. Hartless, of Chicago, had as their guests for dinner at the Edgewater Beach Hotel Mr. and Mrs. Clyde Beatty.

CFA Bob Zimmerman, now located with the headquarters company at Fort Sheridan, Ill., recently received a letter about 200 feet long from his home town, Madison, Wis. It was signed by more than 100 of his friends there.

Mr. and Mrs. Walter M. Buckingham and Mr. and Mrs. Randall W. Palmer went to Willimantic, Conn., on Friday night, August 29, and enjoyed the vaudeville show given in connection with the Elks' Charity Fair.

Dr. and Mrs. Tom Tormey, of Madison, Wis., attended the fair at Baraboo on Wednesday evening, August 27.

Mr. and Mrs. Burt L. Wilson, of Chicago, returned August 27 from a five-day lake cruise.

National Secretary Buckingham recently received as a gift a portable phonograph and a set of Merle Evans and Ringling-Barnum band records.

The September issue of *The Oak Leaf*, edited by Tom Gregory, CFA of Akron, O., for the Oak Rubber Company, had a picture of the registration desk and a group of Fans taken at the 16th annual convention.

## Dressing Room Gossip

COLE BROS.—Lots of visitors this week, including Horace S. Moses, author of *Here Comes the Circus*; Otto Killian, son of Rose Killian; Vernon Page, Bobby Bumps, Man Mountain Dean, visiting Lord Albert Mills, Jack Dempsey and Whitey Govro, wrestler; Abe Simons, brother of Joe Simons, formerly with Merle Evans band; Dr. W. Huebner, who flew from Cincinnati to visit Adolph Delbosq and his friends on the show; J. R. Johnson, S. E. Taliaferro, Stuart Baley and Katherine Ellase. S. E. Taliaferro is the father of Gus Taliaferro, program salesman on the show. Harris Reynolds had a visit from his sister at Nashville. Jimmy Watts visited Ira and Mrs. Watts. Ruby Orton also had a big day with Gertrude Shubert, the Reifenchs, Ethel Freeman and all her friends. Herbie Weber obtained a new brief case to take care of the contacts when vaude comes back.

Frank (Alabama) Campbell played his home town, Decatur, recently and he was king for a day with his kinfolk. Theol Nelson Marlow, sister of Hilda, Paul and Mrs. Terrell, has been with us the past two weeks visiting and taking a short vacation as the guest of Mr. and Mrs. Zack Terrell.

Harold Volse and yours truly are collaborating with Paul Nelson on a new book on how to reduce and still retain that Atlas figure. Judge Palmer was away from the show for three days taking a short rest. Huffy Hoffman and Lee Smith inform me that they have a store lined up for the holidays at Nashville. Mrs. Charles Lucky has recovered from a bad case of malaria fever. We have been having a little aisle trouble (See *Dressing Room Gossip* on page 49)

## PARTNER WANTED

Advance Agent and Business Manager. Reliable, familiar with all museum angles for NEW YORK WORLD'S FAIR ODDITORIUM. One and one-half ton truck load of equipment, modern and elaborate in every detail. Expenditure over \$800.00. Ready to open Oct. 4, two to four week stands. Sold all of my old equipment. Will consider parties with outstanding Freaks, Big Snake, Chimp Act, or small Animal Acts, with truck. Want Freaks, Oddities, Working Acts, costumed given preference. Also Annex Attractions, strong Window Bally, Name Calling Mind Act. I furnish elaborate booths, Tattooer, Strong Man, Girls for Illusions, Lecturers, Ticket Sellers. I furnish uniforms. Want legitimate Concessions of all kinds; no Candy. Address: GEO. BURKHART

151 Waterbury St. Brooklyn, N. Y.

## DAILEY BROS.' CIRCUS WANTS

Performers all Acts, Wire Acts, Musicians, Clowns, Roy Hauser, Roy Hause, John Hoffman, John Helleot, Otis Hall, wire. Boss Canvasman Paul Scott, ansr. Address: Maysville, N. D.

## PROSKE WANTS

Opportunity for young men desiring to work among animals and those who desire to become Animal Trainers. Must be sober, dependable and willing to work. Send picture, state qualifications and explain ambitions. Charlie Webb, write. Address all correspondence direct to CAPTAIN ROMAN PROSKE

Care Proske's Zoo, Summit Beach Park, Akron, O.

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## Circus Model Builders

### and Owners' Association

By RUSS T. WARNER

(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Sept. 6.—First regional meeting and get-together of the Model Builders of Region No. 3, held at Dayton, O., August 31, turned out to be a grand affair, with 10 members present, together with their families and friends. Most of the day was spent in the back yard of Richard Conover's home, where a canvas canopy was erected on the lawn. A large display of model circus wagons, etc., was arranged beneath this canopy for everyone's inspection.

Altho no official business session was held, there were serious discussions on various subjects which have concerned the C. M. B. & O. A. in recent weeks. Among these was the subject of another fan association claiming all officers of C. M. B. & O. A. as members of their organization. On roll call it was found that of five officers present at this meeting, not one of them is a member of the association involved.

The subject of the national meeting at Peru was discussed and it was decided that Charles Doelker should gather all information available on this subject and send such information to the membership as soon as possible. After several hours spent in making new friendships, renewing old ones and looking over each other's models, the party was ushered into Conover's home, where a buffet lunch was served by the women. This was followed by a tour of Conover's workshop, after which Conover gave a demonstration of his latest invention, "dancing lights." This was a most unusual and novel presentation of colored lights actually dancing under the spell and control of music played over a loud-speaker.

Among those present were Mr. and Mrs. Richard Conover; George Hubler, director of Region No. 3; George Graf, first president of C. M. B. & O. A., Peru, Ind.; Bob Danner, present president, Muncie, Ind.; Mr. and Mrs. Delmar Brewer and daughter, Flint, Mich.; Clarence Pfeffer, secretary-treasurer, Johnstown, Pa.; Ray Friesel, Pittsburgh; Russ Warner, director of publicity, and Mrs. Mildred Warner, president of the Ladies' Auxiliary, Reading, Pa.; Charles Doelker, general manager, Harrisburg, Pa.; Don Smith, president of CHS, Farmington, Mich.; Henry Voelkerding, Cincinnati; Mr. and Mrs. Max Myer and family, Dayton, O.

The Ladies' Auxiliary has added several more members. For information concerning the Auxiliary write the secretary, Mrs. Claire Wagner, 212 Madison Street, Colonial Park, Pa.

### Ye Olde Chime Chariot

By BARRY GRAY

The picture of the carillon chime wagon in the July 26th issue of *The Billboard*, now used as a feature with the Ringling-Barnum show in the spec, brings back to me fond recollections of the past. In the seasons of 1894 and '95, when my wife and I put in our first years in circus life, we did our marionette act in the Side Show under the management of Col. Hugh Harrison. Frank B. Hubin was lecturer and did magic; his wife was a snake charmer, and a very competent one; Bertha Camahan, midget; Jim Beatty, assistant to Colonel Harrison on the front; Clate Alexander's band and several other attractions constituted the Side Show personnel.

The chimes were a novelty feature of the daily parade and were played by a Mr. Clark, a musical artist, in the circus concert, or "after show." In those days everybody with the show that was available had to go in the parade. My wife rode in one of the fancy carriages, all of which contained women dolled up in costumes of the Gay '90s. I was one of the "left-behinds," until one day, about the fourth week out, I was informed by the Colonel that I was to take the bell chariot and operate the chimes until Clark returned, as he had gone to Mil-

waukee to attend the funeral of his father.

"Well," Colonel, I asked, "how do you know that I can play them?"

"Oh, somebody tipped it off to Uncle Al (as Al Ringling was then known around the show). Someone heard you thumping a piano in a hotel parlor last Sunday, so go out and do the best you can."

So, out I went and seated myself at the rear of the mammoth chariot, with eight wooden upright handles confronting me, and eight large bells, with ropes from each one, extending back to the handles. As the parade started for town, led by Uncle Al seated in his buggy and driving a pair of beautiful Arabian steeds, I thought of the old familiar church tunes, such as *Rock of Ages*, *Greenland's Icy Mountains*, etc., and played, or tried to play, all of them that I could on the few bells. As we paraded thru the town, I received considerable applause at times, which inspired me to greater efforts. Clark returned four days later and assumed his duty, and I was out of the parade again. But when the parade returned that day Mr. Al came over to the Colonel and asked:

"Why was Gray not in the parade today?"

"Why, Clark is back and I didn't think you'd need him again," answered the Colonel.

"Well, it doesn't matter what you think," sharply returned Uncle Al, "I want him there every day. Let him and Clark alternate on the bells. I like his church tunes."

So that settled it, and I was on the job with Clark the remainder of the season, and the following year I handled the chimes alone.

The latter part of the next season, 1894, while in Pittsburg, Tenn., an incident occurred that I never can forget. The lot was a long way from town and on the return of the parade to town we were trailing along a deserted road thru a mountain gap, when a mountaineer came riding on horseback from behind, and as he neared the chariot he reined up and yelled, "Play Dixie." I gazed at him in fright, and replied, "I can't, haven't got bells enough." "Play Dixie," he again shouted, drawing his revolver and firing three shots right over my head. I played it, all right, and with a "whoop" he galloped on toward the showgrounds.

## The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

GEORGE DANIELS, Fort Pierre, S. D., died Labor Day, two days after being thrown at the Michigan State Fair rodeo. Daniels specialized in bull fighting. He was given a memorial service Tuesday (2) night before an audience of 8,500.

FRITZ TRUAN, national cowboy champion from Salinas, Calif., won the three-day bronk busting title in the annual Ellensburg (Wash.) Rodeo, with a total of 972 points, before a crowd of 11,000. Tommy Knight, Cody, Wyo., was second with 969 and Stub Bartelmay, Arlington, Ore., was third with 968. Carl Sheppard, Benson, Ariz., won the calf roping competition; Dave Campbell, Las Vegas, N. M., topped the bulldoggers; Carl Dosey, Phoenix, Ariz., won the bareback riding contest, and Buck Wyatt, Seminole, Okla., won the Brahma bull-riding contest.

J. S. SORENSON provided the stock and directed the five-night rodeo which was a grandstand feature of the Western Idaho State Fair. Saddle Bronk Riding was won by Frank Van Meter, Weiser, Idaho; Mitch Owens, Fresno, Calif., was the only one to qualify on five bulls, and Disk Herron, Carmel, Calif., threw four steers in 30 and 4/5 seconds. Harry Hart, Pocatello, Idaho, was first in calf roping. Hollis Harker and his trained dogs were well received, as were Jasbo Fulkerson and Homer Holcomb, who clowned the shows. Beard Brothers' three-hitch ox team presented a colorful skit of the Old West.

BILL SIEVERS, Glenwood Springs, Colo., won the bronk-riding honors of the seventh annual Thermopolis (Wyo.) Rodeo August 31-September 1. Homer Pettigrew, Grady, N. M., took bulldogging honors. Charlie Bennett, Cheyenne, Wyo., won the calf-roping event and King Merritt, of Cheyenne, was first in steer roping. Carl Mendes, Visalia, Calif., and Frank Marshall, Texas, tied for top place in the bareback bronk riding. Benny Bender, Trail City, S. D., clown,

was first in Brahma bull riding. The range riders' cow pony contest was won by "Skip," ridden by Maurice Laycock, of Wheatland, Wyo.

RECORD CROWDS turned out for the Memphis rodeo promoted by Hal Ramsey, Salisaw, Okla., held August 30-31 and Labor Day. More than 30,000 attended the five performances. Staged under auspices of the Memphis Variety Club, the event was for the benefit of the Mothers' Milk Bank fund maintained by the club. Louis Brooks, Pawhuska, Okla., won the saddle emblematic of best all-round cowboy, repeating his feat of two weeks ago at the Ada (Okla.) rodeo. Promotion was handled by Logan Jarnagin, Omaha, Ark., who also served as assistant announcer and pleased with his rope and Australian bull whip feats. Newspapers were generous with space. Cash prizes totaled \$2,500 plus entry fees. Winners were: Steer Wrestling—Louis Brooks, George Yardley, Jack Wade and Gene Ross. Bull Riding—Louis Brooks, Hoyt Hefner and Jack Wade. Saddle Bronk Riding—George Yardley, Jim Robelard, Louis Brooks and Jack Wade. Calf Roping—Dee Burke, Brown Todd, Glenn Harp and Homer Todd. Louis Brooks was arena director; Hughie Long, Cresson, Tex., secretary; and Cecil Henley, Hayward, Calif., and Hub Whiteman, Clarksville, Tex., judges. Peggy Long and Tad Lucas, Fort Worth, Tex., were timekeepers.

THIRTY-SIX THOUSAND persons attended the 19th Ellensburg (Wash.) Rodeo August 30-September 1, three performances drawing crowds of 12,000, 14,000 and 10,000. Attendance was highest since 1936. Dick Griffith, Scottsdale,

Ariz., national champion in brahma bull riding, suffered an injury to his right leg on second day after winning first-day money and was unable to compete final day. Results: Saddle Bronk Riding—First day, Tommy Knight, Fritz Truan and Bud Linderman split second and third; Gene Pruett. Second day, Stub Bartelmay and Bill McMacken split first and second; John Tubbs; Ernie Mutch and Fritz Truan split fourth. Third day, Bill McMacken, Fritz Truan, Ernie Mutch, Bud Linderman. Finals, Fritz Truan, Tommy Knight, Stub Bartelmay, Bill McMacken. Calf Roping—First day, Jiggs Burke, Carl Sheppard, Dave Campbell, Roy Lewis. Second day, Carl Sheppard, Jiggs Burke, Buck Standifer, Dave Campbell. Third day, Roy Lewis, Buck Standifer, Bus Spillsbury, Arnie Will. Finals, Carl Sheppard, Jiggs Burke, Bus Spillsbury, Dave Campbell.

Bulldogging—First day, Earl Moore, James Irwin, Fritz Truan, Dave Campbell. Second day, Bud Spillsbury, Dave Campbell, Dick Herren, James Irwin. Third day, Arnie Will, Dave Campbell, Park Thomas, John Smith. Finals, Dave Campbell, Arnie Will, Dick Herren, Earl Moore. Bull Ridding—First day, Dick Griffith, Wag Blessing, Bob Wilkinson, Bucky Wyatt. Second day, Vidal Garcia, Buck Wyatt, Wag Blessing and Johnny Barnett split third and fourth. Third day, Buck Wyatt, Vidal Garcia, Wag Blessing, Dick Griffith. Bareback Bronk Riding—First day, Carl Dosey, Wag Blessing, Keith Miller, Tommy Knight. Second day, Mutt Dillon, Tommy Knight, Ernie Mutch, Wag Blessing and Carl Dosey split third. Third day, Buck Wyatt and Mutt Dill split first and second; Chuck Hass, Tommy Knight. Finals,

(See CORRAL on page 38)

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New York

# MANY GATE MARKS TUMBLE

## CNE Rolls Up 1,491,000 in First 11 Days

TORONTO, Sept. 6.—Gate at the Canadian National Exhibition here, August 22-September 6, on the first 11 days totaled 1,491,000, an increase of 192,000 over last year's. Previous records were 2,039,000 in 1928, the only year in which the 2,000,000 mark was topped, and in 1929 with 1,974,000. These two years were built up by tremendous crowds drawn to the marathon swims, which have been out for several years. Last year's figure was 1,642,000.

Labor Day shattered every single-day attendance record. Parking officials noted more U. S. cars from every State in the Union than ever before. Highway patrols stopped cars on Sunday, advising visitors to make reservations outside of Toronto, as all available accommodations were taken. In one block on a downtown street 40 cars were parked, (See CNE INCREASE on page 45)

## Indiana Gains Augur New High

INDIANAPOLIS, Sept. 6.—Officials of the 89th annual Indiana State Fair here on August 29-September 5 hope final figures will show 500,000 paid admissions for the first time in history. Attendance last year was given as 435,862.

For the first six days attendance ran about 33,000 ahead of the same period last year. For five consecutive days paid admissions topped last year's figures. Estimates for Wednesday indicated the record-breaking tendency was still in force, as officials estimated an attendance of more than 89,000 as against 75,641 for the same day in 1940. Sunday figures were 81,668 (new record) against 66,074 last year; Monday, 115,960 (new record) against 109,035 last year; Tuesday, 52,229 (new record) against 49,903 last year. The Monday (Labor Day) and Tuesday showings were considered particularly remarkable inasmuch as there was an appreciable amount of rain each day. Rain was so heavy Tuesday night that the grandstand show, *Music on Wings* (Barnes-Carruthers) could not go (See INDIANA GAINS on page 45)

## Elmira Breaks Gate Record As Attractions Draw Crowds

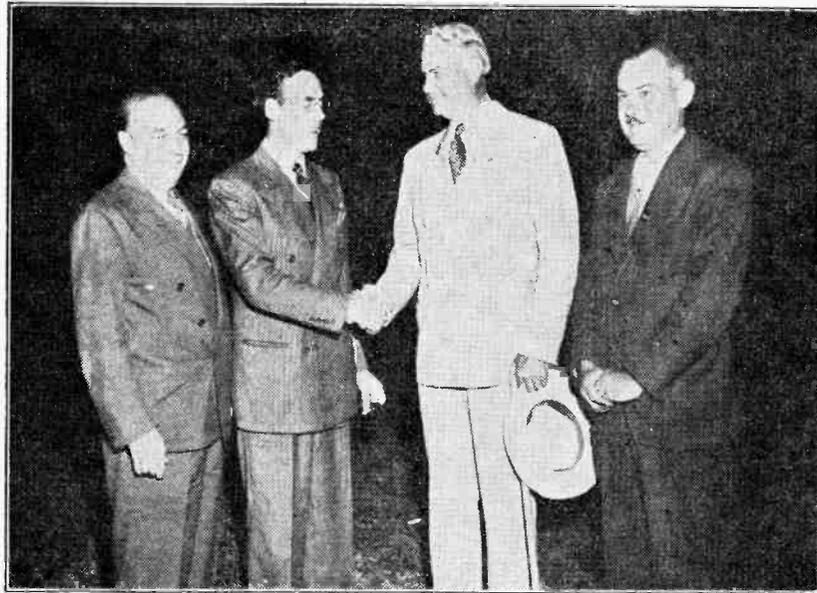
ELMIRA, N. Y., Sept. 6.—The 99th annual Chemung County Fair here on August 17-24 broke all attendance records in association history, said Treasurer E. L. Hardeman. Crowds were turned away from the grandstand nightly and box seats were sold out several days before the opening.

JE Ranch Rodeo, with Hoot Gibson, Western movie actor, presented an entertaining program and proved a powerful drawing card. Mary Parks narrowly escaped injury when the bronk she was riding fell with her. Col. Jim Eskew directed the arena. Mildred Horner won approval with her bronk riding, and Ken Boen's trained horse was a hit. Cetlin & Wilson Shows played to big crowds on the midway.

Lucky Teter and His Hell Drivers drew heavy crowds on closing day and it is believed the Teter and Eskew shows will be signed for 1942. Other attractions were Fanchon and Fanchon, contortion act, and Deteros Trio. Florence Meeker, member of the trio, fell and broke her arm here as she was leaving her trailer. Tex Sherman, in his second year here, handled publicity.

## Hamburg's 95,000 Pay Gate Smashes Record Set in '40

HAMBURG, N. Y., Sept. 6.—The 101st annual Erie County Fair here on August 18-23 broke all paid attendance records. While in 1940 the fair, celebrating its (See HAMBURG'S PAID TOP on page 45)



ONE OF THE FIRST to congratulate Bill McCluskey, manager of WLW Promotions, Inc., on breaking the all-time attendance record for grandstand shows at Ohio State Fair, Columbus, August 23-29, was Gov. John Bricker, who is pictured in the center shaking hands with the WLW showman. Governor Bricker went backstage to offer congratulations when it became known Friday night that the record had been shattered with gross receipts of \$25,380.40. Previous record, set in 1931 by a circus, was \$25,123. Last year's gross was \$11,603. At left is Howard Tooley, who produced the show, "Dawn's Early Light." Bill Barlow, WLW public relations representative, is at the right.

## Syracuse Top Hit Despite Rain

NEW YORK STATE FAIR, Syracuse, August 24-September 1. Paul Smith, director and attraction superintendent. George W. Schilly, concession superintendent. Gate admissions: Adults, day, 50 cents; night, 25 cents; children, day and night, 25 cents; autos, day, 25 cents. Grandstand: Adults, day and night, 50 cents; children, day and night, 25 cents; free Monday and Friday. Amusement budget: \$5,000. Grandstand booker: George A. Hamid, Inc. Midway: James E. Strates Shows. Horse racing: Six days. Auto racing, big cars, two days. Automotive thrill shows: Four nights.

SYRACUSE, Sept. 6.—The 101st annual New York State Fair here on August 24-September 1 set an all-time attendance record with a gate of 375,924, 103,236 more than the previous nine-day record of 272,688, set in 1940. The 1941 gate

### 1940 Figures

Total attendance: 272,688. Paid admissions: 183,828. Gate receipts: \$68,588. Space and privilege receipts (not including carnival) \$35,000. Grandstand receipts: Day, \$23,947; night, \$15,900. Grandstand expenses: \$25,000. Carnival gross: \$35,000. Fair's share: \$12,258. Total revenue: \$222,746. Total expense: \$205,000.

not only constitutes a record for a nine-day fair here but exceeds the record for a 13-day fair, held in 1938 with attendance (See TOP IN SYRACUSE on page 45)

## Michigan Soars With Changed Attraction Set-Up; Holiday Mark

DETROIT, Sept. 6.—Michigan's 92d State Fair here, August 27-September 7, is running ahead of last year's, with a total for the first seven days of 399,280 paid admissions against last year's 398,931 for 10 days. Labor Day had an all-time high paid gate of 119,848, exceeding the record 114,356 set last year on Labor Day. Total attendance for the first seven days was estimated at 479,780, including 80,500 free admissions, which included 14,000 admissions the first day before the pay gate was placed on at 5 p.m.; 60,000 children admitted free

## Great Lehighon Is Winner

LEHIGHTON, Pa., Sept. 6.—The 1941 edition of Great Lehighon Fair closed its most successful five-day stand on August 30, when thousands viewed the final appearance of *Salute to Freedom* in front of the grandstand and took advantage of the neon-lighted midway of the Art Lewis Shows. Final grandstand show was presented to a capacity audience. One of the largest crowds of the week saw Jimmie Lynch and His Death Dodgers on Saturday afternoon. In contrast with 1940, this year's fair with the exception of opening day had the best weather in several years. Secretary Frank R. Diehl received many congratulations from showmen and fair directors over successful showing of the fair.

## Du Quoin Has Stellar Bill

DU QUOIN, Ill., Sept. 6.—What was declared the most expensive attraction bill in its history was presented by Du Quoin State Fair here on September 1-6, booked by Music Corporation of America. First show Labor Day night was witnessed by 8,200. In the line-up were Paul Remos and His Toy Boys; Cappy Barra Boys, harmonica players; Duanos, dance team; Ambassadors, acros; Hibbert, Bird and La Rue, comedy; Cecil Cornish and his one-man circus; Mickey King, aerialist; Northwest Mounties, singers; Four Sidneys; Bobby May, juggler; Gregory Raymond and Cherie, Buster West and Lucille Page, Aerial Appollos, Paul Sydel and Spotty, Fenwick and Cook, Bernie Cummings and band, and 24 Margaret Kochet Girls, under direction of Edgar I. Schooley.

## Minn. Goes to 759,771; Takes May Be Biggest

MINNESOTA STATE FAIR, St. Paul, August 23-September 1. Raymond A. Lee, secretary. Harry J. Frost, concession superintendent. Al Sheehan, attraction superintendent. Gate admissions: Adults and children, day and night, 25 cents, "Everybody Pays"; children under 10 years free; autos, day and night, 25 cents. Grandstand: Adults and children, day and night, 50 and 75 cents and \$1. Amusement budget: \$54,000. Grandstand bookers: Barnes-Carruthers Fair Booking Association and Music Corporation of America. Midway: Royal American Shows. Horse racing: Two days. Auto racing, big cars, four days. Automotive thrill shows, two days.

ST. PAUL, Sept. 6.—With all attendance records shattered, officials of Minnesota State Fair are awaiting auditors' reports to indicate that a new high for gross receipts was established during the 82d annual here August 23-September 1. Expected to hit 750,000, the fair bettered that mark, with 759,771 clocked thru the turnstiles. Previous all-time record of 706,241 was set in 1939. The 1940 attendance was 666,720. Officials expected the 1941 gross income would far exceed last year's \$400,540.98.

### 1940 Figures

Total attendance: 666,720, including 67,187 children admitted free. Paid admissions: 599,533. Gate receipts: \$149,883.25. Space and privilege receipts (not including carnival): \$68,227.50. Grandstand receipts: Day, \$50,662; night, \$44,875.25. Grandstand expenses: \$61,595.17. Fair's share of carnival gross, \$26,432.14. Total revenue: \$506,934.95. Total expense: \$482,078.05. NOTE: There was rain on seven of the 10 days of operation.

With the exception of scattered rains and two cool days, the fair was attended by good weather. Only one grandstand program was canceled because of rain, that on August 25. Several all-time daily (See Minn. Gate Is Best on page 45)

## Vancouver Runs Up Peak Counts

CANADA PACIFIC EXHIBITION, Vancouver, B. C., August 25-September 1. S. C. McLennan, secretary. H. A. Jones, concession superintendent. Gate admissions: Adults, day and night, 25 cents; children, day and night, 15 cents; autos, day and night, 25 cents. Grandstand: Adults, day and night, 50 cents; children free. Horse racing in front of the grandstand. Midway: Amusement Corporation of America (Rubin & Cherry Exposition). Horse racing: Seven days. Automotive thrill shows, seven days.

VANCOUVER, B. C., Sept. 6.—Ending in a downpour, the 32d annual Canada Pacific Exhibition here on August 25-September 1 was the biggest and Labor

### 1940 Figures

Total attendance: 371,980. Paid admissions: 226,732. Gate receipts: \$74,033.35. Space and privilege receipts (not including carnival) \$33,201.29. Grandstand receipts (including racing): Day, \$24,916.47; night, \$1,589.70. Grandstand expense: \$2,148.10. Carnival gross: Approximately \$40,000. Fair's share: \$9,319.04. Total revenue: \$148,729.16. Total expense: \$83,674.33.

Day attendance set a new record. Total attendance was 386,441, as compared with 371,980 in 1940 and the previous record breaker, 381,681 in 1938. Attendance (See PEAK IN VANCOUVER on page 45)

# Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

## Reviewing the News

**"INDIANA STATE** Off to Record Start." WLS Barn Dance set a record with 12,000 paid admissions. . . . "Canadian National Exhibition Runs Ahead." Grandstand bill broke records. . . . "45,569 at Iowa State Fair." Estimated total attendance for grandstand, 236,500. . . . "Michigan State Fair Ahead." Grandstand way in van. . . . "New Record Gate for Ohio State." Grandstand topped every previous mark. . . . "Ottawa Beats '39 With Rain." Stand gates declined due to heavy rains. . . . "Milwaukee's New Gate Peak." Stands packed afternoons and evenings with few exceptions. . . . "Sedalia (Mo.) Over Big." Grandstand sales estimated to exceed 1940. . . . "Sioux Empire Fair (Sioux Falls, S. D.) Sets Gate Mark." Attractions drew heavily. . . . "Minnesota Moves Toward Tops." Stand figures featured a 30,000 opening crowd. . . . "Opening Day Mark Set by W. Va. (Lewisburg)." Grandstand shows received heavy patronage. . . . "Gate, Stand Marks by La Crosse, Wis." Stand crowds represented 100 per cent increase. . . . "Ohio Annual (Wellington) Successful." Stand lured nightly capacity. . . . "Algona (Ia.) Gate Up 30 Per Cent." Stand up 20 per cent. . . . "Greenup (Ill.) 90,000 Is Best." Of 11 shows presented, nine were sellouts. . . . "Syracuse (N. Y.) Soars." Grandstand a magnet.

It looks like the best fair season in years. That top-flight attractions have something to do with record grosses is not to be denied. Look at the records!

**Suicide Hayes Hell Drivers (Frank Wirth)** enjoyed a record thrill day at Ballston Spa, N. Y.

With its 99th annual pocketed as a huge success, Chemung County Fair, Elmira, N. Y., has already put ambitious plans in the works for its centennial in 1942. Every attendance mark on record appears to have been topped, and as for the grandstand, booked by G. A. Hamid, it followed the gate by scoring some records of its own. Jim Eskew's JE Ranch Rodeo, starring Hoot Gibson, must be credited with developing Elmira as a stampede-type spot because he has appeared with his unit there for an unbroken string of seasons. It goes without saying that Eskew's contingent will repeat for the fifth time at the centenary celebration, which will feature a Mardi Gras. Support has been pledged by Elmira merchants.

Another record smasher was Lucky Teter and His Hell Drivers, also a repeat at Elmira. On the closing day (Sunday) he drew about 16,000 and 'twas reported many people offered to pay double price to get in. A large mob was turned away. Credit should also be given to Tex Sherman, the fair's press agent and rodeo writing specialist, who has been signed to come back in 1942 to do a four months' campaign.

*System followed by Western Washington Fair at Puyallup to spur grandstand sales might well be emulated by other events. For its 45th renewal, September 15-21, Puyallup opened an advance reservation box office at the grounds on September 3. Management says requests for seats are arriving earlier than in previous years, indicating keener interest in the stand layout. Program will be an exhibition rodeo featuring trick rider Dick Griffith; Wallabies, lady acrobatic combo from Australia; Cy Taillon, master of ceremonies; an ice-skating revue and acts-fireworks. Add day and night horse racing.*

To make the West Virginia State Fair at Lewisburg Poodles Hanneford and company, principal riding troupe, had to make a long jump from Monticello, Ia., about 1,300 miles, negotiated in three days and two nights of continuous driving. Two vans were used to transport the four head of stock. Contingent arrived in at the Greenbrier grounds at 4 p.m. Monday and went on that night to score. Poodles and his wife chewed the fat and reminisced at length with Walter D. Nealand, Marks Shows' press agent, who was with them in 1921 on the Sells-Floto Circus when they became man and wife. Nealand interviewed them over Station WHIS, spotted front the stand as a remote broadcast. Acquaintances were also renewed with

clown Slivers Johnson, alumnus of the John Robinson Circus, and Capt. George Thompson, Robinson elephant trainer, who made up part of the sawdust colony at Greenbrier.

## Generalities

Danbury (Conn.) Fair, last Eastern event on the books, is down for midget auto racing on opening Sunday and closing Saturday, and on closing Sunday the headliner is Lucky Teter. Grand Circuit racing for five days and vaude-novelty turns all week complete the program.

Mann Brothers, rebounding rope, and Great Knoll, high trap, were the acts at Parke County Fair, Rockville, Ind.

Features of West Texas Fair, Abilene, will be Nick Stuart and his band and the revue, *Stars Over America*.

After playing Vancouver, B. C., Lamont's Cockatoos were scheduled to appear in Walla Walla and Puyallup, Wash., and other spots in Oregon and California.

The Gaylord White-Al Sweeney auto races were prominent on front and inside pages of *The Evening Huronite* when the speedsters played the South Dakota State Fair at Huron. A human-interest story attached to the struggle between Emory Collins, national dirt-track titleholder, and Eddie Zalucki, Detroit spinner. And how the scribes played up that wrinkle!

Pipe the hearty bill which was to be unfolded at the Upper Peninsula State Fair, Escanaba, Mich., on its last day, September 7. In the afternoon, Flash Williams Thrill Drivers. That night, WLS National Barn Danee, with Red Foley, cowboy baritone, emcee and quizzer; Little Eva, who teams with Foley, her husband in private life; Royal Swedish Bell Ringers; Otto, fat comic; Prairie Sweethearts, vocalists-guitarists, and George Goebel and band.

Hoot Gibson appeared first two days of Hartfield (Pa.) Fair and Ken Maynard carried on from Labor Day to September 4.

## '41 Pennsy Annual Is Best; Permanent Grounds for '42

SELINGROVE, Pa., Sept. 6.—Presenting a variety of attractions, Selingsgrove Night Fair on July 21-26 was the most successful in the nine-year history of the sponsoring D. H. and L. Fire Company, drawing an estimated 160,000 and recording a good profit, reported Roland E. Fisher, secretary-manager since inauguration of the fair and who has been elected to the same posts for the next 10 years. Following close of the fair it was announced that the sponsor has taken an option on 125 acres and plans will be laid to erect permanent buildings and enlarge the fair.

High free acts were the Deteros, Great Peters and Aerial Ballet, while on the stage were the Canastrellis, Young Ladell and Company, Mlle. LaTosca and Maxine and Jeanette Garette. In the variety show under canvas, which had its biggest year here while playing to packed houses thruout the week, were Sons of the Pioneers, Wagner and Leland, Four Tramps, Wilfred May Trio, Whirlwinds and a chorus line. Other attractions on the midway were Prof. George Keller's Wild Animal Show, Joe Ricco's Athletic Show, Graham's Girl Revue and Hillbilly Show, Johnny Eck's Arcade and Show, two of Arnold Reybuck's shows, Azoro Snake Show and a Posing and Illusion show. Reithoffer had eight rides here and there were about 50 concessions. Numerous exhibits were housed in tents. Special events were fireworks, band concerts and firemen and pet parades.

NORFOLK, Va. — Final preparations are being made for Norfolk County Fair here, expected to be extremely successful because of much defense activity in the area. Six free acts and a revue will be presented nightly before the grandstand. There will be nightly gate awards and Saturday night two automobiles will be given away. For opening night a red-light parade has been scheduled, with commercial floats, State and county officials and fire and police departments participating. Newspapers and radio stations are giving the fair much publicity.

## Lawrenceburg Draw Heavy; Attractions Program Big

LAWRENCEBURG, Ind., Sept. 6.—Dearborn County Fair here, conducted by the American Legion Post on August 18-23, was the most successful in history, reported Secretary Leonard Haag. With exception of Monday night, when a dedication program with Governor Schriker in attendance was rained out, weather was excellent. Attendance was heavy, especially on Tuesday, when there was a free gate. There was a fox dog show and stock, 4-H Club and open class exhibits of good quality.

Flash Williams's Thrill Show appeared on Wednesday to big crowds. Gus Sun's *Let Freedom Swing* was attraction Thursday, Friday and Saturday nights. In the cast were Mrs. Frank Taylor and her chorus; Page and Jewett, unicyclists; Lady Barbara's Animals; Cardovas; Slivers Johnson and his comedy Austin, and Una Malloy, high act. Night shows were closed with United Fireworks Company displays. There were three days of racing, with Ray Jenkins as starter. Thursday afternoon attendance was helped by a Farmer's Day program. Saturday night automobiles were parked in every available spot. Ora Lashbrook rented the fair 2,600 grandstand seats.

On the midway were six Gooding rides, Mabel Mack's Mule Show, a 10-in-1, girl show and funhouse; Habenstreet's high striker; Thomas with beano and 100 feet of space for other games; Harry Elliot, mouse game, ping-pong and penny pitch and Whitaker's concessions.

## Record Crowds for Portage

PORTAGE, Wis., Sept. 6.—Record crowds, day and night, attended the 19th annual Columbia County Fair here on August 23-27, reported Publicity Director H. H. (Hank) Niemeyer. The 1941 annual was the second which operated with a free gate and weather was good thruout. Jimmy Matthews, hot dog concessionaire, did big business, as did Oscar Bloom's Gold Medal Shows, here for the third year on the midway. Lewis Bros.' Circus, in charge of Mr. and Mrs. M. Lewis, assisted by Al Filbert and Mr. and Mrs. George Flint, played four shows to capacity business. Other attractions that pleased were the Duke of Paducah, Brandt Sisters, NBC Stars, and B. Ward Beam's thrill show. Visitors were President J. E. Malone and Past President W. Marriott, Wisconsin Association of Fairs.

BAY CITY, Mich.—Plans for removal of buildings on Bay County Fairgrounds here have been halted by an injunction issued by Circuit Court. A number of buildings and other improvements have been removed by the county board of supervisors, but it has been enjoined from further razing pending a court review of tangled claims to rights in the property.

## W. Idaho State Draws Best Gate

BOISE, Idaho, Sept. 6.—Western Idaho State Fair here, August 26-30, had an all-time high gate mark, the official total of 45,103 exceeding by 3,132 the previous top of 41,971 in 1936. Weather was almost ideal.

Exhibits were up to or exceeding previous standards in quality and number. Some farmers complained of fair dates being a little too early for the best harvest. Premiums were upped.

Grandstand crowds were good for each afternoon racing program, with overflows Thursday and Saturday nights. An estimated 7,500 were in the stand and bleachers Saturday night, overflowing into the area surrounding the new chutes and rodeo catch pens, Rodeo was presented by J. R. Sorenson on five nights.

Monte Young's rides and shows on midway with about 25 concessions reported better business than at the last Boise date. First day servicemen and vets were admitted free after 5 p.m.; second day, children from Boise Children's Home free all day, also to Monte Young's midway; Wednesday afternoon, free grandstand to everybody. Grandstand price was raised to 75 cents over 50 cents last year and boxes \$1 instead of 75 cents as last year. Attendance was not cut.

State Fair Secretary and Manager Ben Wood is enthused over the fair's success and is already looking forward to 1942 improvements. William E. Welsh is president; F. H. Netzel, vice-president; J. R. Cornell, treasurer; W. L. Hendrix, Thomas Potter, Leo Marsters and Melvin C. Smith, members-at-large.



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IN THE HEART OF WORLD'S GREATEST DEFENSE PRODUCTION AREA

Can place two sensational outstanding Free Acts. Must be real thrillers. Can place Concessions. No exclusives. Everybody working and this will positively be the biggest Fair in Tidewater Area. Every night feature night. Parades and gate prizes, live stock and agriculture exhibits. This is not a Carnival date, but chartered Fair. Concessions of all kind wire or write for space, as time is short and space limited. Address: SUPT. CONCESSIONS, Norfolk County Agriculture Fair Assoc., Portsmouth, Va.

# 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

**LAST CALL . . . KALAMAZOO COUNTY FREE FAIR**

SEPTEMBER 24-27—NIGHT AND DAY

Can Use Few More Legitimate Concessions to Complete Our "Planned Midway."

We have filled our quota on Bingo, Ice Cream, Photo, Pea and Pan Games, Striker, Short Range Lead Gallery, Diggers and Novelties, but can place a few more Line and Center Stores. Positively no racket. Big opportunity for one or two large Cook Houses. Can also use one more Show. No Girl, Geek or Athletic. Weather permitting this fair should play to huge crowds, as this year's policy is Free Gate, Free Parking, Free Acts in midway afternoon and evening and Free Fireworks nightly. Billed like a circus. Address: KALAMAZOO COUNTY FREE FAIR, BOX 729, KALAMAZOO, MICH.

## Champlain Highest; Revenues 30% More

BURLINGTON, Vt., Sept. 6.—Getting in the first Saturday in eight years on which it has been possible to carry out scheduled AAA auto races, Champlain Valley Exposition, August 24-30, set an all-time attendance record of 98,500 paid admissions. Receipts in all departments were reported to exceed those of past years by 30 per cent, said President James S. Grow.

Operating an extra day on opening Sunday when Jimmie Lynch and His Death Dodgers were featured helped to swell the gate, with 7,500 paid admissions for the afternoon and a sellout in grandstand, bleachers and paddock. Lynch also was featured Tuesday afternoon and showed to a near-capacity stand. Wednesday, Burlington Day, drew 32,000. All stores and factories in the area closing in the afternoon. This was the first day of three of Grand Circuit harness racing.

General Manager Harris K. Drury, in an effort to check the pass evil which several years ago was estimated to account for one-half of the total gate, installed a privilege gate at which all passes were thoroly examined. Generally local comment on this was entirely favorable, with fair officials and employees purchasing tickets for friends and relatives accompanying them. An example was provided by President Grow, who purchased a ticket for Mrs. Grow.

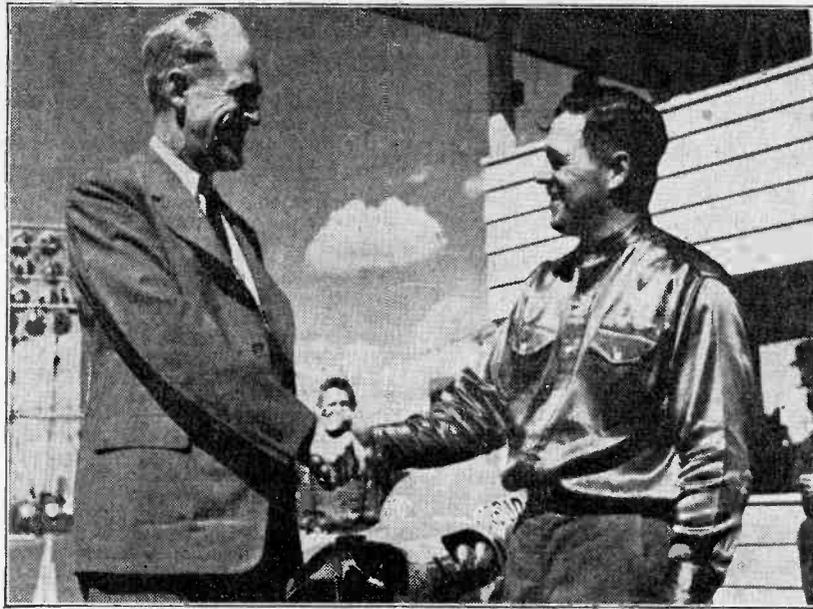
Karl A. Gaskell, manager or concessions, reported that receipts in his department would exceed the average 30 per cent increase. Space rates were slightly higher than in past year but were offset by increased spending, it was said. Grandstand bill, provided by George Hamid, featured the *Fantasies Revue* and George Ventry's Radio Band, with the Flying Deteros as added attraction. Except on Monday, when heavy rain threatened, the show appeared twice daily. Ventry's band also presented concerts in front of the grandstand from 11:30 until noon daily.

World of Mirth Shows were on the midway and Owner Max Linderman expressed satisfaction with business. Jim McHugh and his assistant, Nell Geary, assisted with fair publicity in addition to their duties with the show.

## Mason Pulls Largest Gate; Attractions Grosses Heavy

MASON, Mich., Sept. 6.—Largest crowds in history of Ingham County Fair grossed a gate of \$4,500 and \$3,000 in grandstand admissions here on August 19-23, setting new attendance records each day. Secretary Joy O. Davis estimated that 25,000 passed thru the gates to view exhibits and Fidler's United Shows and 12,000 saw grandstand attractions.

Among those not accounted for in paid admissions were children on opening day,



**GUBERNATORIAL CONGRATULATIONS** were showered on Emory Collins (right) at Sioux Falls, S. D., when the champion dirt track auto racer captured the feature event during Sioux Empire Fair, August 18-24. Collins is shown as he received a hearty handshake from South Dakota's Gov. Harlan Bushfield. Auto races conducted by Al Sweeney and Gaylord White, of National Speedways, drew a record crowd of more than 5,300 grandstand patrons.

American Legionnaires and concessionaires. Fair operated with a 25-cent gate and 25-cent grandstand, with reserves at 50 cents and bleachers at 15 cents. Five Fidler rides grossed \$2,500. Among the shows' 80 concessions were two bingos. Business was reported far better than in past years. Friday and Saturday were the big nights, with Dodges and Oldsmobiles being given away before the grandstand. Two bicycles were given away on Children's Day, Tuesday.

Exhibits exceeded by far the number offered in any previous year, according to H. H. Barnum, county agricultural agent and recording secretary. Other officers include Emery Jewett, president; George McArthur, vice-president, and David C. Beatty, treasurer.

Clark's Circus and the CR Ranch Rodeo were nightly grandstand attractions. Captain Van's Thrill Drivers appeared for a climax Saturday. Harness racing and horse-pulling contests were also features.

Visitors included Hans Kardel, secretary, Eaton County 4-H Club Fair, Charlotte, Mich.; M. H. Hankins, speed secretary, Hart (Mich.) Fair, and Gordon Harmon and Thomas Wood, Fowlerville (Mich.) Fair. While grandstand improvements and a new structure to house race horses were utilized this year, officials are contemplating an appropriation to build a larger grandstand due to its overcrowded condition this year, which made it necessary to install temporary seats. A 100-foot exhibit room beneath the grandstand was completed in time for the fair.

in the grandstand. Boone County Jamboree on Tuesday night turned people away from the 5,000-seat grandstand. Ranger Rodeo, owned by Ralph Bechdolt, with Al Jones, Tom Hunt and Lola Hershman, played to turnaway business Wednesday and Thursday nights. Norman Kendall's revue and an auto giveaway strawed 1,000 on the race track Friday night. There were 53 concessionaires on the grounds and all made money, many signing for 1942. Numerous fair men from surrounding towns were visitors.

HARLINGEN, Tex.—Van R. Wiggin was elected president of Valley Mid-Winter Fair Association at the annual meeting. Association went on record for an earlier fair date than usual.

# Around the Grounds

NEW ORLEANS.—Sam Burgdorf, who recently arrived here to assume duties as secretary of Orleans Parish Agricultural Fair, incorporated under auspices of the American Legion Post, reported the event will be for 10 days on the circus grounds, featuring a midway, free acts and fireworks. Arrangements have already been made for government and State exhibits, including a defense show, and there will be school, home demonstration and agricultural exhibits.

STURGEON BAY, Wis.—Door County Fair here on August 23-24 had attendance of 17,000. Final day drew an estimated 8,000, a new high for any day.

NEILLSVILLE, Wis.—Clark County Fair here on August 17-19 had total attendance of 21,000. First Sunday opening in years brought a record 10,500. Second day's turnout of about 3,500, smallest for the three days, was as large as the best day last year. Entertainment included harness racing, circus acts, *Fantasies of 1941*, and auto races. Dyer Shows were on the midway.

DES MOINES.—An opinion refusing county boards of supervisors authority to regulate county and district fairs was handed down by Assistant Attorney General Jens Grothe, who stated that supervisors of Marshall County had no authority to pass proposed resolutions which would give them virtual control of the fair. Opinion had been requested by the Marshall county attorney. Resolutions would have given supervisors power to set all rules, approve all fees, set dates for the fair, establish its character and scope, and control all revenue.

PAINESVILLE, O.—The 30th annual Lake County Fair here on August 19-22

had paid attendance of 28,000, a disappointing figure in the face of the pretentious program offered, according to officials. Concessionaires reported grosses off compared with previous years. Thursday's crowd of 11,000 was largest. For the first time a flower show was a feature. Grandstand grosses were okay, with Jack Raum's circus, thrill show, and rodeo offering afternoon and night performances. Daily horse show brought out hundreds. Midway had six F. E. Gooding rides in charge of George Bouic; Hodges's Ten-in-One; Charles White, man turning to stone; Charles Ritz, Wall of Death; Von Black, popcorn; Larry Fallon's concessions, Phillip's peanuts, Charles Martin's and Clarence Smith's cookhouses, Patterson's pony track, Dick and Helen John's Playland; Ted Mitchell, taffy; Wagner's machine guns, Ward's basketball, and Herb Fennell's novelties. John L. Salkeld handled privileges for the Gooding Company and had charge of the sound system.

GAINESVILLE, Tex.—Keyed to a national defense theme, with floats in its opening parade having a patriotic motif, 15th annual Cooke County Fair here, August 18-23, drew about 30,000. Features were the Gainesville Community Circus, pet parade, Miniature Train, and home defense exhibition drills. Claude Jones is secretary.

MONTICELLO, Ia.—The 88th annual Jones County Fair, August 19-22, established an all-time attendance record, said Secretary Harry Rodman. Closing-day crowd was estimated at 15,000, largest single day's attendance in history.

CENTER, Tex.—Shelby County Fair Association, with Center Independent School as co-sponsor, recently had approved a WPA project calling for improvements to the school grounds and fairgrounds at cost of \$242,575. It will include rock fence around the parking lot; rock veneering of the office, main and colored exhibit buildings and rock constructed toilets, 40 by 100-foot livestock and poultry buildings, three permanent concession booths and new entrance. Guy Cowser is manager.

RICHMOND, Tex.—C. I. Snedecor, manager of Fort Bend County Fair near here, reported that construction of a 36 by 100-foot school exhibit building on the grounds with National Youth Administration labor is under way.

HENDERSONVILLE, N. C.—Western North Carolina Agricultural and Industrial Fair Association has built two new cattle barns and now has under way a 3,500-seat steel grandstand, reported Secretary-Manager G. R. Lewis. Below the stand will be 4,000 square feet of space for agricultural and industrial exhibits.

LYNCHBURG, Va.—Art Lewis Shows will be on the midway of six-day sixth annual Lynchburg American Legion Post Agricultural Fair and free attractions are planned, said President Abe Cohen. Extensive improvements have been made on the grounds. Budget has been increased and there will be a large flower show.

ABILENE, Tex.—West Texas contributions to national defense in industry, oil, livestock and agriculture will be featured in exhibits at six-day 53d annual West Texas Fair here, said President Roscoe Blankenship. Premiums are at a new high of \$5,000. There will be two horse shows, including the third annual for Texas Palominos. More inquiries about exhibit space have been received than ever before, said Manager Grover Nelson. Several additions to livestock exhibition classes will be made.

OGLETHORPE, Ga.—A committee headed by C. A. Head, president of the farm bureau, has been appointed to plan (See *Around the Grounds* on page 48)



## WANTED

Shows, Concessions and Free Act for

## OTTWAY FAIR

Greene County, October 1-4

BRUCE GRAHAM, Pres.  
R. No. 1, Greeneville, Tennessee

## CONCESSIONS FOR SALE

All kinds Eats and Drinks. One Bingo. Lead and Cigarette Shooting Galleries. Ball Games. Prefer exclusive on Grandstand to one operator. Rodeo every night. Free attractions in afternoon. Beckmann & Gerety have exclusive on all other Concessions. Biggest oil drilling area in world. 4,000 men employed on construction \$5,000,000.00 Army Air School. Good crops. Attendance 150,000. Most successful regional Fair in Southwest. Dates October 6-11, inclusive. Write or wire

## PANHANDLE SOUTH PLAINS FAIR ASSOCIATION

A. B. Davis, Mgr.

Lubbock, Texas

## WANTED

Motor Drome; Minstrel Show with Band, white or colored; legitimate Concessions not conflicting, Lead Gallery, etc. Other Shows, Side Shows, etc.

THE FAIR, October 6-11, 1941

Schuylkill County Fair Grounds, Cressona, Pa.

# Fargo, Fighting Handicaps, Holds Up to '40 Mark

FARGO, N. D., Sept. 6.—Turnstiles clicked 55,000 times at Red River Valley Fair here on August 25-30, equaling 1940 attendance, said President J. E. Pyle. As in 1940, rainy weather proved a handicap, with unseasonably chilly evenings. Rain fell heavily on the first three days. On evenings of the warm days mosquitoes, which have been abundant in this territory this year, discouraged attendance. Fear of encephalitis, spread of which has been blamed on mosquitoes and which caused many deaths in the Northwest in the last few months, also hurt.

While official figures on receipts are not yet available, it was believed that the fair association would break even. Fair was profitable for the Dee Lang Shows on the midway and to the concession operators, of which there were more than in 1940. President Pyle said that everyone was satisfied with the Dee Lang organization.

Gertrude Avery's *Dude Ranch*, musical comedy, and supporting acts made what was declared the best grandstand entertainment the fair has had in some time. When weather was fair the stands were well filled. Performance was presented with colorful costumes, attractive sets and good music from the orchestra directed by Ted Cook.

All-American Thrill Aces appeared on the first two days, but rain held down crowds, and performers were handicapped by a wet track. Harness and running races on the last three days proved a satisfactory attraction, but it was the opinion of officials that if pari-mutuels were permitted, crowds could have been much larger. Efforts to get a pari-mutuel bill thru the Legislature are made at every session.

Fair officials said city attendance was far below what it might be. They said 90 per cent of those who attended this year were from rural areas of North Dakota and Minnesota. Two Children's Days, with kids admitted to rides and shows for 5 cents until 6 p.m., helped attendance.

Much machinery and cattle were sold. Machinery dealers, however, were in many instances unable to promise prompt delivery, due to the defense program. Cattle display was largest in fair history, eight herds of Herefords being shown. Agricultural exhibits were larger. About \$13,000 in premiums were paid to exhibitors.

## TOP IN SYRACUSE

(Continued from page 42)

ance of 363,770. The attendance mark was chalked up despite two days of rain, on Monday and on Saturday, and a further clamp-down on passes. Every day exceeded the corresponding day of 1940, highest jump being reached on Friday, a Children's Day. Comparative figures:

	1940	1941
Sunday	12,554	32,663
Monday	22,673	24,922
Tuesday	20,175	28,240
Wednesday	21,477	42,189
Thursday	34,506	44,181
Friday	46,285	57,373
Saturday	35,454	43,802
Sunday	33,422	38,117
Monday	56,142	64,437
<b>Total</b>	<b>272,688</b>	<b>375,924</b>

Carnival and concession grosses topped all previous highs. Concessionaires reported business up between 50 and 100 per cent.

Grandstand and Coliseum attendance exceeded all former marks. Hoot Gibson and the JE Ranch Rodeo played to turn-away crowds the first five nights in the 57,000-capacity Coliseum. The *Circus on Ice*, which followed in the Coliseum on Friday and gave matinee and night performances Friday and Saturday and three shows Sunday and Monday, grossed \$22,000, a new high for an ice-show take at the fair.

Gypsy Rose Lee and the Roxettes played to good grandstands on the first five nights and on Thursday night, final night of their engagement, a turnaway jammed the 7,500-capacity grandstand to overflowing. On this night a black-out of the fairgrounds, with a simulated air raid and bombardment of a house set in the infield, spurred attendance. A squadron of planes and a battery of anti-aircraft searchlights participated in the blackout staged by the fair in cooperation with army, navy and civilian

defense agencies.

Lucky Teter and His Hell Drivers played to turnaway crowds in front of the grandstand on the last four nights to record a four-night grandstand gross of \$16,000 that eclipsed all previous records. This figure was made despite a driving rain storm on Sunday night when the thrill show was staged. Sprint auto races, scheduled for Sunday, were rained out and were run off as an added feature of the 100-mile national championship on Labor Day. The bargain bill auto race program drew 64,437 thru the front gates and grossed \$18,500 in the grandstand.

## New First-Day Mark

Excepting only when the fair opened on Labor Day in some years, a new opening-day attendance record was set, a combination of Kate Smith and 1,100 voices in the religious services, mass piano festival in which 800 pianists participated, Gypsy Rose Lee in front of the grandstand and Hoot Gibson and a rodeo in the Coliseum drawing 32,663.

Attendance was ascribed in part to improved business conditions but major credit was given to the management, headed by Paul Smith, fair director. The program offered the greatest attraction bill and list of special events in the history of the fair. A widespread modernization campaign, which embraced a half million dollars' worth of New York World's Fair lighting equipment, was an added lure. Fair was given the most intensive and extensive exploitation in its history.

Last year's fair made a profit of \$25,000 and, while officials decline to estimate profit this year, it was predicted in some quarters that that amount would be more than trebled. Paul Smith and Herb Dotten, publicity director, left for Toronto to attend the Canadian National Exposition.

## CNE INCREASE

(Continued from page 42)

with visitors spending the night a la "car." Attendance was 267,000, the previous record single day being Labor Day in 1927 with 260,000.

Comparative daily figures:		1941
Friday	44,000	58,000
Saturday	211,000	217,000
Monday	174,000	156,000
Tuesday	79,000	93,000
Wednesday	86,000	116,000
Thursday	111,000	124,000
Friday	44,000	88,000
Saturday	161,000	173,000
Monday	234,000	267,000
Tuesday	74,000	106,000
Wednesday	81,000	93,000
<b>Totals</b>	<b>1,299,000</b>	<b>1,491,000</b>
<b>Increase on day</b>	<b>12,000</b>	
<b>Increase on year</b>	<b>192,000</b>	

## Frolexland Records Made

Frolexland has chalked new records. Aquacade hit an all-time record for water shows, playing to over 16,000 on Labor Day with a gross of \$3,087. Previous water show record was established in 1922 with \$3,000. Old Mexico, coming from behind, took second place with \$2,600; Oriental Follies, \$2,200, tying with Circus Side Show, and Arctic Girls ran over \$1,000.

Concession row has had the biggest year in CNE history; Bill Beasley, with 21 concessions, said that in his many years here he had never seen such spending crowds. Experienced help was at a premium, but teen age newcomers filled in.

J. W. (Paddy) Conklin, head of Frolexland, declared the public is joy-minded, hoping to forget the war.

Tuesday, International Day, was marked by personal appearance of Lawrence Tibbett and Lily Pons at the bandshell.

Lucky Teter's Hell Drivers and other grandstand performers participated on Thursday afternoon in a downtown parade to boost a "Save Aluminum" drive.

The under-canvas dance pavilion was enlarged to accommodate over-capacity crowds. It is estimated that attendance there has averaged 10,000 daily.

## INDIANA GAINS

(Continued from page 42)

on and ticket buyers were refunded their money.

Total attendance for grandstand shows, however, was in keeping with last year's figures. Sunday (opening night) was sold out, Monday almost sold out; Tuesday, rain, and Wednesday sold out again. Grandstand capacity is 8,600, with bleachers and chairs on the track bringing capacity to about 12,000.

Nightly Society Horse Show in the

Coliseum was running slightly ahead of last year. Shows got under way Sunday night with attendance of 5,000, a figure that was duplicated each night.

On the midway, presented by Johnny J. Jones Exposition, the gross was reported ahead of last year in spite of rain Tuesday night, which caused an early closing.

Grand Circuit racing in the afternoons also did record business. Tuesday afternoon Bill Gallon, Hambletonian winner, took the first heat of the Horseman Trotting Futurity in new record time of 2:01.

The fair was well covered by radio, with 10 stations doing broadcasts from grounds, most of them on a daily basis, one "feeding" a program to the Columbia Broadcasting System. That show was *Voz Pop*, which Parks Johnson and Wally Butterworth conducted from the Youth Administration Building. Gov. Henry F. Shriker was a special guest on the broadcast. Five stations were represented last year. Nightly fireworks in front of the grandstand at close of the stage show were presented by the Indiana Fireworks Company, owned and managed by Al Casse, Indianapolis.

Lucky Teter, presenting his Thrill Show, which featured a leap by a car over a large bus placed lengthwise on the track, had the grandstand packed to overflow capacity Sunday afternoon.

Premium list totaled \$169,543.25; last year it was \$160,243. Among visitors were P. T. Strieder, manager of Florida State Fair, Tampa, and Mrs. Strieder; Harry W. Hennies, of Hennies Bros. Shows and Amusement Corporation of America; Mike T. Clark, Indianapolis, retired showman, and William de l'horbe, Bisch Rocco Company.

## MINN. GATE IS BEST

(Continued from page 42)

attendance marks were established. Daily attendance figures: Saturday, August 23, 58,863; Sunday, August 24, 69,406; Monday, August 25, 56,230; Tuesday, August 26, 56,517; Wednesday, August 27, 83,944; Thursday, August 28, 74,700; Friday, August 29, 83,996; Saturday, August 30, 71,841; Sunday, August 31, 103,609; Monday, September 1, 100,665. Total attendance figures include soldiers and sailors admitted without charge upon applying at the administration gate in uniform.

Grandstand patrons expressed keen satisfaction with the *State Fair Revue of 1941* as produced by M. H. Barnes, of Barnes-Carruthers.

On the midway an all-time record gross was established by the Royal American Shows. Elmer C. Velare, RAS business manager, said it totaled \$103,653.13. Previous record of \$92,000 was set by RAS in 1939. Manager Velare announced that RAS had been given the midway contract for the 10th consecutive year for 1942. Signing the contract for the shows were Carl J. Sedlmayr, general manager of RAS and president of the Amusement Corporation of America, and Mr. Velare.

In the \$15,000 prize auto-racing events conducted on four days, Gus Schrader, of Iowa, won the American dirt-track title for the eighth time in nine years before 30,000 spectators packed in front of the half-mile track. Purses totaling \$6,500 were distributed during the two-day harness meet. Farm boys' camp building was used for the first time. Nearly 4,000 alumni of the camp attended the dedication, at which J. O. Christiansen, superintendent of University of Minnesota Farm School, was principal speaker.

Raymond A. Lee, fair secretary, said the fair would show a "substantial profit." "How much this will be," he said, "is impossible to determine at present, but the management is sure that, after an audit of receipts and disbursements, the results will be gratifying." It was estimated that sales of farm machinery and household appliances exhibited would exceed \$2,000,000, a new record.

The 1942 fair will be held one week later than this year's, it was announced by Secretary Lee, following a meeting of the fair board on September 2.

## PEAK IN VANCOUVER

(Continued from page 42)

ance in 1939 dropped to 320,066. Previous high last day (Labor Day) attendance was in 1938 with 81,738. Last-day figure in 1940 was 79,719. This year it was 82,579.

"The rain fell on every day except Friday, the fair was the best ever. We're all very pleased," commented Maj. S. C. McLennan, general manager. Pari-mutuels, he said, were as good as last year and all livestock classes, except

horses, were well filled. All other exhibit space was packed. President John Dunsmuir said, "Financially, our contractual obligations amount to \$42,000 annually. It is from the exhibition that we must produce this revenue. We are now well over this figure, with every indication that we will come close to reaching, if not reach, our last year's all-time revenue of \$65,000."

## Parade for Opener

Fair's theme, "All Out for Victory," featured a three-mile long parade thru the city on opening day. Army, navy and air force men took part. There were a hobby display, band concerts, freckle contests, horse races, athletic displays, sheep dog trials and produce displays. At the close Victory Bonds and war savings certificates totaling over \$3,600 were given away. Top prize was a \$1,500 bond. Among guests were 300 Oregon members of Future Farmers of America.

Press people and visiting dignitaries from the States, government and armed forces were daily guests at luncheons and dinners given by the president, manager and directors. Co-operation given by the daily press was praised at the final dinner by President Dunsmuir and Manager McLennan. President Dunsmuir said only \$7,800 had been spent on advertising and intimated that in future more will be spent.

"People who say fairs should not be held in wartime are making the greatest mistake of their lives," said John C. Noble, a director, now with the government at Ottawa, who spoke at the final dinner.

Rubin & Cherry Exposition played to big biz on the midway.

A feature was the opening of the Edward and Mary Lipsett Indian Museum in Exhibition Park. The Vancouver couple have been collecting Indian relics for more than 40 years and during the fair turned over their collection to Mayor J. W. Cornett for benefit of Vancouver citizens. He gave it to President Dunsmuir for safekeeping. The collection, rated one of the best in the world, is in the old aquarium building on the grounds and will be on view during fairs and on certain week days.

## HAMBURG'S PAID TOP

(Continued from page 42)

centennial, drew over 75,000 paid admissions, this year's annual had about 95,000 payees. Success is credited to good exhibits and amusements and the increase in circulating money.

Lucky Teter and Hell Drivers appeared Monday and Tuesday for their fourth consecutive engagement here and drew heavily at night shows.

George Hamid, Inc., supplied free stage acts, including Anteleks, high perch; Flying Behees; Little Fred's Football Dogs; Benny and Betty Fox, aerial jitters; Juggling Jewels; Dixon Brothers, comedians, and Reg Kehoe and His Marimba Queens. Midway was furnished by James E. Strates Shows for the second year.

Harness races, baseball tournament, horse show, bait and fly casting tournament, horseshoe pitching and horse-pulling contests and nightly fireworks were other attractions. There were several parades.

On closing day Ira Vail promoted a series of automobile races, with Bill Holland taking major honors. Gus Miller presented professional wrestling cards. Fair officers are Clark W. Hurd, president; J. C. Newton, secretary; Fred Hauck, treasurer, and Nelson W. Cheney, John W. Klais, Gustave C. Miller and John K. Lapp, vice-presidents. Ralph Thorn handled publicity.

DETROIT.—Michigan State Fair board cannot hire an attorney. State Attorney General Herbert J. Rushton has ruled. Board retained an attorney, John D. Lynch, who is also a regent of the University of Michigan, but the new ruling insists that the board can use only the legal facilities of the attorney general's office, altho any member or public officer may employ counsel at his own expense.



**SKY THRILLER HIGH POLE**

**G. HIGGINS**

Care of The Billboard Cincinnati, Ohio  
World's Highest Aerial Contortion Act.  
Two Different Acts.

# HOLIDAYS BIG TILL TILTERS

## Biggest Period Climax in A. C.

Historic week-end closes record season—piers present gala attraction menus

ATLANTIC CITY, Sept. 6.—Biggest Labor Day week-end in history marked the climax of the summer season here, which was a record breaker. With heat driving people to the seashore and an adequate supply of gasoline for motorists, Labor Day brought 650,000. The previous Sunday found an estimated 600,000 here. Many remained for the Miss America Beauty Pageant all week. Railroad officials said traffic was heaviest for Labor Day in more than 10 years. Bus line officials said traffic was 50 per cent heavier than last year.

Hamid's Million-Dollar Pier and Steel Pier had holiday bills. Steel Pier offered Andrews Sisters, Three Stooges and orchestras of Glenn Miller and Jimmy Dorsey, with Steel Pier Modern Minstrels, Ben Yost and his singers, Gae Foster Girls, Dick Dana, Whitson Brothers, Barr and Estes, Alex Bartha's orchestra, three feature photoplays, outdoor thrill show and water circus, along with the rides and exhibits. Midnight shows were given (See *Record A. C. Season on page 48*)

## Gulf Coast Preparations Lost in General Washout

NEW ORLEANS, Sept. 6.—Labor Day period was almost a washout for the entire Gulf Coast. Worst setbacks were in Texas, with high winds and 6.32 inches of rain on Labor Day at Galveston; three inches at Corpus Christi, and a 31-mile-an-hour gale and heavy rain at Port Arthur.

Rain on Sunday and Monday at Pontchartrain Beach here cut attendance to 50 per cent of the usual gate. While autos jammed highways to the Mississippi Gulf Coast, tens of thousands were forced indoors most of time and concessions did little. Weather marooned about 400,000 soldiers encamped for maneuvers in Louisiana and at liberty for the period.

Galveston on Saturday afternoon had about 100,000, as the beach association planned its biggest holiday program, a pageant, rodeo, band contests and fireworks.

## New One for Miami Beach

MIAMI BEACH, Fla., Sept. 6.—Caribbean Park and Pan-American Exposition, comprising 147 amusement and educational attractions, is slated to open here on December 31, reported Neil Berk, vice-president in charge of amusements and concessions. Its 92-acre site is bounded by the Dixie Highway, Florida East Coast right-of-way and Biscayne Boulevard. Numerous rides, shows and concessions are planned. Layout, architecture and landscaping will be based on the New York, San Francisco and Chicago world fairs. There will also be science and industry exhibit halls. Pan-American court of nations for foreign wares and a permanent merchandise mart for importable and exportable goods.

## You Tell 'Em, Jockey!

FORT DEVENS, Mass., Sept. 6.—One selective serviceman who showed up at this recruit reception center presented his papers from his draft board, with the blank for suggested branch of service filled in by a draft clerk with the words, "mechanized cavalry." This surprised the reception officer, since mechanized cavalry is a specialized branch of service where few draftees are sent, and he asked the selectee if his occupation could have been responsible for the suggestion. "Oh, yes, sir," said the youth. "I am just the man for that outfit. You see, all this summer I was in charge of a Merry-Go-Round."

## "L" Day Week-End Hordes Turn Out For Eastern Finis

NEW YORK, Sept. 6.—At many Eastern park, beach and shore and resort spots the Labor Day week-end proved tops in clicking cash registers, as weather which cannot be described as anything but glorious featured the peakish three-day stretch. Sunday was the key period.

At Coney Island practically all hands enjoyed well-spending mobs. About 900,000 was the police estimate of the Sunday congregation alone as a preview of the Mardi Gras, starting Monday (8) and running all week, was held in the form of festival lighting on Surf Avenue.

The Rockaways played to about 750,000, with Riis Park catching 60,000 of these. Long Beach drew a record 250,000. Atlantic City reported the biggest single day for concessions and amusements in about 11 years. Sunday mark was about 650,000. Asbury's Sabbath was 125,000. Palisades Amusement Park, N. J., and other playgrounds ran out of space.

Seaside Park, Virginia Beach, Va., reported its season almost 250 per cent ahead of last year. Spot remains open until tomorrow, with Kids' Day today and free dancing all this week. Palisades will stay open for week-ends in September, a new policy. Cars will be awarded as gate prizes.

## Publicity Breaks Good to Ramona

GRAND RAPIDS, Mich., Sept. 6.—Increased business and good weather encouraged management of Ramona Park here to stay open a week later than usual, until tomorrow. Among aids in building business have been a series of publicity breaks intelligently used in press and radio work.

A group of 12 Shetland ponies broke loose during the night, wandering several miles and netting some good press photos. A little later the birth of a colt to one of the ponies got some remarkable spreads in a "four generation" story, with the grandmother and great-grandmother of the colt also in the park.

Another break was secured from a lost balloon used in a parachute drop. The finder refused to tell its location when he learned that there was no reward and lost and found ads were properly exploited in the press. The balloonist subsequently spotted it via an airplane in a lake 10 miles away. A new soundies machine on a lighted stage in the center of the park was a successful innovation.

Park roster: President and general manager, L. J. deLamater; secretary-treasurer, Simon Glerum; park manager, Fred J. Barr; park officer, John Winks. Rides, James McElwee, Merry-Go-Round and four other rides; Harry Glidden, Skooter and Miniature Railway; Fred Hollingsworth Jr., Silver Streak and Octopus; Erwin Courtney, pony track; Harry Perkins, shooting gallery. James Gross, photo gallery; Capt. Charles Poisson, lake steamer; Alex DeMar, dance hall; Henry Neiboer, roller rink, with

## Purveyors in Los Segment Get Well

LOS ANGELES, Sept. 6.—Labor Day week-end proved a bonanza for operators at parks and beaches in this section. Crowds began pouring into beach areas Friday night and remained until Monday night.

At Long Beach Pop Ludwig, manager of Virginia Park, reported the biggest Sunday since July 4. Saturday was good and night crowd on Monday was in a spending mood. Sunday auto parks in the vicinity of Virginia's concessions were loaded by 2 p.m. Silver Spray Pier had a similar crowd, as did the Pike. Operators in this section are off the nut and the big business over the week-end went into profits.

Al (Moxie) Miller said his concessions at Mission Beach near San Diego were crowded from Friday night thru Sunday night. Monday's daytime crowd was not comparable with those of other days but the night was profitable.

Concessionaires found patriotic numbers going good with special emphasis being paid on Miss America and Red Cross dolls, V jewelry and similar items.

Rides at Venice and Ocean Park did good business, as did other attractions. Ted Newcomb said his Funhouse was packed. Harry Hargrave reported good takes on his Merry-Go-Round and slides, and John R. Ward did swell business with his side-show attractions.

Spots near Los Angeles did not do so well during the day Monday because of a six-hour parade. Streets were jammed and it was said that over 500,000 saw the procession.

## Big Holiday Biz Recorded By Spots in Buffalo Area

BUFFALO, Sept. 6.—Labor Day proved to be the best in years at practically every park in this vicinity, operators reporting increases from 25 to 50 per cent and the season on the whole the best since pre-depression years.

At Crystal Beach (Ont.) Park attendance ran better than 18,000 for the day, with crowds that good on the preceding two days. All rides and concessions did big business. The steamer *Canadiana*, owned by Crystal Beach Transit Company, did land-office business this year, climaxed by heavy Labor Day trade. Crystal Ballroom, managed by Harold Austin, had the best season in its history. George C. Hall is park general manager.

At Celoron Park, near Jamestown, N. Y., attendance zoomed on Labor Day, an industrial picnic attracting over 4,000 and the company band giving afternoon and night concerts. Attendance was estimated at 20,000 for the day. Fireworks attracted many. Pier Ballroom did well, holding over Lyle Carlyle's band. Increase in biz over Labor Day of 1940 was terrific despite a cool day. J. G. Campbell is general manager.

Russell Thrall, organist; George Zindal, concessions and games, and Walter Kruetel, cafe.

## Ops Buck Trips, Fair in Detroit

Increase not up to general season's average — Eastwood open till Oct. 1

DETROIT, Sept. 6.—Detroit parks had the heaviest Labor Day week-end business in several years, but operators said the increase was less than proportionate to the general increase on the season as a whole. This was largely attributed to heavy business drawn by Michigan State Fair here and heaviest automobile traffic on record for this motorized State, a result of many motorists deciding to get in their chance at a trip thru the country before any possible gas rationing.

Another angle was the staging of two huge Labor Day parades, AFL in the morning and CIO in the afternoon, which drew at least 200,000 to the downtown area. Weather was clear and warm.

Manager Henry Wagner decided to hold Eastwood Park attractions open until October 1. This is the latest date for any park in this area and will include big outdoor Eastwood Gardens, which has been doing top business with name bands. Only exception to the "all-open" policy at Eastwood will be the pool.

## '41 Increases Varying Widely

CHICAGO, Sept. 6.—Big business was registered during the week ended August 24 by operators reporting on questionnaire sent out by Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, here. Increases over the same period in 1940 ran from 10 to 176 per cent. Per capita expenditures were reported to be still showing substantial increases and operating results of the season up to that time indicated increases of from (See *RISES ARE VARIABLE on page 48*)

## Summit Extends Its Season

AKRON, Sept. 6.—Deviating from its policy of former years, Summit Beach Park here extended its season a week thru September 7, said Manager Frank Rafal. Thruout the week coupons were distributed permitting children three-cent rides between 1 and 6 p.m. There was also a tie-up with a milk company, whereby three bottle caps would give a child a ride on the Merry-Go-Round on September 6. After September 7 the roller rink will continue daily operation and the ballroom will be open on Saturdays and Mondays thru September. Work will be started soon streamlining the midway and installing new rides.

## Illions Winds Up Season; Rides Going to Dallas Fair

TORONTO, Sept. 6.—Harry A. Illions, who reported great increases in grosses with his Bozo and Rapids rides at the Canadian National Exhibition here, closing today, will also end his park season.

He will cease ride operations for the season in Belmont Park, Montreal, and in Seaside Park, Virginia Beach, Va. He will have several rides, including the World's Fair Ferris Wheels, at the 1941 State Fair of Texas, Dallas.

## Briefs From All Around the Field

HOUSTON.—Sim L. Speer, operator of Speer's Amusement Park on the Old Spanish Trail cutoff, having purchased five acres adjoining his 20-acre holdings, is planning a big improvement program in time for next season. He proposes construction of a pool and expansion of rides and concessions.

BUCKEYE LAKE, O.—Novel promotion for closing week of Buckeye Lake Park was King Korn Week, free roasting ears being distributed to patrons, said Manager A. M. Brown. Promotion brought out throngs nightly to bolster usually slow business the few days before Labor Day, closing date.

COSHOCTON, O.—Lake Park here, operated by Helen and Dick Johns, closed on Labor Day after a season of spotty business. Dance patronage fell off, but good weather hyped bathing grosses to a

new high. Penny Arcade scored heavily, as did merchandise games. Owing to defense production, many industrial outings were canceled, thereby diverting patronage. Elimination of wrestling matches cut into profits at the athletic field. Mr. and Mrs. Johns are now playing Ohio fairs with their Penny Arcade.

PORT ARTHUR, Tex.—With construction about 60 per cent completed on the pool at the new Pleasure Pier and the bathhouse about 40 per cent done. City Commission has opened bids for building the main recreational hall. It will be a one-story structure, 116 by 233 feet, of stucco construction. D. J. Converse & Company are engineers on the project, to cost about \$200,000 and to be leased to McFall enterprises, Fort Worth, Tex.

DETROIT.—Title to the property including Eastwood Amusement Park was

affected by a decision of Michigan Supreme Court on September 2. Under a 4-to-3 decision, a transfer of title by Michael and Elizabeth Sprenger in 1938 was set aside on the ground that they did not understand the nature of the papers signed. Decision does not affect present operation of the park, but only the basic realty interests involved, as the park is operated under a long-term lease, said Manager Henry Wagner.

# Coney Island, N. Y.

By UNO

Labor Day week-end, with cloudless skies backed by sizzling heat, proved a financial harvest for all ops, particularly those blessed with rides which were upped a nickel on the Sunday of the triple holiday rush. Out-of-towners were in the majority every day, and Labor Day, as in previous years, brought many a bus load of money-spending colored excursionists from all parts of New Jersey and Pennsylvania. Jimmie Kyrim's Sky Divers and other speed devices turned 'em away in droves. The 1941 Labor Day week-end will go down in Coney history as the best cash collector since the World War era.

Best season in 15 years, said Manager Jimmie Onerato of the business done this year in Steeplechase Park. He will remain in the park all winter supervising developments of the Boardwalk front, where a new novelty ride will be installed to keep the Parachutes company. For other new amusement devices Eddie Tilyou will make a tour of the States. The other two Tilyou brothers, George and Frank, will stick to Coney to watch over prospective improvements on the shore front.

## In the Army Now

Four employees of Steeplechase—George Wolfarth (Fliers), Joey Caffarelli (pool), John Tria (Racing Derby) and Ambrose King (Dodgers)—leaving for army camps. . . . Others depart on closing to return to colleges, theaters and other places of former occupations. . . . Harry Nelson, veteran operator and builder of Striker machines, is celebrating his 50th year of Coney stay. Back this season after 10 years on the road to a new spot on Bowery near Steeplechase. For a long time he was opposite the former Stauch's Dance Hall. Has had as many as six machines all over the Island. Soldiers and sailors have been his best customers this summer, and many a big cigar given away with every clang of the bell was smoked by the uniformed men. . . . Phil Gelb, of Luna, going in for dramatic productions this winter.

## Luna Lines

Ben Lenharr, of the Midget Bar, Luna, finally set for his Manhattan night club venture. Leased the spot that tenanted George White's Gay White Way and will open early next month with an entertainment menu reinforced with name bands. . . . Murray Spivak, leader of the ork in Streamlined Follies, is contracted for the Florace Hotel, Miami, Fla., this winter at the head of nine musicians. . . . Tirza, Wine Bath Girl in Luna, who did a publicity stunt in Steeplechase Park recently for Pic mag via the slides, suffered so much thru the friction that she was forced to eat her meals in a standing posture for 10 days. Has a new p. a. in Hal Davies. Florence

# Paragon, Nantasket, Mass.

There have been less than a dozen days this season when the park suffered because of weather. Occasions when the park was closed also were at a minimum. Financially, this is one of the best years Paragon has ever had. In its nearly half century of existence, this spot has had few seasons which were so consistently profitable.

Chateau Ballroom has been doing well, with almost a score of name bands. They attract huge crowds and the dancers spend much time on the rides. Because of the park's accessibility, bands draw from a radius of more than 25 miles. Numerous outings have helped boost revenue.

Annual birthday party for Dave Stone was a pronounced success, with all members of the staff present. The "Old General" was well pleased with the steamer trunk presented by employees. Presentation was made by Harry Gittlen, a friend of long standing. Gittlen entertained employees with rides in a new cruiser.

Paroff Trio, aerialists, were followed by Benstrum Pirate Ship. Concessions report business far ahead of last year's, with Arcades doing great business, especially with new guns and games. Park has been brightened considerably with paint jobs.

Florenz, ballet girl of Tirza show, laid up because of an auto accident that necessitated 17 stitches on her face. Kiki, of same show, selected as one of the show girls to grace the next Park Central Hotel (Manhattan) revue. Henry Adams is a new talker in the Tirza personnel. . . . Sylvia Saunders and Kay Dixon are the new dancers in the Stella spot in Luna that was reopened over the Labor Day week-end and for Mardi Gras week by Phil Gelb.

## Here and There

Nat Renard to move his Show Girl game from Luna to the Trenton (N. J.) Fair in time for September 21 opening and to rename it the Strip-Er as per original appellation. . . . Harry Casper, of Midget Bar in Luna, goes back 55 years in his Coney connections and history. Harry Jaeger, co-barkeep, goes back 50 years and Barney Harrison, waiter, 30 years. . . . Dave Rapp, of the Virginia Reel on the Bowery, tells of the time he was gifted with a hat from Phil Cook, his predecessor on the ride. This was nine years ago, when Rapp ran a shooting gallery on Surf Avenue and Phil sold tickets for Dave Rosen's freak show. Phil wanted the job on the Reel, and Rapp, who knew Charles Geiser, then owner of the ride, helped Phil land the spot, and Cook, to reciprocate, bought Dave the sombrero. . . . Frank Graf, tattoo expert with World Circus Side Show, to vacation part of the winter with his ma in Marietta, O., and be back around the holidays in a spot of his own in Manhattan. . . . And Buck Rodgers, of the Empire ball-rolling game, has finished the lyrics of his third song, *Indian Jive*, that has already been accepted by the Remick firm.

# Palisades, N. J.

By MARION CAHN

Labor Day week-end remains one of the sweetest memories. As Adolph Schwartz said, "A thousand angels must have been flying over the park." For in spite of constant predictions of thunder-showers, there was nary a sign of a cloud or a raindrop. New records were chalked up all over the place. Band playing for over Labor Day week-end was Isham Jones and his ork, who proved so popular that it was decided to bring his aggregation back for the week-end of September 6 and 7.

Jack and Irving Rosenthal, who bought out Woodcliff Park, Poughkeepsie, N. Y., are busy seeing that it is dismantled. Joe McKee is working on plans for a new Roller Coaster to be put on the site of old Scenic Railway. Work will start immediately after the park's closing. Painting of the Skyrocket will start next week, as the park will be open only on week-ends. Park will open next year on Easter Sunday.

Adolph Schwartz will remain in Jersey for the winter and will probably play some dates close by. Harry Dyer had his biggest year on hot dogs in 30 years around these parts. Phil Smith wound up the season at the pool Labor Day and had a most gratifying year. New lockers proved a great success. Helen Cuny, who has been ill, is back at the stand. Pride and joy of the office staff is a new system of letter boxes for each member of park's staff. It was DaVito's idea. Mike, the gardener, is planting chrysanthemums in every bed and the park will be a mass of yellow blooms all thru September. Mrs. America contest, set for September 13, has more entries than ever before.

# Atlantic City

By M. H. ORODENKER

Frank P. Gravatt, operator of Steel Pier, intends to keep his amusement center in full operation during September. And if crowds continue with favorable weather he is prepared to continue operation into October. Jess Renna, understudy for the late Toto, noted clown, was signed by Gravatt to augment the pier's circus.

For the first time in the East, Hamid's pier on August 29 presented in its Ballroom of States a live animal fur and fashion show, staged by I. J. Fox, New York. Models paraded and had on leash

or carried in arms a live animal of the type of coat exhibited. L. Arnold Grayson Jr., who appeared here last summer in Eddie Dowling's musical production at Garden Pier, returned to become the towering doorman at Hamid's pier, he being 7 feet 2 inches in height. George A. Hamid, operator, closing his books on a most successful season, is preparing a new enterprise. Entering the ice show field, he is producing a *Circus on Ice* variety show that combines circus features and debuts at the open-air Philadelphia Gardens this month. Mark Wilson, pier publicity chief, returns to Philadelphia, where he directs advertising and publicity for the Shubert theatrical interests.

If Atlantic City hopes to regain its once famous prestige, it will only be because of a greatly improved civic pride. That is the opinion of Al Jolson, who returned to the Boardwalk after an absence of nearly 13 years with his show at Garden Pier for the holiday week.

Ocean City also will extend the season. Concerts at Music Pier, directed by J. Fred Manne, with other resort features, will be continued at least until September 15.

# Playland, Rye, N. Y.

By J. WILSON CLIFFE

This is the final chatter chore from the pencil of yours truly. We have derived a certain amount of fun and satisfaction from keeping the park world up to date on the doings of the boys and girls of Playland.

The circus promotion was such a success that Director H. F. O'Malley decided to continue the show until the season's end, and for the final bill the line-up included Bench Bentum's Water Circus (held over), Lopez Trio (ditto), Captain Engerer's Lions and clowns and Charlie Frank and Charlie Becker. Jerry O'Brien, high diver of Bentum show, proved popular. Big outings held up until the end.

Plans for "Winter Playland" in the Casino are already under way. Specials will include intercollegiate and high-school hockey, figure skating and daily sessions for public skating. Fishing seasons opens September 7 off Playland Pier. Oakland Beach closed September 1. Playland employees' outing, with boat ride followed by dancing in Casino, to be held September 8. This time it's not "hasta luego" but "adios."

# With the Zoos

PHILADELPHIA.—With all other improvements in Philadelphia Zoo, a new crane enclosure has been completed, the birds to be exhibited in modern surroundings. Built of native stone, feature of the exhibit is an artificial stream running the entire length of the pen.

LITTLE ROCK, Ark.—Municipal Zoo in Fair Park here began winter schedule on September 1 with gates to be closed one hour earlier at 5 p.m. on weekdays and open until dark on Sundays only, said William R. Spratt, superintendent. Many of the hibernaters will be kept in warmer quarters next winter. Zoo had its best new-arrival summer in history, following the mild-winter of 1940-'41.

PITTSBURGH.—Recent arrivals at Highland Park Zoo here were a baby giraffe, two antelopes, two spider monkeys, four penguins, four blue magpies, two demoiselles, and six toucans, purchased in New York.

ST. LOUIS.—Record crowd estimated at 50,000 visited St. Louis Zoo on August 31, said Director George Vierheller. On September 1 the crowd was estimated at 30,000, attendance being held down by threatening weather. On both days the Sunday schedule of chimpanzee, lion and elephant shows was in effect.

# Park Island Feels Toll of Picnic Drop

DETROIT, Sept. 6.—Park Island, Orion, oldest park in Southeastern Michigan, has not shared the general prosperity of other parks in this area this season, with business running only about 10 per cent better than a year ago, according to Carl Ruebelman, proprietor. General drop in picnic activity has been a major factor, partly a cause of general prosperity itself, with patrons of parks working too steadily to allow many picnics. Result has been a trend away from straight park activities. Beer garden patronage has been good.

Ballroom business has been off as much as 50 per cent under last year. One factor has probably been the competition of name bands playing large ballrooms and outdoor dance spots in the Detroit area, which appears to be drawing patrons away from the smaller type of ballroom with a local band. Policy here has been to change bands every two weeks, instead of keeping the band in for a long run as in past years.

The old bathhouse was razed last winter and the new one was not ready for opening until near the close of this season. This will be completed with a new 500-foot bathing beach for next spring's opening. Additions planned for 1942 by Ruebelman include two new rides. A special promotional set-up for picnics of various types will be inaugurated. Skating rink business was off, largely because of competition of newer rinks in the area, and some remodeling or drastic changes in the rink are contemplated. Other park attractions, such as the Penny Arcade, have done better than last year.

Roster of key men at Park Island: Carl Ruebelman, general manager; Fred Smith, assistant manager and manager of beer garden; J. V. McArdle, manager of roller rink and Merry-Go-Round; Bruce Bryan, lessee of Penny Arcade and four concessions; Oscar Hanson, shooting gallery; Albert Geisler, lessee of Scooter and archery concession; Parker Philips, boats.

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## Batt Doubles Acts For Pontchartrain

NEW ORLEANS, Sept. 6.—Manager Harry J. Batt has set a policy of two free attractions for the midway at Pontchartrain Beach here, reported M. Peter Villere, manager of promotion and special events. Great Jansley, aerial act, is added feature. Los Aeros closed on August 23 after a two-week engagement.

Head Secretary Marjorie Kramer, vacationing in North Carolina, was first of the personnel to call time out for rest after a busy summer.

Anthony Serio, who has taken management of the Beach Terrace for remainder of the season, is prominent in restaurant circles around New Orleans.

Beach executive office has been made comfortably cool by air-conditioning.

Walter Dufour, secretary of New Orleans Levee Board, who operates Pontchartrain Beach bathhouse temporarily, announced half prices for suit rental and lockers for men in service uniforms. Service men who paid 40 cents for lockers, suits, and towels now pay 20 cents.

Artist Hans Wang made life-size oil paintings of the junior and senior beauty pageant winners and will present them to Manager Batt to place in a hall of New Orleans beauties at the Beach.

Labor Day week-end was marred by downpours. However, weather did not halt the annual celebration of the Central Trades and Labor Council at an all-day picnic and special entertainment.

On September 4, biggest day of the year here for kids, the management offered all rides for 3 cents and between 11 o'clock and noon youngsters under 15 were admitted free on all rides and served free lemonade, candy and favors by Manager Batt.

Sixth of a jitterbug elimination series was held on September 6. The stunt has proved one of the best of the season.

## Riverview Trade Up in Des Moines

DES MOINES, Sept. 6.—New Riverview Park here closed on Labor Day with one of its best seasons in the last 10 years, according to Manager Robert Reichardt. Labor Day business was 30 per cent over the holiday last year, and the season's business was estimated at least 20 per cent over 1940. Manager Reichardt reported the park made a fair profit in 1941, the best showing since present officers took over three years ago.

The manager also reported that business during State Fair week was above par, with Sunday business in competition with the fair the best in recent years. Park this year placed posters on the rear of street cars, while the fair took over the front of the trolleys. Manager Reichardt reported the outstanding feature of the 1941 season was the success of outboard motor races held on Sundays five times during the season and each time resulting in capacity crowds. On the fifth Sunday the park was forced to close gates to automobiles at 3 p.m. because of lack of parking space. The manager, who completed his first full year in charge of Riverview, pointed out that motorboat races aided in filling the park during the daytime, while the ball-room brought in night crowds.

He also reported that the free gate tried out this year was a success. Roller Coaster led all rides again, with a 30 per cent gain over last year. Roller rink, under management of Harry Caple, also had a banner year. Reichardt said ball-room receipts equaled those of 1940, while working on a lower budget and prices, and resulted in more profit for the park. Only three one-nighters by name bands were used, with Bob McGrew, local band, playing for 11½ weeks.

## Agawam Promotion Stunts Have Kept Crowds Coming

SPRINGFIELD, Mass., Sept. 6.—About 10,000 were in Riverside Park, Agawam, on Labor Day afternoon to see running of the first annual Riverside Park 10-mile marathon. Staged by Ed Carroll, owner-manager, and his publicity chief, Harry Storin, the event was all inside the park and capped a season of promotional stunts that have kept the crowds coming back week after week.

Some 40,000 were in the park over Labor Day week-end. Storin reported. Saturday and Sunday up to 6 o'clock were strong, but a downpour hit this section about that time on Sunday. On

Monday those that came for the marathon stayed on and were augmented by another 5,000 at night. Park will close the season tomorrow.

## Park Free Acts

DIVING GORDONS were on the midway in Riverside Park, Agawam, Mass.

PENLEY'S Wall of Death, appearing in Summit Beach Park, Akron, in recent weeks, was slated to close Labor Day and play Middle West fairs. Attraction had a successful engagement there.

ROBERTA'S CIRCUS, set as Labor Day closing free attraction at Summit Beach Park, Akron, was tied in with a "back to school" week, kiddies being given balloons. Circus was booked in by C. A. Klein's Attractions.

BILLY RITCHEY'S Water Circus was closing free attraction at Kennywood Park, Pittsburgh. Show was offered twice daily on the Lagoon stage. Park ended its daily program Labor Day, but will operate over two more week-ends.

GREAT LEON, upside-down hoop-walker, was closing free act at Edgewater Park, Detroit, being held over for the week after Labor Day.

HARVEY CUTLER, parachutist, was booked for balloon ascensions at Ramona Park, Grand Rapids, Mich., for Labor Day and the preceding Sunday.

MARVELO (Lester Lake) closed an eight-day engagement on September 1 at Meyers Lake Park, Canton, O., where he did a burned alive free act. He plans on starting fair dates soon.

## RECORD A. C. SEASON

(Continued from page 46)  
in the pier's four air-conditioned theaters.

Holiday festival at Hamid's pier was headed by Sally Rand and included Ken Maynard and Tarzan, Eddie Roecker and orchestras of Glen Gray and Tony Pastor, with Ross and Bennett, Harold Boyd, Three Jig-Saws, Grace Drysdale, Uncle Don's Children's Party, orchestras of Eddie Morgan and Sylvia and Her Washington Debs, Phillips' Kiddies' Revue, Princess and Baby Yvonne's magic show with Doc Irving, Hamid's outdoor circus headed by Capt. Terrell Jacobs, a feature photoplay and numerous rides and exhibits.

At Convention Hall *Ice-Capades of 1942* ice show ended its attendance record-breaking run of five and a half weeks on Labor Day. Garden Pier closed its season with Al Jolson and his *Hold On to Your Hats* legit show.

Record week-ends were experienced by all other Southern Jersey seashore points. Crowds at Wildwood, North Wildwood and Crest were estimated at 550,000 on Saturday, 600,000 on Sunday and equaled the all-time high chalked up last month with 650,000 jamming the five-mile island on Labor Day. It is estimated that holiday crowds at all resorts in this area hit a record 1,500,000.

## RISES ARE VARIABLE

(Continued from page 46)  
19 to 241 per cent. Questions asked and answers given:

How did your gross up to August 24 compare with the same period in 1940?

California, 25 per cent increase; Illinois, 38 per cent increase; Eastern Maryland, 27.5 per cent increase; Western Maryland, 85 per cent increase; Northeastern Massachusetts, 60 per cent increase; Southeastern Massachusetts, 47 per cent increase; Michigan, 38 per cent increase; Missouri, 70 per cent increase; Eastern New York, 28.4 per cent increase; Northern Ohio, 24 per cent increase; Oklahoma, 19 per cent increase; Oregon, 25 per cent increase; Eastern Pennsylvania, 49 per cent increase; Western Pennsylvania, 46 per cent increase; Virginia, 241 per cent increase.

How did you gross for the third week in August, including August 24, compare with the same period in 1940?

California, 30 per cent increase; Illinois, 63 per cent increase; Eastern Maryland, 80 per cent increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 14 per cent increase; Michigan, 50 per cent increase; Missouri, 100 per cent increase; Eastern New York, 57.6 per cent increase; Northern Ohio, 15 per cent increase; Oklahoma, 19 per cent increase; Oregon, 52 per cent increase; Eastern Pennsylvania, 116 per cent increase; Virginia,

176 per cent increase.

How was the weather for the third week in August compared with the same period in 1940?

California, better; Illinois, better; Eastern Maryland, better; Western Maryland, better; Northeastern Massachusetts, colder; Southeastern Massachusetts, same; Michigan, same; Missouri, cooler; Eastern New York, better; Northern Ohio, better; Oklahoma, hotter; Oregon, comparable; Eastern Pennsylvania, more favorable; Virginia, bad.

How does your per capita expenditure to date compare with the same period of 1940?

California, less; Illinois, 17 per cent increase; Eastern Maryland, 12 per cent increase; Western Maryland, increase; Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 37 per cent increase; Michigan, 30 per cent increase; Missouri, 10 per cent increase; Eastern New York, 11.4 per cent increase; Northern Ohio, 10 per cent increase; Oklahoma, same; Oregon, 25 per cent increase; Eastern Pennsylvania, greater; Virginia, no record.

How did your per capita expenditure for the week in question compare with the corresponding week in 1940?

California, not complete; Illinois, 21 per cent increase; Eastern Maryland, 33 per cent increase; Northeastern Massachusetts, 33 per cent increase; Michigan, 30 per cent increase; Missouri, 12 per cent increase; Eastern New York, 11.5 per cent increase; Northern Ohio, 12 per cent increase; Oklahoma, same; Oregon, 25 per cent increase; Eastern Pennsylvania, greater; Virginia, no record.

## AROUND THE GROUNDS

(Continued from page 44)  
for a 1941 fair in Macon County. Other committee members are C. J. Harp, B. F. Neal, B. B. Murph, Joe Duke and W. M. Parker.

HAMLET, N. C.—Final arrangements are being completed for Richmond County Fair here, according to J. B. Johnston, in charge of this year's edition. Zacchini Bros.' Shows, with 9 rides and 10 shows, will occupy the midway and offer the human cannon-ball act free.

STONEBORO, Pa.—Offering the most pretentious entertainment program in years, Stoneboro Fair, August 28-September 1, hung up records for attendance and revenue, officials reported. Harness racing was held the last three days and Friday was Kid's Day. American Exposition Shows were on the midway. Jimmie Lynch's Death Dodgers were here Thursday. Radio and circus acts were offered the last three days. Night programs were climaxed with fireworks.

CALDWELL, O.—Largest crowds in years thronged the midway of Noble County Fair here, August 27-29, said O. J. Lorenz, secretary. Spending was substantially up for concessionaires, and Howard Bros.' rides scored. Big Slim's Rodeo and Boone County Jamboree packed the grandstand twice nightly. Weather was okay. Over 50 harness horses were here for racing the last two days. Lester Rodgers was here with peanuts.

LUXEMBURG, Wis.—Kewaunee County Fair here, August 30-September 1, drew over 19,000, a turnout which exceeded last year's mark. Grandstand show included Ranch in White, Swiss Family Fraunfelder; Leo Demer, acrobat and juggler, and WLS Barn Dance.

BURLINGTON, Wis.—Estimated 5,000 attended 19th annual Racine County Fair here, August 26-28. Entertainment included Graham Western Riders; WLS National Barn Dance and Bob King and His Devil Drivers.

MONROE, Wis.—Green County Fair here, July 31-August 3, attracted 4,000 more than in 1940 and receipts were \$1,200 over 1940 figures, according to Secretary Brooks Dunwiddie. Due to increased costs, however, profits was about the same, \$2,000. Receipts included 8,390 adult admissions at 40 cents, \$3,356; 10,481 adult tickets at 25 cents, \$2,620.25; 694 children's tickets at 25 cents, \$173.50; 2,723 automobiles at 25 (See *Around the Grounds* on opp. page)

## Dayton (O.) Annual, Hurt By Rain, Will Have Profit

DAYTON, O., Sept. 6.—Rain on the opener and showers during the other days held down attendance at Montgomery County Fair here on September

1-4. But paid attendance of 53,866 was registered as against 62,563 in 1940 and 63,000 in the record year of 1937. Labor Day attendance was off about 7,000 from last year, but the last day brought 14,152 admissions, 102 more than last year. Total grandstand admissions were 11,837 and automobiles 8,330.

Secretary Ralph C. Haines said the fair would be in the black, there being more than the usual number of concessions. Exhibit halls were well filled. An ancient vehicle parade, a 500-piece massed county band, livestock parade and sale of 59 steers raised from calves by 4-H boys and girls were features.

Races carded for Labor Day afternoon and night were called off after heavy showers. Major grandstand attractions were the Sky High Girl all week, WLW Boone County Jamboree Tuesday and Ezra Buzzington's Rustic Revelers' Revue Wednesday night. Other attractions, changed nightly and furnished thru Gus Sun Agency, included Poodles Hanneford and Family; Earl Wright and His Wonder Dogs; Six Cardovas; Anzacs, whip crackers; Merrill Troupe, hand balancers; Young Sisters, acrobats; Los Gitanos, pole gymnasts; Paul and Petit, roller skaters; Don Bernardo, swinging wire; Bartoni Circus; Grace Orton Trio; Hubert Dryer and Company, aerialists, and Carl Thorson, comedy juggler. Attractions on the grounds included Strassburg's ape and monster shows and seven rides of the F. E. Gooding Amusement Company.

## Attendance, Receipt Marks Smashed at Jackson, Mich.

JACKSON, Mich., Sept. 6.—Jackson County Fair smashed all records with receipts of \$22,834.59 on August 26-30. Previous high was made in 1939 when receipts were \$20,214.65. Last year the gross in daily rains was \$16,440.12, with the fair barely breaking even.

Ideal weather prevailed this year. At least 43,300 passed thru the gates, according to estimates of Secretary E. R. Hively. He said grandstand receipts were \$3,994.85 and that net receipts were at least \$5,834.59. On opening day there were about 6,000 paid admissions. The gate was 7,600 Wednesday, 13,600 Thursday, 10,000 Friday and 6,100 Saturday. Each day broke all records for corresponding days of previous fairs.

Unprecedented take of \$13,193.35 was realized by F. E. Gooding Amusement Company, which had 9 rides and 8 shows on the midway, with the Silver Streak and Ferris Wheel the most popular.

Exhibits of farm produce and animals were also bigger than ever before. Total of \$6,800 in prizes was awarded.

For the grandstand Jack Raum provided his circus and C. R. Ranch, and Captain Van's Thrill Drivers appeared Thursday night. A 250-foot set piece, *The Earthquake*, by Ohio Fireworks Company, was presented nightly.

Visiting notables included Leo V. Card, State commissioner of agriculture; H. B. Kelley, secretary Hillsdale (Mich.) County Fair; F. A. Bradish, secretary Lenawee County Fair, Adrian, Mich.; Hans Kardel, secretary Eaton County 4-H Club Fair, Charlotte, Mich.; and Joy O. Davis, secretary Ingham County Fair, Mason, Mich.

Exploitation was principally centered in advertising over WIBM and in local newspaper. A billboard was also placed for three weeks at Jackson Cascades, where the annual Cascades Festival was held August 9-16.

## New Gate, Receipt Figures Hung Up at Charlotte, Mich.

CHARLOTTE, Mich., Sept. 6.—The 11th annual Eaton County 4-H Club Fair here on August 26-30 drew 30,000, setting an all-time record, according to Secretary Hans Kardel, who estimated receipts at \$16,000, about \$4,000 above the previous high of \$12,000 in 1937. Big day was Thursday, when 15,000 attended. Opening day drew 5,000.

Harness racing was programed for the first three afternoons. Appearing before the grandstand was Jack Raum's C. R. Ranch Rodeo the first two days, Carl Clark's Circus on Friday night and Captain Van's Thrill Drivers on Saturday. Don Marsh's Novelty Band gave opening concerts on Tuesday and Saturday evenings. Novelty events included pony, calf, lamb, team, potato and bicycle races. Exhibits were also the biggest ever seen here.

Guests from Michigan fairs were Mrs. Harry B. Kelley, wife of the secretary of Hillsdale County Fair, Hillsdale; Joy O. Davis, secretary Ingham County Fair, Mason, and Gordon Schubatis, secretary Branch County 4-H Club Fair, Coldwater.

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## 2 New Spots for Detroit Bring Total to New Peak

DETROIT, Sept. 6.—With opening of two new rinks here this fall, Detroit will have the greatest number of roller rinks in its history.

Olympia Stadium, which has housed many and varied attractions, is being converted into a rink. As laid out it will accommodate 2,000 skaters and will remain under management of Fred L. Haner. Nightly operation and daily matinees except on Mondays are planned. Floor space will be 17,500 square feet. Merle Clark has been engaged as organist.

Second spot to be converted into a rink will be Arcadia Ballroom, in operation since 1912. It closed August 24 for necessary remodeling. When completed it is said it will be of size comparable to Fred A. Martin's Arena Gardens here.

## Riggle Adding New Lights

LAKE ORION, Mich., Sept. 6.—J. O. Riggle, proprietor of Riggles Rink here, is installing new interior lighting fixtures, using red and green neon tubing for the skating floor and fluorescent lighting for the foyer and service departments. Installation will carry out the brilliant exterior neon lighting scheme installed last year. Business continues on the same level as last year. Anticipated pick-up from increased employment in Detroit and Pontiac areas, from which the rink draws, has been offset by the draft, a factor notably evident when a check-up was made of resort business, principal source of income at Orion.

## New One for Scranton, Pa.

SCRANTON, Pa., Sept. 6.—New roller rink opened here on August 26, with William H. (Billy) Carpenter, exhibition skater and rink operator, in charge. Building was leased for six years by Russell W. (Dutch) Armbruster. Alterations to the former dance hall include new maple floor, lounging space and new lighting effects. Bob Cross, WGBI organist, played the electric organ on opening night. Classes in international-style skating are being held, and Manager Carpenter said attractions will be presented. Rink will be open nightly, with matinees on Sundays and holidays.

ROLLER Skate Safety League will hold its next meeting in Rodney Peters' new rink in St. Louis on October 9, reported Committee Chairman Carl Trippe, manager of Ideal Roller Rink and Amusement Company, St. Louis. Earl Hodges has charge of luncheon arrangements. Operators in Missouri and Illinois are invited to attend. To date about 60 have expressed their intentions to attend the gathering.

H. B. CAPLE, operator of Mid-Town Roller Rink, Des Moines, reopened it on September 6 after redecorating and reconditioning the floor. During the summer Caple operated the rink in River-view Park there. The latter closed on Labor Day. Caple plans to feature races, parties and weekly contests. Vern Ford will play the Hammond organ.

UPON his return to Chicago recently from a vacation in the West Joe Laurey visited Bill Henning at Riverview Park there. During his visit he reported he met Al Flath, vet rink manager.

ORVILLE GODFREY, who has Madison Gardens and Edgewater Park rinks, Detroit, is readying the former Arcadia Ballroom for reopening as his second and largest Woodward Avenue rink. It will have a Hammond organ-Novachord installation.

MAC'S ROLLER GARDENS, Canton, O., opened September 2 under management of F. G. McConnell. Policy of the establishment, for years known as Culp's Rink, will be sessions nightly. Flying Aces, novelty skate duo, appeared on opening night as added attraction.

FLYING HOWARDS were headliners for the final cabaret cruise of S. S. Columbia out of Detroit on August 30.

ROLLERLAND Skating Club, of new Rollerland Rink, Columbus, O., has attained a membership of over 1,500 in the five months in which the rink has been in operation, considered a remarkable showing in a population the size of Columbus. An average of 10 sign-ups a day, the management reports, is an indication of the interest.

ARENA Roller Derby, which started September 3 in Philadelphia Arena Rink and continuing for three weeks, is being broadcast by WPEN, with Ira Walsh, sports announcer, at the microphone.

GARDEN, Roller Rink, Camden, N. J., reopened on September 3 and has booked several parties. Rink will operate nightly and on Saturday and Sunday afternoons.

AUDUBON (N. J.) Roller Rink, enlarged and renovated, reopened for nightly operation on Labor Day.

GLADYS LEE, radio organist and pianist, has been added to the orchestra of Sefferino Roller-drome, Cincinnati, which reopened on September 6. She will preside at the consoles of the organ and Novachord.

BETTY HATHAWAY, skate dancer, appeared recently at Club Casanova, Detroit.

FOUR Sensational Macks, roller skaters, appeared in the Labor Day stagershow at the Irving Theater, Wilkes-Barre, Pa., and scored heavily.

DAN B. DAVIS has reopened his Davis Recreation Center, closed for the summer in Kingston, Pa. Interior has been redecorated and special lighting effects installed. Ralph Paul plays the Hammond organ and Solovox during sessions on Tuesday, Thursday, Friday, Saturday

and Sunday nights and Saturday afternoons. Davis also is readying his adjoining outdoor ice-skating rink.

## DRESSING ROOM GOSSIP

(Continued from page 40)  
on the men's side. It seems the clowns haven't enough room. Otto complained he had no room to put on his make-up if he had any make-up.

Charley Lucky and Fred Walker can build anything from an iron-jaw rigging to a roving house thru Alabama. Had a nice letter from James Armstrong Leighton, New Orleans CFA. Mel Smith, side-show manager and one of the best showmen this writer knows, showed us a grand time at Anniston. We were his guests at his Playland, a combination amusement park and theater under canvas, one of the finest things I have ever seen and a wonderful idea. The fact that Mel has been there since early June proves that he has something. I wonder why Otto keeps singing *If I Had the Wings of an Angel*.

I see where the Big Five are taking up the manly art of self-defense in a big way. Fred Wenzel suffered a painful injury to his eye. He got a steel splinter in it and it was three days before he got it out. Since we have been in the *Tobacco Road* country there have been lots of dog days in the dressing room.  
FREDDIE FREEMAN.

## AROUND THE GROUNDS

(Continued from opposite page)  
cents, \$680.75; exhibitors' tickets, \$366; season tickets, \$234.75; amphitheater, \$2,900.25; midway, \$4,334.07; stall and pen rent, \$256.25, and State and county aid, \$3,700.

PLYMOUTH, Wis.—The 45th Sheboygan County Fair here on August 29-September 1 drew over the 21,000 mark of 1940. Entertainment included WLS National Barn Dance, *Hurray America*, Flash Williams thrill show, Gold Dust Twins, St. Claire Sisters and O'Day, and Mac (Red) Carter. Grandstand attendance was reported good on all days.

OSHKOSH, Wis.—Winnebago County Fair here, August 26-29, set a new attendance mark of 63,000. Entertainment included Ernie Young's Revue nightly, along with Wilfred DuBois, juggler; Clark and Bailey, gymnasts; Eight Singing Commanders; Demetri's Bears and Fredysons. Admission to grounds was 40 cents for adults and 10 cents for children. Grandstand prices were 25, 50 and 75 cents.

BETHANY, Mo.—Second annual Bethany Fair, August 31-September 5, was successful. Entertainment bill included

Reynolds & Wells Shows, *Mystery in Swing* and Flash Williams's Thrill Drivers.

BATAVIA, N. Y.—Record closing day converted the 102d annual Genesee County Fair here on August 11-16 into a paying event, officials believe. Treasurer Harry B. Lapp reported paid attendance the final day was over 17,000, biggest day in the sponsoring association's history, shooting the total gate to 46,000, about 2,000 ahead of 1940. Secretary Glenn W. Grinnell was enthused by the Saturday turnout.

MIDDLEFIELD, Mass.—The 86th annual Highland Fair on August 29 and 30 will go down in society history as a banner one, officials said. Weather was ideal and while attendance the first day was good, it wasn't up to Saturday's, when all available parking space was taken by early afternoon. Next year the main hall and grounds will be lighted by electricity, installation work being scheduled to start soon.

BURTON, O.—With attendance of 25,000 reported by C. H. Lamereaux, treasurer, 12,000 paid on Labor Day, Geauga County Fair here August 29-September 1 was described as the most successful in years. Highlights were a flower show, drum and bugle corps parade, harness races, band concerts, junior fair and circus before the grandstand. Fireworks climaxed the wind-up. On the midway were J. R. Edwards rides, which grossed heavily; Gooding's Monkey Speedway, Carl Miller's Athletic Show; Rozalla, Strange Girl; Bauer's Penny Arcade; cookhouses of Eddie Weekly, Charlie Martin, Tom Highes and Carl Kelley; Otterbacker's four stores; Jim Fish and Jane Robbins, ball games; Bill Scholer's cane rack and Weldin's popcorn. Buck Bannard's Hippodrome Circus appeared afternoon and night before the grandstand to capacity business. Bill Myers was in charge.

NATCHITOCHEES, La.—Because several thousand soldiers have taken over the grounds and will be encamped until just before the usual time of opening, officers of the Natchitoches Parish Fair Association voted to call off the 1941 fair.

LITITZ, Pa.—Lititz Farm Show has been postponed because of spread of infantile paralysis in this area, it was announced by Lititz Community Farm Show Association.

LANCASTER, Pa.—Polio scare caused cancellation of Black Barren Springs Fair, Lancaster County's first fall fair, it was announced by Walter Wood, treasurer of Barren Springs Fair Association.



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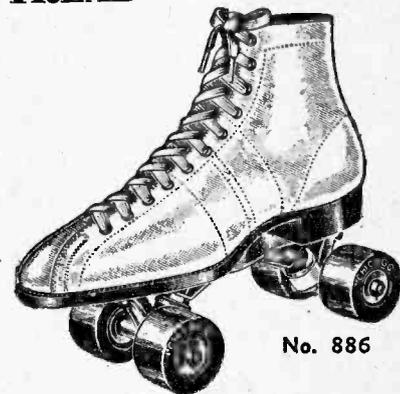
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# Out in The Open

NEW YORK

## That Gal Calliope

"SOMEWHERE IN ENGLAND—At long last I saw the 'Chad Hanna' film. There were no classes at the clerks school this afternoon, so I caught the show at a small local cinema. It was circus, so I got a big drive out of it. But there is one serious anachronism in the film version. The time was 1841, yet one of the circuses in the picture had a calliope. Now the calliope was not brought out until 1865, and some of the first ones were made by a firm by the name of Stoddard, which operated in one of the towns in Massachusetts. This, if memory serves me correctly, is from an article which appeared in a summer special of The Billboard in 1930 or 1931."—Corporal Fred H. Phillips.

PHILLIPS has almost a pachyderm's memory. It was the 1930 summer number and the piece was called *The Crooning Calliope*, by William Bartlett Reynolds. But his date—1865—is 10 years too late. It happened in 1855 in the little workshop of J. C. Stoddert in Worcester. Stoddert was a New England "tinkerer" who got his idea from the variation in tone exerted by the steam whistle. If a series of these whistles were graduated in pitch and arranged properly the diatonic scale could be produced, reasoned Stoddert.

Stoddert got to work on this idea and Reynolds noted that the unexpected blasts issuing from the tiny shop caused an epidemic of runaway horses, excessive palpitation by elderly ladies in the district and old men to dream they would never hear normally again. Stoddert, announcing completion of the new instrument in October of that year, patented the contrivance, which he called the Calliope, after the Grecian gal of the same name who lived with Papa Zeus and Mama Mnemosyne on Mount Olympus. Little Calliope, it seems, was so named from the allure and sweetness of her vocalistics. Her sister was Terpsichore. It was quite a family—and the calliope is quite an instrument, we might add.

Stoddert's invention was a steam chest with valve chambers. The keyboard addition was a later development. Formal debut of the steam chest with its valve chambers did not occur until July, 1856, when it hit out on its celebrated career with a cacaphony called *Old Dan Tucker*. Stoddert sponsored a river calliope on the Hudson in the same year and it was received with wondrous acclaim.

This little piece probably isn't very important. We wanted to write it just to prove that the calliope can be discussed without delving into the correct pronunciation of the honorable instrument!

WITH fellows like young William Hurwood around, the concession end of the park business needn't worry too much. Hurwood is the busy gent who operates a ball game, shoot gallery, cat rack, archery, roll 'em and pool game in Seaside Park, Virginia Beach, Va., where he flourished this season under another energetic young man, the same being manager Rex D. Billings Jr. During the winter Hurwood runs an archery and ball game in Norfolk. He also has a concession finger in Norfolk's Ocean View Park. "Finger" is used advisedly because one of his operations has to do with a handwriting analysis booth.

Hurwood is no veteran, having started only two years ago—from scratch, we are told. In August, his affairs apparently in good hands, he took a tour of Eastern

parks and resorts to see how and why the other half lives. On his return he indicated that he had digested the hows and whys by building himself a couple more concessions at Seaside and these got off the nut in no time at all. From now on we're a Hurwood fan.

MANY people know Jack Tavlin, sometimes called Able, as a circus-carnival functionary, performing midget impresario and general independent concessionaire. But Tavlin has blossomed out into a magnate concerned with defense of the hemisphere, of which you may have heard. At the moment he is engaged in cornering the used trackage market, a \$300,000 project which is to result in the construction of a new and important road that is vital for defense purposes. Tavlin's announcement on the subject appears in the circus department. We think the project important enough from

Nat Green's

# The Crossroads

CHICAGO

FRED BECKMANN, grand old man of the outdoor show world, has been in the game 73 years, a record few if any living showmen can top, and wherever his show goes Beckmann is good newspaper copy. Fred is Iowa born and when the Beckmann & Gerety Shows recently played Iowa State Fair, Des Moines, *The Tribune* carried an interesting story concerning him, with pictures of Beckmann and his partner, B. S. (Barney) Gerety. Fred ran away from his home in Oskaloosa, Ia., when he was 14 and for many years was connected with the leading circuses of the day. At 19 he joined the W. W. Cole Circus. A little later he became an agent for the Barnum & Bailey Circus; then for 18 years he was manager of Wild West shows, including the 101 Ranch Wild West and the Arlington & Beckmann show. In 1923 he and Barney Gerety bought the Wortham Shows, since known as the Beckmann & Gerety Shows, and they have made an enviable reputation in their field. Today, at 87, Fred Beckmann still travels with the show and is on the lot daily. Without doubt he'll be there until the final call comes. "Beckmann," says *The Tribune*, "loves to be among crowds of people, to see crowds of people. He isn't as spry as at one time; he doesn't see as well either. But he won't give up. He's dedicated his life to show business."

BOB BURNS, famous radio comedian, still has a soft spot in his heart for outdoor show biz, and he spent the Labor Day week-end hobnobbing with old friends on the midway at Indiana State Fair, Indianapolis. We found him and Col. Roscoe Turner, noted aviator, sitting in the backyard visiting with Clyde and Harriet Beatty. Bob pleasantly recalled his days with the Lew Dufour Shows, on which he spent nearly three years. When someone asked Bob if he knew *The Billboard* he replied, "Shucks, that's our bible!" The Johnny J. Jones Exposition was all dolled up for the Hoosier fair classic. E. Lawrence Phillips, owner, was busy readying the new rumba show, which opened Labor Day, and J. C. (Tommy) Thomas was kept busy greeting his scores of Hoosier friends. Manager Paul Dunn of the fair got together a whale of an exposition this year, and his ace publicity men, Levi P. Moore and Dick Miller, did a good job of selling it to the public. There were lots of familiar faces around the grounds. Jess Murden and Nick Carter, erstwhile circus men, had a big refreshment stand at the grandstand. Al Humke's boys were busy dishing out candy floss. King Baile, another ex-cirkie, now with the Moose, was a visitor. M. T. (Mike) Clark was on the midway daily, kibitzing with the boys. Bob Morris (not Miller, as we tagged him recently), assistant secretary of La Porte (Ind.) Fair; William Martin, of the Birmingham Fair; Governor Schriker; Harry Templeton, former fair sec, and Sam J. Levy were others whom we bumped into frequently. And, of course, Ed Jessop was on hand with his stands. After the WLS Barn Dance Sat-

urday night—and what a crowd it drew to the Coliseum!—Don Kelly and some of the WLS bunch gathered at the Red Gazelle for a social session and kept the cute organist busy playing *You Are My Sunshine*.

urday night—and what a crowd it drew to the Coliseum!—Don Kelly and some of the WLS bunch gathered at the Red Gazelle for a social session and kept the cute organist busy playing *You Are My Sunshine*. We can remember when the grandstand shows at Indianapolis attracted only a handful of people. Nowadays they play to turnaways. On Saturday afternoon not only was the grandstand packed to see Lucky Teter thrill the "home folks," but there were hundreds in the infield as well, and at night the Barnes - Carruthers revue *Music on Wings* jammed the stand. One of the best shows on the midway was the *Folies*, which Gene Porter costumed and Olive Thomas produced. It was a great flash and got a steady play. EARLE REYNOLDS in from Mason City, Ia., where his all-girl pyramid roller-skating act was a big hit at the fair. He was on his way to his home in Rensselaer, Ind., for a short rest. . . . Friends of Ida Cohen will be grieved to learn that Miss Cohen's father passed on last week. Miss Cohen was at the Minnesota State Fair when notification reached her. . . . Pat Purcell and the missus drove in from St. Paul Wednesday (3) on their way to Louisville, where Pat's thrill show is scheduled for Kentucky State Fair. Mrs. Purcell will continue on to their home in Tampa, having had enough hectic motoring around the country on the crazy schedules Pat's show requires. . . . Jack Hamilton, known as the Great Knoll, high act, writes that he is having a very successful fair season. He recently purchased a new GMC truck for making the long jumps his bookings require. . . . It's Capt. Harry Atwell now. The old fotog earned his stripes, bars or whatever it is a captain wears when he entered the Clyde Beatty steel arena at Indianapolis, mugged a bunch of cats, and then did some fancy stepping when on his last shot the lion and tiger he was supposed to photograph developed homicidal tendencies and tried to throttle each other. It sounds funny now, but it wasn't funny to Harry while he was trying to maneuver himself thru the safety door. . . . A couple of weeks ago we mentioned *The Menace Club Weekly News of Cole Bros.' Circus*. It should have read "Menage," which is quite different. . . . Carl J. Sedlmayr dropped in to say hello Wednesday (3) on his way from St. Paul to Detroit and was all smiles over the new record established by the Royal American Shows at Minnesota State Fair.

## DAWSON LETTER

(Continued from page 39)

Brummel" of ticket department as well as winning the popularity contest recently held on the show. Mr. and Mrs. Arnold Maley and Mr. Adams, all former Cole employees, visited at Toccoa, Ga. Jimmy Mills recently visited in soldier uniform. Harry Harold and Sue visited at Muncie, Ind. "Peanuts" and St. Clair were busy

entertaining at Roanoke, Va., the home town. Apples Welch visited at Roanoke. Chattanooga was a big day for Ernie White. Mel Smith spent the day with us at Anniston. Clyde Mallory and J. D. Newman were on hand at Toccoa.

## Thomas Plenty Busy

Col. Harry Thomas is doing a good job as director of public relations, maestro ballerina, radio director and big show announcer, and has taken to circus work like a duck to water. He has developed into a real trouper and the same can be said of Florence Tennyson. This pair, until recently from "out there," are now real dyed-in-the-wool troupers. You never can tell where literary genius will crop out and right now in our midst we have a literary gem called *Menage Weekly*. It is made up in true journalistic style. More power to *Menage Weekly* and its staff. It is the best thing of its kind I have ever seen with any show. Business on our Southeastern tour has been satisfactory. The Sunday spent several weeks ago in the Blue Ridge Mountains at the Lake Louise Hotel will long be remembered.

## UNDER THE MARQUEE

(Continued from page 40)

included Doc Waddell, W. J. Jones, W. E. Figgins, Emil Wagner, Parson Waddell, Hon. C. A. Davenport, Rev. Frederick Kind, Lou Vetter and Mike Elsass.

TED DEPPISH, Siegrist Showman's club photographer, recently showed scenes of Ringling-Barnum, Cole Bros. and other outdoor shows to the children's department of the Massillon (O.) Public Library. He is scheduled to screen his circus movies for several luncheon and civic clubs during the next few weeks.

WILLIAM F. WALLETT, barback rider with Hunt's Circus, recently visited Mrs. Delia C. Brown, Long Branch, N. J., who resides in the house that was the last home of the famous clown, Dan Rice. Walllett is the third generation of this family to be in show business, his grandfather being the great court jester during Queen Victoria's time.

PHYLIS DARLING MOORE, side-show manager with Mills Bros.' Circus, is having very good business. Among her attractions are Fritz, the cigarette-smoking elephant, and Robert Cote, the rubberskin boy. Dancing girls are Gertie Jones, Bobbie Maxon and Lillie Fields. William Kempsmith is on the door and Frenchy Moore and Clarence Upshaw are on the ticket boxes.

GEORGE A. DUIGNAN (DYNAN) informs that he is in the Army and Navy Hospital, Hot Springs, Ark. During his career George was with Buffalo Bill, Norris & Rowe, Sells-Floto, and other shows. Also was a member of PCSA and the Heart of America Showmen's Club. He reports that he is getting along fine and expects to be out of the hospital next year.

DOC WADDELL, on a recent visit to Ashland, Ky., was entertained at the home of Hon. Clyde R. Levi. Waddell says, "There's not another home like it on earth. It is the old mahogany finished officer's Pullman of the Clinchfield railroad. It has every modern convenience and more than 3,000 visitors have seen it. Levi, owner of the home, is a former trouper."

GEORGE KIENZLE writes: "I caught the Beers-Barnes Circus Saturday (30) at Kennett Square, Pa. Weather was fine and both matinee and night shows were well attended." Kienzle was particularly impressed by the Lois troupe of wire walkers and the elephant act, but says the complete performance was well worth seeing. He met Mr. Beers and believes his vaudeville background is well illustrated by the show he presents

AN ORGANIZATION has been formed in Ponca City, Okla., in an effort to save the old 101 Ranch White House. The Farm Security Administration, owners of the property, had decided to raze the building, but granted 60 days of grace. The 101 Ranch Historical Foundation, Inc., is now contacting prominent persons thruout the Southwest in an effort to build up a fund for the preservation of the building. The cost of rehabilitation will be \$30,000, \$10,000 of which is to be provided by the above named organization and \$20,000 worth of labor, supervision and some material will be provided by the NYA, which is now housed on the Ranch.





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MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway Women

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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.

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AGENTS AND DISTRIBUTORS FOR NEW Soapless Cleaning Powder. Sold to homes, bars, grills, restaurants, soda fountains, public buildings. Plenty of samples to help sell this item. Your name imprinted on all literature and packages. NU-OX, Babylon, New York. 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. YK-4C, New York City. se27x

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Raincoats, Uniforms, etc. Sales equipment free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. x

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

EARN WHILE TOURING — SELL IMPROVED, Original, Changeables; Religious (Blue Stock Signs, cost 3c; retail 25c). KOEHLER'S, 335 Goetz, St. Louis, Mo. se27x

EUREKA 1941 ASTOUNDING INCOMPARABLE Sensation — Magicians-Pitchmen's money maker. Ask me, uncanny hand answers. Big seller. Entertains, holds audience. Sample hand prepaid 25c silver. SUCCESS RAUB, 6330 Ingleside Ave., Chicago, Ill.

EXTRA MONEY—SELL 21 "PERSONAL INITIAL" Christmas Cards for \$1.00. Unique metallic gold, silver initials furnished. 100% profit. Name imprinted Christmas Cards, 50 for \$1.00. Other money-makers. Samples on approval. ARTISTIC, 357 Way, Elmira, N. Y. x

FAST 15c SELLER FROM TROPICAL AMERICA. You can't possibly miss. New England territory taken. Sample 10c. TROPICAL GARDENS, Box 108, Waterville, Me.

FORTUNE TELLING ASTROLOGY GAME — Something new, big \$2.00 holiday seller for book, toy and novelty salesmen. Everybody buys, highly entertaining and instructive. Sample \$1.25 folder on request. FUTURSCOPE CO., 24 E. 21st St., New York. x

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 Degraw St., Brooklyn, N. Y. se20

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, 106 Anson Place, Rochester, N. Y. se13x

MAKE EASY MONEY SELLING FOREMOST LINE Christmas Cards. "Leader" assortment 21 gorgeous folders going like wildfire. Sells for \$1.00; costs as low as 50c. Actual retail value, \$3.00. Other bargain assortments. Also 50 Christmas Cards imprinted with name for \$1.00. Finest low-priced imprints in America. Write for sample "Leader" assortment on approval; also three albums imprint cards and free gift offers. SILVER SWAN STUDIOS, INC., 320 Fifth Ave., Dept. 48, New York. 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

MERCHANTS' WALL SIGNS — COST 1c, SELL 10c. Send 15c for samples, particulars. RICHARDS, 127-B E. New York St., Indianapolis, Ind.

PERFUME DISTRIBUTORS-AGENTS — MAKE larger profits. Buy your Perfume direct, \$3.00 dozen wholesale. Write for details. VISCO, Box 4741, Philadelphia.

SELL NEW, USED CLOTHING FROM HOME, auto, store. Men's Suits, 77c; Leather Jackets, 29c; Overcoats, 43c; Dresses, 10c; Ladies' Coats, 33c. Other bargains. Catalog free. SGN, 565-A Roosevelt, Chicago. x

SELL SEASON'S CHRISTMAS CARD HIT! — America's finest 21-Card Assortment, \$1.00. Your profit 100%. Big selection assortments. Personal Christmas Cards low as 50 for \$1.00. Free samples. WETMORE & SUGDEN, 749 Monroe, Dept. 919, Rochester, N. Y. x

WANTED — LIVE WIRES. MAKE \$500 PER month. New Deal sells for \$5.00 and repeats. Send 25c in postage stamps for illustration and complete information. THE HOUSE OF NOVELTIES, 1713 E. 79th, Chicago, Ill. se27x

**SALESMEN WANTED**

BIG MONEY DAILY — SELL BUSINESS Stationery, Advertising Specialties, Book Matches, Gummed Tape; 700 other necessities to stores, offices, professional men. 33 1/3% profit paid daily. Best line of its kind. No experience needed. Big outfit free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 59, Chicago. x

CONCESSIONERS! SALESMEN! ARMY CAMP Workers! Hustlers! Perfumed Hawaiian Lei. New sensational seller. Particulars free. MISSION, 2328 W. Placo, Los Angeles, Calif. se27x

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MAKE ARTIFICIAL MARBLE, GLAZED Cement, Flooring, Pottery, Novelties. Samples 3c; expect surprise. PAYN, 945 Grande Vista (Room 801), Los Angeles, Calif. se13

SELL BY MAIL — MAKE THOUSANDS OF dollars home spare time. Tremendous opportunities. CENTURY MAIL ENTERPRISES, 152 W. 42d St., New York.

**INSTRUCTIONS BOOKS & CARTOONS**

ANY BOOK (NEW, USED, OUT-OF-PRINT, Rare) Promptly Supplied! Lowest prices! Send for Free Bargain Catalogue! OLD PROF'S BOOK SHOP, 916 Arcadia Court, Pontiac, Mich. se20x

YOU ARE "TOPS" WHEN ENTERTAINING audiences with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. se20x

**PERSONALS**

WILL COMPENSATE FOR INFORMATION OF present location of Rosie and Eil Baker, carnival concession workers. Trailer LaSalle Serial No. 909. Wire collect J. C. TINKHAM TRAILER SALES, Route 2, Lansing, Mich.

**MISCELLANEOUS**

DANCE WAX — FOR MANY YEARS SUPERIOR to brands that sell for more. Write for prices. OLD COLONY WAX, Davenport, Ia.

TRAVELERS TO SERVE OPEN PRESS AS PRESS Correspondents—Spare-time work, good side money. Official free-lance "Press Card" in your name and reporting instructions, \$1.00. Airmail to BUREAU CHIEF, Press Radio Service, 1934 11th, Washington, D. C. se13

**PRINTING**

EXCELLENT SPECIAL PRINTED ROLL TICKETS, 1"x2", 20,000, \$6.10; 100,000, \$14.90; Stock, 40,000, \$5.80; 100,000, \$12.50. K. C. TICKET CO., Dept. C-1819 Central, Kansas City, Mo. x

50 OR 100 PIANO COPIES PRINTED, \$8.00 up. Piano and orchestrations arranged. VOORHEES MUSIC PRINTERS, 238 Academy St., Newark, N. J.

125 TWO COLOR LETTERHEADS, ENVELOPES, \$1.50 postpaid; 14x22 Window Cards, colors, \$2.50 hundred. Heralds, Dodgers, Multigraphing. HUBBARD PRINTING, Fector, Ark. se13

**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, 14c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np se13x

COUNTER MACHINES — MILLS GREEN VEST Pockets, \$25.00; Mills 5c Dial, \$15.00; Horses, Reel "21", Cent-a-Pack, Punchette, Hold & Draw, Half Mile, \$4.00 each. THE ATLAS, Wells, Minnesota.

FOR SALE — KEENEY SUPER TRACK TIMES Pastimes, Paces Races, Mills Bonus, Radio Rifle, Revolveraround Safes. CHARLES PITTLE, New Bedford, Mass. oc18

FACTORY REBUILT RED HEAD TRACKTIMES — Latest improvements including extra clear glass over decorated glass to prevent breakage of latter. Greatest money making Console, \$65.00. One-third deposit, balance C. O. D. W. E. KEENEY MFG. CO., 2611 Indiana Ave., Chicago.

FOR SALE — THREE ELECTRIC HOIST Diggers, ten International Mutoscope Picture Machines, cheap. Apply ARCADE MANAGER, Riverview Park, Chicago, Ill. se27

FREE PLAYS — ALL IN A-1 CONDITION. Buckaroos, \$8.50; Chevrons, \$8.50; Red Hots, \$8.50; Super-Charges, \$8.50; Super-Sixes, \$8.50; Commodores, \$12.50; Follies, \$12.50; Brite Spots, \$14.50; Lancers, \$14.50; Punches, \$14.50; Double Features, \$17.50; On Decks, \$17.50; Three Scores, \$17.50; Trapezes, \$17.50. 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

HOLLY GRIP TESTERS, \$5.95 EACH IN LOTS 25 or more; lots 10, \$6.50; lots 5, \$7.00; single machines, \$7.50 each. Latest 1941 models; specify green or red finish; used as floor sample machines only. 15 Keeney Texas Leaguers, latest deluxe models, 5c play, like new, \$29.50 each, regardless quantity. A.B.T. Big Game Hunters, 1941 models, with numbered reels, latest style cabinets; impossible defect from new, \$17.50 each; lots 3 or more, \$16.50 each. Terms: One-third deposit with order, balance C. O. D., or 5% discount if full amount accompanies order. LEMKE COIN MACHINE, 31 W. Vernor, Detroit, Mich.

SLOT MACHINE CABINET STANDS — ALSO Mills Mystery Slot Machines. UNITED NOVELTY CO., 504 W. Howard Ave., Biloxi, Miss.

"SPECIAL" — 25 1c HERSHEY VENDERS, \$3.00; 25 1c Snacks, \$7.50; 25 1c Gumball Venders, \$2.95; 25 1c Advance No. 11 Nut, \$3.50. Wanted: Advance, Northwestern Ballgum. CAMEO VENDING, 402 W. 42d, New York.

TWENTY LATEST MODEL BUCKLEY CONsoles; seventeen Daily Doubles; three Track Odds. Some only used three weeks. Write for details. WARD PETERS, Baton Rouge, La. se13

WANTED — FIFTY GOTTLIEB GRIP TESTERS. A. THOMPSON, 414 N. 21st St., Birmingham, Ala. x

WANTED FOR CASH — ARCADE MACHINES of every description in quantities. Also Sky Fighters, Sky Battles, Drivemobiles, Ace Bombers, and 100 Mills Slot Machines. State all and lowest price for quick action. SILENT SALES, 635 D Northwest, Washington, D. C. se20

WILL PAY CASH FOR JENNINGS CIGAROLLAS. HERMAN KRAUS, R. No. 3, Galion, O. oc18x

WURLITZER 600 (KEYBOARD), EQUIPPED with Keeney adaptor and eleven brown wall boxes, perfect condition, price complete, \$300. Two nearly new large illuminated Organette Wall Speakers, \$20.00 each. E. O. LIKENS, Bethesda, Md.

20 WURLITZER 24s, ACME GRILL AND SIDES, \$84.50; 25 Wurlitzer 616, Acme grill and sides, \$64.50; 50 Greetchen Imps, \$6.50. RICHARD JOHNSON AMUSEMENT CO., 28 Morris St., Charleston, S. C. se20x

**FOR SALE SECOND-HAND GOODS**

ALL AVAILABLE MAKES POPPERS—TWELVE quart heavy leakproof steel Popping Kettle, \$14.50. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. se20x

CORN POPPERS, CAMEL CORN EQUIPMENT, aluminum geared Popping Kettles, Burners, Tanks; Long-Eakins, Burch, Cretor, Dunbar. NORTHSIDE MFG. CO., Indianola, Iowa. oc18x

PLATINUM BROOCH — 7 DIAMONDS, ABOUT half karat, thirty small ones. Appraised twenty-six hundred dollars; reasonable. PAT'S PLACE, San Benito, Tex.

FOR SALE — PORTABLE RINK, 40x100 COMPLETE, A-1 condition; now operating; \$1,150 cash. M. J. GUIDOS, R. D. No. 1, Latrobe, Pa.

FOR SALE — 191 PAIRS CHICAGO ROLLER Skates, \$1.75 per pair. Also large Amplifier. TED DANIELS, Hanover, Wisconsin.

WATCHES — FIVE USED RUNNING POCKET and Wrist-Watches; American and Swiss; our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill. se13x

ZIRCONS — GENUINE DIAMOND CUT, 3 FOR \$1.75. Opals, genuine Mexican and Australian, 12 for \$1.50. B. LOWE, Box 525, Chicago, Ill. x

**FOR SALE—SECOND-HAND SHOW PROPERTY**

TENTS — SLIGHTLY USED 10x12, 14x24, 20x30, 20x40, 32x32, 30x45, 50x80. Sidewall and Concession Tents. KERR MFG. CO., 1954 Grand Ave., Chicago. se27

**MOTION PICTURE FILMS & EQUIPMENT**

**NOTICE**

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A GREAT NEW 16MM. LIST FOR FALL AND winter ready soon. Don't miss it. Films, Equipment, Supplies, Advertising. SWANK'S, 620 N. Skinker, St. Louis, Mo. se13x

"ACE HIGH SERVICE," SAYS MR. JOHN R. Van Arnam Jr., of Syracuse, N. Y., and that's what you'll say after your first show. Our pictures are good; our selection large; our service unexcelled. And the cost? Only \$9.75 for a complete 16MM. Sound Program for an entire week (some slightly higher). Send for our fall Roadshowmen's Special listing more than 200 feature pictures. For quick, efficient and reliable service, join the library of INSTITUTIONAL CINEMA SERVICE, INC., 1560-R Broadway, New York.

AMBITIOUS? — SHOW TALKIE THEATRE-less communities. Sound Equipment, Weekly Programs rented reasonably. Used 16MM. Sound Projectors, \$95.00. ROSHON, State Theatre Bldg., Pittsburgh.

ATTRACTIONS OF MERIT AT PRICES YOU can afford to pay, 35MM. sound only. Free list. STANDARD FILM SERVICE, Charleston, W. Va. se13

CLEARANCE SALE — 25% DISCOUNT ON ALL 35 Millimeter Sound Features, Westerns, Serials, and Short Subjects. Free Catalogue. CROWN PICTURES COMPANY, P. O. Box 5893, Cleveland, O.

CLOSING OUT—35 MILLIMETER PRINTS very reasonable. Will trade for 16 and 35 Sound Portable Projectors or consider other merchandise. MERTZ, Virginia, Ill. se13

COMPLETE OPERATION ROOM EQUIPMENT — Two Powers 6-B Projectors, Lamps and Compensars, Universal Sound Heads with Motors, Amplifier and Speaker. Nothing extra to buy. Regular value \$500.00; our bargain price, \$210.00. First deposit gets it. OAK STORAGE, Armitage and Western, Chicago, Ill.

EXHIBITORS — COMPLETE NEW STEREOPTICONS from factory. Both long-short throw Lenses, Color Wheel, \$15.00-\$19.00-\$25.00. Catalog. GRONBERG STEREOPTICON WORKS, Sycamore, Ill.

POWERS 6B PROJECTOR — MOTOR SPEED control four point stand, Lamp, House, Carriages, Switches, 2,000 Magazines, Lenses, etc., Asbestos Cloth Booth, Iron Frame. Sacrifice \$6,000 cash. Good condition. JOS. ROUSSEAU, Montrose, N. Y.

SILENT POWERS PICTURE MACHINE FOR sale. It is either No. 5 or 6 Powers. A. LANDOW, 108 Beachway, Keansburg, N. J.

TEN 35MM. PROJECTORS, PLENTY FILMS — Want to put them to work. Experienced promoters, tent owners, vacant theatre owners, contact me. Want to buy? Tent for picture show. KEN BENSON, R. F. D. 4, Box 268-F, Toledo, O. se13

35MM. 6-7 REEL SOF ROADSHOW SUBJECTS — Some Silent 35MM. Port. Projectors. Write for list. Priced to move quick. WARSHAL'S, 1000 1st Ave., Seattle, Wash.

**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. se27x

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. se27x

FOR SALE — 4 FOR 10 MACHINE, LATEST Marks and Fuller Camera, Fluorescent Lights, Enlarger, Flash. HILLIER, 42 Broad St., Montgomery, Pa.

FREE! EIGHT GLOSSY DECKLE EDGE Enlargements with each roll developed, 25c. Overnight Service. THE GIANT FOTO SERVICE, Box 642, Lincoln, Neb. Dept. BB. se20

PHOTO CASES—1 1/2x2—\$2.00 PER 100. FREE Catalogue on other cases. F. BONOMO, 206 Melrose Street, Brooklyn, New York. se20x

PHOTO MACHINES — DIRECT POSITIVE Photos. Make bigger money with Professional Equipment. Single, double and full-figure Cameras, Enlargers. Visualizers by pioneer manufacturers. A-SMILE A-MINUTE PHOTO CO., Salina, Kan.

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. oc4x

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. se13x

**ACTS, SONGS & PARODIES**

MUSIC PRINTING — \$5.00-100. COMPOSING, Arranging, Recording, Orchestrations. Complete service. Lowest rates. Address AUTO-LITHO CO., Box 2255, Jensen, Fla.

"SONGWRITERS" — WRITE SONG-POEMS FOR Publication in Modernized Church Songbook our expense. Thousands of dollars your potential earnings. Submit poems for free examination. Full particulars. COMMUNITY SONG-BOOK PUBLISHERS, 6670 E. 13th, Indianapolis, Ind.

STOP TELLING LIES — GREAT LOVE SONG. Professional copy release, vocal-piano with guitar chords, 25c. W. A. WATSON, Deep Gap, N. C.

WRITE A SONG WITH A HIT SONGWRITER. Positive publication. Golden opportunity. AL SANDERS, 1261 N. La Salle St., Chicago, Ill.

**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.

LEGPADS GLORIFY UNSHAPELY CROOKED Legs (Undetectable). Rubber Busts for undeveloped flat chest. Silk Opera, Seamless Nylon Hose. Wigs, Toupees, Eyelashes. Corsets, Lingerie. Elastic-Rubber Garments. Female Impersonator Outfits. Latest illustrated booklet 10c, with Costume Illustrations 15c (deductible from order). SEYMORE, 246 Fifth Ave., New York.

**SCENERY AND BANNERS**

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. se13

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. oc4x

ATTRACTIVE 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. se13

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. se20x

VENTRILLOQUIAL FIGURES—24 PAGE Illustrated Catalog, 15c. FRANK MARSHALL, 5518 S. Loomis Blvd. Chicago, Ill. Used by all leading ventriloquists.

**ANIMALS, BIRDS, REPTILES**

AA ANIMALS, BIRDS, SNAKES — SOUTH American Porcupines, Pacas, Coati-mundis, Monkeys, Iguanas. Mixed dens of Snakes for shows. SNAKE KING, Brownsville, Tex. oc4

ALLIGATORS, SNAKE DENS, \$5.00 to \$20.00—Racing Turtles, Chameleons, Fox, Opossums, Bear, Squirrels, Rattlesnake Oil. Catalog 10c. ROSS ALLEN, Ocala, Fla. se20

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Catalog, now ready. MEEMS BROS. & WARD, Oceanside, N. Y.

BACK AND ARAB SOMERSAULT DOGS — Largest Doberman Pinscher ever broken for backs. Cheap. WICK LEONARD, 3209 Sullivant Ave., Columbus, O.

FOR SALE—TWO TO MONTHS PEDIGREED Black Poodles, very intelligent; both sit up and are ready for schooling. FRANK SMITH, 625 N. Norton, Tucson, Ariz.

PUPPIES — POMERANIANS, PEKINGESE, Scotties. Show type from imported champion stock. Twenty-five dollars and up. ROCKWELL, R. 1. Box 43, Kokomo, Indiana.

SIXTY GILA MONSTERS, ALSO THREE GILAS over thirty inches long. Plenty Snakes, Alligators, Armadillos, Horned Toads, Boas, Terrapins, Prairie Dogs, Pacas, Agoutis, Ringtail Cats, Ferrets, Guinea Pigs, Parakeets, Peafowl, Badgers, Rats, Mice, Kangaroo Rats, Opossum Skunks, ten healthy Sloths, one mother and baby Sloth, white Doves, white Raccoons, Monkeys, Coati-mundis, Porcupines. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. se20

YOUNG TEXAS (WILD) BOB CAT, \$10.00; Female Mangabeys Monkey, \$35.00; Talking Parrot, \$25.00. Other Birds and Animals. ALAMO PET SHOP, San Antonio, Tex.

**Show Family Album**



**BAND MEMBERS of Wheeler Bros.' Circus, an Elmer H. Jones unit, season of 1921. Left to right, standing: Yonkers, Grear, Robinson, Schell, Wheeler and Frank P. Meister, leader, who now lives in Apopka, Fla. Seated, left to right, are Fowler, Alford, Adams, Levina, Leonhardt and Bressler.**

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.

**HELP WANTED**

COLLEGE ORCHESTRA NEEDS YOUNG Musicians—Have immediate openings for Lead Trumpet, Alto Sax and Ride Clarinet, Tenor Sax and Drummer. Prefer vocalists and arrangers. Must be thoroughly experienced. Must have finished high school and go to college in September. Earn part tuitions and living expenses. A leading college in the deep South. Prefer men close by. Write or wire BOX C-223, care of Billboard, Cincinnati, at once to arrange audition.

MUSICIANS — EXPERIENCED ALL INSTRUMENTS. Due to draft. Union. Commercial style. No bad habits. Road orchestra, sleeper bus. Salary. No collect wires. DON COLEBURN, 520 S. 50th Ave., Omaha, Neb.

WANTED — TWO COMEDY CLOWN ACTS for October 8-11. A. W. FOSTER, Secretary Cleveland County Negro Fair, Shelby, N. C.

WANTED IMMEDIATELY — SINGERS WHO play Piano, Guitar or Accordion. Send photos, state salary. DIAMOND BAR, 516 S. 16 St., Omaha, Neb.

WANTED IMMEDIATELY — MUSICIANS FOR location. Advise if sing or entertain. Also Girl Vocalist. H. WILLIAMS, General Delivery, Alexandria Bay, N. Y.

**WANTED TO BUY**

CANDY FLOSS MACHINE — DOUBLE HEAD, in good condition. Give complete details, make, serial, etc. DOUG. THURER, Manchester Ave., Keyport, N. J.

DIRECT POSITIVE CAMERA AND LENS — About 3x5, no junk; also Portrait Lens, Lights, Equipment. PHOTO-SHOP, Bloomington, Ind.

WANT ELI 5, KID RIDE AND TILT FOR CASH. H. L. WYSE, Wayland, Iowa. se13

WANTED — A TURNSTILE; HOLES ARE 22 inches. Rock bottom price. Apply A. Landow, 108 Beachway, Keansburg, N. J.

WANTED TO BUY — 4 DEVRY 35MM. SOUND Projectors with 2,000 ft. Magazines, 2 Amplifiers, 2 Loud Speakers. All must be DeVry product. Cannot use junk; must be in A-1 condition. Make price right for cash. SPAUN FAMILY SHOW, Madison, W. Va.

**At Liberty Advertisements**

Figure TOTAL Number of Words in Copy at  
5c a Word—FIRST LINE IN THIS STYLE TYPE  
2c a Word—FIRST LINE IN THIS STYLE TYPE.  
1c a Word—ENTIRE AD in this style type.

Minimum 25c

Cash With Copy

**AT LIBERTY AGENTS AND MANAGERS**

Agent — Trained Publicity Man; fast, capable Contractor. Theatre, clubs, schools, auditoriums; Kentucky, West Virginia, Virginia, North Carolina, Tennessee. Age 45, strictly sober, clean worker. Familiar with civic, fraternal, veteran, city and county organization work. Can take care of all advance and business details. What have you? What is your best offer? State it all, will answer promptly. W. G. Cline, 2908 Central Ave., Ashland, Ky.

Manager for night club or tavern anywhere. Consider other propositions. Furnish bond. Married. 5'9" tall, tonnage 229, golden wedding age. No bragging. I'm considered big attraction as novelty ear pianist. After I play they yell more, more, more! C'mon! answer this. You'll meet a real guy with pep! Prefer Los Angeles or East Coast. Guy Hallock, Route 6, Duluth, Minn.

**AT LIBERTY BANDS AND ORCHESTRAS**

Notice — Famous Stage and Screen Star and his Orchestra have dates open for the coming season. Write Mr. Edwards, 1241 Broadway, New York City.

Attention — Only reliable booking agents, dance managers, nite club operators. Well organized Four Piece Old-Time and Modern Orchestra, featuring Girl Saxophonist, Radio and dance. Playing present territory and over this radio station for past two years. Desire change, on personal appearances. Band dresses in original Dutch uniforms, including the wooden shoes. Have fronts, lights and P. A. system. Available at once. Write or wire "Dutch Boys," WJMC, Rice Lake, Wis. se20

Sensational Three or Four Piece Cocktail Unit, featuring America's sweetest male voice. Wide radio experience. Only hotel or high class club wanted. Available Sept. 8. Box C-221, Billboard, Cincinnati.

**AT LIBERTY CIRCUS AND CARNIVAL**

AT LIBERTY SEPT. 15 — Canvasman. Reliable, age 62. Any show. ORVILLE SPEER, care Schaffner Players, Washington, Ia.

FANNIE BLAIS — HALF and Half. Experience, ability, nice flash. Also make openings. 1910 Fairmount, Philadelphia, Pa.

**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.

**FIRE EATER AT LIBERTY**

for circus or carnival side show. Wire best offer with selling privilege. CAPT. ANDREWS, Lebanon, Mo.

Want to Join Circus — Can do many acts. Write Paul Eaton, Glasgow, Ky.

**AT LIBERTY COLORED PEOPLE**

"WORLD'S MOST UNUSUAL ENTERTAINING Act"—Johnny C. Woodards, Piano-Accordionist, Song Writer, with more than one hundred-forty original songs. For orchestra or stage, but desires connection with orchestra with recording connection. 50% share to leader. Best reference. Write care Billboard, Cincinnati, O. se20

Armond Jackson's Orch — Available for night club, tavern, ballroom and theater units; also hotel work. Union. Currently at 308 Club, Chicago. Available after Sept. 1. 4819 S. Dearborn, Chicago, Ill. All colored talent. se20

Well Organized Small Combo — Five Piece Band available for night clubs, cocktail lounges, hotels, taverns; also ballroom work. Union. Just closed Capital Cocktail Lounge, Chicago. Strictly entertaining group; also Strolling Combination. Orchestra Leader, 4819 S. Dearborn, Chicago. se13

**AT LIBERTY DRAMATIC ARTISTS**

AUDREY SWANSON — AT LIBERTY SEPT. 28. Leads as cast except characters. Age 21, height 5 ft., 7 inches. Tenor Sax and Clarinet, Singing, Instrumental Specialties. Address care CHICK BOYES PLAYERS, Norton, Kan., September 14-17; Logan, Kan., September 18-20; Blue Rapids, Kan., September 21-27.

**AT LIBERTY MAGICIANS**

Comedy Magician and Punch — Experienced all around showman in theatres, circuses, night clubs, and carnivals. Reliable proposition. Can join on wire. Have car. J. Stanley, 894 Grand St., Brooklyn, N. Y. se13

**AT LIBERTY M. P. OPERATORS**

PROJECTIONIST — AGE 45, TWENTY YEARS' experience, single, sober, reliable. Go anywhere. Theater or tent. Blow down cause of this ad. ARTHUR E. BLAIR, General Delivery, Indianapolis, Ind. se20

**AT LIBERTY MUSICIANS**

SPANISH GUITARIST — Hillbilly Singer. Age 25, sober, draft exempt. Go anywhere. Highest offer. GERALD WRIGHT, 110 Plant Ave., Tampa, Fla. se13

A-1 TRUMPET PLAYER DOUBLING DRUMS wishes to locate; industrial band. Any kind of employment considered. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

ACCORDION — READ, FAKE. SIX YEARS' experience. Modern, Latin. Fine box, can stroll. Young, neat, single. Available Oct. 1. Location preferred. MUSICIAN, 59 E. Howard, Winona, Minn. se20

ALTO SAX AND TENOR SAX—ALTO DOUBLES Clarinet and Baritone, Tenor doubles Clarinet. Both read, modern ride and arrange. Both age 20. Prefer traveling together; worked together on dance and radio bands. All offers will be considered. Available after September 21. Write or wire GORDON SIMON, Radio Station WHBL, Sheboygan, Wis. se20

ALTO SAX, CLARINET AND FLUTE — AGE 19, union. Radio and night club experience. State all in first. GENE SCHUETTE, 2008 N. 18 St., Sheboygan, Wis.

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. se20

BOY AND GIRL FOR STROLLING OR BAND Work—Each a vocalist; also harmonize well together. Electric Guitar. Fine rhythm plus feature solos. Can work well with any combo. Much experience. Pictures sent on request. 816 Cherry St., Macon, Ga.

ELECTRIC GUITAR — SOLID RHYTHM, TAKE-off. Willing to travel. Draft exempt. DALE NELSON, Permanent Address, 216 Division St., Galesburg, Ill.; Temporary Address, Dellview Hotel, Lake Delton, Wis.

**FLUTIST — THEATRE EXPERIENCE, DESIRES** to locate. Write fully. BOX C-178, Billboard, Cincinnati, O.

**GOOD, RELIABLE DRUMMER — DRAFT EX-**empt. Solid drums. Go anywhere immediately. **FORREST GEORGE**, 318 1/2 S. Mulberry, Muncie, Ind. se13

**HAMMOND ORGANIST WITH OWN ORGAN**— Available December 1. Go anywhere. No rinks. Also play Piano and Piano-Accordion. Twenty-eight years old, married. **KEN DAVIS**, care The Billboard, Ashland Bldg., Chicago, Ill.

**HAMMOND ORGANIST WITH OR WITHOUT** organ. Experienced Solovox. Draft exempt. Interested in Denver, but will consider good offer anywhere in rink, nite club, hotel. **C. E. PEHLMAN**, 108 Army Bldg., Springfield, Ill.

**STRING BASS — EXPERIENCED, READ, FAKE.** Trio and orchestra. Union, terrific comedy and novelties. Sing solo or trio. Available at once; \$35.00 minimum. No panics, please. **HAROLD KEITH**, General Delivery, Lynchburg, Va.

**TROMBONE, VOCALS, ARRANGE — GOOD** tone, read. Fine take-off. Married, have national card. Now working and consider only reliable offers. Write, don't wire. BOX C-222, The Billboard, Cincinnati, O.

**TROMBONE — WOULD LIKE TO HEAR FROM** circus or band playing fairs. **WALTER R. COOK**, 109 8 Ave., South, Nashville, Tenn.

**VIOLINIST — FIRST TIME AVAILABLE IN 2** years. Big beautiful tone and in tune. Also fine reader. Play from memory over 1,000 numbers, popular and light classics. Prefer small combination or cocktail unit but am 100% experienced in all types of work. Youthful, excellent appearance, fine wardrobe, and draft exempt. Write full particulars. **VIOLINIST**, 176 E. Second, Chillicothe, O. se13

**WANT POSITION — HILLBILLY OR CREEK** fiddler. Single, age 30, free to go anywhere. Write to **CARL DICKSON**, care Luther Stoff, R. D. 1, Downingtown, Pa. se27

**Hammond Organist — With or without organ.** First class and great experience. Organist, 18 12 St., N. E., Rochester, Minn. se20

**Tenor Sax, Clarinet, and Vocal—Married.** Prefer location. Write or wire **Fred Kirkpatrick**, 435 S. Jessie, Pontiac, Mich. se20

**Trumpet — Read, fake, good range and tone.** Neat appearance, union. **Geo. Clements**, 412 Spruce St., Texarkana, Tex.

**Sax Man — Union, young, good habits, draft ex-**empt. Play Alto, Tenor, Baritone Saxes, clarinet, flute, bass clarinet. Double a small amount of Trumpet and Trombone. Good tone, good reader, play hot. Also have a very fine set of Vibes. Only a good location job considered. **Russ Winter**, 3445 N. Rural St., Indianapolis, Ind.

**Young Modern Swing Drummer—Five years' experi-**ence. Ineligible for draft. Member of A.F.M. **R. C. Jones**, 227 Chestnut St., Corning, N. Y. se13

**AT LIBERTY PARKS AND FAIRS**

**ACE AERONAUTS — BAL-**loon Ascensions and Parachute Drops, Trapeze Performance in Midair. Have some open time for Southern fairs. Write, wire **MILTON C. JOHNSON**, Clayton, N. J. se27

**AERIAL COWDENS —** Three Snappy Acts. **BILLBOARD**, Cincinnati, se13

**BALLOON ASCENSIONS —** Parachute Jumping. Modern equipment for fairs, parks, celebrations, any place, anytime. Always reliable. **CLAUDE L. SHAFER**, 1041 S. Dennison St., Indianapolis, Ind. se20

**CORIELL CIRCUS ACTS —** Address: Pekin, Ill.

**FOR YOUR FREE ACTS —** **BOB FISHER'S FEARLESS FLYERS**, Billboard, Cincinnati. no29

**THE PORCELLAS — MOST** Daring Aerial Routines. Maryland State Fair, Timonium. se13

**WORLD'S HIGHEST** Aerial Contortion Act. High pole thriller. Two different acts. **C. HIGGINS**, Billboard, Cincinnati, O. se27

**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

**FOUR HIGH-CLASS ACTS — WORLD'S BEST** Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. **BINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. se27

**HANK AND LENA ON THE BOUNDING ROPE —** Seven minutes of thrills and laughs. Some open time. **HENRY LINDSLEY**, Neillsville, Wis. se13

**STEVE FARKAS — STILT WALKERS FOR FAIRS,** celebrations, parades. Committees, write. Central City, Pa. oc4

**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

**THE GREAT CALVERT — STAR HIGH-WIRE** Act of the 1940 New York World's Fair. Now booking Southern fairs. **GREAT CALVERT**, 164 Averill Ave., Rochester, N. Y. no1

**THREE ACTS — LADY AND GENTLEMAN.** Platform and Aerial for fairs, celebrations, etc., reasonably priced. Last week September and month October open. Address **AERIAL LAZELLAS**, Billboard, Cincinnati, O. se27

**TWO PEOPLE, THREE ACTS — SIXTY FOOT** Balancing Ladder, Comedy Acrobatic Comedy Act. Few open dates. **PEARLE AND GRIFFIN**, 6th and Wood, Philadelphia. se27

**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

**At Liberty After September 18—High Flying Single** Trapeze. Closing muscle grind revolves by lady. Act 2, two people Comedy Acrobatic Novelty Act. Lady and Clown, Wardrobe and rigging the best. Literature and price on request. **Bessie Hollis**, care The Billboard, Cincinnati, O. se27

**Charles Augustus — Classy Trapeze Artist. Com-**mittees wanting a real feature novelty act as a free attraction for outdoor celebrations and other events, write me. Act can be erected on your platform and featured. Have complete flashy apparatus. Real Act. Literature, price on request. Write **Chas. Augustus**, care Sub Station 15, Fort Wayne, Ind.

**Charles La Croix (In Person)—Original, Outstand-**ing 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 S. Anthony Blvd., Fort Wayne, Ind.

**Coriell Attractions — Permanent Address: Pekin,** Ill. Circus Acts. Coriell Sr. slides again. Theodosia the Clown helps your program. Five people, two ladies and three gents. Platform Acts, Aerial Acts. If you are looking for cheap acts just skip this ad. If you are looking for real entertainment, write. All letters forwarded. Open time, Oct. 15, Sept. 4-5-6, General Delivery, Dodge City, Kan., or Pekin, Ill.

**Dashington's Animal Circus—Dogs and Cats, two** distinct acts. One act in comedy. Address 429 16 Ave., Moline, Ill. se13

**E. R. Gray's Attractions—Twelve Vaudeville and** Circus Acts. Six ladies and four gents. Triple Bar Act, Rolling Globes, Contortionist, Roman Ladders, Skating Act, Comedy Acrobats, Swinging Ladders, Slack Wire, Dog Act, Fencing Act, Singing and Dancing. Can be booked as a unit or separately. Address **E. R. Gray**, Ross and Keck Ave., Evansville, Ind. se13

**Free Acts for Fairs and Celebrations—Four sepa-**rate Acts. Slack Wire Act, Comedy, Juggling and Balancing Act, Comedy Trapeze Act, and outstanding Dog Act. **Chester Huber**, Wabasha, Minn. se13

**Guthries, Fred and Marie—Four different Free At-**tractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze, Lady and Gent. Beautiful wardrobe. Reasonable. 201 W. 9th St., Cincinnati, O. se13

**Ike and Mike — 2 Acts. Comedy Acrobatic, Rubs** Act, Matelida and Hiram. Rubbing streets or midway. Price reasonable. 1918 Smith St., Ft. Wayne, Ind. se13

**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. 4th St., Philadelphia, Pa. Sagamore 5536.

**Zoo Zoo — The Musical Clown. Acrobatic Comedy,** Boomerang Hat Juggling, Magical, Dancing, Original misfit clothes stripping. **Billboard**, Ashland Bldg., Chicago.

**AT LIBERTY SINGERS**

**Male Vocalist — One of the very best. Beautiful** quality, over three octave range. Radio experience, well groomed, six feet-one, age 27. Exceptionally sweet voice. Prefer name band or high class club. Recordings to proper party. Box C-221, Billboard, Cincinnati.

**AT LIBERTY PIANO PLAYERS**

**ENTERTAINING PIANIST — PARODIES,** Piano Tricks. Ideal for cocktail lounge, hotel or cafe. Modern swing style. Fine appearance. Just completing entire summer season in the Adirondacks. Non-union. **JACK GOODWIN**, Brass Rail, Tupper Lake, N. Y. se20

**PIANIST — FOR HOTELS, THEATRE, RESORT,** etc. Concert and dance. Experienced, reader. Union, draft exempt. **LARRY SCHEBEN**, 401 Arch St., Little Rock, Ark.

**Experienced Non-Union Pianist for tavern, cocktail** lounge or small club. No orchestra. Read, fake, and transpose. **Harold Drager**, Marshall, Wis. se13

**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 268 E. Church St., Homer City, Pa. oc4

**MICH. HOLIDAY RECORD**

(Continued from page 42) 15 years, according to **Harry B. Kelley**, superintendent. A drop of about 50 per cent was recorded in automotive exhibits because of establishment of production quotas and serious cuts in auto advertising. Loss in revenue from exhibitors was being offset by increased gate figures. At the grandstand **George V. Adams** presented a rodeo contest at 50 cents

admission, drawing 46,191 in 11 shows on the first seven days, contrasted with an estimated 9,000 paid admissions for the grandstand on the first seven days last year, when a revue was presented, grossing \$4,467 for the period. Estimated seven-day gross for the rodeo was \$23,000.

**Orrin Davenport** produced the first indoor circus ever staged at the fair in the Coliseum, drawing 37,940 in 15 performances on the first seven days, contrasting with the estimated 46,000 for last year's rodeo in the Coliseum. A Messerschmidt plane shot down over London was exhibited in a tent under auspices of Bundles for Britain at 25 cents admission, with all proceeds going to the sponsoring fund. This show, heavily advertised in line with the defense keynote of the fair, drew 72,662 on the first eight days for a gross of \$18,165.50.

Harness racing was presented on six days, opening Labor Day, in contrast to running races usually presented on the track. At opening matinee crowds swamped the pari-mutuel windows, which were unable to handle all prospective customers.

Exceptionally complete dual channel system with 50 speaker outlets, controllable in units thruout the grounds, was installed by **J. Norton Saunders**, American Soundcasting Company. Staff included **Larry Payne**, **WJR**; **Richard Andrus**, **WXYZ**; **Harvey Dodge**, **ASC**, and **Jean Ludington**. Talent-development program in charge of **Clarence Henri Dusenberry** proved a big daytime crowd getter, using the Casino Gardens, the former Shell, now with an enclosing wall around the tables and benches. Series of shows drew 10,000 on the first four days. **Tim Doolittle** and **His Pine Center Gang** played in the Arbor, used last year for name bands, operated now as a tented beer garden with free admission, to about 20,000 patrons on the first seven days. Use of talent in automotive and other shows was considerably down from a year ago, largely because of the drop in auto advertising because of car rationing.

**George Olsen** and his band played in **Casino Gardens**, putting on two shows nightly at 50 cents admission, which was dropped to 25 cents beginning Tuesday night to catch younger jitterbug trade. Plans for 1942 call for using a local band which will cost less money and allow lower admission to be charged, said **Fair Manager Bernard J. Youngblood**. Olsen's show included four acts, booked thru the **William Morris** office: **Bernice Stone**, acro dancer; **Cookie Bowers**, impersonator; **Lathrop and Mack** and **Virginia Lee**, dance trio, and **Christy and Brown**, comedy team.

**Line-Up of Concessionaires**

Concessionaires operating cookhouses and food stands included **Sam Adler** (2), **Mrs. E. Anderson**, **Ray Anderson**, **William C. Baldwin**, **George Babigan**, **Jerome Caroselli**, **Fred M. Dulin**, **Mary Essler**, **Julia E. Hovey**, **Charles Incaudo**, **J. P. Jolly** and **Myrtle Riehl**, **James Joyce**, **Harold Kauffman**, **E. Kocsis**, **Earl Kline**, **Helen Lepro**, **Mrs. W. C. Lohse**, **R. C. Mills** (2), **Frank Montague**, **Leo Oumedian**, **Walter Purdy** (3), **Tom Riggins** (2), **Emil Rinderspacher**, **Fred Stevens**, **David Vogel** and **Frank Grossman**, **James White**, **William F. Walker** and **O. M. White** (2).

Independent concessionaires included **Warren Avis**, beer; **William C. Baldwin**, beer; **Charles F. Becker**, cigar stand; **Ben Bernhardt**, merchandise wheel; **Ben Burnett**, ignition coils; **Billy Blackhawk**, herbs; **William E. Boyce** and **John Vogt**, med sales; **Joe Burns**, two games; **Jerome L. Caroselli**, bingo; **Jose De LaCruz**, sketch artist; **Emery L. DeTray**, dipping machine; **C. Fuller**, candy floss (2); **Daniel Golden**, beer; **Nat Golden**, merchandise; **Fred Golding**, photo stand; **Sam Ginsburg**, blankets; **George Harris**, roly poly; **Albert Hemming**, herbs; **J. P. Hudgins**, digger stands (2); **J. P. Horri-**

gan, horoscopes; **C. S. Jack**, sharpeners; **Neil Jameson**, auto demonstration; **W. O. King**, hoop-la; **Mrs. W. Kissinger**, cotton candy; **Max Litwin**, tobacco; **John M. May**, tropical insects; **John Mulder**, bingo; **John Melebashian**, popcorn; **William D. McDonald**, sand modeling; **James R. McIntyre**, horoscope; **M. McKenna**, merchandise wheel; **M. Morey**, photo machine; **Galust May**, pop and caramel corn; **Louise Morris**, beaded novelties; **Charles Napolitano**, exclusive novelties; **Dan Nalbandian**, popcorn; **Tracey R. Owens**, candy apples (4); **Nan Rankine**, psycho-analysis; **Charles Schatt**, peanuts (15 stands); **E. Skinner**, portraits; **Sam Siegel**, photos; **L. R. Stander**, taffy candy; **Sam Spielberg**, photo-type; **J. M. Trigg**, auto intensifier, and **R. W. Wells**, wild life exhibit.

**Hennies Gross Heavy**

**Hennies Bros.' Shows** on the midway reported 20 rides, 28 shows and 48 concessions. Two shows were also booked independently, **John A. Pollitt's Wild Horse Show** and **J. Elvin Thompson's Dolly** (two-headed cow). Detective **Edward Hicks**, of the Detroit police censor staff, said that no difficulties were encountered.

New location of the midway, between the grandstand and main exhibit buildings, instead of at the west side of the grounds, where it has been for several years, proved far better for the shows, said **Harry W. Hennies**, despite difficulties of a restricted angular layout. The shows grossed during the first seven days more than the total gross for 1940, according to **Hennies**. Comparison of available figures showed daily increases of from 20 to 150 per cent. Shows and rides divided the grosses almost equally. Concession takes appeared to lag and were generally estimated as about equal to last year.

"**Harry Hennies** has given us splendid co-operation and a clean midway. I particularly think his dropping the rides to 5 cents for Children's Day (Tuesday) was a fine thing," said **Fair Manager Youngblood**.

Advertising copy in newspapers rated about the snappiest used in years. Special exploitation stunt was award of a \$50 Defense Bond to every 50,000th person clocked thru the gates, tying in with the defense theme.

Among visitors were **Eddie Stinson**, Detroit Shrine Circus manager; **Allen King**, King Bros.' Circus; **Adele Nelson**; **Leo Lippa**, former carnival owner; **Etta Louise Blake**, **Leonard** and **Virginia Karsh**; **Clarence Harnden**, Saginaw (Mich.) Fair; **Howard Bucknell**, Centerville (Mich.) Fair; **Howard Y. Bary**, former Hagenbeck-Wallace Circus proprietor; **Glenn Richardson**, Northville (Mich.) Fair; **Carl Y. Mantey**, Caro (Mich.) Fair; **Joseph Streibich**, secretary Showmen's League of America, and **Hogan Hancock**, manager of the MCA Chicago office.

Only important policy change was the drop to a 25-cent gate. Last year's fair was advertised and opened at 50 cents, but reverted to the 25-cent figure after two days of poor attendance.

**BIRMINGHAM.** — **J. Warren Leach**, president-manager of Alabama State Fair here, said he had contracted for an elaborate exhibit in the Defense Building by the United States Navy, to show every ship in the fighting service in replica. Avenue of American Flags, a success in 1940, will be repeated, and at entrance to the grounds a massive United States flag in flowers has been planted. President **Leach** was host to fair directors and advisers at a dinner on August 22 in the Tutwiler Hotel. **George Mattison** was emcee. High tribute was paid to **G. T. Wofford**, chairman of the board, who died August 21. Dinner was carried out with a military air as a prelude to theme of the fair, which is "Be Prepared."

**LETTER LIST**

(Continued from page 52)

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| Duffy, Ray L.      | Hall, Bill        | Manson, Francis    | Ray, R. V.          | Strough, Bill      |
| Dyre, Tony         | Hall, Edward T.   | J. (Mickey)        | Rebel, Jimmie       | Stuart, Ben (Tex)  |
| Eckstein, George   | Hand, Leonard     | McCall, Jack       | REED JR.            | Taglione, Edward   |
| Ellis, Cotton      | Harvey, Navigator | Martin, Terry      | ALBERT              | Taylor, Gus W.     |
| Embanks, John      | Hays, Capt. Cliff | Meggs, Denny       | LAVRENCE            | Thompson, Billy E. |
| Fitzgerald, Johnny | Howard, Joe       | Meyers, E. L.      | Rhinehart, Jackie   | Thompson, E. L.    |
| Freeman, Cecil     | Johnson, Jimmie   | Miller, Bertram E. | Rohn, T. W.         | Texas Tommy        |
| Forrest, Thomas P. | Jones, Howard     | Miller, Bobby      | Roma, Professor     | Tidwell, Buddie    |
| FRID, ROLAND       | (Speedy)          | Miller, Leroy      | Rosenbalm, Ted      | Thornberry, Arlin  |
| EDWARD             | Karr, Lonnie      | Morris, Roy        | Roth, Fred          | Three, Thomas      |
| GARRETT            | KELLY JR.         | Moxley, Joe        | Ryan, Donald        | Ucar, Joseph       |
| ARTHUR O.          | WILLIAM T.        | Nixon, Hal         | Sargeant, Edison    | Van Orman, Ray     |
| Grant, Lee         | Knapp, Edward     | O'Brien, Robert L. | Screbneff, William  | Wells, Earl        |
| Grimm, Homer L.    | Koenig, E. C.     | O'Hern, Joseph     | SEWELL              | West, Paul         |
| GRUBBS             | Kolben, Dee Ed    | O'Wesney, Ray      | CHARLES M.          | West, Sandy        |
| HORACE             | Lamb, L. B.       | Oberley, Lawrence  | SEOFMAKER           | WHISHER            |
| JEFFERSON          | Lambert Brothers  | Albert             | JOSEPH              | LAWRENCE H.        |
| HALL, EDWARD       | Layman, J. H.     | Ostrum, James M.   | MARION              | White, Harry       |
| THOMAS             | Lee, Robert       | Pasha, T. G.       | Skeene, Lloyd G.    | Williams, Morris   |
|                    |                   | Powell, Carl       | Smith, Wm. D.       | Williams, Paul     |
|                    |                   | Printup, Robert    | Spencer, Frank      | Wilson, Tom        |
|                    |                   | Rambo, Wesley      | Spencer, Leslie Ray | Wilson, Willard W. |
|                    |                   | Ramsey, T. J.      | Stanley, Lazie      | Woody, Arch        |
|                    |                   | Ray, Ralf P.       | Stanley, Clipper    | Wright, Harry P.   |
|                    |                   | Ray, Ralph (Ky)    | Siger, W. J.        | Young, Joe         |

# Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## Doll Production Gets Early Peak

NEW YORK, Sept. 6.—Leading doll manufacturers report that peak production is being reached now instead of October, the normal month in past years. Orders for plastic dolls are running two and a half times what they were a year ago at this time, and the demand is expected to continue as the Christmas holidays come nearer. Concessionaires, novelty workers, bingo and salesboard operators and others who use this item are placing orders now, so that they may have a guarantee against possible delivery difficulties.

The manufacturers are optimistic in their reports. They state that there is nothing to fear, and all users of this merchandise will be amply supplied. It is true that shortages of rayon plush exist and this is affecting the popular stuffed animal dolls somewhat. However, the producers do not permit the plush shortage to interfere with their production and they are resorting to the use of a number of substitute materials. Most favored substitute materials include novelty velveteens and percales.

Prices of leading types of plastic dolls have been increased 25 per cent, according to the manufacturers' reports. They state that further advances will be avoided, if possible. However, there are factors that may have some bearing on additional price increases. The question of the availability of latex and the need for securing additional supplies to present holdings of doll clothing and eyes, which have been moving steadily upward in price, will have to be considered, it was stated.

According to the reports of leading manufacturers, it is anticipated that plastic dolls this year will make new sales records. Some firms even go so far as to say that these creations will out-strip by far peak sales made by the leading numbers of the past season.

Merchandise and prize users will find many new numbers offered this season, in addition to the familiar stand-bys, including stuffed bears, monkeys, cuddly dolls, sleepyhead dolls and feather dressed celluloid dolls. The tendency is toward more flashy numbers, with considerable attention paid to attractive doll clothing. Some of the new numbers capitalize on the patriotic and military merchandise popularity trend, and one of the latest offerings is a victory doll that ties in with the British campaign.

The indications point to a record-breaking business in dolls this season and concessionaires, prize users and others can increase their profits by handling some of the attractive items being offered. Shipments are being made steadily at this time, it is reported. The supply of latex has also been ample so far and it is felt that production this year will not suffer.

Sydney Goldfarb has left New York for a trip to the Pacific Coast. He will interview the trade at various cities en route to Los Angeles.

## Krilow Breaks Into Print

ATLANTIC CITY, Sept. 6.—James E. Krilow, president of Plastic Creations, Inc., has a press agent to see that his name appears in the public prints. The latest story the p. a. broke appeared in *The New York Daily News*, with better than a column of copy by Julia McCarthy, staff writer, covering Krilow's life and business ventures. Jack Yarmov, publicity man, supplied the background material about his client, who has been in one business or another since he was nine. Today he is a large-scale manufacturer of plastic kitchen utensils that have been widely accepted by housewives thruout the country.

## Record Crowds Boost Sales During Labor Day Holiday

NEW YORK, Sept. 6.—There has never been a Labor Day week-end like it, according to leading concessionaires, pitchmen, novelty workers and other merchandise users in the East. While New Yorkers left the city in record numbers, equally large numbers of out-of-towners flocked to the metropolis and jammed amusement centers and near-by resorts. The number of out-of-towners who spent money for amusements in Manhattan was the greatest on record.

Favored by perfect weather, resorts in the metropolitan area reported more than 2,500,000 visitors for Labor Day alone. Many of the resorts, especially New Jersey Seacoast spots, reported the largest crowds in 10 years. Game and ride concessionaires, novelty and souvenir stands and pitchmen did a land-office business.

More than 20,000 soldiers who came to town on leave spent considerable money in near-by beach and mountain resorts. All types of merchandise was sold and given away in prizes, according to reports. Bingo operators also enjoyed boom business. The ever-popular military and

patriotic items were in strong demand, as well as the newer V for Victory merchandise and humorous novelties, including buttons predicting a dire future for Hitler.

While there was record activity at beach and mountain spots, New York City was not exactly a deserted village. Out-of-towners, drawn by the magnet of Radio City, Battery Park, the Bronx and Central Park, filled the city's streets. Pitchmen specializing in souvenir items cashed in on the demands of the visitors, with the heaviest business reported in the Radio City area.

The record attendance at amusement centers was marked by the presence of visitors from many States. One resort, after an inspection of license plates on parking lots, revealed that 36 States were represented. Impressive attendance totals were chalked up also because several millions of New York and suburban residents flocked to the beaches in the city area.

Labor Day crowds at the Rockaways totaled 655,000, with 55,000 of this total at Jacob Riis Park, it was reported. Coney Island crowds totaled 500,000. Out-of-towners who made up a fair percentage of the visitors spent liberally, and concessionaires report they chalked up new records. There were 44,000 at Jones Beach; Palisades Amusement Park, N. J., reported 90,000, while 15,000 gathered at Playland Park, Rye, N. Y.

The four bathing beaches on Staten Island reported 125,000 visitors, a new record. Atlantic City and Asbury Park reported the best week-end in history, with 650,000 at the former, and 125,000 at the latter.

## Soldier Pay Brings Boom to Louisiana

ALEXANDRIA, La., Sept. 6.—The Third Army has distributed \$11,000,000 to 250,000 soldiers brought to this area for maneuvers. This total does not include the pay of several thousand commissioned officers. As a result, pitchmen, souvenir workers and concessionaires who flocked to the area are reaping a golden harvest.

*The Lake Charles (La.) American Press* called the army one of Louisiana's "greatest industries." The money is "about as much money as farmers in Louisiana receive during an entire year for all the cattle they sell" and "about half as much money as rice farmers in the State will receive for their crop this year."

Local business firms are also getting their share of the soldiers' dollars, but foresighted pitchmen and souvenir workers who made plans to come to the area earlier this year, in anticipation of soldier business, have been well rewarded for their trouble. The special lines carried by the workers have practical value for the troops, in addition to the usual humorous novelties that sell so well near military camps.

According to reports, merchandise offered with corps insignia has moved very well. Items in this category include writing cases, luggage, service jewelry, military rings, billfolds, fountain pen and pencil sets, key chains, cigarette cases and lighters.

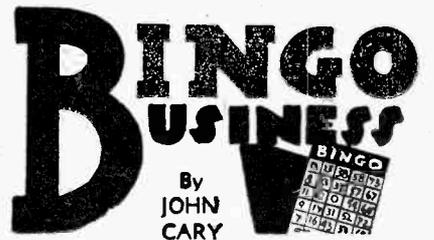
Stores established by souvenir and novelty manufacturers have been doing a tremendous business, it is reported, but the workers in the field have also made important money. The military market here is so big that there is enough business for all, with no let-up in trade. Emphasis has been on items the soldier will find useful in his everyday military routine.

## V for Victory Parade of Items Grows Larger

NEW YORK, Sept. 6.—The boom in V merchandise continues unabated, with new pins, buttons, emblems, banners, brooches and other items rapidly making their appearance. Since the American public is wholly in sympathy with the V drive, this merchandise is moving fast, according to reports from supply houses and workers in the field.

One firm is offering sea shells with V for victory painted on them. A jewelry brooch is offered with red, white and blue rhinestone baguettes. Victory banners and pennants with appropriate patriotic slogans are also going well. It is reported. The various pins and buttons offered are also moving fast.

In Canada, however, manufacturers have received a setback, since the Dominion patents office, in no uncertain terms stated, "For commercial purposes the 'V' is out." The office claims the V was designed for public service and a psychological factor in winning the war, and should not be commercialized.



NO OBJECTION to bingo could be seen by Thomas J. Egan, mayor of Dunkirk, N. Y., and if the decision rested wholly with the local authorities, he stated, he would have taken steps to permit the resumption of the game. County authorities placed a ban on the game several months ago. The order to stop bingo in Dunkirk as well as all other places in Chautauqua County came from the district attorney, and the sheriff's department is backing up the order.

Mayor Egan is seeking the Democratic nomination to succeed himself. Frank T. Bartela, who is also after the Democratic nomination for mayor, has announced himself in favor of bingo. The Republican candidate for nomination, Walter L. Roberts, is also known to be friendly to the game and favorable to the manner in which it was played in the city in the past.

As we have mentioned in these columns before, this is a typical example where local authorities having no objection to the game have their hands tied by higher authorities. Perhaps the reformers are well-meaning in their efforts, but there certainly is a lack of consideration on their part when the public is deprived of the harmless fun the game provides. Here again aggressive educational publicity by operators and pro-bingo groups would be effective in bringing pressure to bear against authorities who insist on bingo bans.

THE NEW catalog issued by the E. S. Lowe Company, Inc., has an attractive layout and features an index arrangement listing all items. According to E. S. Lowe: "This catalog will do a selling job for the jobber efficiently. Supplied with his imprint, the catalog facilitates ordering by customers. The catalog lists a complete array of bingo supplies with six order forms listing all items. Several new, outstanding bingo ideas will mean extra business, while the bingo suggestions offered and the simple index arrangement will be referred to constantly by customers." Copies of the catalog are offered without cost to all who write.

THE LABOR DAY week-end proved a bonanza for bingo operators, according to reports received from various resort centers. This week-end witnessed the (See BINGO BUSINESS on page 60)



A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

### OUT OF THE MAILBAG.

H. A., Rochester, N. Y., writes: "I am interested in getting started as a salesboard operator and distributor and wonder if it will be possible for you to give me some information on this subject and put me on the mailing list of various wholesalers in this line?"

"I am particularly interested in putting out a board offering a single award, a small radio to the individual selecting the special number shown. I realize that some boards would lose money, but if volume sales are obtained a good profit should be possible. If you do not agree with this method of operating I will appreciate any help or advice you can give."

A copy of *Salesboard A, B, C's* is going forward to you under separate cover, as well as a list of premium and deal distributors. The former should help you get started as a salesboard operator.

The deal you mention above is commonly known as a one-shot and is quite popular with operators. However, to pay out, the operator must have plenty of gumption in addition to having an item with consumer appeal. He must give the law of averages a chance to work. By the very nature of the deal the board is dead as soon as the winning number comes up and it is quite possible for the winning number to show after the first couple of plays. When that happens the operator takes a licking. There hasn't been enough of a take to cover the cost of the merchandise offered. But if enough deals are placed the law of averages will level off the loss and, when the award is right, leave enough of the long green in the operator's pockets to keep him happy.

From W. H., The Bronx, N. Y., we have: "Having become a recent reader of *The Billboard* I have become especially interested in your column and expect to apply many of your suggestions in the salesboard game. Another chap and myself, just recently unemployed thru the failure of a book concern, would like to (See DEALS on page 60)

**JOBBER!**

**A NEW 3000 SET of Bingo Specials**

- In one color
- In one carton
- In one serial

Write for Catalog.

**ALSO REMEMBER OUR BINGO BLOWERS!**

OVER 500 NOW IN USE

ASK ABOUT BINGO SPECIALS



**MORRIS MANDELL**  
1123 BROADWAY NEW YORK CITY

**Popular Items**

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose address and stamped envelope for prompt reply.

**Bed Fluralamp**

A new Bakelite fluorescent bed lamp, scientifically designed and attractive in appearance, has been produced by Eagle Electric Manufacturing Company. The 15-inch lamp is easily attached to any bed by two felt lined clock spring clamps. It may also be used to illuminate pictures, bulletin boards, displays and mirrors. A baked white enamel reflector gives light intensity. The starting switch is conveniently located and the unit is wired with six feet of approved cord. Silent operation is assured thru combination auxiliary and plugs at farther end of the cord, it is claimed. For use on 110-125 volts 60-cycle AC circuits only.

**Pres-Kloth**

Demonstrations have been one of the most successful means of merchandising Pres-Kloth, a chemically treated cloth which makes possible professional pressing in the home, according to the manufacturer. It is said the new item eliminates stick, shine and lint. Pitchmen who have worked the item at fairs and home and food shows report the item has been a money-maker. It is reported that

**A RED HOT REPEATER**

**GET IN ON TODAY'S BIGGEST MONEY MAKING OPPORTUNITY!**



**Flippy**

TRADE MARK REG.

**MILITARY STRIP \* TEASE CIGARETTE CASE**

PATENT APPLIED FOR

Don't wait. Send for details about FLIPPY. Today's hottest money-making item. Everyone calls it the most sensational repeat novelty item they've ever seen. Beautiful four-color display merchandiser is selling tens of thousands on sight. An avalanche of repeat orders rolling in daily. Get it! Display it! Don't put off. Write or wire NOW.

**EVANS NOVELTY CO. SEND FOR DETAILS**  
Division of Premium Sales Co.  
DEPT. No. 1-2, 800 W. WASHINGTON, CHICAGO, ILLINOIS

8 new FLIPPY salesboard deals for you. Every one a smashing winner. Get the details today!

**FAIR SPECIALS AT KIPP'S**

54x72 In. Indian Blankets ... Each \$1.15  
Lots of 30 ..... Each 1.10

Maple Parade Canes, Made in U. S. A. Doz. \$1.60 ..... Gro. 18.00

High Hat Fur Monks Doz. 35c. .... Gro. 3.75

O. U. Eggs (Best Quality). Doz. 95c ..... Gro. 10.90

Whistles for Above ..... Gro. .35

Lash Whips, Doz. 70c. .... Gro. 7.75

Circus Special #9 Balloons..... Gro. 2.50

Swagger Sticks, Doz. 50c ..... Gro. 5.45

Assorted Slum ..... Gro. .85

Write for New Catalog—State Business. Must have 25% Deposit with C. O. D. Orders. Avoid disappointment.

**KIPP BROS. CO.**  
LEON LEVIN, Mgr.  
117-119 So. Meridian St., Indianapolis, Ind.

**BINGO SUPPLIES**

**JOBBER!!!**  
Write for newest BINGO CATALOGUE



Just off the press. Listing complete line of Bingo Blowers, Cages, Cards, Specials, etc. It's Free.

**METRO MFG. CO.** 28 W. 15 St. NEW YORK CITY

**ENGRAVERS! DEMONSTRATORS! MILITARY WORKERS!**

Engraving Pins as Low as \$3.75 Gross

New Catalog Now Ready  
Write Today For Your Copy

**BIELER-LEVINE, Inc.**  
37 South Wabash Ave. CHICAGO

**New! P. D. Q. AUTOMATIC PHOTO MACHINE**  
*Today's Big Money Maker!*

Takes and Finishes Black & White, or Sepia Photographs IN ONE MINUTE.

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos. It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE Information.

**P. D. Q. CAMERA CO.**  
109 E. 35th St., Dept. BB-9, 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."

**SPECTACULAR FUR COATS**

JACKETS, BOLEROS

1942 STYLES with every smart detail revealing the full richness of Radiant Furs. Quality Workmanship at Popular Prices.

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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.

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STARTS AT \$3.25

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**1-day Service** **ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD. ST. LOUIS, MO.

**THAT'S RIGHT! Champion Products and Service are TOPS!**

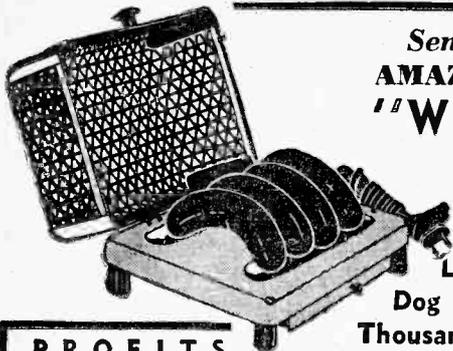
- ★ Latest Styles Patriotic Brooches—Lapel Buttons—Insignias. Send \$1.00 for Sample Assortment.
- ★ METAL FLAG LAPEL BUTTONS—100 for 95¢ (Include Deposit and Postage). Catalog FREE—Write!

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Nudies, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal ..... \$1.80

**BIG PROFITS: DRUG ITEMS, NOTIONS, LOTIONS, EXTRACTS, CARDED GOODS, SIDELINE MDSE., CLOCKS and LAMPS.**

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**Sensational Opportunity**  
**AMAZING NEW ELECTRIC**  
**"WIENIE-CHEF"**  
**At Lowest Price**  
**In Field!**

**Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager To Increase "Hot Dog" Profits.**

**PROFITS**

**UP TO 85 PER CENT**  
 Just show Wienie-Chef, name the amazing low price—and pocket up to 85% PROFIT for yourself. Write for details!

**BIG BUSINESS—Big Earnings for You!** You can show any tavern or eating place how to make back the low cost of Wienie-Chef the first week, with profits rolling in for months and years thereafter. J. E. Burke, of Iowa, sent in 23 orders in three days—over \$60.00 in profits. J. F. Caldwell, of California, took one look at his sample and rushed an order for one dozen. As the lowest priced, efficient, GUARANTEED Hot Dog Machine on the market—capable of producing 200 to 250 per hour—you have a story for any eating place that will BRING BUSINESS, MAKE MONEY FOR YOU.

**RUSH POSTCARD FOR DETAILS!**

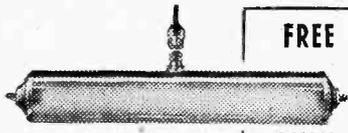
Just make the amazing one-minute demonstration of WIENIE-CHEF—cook a hot dog and let your prospect bite into it—tell him how the WIENIE-CHEF can MAKE MONEY for him, and you tell a dynamic sales story that tops everything else. Try it—see for yourself. Our **MONEY-BACK GUARANTEE OFFER** makes it easy for you to taste the profits of WIENIE-CHEF without risk. Rush name and address on postcard for details NOW.

**WIENIE-CHEF MANUFACTURING CO. 2249 W. Oakdale Ave., Dept. J-14, Chicago**

**FLUORESCENT**

**Sensational New Fixtures!**

Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorescents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.



**SCREWS IN LIKE ORDINARY BULB**

**FREE**

**RUSH NAME**

Wire airmail, or write today for free offers. Get your demonstrator at once. A whirlwind profit-maker for agents. Send name at once. Costs nothing to investigate.

**WHIRLWIND SALES TO STORES AND HOMES**

Thousands who thought Fluorescent too costly, or too troublesome, now buying. Homes install in bath, kitchen, hallways, living rooms, and as bed lamp. Stores install in scores of places. You never saw such sales.

**COMPLETE LINE** Part of amazing new low-price line making competition worried—making amazing advance commission sales for agents and salesmen on C. O. D. order plan. Get demonstrator sample. Rush name for pictures, prices, profits on these, and twenty other amazing fixtures. All information Free.

**SKYBEAM CO., DEPT. 439-B**

**225 FIFTH ST. DES MOINES, IOWA**

**STILL DELIVERING**

**Beacon Blankets at Low Prices.**  
 Maple Canes, Imported. Gr. \$16.00  
 Celluloid Dolls, 7 Inch. Gr. 10.00  
 High Hat Monkeys, Clean. Gr. 4.50  
 O-U Dog, Red Box. Gr. 10.50

**China Slum . . . . .85c to \$1.00 Cr.**  
 Balloon Head Dancing Doll . . . . .7.00 Cr.  
 Decorated Balloons . . . . .2.25 Cr.  
 Hitler Buttons. Per 100 . . . . .1.00  
 Patriotic Buttons. Per 100 . . . . .85

**CORN GAME OPERATORS—**

Write for Our Special Listing on Enamelware at Exceptionally Low Prices.

**LEVIN BROTHERS**

**25% Deposit Required**  
**TERRE HAUTE, INDIANA**

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.**

**PLEASE BE PATIENT—**

This is the first time in some thirty odd years that we have been obliged to withhold our regular ad . . . all because we need a breathing spell.

We've been working day and night trying to fill orders on hand—so please bear with us, won't you? We hope to be caught up soon . . . and ready to serve you as always. Thanks for waiting

**N. SHURE COMPANY**



**JOEKERR NOVELTIES**

New Fast Selling Comic Pennants Sing Sing, Alcatraz class of 1939 18 different, per doz .90¢  
 New Filippine Cards . . . . .1.10 doz.  
 Wipe out Hitler Toilet Roll . . . . .50 "  
 Hot Gum, New wrapper (Spicy Mint) . . . . .35 "  
 Spooky Spider, mechanical . . . . .1.20 "  
 Suggar Daddy Bankroll . . . . .50 "  
 Snapping Gum Domestic . . . . .55 "  
 Bitter Cigarette Joke . . . . .30 "  
 Comic Diplomas, 50 different . . . . .20 "  
 Send stamp for catalogue listing all the new fast sellers or \$2.00 for 30 samples.  
**JOEKERR NOVELTIES, 136 Park Row, New York**



**FURS**

**COATS, JACKETS, BOLEROS**

1941-'42 Catalog Now Ready

Latest 1942 Styles. Coneys, Sealines, Caraculs, Muskrats, Mouton Lamb, Persian Paws, Skunks, Silver Fox, Red Fox, etc. Write for Large Illustrated Catalog. Free.

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243 W. 30th St. N. Y. C.

**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**  
 Chock-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 Billet, Le Center, Minn.**



Pres-Kloth puts a lasting press in all garments and removes the most stubborn wrinkles. Product of Weaver Pres-Kloth Company.

**Orang Outang**

Stuffed monkeys have always been popular, according to word received from workers who handle the items. The latest item offered by Wisconsin De Luxe Corporation is a stuffed Orang Outang which, according to early reports received by the firm, will be even better received than bears. The monkey is made of washable, long, curly plush. The head turns, and hands and feet are made of velvet, stuffed soft. Comes in white, black and brown, and three sizes, 19, 24 and 29 inches.

**V Brooch Pin**

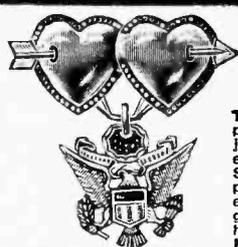
Another addition to the line of V merchandise is a two-inch brooch pin, set with 14 square red, white and blue rhinestone baguettes. There is a patented safety catch pin to hold the brooch firmly. Item features the usual V insignia, the firm reports, and it presents a flashy appearance. The public continues to demand new V numbers and this latest jewelry item will meet a wide demand from women, the firm states. Product of Imperial Merchandise Company.

**V Banner**

A Victory banner made of rayon satin is being offered by Bengor Products Company. The banner, 9 by 12 inches, has a gold silk-like cord, which makes it possible to hang the item anywhere. In addition to the usual V for Victory slogan the banner reproduces part of the American and British flags, and the word democracy is given a prominent display. Firm says the number has already been received well, and it is an ideal item for stores, homes and offices.

**Match Scratcher**

Described as a mystery item is the Match Scratcher offered by Cargo Corporation. The firm asserts this is one of the hottest comical novelties with timely appeal. Novelty workers and pitchmen who have been selling the item say it brings a chuckle and a sale. The device holds matches and provides a laugh-feteching scratcher, the firm reports. It is said the item is particularly suited for taverns and cigar counters.



**MILITARY JEWELRY**

The most attractive pieces of military jewelry you have ever seen! Every Service Man is a prospective customer. An appropriate gift for wife, sweetheart and mother. Highly polished, yellow-finished Double-Hearts with enamel-trimmed, rose-finished, military insignia drop in choice of Army, Infantry, Artillery, Navy and Aviation. No. 236J325—Per Doz., \$1.50. Gross, \$18.50. In heavily gold-plated quality. Individually boxed. No. 236J326—Per Doz., \$2.50. Gross, \$28.00. Also an Ideal Item for Novelty Stores, Hotel News Stands and Drug Stores.

25% Deposit Required on All C. O. D. Orders. MENTION YOUR BUSINESS. We do not sell retail.

**Joseph Haqn Company**  
 Wholesale Distributors Since 1911  
**217-223 W. MADISON ST., CHICAGO**

**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.**

**VICTORY BANNER**



Made of Rayon Satin—9"x12". Printed in full color. Has gold silk-like cord, enabling banner to be hung any place.

**Doz. \$1.60 Gross \$18.00**

**BENGOR PRODUCTS CO.**  
 878 BROADWAY, NEW YORK, N. Y.

**LADIES' WATCH**



**Very Flashy**

**WHITE GOLD COLOR** chromium plated case with metal link bracelet to match. 10 1/2 line 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. B3898—Each . . . . . \$3.25  
 400 Page Catalog Now Ready!!

**ROHDE-SPENCER**

**223 W. Madison Chicago**

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**DIRECT FROM OUR FACTORY.** Make your selections from our sensational 1941-'42 style Fur Coats, Chubbies, Jackets and Boleros.

**\$5.50 UP**  
 Muskrats, Squirrel, Raccoons, Skunks, Foxes in all shades, Marminks, Checkings, Caraculs, Mouton Lamb, Pony, Kid Skins, Sealines, Beaverettes, Persians and every other Fur from \$5.50 up. WRITE immediately for our new illustrated catalog and price list just off the press. It is free.



**ANDREW PAUL AND E. ARKAS**  
 Manufacturing Furriers  
 154 West 27th St. (Dept. B), New York, N. Y.

**BINGO CARDS**

COMBINATIONS UP TO 3000 NO.2 CARDS ALIKE



BUY YOUR **Bingo Specials** DIRECT FROM THE PRINTER

**ST. MARKS PRINTING CORP.**  
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from Distressed Sources

Now is the Time to Buy

Prices You May Never Duplicate

Shipped for your inspection. Write to **DIAMOND TRADING CO.**  
 220 West 5th St. Los Angeles, Calif.

**"Bella"**

**GENUINE SEA SHELL & MIRROR FRAMES** with Religious Subjects. Line includes various sizes and shapes: frames 6"x8", 8"x10", etc.; complete assortment of fast-selling big-profit religious pictures. Any picture can be inserted in frames. Send \$1.00 (refundable) for samples. Write **BELLA PRODUCTS CO.**  
 41 Union Sq., New York City



**AMERICA'S LATEST CRAZE**  
**YOUR NAME**  
 In Raised Coral Colored Letters on a Genuine Tropical  
**SEA-SHELL BROOCH**  
 OVER A MILLION SOLD  
 Cost 2 1/2 cents complete. Easy to assemble. Getting a fast 25c.  
**PRICE LIST:**  
 Sun Set Shells ..... \$1.75 \$10.00  
 Small Shells ..... 5.00  
 Jeweler's Brooch Pins ... 1.50 10.00  
 Printed Brooch Cards ... .60 4.00  
 Coral Colored Letters, 50c a pound.  
 Samples, postpaid, 15c. 50c cash 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.

# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
 (Cincinnati Office)

**R. T. (PAT) O'BRIEN** . . . proficient wire worker, continues to click to good results in Tennessee territory.

**MAKE A PRACTICE** of hindering others and you'll never progress yourself.

**ARTHUR JEROME** . . . magic master and for a number of years an operator of med shows, letters from Dallas after a lengthy silence: "As you already know, I operated a med show out of Council Bluffs, Ia., for 18 years, but closed it in 1931 and came here, where I have been connected with the Interstate Circuit of Theaters the last few years. For some time I've been toying with the idea of reopening the med opera and I'd like to read a pipe from Verne Edwards. Things have been going well for me here."

**PIPES FROM** . . . Chicago, Detroit, Milwaukee and the Twin Cities reveal that business is on the uptrend and the constituents of Pitchdom are reaping a harvest.

**LET YOUR friends** know where you spent the summer thru this column.

**BABE SHERWIN PLAYERS** . . . are playing to large crowds and good business in Oklahoma, according to reports hitting the pipes desk.

**DON KIMMEL** . . . with the McNally Show last season, has been trouping with the Tate-Lax Med Show in Texas this year to good business. He recently traded his old car for a new one.

**THE COUPON** . . . deals for the perfume and powder are attracting considerable attention and store demonstrators working that item seem to be elated over business.

**TRIPOD OPININGS:** "You can't expect others to think much of you if you cannot rely on your own reliability."

**AT THE TRADE** . . . Carnival in Appleton, Wis., on Labor Day a number of ace exponents of the pitch field held a reunion. Participating were "Mustache" Wileman, "Pops" Graham, Jim Jensen and "Fats" Henke.

**EDWARD L. DONNELLY** . . . novelty worker of note, is reported to be getting some lucre in Boston and the New England States.

**"HAVING PITCHED** . . . in at the Hookstown (Pa.) Roller Rink and at Diamond Square, Pittsburgh, I'm now working Johnnie's Roller Rink in Monaca, Pa.," William A. Paux tells from Glenville, Pa. "I've been finding that the little towns are the ones with the long green."

**WHY NOT** do your lounging next winter? There's plenty of good territory to be played now.

**OUR SCOUTS** . . . tell us that the med pitchmen and the larger med purveying organizations are headed for Arkansas and Texas. From the same source we learn that cotton is selling at a good price, with the cotton pickers getting a good stipend for their labor. Retailers are looking forward to a great year.

**JACK RUSHIN** . . . erstwhile coil worker, is operating the Top Hat bar and grill in San Francisco to successful results.

**SOME OF THE LADS** . . . of the leaf are reported to be making some swell scores at the motorcycle climbs with the trade papers.

**JERRY THE JAMMER SEZ:** "Most boys are unable to rest well because they lie down on a hard job."

**LARRY LEVY** . . . of La Renz Company, advises that he recently received a letter from Ed Murray, who is out of circulation for a

while, that he'd like to read pipes from Red McCool, Harry Bernstein and Fred Schaeffer. He writes that he's okay and is working as a waiter and playing on a ball team. Ed says he hurt both his legs sliding into home plate in a recent game which ended in a 10 to 10 tie. Levy says he also received a letter from Art Nelson, who concluded successful stands at the Ottawa Exhibition and Canadian National Exhibition at Toronto.

**REPORTS HITTING** . . . the pipes desk indicate that pitchmen and demonstrators making the fairs in the Buckeye State are getting a good share of business.

**ANYONE working** the celebrations around the country? They were golden events in other years. Let's hear from you.

**AFTER A SUCCESSFUL** . . . tour with the Street Med Opera, Joe and Eva Mullen have returned to the Gaiety Theater, Oklahoma City, where they worked last winter.

**PITCHMEN** . . . were conspicuous by their absence at the recent Cincinnati Food Show. The few who did make the event obtained their share of the lucre, however. W. G. Banard, vet garnishing set purveyor, passed out plenty of electric mixers at \$13.95 per copy, while Bobby Marsh, well-known flower worker, switched over to pens for the show and grabbed off a goodly share of the geedus with that item.

**COLUMBUS** . . . Portsmouth, Chillicothe, Newark, Zanesville, Steubenville, Warren, Alliance and Mansfield, all in Ohio, are reported to be good spots for the boys working the shops. Some of the towns also are reported to be open to doorways and lots.

**THE FACT** that a pitchman will manage to take care of himself is food for thought for pitchmen's many fault-finders.

**SHEET WRITERS** . . . with farm papers are reported to be making substantial sales over the country. The boys working with the auctioneers conducting the sales are getting some real gelt, too.

**MARY RAGAN** . . . half of the noted pitch twins, is corraling okay results with an attractive herb flash in the Crystal Market, San Francisco.

**ALL INDICATIONS** . . . point to a banner holiday season. Now is the time to contemplate on what you are going to work.

**EDDIE REED** . . . cards from San Francisco that conditions in that sector are not so good, because of the strike situation. He says he plans to leave soon to make fairs.

**DO BUSINESS** with a reliable firm and make sure you'll get what you order and that you'll get it on time.

**TOBY JOHNSON** . . . after winding up with the Little Beaver med opry, hopped into Kansas City, Mo., to take charge of a filling station for the cold months. Toby says he enjoyed a visit with Mr. Brandt, the candy man, in K. C. last week.

**Pitchdom Five Years Ago**  
 George Shields, with sex books, was attracting big crowds and doing a swell business at the fairs. . . . Continuing to hold down Piqua, O., with a picture-show connection to okay results was Charles Watkins, of belt fame. . . . Jimmy Wells was holding his own and getting his share of the long green with sharpening tools. . . . Art Nelson, the cleaner expert, was playing a return engagement at Neisner's, Cincinnati, with the naphtha crystals to satisfactory returns. . . . Harry Corry, working the jam store on Hennies Bros.' Shows, was chalking up a good season. . . . Sam Beriman was finding fairs around Northern Michigan to his liking and was doing a click business. . . . Bert C. Dodo and his med opera were clicking on St. Louis lots. . . . Saline Bedoni was collecting plenty of the folding mazuma working

**YALE**  
**1941 FOOTBALL**  
**PRICE LIST NOW READY**  
 Send for Your FREE Copy Today  
 Lowest Prices  
**EPSTEIN NOVELTY CO., Inc.**  
 116 Park Row, New York City

**ELGIN & WALTHAM**  
**REBUILT WATCHES**  
 \$175  
 7 Jewel, 18 Size, in S. H. Engraved Cases, at  
 Send for Price List. Money Back If Not Satisfied.  
**CRESCENT CITY WATCH MATERIAL CO.**  
 118 N. Broadway, St. Louis, Mo.

**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.**  
 807 Fifth Avenue, New York, N. Y.

**CASH IN NOW**  
**VICTORY BROOCH PIN**  
 A Real Jewelry Number!  
 2" long, set with 14 square Red, White & Blue Brilliant Rhinestone Baguettes. Patented safety catch pin. Made to retail at \$2.00 each. Our Special Price, \$1.80 Dozen.  
 Include 25c Additional to Cover Postage. Send 75c for a Sample and get a big surprise.  
**IMPERIAL MDSE. CO.** 893 Broadway, NEW YORK

**CHEWING GUM 26 BOX**  
**RETAILS FOR \$1.00**  
 Each box holds 20 Cellophaned 5c Packs Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid).  
**GREAT FIELD FOR AGENTS. Write**  
**AMERICAN CHEWING PRODUCTS CORP.**  
 4th and Mt. Pleasant Ave., Newark, N. J.

**SLUM JEWELRY \$1.00** Asst'd Gross  
**ARMY, NAVY & AVIATION RINGS—** 14k. Finish. Doz. \$1.50  
**CROSSES, with Stones, fast sellers. Dozen \$1.00.**  
**RINGS, hot numbers. Dozen 75c. \$1.00, \$1.25, \$1.50. LOCKETS, popular numbers. Dozen \$3.00 and \$6.00. 25c Deposit. Balance C. O. D. Include postage with order.**  
**63 CANAL ST. FELDMAN BROS., NEW YORK CITY**

**VETERANS, GET ABOARD** IN THE **ARMY NOW**  
 Hot new fast seller. Fun and facts, wit and humor. Great flash speaking illustration. Quick money. Monthly Magazine, steady seller. 5th Column Exposed, Service Joke Books, Patriotic Calendars in season. U. S. Supreme Court decision authorizing sales everywhere. Free samples, 10 cents.  
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 169 Duane Street, New York City

**RESURRECTION PLANTS**  
 They appear dead when dry, "come to life" in water, repeat often as desired. Unique desert novelty, light weight, low cost, big profit. Sample 10c, postpaid. **C. E. LOCKE,** 7 Rio St., Mesilla, N. Mex.

**FAVORITE ASSORTMENT**  
 A POPULAR variety that gets the money. Includes: Mickey Mouse—Sunbeam Circus and Animal Star—Target—Zig Zag.  
**OAK HYTEX BALLOONS**  
 Sold by Leading Jobbers  
 The OAK RUBBER CO. LAKESIDE, OHIO

**CASH IN ON THE V CAMPAIGN**  
 Our Numbers Are Clicking Everywhere  
**Niftiest V Banner of them all**  
 Fine Satin Tasseled and Fringed. This is the Banner that sells.  
 9x12 \$1.25 Doz. \$14.00 Gross  
 5x7—fringed effect—this is the popular seller to autolists.  
**VICTORY LAPEL EMBLEMS**  
 Rolled Gold Plate—Pin or Button Back. Warranted not to tarnish. The entire nation will be wearing this V Emblem.  
 \$1.00 Doz. \$9.00 Gross  
 Samples of all 3 items 50c. Order today and get immediate shipment.  
 1/3 Deposit—Balance C. O. D.  
**LIBERTY PRODUCTS** 277 Broadway (Dept. B), N. Y. City

**FOUNTAIN PENS**  
 Now! New Winchester line. Push-Button, Lever-Fill Combinations. Ideal for pitchmen and fair workers. Write for new summer specials.  
**STARR PEN COMPANY, Dept. C**  
 500 N. Dearborn, Chicago

**MEDICINE MEN**  
 Write today for new wholesale catalog of Tonics, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices, rapid service. (Products Liability Insurance Carried.)  
**GENERAL PRODUCTS LABORATORIES**  
 Manufacturing Pharmacists  
 137 E. Spring St., Columbus, Ohio

**New CATALOG NO. 26 NOW READY!**  
**ENGRAVING PINS**  
 Plenty of Stock  
 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!"  
 New Styles  
 The new 1941 Engraving Catalog, No. 26, is now ready. All new style pins are ready for delivery. Even bigger than our 1940 line—These new "idea designs" are the 1941 "sure-fire" hits at this season's fairs.  
 (state your business)  
**HARRY PAKULA & CO., 5 No. Wabash Ave., Chicago, Ill.**

fairs and still spots between fair dates. . . . Paul Turner, Pitchdom's leather goods celebrity, was making the major fairs and turning in good takes with his various leather items of the staple and novelty varieties. . . . Harry Howard's med aggregation was still going strong in Tennessee. . . . Joe Wahl was back in harness and doing good business with his gen-sen package. . . . Ed St. Matthews was coming back into his own and getting some big scores with his merchandise auction store. . . . Tommy Atkins has his mineral waters going over well in the South. . . . Harlan Med Opera turned in a winner at the fair in Canfield, O. . . . Sammy Marcus was holding down a spot in Columbus, O., with jewelry, while his brother, Monty, continued at Indianapolis with the gems. . . . Hubert Potter returned to Blytheville, Ark., after spending a vacation in Northern Michigan and Canada. . . . Teddy Goldstein, a conspicuous figure at all the big fairs with the humatone whistles, was getting a lot of favorable newspaper publicity along with good business. . . . That's all.

if you can get people where they will listen, they will spend. This is on the theory that a patron will spend but a nickel for fare tariff and then dig down to buy a 25-cent sales article. This operator says he has proved this is the way it works and he is probably right. A family show of three people has been working from a truck in Central Canada, depending entirely upon a collection made by passing the hat and the oldest member of the show reports the summer has been the best he has ever had. However, this trio knows all the wrinkles in such show promotions and it is hard to say how others would get along. In fact, both shows are run by men who have worked a long while along these and similar lines so that they know how to get the money with the "Pay-What-You-Like" policy.

**TRADE SERVICE FEATURE**  
Billboard

## Events for Two Weeks

September 8-13

- CALIF.—Glendale. Dog Show, 14.
- Lodi. Grape-Wine Festival, 12-14.
- San Francisco. Italian Athletic Club Festival, 11-14.
- COLO.—Arvada. Harvest Festival, 12-13.
- FLA.—Pensacola. Home Show, 8-13.
- IDAHO.—Filer. Rodeo, 9-12.
- ILL.—Abingdon. Horse Show, 12-13.
- Chandlerville. Am. Legion Picnic, 8-13.
- Nauvoo. Grape Festival, 12-14.
- IND.—Montpelier. Street Fair, 9-13.
- North Judson. Home-Coming, 10-13.
- IA.—Clarinda. Inda-Clar Days, 11-13.
- Creston. Horse Show, 8-9.
- Russell. Home-Coming, 11-12.
- Waterloo. Dog Show, 13-14.
- KY.—Fulton. Ken-Tenn Expo, 8-14.
- MASS.—Boston. Gift Show, 8-12.
- MICH.—Edwardsburg. Home-Coming, 11-13.
- MINN.—Avoca. Fall Festival, 12-13.
- MO.—Chillicothe. Am. Legion Fall Festival, 11-13.
- Huntsville. Old Settlers' Reunion, 8-13.
- Ironton. Fall Festival, 9-13.
- Jamesport. Fox Hunt, 9-13.
- Kansas City. Gift Show, 7-12.
- Ridgway. Legion Home-Coming, 8-13.
- Wellsville. Fall Festival, 11-13.
- N. J.—Far Hills. Dog Show, 13.
- N. Y.—Huntington. L. I. Dog Show, 14.
- New York. Premium Show, 8-12.
- New York. Country Fair at Madison Sq. Garden, 10-20.
- O.—Adena. Firemen's Carnival, 10-13.
- Canal Winchester. Fall Festival, 10-13.
- Rawson. Rawson Band Celebration, 9-13.
- Seaman. Fall Festival, 11-12.
- ORE.—Pendleton. Round-Up, 10-13.
- PA.—McClure. Bean Soup Home-Coming, 11-13.
- Pittsburgh. Am. Legion Victory Fair, 8-13.
- TEX.—Henrietta. Pioneers' Reunion, 12-13.
- WIS.—Gillett. Oconto Co. Youth Fair, 11-13.

Sept. 15-20

- CALIF.—Bakersfield. Frontier Days, 16-21.
- Oakland. Dog Show, 21.
- San Francisco. Regatta, 14-22.
- San Mateo. Fiesta, 18-21.
- Walnut Creek. Walnut Festival, 18-24.
- COLO.—Denver. Dog Show, 19-20.
- IDAHO.—Lewiston. Round-Up, 19-21.
- ILL.—Forreston. Sauerkraut Day, 18.
- Hoopston. Corn Festival, 15-18.
- Washburn. Fall Festival, 18-20.
- IND.—Darlington. Fall Festival, 18-20.
- Kokomo. Fall Festival, 16-20.
- Marion. Fall Festival, 15-20.
- IA.—Marion. Corn Festival, 18-20.
- MASS.—Pittsfield. Grotto Circus, 18-20.
- MICH.—Paw Paw. Grape Festival, 18-20.
- MINN.—Amboy. Corn Festival, 16-17.
- Morristown. Corn & Colt Show, 19-20.
- MO.—Alma. Fall Festival, 18-20.
- Fayette. Fall Festival, 16-17.
- Gallatin. Fall Festival, 17-20.
- Lamar. Farm & Indust. Expo., 17-20.
- Palmyra. Fall Festival, 18-20.
- Warrensburg. Fall Festival, 18-19.
- N. C.—Lenoir. Centennial Celebration, 14-17.
- O.—Chippewa Lake. Dog Show, 21.
- Carey. Home-Coming, 15-20.
- Greenville. Dog Show, 21.
- Reynoldsburg. Jamboree, 18-20.
- PA.—Harrisburg. Dog Show, 20.
- North East. Grape Carnival, 18-20.
- Reading. Dog Show, 21.
- Somerset. VFW Fall Festival, 15-20.
- S. D.—Aberdeen. Golden Pheasant Festival, 15-20.
- Wentworth. Corn Days, 18-19.
- TENN.—Paris. Nancy Hall Jubilee, 17-19.
- W. VA.—Davis. Festival, 15-20.
- WIS.—Berlin. Mardi Gras, 24-25.
- WYO.—Basin. Bean Festival, 19-20.

**DEALS**

(Continued from page 56)  
invest a few hundred dollars in the right type of merchandise and boards. Your mention of the Dunhill Silent Flame Lighter and Diverso Products has led me to ask if you could please have the latter company send me its catalog." This letter is typical of many we receive from men who have just entered the field—a large new army of potential premium buyers who are anxious to spend their money for merchandise that will produce for them. Manufacturers and distributors who have items that can be offered profitably on a card or board are missing a good bet for a volume turnover if they do not pass the word around that they have this merchandise available. We have often said we would be glad to give such items a mention in the column and the offer still holds.

J. T. B., New York City, writes: "Please send me your free copy of Salesboard A, B, C's. I am now working out on North and South Shore and have 25 dining cars, lunch wagons to you, and changing from watches to furs. Believe it or not, I have been a reader of *Billboy* since 1907."

**HAPPY LANDING.**

**BINGO BUSINESS**

(Continued from page 56)  
greatest holiday exodus in history, and the crowds were liberal in spending money for amusements. Bingo operators got their full share of the amusement dollars spent during this last week-end of the current summer.

MORRIS MANDELL has announced release of his new DeLuxe Bingo Blower and amplifying system. It is claimed the new blower features an improved arrangement of the master board which permits the operator to face the audience at all times. It affords a 37 per cent increased visibility range. The sound system, known as the Amplitone, includes complete equipment, offers exceptional power and gives the jobber the opportunity of selling the operator a public address system at a low price, it is stated. "There are over 500 of our blowers now in use," stated Mandell, "and we expect to put out at least another 500 of the new deluxe model as the season gets under way. Our Amplitone sound system is one of the finest ever offered, and is especially designed to aid the operator and still not tax his purse unduly."

David J. Jacoby, of Mills Sales Company, New York, is making one of his periodical visits to the Battle Creek (Mich.) Sanitarium. Jay, as he is familiarly known in the trade, works in high gear and makes it his business to slow up every now and then. During his absence the business is being conducted by his son, Wally.

**MARKS AT W. VA. FAIR**

(Continued from page 30)  
for Sulcide Bob Hayes; W. W. Wilkins, secretary, and Miss Avery, South Boston (Va.) Fair; Lee F. Reese, secretary, Spud and Splinter Festival, Richwood, W. Va., and Gus Sun Jr. Four new 60-foot light towers were installed here, and W. W. Rowan, Diesel expert, is in charge of the light plants.

E. B. Braden, legal adjuster, Art Lewis Shows, visited and reported that his brother, Jim Braden, is recovering from an appendectomy which he underwent June 28 at Raleigh General Hospital, Beckley, W. Va. Sam Crowell, owner of the Spitfire ride is in a Clifton Forge (Va.) hospital for treatment for an eye infection. His wife, Mary, reports that he is recovering. A traveling bag was presented to Graves H. Perry, of the West Virginia State Tax Commission, who has been traveling with the shows during the tour of West Virginia by members of the concession and executive departments. Ralph Flannagan, of bingo note, presented it.

**RC VANCOUVER TAKE**

(Continued from page 30)  
standing room on the midway was at a premium despite rain all week. Snooky Lorow's Ten-in-One, with Jack Sigmund working the front, was the top-grossing show, with Elsie Calvert's Girl Show second. William Aldrich's Hawaiian Show and Johnny Bramson's Motordrome did well, as did Henry Kramer's Midget Show. Kayo Erickson, midget with Kramer's attraction, received his draft call during the week and said he would report when the shows

reached Tacoma, Wash. Scooter led rides, with Caterpillar second. Hawaiian Show entertainers performed at a midnight show in a local theater and built up plenty of good will with a salute to Canada in the finale. Transcriptions of midway noises were made on the lot by the Canadian Broadcasting Corporation.

Shows came here from Bellingham, Wash., but were held up for a considerable time at the border. Setting up began about 6:45 p.m., Sunday. Good advance publicity was handled by Sam Ward, and unloading operations were supervised by Tommy Allen, assistant manager. Visitors included J. C. McCaffery, general manager, Amusement Corporation of America, and Bruce Peacock, *The Billboard* correspondent. Six men stayed behind and joined the army when the shows left here.

**RAS HIGH AT MINN.**

(Continued from page 30)  
Sedlmayr Jr.'s *Gangbusters* stepped from its 1940 record of \$1,500 to more than \$3,500. *Gangbusters* wasn't here in 1939 when Royal American established the previous midway gross record of over \$92,000. Dick Best's World's Fair Freaks, Cortes Lorow's Quizes of Life, Cliff Wilson's Monsters and William Aldrich's Hawaiians each topped previous records for this engagement.

An outstanding feature of the business upturn was reported by Leon Claxton of the Negro musical revue *Hep Cats*, the previous high of \$3,800 being driven into the neighborhood of \$5,000.

**Publicity in Hot Pace**  
In addition to ideal weather and excellent economic conditions in Minnesota, publicity records for all time also were broken. More than 6,000 inches of "copy" and pictures relative to Royal American Shows appeared in St. Paul and Minneapolis newspapers, and 117 15-minute radio broadcasts originated on the Royal American midway.

Royal American Shows have held the Minnesota State Fair record midway gross for more than five years. The first record was made in 1936 with about \$80,000. In 1937 this was driven higher and in 1939 it reached a total in excess of \$92,000. That figure was passed on the ninth day of the 1941 engagement. Labor Day crowds rocketing the total.

**TULSA GOOD FOR BG**

(Continued from page 30)  
Tuesday, first of two kids' days, went over the average. Tulsa State Fair here is under new management, William B. Way, creator and manager of the Petroleum Show in Tulsa, having been drafted by leading citizens.

Guy West, of the concession department, left Wednesday for Dallas to see his newly arrived daughter. He will rejoin at Topeka. Round-Up street parade downtown Wednesday was stolen by the band and comedians of Eddie English's Gay Old New Orleans show. "Dynamite" and George (Curley) Miller did their acrobatic dancing on the streets to plenty of applause from big crowds. Mrs. J. S. Scholibo was a visitor, leaving for Houston Wednesday.

**MIDWAY CONFAB**

(Continued from page 33)  
seen in her 31 years in the business. Mrs. Lucy Williams left for her home in Jacksonville Beach, Fla., after an extended visit with her daughter and son-in-law, Mr. and Mrs. Paul Kaduke, who have the Tilt-a-Whirl on the shows. She was tendered a farewell party by women members of the shows. Junior Erickson left for his home in Omaha, where he will re-enter school. His parents have a balloon concession, and his uncle and aunt, Mr. and Mrs. Swede Erickson, have the Spitfire, Rocket and Octopus on the shows. The writer celebrated a birthday on August 22 and was recipient of nu-

**Pay What You Like**  
By E. F. HANNAN

SEVERAL small tent tricks in Central and Western Canada report good biz and that they are getting ready for a winter in schools and halls. One small trained animal outfit will play on the "pay what you like" idea. In fact, this trick has been working this way all summer under canvas to near-capacity business. The owner claims the average per head runs around 5 cents, but several sales articles are used to up the take. In other words,

**REMEMBER**  
WHETHER IT'S MILITARY ITEMS  
of any staple Notion, Novelty, Gift, Deal, Razor Blades or Sideline Merchandise, we are NEVER UNDERSOLD  
Send us your orders. We always meet or beat all competition. 24 Years of Value Giving is our Guarantee of Satisfaction.  
UNIVERSAL WHOLESALERS CUSTOMERS  
Note . . . Through special arrangement all orders for  
**UNIVERSAL WHOLESALERS**  
shipped by us.  
Deposit of 25% With All C. O. D. Orders.  
Send ALL ORDERS to NEW YORK ONLY.  
Catalogs FREE on Request.

**MILLS SALES CO.**  
Our Only Mailing Address  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALERS

**V** . . . **★** . . . **V**

**2" "V" Brooch**  
3 Rhinestone dot-dash effect.  
1 Dz. 75c; 1 Gr. \$8.75

**"V" Gold Lapel Buffons**  
1 Dz. 25c; 1 Gr. \$2.40

**"V" For Victory Banner**  
5"x8 1/2"  
8"x18"  
Dz. 80c; Gr. \$8.75

**"V" For Victory Pennants**  
Dz. 90c; Gr. \$9.50

**"V" "DECAL" Stickers**  
Dz. 60c; Gross \$6.00

**V . . . Reflect-o-Life**  
Emergency tall light for cars, bicycles, etc.  
Dz. \$1.00; Gross \$11.00

Send 50c for complete sample set and folder of full patriotic specialties.  
25% deposit on all C. O. D. orders.

**GORDON MFG. CO.**  
110 E. 23rd St., Dept. BC-9, New York City

**BATONS**  
Bright Silver Tinsel, Pear Shaped Heads. Our tinsel will not peel or rub off. Samples \$1.00.

**UNGER SUPPLY CO.**  
567 Harrison St. CHICAGO, ILL.

**SALESCARD and BINGO OPERATORS or PROMOTERS**  
Do YOU want a BRAND NEW DEAL that we THOROUGHLY tested this summer in Chicago and smaller cities?  
It proved to be the FASTEST MONEYMAKER we have had in 20 years. It's adaptable for the individual Salescard Operator, Salesboard Crew Managers, Bingo Operators or for use by Promoters to raise Funds for Fraternal Groups.  
BE THE FIRST IN YOUR TERRITORY TO GET IN ON THIS SURE FIRE HIT  
**REALART SALES CO., 633 Plymouth Court, Chicago, Ill.**

**LET'S GO! U.S. ARMY**  
KEEP THEM FLYING!

UNCLE SAM NEEDS PILOTS  
BE A U. S. ARMY FLYING CADET

merous gifts. Ellen Hirsch, who has been ill, is recovering.

RETURNING recently to Zacchini Bros.' Shows from James E. Strates Shows were Jean Hawerower and Ann Crowder.

ANYONE knowing whereabouts of Paul N. Griffey or Billy Siegrist, of the Billy Siegrist Flying Troupe, is requested to have them contact Edythe Siegrist, Route 1, Navarre, O., or Burdeen Deppish, 814 Brown Avenue, N. W., Canton, O., who writes that George Griffey died August 31 in Columbus, O.

## Toronto's Paid Gate 1,839,000; Frolexland Big

TORONTO, Sept. 8.—Curtain was run down here Saturday night on one of the most successful stanzas of the Canadian National Exhibition, August 22-September 6. Official attendance figure is 1,839,000 an increase of 197,000 over last year. It came close to reaching the record of 2,000,000 set in 1928.

Rain on two days caused the only daily decreases. Officials pointed out that attendance is based on paid admissions and does not include members of the

armed forces and thousands who entered the gates in official parades.

Frolexland scored its second big day on the final of the 14-day run with shows and rides packed to capacity for 30 minutes after the 12 o'clock curfew.

## JONES BEACH CLOSES

(Continued from page 3)  
for stage talent. For the nine weeks the budget went to about \$46,000. At an average of 20,000 people per bill and prices of 55 cents for dock chairs, 30 cents for general and 15 cents for kids, between \$5,000 and \$5,500 was the weekly take, which put the show off the nut. For a public (State) enterprise, this amounts to brilliant results.

Plenty of novelty and vaude talent was bought, the booker being Arthur Fisher. At finale the acts were Bob Howard, Negro pianist; Lime Trio and Golliwog, Mayo's Pansy the Horse, and the theme turn, Bell's Hawaiians. Water acts included Jones Beach Magic Ballet (26 girls), Bruce Parker and his ski and aquaplane turns, surfboard ensembles, fancy divers Stanley Dudek, Walter and Joe Cleaver and Betty Harrison, and a clown diving contingent led by Bill Marquette. Helen Lawrence and Tommy Foster, with Don Ferdi's band (booked for the season) and vocalist-emcee Jerry Brannon, also for the run, rounded out the show.

From the showmanship shelf is Fred Murray, of International Fireworks Company, who put in his third year as manager. Production director and assistant superintendent is V. M. Caldwell, an engineer by profession and plenty show-wise. Other personnel are James Radin, Caldwell's assistant; Mrs. Frankie Wilkens, ballet mistress; Bruce Parker, aquatic director; D. Bolton, stage manager; M. Marshall, chief sound man; Ralph Johnson, chief electrician, and John Carl, chief mechanic. S. J. Polek is superintendent of Jones Beach State Park.

An idea of the scope of each layout may be had from the titles, which were, in order of billing, *Spirit of '41*, *Cinderella*, *Fiesta*, *Winter Carnival*, *Circus Night*, *Melody Cruise*, *Indian Serenade* and *Tennessee Fish Fry*, plus concluding *Song of Islands*.

Stadium suffered somewhat in 1939 and '40 by presence of World's Fair, cut its nut and trimmed down to one performance a week. It came into its own this year with no near-by competition. A fat sum was spent on construction of a new control and light tower positioned over middle entrance. Some of the bigger spots have a throw over complete stage and water areas and way beyond. An ambitious schedule is being mulled for '42. Leonard Traube.

## WEST COAST CIRCUS SHOWS

WANT

For Fairs and Celebrations and balance of season, closing Nov. 16. Walnut Creek Festival, Sept. 18 to 21; Vallejo Aquacade, on the streets, Sept. 23 to 28; South San Francisco Druids' Festival, Sept. 30 to Oct. 5; Santa Clara County Fair, San Jose, Calif., Oct. 7 to 12, and more to follow, including California's greatest Armistice Day Celebration, Porterville, Calif., Nov. 4 to 11. Will book Fly-o-Plane or Spit-Fire. Must have own transportation. Animal Show or any Grind Show not conflicting. Must have own equipment and transportation. We can book Guess Your Age, Scales, Ice Cream Concession, Hoopla, Punk Rack, Pitch-Till-U-Win and Novelties. Wanted—Sober and reliable Ride Help in all departments. Write or wire as per route; no collect wires.

MIKE KREKOS

## WEST COAST CIRCUS SHOWS

## ENDY BROS.' SHOWS, INC.

WANT FOR

ROCHESTER, NEW HAMPSHIRE, FAIR, WEEK SEPTEMBER 15  
GREAT BARRINGTON, MASS., WEEK SEPTEMBER 22

ALL CONCESSIONS OPEN (Except Bingo). Come on; we can place you. Novelties, Scales, Age, Photos, Glass, Pitch-Till-Win.

WANT—Ride Help, Semi Drivers. Come on. Revue Girls, Office Paid. South Paris, Maine, this week. ALL WINTER IN FLORIDA.

## Want--TENNESSEE NEGRO STATE FAIR--Want

6 DAYS—6 NIGHTS—SEPTEMBER 15 TO 20—JACKSON, TENN.

Stock Concessions of all kind. Must work for 10%. Grab Joints, Frozen Custard, Ice Cream, Pop Corn, Mitt Camp. Agents for Grind Stores. Rides—Want Octopus with own transportation. Foreman for Dual Loop-o-Plane, Help on all Rides, Minstrel Performer and Musician, Side Show People, Talkers, Grinders, Show People in all lines.

## WALLACE BROS.' SHOWS

Union City, Tenn., this week; Jackson, Tenn., 15th to 20th; followed by Pontuss County Fair, Booneville, Miss., Sept. 22nd to 27th.

## GREAT GRATZ FAIR

WEEK SEPT. 15, GRATZ, PA.

CAN PLACE Any Shows and Flat Rides, Roll-o-Plane, Octopus, Merry-Go-Round. CONCESSIONS ALL OPEN (except Bingo). Everything booked independent. Come on. All Answer:

## ENDY BROS.' SHOWS, Inc.

This week, South Paris, Maine, or Gratz, Pa.

## Low Henry and Clyde's United Shows Want

For Fincastle, Va., Fair, September 14-20, Ball Games, Cook House, Pitch-Till-U-Win, Penny Pitch, Mitt Camp. All Concessions open except Bingo. Want Girl Show, Side Show, Monkey Speedway or any money-getting Show with or without own outfit. Wire all communications to Low Henry, Hagerstown, Md., or Geo. C. Smith, Cookport, Pa., Fair; then Fincastle, Va.

## BOOKING NOW

FOR BEST DEFENSE SPOT IN VIRGINIA, HOPEWELL, VA., followed with High Point, N. C., Fair and 8 other bona fide Fairs. Want Long or Short Range Shooting Gallery, Ball Games, Pitch-Till-U-Win, Bowling Alley, Novelties, or any 10-cent Grind Stores. Also Walk-Thru Illusion or any single Pit Attraction. Experienced Ride Help in all departments. Write

## W. C. KAUS

WOODSTOCK, VA.

## SOMERSET, PA., VFW FALL FESTIVAL

WEEK SEPT. 15TH

Want Shows, Rides and Concessions not conflicting. Want Free Act to join Oct. 1st. Want Ferris Wheel Foreman. Write or wire

## BRIGHT LIGHTS EXPO. SHOWS

Jennerstown, Pa., this week; Somerset, Pa., week Sept. 15th; Apex, N. Car., Fair, week Sept. 22nd; East Bend, N. Car., Fair, week Sept. 29th; then the biggest spot of the season, Harrisonburg, Va., Turkey Festival, on Streets, around Public Square. All Celebrations and Fairs till Dec. and all winter.

## ROCKINGHAM COUNTY FAIR

Harrisonburg, Va., week Sept. 15th. Rides, Shows that don't conflict. Also Concessions. This week, Orange, Va., week Sept. 29th; Brookneal, Va., Tobacco Festival. (Get winter's bank roll here.) P.S.: Booking for Florida dates now. Florida straightened out for this Show.

## BARNEY TASSELL UNIT SHOW

## WANT FOR SOUTHERN FAIRS

WANT HIGH FREE ACT, SINGLE OR DOUBLE

Concessions wanted: Diggers, Lead Gallery, Pitch-Till-Win, Pan Game, American Palmistry, Stock Wheels, etc. Shows wanted: Mechanical City, Snake Show, Monkey Show, complete organized Minstrel Show. Jimmy Davis wants Agents.

## F. R. HETH SHOWS

FRANKLIN, N. C.

## WANTED QUICK

## CAMEL BROS.' CIRCUS

For big show. Single Girl Performers, Acts of all kinds, Dog and Pony. Kirk Adams, wire; Marshall Charin, wire. Experienced Boss Canvasman and Workmen, Candy Butchers and Ticket Sellers, Elephant and Animal Men, Deep Sea Red. Above wire FRANK KETROW. Want for Side Show: Man to do Punch and Magic. Don Taylor, wire. Colored Musicians, Laurence Reed, B. C. McLain, wire A. H. Bass. Side Show People, wire C. C. Smith. Marked Tree, Thursday; Lake City, Friday; Leachville, Saturday; all Arkansas.

## WANTED FOR

## McLEAN COUNTY FAIR

Cathoun, Ky., September 25, 26 and 27. Rides, Shows and Concessions. Call or wire J. E. POTTER, Superintendent, Cathoun, Ky.

## WANT

Capable Show Electrician to join on wire.

## KEYSTONE MODERN SHOWS

Front Royal, Va.

## IDEAL EXPOSITION SHOWS, Inc.

Week of September 15—Raleigh, N. C., Downtown Location.  
Week of September 22—Rocky Mountain, N. C., Downtown Location.

Can place Concessions: Ball Games, Photo Gallery, Long-Range Shooting Gallery, Pitch-Till-You Win, Palmistry, Hoop-La and all Grind Stores. Have opening for Diggers.

Can place at once: Billposter, also Ride Help. Want Foreman for Loop-o-Plane, experienced Electrician and Second Man.

HAVE OPENING FOR COOK HOUSE AND CAN PLACE AT ONCE. WILL GUARANTEE THE PRIVILEGE IN MEAL TICKETS.

Write or wire

## WILLIAM GLICK

Week of September 9, Lynchburg, Va., Fair.

## ROYAL EXPOSITION SHOWS

Washington County Fair, Gray Station, Tenn., next week, followed by Honaker, Va., Fair; Woodruff, S. C., Fair; Gaffney, S. C., downtown, and Fairs until closing at Brunson, S. C., November 17. WANT Animal or Monkey Show, Big Snake, or what have you with own outfits and transportation at 25 per cent of gross?

CONCESSIONS—Want Penny Arcade, Long Range Gallery, Novelties, Candy Floss.

All mail and wires to H. B. ROYAL, Erwin, Tenn., this week; then as per route. P.S.: Louie Augustino, wire.

## Gold Medal Shows Want

For eight more bona fide Southern Fairs: First-class Cookhouse and legitimate

Concessions operating for not over Ten Cents. Address

OSCAR BLOOM, Kentland, Indiana, this week; Athens, Alabama, next week.

Fairs in Penna., Virginia and South East, Please Note  
**LIPPINCOTT**  
**the MAGICIAN & CO.**  
 (Two Ladies, One Man)  
 Smart miniature revue of mysteries, music, comedy, novelties. Weeks of Sept. 22nd, October 13th and October 20th open. WANTED AGENT for indoor season, start immediately. Perm. engagement, contracting only, no billing. WANTED—GIRL playing Marimba or Accordion. Consider Musical Team. Man with good singing voice. Address: General Delivery, Gratz, Penna.

**WANTED**  
 Revue High Acts, Comedy Acts, Auto Polo, Midget Auto Racers, Thrill Show for week September 29th.

**IREDELL COUNTY FAIR**  
 GEORGE NEEL, Manager, Statesville, N. Car.

**INSURANCE**  
**CHARLES A. LENZ**  
 "The Showman's Insurance Man"  
 A738 Insurance Exchange, Chicago

**WANTED**  
 Managers, Showmen, Concessioners, Free Acts if interested in Motorizing  
**CHAS. T. GOSS**  
 Write With **STANDARD CHEVROLET COMPANY** Write With East St. Louis, Ill. Passenger Cars — Trucks — Semi Trailers

**WABASH VALLEY SHOWS**  
 Kokomo, Ind., Sept. 10-12  
 Good factory spots to follow, then south.  
 Want Bingo (Lovejoy, wire), Ball Games, Photos, Mitt Camp (Mitchell, wire). All Concessions that work for Stock, Concession People, Shows with outfits, Girl Show, Athletic Show. Will book or buy Merry-Go-Round. Want Sound Car. All wires: T. J. SMITH, Mgr.

**WANT CARNIVAL**  
 For Week Oct. 13-18

**YAZOO NEGRO FAIR ASSN.**  
 R. J. PIERCE, Secy., Box 504, Yazoo City, Miss.

**WANTED AT ONCE**  
 Experienced Workers or Couple for Popcorn and Candy Apples.

**LAWRENCE GREATER SHOWS**  
 Fairmount, N. C., this week; Franklinton, N. C., to follow.

**AL YERDEN**  
 Or anyone knowing his present whereabouts get in touch immediately with  
**JIM HANNA**  
 1104 First National Bank Bldg., Cincinnati, O.

**H. P. LARGE SHOWS**  
 WANT Smith & Smith Chair-o-Plane Foreman to join on wire. Also want Kiddie Auto Ride or any Kiddie Ride. Want legitimate Concessions of all kinds. Want Concession Agent. Will pay cash for Little Beauty Merry-Go-Round. All communications: Farina, Ill., this week.

**THE MIDWEST HAS THE STOCK**

Chinese Paper Snakes, Sm. Size	Per Hundred	\$1.50
Fox Tails, Jumbo Size, 16 Inches	Per Hundred	10.00
Fox Tails, Super Giant Size, 22 Inches	Per Hundred	12.50
Chesterfield Cans, Best Quality	Per Gro.	7.20
Heavy Weight Bamboo Cans, Gro. \$8.50, Lt. Wt. Bamboo Cans	Gro.	4.75
Heavy White Maple Cans, Amer. Made. Doz.	Gro.	19.50
Colored Chesterfield Cans, Very Flashy	Gro.	7.50
Celluloid Feather Dots With Cans	Per Hundred	4.25 and 4.50
Fur Monkeys, 8 1/2 Inch in Length, Gross \$5.50	10 Inch Monks	Gro. 9.00
Silk Rayon Parasols, Large Size, Limited Quantity	Doz.	2.50
Paper Parasols, Sm. Size, Doz. 50c, Lg. Size	Doz.	.75
Dart Balloons, Ten Gross Lots, Gro. 50c, Lg. Size	Gro.	.70
Complete Line of Beacon Blankets—Part Wool, Satin Bound Blankets	Each	1.40
Special Cigt. Lighter, Case and Holder Marked 50c	Doz.	1.00
Assorted Two-Blade Pocket Knives, Limited Quantity	Gro.	13.20
Texas Fish Knives, Asst. Colored Handles	Doz.	1.75
Metal Mottled Cigarette Cases, Doz. 45c	Gro.	5.00
Bamboo Cigarette Holders, Special	Gro.	1.00

**A MOST COMPLETE LINE OF CHINA AND ASSORTED SLUM**  
 China Slum, Ten Gross Lots, Gro. 90c; 25 Gross Lots 85c. 100 Gro. Lots \$ 80  
 Special Assortment of Metal, China and Paper Slum. 10 Gro. 5.00  
 Special Assortment of Large China. Gro. 4.75 and 8.75

We Carry a Most Complete Line of All Bingo Merchandise.  
 Baseballs—Wooden Rings—Penny Pitch Boards—Wheels—Darts—Dart Game Boards—Sno Cone Supplies—Pop Corn Cones—Pennant Cans.

When writing mention line of Concessions you operate and we will put you on our Special Mailing List. All orders shipped same day received. All orders must have 25% Deposit—Balance C. O. D. Note—Our representative, "Slim" Johnson, will cover all Arkansas and neighboring States this fall.

**MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.**

**FUNLAND SHOWS WANT**  
 For U. S. O. Fair, Indianhead, Md., September 15-20. Grind Shows, Funhouse, Girls for Revue (salary), Drome, Minstrel Troupe with Band, Octopus, Spiffire or Rolltoplane, Arcade, Lead Gallery, Scales, Fishpond, Popcorn, Apples, Blower, Diggers, Ball Game, Stock Wheels, Pan Game, Pilgame, Palmistry, Snow, American Palmistry, etc. J. G. Bake wants Ride Help. Mrs. Heth wants Stock Agents. All replies, Democrat Club Cele. this week. Capitol Heights, Md.

**ROUTES**  
 (Continued from page 20)  
 South, Eddie (Cafe Society Uptown) NYC, nc.  
 Spear, Harry (Latin Quarter) Boston, nc.  
 Spiro, Al (State-Lake) Chi, t.  
 Stirling & Rubia (New Penn) Library, Pittsburg, Pa., nc.  
 Street, Christeen (Lincoln-Douglas) Quincy, Ill., h.  
 Sullivan, Ed (State) NYC, t.  
 Sullivan, Joe (Sutton) NYC, h.  
 Sumner, Helen (Ivanhoe) Chi, h.  
 Swann, Russell (Drake) Chi, h.  
 Swifts, Three (Music Hall) NYC, t.

**T**  
 Tatum, Art (Kelly's Stables) NYC, nc.  
 Tempos, Three (West Front Grill) Dover, O., nc.  
 Theodore & Denesha (Cal-Neva Lodge) Lake Tahoe, Calif., h.  
 Therrien, Henri (Kitty Davis Club) Miami Beach, Fla., nc.  
 Thomas, Danny (5100 Club) Chi., nc.  
 Thomas, Shiril (Armando's) NYC, nc.  
 Tiffany, Charles & Virginia (Show Boat) South Bend, Ind., nc.  
 Tip, Tap & Toe (Music Hall) NYC, t.  
 Toner, Adrienne (Music Hall) NYC, t.  
 Torrens, Fay (Havana-Madrid) NYC, nc.  
 Torres, Alberto (Havana-Madrid) NYC, nc.  
 Trace, Al (Ivanhoe) Chi, nc.  
 Tyner, Evelyn (Waldorf-Astoria) NYC, h.

**U**  
 Upp, Odessa (Station W DAN) Danville, Ill. Urban, Fran (Village Barn) NYC, nc.

**V**  
 Valdes, Miguelito (Waldorf-Astoria) NYC, h.  
 Valley & Lynne (Palace) Buffalo, t.  
 Vance, Vivian (Evergreen) Phila, nc.  
 Vass, Emily (Biltmore) NYC, h.  
 Vermonte, Claire (Fifth Avenue) NYC, h.  
 Villarino, Jeronimo (Village Vanguard) NYC, c.  
 Vine, Billy (Hurricane) NYC, nc.  
 Vinson, Maribel (New Yorker) NYC, h.  
 Voltaire, Val (Hurricane) NYC, nc.  
 Von Dell, Ceil (606 Club) Chi, nc.

**W**  
 Wakefield, Merl (Buckhorn) Rockford, Ill., c.  
 Walders, Darlene (Harry's New Yorker) Chi, nc.  
 Waldron, Jack (Park Central) NYC, h.  
 Walton, Jules & Joanne (Harry's New Yorker) Chi, nc.  
 Walzer, Oscar (Fifth Avenue) NYC, h.  
 Ware, Dick (Bismarck) Chi, h.  
 Wayne, JinJa (Hickory House) NYC, nc.  
 Weaver, Doodles (Biltmore) NYC, h.  
 Webb, Nella (Lexington) NYC, h.  
 Weber, Kay (Jack & Bob's) Trenton, N. J., nc.  
 Weeks, Larry (New American) Lowell, Mass., h.  
 Wences, Senor (Waldorf-Astoria) NYC, h.  
 Wesson Bros. (Chicago) Chi, t.  
 Whalen, Jackie (Nomad) Atlantic City, nc.  
 White, Danny (Iceland) NYC, re.  
 White, Jack (18 Club) NYC, nc.  
 White, Lou (Gay '90s) Brooklyn, re.  
 White's, George, Scandals (Palace) Milwaukee, t.  
 Whitney, Ann (Hungaria) NYC, re.  
 Wilcox, Vern (Continental) West Haven, Conn., nc.  
 Williams, Hermanos (Waldorf-Astoria) NYC, h.  
 Williams, Jane & Jeanne (Show Lounge) Chi, c.  
 Williams, Mary Lou (Famous Door) NYC, nc.  
 Winchell, Paul (Shubert) Cincinnati, t.  
 Wink, George (Jimmie Dwyer's Sawdust Trail) NYC, nc.  
 Winton & Diane (Park Central) NYC, h.  
 Wood, Eleanor (Park Central) NYC, h.  
 Woods, Johnny (Palmer House) Chi, h.

**Y**  
 Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.  
 Young, Helen (New Yorker) NYC, h.

**Z**  
 Zephyrs, Two (Sherman) Chi, h.  
 Ziegfeld, DeLores (New Yorker) NYC, h.

**REPertoire-TENT SHOWS**  
 Blythe, Billy. Players: Lyndon, Vt., 8-13.  
 McNally's Variety Show: Bennington, N. H., 8-13.  
 Schaffner Players: Washington, Ia., 8-13.

**GRAND-STAND AND FREE ATTRACTIONS**  
 (Routes are for current week when no dates are given)

Adams, Kirk, Dogs (Fair) Roanoke, Va.  
 Avalons, Six (Fair) Davenport, Wash.  
 Balzer Sisters (Fair) Farmington, Me., 16-20.  
 Barton's Society Circus (Carlin's Park) Baltimore 12-16.  
 Beehler's, Monty, Animals: Henry, Ill., 9-11.  
 Belitt & English Bros. (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Bink's Circus Acts (Fair) Hillsboro, Wis., 12-14.  
 Bogosh & Bardine (Fair) Galax, Va.  
 Christy Circus Unit (Fair) Staunton, Va.  
 Cogert, Henry (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Cooke & Cooke (Fair) Luray, Va.; (Fair) Lexington 15-20.  
 Donatella Bros. & Carmen (Fair) Pomona, Calif., 12-20.  
 Echoes of Broadway (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Emerald Sisters (Fair) Cobleskill, N. Y., 15-20.  
 Fishers, Five Flying: Tullahoma, Tenn.  
 Fisher's, Bob, Fearless Flyers: Sparta, Tenn.; Athens, Ala., 15-20.  
 Fox, Ben, & Joe King (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Franklin, Joe, & Pals (Fair) Mt. Vernon, Ill.  
 Hanneford, George, Family (Fair) Huntsville, Ala., 15-20.  
 Henry, Art & Marie (Fair) Mount Vernon, Ill.  
 Hogan, Frank (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Husted Troupe (Fair) Spencer, Ia.  
 Jewels, Five Juggling (Fair) Reading, Pa.; (Fair) Rochester, N. H., 15-20.  
 Knoll, Great (Celebration) Chi, 9-14.  
 Kratz, Dick (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Lamont's Cockatoos & Macaws: Waterville, Wash., 11-13; Puyallup 15-20.  
 Lankford's, Walter, Band (Fair) Norwalk, O., 9-12; (Fair) Smithfield 15-18.  
 LaPearl's, Harry, Clown Acts & Loretta's Toy Dogs (Fair) Moro, Ore., 11-14; (Fair) Eugene 17-20.  
 Laona Troupe: Seaman, O., 11-12.  
 LeMoinds, Three (Fair) Central City, Neb., 9-11; (Fair) Crete 12; (Fair) Mound City, Mo., 13.  
 Lerches, The (Fair) Rushville, Ill., 9-11.  
 Malloy, Ullaine (Fair) Mt. Vernon, Ill.  
 Martells & Mignon (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Mills Troupe (Fair) Lindsay, Ont., Can.; (Fair) Dresden 15-20.  
 Osanis, Four (Fair) Spencer, Ia.  
 Peaches Sky Revue (Fair) Reading, Pa.; (Fair) Nashville, Tenn., 15-20.  
 Reed, Doris (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Romas, Flying (Fair) Montpelier, O., 10-13; (Fair) Delaware 18-19.  
 Sailors, Four (Fair) Galax, Va.  
 Singing Commanders (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Strock, Lillian (Fair) Waterford, Pa.  
 Valentinos, Flying (Fair) Alexandria, Ind., 9-13.  
 Walker & Cozy (Fall Festival) Kennett, Mo.  
 Watkins's Trained Animals (Fair) Doylestown, Pa.  
 Webb, Capt. George (Fair) West Plains, Mo.  
 Wright, Earl, Dogs (Fair) Carthage, O., (Fair) Sparta, Ill., 15.

**CIRCUS**  
 Bell Bros.: Honey Brook, Pa., 11; Parkesburg 12; Lewisville 13.  
 Cole Bros.: Circus, received too late for route column: Hickory, N. C., 9; Statesville 10; Winston-Salem 11; Burlington 12; High Point 13; Charlotte 15; Greensboro 16; Durham 17; Greenville 18; New Bern 19; Washington 20.  
 Daley Bros.: Cavalier, N. D., 9; Park River 10; Grafton 11; Larimore 12; Mayville 13. Gamesville Community, Henrietta, Tex., 12-13; Guthrie, Okla., 16-17.  
 Gould, Jay, Morning Sun, Ia., 10-11; Nauvoo, Ill., 12-14; Tuscola 15-17; Casey 18-20.  
 Kelly, Al G., & Miller Bros.: Goodland, Kan., 9; Sharon Springs 10; Tribune 11; Leoti 12; Scott City 13.  
 Mills Bros.: Dunn, N. C., 10; Mt. Olive 11; La Grange 12; Fremont 13.  
 Polack Bros.: (Shrine Temple) Los Angeles, Calif., 13-20.  
 Rangers Rodeo & Circus: Sidney, O., 9-12.  
 Raum's Circus & Rodeo: Coldwater, Mich., 8-13.  
 Ringling Bros. and Barnum & Bailey: San Francisco, Calif., 8-10; Santa Barbara 11; Los Angeles 12-16; Long Beach 17; San Diego 18; El Centro 19; Phoenix, Ariz., 20. Texas-Nebraska Rodeo: Martinsville, Ind., 18-21.

**CARNIVAL**  
 (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)  
 Alamo Expo.: Shawnee, Okla.  
 Allen, Fred: Vernon, N. Y.; Ilion 15-20.  
 Anderson-Strader: Mitchell, Neb.  
 Antique Am. Co.: Lakeview, S. C.  
 Arthur's American: (Fair) Prineville, Ore.; (Fair) Crescent City, Calif., 16-21.  
 B. & H. Am. Co.: Olanta, S. C.  
 Baker's United Attrs.: Mitchell, Ind.  
 Bantley's All-American: (Fair) Luray, Va.; (Fair) Blackstone 15-20.  
 Barker: Huntsville, Mo.; Cole Camp 15-20.  
 Barkoot Bros.: Alma, Mich., 10-12; (Fair) Gladwin 16-19.  
 Baysinger, Al: Maryville, Mo.  
 Beckmann & Gerety: Topeka, Kan.  
 Bee's Old Reliable: (Fair) Centerville, Tenn.; (Fair) Alamo 15-20.  
 Blue Ribbon: (Fair) Lebanon, Tenn.  
 Bremer's: Flat River, Mo.  
 Bright Lights Expo.: (Fair) Jennerstown, Pa.; Somerset 15-20.  
 Brodbeck: Meade, Kan., 8-10; Enid, Okla., 12-16.  
 Buck, O. C.: Williamsport, Pa.  
 Buckeye State: (Fair) West Plains, Mo.; (Fair) Louisville, Miss., 15-20.  
 Buffalo: Ogdensburg, N. Y.

Bullock Am. Co.: Mountain City, Tenn.; (Fair) West Jefferson, N. C., 15-20.  
 Burdick's: All-Texas: (Fair) Olney, Tex.; (Fair) Rising Star 15-20.  
 Burke, Harry: (Fair) Port Allen, La.; (Fair) Hannuville 15-20.  
 Byers Bros. (Carl): Kennett, Mo.; Hayti 15-20.  
 Byers Bros. (Jimmie): Cameron, Mo.  
 Central Am. Co.: Murfreesboro, N. C.; Whitakers 15-20.  
 Central States: Beaver, Okla.  
 Cetlin & Wilson: (Fair) Reading, Pa.; Chester 15-20.  
 Chanos, Jimmy: Akron, Ind.  
 Cherokee Am. Co.: Gardner, Kan.  
 Clyde's United: (Fair) (Cookport Post Office) Commodore, Pa.; (Fair) Fincastle, Va., 15-20.  
 Coleman Bros.: (Fair) Greenfield, Mass., 8-10; Keene, N. H., 11-13; Farmington, Me., 15-18.  
 Colley, J. J.: (Fair) Pauls Valley, Okla.  
 Conklin: (Fair) Belleville, Ont., Can., 8-10; (Fair) Lindsay 11-13.  
 Convention: Clintwood, Va., 10-13.  
 Cotton State: Corning, Ark.  
 Crescent Am. Co.: (Fair) Boone, N. C.; (Fair) Gaffney, S. C., 15-20.  
 Crystal Expo.: (Fair) Richlands, Va.; (Fair) Rogersville, Tenn., 15-20.  
 Cumberland Valley: (Fair) Sparta, Tenn.; (Fair) Manchester 15-20.  
 Curl, W. S.: Washington C. H., O.  
 Denton, Johnny J.: (Fair) Jamestown, Tenn.; (Fair) Madisonville 15-20.  
 Daley Bros.: Stillwater, Okla., 9-12; Perry 13-16; Pawnee 17-20.  
 Dixie Belle: Cannelton, Ind.; (Fair) Cave City, Ky., 15-20.  
 Dodson's World's Fair: (Fair) Roanoke, Va.; (Fair) Portsmouth 15-20.  
 Dudley, D. S.: (Fair) Waurika, Okla.; (Fair) Blooming Grove, Tex., 15-20.  
 Dyer's Greater: Wellsville, Mo., 10-13; Grenada, Miss., 15-20.  
 Edwards, J. R.: (Fair) Wooster, O.; Carey 15-20.  
 Elite Expo.: Sylvan Grove, Kan.  
 Ellman: (Fair) Freeport, Ill., 10-14; Forrester 15-17.  
 Endy Bros.: (Fair) South Paris, Me.; (Fair) Gratz, Pa., 15-20.  
 Fleming, Mad Cody: (Fair) Blue Ridge, Ga.; (Fair) Ellijay 15-20.  
 Four Star Expo.: Rosiclare, Ill.  
 Franks Greater: Macon, Ga.  
 Frederick Am.: Ord, Neb., 8-11; Curtis 12-14.  
 Frisk Greater: Coon Rapids, Ia., 8-12; Marshalltown 15-19.  
 Funland: Capitol Heights, Md.; Indianhead 15-20.  
 Fuzzell's: (Fair) Slater, Mo.; North Little Rock, Ark., 16-20.  
 Geron, Bill: Mitchell, Ind.; Austin 15-20.  
 Gibbs, W. A.: Waterloo, Neb.; Wahoo 15-20.  
 Gold Medal: (Fair) Kentland, Ind.; (Fair) Athens, Ala., 15-20.  
 Golden Arrow: (Fair) Humnoke, Ark.; Des Arc 15-20.  
 Golden Belt: (Fair) Ridgeway, Ill.; (Fair) Charleston, Mo., 15-20.  
 Golden West: Milbank, S. D.; Sisseton 16-20.  
 Gooding Greater: Eginaw, Mich.  
 Goodman Wonder: Wichita, Kan.  
 Grady, Kellie: Cullman, Ala.  
 Grand Union: (Fair) Beloit, Kan.  
 Great Lakes Expo.: Sheffield, Ala.  
 Great Sutton: Charleston, Mo.  
 Greater United: Durant, Okla.  
 Happy Attrs.: Laurelville, O.; Frankfort 17-20.  
 Hartscock Bros.: Monroe City, Mo., 11-13; Centralia 15-20.  
 Heaton, Johnnie W., Expo.: Burlington, N. C.; Durham 15-20.  
 Heller's Acme: Cambridge, Md.; Sharptown 15-20.  
 Hennies Bros.: Akron, O.  
 Heth, L. J.: (Free Fair) Woodbury, Tenn.  
 Heth, F. R.: Franklin, N. C.; (Fair) Madisonville, Tenn., 15-20.  
 Hoffner Am. Co.: (Fair) Freeport, Ill.  
 Howard Bros.: (Fair) Waynesburg, Pa., 9-12.  
 Huggins Model: Kennewick, Wash.  
 Hughey & Gentsch: Rosedale, Miss.  
 Hyde, Eric B.: Augusta, Ga.  
 Ideal Expo.: Lynchburg, Va.  
 Imperial: Mt. Vernon, Ill.; Sparta 15-20.  
 Jackson Am.: Roland, N. C.  
 Jones Greater: Adena, O.; Barnesville 15-20.  
 Jones, Johnny J., Expo.: (State Fair) Louisville, Ky.; (State Fair) Nashville, Tenn., 15-20.  
 Joyland: Sanger, Calif.  
 Kaus, W. C.: Woodstock, Va.

**LONE STAR STATE SHOWS**  
 Want Legitimate Concessions. Good opening for Bingo, also for Cook House. Must be clean. Can place Shows, 25 per cent with own transportation. Want Ride Help on all Rides. Must stay sober. Playing Louisville for 3 weeks, then South for winter. We don't close. Art Sorrell wants Agents for Fish Pond, Cigarette Gallery and other Concessions. Address all inquiries to J. R. McSPADEN, Louisville, Ky.

**INDEPENDENT MIDWAY**  
 Want Cook House, Photo Gallery, Custard, Snow, Drinks, Ice Cream, Pop Corn, Novelties, etc. NO Wheels nor Shows.  
**TEXAS FOREST FESTIVAL**  
 Lufkin, Texas, Oct. 6-11

**WESTFIELD, PA., FAIR**  
 SEPT. 15-20  
 Can place Shows and Concessions. Don't write, come on.  
**W. S. MALARKEY**  
 Ackerman Building Binghamton, N. Y.  
**McMAHON SHOWS**  
**WANT**  
 Erie Diggers, Penny Pitch, other Concessions that operate for ten cents. Want Mechanical & Girl Shows. Boone, Iowa, Jefferson Fair, Sept. 18 to 26.

Kaus Expo.: (Fair) Covington, Va.; (Fair) Lexington 15-20.  
 Keystone Modern: Front Royal, Va.  
 Lake State: Lawton, Mich.  
 Lang, Dee: (Fair) Spencer, Ia.; Memphis, Mo., 15-18.  
 Large, H. P.: Farina, Ill.  
 Lawrence Greater: Fairmont, N. C.; Franklinton 15-20.  
 Lewis, Art: (Fair) Staunton, Va.; (Fair) Lynchburg 15-20.  
 Lorene Midway Attrs.: Sycamore, Ga.  
 McMahon: Boone, Ia.; (Fair) Jefferson 15-19.  
 M. & M.: Oneonta, N. Y.; Cobleskill 15-20.  
 Marks, John H.: (Fair) Galax, Va.; (Fair) North Wilkesboro, N. C., 15-20.  
 Mighty Monarch: Marion, Va.; (Fair) Duncannon 15-20.  
 Miller, Ralph R., Am.: Haynesville, La.; Minden 15-20.  
 Mimic World: Cameron, Tex.  
 Miner Midway: (Home-Coming) McClure, Pa.; (Fair) Newville 15-20.  
 Motor City: (Fair) North Judson, Ind.  
 Naill, C. W.: Lepanto, Ark.  
 Oliver Am. Co.: (Fair) Rushville, Ill., 9-11; (Fair) Bowling Green, Mo., 15-20.  
 Ozark: Rogers, Ark.; Poteau, Okla., 15-20.  
 Page, J. J., Expo.: (Fair) Knoxville, Tenn.; (Fair) Sevierville 15-20.  
 Page, W. E., Am. Co.: Erin, Tenn.; (Fair) Big Sandy 15-20.  
 Palace United: Lexington, Tenn.  
 Pan-American: Washington, Ind.  
 Parada: (Fair) Caldwell, Kan.  
 Park Am.: Texarkana, Ark.  
 Pearson: Moroa, Ill.; (Fair) Olney 16-19.  
 Penn Premier: Westport, Md.  
 Pike Am.: Branson, Mo.  
 Pleasureland: Rawson, O.  
 Prell's World Fair: (Fair) Leaksville-Spray, N. C.; (Fair) Lumberton 15-20.  
 Pryor's All-State: (Fair) Sulton, W. Va.; (Fair) Clay 15-20.  
 Raney: Bird Island, Minn., 9-11.  
 Reading's: Mt. Pleasant, Tenn.; Paris 15-20.  
 Reynolds & Wells: Junction City, Kan.  
 Rogers Bros.: Lidgerwood, N. D., 10-11; Millnor 12-13; Vebler, S. D., 15-16; Forman, N. D., 18-20.  
 Rogers Greater: (Fair) Covington, Tenn.; (Fair) Lexington 15-20.  
 Royal American: Terre Haute, Ind.; (Fair) Chattanooga, Tenn., 15-20.  
 Rubin & Cherry Expo.: (Fair) Pomona, Calif., 12-28.  
 Scott Expo.: (Fair) Scottsboro, Ala.; (Fair) Dalton, Ga., 15-20.  
 Sheesley Midway: (Fair) Jackson, Tenn.; (Fair) Huntsville, Ala., 15-20.  
 Siebrand Bros.: Filer, Idaho.  
 Sims Greater: Midland, Ont., Can.  
 Smith Bros.: McAlester, Okla.  
 Snapp Greater: (Fair) Beaver Dam, Wis., 8-10.  
 Southern United: (Fair) Avoca, Ia., 8-11.  
 Southern: (Fair) Collins, Miss.; (Fair) Monticello 15-20.  
 South-West: Valliant, Okla.  
 Sparks, J. F.: (Fair) Maryville, Tenn.; (Fair) Fort Payne, Ala., 15-20.  
 Stritch, Ed: Thorndale, Tex.; (Fair) Giddings 15-20.  
 Sunset Am. Co.: (Fair) Mound City, Mo.; (Fair) Palmyra 15-20.  
 Tassell, Barney: Orange, Va.; (Fair) Harrisonburg 15-20.  
 Texas Expo.: Show splits, playing Moline, Kan., and Chandler, Okla., 8-13.  
 Texas: Sugar Land, Tex.  
 Texas Kidd: (Fair) Frederick, Okla.; (Fair) Burburnett, Tex., 15-20.  
 Tidwell, T. J.: Anadarko, Okla.  
 Tilley: (Home-Coming) Dixon, Ill.; Galva 15-17; Chillicothe 18-20.  
 Tivoli Expo.: (Fair) Lebanon, Mo.; (Fair) Fayetteville, Ark., 15-20.  
 Tom's Amuse.: Edison, Ga.  
 Tower Am. Co.: Ridgeville, S. C.  
 Virginia Greater: South Hill, Va.; Lawrenceville 15-20.  
 Wabash Valley: Kokomo, Ind.

Wade, W. G.: (Fair) Grand Rapids, Mich.; (Fair) Bourbon, Ind., 15-20.  
 Wallace Bros.: (Fair) Union City, Tenn.; (Fair) Jackson 15-20.  
 Wallace Bros. of Canada: Renfrew, Ont., Can.  
 Ward, John R.: (Fair) Ironton, Mo.  
 Weiseman Am. Co.: Hagerstown, Md.  
 West Bros.: Jonesboro, Ark., 8-11; (Fair) Columbus, Miss., 15-20.  
 West Coast: (Fiesta) Reno, Nev., 8-14; (Fair) Walnut Creek, Calif., 17-21.  
 West, W. E.: (Fair) Loup City, Neb.; (Fair) Washington, Kan., 15-20.  
 West's World's Wonder: (Fair) Fulton, Ky.; Corinth, Miss., 15-20.  
 Williams, Ben: (Fair) Mineola, L. I., N. Y.  
 Wilson's: Whitehall, Ill.  
 Wolfe Am. Co.: Union, S. C.; Seneca 15-20.  
 World of Fun: (Fair) Suffolk, Va.  
 World of Pleasure: L'Anse, Mich.  
 World of Today: Cleburne, Tex.; Terrell 15-20.  
 World of Mirth: (Fair) Brockton, Mass.; (Fair) Allentown, Pa., 15-20.  
 Wright Am. Co.: Missouri Valley, Ia.; Arlington, Neb., 15-20.  
 Yellowstone: (Fair) Alamogordo, N. M.  
 Zacchini Bros.: South Norfolk, Va.  
 Zeiger, C. F.: (Fair) Forsyth, Mont., 8-10; (Fair) Baker 13-14.

MISCELLANEOUS

Black, Von, Enterprises (Horse Show) Canton, O., 8-13.  
 Cowboy Mac & His Texas Rangers: Holdenville, Okla., 10; Pine Bluff, Ark., 11; Eldorado, Tex., 12.  
 Daniel, Magician: Jackson, Mich., 9-10; Streator, Ill., 12-13; Kewanee 14-15.  
 Dixie Queen Showboat: Bellevue, Ia., 9-10; Savanna, Ill., 12-14; Clinton, Ia., 16-17; Princeton 18-19.  
 Fallon, Larry, Concessions (Fair) Lisbon, O., 9-12.  
 Francois, Hypnotist: (Tent Show) Loretta, Tenn., 8-13.  
 George, Doc, & Tommy: Pleasantville, Ia., 11-13.  
 Harlan Med. Show: Clifton Flats, New Castle, Pa., 8-13.  
 Hayworth, SeaBee: Fallston, N. C., 8-13.  
 International Congress of Oddities (Fall Festival) Kennett, Mo., 8-13; (Street Fair) Hayti 15-20.  
 Klein's Attrs. (Fair) Lisbon, O., 9-12; (Fair) Norwalk, O., 9-12; (Fair) W. Alexander, Pa., 11-13.  
 Leon, Magician: Perry, Fla., 11-13; Tallahassee 15-17; Quincy 18-20.  
 Lewis, H. Kay, & Hollywood Varieties: Great Falls, Mont., 12-13; Lewistown 15-17.  
 Lippincott, Magician: Mansfield, Pa., 10-13.  
 Llewellyn, Mentalist: Lava Hot Springs, Idaho, 8-13.  
 Playland, Helen & Dick Johns (Fair) Wooster, O., 9-13.  
 Pronk, Magician: Mason, Mich., 15; Eaton Rapids 16.  
 Rodgers, Lester (Fair) Lisbon, O., 9-12.  
 Sheffield, Magician (The Cave) Vancouver, B. C., Can., 8-13.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Bailey, Layton (Pinehurst Country Club) Lexington, Ky., 12-20.  
 Burns Twins & Evelyn (Nixon Club) Pittsburgh 8-13.  
 Doss, Frank, Animal Revue: Luray, Va., 11-16.  
 Duffield, Ernie (Kettering Country Club) Defiance, O., 8-20.  
 Jaxon, Great, & Jerry (Silver Slipper) Louisville, Ky., 8-12.  
 LaZellas, Aerial (Fair) Milbank, S. D., 8-13; (Fair) Sisseton 15-20.  
 Pickard, Roy (Madison) Baltimore, Md.  
 Renrick, George, Orchestra (Idylwild Night Club) Pomona, Calif., 12-28.

**ORANG OUTANG MONKEY**  
 LATEST HIT—WILL WIN MORE MONEY THAN BEARS.  
 COMES IN THREE SIZES.



Washable Long Curly Plush; Turning Head; Velvet Hands and Feet; Stuffed Soft. Colors: White, Black, Brown.

No. 04618. Height 19", per doz., \$21.00  
 No. 04624. Height 24", per doz., 32.00  
 No. 04625. Height 29", per doz. 48.00

Complete stock of Beacon Blankets and Shawls—Deluxe Plaster. Write—wire.

**WISCONSIN DELUXE CORP.** 1902 NO. 3RD ST., MILWAUKEE, WIS.

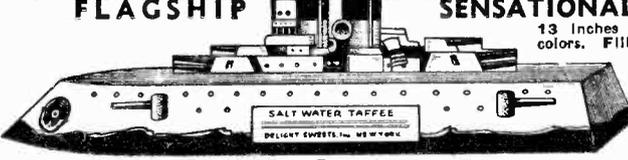
**Streetmen!! Novelty Men! Concessionaires!**  
 Plan now on working the  
**AMERICAN LEGION NATIONAL CONVENTION**  
 at MILWAUKEE, WIS., SEPTEMBER 15 TO 18

Plenty of CANES—BATONS  
 Novelties and Badge Board Items

WORKING PERMITS AVAILABLE

When in Milwaukee Make Your Headquarters at  
**Continental Distributing Co.**  
 822 N. 3rd St., Milwaukee, Wis.

**FLAGSHIP SENSATIONAL CANDY PKG.**  
 13 inches long, 3 inches high, 4 colors. Filled with a full cargo of candy chews. Packed 100 to Carton.



100 Pkgs. \$4.00  
 Free Catalog of all Our Candy Pkgs. 20% Dep. on All Orders.

**DELIGHT SWEETS, INC.,** 50 East 11th St., N.Y.C.

**FOR ROBINSON GREAT COUNTY FAIR**  
 LUMBERTON, N. C., WEEK OF SEPTEMBER 15-20

Want more Wheels and all kinds of Grind Stores. Reasonable rates. Grab and Drink Stands, Scales, Guess-Your-Age. Want Ride Help, also Talkers and Grinders on Shows. All address:

**SAM PRELL, GEN. MGR. WORLD'S FAIR SHOWS, INC.**  
 Leaksville-Spray, N. C., this week; next week, Lumberton.

**Crystal Exposition Shows**

Want for Hawkins County Fair, Rogersville, Tenn., next week and for Fairs till the first week in December—Legitimate Concessions, Acts for Side Show, Talker for same, top salary; Light Skin Girls and Musicians for Minstrel Show. Girls, \$10.00; Musicians, \$15.00; salary paid from office. Billie Bunts wants Cook and Waiters for Cook House. All communications **W. J. BUNTS**, Richlands, Va.

**RALPH R. MILLER WANTS**

Stock Concessions, no exclusive except Diggers. Haynesville, La., on streets this week; Minden, Springhill to follow; then Donaldsonville, Franklinton, Jonesboro Fairs. Show will be out all winter in Louisiana. Conditions never better down here. Can use Ride Men, Country Store Help. Cliff Trahan, come on. Cliff Knox, Rex Howe, advise if you want your locations. All wires. **RALPH R. MILLER**, Haynesville, La.

**JONES GREATER SHOWS WANT**

For Barnesville, Ohio, week September 15, Eagles' Celebration on Streets; Powhatan Homecoming on Streets, week September 22: Concessions of all kinds. Want Pit Show and Girl Show. Want Kiddie Ride. Can place Free Act for balance of season. All Celebrations to follow. Address **JONES GREATER SHOWS**, Adena, Ohio.

**WANT . . . DIXIE BELLE SHOWS . . . WANT**

For balance of season, Concessions and Shows. Shows with own outfit and transportation that do not conflict with what we have, 25 per cent to office. Alfredo wants Geek that handles snakes. Can place few more Concessions, have no exclusives except on Bingo, Lead Gallery, Mitt Camp and Percentage. Concessions must be legitimate. Rate very reasonable. Have yet to play Cave City, Ky., Free Fair, on street, week of September 15th; Meade County Free Fair, week September 22nd; Brandenburg, Ky.; Mt. Vernon, Ind., Annual Fall Festival, on street, week October 1st. Cliff Coleman, come on. Address: **LOUIS T. RILEY, Mgr.**, Cannelton, Ind., this week.

**BULLOCK AMUSEMENT CO. WANTS**

Small Animal or PIT Show and Minstrel Show to join at once. We carry no girl shows or sex shows. Legitimate Concessions of all kinds; no exclusive except Cook House and Bingo. Want Help in Bingo, also Ride Help that can drive trucks. Want Free Act with Concession. We will be out until Christmas. We own our own rides and new Diesel light plants, just delivered to us from the factory this week. No racket and no gate at still spots.

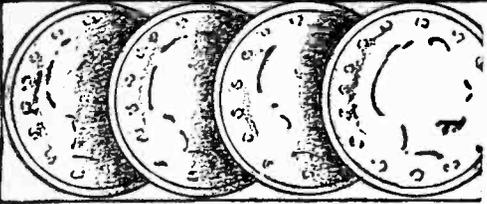
Mountain City, Tenn., week of September 8; Ashe Co. Fair, West Jefferson, N. C., week of September 15. Wire as per route; don't write.

**ALL CONCESSIONS OPEN**

Mike Rosen, come on with Bingo. Wanted People for all departments, particularly Electrician and Ride Help. All useful People for Shows. Kay Weiss can use Dancing Girls. Top salaries. Fulton, Kentucky, this week; Corinth, Mississippi, next week.

**West's World's Wonder Shows**

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

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Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

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# Any Bonds Today?

**The United Music Operators' Association of Detroit and its servicemen launch a city-wide campaign in behalf of Defense Bonds**

Several times in recent months the United States Savings Bonds drive has been discussed on this page. In the July 19 issue, in an editorial outlining the plans the industry was making to do its part in stimulating sale of these bonds, the pledge was laid down that, "The coin machine industry is determined that no other industry will show greater enthusiasm or make a better record for support of this cause in proportion to its size."

During the weeks that have passed since this appeared, many concrete examples of just what the industry is doing to support this all-important drive have come to light. One of the most noteworthy has occurred in Detroit. It is especially significant because it shows what this industry is doing to harness its power to the Defense Bond drive and pull more than its share of the load.

Built around the Irving Berlin song "Any Bonds Today?" the United Music Operators' Association of Detroit, together with the servicemen's union, Local 737 of the United Electrical, Radio and Machine Workers, is sponsoring a city-wide Defense Bond drive. The union started the ball rolling by sponsoring a huge unit in the CIO Labor Day parade aimed to boost sale of Defense Bonds. A large float, appropriately decorated in patriotic colors and bearing the local's name, headed the division. One hundred and fifteen cars driven by individual members of the local or donated by various operating firms, all decorated with banners and posters tying in with the Defense Bond theme, followed. In addition, six sound trucks playing the "Any Bonds Today?" song were spotted thruout the parade. A group of members were dressed in Uncle Sam costumes and marched in V formation passing out Defense Bond literature along the line of march.

The campaign is being carried out still further by members of the United Music Operators' Association placing the "Any Bonds Today?" record in the No. 1 tray in practically all of the 4,000 phonographs in the Detroit area. Special title strips are being used, and attractive posters urge people to play this record and buy bonds. In addition, atop each phonograph is being placed a quantity of Defense Bond literature.

This Labor Day promotion is only the first shot in a concerted campaign being supported by the Detroit music operators and Local 737 in Detroit to promote the sale of

Defense Bonds. As reported on page 66 of the September 6 issue of The Billboard, this group has appropriated \$1,200 from its treasury for this campaign. It is reported that the organization is working for a close tie-up with the activities of federal, State and civic officials. Newspapers and radio will be used. One definite objective of this campaign is to drive home to the public that automatic phonograph industry is an important business in itself and fully willing and capable of doing its share in the present defense effort.

While this is but one instance of the work various organizations in the industry are and have been doing, it marks the most aggressive step reported so far of an association stepping outside its own ranks to carry the Defense Bond message to the general public. It is an example of what this industry can do to exert its power in behalf of a truly patriotic act.

As has often been said before on this page, the spirit of present organizations, such as the Detroit music operators; the Associated Operators of Los Angeles County, Inc.; the Minneapolis Amusement Games Association and the many other State and local groups working in behalf of the Defense Bond drive, the U. S. O. campaign and other patriotic endeavors, is sure to prove contagious. New organizations will come into being, inactive ones revived, all moved by the cause which is leading millions of citizens to save for their own future while at the same time giving united support to the nation.

Music is going to play a vital part, as it always has, in uniting the people and getting them to act promptly. When it comes to music, the music box division of the coin machine industry has something real to offer. It has already been using patriotic records to boost morale, and it will continue to use the records boosting Defense Bonds with even greater spirit.

The coin machine industry believes in America and in keeping alive the traditions which are a part of our history. The coin machine industry believes America is still the land of opportunity, that the future holds opportunities greater than ever, and that these hopes are worth our money, our loyal support and the best we can give in the way of service.

FOR DEFENSE



BUY  
UNITED  
STATES  
SAVINGS  
BONDS  
AND STAMPS

# SET \$50 TAX ON PAYOUTS

## Senate Passes Bunker Amendment Reducing Fee on Gaming Devices

Proposal passes 42-22 after stormy session . . . bill now goes to joint House and Senate committee for settlement of differences and determination of final rate

WASHINGTON, Sept. 6.—Eyes of the coin machine world were focused on the Senate this week, as that body's finance committee's revised draft of the Defense Revenue Bill came up for debate. Bill was introduced Tuesday (2) but it wasn't until Thursday that the coin machine section of the bill came up on the floor. As introduced by the committee, coin machine section called for a \$200 tax on all gaming devices and a \$10 levy on amusement devices. Senator Bunker of Nevada, however, proposed an amendment to lower the \$200 figure on gaming devices to \$50. Even such controversial sections of the tax bill as the Excess Profits Surtax and the Lowered Income Tax Exemptions failed to produce the fireworks that was waged over the Bunker amendment. When the smoke of battle finally cleared Friday morning, the Bunker amendment had passed by a 42 to 22 vote.

### Bill as Introduced

As introduced by the Senate Finance Committee Tuesday, Section 3267, relating to the taxation of coin-operated devices, read as follows:

**"Sec. 3267. Tax on coin-operated amusement and gaming devices.**

"(A) Rate.—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 as follows:

"(1) \$10 per year in the case of a device defined in clause (1) of subsection (b);

"(2) \$200 per year in the case of a device defined in clause (2) of subsection (b);

"(3) \$10 or \$200, as the case may be, for each additional device so maintained or the use of which is so permitted. If one such device is replaced by another, such other device shall not be considered an additional device.

"(B) Definition.—As used in this part, the term 'coin-operated amusement and gaming devices' means (1) so-called 'pinball' and other similar amusement machines operated by means of the insertion of a coin, token or similar object, and (2) so-called 'slot' machines which operate by means of insertion of a coin, token, or similar object and which, by application of the element of chance, may deliver, or entitle the person playing or operating the machine to receive cash, premiums, merchandise, or tokens. The term does not include bona fide vending machines in which are not incorporated gaming or amusement features.

"(C) Applicability of administrative provisions.—An operator of a place or premises who maintains for use or permits the use of any coin-operated device shall be considered, for the purposes of subchapter B, to be engaged in a trade or business in respect of each such device.

"(D) Effective date of tax.—With respect of the year ending June 30, 1942, no tax shall be payable under this part for any period prior to the effective date of part V of Title V of the Revenue Act of 1941."

### Bunker Amendment

Senate disposed of all non-controversial sections of the Defense Bill Wednesday, as Senator George, chairman of the Defense Tax Committee, handled reading of the bill to a chamber less than one third filled. When the reading clerk reached Section 3267, Senator Danaher of Connecticut said that Chairman George had agreed to pass over the section because of an amendment to be proposed during debate.

When contacted after adjournment Wednesday, Senator Berley L. Bunker of Nevada told The Billboard that he intended proposing an amendment to reduce the suggested fee for gambling devices from \$200 to \$50. Bunker pointed out to The Billboard that Nevada legalizes these machines and that the proposed federal levy would greatly curtail revenues accruing to State, county and city treasuries in his State.

### Thursday's Fireworks

In proposing his amendment on the floor of the Senate Thursday, Bunker protested that the \$200 tax, as proposed by the Finance Committee, would cut Nevada revenues from gambling machines by 50 per cent, and that he therefore was offering an amendment to reduce this figure to \$50. With Senator Clark of Missouri leading the opposition, senators immediately seized upon the amendment to break forth into flowery constitutional and patriotic dialectics that took in every subject ranging from States' rights and the question of the police powers and commission to Communism.

Adjournment late in the day found that Senator Bunker had succeeded in putting across his amendment by a vote of 42 to 22 after Clark had insisted every member go on record for his vote. Clark, an able parliamentarian, however, by "entering a motion to reconsider" the vote and by pulling every parliamentary trick in the book, succeeded in thwarting final disposition of the amendment until Friday morning, when Senator Lucas of Illinois made a motion to "reconsider" and had it tabled.

### As Bill Now Stands

Tabling of Lucas's motion forestalled further discussion of the amendment and the Senate passed on to other sections of the bill. When debate on other measures is terminated, differences between the bill as passed by the Senate and by the House must be settled by a joint House and Senate committee.

Opinion here is that final form of the coin machine section of the Defense Tax Bill will be the same as suggested by the Senate Finance Committee and amended by Senator Bunker—namely a \$50 tax on gambling devices and \$10 levy on amuse-

ment devices as defined in Section 3267 drafted by the Finance Committee. House bill provides or a \$25 tax on coin-operated games and does not distinguish between those of the gambling and non-gambling type. Senate and House conferees still, however, can revise the coin machine tax schedule when recon-

ciling these two versions of the bill when they meet, at the close of the Senate debate on the revenue bill, to settle differences and set the final tax rate. When this conference report reaches the House and Senate chambers their bodies will have to accept or reject it as a whole, as it comes from the conference.

## BRIEFS OF THE WEEK

### Marriages

Robert Merriam Jr., Robert Merriam & Son Company, Des Moines, to Cleo Currant, Webb, Ia., August 30.

### Births

A son to Mr. and Mrs. Tom Haynor. Father is a Schenectady (N. Y.) operator.

A son to Mr. and Mrs. Jerry Gorel. Gorel is member of Hy-G Amusement Company, Minneapolis.

### Personnel

Chester Horsman promoted to traveling representative of Houston branch of Decca Distributing Corporation.

Ben Chenault promoted to office manager of the Houston Decca office. Sidney Lanier has joined office staff of Electro-Ball Company, Houston.

Herman Pollak appointed Northern New England representative by Maurice Kushner, Boston distributor.

George Brown has been employed by Herb McClellan, Los Angeles.

Louis Klayman has joined the Decca Record staff in Pittsburgh to call on music machine men in Pennsylvania, West Virginia, Maryland and part of Virginia.

### To the Army

Edward W. Barnett, formerly of Cameo Vending Service, New York.

Richard Sutoff, formerly of Supreme Vending Company, Brooklyn, now with the Royal Canadian Air Force as wireless operator and air gunner.

Herb Ellis, bookkeeper at Atlas Coin Machine Company, Boston.

### New Addresses

Joseph V. Lachar, operator, has moved to 2454 Blain Avenue, Detroit.

Harold N. Lieberman, of Twin City Novelty Company, announces removal to 2605 Hennepin Avenue, Minneapolis. Rainbow Music Company, Baltimore, Samuel S. Cohen, manager, to new quarters at 501 Pennsylvania Avenue.

### New Firms

A. & H. Service Company, headed by Al Blitzstein and Al Kessler, 945 North Sixth Street, Philadelphia. Or-

ganized to furnish machine repair service.

Budin Distributing Company, Inc., of Kings County, New York. Promoters and stockholders are Herman S. Budin, William J. Boxer and Edward Farrell, all of Brooklyn.

Variety Vending, Inc., of Queens County. Backers and subscribers to capital stock include Arthur Green, Alexander Schaffer and Mary McKeon, Jamaica, N. Y.

Empire Coin Machine Company, 2812 West North Avenue, Chicago, Gilbert Kilt, general manager.

### In Chicago Last Week

Doc Eaton, Buckley Music System representative, New York.

Lou Wolcher, Advance Automatic Sales Company, Seattle.

William (Sphinx) Cohen and son, Jesse, Silent Sales Company, Minneapolis.

Dave Bond, Trimount Coin Machine Company, Boston.

Irv McClelland, Boston.

Jerry Columbo, Boston, Eastern representative of Automatic Instrument Company.

Bill Frey, Miami.

### In New York Lasts Week

Johnny Billota, Newark, N. J. Al Sebring, Grand National Sales Company, Chicago.

## 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.

## MAYFLOWER SPECIALS

<b>RECONDITIONED CONSOLES</b> Paces Races, J.P., Brown . . . \$105.00 Paces Races, Serial over 5600 . . . 100.00 Jennings Multiple Races . . . 59.50 Fast Time . . . 95.00 Royal Flush . . . 69.50 Late Galloping Domino . . . 85.00 4 Bell, Late Serial . . . 240.00 Saratoga . . . 69.50 Red Head Track Time . . . 39.50 Square Bell . . . 69.50 Long Champ Jr. . . . 59.50 Evans Rollette . . . 39.50 <b>USED PHONOGRAPHS</b> Model 71 Wurlitzer \$135.00	Cinematone Penny Phone . . . \$15.00 <b>FACTORY RECONDITIONED SLOTS</b> Blue Fronts, Just Like New . . . \$69.50 Silver Chief . . . 59.50 Jennings Triples . . . 39.50 Pace Kitty . . . 39.50 A. C. 7 Jacks . . . 29.50 <b>LEGAL GAMES</b> Ten Pins . . . \$29.50 Roll in the Barrel . . . 55.00 Rockola World Series . . . 40.00 Grotchen Metal Typer . . . 85.00 Texas Leaguer, New . . . 39.50	Keeney Anti-Aircraft Gun . . . \$32.50 Western Baseball, Late 44.50 <b>PAY OUT RECONDITIONED</b> Grand Stand . . . \$79.50 Grand National . . . 89.50 Sport Page . . . 44.50 Thistle Down . . . 55.00 Pace Maker . . . 79.50 Gold Medal . . . 39.50 Jen. Pheasant . . . 49.50 Parley Vou . . . 19.50 Feed Bag . . . 24.50 Derby Time . . . 24.50 Derby King . . . 22.50 Hey Day . . . 24.50 One-Third Deposit With Order, Balance C. O. D.
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## MAYFLOWER NOVELTY CO.

2218 UNIVERSITY AVE. ST. PAUL, MINN.

## 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

## PHONOGRAPH EXPORTS UP

### Totals for First 6 Months Of '41; Games, Venders Down

**Phono exports climb despite Canadian restriction —see So. Amer. influence**

CHICAGO, Sept. 6.—There is big news in the export statistics for the first half of 1941. In the first six months of this year 333 more phonographs were exported than in the same period of 1940. The total for 1941, up to and including June, is 2,040 phonographs valued at \$371,618. The total for the period of 1940 was 1,707 machines valued at \$316,272.

For all of 1940 3,395 phonographs worth \$566,272 were exported. Projecting the half year total of 1941, assuming that the July to December business will be similar, phonograph exports in 1941 should reach a total of about three-quarters of a million dollars, about \$200,000 over 1940.

#### Canadian Biz Low

The rise becomes more newsworthy in consideration of the fact that Canada, second biggest customer in 1940, has been a negligible factor in the export business of 1941. In November, 1940, Canada tightened restrictions and thereby shut off the import of automatic phonographs and other coin-operated machines. Only those orders consummated before November, 1940, could be delivered. This fact accounts for the few machines which entered during the first three months of 1941. Since April, however, not one complete phonograph has been imported by Canada. Since then the only phonograph business with Canada has been in chassis only, the cabinets being made in Canada. Figures covering these chassis are not included

in statistics on automatic phonographs. Since there is only one section of the world to which automatic phonographs would be shipped in any great volume, it must be reasoned that the rise in phonograph business comes from South America, Mexico and the Central American countries. Because the Department of Commerce no longer shows the number of phonographs going to individual countries, it is impossible to determine just where the gains are being made.

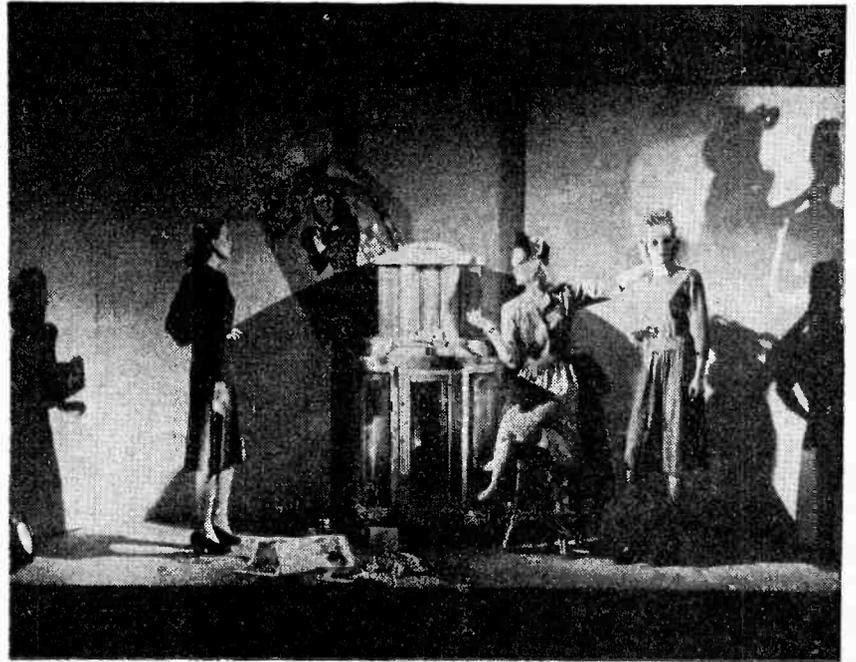
The fact remains, however, that phonograph exports have risen to new heights just when they would be expected to reach new lows. Considering the tremendous domestic demand because of the defense program and quickened industrial tempo, it is natural that more phonographs are needed for new locations thruout the U. S. Combined production of the phonograph manufacturers is certainly lower because of various factors arising out of the defense program. Yet exports of phonographs rise to belie surface predictions that they would fall.

An article to appear in the Talent and Tunes Supplement (September 27 issue) will trace the various factors which have caused this upswing in phonograph exports.

#### Total Export Lower

The total exportation for January to June, 1941, was 4,644 coin machines valued at \$514,073 compared with 7,473 machines valued at \$630,571 in the same period of 1940. The drop came because vending and amusement machine exports were cut approximately one-half. The restrictions of Canada show up in the game and vending machine totals.

Unless exports of vending machines and games pick up in the last six months of 1941, it is improbable that the year's total exports will rise above the million mark. The domestic rise in demand for venders and games may also hamper the export field.



THIS SEEBURG-DOMINATED SALES WINDOW in the store of Neiman Marcus, Dallas, is reported to have drawn much comment. The phono was used in a display of college clothes. The store is known as the style center of the Southwest. Says A. C. Hughes, Electro-Ball Company, Inc., Douglas: "Money couldn't buy the publicity break. Guy Mallow, display manager of the store, called and asked us to send a machine for use in the store, saying he considered it the most beautiful instrument he had ever seen." (MR)

### Michigan Music Men Score With Defense Bond Promotion In Big Labor Day Parade

DETROIT, Sept. 6.—Michigan's phonograph industry gained much prestige in the CIO Labor Day parade here Monday afternoon. Basis of the industry's contribution was a campaign for the sale of Defense Stamps and Bonds, built around the song *Any Bonds Today?* The idea was conceived by Roy Small, conciliator of

Local 737, United Electrical, Radio and Machine Workers, and carried out by this unit in the parade.

A large float was decorated in red, white and blue, with the local's name on it, and used to head the division. About 115 cars of individual servicemen and operating firms were in the parade. All were decorated with banners and posters tying in with the Defense Bond theme. Six sound trucks playing this record were spotted thru the parade.

Carrying out the co-operative spirit, trucks and floats of numerous other union bodies in the parade carried the phonograph union's posters because of its strong patriotic theme. The repetition of *Any Bonds Today?* clearly established this song as the theme song of the parade.

James E. Parmelee was dressed in frontiersman's costume with long rifle, and a group of phonograph men were dressed in Uncle Sam costumes and marched in V-formation passing out Defense Bond literature along the line of march. These included Charles Barnes, leader of the group; Henry Goldman, Hyme Goldman, Earl Conway, George Quinif, John Baker, Perry Smith, Roland Marx and Ed Carlson.

Further co-operation was lent by the United Music Operators' Association, which placed the *Any Bonds Today?* record in the No. 1 tray on practically all phonographs in the Detroit area. Special hangers and title strips were used and Defense Bond literature was placed on each phonograph.

Official sanction was lent to the unique campaign by the presence of a color guard and color bearer from the U. S. Navy for the phonograph men.

Committee heading the affair included, besides Small, Philip Berman and Al Schweitzer.

The phonograph industry is clearly showing itself here as a major unit in the national defense activity.

#### 1941---EXPORTS---1940

Following are figures for exports during the first six months of 1941 and the corresponding months of 1940. The tables have been arranged for easy comparison.

#### TOTAL EXPORTS

January to June, 1941—4,644 coin machines valued at \$514,073.

January to June, 1940—7,473 coin machines valued at 630,571.

#### PHONOGRAPHS

Month	No.	1941 Value	No.	1940 Value
January	261	\$49,574	232	\$44,357
February	264	42,974	244	43,455
March	259	45,122	271	51,825
April	510	93,376	279	47,976
May	417	82,678	442	87,791
June	329	57,894	239	40,837

Total 2,040 \$371,618 1,707 \$316,272  
Note: Total for 12 months, 1940—3,395 phonographs valued at \$566,866.

#### VENDING MACHINES

Month	No.	1941 Value	No.	1940 Value
January	371	\$ 5,877	59	\$ 2,513
February	197	12,935	217	4,373
March	47	4,611	183	23,158
April	173	1,891	954	19,344
May	105	3,261	231	11,789
June	108	10,692	350	17,374

Total 931 \$39,627 1,994 \$78,552  
Note: Total for 12 months, 1940—3,924 venders valued at \$166,965.

#### AMUSEMENT MACHINES

Month	No.	1941 Value	No.	1940 Value
January	312	\$19,382	518	\$33,264
February	495	35,853	570	37,200
March	146	11,923	622	36,894
April	264	23,798	615	41,478
May	100	9,713	818	45,422
June	105	10,692	631	41,489

Total 1,422 \$111,461 3,772 \$235,747  
Note: Total for 12 months, 1940—8,349 amusement machines valued at \$514,861.

### Name Minneapolis Wurlitzer Distrib

ST. PAUL, Sept. 6 (MR).—Appointment of the Mayflower Novelty Company, St. Paul, as authorized Wurlitzer distributor for the Minnesota-Dakota area has been announced by the Rudolph Wurlitzer Company, North Tonawanda, N. Y.

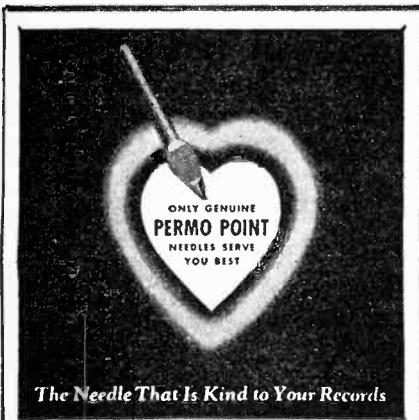
Commenting on the Mayflower organization, Wurlitzer general sales manager M. G. Hammergren said: "I know of few firms so well equipped to serve Wurlitzer music merchants. Mayflower understands the problems of operators and

knows how to solve them. I am sure that Sam Taran, Herman Paster and Morris Roisner will go all out to render a superior quality of service as Wurlitzer distributors.

The Mayflower Novelty Company will maintain complete phonograph service facilities and a stock of Wurlitzer merchandise. A full inventory of Wurlitzer parts will also be available to the music merchants of the area.



WURLITZER STEALS THE SHOW in the Scranton (Pa.) celebration of the city's 100th anniversary. Most beautiful of all the floats in the celebration, in the opinion of thousands who witnessed the parade, was that created by Ben Sterling, active member of Scranton's Chamber of Commerce and Wurlitzer distributor in the Scranton area. Sterling is in the back seat of the car with J. A. Darwin, Wurlitzer district manager. (MR)



ONLY GENUINE  
PERMO POINT  
NEEDLES SERVE  
YOU BEST

The Needle That Is Kind to Your Records

**12 Years of  
Uninterrupted Leadership**

THE PATENTED  
ELLIPTICAL POINT

The only needle ever used by all manufacturers of coin-operated phonographs as standard equipment.

The only needle recommended and sold by all leading record companies' branches and distributors.

THE WORLD'S OLDEST AND LARGEST MANUFACTURERS OF LONG LIFE PHONOGRAPH NEEDLES.

**PERMO PRODUCTS CORP.**  
6415 Ravenswood Ave. Chicago

**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. 80 Adjustable Carrying Harness (for all size cabinets) \$7.50

**BEARSE MANUFACTURING CO.**  
Inc. 1921.  
3815-3825 Cortland St., Chicago, Ill.

**TALENT AND TUNES  
ON  
MUSIC MACHINES**

"A COMPLETE LIST  
of  
RECORDING ARTISTS  
and the Labels  
for which they Record."

and many other features of interest to operators will appear in the Third Annual Edition of **TALENT AND TUNES ON MUSIC MACHINES** The Billboard's Big Record Supplement for Operators.

**Watch for it!**

**TALENT AND TUNES  
ON  
MUSIC MACHINES**

Buy U. S. Defense Savings Bonds and Stamps

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

## News Notes

Bing Crosby finally got around to that vacation he has been planning the past three years. The singer is on the high seas bound for the Argentine. He returns around October 1 to start work in Hollywood on Irving Berlin's new Paramount film musical, "Holiday Inn." . . . The Sunset Royal Orchestra, a 12-piece Negro outfit, is cutting records for Bluebird and if they pan out the band will be signed to a contract. . . . Glenn Miller is fishing around for a promotion man who will go out on the road and devote all of his time to ballyhooing operators on the maestro's recordings. . . . Band leader Count Basie will soon debut a septet on a series of swing classics for Okeh. . . . Another Okeh first for early release is Louis Prima, who was recently signed to that label. . . . Kay Kyser and band have been signed to do another Lucky Strike commercial film—the third. . . . When Columbia releases Les Brown's Okeh disk of "Joltin' Joe DiMaggio" this week the firm will have a tie-up with Wheaties so that the baseball broadcasts sponsored by the outfit will lead off with the playing of Brown's disk.

Eddy Duchin arrived in New York last week with his engagement at Rio de Janeiro's Copacabana and spent an afternoon in Columbia's studios in New York Thursday waxing some Latin numbers that he picked up on the trip. . . . Artie Shaw and his new 32-piece ork put in a session at Victor, New York, before leaving for his one-night hops thru the East. Later he will cut more records with a 20-piece set-up. . . . Henry Busse had two Chicago radio shots devoted to his career before his September 5 opening at the Edgewater Beach Hotel there. . . . Raymond Scott is sporting a new proboscis after a little plastic surgery. . . . Ben Bernie's new commercial radio show for Wrigley Gum will originate in Chicago, and the maestro will probably also be booked into a night spot there.

## Music Machine Encyclopedia

The Billboard's Third Annual Talent and Tunes on Music Machines Supplement, out this month, will be more than just a current evaluation of what's what in the coin phonograph end of the music field. It will contain biographical matter on over a hundred of the nation's top bands and vocal artists, telling the operators and the rest of the field just what artists record for what company, the instrumentation of the bands, their latest record releases and a raft of other pertinent information which will prove invaluable to the field at large for the next 12 months. Many firms have already requested that extra copies be held for them, as they want their various executives to have the supplement for reference files.

## Release Previews

First records of Artie Shaw's new 32-piece outfit on Victor will include "Rockin' Chair," "Thru the Years" and "Nocturne." . . . Mitchell Ayres just finished his first Bluebird cutting with his new vocal thrush, Meredith Blake. They are "I Don't Want To Set the World on Fire" and "Misirlou." . . . Jane Froman has made "City Called Heaven" for Columbia. . . . Shep Fields has knocked out "Blue Prelude" for Bluebird. . . . Vaughn Monroe's latest Bluebird session included "Something New," "Moonlight Masquerade," "I Got It Bad and That Ain't Good" and "Window-Washer Man." . . . The Ink Spots have done a job for Decca on "Don't Leave Now," "I Don't Want To Set the World on Fire," "Hey, Doc" and "Nothing."

## 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:

## BOISE, IDAHO:

**My Adobe Hacienda. Louise Massey.**

A Western ditty, sung in Western style, this recording is a going strong item with operators here. The Massey group has toured on personal appearances thruout the West and that has been a factor in the popularity of their recordings this side of the Mississippi.

## CHICAGO:

**Foolish. Art Jarrett.**

The Jarrett orchestra seems to have a potential winner here if the Midwest operators around this section can be used as a criterion. Plenty of them are reporting Foolish as a definite comer on their machines. The Jarrett band is currently playing one of the better cafes in Chicago, too, which no doubt has something to do with it.

## WILMINGTON, DEL.:

**\$21 a Day Once a Month. Tony Pastor.**

This is another in a string of draftee songs, and operators in this territory report that it has been the best of the lot so far. Most of 'em say that the ditty is catching plenty of coins. Several large army camps are located in the area, too, making such a song more or less of a natural.

## HELENA, MONT.:

**Reluctant Dragon. Tommy Tucker.**

The theme song from Walt Disney's film of the same title has not had much success on the machines, but territorially it is doing all right here as rendered by the Tucker band. Operators report that it is especially a hot item in spots where the high school kids congregate.

## Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended September 6 and the week before, ended August 30, see the Music Popularity Chart in the Music Department in this issue.

# EASTERN FLASHES

NEW YORK, Sept. 6.—Coinmen who were too busy to get away during the summer managed to take off the holiday week-end. Now, with all vacations officially over, they are buckling down to work harder than ever.

Jack Mitnick and Irv Morris, in charge of the New York and New Jersey offices of the Ponser organization respectively, are devoting most of their time to promoting Panoram. Seymour Piltch is busier than ever, with Gottlieb bringing back Spot Pool, and its New Champ going strong. George Ponser, returned from a holiday, is exerting all his energy on his many enterprises.

Mike Munves has bought new typewriters for his office staff. Brother Joe Munves combined business with pleasure by visiting a number of arcades and prospective Rifle Sports customers over the week-end. . . . Mark Munves is (See EASTERN FLASHES on page 71)

1 TO 12, 25¢ EA. - 13 TO 99, 25¢ EA. - 100 UP, 20¢ EA.

MIRACLE POINT

It's getting 'round  
Miracle Point Needles  
are top's

MIRACLE POINT

M. A. GERETT CORP., 2947 NO. 30 ST. MILWAUKEE, WIS.

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Ready for Location  
616 WURLITZERS @ \$47.50

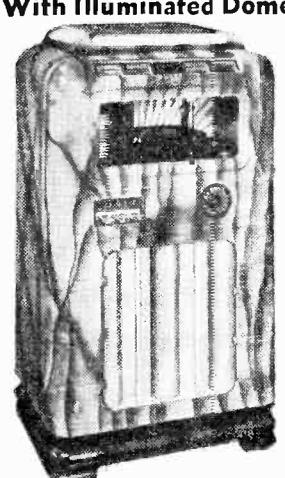
REX AMUSEMENT COMPANY

1443 Main Street BUFFALO, N. Y.

**PHONOGRAPH  
HEADQUARTERS**

SPOT  
LIGHT  
VALUES

**WURLITZER**  
16-Record  
Completely Remodeled  
MARBL-GLO  
With Illuminated Dome.



Complete  
Ready To Operate  
Money-Back Guarantee

**\$89.50**

**WURLITZER 61**  
Counter Model With Stand  
GUARANTEED PERFECT \$79.50  
With D.C. Motor, \$84.50

51 Wurlitzer Counter Model Spec. . . . \$ 39.50  
71 Wurlitzer Counter Model, Floor Sample 139.50  
616 Wurlitzer Reg. . . . 59.50  
616 Wurlitzer Ill. Grill . . . 69.50  
500 Wurlitzer Keyboard 159.50  
500 Wurlitzer Keyboard, Slugproof . . . 169.50  
600 Wurlitzer Rotary, Slugproof . . . 144.50  
600 Wurlitzer Keyboard, Slugproof . . . 154.50  
Mills 1940 Throne o' Music . . . 159.50

**MISCELLANEOUS**

Chicken Sam . . . \$ 89.50  
Gottlieb Skee Balleto . . . 89.50  
Shoot the Chutes . . . 79.50  
Air Raider . . . 129.50  
Navy Bomber . . . 139.50  
Sky Fighter . . . 175.00  
Anti Aircraft (Brown) . . . 89.00  
Elec. Trav. Crane . . . 79.50  
Buckley DeLuxe Digger . . . 129.50  
Love Testers (used) . . . 146.00

**WINGS**

Sensational New 5-Reel Cigarette Counter Game.

3 of a kind w/ins 1 pack.  
4 of a kind w/ins 5 packs.  
5 of a kind w/ins 10 packs.

**\$22.50**

1/3 Deposit With Order

**GERBER & GLASS**  
914 Diversey Blvd., Chicago



**New Bluebird Platters**  
*Heaped with HITS!*

"Rose O'Day"  
"Miss You"  
Freddy Martin—B-11286

"One, Two, Three O'Lairy"  
"Hawaiian Sunset"  
Vaughn Monroe—B-11283

"It Ain't Gonna Rain No Mo"  
"You Belong to Me"  
Airport Boys—B-11290

"Love Me or Leave Me"  
"All Alone"  
Dinah Shore—B-11278



ON *Victor Records*

"I Don't Want To Set the World on Fire"  
"Don't Let Julia Fool Ya"  
Skinny Ennis—27586

"It Had To Be You"  
"If I Had You"  
Artie Shaw—27536

"The Reluctant Dragon"  
"Sleepy Serenade"  
Sammy Kaye—27449



**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

MARIA ELENA (14th week)	JIMMY DORSEY (Bob Eberly)
DADDY (14th week)	WAYNE KING
GREEN EYES (8th week)	TONY PASTOR (Dorsey Anderson)
GOODBYE, DEAR, I'LL BE BACK IN A YEAR (6th week)	SAMMY KAYE (Ensemble)
TIL REVEILLE (5th week)	ANDREWS SISTERS
YOU AND I (4th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
YOURS (2d week)	HORACE HEIDT (Ronnie Kemper-Donna Wood)
	KAY KYSER (Harry Babbitt)
	BING CROSBY
	BING CROSBY
	GLENN MILLER (Ray Eberle)
	KAY KYSER (Harry Babbitt-Ginny Simms-Ensemble)
	JIMMY DORSEY (Helen O'Connell-Bob Eberly)

## COMING UP

**BLUE CHAMPAGNE** ..... JIMMY DORSEY (Bob Eberly)  
The phonograph operators are giving this romantic, swaying ballad a real run now, and if the pace is maintained this record will finally make the hop into the above section. J. Dorsey still has sole honors where this one is concerned.

**KISS THE BOYS GOODBYE** ..... BEA WAIN  
TOMMY DORSEY (Connie Haines)  
TOMMY TUCKER (Amy Arnell)  
Despite hefty plugging everywhere, this tune still hasn't accumulated enough push on the machines to make the next jump. It's showing blue-ribbon strength, however, and is a long way from being counted out. The three artists listed above are enjoying the rewards in the order that they appear.

**YES, INDEED** ..... TOMMY DORSEY (Sy Oliver-Jo Stafford)  
A slow but driving jump tune done in the inimitable T. Dorsey style and still winning itself a good measure of mentions from operators all over the country. It will have to gather more momentum to step into the top class, and there's still a good chance of that happening.

**I GUESS I'LL HAVE TO DREAM THE REST** ..... GLENN MILLER (Ray Eberle-Modernaires)  
TOMMY DORSEY (Frank Sinatra-Pied Pipers)  
Ballads seem to pack the most wallop with the coin phonograph patrons these days, and here is a good example. Tune piled up many mentions from all over this week and if the pace is kept up it will be giving running mates a lot of competition for the top of the heap before much time elapses.

**I DON'T WANT TO SET THE WORLD ON FIRE** ..... TOMMY TUCKER (Amy Arnell-Voices Three)  
HORACE HEIDT (Larry Cotton-Donna and Her Don Juans)  
Here is a ballad which is doing all of the things that are expected of a sure-fire natural. The mentions on the reports are pouring in with greater force each week, making it safe to predict again that it won't be long before it will be riding the crest. So far the Tucker and Heidt disks are the only ones showing "fire" on the coin phonographs.

**WHY DON'T WE DO THIS MORE OFTEN?** ..... KAY KYSER (Harry Babbitt-Ginny Simms)  
FREDDY MARTIN (Eddie Stone)  
This cute lyrical number hoisted itself right out of the "Possibilities" section this week, and the reports show that it is suddenly being spun on many of the machines. Freddy Martin's version took a berth alongside the Kyser disk in the mentions, too.

**MAMA** ..... HORACE HEIDT (Glee Club)  
Another case of a "Possibility" making good. The novelty number is on the reverse side of Heidt's *I Don't Want To Set the World on Fire*, and the operators have evidently found that they can use either to advantage on the machines.

**COWBOY SERENADE** ..... KAY KYSER (Harry Babbitt)  
GLENN MILLER (Ray Eberle)  
This Western ditty was a disappointment in the reports this week after making an auspicious start previously. It may be just a natural "breather" before continuing the upward climb, or it may be that the competition is too great for it to buck.

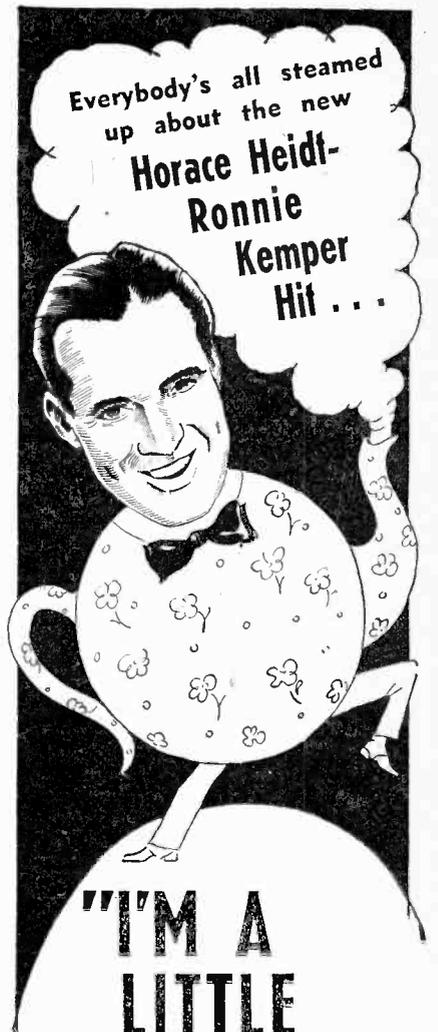
**MA, I MISS YOUR APPLE PIE** ..... CUY LOMBARDO (Kenny Gardner)  
Still getting a fair amount of play all around, but not showing the steam of a winner of higher honors. However, it's still definitely a coin phonograph item, according to the reports, and may yet catch on as a really powerful contender for higher ratings.

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."

**BOOGIE WOOGIE PIGGY** ..... GLENN MILLER (Tex Beneke-Modernaires)  
(9th week)  
Slipped down here this week but still catching a lot of nickels.

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.



Everybody's all steamed up about the new  
**Horace Heidt-Ronnie Kemper Hit...**

**"I'M A LITTLE TEAPOT"**

OR  
**Columbia**  
(RECORD No. 36306)



It's in the tea leaves that this latest novelty hit will be a big money-maker on the slot machines. The way Ronnie Kemper puts over the amusing lyrics has set the nation whistling. Such a fine piece of syncopated nonsense that the Lipton Tea Company has adopted it as its theme song. A big nickel grabber—well backed up with "My Heart Runs After You."

**OPERATORS, ATTENTION!**  
**FRIENDLY TAVERN POLKA**  
WEEK September 15-21  
Sponsored by National Tavern Association  
OFFICIAL THEME SONG  
**"FRIENDLY TAVERN POLKA"**  
Stock your locations with the theme song. Ask for...  
HORACE HEIDT  
COLUMBIA 36006  
FRANKIE MASTERS  
OKEH 6142

Trade-Marks "Columbia" and "Okeh" Reg. U. S. Pat. Off.

**ORDER FROM YOUR Columbia DISTRIBUTOR TODAY!**

ORRIN TUCKER (Columbia 36307)
Where'd You Get Those Eyes—FT; VC.
Make Believe—FT; VC.

Tucker takes two standard evergreens and polishes 'em off in tiptop fashion in his standard synco style that makes the sax and fiddles most exacting. The A side is the Walter Donaldson rhythm ditty of an earlier year. The band introduces it for the opening chorus, and then gives way to Bonnie Baker and the Bodyguards to sell an addition chorus, verse and chorus in song. The tempo is slowed down for the companion piece, with the sweet harmonies emphasized for the Show Boat classic, which has Gil Mershon's lyrical tenor voice for a chorus.

Both sides being established hits of yesterday, phono playing possibilities are inherent in the titles themselves. However, there is no particular reason at this time for either side finding itself on the crest of a rejuvenation. Yet, where Bonnie Baker fans flock around the phonos, the "Eyes" side makes the more worthy entry.

ABE LYMAN (Bluebird)
The Indians Threw Rocks at Columbus—FT; VC. A Beautiful Lady in Blue—W; VC.

Novelty needling that rocks with the rhythm makes the Indians side a stand-out. A humorous twist to the lyrics—reason for the material investives hurled at the great discoverer is the fact that he sang a song that didn't swing. Lyman gives swingstress Rose Blane full sway in selling the song, and the young lady will never fear being made a target for rocks. Enhancing the spirit of the song, she gives it the old Ise A-Mugging twist by ringing in the "one little, two little, three little Indians" twist to good



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?



sheppard music corp., publishers of "shepherd serenade" (yes, there's a connection), wishes to thank the trade for the reception it has given us. these are our recordings to date . . .

- fanny ross-victor 27572 art jarrell-victor 27527
tony pastor-bluebird b-11264 dick todd-bluebird 11228
tommy tucker-okeh 6353 horace heidt-columbia 36370

and if someone sees bing crosby tell him we think our "shepherd serenade" would make a fine song for him.

SHEPPARD SERENADE

SHEPPARD SERENADE

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)

effect. It's sponge cake for Lyman in providing the slow, dreamy waltz inspiration for the mated music. Familiar waltz favorite has added advantage in Larry Stewart's vocal refrain.

Lyman has a worthy entry for select phono circles with his "Indians" novelty. It's a catching and humorous ditty that should intrigue the younger set. And Rose Blane's all-out vocal sells it strong. When the call is for a waltz favorite, the companion piece is a ready-made favorite.

Like the lead tunes of the current year, Daddy and the Hut-Sut Song, 1941 will undoubtedly go down in musical annals as one of the most unorthodox of modern times. The outstanding feature is the fact that this is a record year, both literally and figuratively. For the first time since the halcyon days of the early '20s, when a single recording like Three o'Clock in the Morning sold over 2,000,000 disks, more than 100,000,000 records may be sold by the time 1942 checks in. Moreover, the current year has established more than ever the fact that the music machine record sales are key indices of both song and band popularity. For it is the automatic phonos that are more responsible than any other factor for the phenomenal rise in record sales this year. Small wonder then, that so much interest has been manifest this year in the annual Talent and Tunes Supplement of The Billboard, which will be made a regular part of the September 27 issue.

CAB CALLOWAY (Okeh 6354)

Hey Doc—FT; VC. Conchita—FT; VC.

Cab couples a humorous jive tune and a rumba fox trot to double this disk. For the Doc ditty, taken at a slow jump tempo, Tyree Glenn puts his trombone aside to ask Doc Calloway for a diagnosis of love, with Cab cutting in for the jive Harlem gutturals. Jonah Jones's trumpeting and Chu Berry's tenor sax add the instrumental lustre to the lullaby. Conchita is a pleasant enough dance disk set in the rumba-fox trot tempo. Band introduces the song for half a chorus, Cab takes over for a full refrain, and the band polishes it off in the solid four-four beat for a final half chorus.

It's the "Doc" side that makes music machine material. Apart from the swiny qualities of the composition itself, the vocal repartee that has Cab cutting in with Harlem jive slang makes it an attention-getter. Operators shouldn't overlook the possibilities of the side for race locations as well.

ANDREWS SISTERS (Decca 3966)

Why Don't We Do This More Often—FT; V. I Wish I Had a Dime (For Ev'rytime I Missed You)—FT; V.

Vic Shoen directing the orchestra to provide the girls with a swiny musical setting, the Andrews take both sides at a slow-jump tempo. No tricks or intrigue for these tunes, following the conventional singing pattern for both sides

with the A side more in keeping with their stylizations.

Since the "Why Don't We" music is making the rounds with greater frequency, that's the side that shows promise for the phonos. However, operators shouldn't expect much here. Neither side, for that matter, is striking enough to start any real excitement in the machines. It's merely the Andrews singing another song.

WAYNE KING (Victor 27575)

Jumpin' Jupiter—FT. Darling How You Lied—FT; VC.

King puts his pipers thru a melody gambol for Bruce McKay's Jupiter jump, giving the sprightly instrumental frolicsome and dainty treatment. As much attention is attracted by the mated music. Pegging the tempo at a slow pace, the unbilled voice opens with a tear-provoking plaint of blighted romance. Tune itself has hillbilly leanings and should cause more than a ripple as a beer ballad.

Both sides have their particular place at particular locations. For the smarter and class spots, the "Jupiter" side makes for a refreshing musical interlude. The "Darling" side is a natural for the tap and tavern routes, typical of the sad songs that build best in such machines.

MATTY MALNECK (Columbia 36308)

Meditation—FT. Song of India—FT.

Paced by the maestro's facile fiddling, Malneck has excellent ear-appeal in these classical transcriptions for jazz. Both sides are set in a medium tempo. The Meditation from Massenet's Thais follows close to the melodic theme. Added instrumental color is contained in the Rimsky-Korsakov classic with accordion and guitar carrying the opening theme, giving way to Malneck's Strad scratchings. Second chorus has the band hitting it solid for half a chorus, switching over to the bolero tempo, and then letting the guitar-accordion figures take it out.

These jazz transcriptions of the classics are designed primarily for ear rather than dancing appeal as far as the music boxes are concerned. And with the band offering a style of music reserved for the smart supper clubs and hotel rooms, locations of such character will find either side a worthy entry.

CHARLIE BARNET (Bluebird 11265)

Spanish Kick—FT. Lois—FT.

For the groovy and swing excitement that Barnett and his boys get such delight in disk, and which the wham-bang jazz fans thrive on, Billy Moore has made an arrangement on the Habanera music from Carmen. Set in a medium fast and heavy rhythm tempo, band follows close to the melodic lines for the opening of the Spanish side. And to make for the kicks, Barnett lets out on the tenor sax, giving way to a fiery trumpeter who takes the band back to the original notes, but in more solid setting. The tempo is much slower and the music moody for Lois, a Barnett original that takes its cue from Duke Ellington's indigo ballads. It's the type of music that must first "grow" on the person, getting its mellow qualities with each listen. Most striking feature of the side is the muted trumpet improvisations, with the band dropping its horns to hum the jungle chant in unison, far more effective than a lyric.

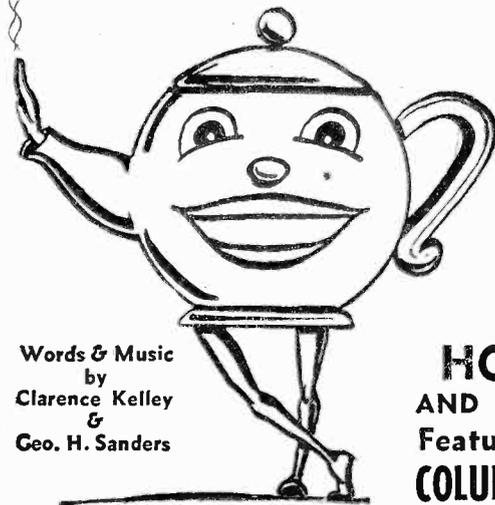
It's the "Spanish Kick" that will provide the kicks for the phono fans. Barnett and his boys let their hair down and heat their horns to make a tepid swinger for the operatic aria in the manner most desired by the hot jazz fans, especially where this band is the favorite.

Like the lead tunes of the current year, Daddy and the Hut-Sut Song, 1941 will undoubtedly go down in musical annals as one of the most unorthodox of modern times. The outstanding feature is the fact that this is a record year, both literally and figuratively. For the first time since the halcyon days of the early '20s, when a single recording like Three o'Clock in the Morning sold over 2,000,000 disks, more than 100,000,000 records may be sold by the time 1942 checks in. Moreover, the current year has established more than ever the fact that the music machine record sales are key indices of both song and band popularity. For it is the automatic phonos that are more responsible than any other factor for the phenomenal rise in record sales this year. Small wonder then, that so much interest has been

TONY MARTIN (Decca 3967)

Below the Equator—FT; V. Jealous—FT; V.

Emphasizing the tear-in-the-voice quality of his pipes, Tony Martin couples a new ballad on the A side with an oldie on the B facing, giving both good treatment. The Equator music, in keeping with its south-of-the-border character, gets a tango twist in the orchestral direction provided by Dave Rose. Also taken at a slow tempo, Martin's singing brings added life to Jealous, the Little Jack Little evergreen. Martin carries the opening chorus on each side, picking (See ON THE RECORDS on page 71)



I'M A LITTLE TEA POT

Recorded by—

HORACE HEIDT AND HIS MUSICAL KNIGHTS Featuring Ronnie Kemper COLUMBIA RECORD 36306

Words & Music by Clarence Kelley & Geo. H. Sanders

Publishers: KELMAN MUSIC CORP. 1674 B'way, New York



SKINNAY ENNIS says—

"Don't Let Julia Fool Ya"

CHAPPELL & CO., Inc. RKO Bldg., New York

VICTOR No. 27586

**IF IT'S A DECCA**  
it's A HIT!



TOP MONEY MAKERS IN ALL YOUR LOCATIONS

<b>BING CROSBY and CONNIE BOSWELL</b>	Yes, Indeed Tea for Two .3689
<b>ANDREWS SISTERS</b>	The Boogie Woogie Piggy The Nickel Serenade ...3960
<b>INK SPOTS</b>	Keep Cool, Fool Until the Real Thing Comes Along .....3958
<b>TONY MARTIN</b>	Below the Equator Jealous .....3967
<b>BING CROSBY</b>	You Are My Sunshine Ridin' Down the Canyon ...3952
<b>JIMMY DORSEY</b>	Jim A New Shade of Blue .....3963
<b>DICK ROBERTSON</b>	Answer to You Are My Sunshine \$21 a Day—Once a Month ..3908
<b>BING CROSBY</b>	You're the Moment of a Lifetime No Te Importe Saber .....3965
<b>ANDREWS SISTERS</b>	Why Don't We Do This More Often I Wish I Had a Dime .....3966
<b>ELLA FITZGERALD</b>	Melinda the Mousie I Got It Bad and That Ain't Good .....3968
<b>LAWRENCE WELK</b>	Back Home in Illinois You're My Darling ....3934
<b>JOHNNY LONG</b>	Don't Take Your Love From Me Kiss the Boys Goodbye ...3907
<b>JAY McSHANN</b>	Confessin' the Blues Hootie Blues..8559
<b>ERNEST TUBB</b>	Walking the Floor Over You I'm Missing You .....5958

**DECCA COIN MACHINE SPECIAL!**

**MARY MARTIN** Kiss the Boys Goodbye Do It Again. 18184 List Price 50c

IT SOUNDS BETTER ON **DECCA** RECORDS

DECCA RECORDS, INC., N. Y.  
Canadian Distributors  
THE COMPO CO., LTD.  
Lachine, Montreal, Quebec

# 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.

**JIM** ..... **DINAH SHORE**  
**JIMMY DORSEY** (Bob Eberly-Helen O'Connell)

A sentimental ballad that has all the elements necessary for a strong coin phonograph item. Both the Dinah Shore and J. Dorsey versions present good fodder for the machines, and operators should definitely check into both for ultimate inclusion on the title-holders.

**HE'S 1-A IN THE ARMY AND HE'S A-1 IN MY HEART** ..... **THE FOUR KING SISTERS** (With the Rhythm "Reys")

Listed as one of the "Week's Best Releases" last week, this selectee ditty is put here to further dramatize its importance as a future nickel-nabber for the machines. The subject as put forth by the lyrics is topical, and the treatment of it by the King girls gives it the right lilt and punch.

**UNTIL THE REAL THING COMES.. INK SPOTS ALONG** .....

This sentimental vocalizer is several years old, but a cutting of it by the Ink Spots has a good chance of making it one of the revivals of the year. Operators in a few scattered sections are already using it to advantage on their music boxes, so those elsewhere had better at least give it a test turn or two.

**TIME WAS** ..... **JIMMY DORSEY** (Bob Eberly-Helen O'Connell)

With all of air plugging this number has received lately, it would seem logical that things would begin to happen with it on the phonographs. So far it has had scattered mentions, but hasn't yet made the grade. However, it bears a repeat mention here, and operators would do well to watch it.

**FRAIDY CAT**

A new novelty tune written by a member of Ben Bernie's band and being plugged by the maestro exclusively. No plans for recording it have been made as yet, but when it is there should definitely be another novelty number for the automatic phonographs. Lyrics are screwy and tune is catchy.

## 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.

**YOUR MOMENT OF A LIFETIME...** **BING CROSBY** (Victor Young's Orchestra)

If the good neighbor policy ever fails, it will certainly not be the fault of Bing Crosby. Taking one of the song favorites that stems from the Latin Americas, Crosby chants it both in Spanish and in English, the orchestra setting it as a rumba-fox trot. The platter-mate, *No Te Importe Saber* (Let Me Love You Tonight) creates the same musical impression, but on this side Crosby does all of the singing in Spanish.

**THE KISS POLKA** ..... **GLENN MILLER** (Paula Kelly, the Modernaires, Ernie Caceres)

Considering the fact that the song comes from *Sun Valley Serenade*, the screen flicker that features the Miller band, the side is a natural. Taken at a moderately fast tempo, band introduces the theme and in order turns it over to the song selling of Paula Kelly, the Modernaires and, to give it a Mexican twist, to Ernie Caceres.

**ANYTHING** ..... **BENNY GOODMAN** (Tommy Taylor)

Interest here is chiefly because it introduces a male vocalist for the first time with the Goodman band. And Taylor, a baritone devoted to the romantic balladeering, makes an impressive showing on this side. Musically, the Goodman standard is maintained all the way.

**SPANISH KICK** ..... **CHARLIE BARNET**

For the hot and heavy jazz rhythms, Barnet imparts plenty of kick with this one which is derived from the *Habanera* aria from the opera *Carmen*. It's an instrumental thruout, with Barnet's tenor sax and a fiery trumpeter blowing to their hearts' content. For the younger element especially.

**HEY, DOC** ..... **CAB CALLOWAY** (Tyree Glenn)

Here is a dandy jive novelty that takes its root from Harlem. Trombonist Tyree Glenn handles the vocals, with Cab cutting in with the Harlem gutturals. The band provides a slow and swiny setting for it, and there's plenty of solo trumpet and tenor sax excitement to add to the brilliance of the disk.

**MELINDA THE MOUSIE** ..... **ELLA FITZGERALD** (Ella Fitzgerald)

A type of novelty tune that fits Miss Fitzgerald. Practically the entire side is devoted to the modern version of the romantic leanings of *Melinda the Mousie* toward the kitty cat. None of the *Ticket-a-Tasket* singing that characterized her earlier record rages, but the individual stamp of the swing songstress is there, with the band's rhythmic setting making it move along briskly all the way.

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.

We say -  
**LISTEN TO THEM ALL**



and decide for yourself which one you want to put into your machines.

Operators who've done so tell us they're featuring



**MITCHELL AYRES**  
and his Fashions in Music Orchestra in their great version of

**"I DON'T WANT TO SET THE WORLD ON FIRE"**  
BLUEBIRD-B11275

featuring sensational vocals by **MEREDITH BLAKE** and the **4 TRUMPET-AYRES**. This is the disk that's starting a 4-alarm profit riot! Get it TODAY from your Victor-Bluebird distributor!

AND WATCH FOR **MISIRLOU**

EXCLUSIVE MANAGEMENT  
**MUSIC CORPORATION OF AMERICA**  
LONDON NEW YORK CHICAGO  
BEVERLY HILLS SAN FRANCISCO CLEVELAND DALLAS  
Seven offices to serve you, each a complete unit in itself.

**ON THE RECORDS**

(Continued from page 69)  
it up at the bridge after an orchestral interlude to take each side out.

The "jealous" side brings back one of the better hit ballads of an earlier year, and it won't surprise to find Martin's interpretation bringing the song back for another fling at hit parade glory. With Martin becoming more familiar to phono fans, the side is definitely worth a try. The song can sell itself any place, and Martin is an expert salesman on this one.

**RENE MUSETTE ORCHESTRA**  
(Standard T-2017)

*Let's Do the Old Time Dance*—FT.

**JEAN CAVALL with HAROLD GRANT'S ORCHESTRA** (Standard T-2017)

*Tommy's Mustache*—FT; VC.

More of the old-time dance music with a polka persuasion is offered in this split couplet. The *Old Time Dance* side is an inspiring opus for just that. Taken at a fast and marchy tempo, it's a tuneful and cheerful instrumental side, played brightly by the orchestra, the reeds and accordion predominating.

The companion piece is a novelty ditty about the brand of sex appeal inherent

**Correction**

In a recent advertisement of the Standard Phono Company the number of the record *Misirlou* and *Linda Muler* was incorrectly listed as: T-2004. The number of this recording is: T-2002.

in *Tommy's Mustache* down below the border. Jean Cavell gives voice to the entire side, the music set in a fast march tempo. The orchestra boys chime in for the chorus interludes, chanting about the glamorous mustache.

For the phono locations calling for the old-time music, the Rene Musette side is a desirable dish, more so because of the maestro's established popularity in such machines. An instrumental, it's good for both atmosphere and dance music for such folk.

**TINY HILL (Okeh 6343)**

*Don't Let Julia Fool Ya*—FT; VC. *Time Changes Everything*—FT; VC.

Hailing from the tall corn country, Hill has an easy time of it in expounding the cornfed type of tunes. And the maestro's nasal tang in singing such tunes goes far in enhancing their commercial appeal in such circles. The *Julia* ditty, taken at a medium tempo, stems from the *Josephine* school of song. However, it's hardly as strong for the more familiar sister. The *Time* tune shows the Hill harmonists to better advantage. It's a blend of the hillbilly with the more conventional dance tempo. Tiny warbles three choruses, and being a 16-bar ditty, band has a chance to show itself for four choruses, two on the solid side; a third in cowboy style, a stop chorus for a drum brush solo; and a fourth refrain in Dixie style, a heavy two-beat to the bar.

Folks familiar with Hill will find these items to their likings. However, for the operator's inspection, it's the "Time Changes" side that stands some chance for a phono play. It's a hillbilly tune in the fox-trot tempo, played in a style that carries greater favor in the wide open spaces of the Middle West. And it is in that territory that it can show its strength.

**EASTERN FLASHES**

(Continued from page 67)

shipping more games than ever from his uptown headquarters.

Al Sherry, spokesman for Ambassador Vending Company, claims that out-of-town coinmen ordering used equipment are not interested only in price. "They want machines in good condition, and they know they will get them here," he states. . . . Al Simon, Murray Simon and Jack Semel, of Savoy, back on the job for fall business, are hustling to get out orders. "Star Attraction has proved a big hit and, as operators are trading in used equipment to get this game, I am able to make out-of-town deliveries on time," informs Al.

Fred Iverson, back off the road for Seaboard Sales, tells that his trip was very successful, with operators replenishing their routes for fall business. . . . Harry Block, of Block Marole Company, had the right idea when he began stocking up. "I am shipping orders as fast as they can be packed," he states. . . . George Seedman, one of the leading attorneys in Birmingham before he joined Rowe, has proved a top-flight salesman as well as a good lawyer.

**FAST FLASHES**

Joe Ash reports that his fifth anniversary in business also marked the end of the biggest year he has had since he moved to Philly. . . . Johnny Billota, Newark, N. Y., operator, paid Seaboard a visit while in the city. . . . Tom Hayner, Schenectady operator, is celebrating the arrival of a son. . . . Joe Farina, operator in Kensington, Conn., is enlarging his route. . . . Frankie Morris, United Amusement Company, Bridgeport, Conn., has completely remodeled his offices. . . . Betty (Hollywood) Picard, secretary to Morris, spent her vacation at the Cimaron Dude Ranch, Peekskill, N. Y.

Another jobber renovating his offices for the fall season is Maxie (All-Around) Putterman, of New Britain, Conn. . . . Tony (Dursell) Degutis, also of New Britain, has been hustling all hours since he left the hospital. . . . Alec (Handicapper) Gold, Freddie Harrington and Maxie Putterman spent a day recently at the Saratoga track. . . . Sid Basch, Scranton, Pa., jobber, visited 10th Avenue this week. Al Sebring, Grand National Sales Company, Chicago, in New York for a wedding, found time to spend part of a day seeing coinmen on 10th Avenue. . . . Dave Simon, of Simon Sales, is spending more time at his desk these days.

**WILLIE'S DOING FINE  
SINCE HE STARTED OPERATING  
BUCKLEY MUSIC SYSTEM**



**BUCKLEY MUSIC SYSTEM INC • 4225 W • LAKE ST • CHICAGO**

**Operators!**  
You'll get a steady flow of "Champagne Profits" from the "CHAMPAGNE MUSIC" of **LAWRENCE WELK** with smooth-sweet vocals by **JAYNE WALTON** on **DECCA RECORDS**

- 3725 Friendly Tavern Polka  
You Are My Sunshine
  - 3726 Clarinet Polka  
Canadian Capers
  - 3824 Flores Negras (You're the Moment of a Lifetime)  
Chansonette
  - 3934 Back Home in Illinois  
You're My Darling
- JUST RELEASED!**
- 3995 Noche de Ronda  
Dawn

Exclusive Management  
**FREDERICK BROS. MUSIC CORP.**  
NEW YORK • CHICAGO

**RECORDS**  
250,000 new records  
Classical, Standard, Foreign Language, Hill Billy, Race, Popular, Polkas, Instrumental and Vocals.  
List Available  
All At Close-Out Prices  
Write at once  
**BOX 273**  
The Billboard,  
1564 Broadway, New York.

**FREE!**  
**TRUCKING**  
National Novelty Co. Phonographs

**FREE PICK UP AND DELIVERY ANYWHERE WITHIN 50 MILES OF NEW YORK CITY . . .**  
**WHEN YOU BUY, SELL, TRADE IN YOUR USED PHONOS AT NATIONAL!**

For a better deal from a bigger and finer selection of used phonographs . . . plus FREE pick-up and trucking on your trade-ins and purchases . . . it certainly PAYS to visit National Novelty Co. of Merrick, L. I. We're "America's QUALITY Used Phono Trading Center"! COME IN TODAY . . . WE'LL TALK BUSINESS, ON CASH OR CREDIT.

QUALITY PHONOS	A-1 GAMES	GLAMORIZED RECONDITIONING!
Seeburg Gem, Marbl-Glo . . . \$159.50	Chicken Sam . . . \$47.50	We really do a terrific job on renewing used machines, inside and outside. See for yourself—or just ask any NATIONAL customer!
Rock-Ola Standard. 142.50	Pike's Peak . . . 17.00	
Mills 1940 Throne of Music . . . 144.50	Gottlieb 3-Way Grip 15.25	
Seeburg Casino . . . 104.50	Show Boat . . . 59.50	
Seeburg 12-Record. 99.50	Majors . . . 69.50	
Wurlitzer 24 . . . 94.50	Snappy . . . 61.75	
Wurlitzer 616 . . . 59.50	Trailway . . . 48.50	
Wurlitzer 616A . . . 64.50		

1/3 Dep., Bal. C. O. D. Write for Complete List Today!

*"America's Phonograph Trading Center"*  
**NATIONAL NOVELTY COMPANY**  
193 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320.

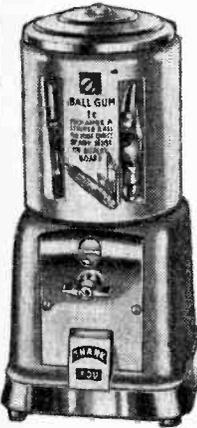
**TINY HILL says—**  
*"Don't Let Julia Fool Ya"*  
**CHAPPELL & CO., INC.**  
RKO Bldg., New York  
**OKEH No. 6343**

Murray Sandow, Weston Distributors, is doing a good job with Exhibit's Knock-Out. "The operators like the game—that's enough," says Sandow. Joe Fishman, entertaining some of the leading New York operators in his offices, tells them he has a pleasant surprise coming along soon. . . . Leon Berman, of NYSSCO, back from the road with plenty of orders. . . . Dave Stern, of Royal, Elizabeth, N. J., is cleaning up on used phonos. . . . Harry Pearl, of Keystone of N. J., managed to get in a few rounds of golf during the holiday.

**SILVER KINGS**

For Profits  
**\$5.50** Each  
 In Lots of 10 or More  
**SAMPLE \$6.50**

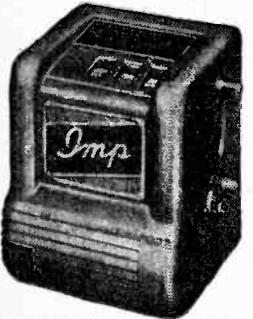
Send for list of complete line. Liberal trade in. Immediate delivery on all models.



**ESQUIRE PREMIUM VENDOR**

Complete Deal Machine & Mdse.  
**Only \$12.50**

Takes in \$11.00 when sold. Pay location 25% or \$2.75. Your net return \$8.25. Write for refills and price on premiums.



**DISTRIBUTORS**

For Wings Pok-O-Reel **\$22.50**  
 Killix Carton of 3 \$59.25  
 Yankee

SPECIAL PRICE Sample **IMPS, \$10.75**  
 \$10.00 Each in Lots of 6 or More

**Northwestern DISTRIBUTOR**

SEND FOR LITERATURE

Immediate Delivery—Liberal Trade-In. 1/3 Deposit Required With Order. Send for List of New and Used Vending Machines. Grotchen, Davar, and Baker Counter Games.

**RAKE** 2014 Market Street PHILADELPHIA, PA.

**RECONDITIONED CIGARETTE MACHINES**

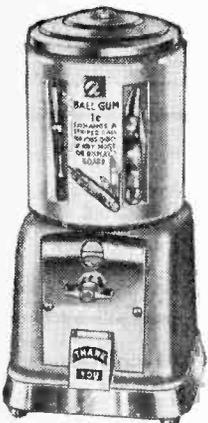
NATIONAL 6-30, as illustrated, complete with cabinet stand **\$19.95**

7 COLUMN STEWART & McGUIRE (Model S), complete with cabinet stand **\$35.00**

LOTS OF 5—10% Discount.

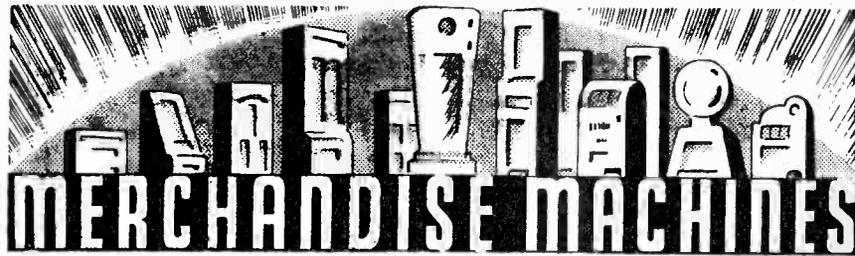
To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned. 1/3 Deposit, Balance C. O. D.

**HERALD VENDING CORP.**  
 355 Grand St., BROOKLYN, N. Y.



**1941 Outstanding Vendor**  
**ESQUIRE PREMIUM**  
 Deal Machine and Merchandise  
 Complete  
**\$12.50**  
 Write for Details.

**PIONEER** 461 Sackman St. Brooklyn, N. Y.



**Do You Harbor Old Man Waste on Your Route?**

By W. R. Greiner, Advertising Manager, The Northwestern Corporation, Morris, Ill.

Old Man Waste is lurking around the corner, his tattered hat pulled low over shady, shifting eyes, a dilapidated cigarette protruding limply from his sallow profile, as first on one foot, then on the other, he leaningly supports a convenient wall with his lanky form.

Unwelcome is hardly the word for it, yet there are plenty of operators who entertain this uncouth personage on their route every day. Without his presence you would enjoy far better results from your business, greater profits, less care and worry, because Old Man Waste measures his success by his ability to pilfer, tear down and destroy. Maybe he is not so apparent on your route, but upon close investigation you will find the efforts of his dirty work hindering you every day.

**Watch These Loopholes**

Spilled merchandise by using too large globes for the location. Loss of revenue from empty machines where globes are too small for that particular spot. Broken globes due to carelessness in servicing or carrying them in your car. Machines that discourage patronage with their dirty, slovenly outside

appearance. That's Old Man Waste.

Excessive car expense by needless traveling around, which can easily be eliminated by a more systematic servicing schedule. High repair bills or too much time spent in your shop fixing up machines gone haywire because of improper care and lubrication. Idle machines waiting on the shelf for time or ambition to work on them—an opening Old Man Waste is looking for.

Loss of profits by giving improper portions. Machines left too long in poor paying locations, when they could be tripling their earnings in better spots.

Old Man Waste is not a very choice bedfellow to harbor on your route. There is no time like the present to begin an all out campaign to oust this thieving heckler. These are the things he glories in—correct them, and send Old Man Waste on his way to look for more lucrative prey.

**VENDER SUPPLY NOTES**

Candy vending machine operators in the Cleveland area report a good summer business. Increased employment and more machines in operation is the reason. Prices on hard and bulk candies here have advanced. Operators expect deliveries on chocolate goods to start early in September, and these will replace summer numbers. Weather conditions will govern the time to change. Foil wrapping will not be used because of defense needs. Some of the smaller gum manufacturers have advanced their prices.

Price Administrator Henderson has placed a ceiling on prices on all oil products, except coconut oil. There are over 1,800 fats and oils essential to world-wide industry. Items that would affect vending machine operators are peanut oil, coconut butter and coconut oil. Purchases of fats and oils for purely speculative purposes are prohibited, and deliveries against forward purchases must be completed within 45 days. Guarantees by sellers against future price declines are not allowed. Henderson says there is definitely no shortage or danger of a shortage in fats or oils for domestic and commercial uses. Placing a ceiling on the price and prohibiting gambling in those markets may have a tendency to lower prices.

**Markets in Brief**

NEW YORK, Sept. 4.—Peppermint oil (dollars a pound): Natural, \$3.75 to \$4. U. S. pharmaceutical, \$3.95 to \$4.10.  
 CHICAGO, Sept. 4.—Cocaoanut oil sold at 6½ cents, unchanged with further offerings held at 6½ cents.  
 Peanut oil nominal at 12 cents.

**Chicago Spot Peanuts**

	Cents Per Lb. in Bags	
Jumbos	7.50 @	7.60
Fancies	7.30 @	7.50
Extra large	10.75 @	11.00
Mediums	9.75 @	10.00
No. 1 Virginia	8.35 @	8.50
No. 2 Virginia	6.62 @	6.75

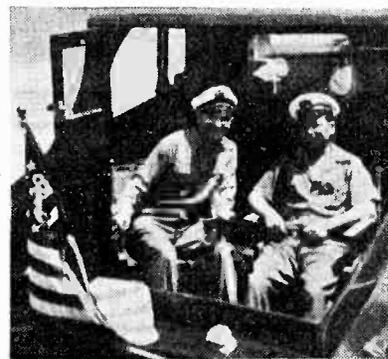
†Southeast

No. 1 Spanish, new crop	7.00 @	7.12
No. 1 runner	6.87½ @	7.00

†Texas (New Crop)

No. 1 Spanish	7.25 @	7.50
No. 2 Spanish	6.85 @	7.00

Refined sugar: Leading refiners continued to quote refined sugar on the 5.35 cents-a-pound basis. The Philadelphia strike which has been effective since early June is expected to be settled at an early date.  
 Raw sugar: There was no fresh news



**BOBBY KLINE** (left), DuGrenier Pennsylvania representative, and **Joe Frank**, of Royal Vending, Homestead, Pa., snapped on the latter's cabin cruiser before they left for a week-end cruise on the Ohio River. (MR)

**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 In! Write for details.



**THE NORTHWESTERN CORPORATION**  
 EAST ARMSTRONG STREET, MORRIS, ILLINOIS



**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.**

**PROVEN Money Makers!**



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vend candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today.  
**FIELDING MFG. CO., Dept. B-92, Jackson, Mich.**

**ASCO WEEKLY SPECIALS**

VENDORS		COUNTER GAMES	
1c Peanut 1½ lb.	\$1.95	1c Adams Gum Vend.	
1c Peanut 5 lb.	2.95	6 col., slug proof	7.50
1c Hershey 40 bar	1.95	¾" Ball Gum, 25 boxes	3.00
1c Stick Gum 2 col.	2.95	Pistachio Nuts, 1g, lb.	.38
1c 400 B. Gum	2.95		
1c Silver King, 5 lb.	3.95		
1c Cigarette 2 col.	3.95		
1c Everready 4 col.	3.95		
1c Adv. #11 Pnut.	3.95		
1c Robbins 2 col.	4.95		
1c Log Cabin	7.95		
1c Snacks, 3 col.	7.95		

**ASCO, 140 ASTOR ST., NEWARK, N. J.**

**LUSTRE BALL GUM DOUBLE POLISH**

All sizes—¾—150—170—180—195 Spotted-Striped-Harlequin

**GUM PRODUCTS, INC.**  
 804 Main St., Cambridge, Mass.

**BUY U. S. Defense Savings Bonds and Stamps**

from the Maritime Commission on the freight situation and hence no break in the Cuban Institute holding movement on raw sugars.

Cuban buying lifted world futures on sugar to new four-year highs while domestic deliveries were firm in quiet trading. The Cuban demand reflected the tightening world market supply in that country. Trade observers estimated that no more than 250,000 tons of Cuban raw sugar ear-marked for the world market are now left unsold.

Cocoa: Futures developed a firm undertone in moderate dealings, with final prices 4 to 6 points higher on sales of 84 lots.

Book match tax of 2 cents per thousand matches has been approved by the Senate Finance Committee. Eric Calamia, president of the Retail Tobacco Dealers of America, appeared before the Committee to protest the tax, pointing out that the custom for years "has been for all retailers in our trade to provide matches gratis." He explained that the 2 cent tax, amounting to \$1 per case, would in effect be a 33 1/3 per cent increase in the present cost of matches and thus impose a disproportionate burden upon tobacco retailers.

A new ruling by the State Department of Finance and Taxation in Tennessee will require that cigarette vending machines dispensing cigarettes in less than package lots be revised to show that the stamp on the package is visible.

Heretofore, these vending machines, which usually dispense one cigarette for a cent, have not shown the package or tax stamp.

Cigarette paper imports, mostly from France in normal times, have dwindled lower and lower. However, the trade had foreseen the possibility and cigarette paper manufacturers built new mills and expanded those already located. But apparently the new paper production ceilings have not been sufficient to meet the huge advances in cigarette consumption, for today further mill constructions are in progress.

Tax-free cigarettes for soldiers is being urged by Phelps Phelps, New York Assemblyman. Phelps says that soldiers getting \$21 a month have to give up more than a month's pay in 12 in the form of taxes to enjoy a pack a day.

MEANS

VARIETY

CANDIES

CHARMS

BALL GUM

SALTED NUTS

**V**

A DIFFERENT CANDY EACH WEEK



PAN CONFECTIONS

345 W. ERIE ST. CHICAGO

PROCHIV

WRITE ONE ORDER

PAY ONE FREIGHT



JOHNNY DOWNS AND GALE STORM, Soundie stars, pose with the Mills Panorams, coin-operated movie machine, which shows the three-minute pictures they made especially for it. (MR)

## West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Sept. 6.—Activity along the three coin rows—Venice, Pico and West Washington boulevards—picked up during the week when a number of out-of-town operators came to look over equipment for fall. Game business is perking right along, as is the arcade equipment trade. Since many of the arcades in this section operate the year round, there is no noticeable decrease in demand. Jobbers report some difficulty in supplying them, but new machines are arriving and deliveries to customers are being made as quickly as possible.

C. A. Blake, also of the Los Angeles U-Need-a-Pak office, is expected back in town after a swing thru his territory.

Walt and Loa Griffey, of Tavern Amusement, Alhambra, music operators, spend their off hours visiting spots that feature bands well known on automatic music machines. They've made several trips to the Hollywood Palladium during Woody Herman's stay and are planning to attend the opening-night

Most of the local coinmen stuck close to town and to their businesses over Labor Day week-end. The offices of the Associated Operators of Los Angeles County, Inc., were closed Saturday thru Monday. Several operators have set October as vacation time. Jobbers of both game and arcade equipment feel that orders will be delivered in ample quantities between now and then to give them an opportunity to take off.

Music machine business continued strong, with many operators installing remotes last week to take care of the added business over the holidays.

Harry Hoppe staged a formal opening of his Pennyland Arcade on South Main Street last Friday night, and a large delegation of coinmen were on hand to wish him success. Spot is bright with fluorescent light. After closing at midnight a party was held downstairs for his many friends.

Harry Rawlings, of County Games, has a new car, giving him a good opportunity to visit outdoor shows in this section during his leisure time. He is an old-time showman and one of the pillars

## Fall Business Now On--Atlas

CHICAGO, Sept. 6 (DR).—"As expected, business after Labor Day showed a strong upswing," reports Eddie Ginsburg, of Atlas Novelty Company, "but we didn't expect this upswing to be as strong as it was. For several days Atlas employees were swamped with long-distance calls.

"The reason, of course, is that wise operators are anticipating their needs. With conditions the way they are it's a good investment to buy as many coin machines as are needed for estimated future operation."

performance of Gene Krupa. A few nights ago they happened into a spot near their home and caught Kay Kyser playing the automatic phonograph.

Joe Cantor has opened for business on South Hill Street and anticipates good business. A brother of Lou Cantor, National Venders' representative and well known in coin machine circles, the boys are extending him a welcome hand.

## SELLING OUT

### Buy From An Operator

All Free Play Consoles and Pin Tables taken off location cleaned and checked over can be put right on location, money back guarantee.

- 3—Bally High Hands—used 2 weeks.
- 15—Jennings Bob Tails—used 2 weeks.
- 15—Mills Jumbo Parades.
- 15—Waiting Big Games used 3 weeks.
- 5—Bally Big Tops—used 1 week.
- 150—All Late Pin Tables Free Play at Outlandish Prices. Must Sell Quick.

Call any manufacturer for reference.

1/3 Deposit, Balance C. O. D.

## LEE SALES CO.

1815 So. Lafayette Street FORT WAYNE, IND. Phone H3371

# FALL PROFITS

## MODEL "500"

Capture every superior location this fall with the Model 500 Cigarette Merchandiser — it will mean greater volume and greater profits for you. 7, 9 and 15 columns of beauty in white or walnut. Inquire today!

U-NEED-A-PAK PRODUCTS CORP.  
135 PLYMOUTH ST., BROOKLYN, N. Y.



COIN OPERATED

BUY DEFENSE BONDS

MACHINES

## I. L. MITCHELL & CO.

### SPECIAL SALE BEFORE PRICES INCREASE

BRAND NEW COUNTER GAMES

Hole-in-One . . . \$11.50  
Baseball Gum Vend. . . . 10.00  
Used Victor Home Run. . . 9.00

WHILE THEY LAST

ROBBINS NEW 2-in-1 Vendors \$8.50 Ea.  
Perfectly Rebuilt South Paw . . . 68.50  
Major . . . 61.50

3 Col. Snacks. 7.95 Ea.

1/3 Down, Balance C. O. D. Write for Complete List of New and Used Pin Games, Music Boxes, Etc.

5 Dark Horse \$94.50	2 Santa Anita, Ticket & Cash . . . \$109.50	Mystic . . . \$29.50	Zombie . . . \$31.50
5 Sport Spl. 79.50	2 Sport King 109.50	Flicker . . . 31.50	School Days 32.50
1 Gold Cup Con-sole, F.P. 37.50	2 Mills 1-2-3, 40 F.P. 75.00	Seven Up . . 40.50	South Paw . . 68.50
3 Gold Cup Table, F.P. 32.50	1 Sport Page, Cash 45.00	Metro . . . 30.50	Major . . . 61.50

Write for prices on a complete line of new and used five-ball free play games, as well as all pay-out and ticket consoles.

**PALISADE NOVELTY DISTRIBUTORS** 657 PALISADE AVE. CLIFFSIDE PARK, N. J.

### AUTOMATICS

Electric Defense Gun. \$32.50

View-o-Scope, girl film . . . 29.95  
1—Prize King Premium Deal. 24 Prem. 1100 Balls Gum . . . 11.00  
Silver King . . . 6.50  
Prize King, machine only . . . 6.50

For quality discounts and circulars write DISTRIBUTOR.

**TORR** 2047A-50.68 PHILA., PA.

Shipman 6 Column Penny Selective Candy Bar Machines, Like New, \$12.50 Each; 25 for \$250.00. Adams Gum Vendors, Hexagon Selective, Perfect Condition, 6 Months Old, 300 Capacity, \$6.00 Each; 25 for \$100.00. Brand New 1 1/2 Hershey Bar, Single Column, \$7.50 Each; 25 for \$150.00.

### MODERN VENDING

4944 N. W. Broad Street Philadelphia, Pa.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

## Cohen Inspects New Fall Games

CHICAGO, Sept. 6 (DR).—In town this week were William (Sphinx) Cohen, of Silent Sales Company, Minneapolis, and his son, Jesse. While here they viewed a double-header at Wrigley field and called on several manufacturers.

Cohen visited the Keeney factory and reports he was pleased with current games, including Fortune and Super Bell. "I saw the production lines on these and other Keeney products and they are going to town," said Cohen. "I also saw the orders for Keeney games—and, believe me, they are all sellouts. I placed orders for many Keeney games and promise to have plenty of them on hand for Minneapolis operators. I don't expect them to last long once I receive the first shipment, so I have made arrangements for a number of shipments."

### Houston

HOUSTON, Sept. 6.—Chester Horsman has been promoted from office manager of the Houston branch of Decca Distributing Corporation to traveling representative for Decca. His territory includes most of the South Texas area, where he is well known. Ben Chenault,

salesman, has been advanced to office manager.

A. H. Shannon, owner of Coin Machine Sales Company, made a business trip into the Rio Grande Valley late in August and reported prospects good. Shannon has been in coin machine business 11 years in Houston, yet that was his first trip to the valley.

Frances Long reports excellent business for the uptown record shop located next to the Penny Arcade in the uptown amusement center.

Operator Harry Armer installed the first Seeburg hotel wireless music system in Houston at the Motor Inn Hotel. C. R. Brewer, of the service department of Electro Ball home office in Dallas, supervised the installation.

Sidney Lanier joined the office staff of Houston Electro Ball Company August 15.

Melvin Blum and Randall Clark, operator-partners of Bay City, have placed a good order for grip scales with R. & A. Distributing Company.

Recent out-of-town operator visitors included W. H. Tinlin, Beaumont; Bob Cowey, Texas City; Johnny Blum, Randall Clark, Bay City; Johnny Webb, P. C. Teeter, Bryan; Joe Pavlu, Hallettsville.

## WANTED FOR CASH

- Bally's Thistle Downs ..... \$ 50.00
- Bally's Santa Anitas ..... 100.00
- Bally's Grand Nationals ..... 73.00
- Bally's Pace Makers ..... 73.00
- Bally's Grand Stands ..... 65.00
- Bally's Sport Kings ..... 90.00
- Bally's Gold Medals ..... 40.00
- Keeney Winning Ticket ..... 60.00

Cash paid for Consoles, Slots, Ray Guns made by Evans, Pace, Mills, Jennings, Keeney, Mutoscope, Seeburg, Bally. Give complete description and your lowest price.

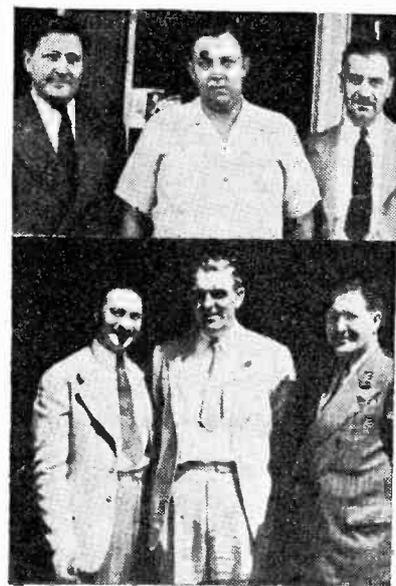
BOX D-108, Care The Billboard, Cincinnati, Ohio.

## Star Attraction Gets Real Attention

CHICAGO, Sept. 6 (MR).—"That Star Attraction is a best seller is no surprise to us," declares Sam Wolberg and Sam Gensberg, officials of the Chicago Coin Machine Company.

"Star Attraction is a scientifically designed game that was made with a balanced appeal. Our engineering department had its ideas on just what such a game should be. However, in order to discover first hand just what the public wanted, a players' committee was formed to question and interview players and operators alike in several parts of the country. People in all walks of life were contacted.

"Questions not only ascertained the likes and dislikes in games but also what they would like to see in future games. As a result it was learned that a carry-over idea would be appealing. Star Attraction was made with a game-to-game carry-over scoring idea, plus other scoring methods that the public stated it wanted."



MITCHELL C. DOUMANY, Du-Grenier West Virginia representative, and Bip Glassgold flank C. G. Gay, of Kanawha Distributors, Charleston, W. Va. In the lower photo Glassgold and Doumany appear with Mr. Sydnor, of Goldsmith-Sydnor Company, Huntington, W. Va. Pictures were taken during Glassgold's recent trip thru Southern territory with Doumany. (MR)

## Washington

WASHINGTON, Sept. 6. — Wurlitzer phono sales are showing a steady upward climb, it is reported by R. & S. Sales Company, Wurlitzer distributor for this market. The shortage on Wurlitzers which had prevailed has eased up, it is reported by a representative of the concern.

Appreciable gains in operations are being shown by Domestic Novelty Company, headed by J. Koutsos. Pins are especially favored and show biggest gains.

Seeburg phonos are gaining in popularity in this area, as is indicated by the steadily increasing number of these machines being sold to operators. This is true not only of metropolitan Washington but also of the Virginia territory served by the local Seeburg distributor, it is said.

Shortly after the introduction of Mills Panoram on the market the Washington Panoram concern was organized and is now getting action on this movie coin machine product of the Mills organization.

H. R. Collard is again in the coin machine distributing field after a brief absence from this particular phase of the coin machine industry. He is now distributing the Packard Pla-Mor wall-box line.

Rudolph Greenbaum, general sales manager for the Packard Manufacturing Company, was a recent visitor in this territory.

Some of the first shipments of Gottlieb's New Champ to reach this section have been delivered to local operators.

The game has won immediate acceptance and operators are unanimous in declaring New Champ much superior to the first Champ.

Gottlieb's Spot Pool has been a big number in this market, with operators reporting excellent collections.

Exhibit's Knock-Out has been just that, according to reports from the trade.

Keeney's Sky-Lark has been a good number here. This is indicated by the large number of these machines on location. Keeney's Twin-Six also has upped collections for operators.

Bally's Air Force has met with fine acceptance from the operators, and collections on location are reported excellent.

"Our games sales have been unusually good this summer and the volume shows an appreciable gain," states Ernest E. Waldrop, vice-president of the Hub Enterprises.

Genco's new Jungle game is said to be clicking, with the first two shipments gobbled up in no time. Additional shipments are being awaited.

## YOU CAN'T BEAT THESE LOW PRICES ANYWHERE!

### LIMITED QUANTITIES--IMMEDIATE DELIVERY

- |           |            |              |
|-----------|------------|--------------|
| Air Way   | Cowboy     | Snooks       |
| Blackout  | Champion   | Supercharger |
| Buckaroo  | Chubbie    | Super-Six    |
| Big Ten   | Chevron    | Triumph      |
| Box Score | Clipper    | Trio         |
| Bounty    | Davy Jones | Topper       |
| Contact   | Fantasy    | Triple Play  |
| Chief     | Klick      | Golden Gate  |
|           |            | Headliner    |

**\$8.95 each**

**\$13.95 ea. \$16.50 ea.**

- |                   |                |               |                |
|-------------------|----------------|---------------|----------------|
| Commodore         | Bowling Alley  | A. B. T.      | Double Feature |
| Jolly             | Brite Spot     | Challenger    | Home Run       |
| Follies           | Big Town       | Pistol Target | Mascot         |
| Lucky             | Big League     | Lone Star     | Polo           |
| Mr. Chips         | Hold Over      | Oh Johnny     | On Deck        |
| Odd Ball          | Lancer         | Pike's Peak   | Scoreline      |
| Roxy              | Lucky Strike   | Blondie       | Yacht Club     |
| Score Champ       | Merry-Go-Round | Convention    | Sporty         |
| Stoner's Baseball | Punch          | Dixie         | Speedway       |
|                   | Short Stop     | Drum Major    | Three Score    |
|                   |                |               | Landslide      |

**\$22.50 ea.**

Order from office nearest you. If that office is out of games, shipment will be made from the next nearest office. In ordering, state second and third choice.

Terms: 1/3 deposit, balance order notify.

Write for new list of all other types of Games, Phonographs, etc.

4 BIG OFFICES

## Southern AUTOMATIC MUSIC CO.

542 S. SECOND ST. LOUISVILLE, KENTUCKY | 531 N. CAPITAL AVE. INDIANAPOLIS, IND. | 312 W. SEVENTH ST. CINCINNATI, OHIO | 425 BROAD ST. NASHVILLE, TENNESSEE

## HIGH GRADE RECONDITIONED FREE PLAY GAMES

- |                         |                           |
|-------------------------|---------------------------|
| Attention ..... \$35.00 | Seven Up ..... \$45.00    |
| Do Re Mi ..... 54.50    | Show Boat ..... 69.50     |
| Double Play ..... 60.00 | Silver Skates ..... 47.50 |
| Four Roses ..... 45.00  | Slugger ..... 47.50       |
| Hi Hat ..... 59.50      | Snappy ..... 59.50        |
| Horoscope ..... 54.50   | Stars ..... 42.50         |
| Majors '41 ..... 54.50  | Sunbeam ..... 50.00       |
| Miami Beach ..... 59.50 | Ten Spot ..... 54.50      |
| Mystics ..... 35.00     | Wild Fire ..... 45.00     |
| Play Ball ..... 47.50   |                           |

### WRITE

FOR COMPLETE INFORMATION ON OUR GUARANTEED TRADE-IN ALLOWANCE ON NEW PIN GAMES AT THE END OF FOUR MONTHS. ASK ALSO FOR OUR DELUXE KEY RING--IT IS ABSOLUTELY FREE.

FREE PLAY CONSOLES: Big Game, \$89.50; Big Top, \$94.50; High Hand, \$159.50; Jumbo Parade, \$75.00, and Jungle Camp, \$89.50. Over one hundred Free Play Games at \$10.00 and up. Write for Complete List Out This Week.

AUTOMATIC SALES CO. 203 SECOND AVE., N., NASHVILLE, TENN.

## BUD LIEBERMAN Says

DEFEND YOUR PROFITS WITH THESE BUYS!

- |                                 |                            |
|---------------------------------|----------------------------|
| Multiple Free Play              | Novelty Games              |
| Bally Sport Page ..... \$52.50  | Bally Eureka ..... \$42.50 |
| Bally Record Time ..... 84.50   | Bally Gold Cup ..... 47.50 |
| Bally Sport Special ..... 82.50 | Bally Victory ..... 42.50  |

Following Consoles also on hand for Immediate Delivery:

- |                |           |                      |
|----------------|-----------|----------------------|
| 38 Track Times | Tan Foran | Red Head Track Times |
| Jockey Clubs   | Kentucky  | Galloping Dominoes   |

WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME! WE DISTRIBUTE FOR ALL LEADING MANUFACTURERS!



"Every Deal Personally Handled by Bud"

831 W. WASHINGTON ST. CHICAGO, ILLINOIS  
JUST A STONE'S THROW FROM THE SHERMAN!



ROCK-OLA'S MUSIC GIRLS recently won the Chicago Metropolitan Championship of the American Softball Association Tournament. Pep and enthusiasm are rampant as the girls prepare to leave for the big National A. S. A. tournament starting in Detroit September 10. (MR)

# Arcades Good Investments

By SAM LERNER

Head of Stanley Music & Amusement Company, Philadelphia

IT WAS just two summers ago that I leased a standard amusement stand on the Boardwalk in Wildwood, N. J., and decided to equip it as a Penny Arcade. Frankly, I looked upon the venture as a sort of lark. It would help to tide over the seasonal summer slack in the city, keep my help employed all year 'round, and give me an opportunity to loil on the inviting sands of the beach at this seashore resort. However, what was undertaken merely as a passing fancy almost immediately proved itself to be one of the most important phases of my business. This year, anticipating the amusement needs of pleasure-bent visitors here, I prepared myself by doubling my concession space. And before this season was much under way, I made arrangements for the 1942 season by leasing a third stand. When I set up my machines next year, my Stanley Penny Sportland will unquestionably be the largest coin machine arcade not only in Wildwood but along the entire South Jersey seacoast.

## Arcades Big Help

Apart from the fact that the operation of a penny coin machine arcade might prove a profitable enterprise for the regular operator, such undertaking is a big help to the operator for his regular operations. By far one of the most pleasant surprises in operating an arcade is to find that additional and unexpected revenue is still to be had from many machines packed away in your city store-rooms.

I had a dozen bowling alley machines that were taking up valuable space at my city quarters. They had had their run and I would have given them away for a mere pittance. In fact, one of the reasons that I leased quarters at this resort was to find storage space for these apparently played-out machines.

I lined them all up along a wall of my concession stand, figuring that if nothing else they would serve for decorative purposes. I soon learned that while the nickel play may have been gone from the machines they still showed plenty life for penny play. On a comparative basis, play of these bowling machines was as lively as my 50-odd pinball machines. And in enlarging my arcade this summer I added more bowling machines.

## Pin Games Mainstay

The mainstay of any arcade operation of this sort, of course, is the pinball machine. Here again is an excellent opportunity to get added revenue out of used equipment. One of the most important things to bear in mind is that the success of the arcade does not depend on the number of machines but on the variety of machines. Every type of pinball machine should be on display. It encourages continued playing, and I often find players stopping off at every machine—going down one aisle after another—in a methodical manner playing every type of machine.

Most important is to make certain that regardless of the age of the machines every machine must be in good working order. There is nothing more irksome to a player when it fails to

light up or record the score properly. After all, the player is testing his or her skill, and it is most important that that test be a fair one.

## Tests New Equipment

I hope that my emphasis on getting added play out of used equipment does not give the impression that an arcade should be a "dumping station" for every antiquated machine in the operator's storeroom. On the contrary, my experience has proved that one of the most valuable advantages of an arcade is that it serves as a true testing location for all types of new equipment.

Every experienced operator fully realizes that one of his most difficult problems is in buying new equipment, because the experience gained by buying blind is most expensive. Many a beginner has gone under trying to learn in this hard school. It is not a question of how much an operator is paying for his new machines but rather how much the machines will make for him. The longer one operates the more he realizes that selecting new equipment is like selecting a physician or a lawyer.

As a result, the arcade proves the best testing ground for a new machine. One that is poorly constructed, short-lived or troublesome will soon show its true colors. Quality will out when submitted to a mass play among a varied group of people. After you've had a new machine in an arcade for several weeks you have a pretty good idea as to how that machine will hold up in your city locations.

Thus you are able to come to the location owner with a pre-tested machine. Many a location has been lost to an operator because of rash promises made to the location owner. But in putting the new equipment to severe test in an arcade an operator can definitely possess that quiet confidence that invariably carries conviction. You know that you are offering the location owner a machine that will get a good play and give no trouble.

## Fills a Definite Need

Apart from the fact that the arcade serves as an excellent showcase for new equipment, a most important consideration is the fact that the arcade fills a definite amusement need at resort spots. It must be remembered that it's the city folk who fill the Boardwalk and beaches, who already are machine fans. The fun and pleasure they find in the machines at the city locations is theirs at the seashore.

## Merchandise Display

To make it more inviting for the player, I have found that an elaborate display of merchandise serves as an added inducement to bring the player into the arcade. After all, you are competing with the midway pitch games that monopolize the Boardwalk, each with merchandise on the shelves.

For the arcade, however, the merchandise serves primarily to create traffic. Profit-sharing coupons are given to the more skilled player, entitling him to a free souvenir. But my experience is that the play is not for the merchandise but rather for amusement and test of skill. I started the season with 100,000 coupons, and after the July Fourth weekend I had to print up an additional 200,000. And at the present rate, I'll need an additional supply for the Labor Day crowds.

Too many coin machine operators are too much concerned in searching for new and profitable locations and thus lose sight of the fact that every single type of machine in stock is easily portable and that the summer resort, whether the seashore or the country, has hardly been scratched by coin machine operators for arcade operations. All summer long every vacation spot attracts thousands of persons each day in the course of which a great deal of money is spent. No one entertainment offering holds the attention of the people for long. The resort-goers are constantly on the go from one thing to another. In such a scheme, the coin machine arcade meets a definite amusement need.

materials are headaches in many industries," Mac Churvis, of Grand National Sales Company, commented recently, "but those are problems that coin machine operators don't have to worry about at present."

"The reason," Churvis explained, "is Grand National's extensive stock of new and used machines, together with its complete facilities for restoring used machines to tip-top condition. Adequate stocks of parts and skilled labor are both needed in reconditioning coin machines," he went on, "and Grand National takes pride in guaranteeing continued first-class service in these respects."

## Genco's Jungle Climbing Higher

CHICAGO, Sept. 6 (MR).—A bigger demand for Jungle is reported by of-

ficials of Genco Manufacturing Company. "Despite fact that Jungle caught on immediately after its release and got off to a flying start," declared Dave Gensburg, "demand has increased even beyond our expectations, and every day brings more orders to our distributors and from our distributors to us."

"Operators the country over have stamped Jungle as one of the must games of the year. A must game, explains one veteran operator, is a game that belongs on his route without any ifs, ands or buts—because it's the kind of money-maker that will go like a house afire in every location. He tells us he has found Jungle by Genco to be just that type of game and that he is stocking up heavily for fall on Jungles."

"Incorporating some bang-up new thrill features with several familiar yet sure appeals, Jungle has an extra abundance of what it takes to keep players at the plunger for game after game," he continued.

## PRIORITY! FOR BETTER BUYS GO MONARCH!

**—IN STOCK FOR IMMEDIATE SHIPMENT—**

**MILLS Three Bell—Four Bell—Jumbo Parade Free Play—Jumbo Parade Payout—Jumbo Parade Combination Free Play & Payout With Mint Vendor—New Slots—BALLY Hi-Hand—Roll Em—Big Top—Turf King—'41 Derby Free Play—KEENEY Fortune—Keene Super Bell—GENCO Jungle—GOTTLIEB Spot Pool—EXHIBIT Knockout—CHICAGO COIN Star Attraction.**

Groetchen Mercury, 1¢ Play, Cig. Reels .....	\$19.50
Groetchen Pikes Peak, 1¢ or 5¢ Play, Brand New, Legal .....	19.50
Groetchen Imp, 1¢ Play, Cigarette Reels, Brand New, Cartons of Six .....	60.00
Wurlitzer 1939 Counter Model 61 Phonograph, Illuminated Complete With New Stand to Match .....	\$79.50
Wurlitzer 1938 Model 24, 24 Records .....	89.50
Mills Jumbo Parade, Free Play, New Type Head .....	\$94.50
Evans Jungle Camp Console, Free Play, Like New .....	109.50

### AUTOMATIC PAYOUT CONSOLES

Mills Jumbo Parade, Latest Mod., Like New .....	\$104.50	Evans' 41 Dominoes .....	\$159.50	Paces Races, Br. Cab. .....	\$104.50
Jennings Fasttime .....	89.50	Pace Saratoga, Skill .....	89.50	Bally Royal Flush .....	89.50
Evans 1939 Galloping .....	89.50	Jenn. Multiple Racer .....	49.50	Mills Square Bell .....	85.00
Dominoes .....	89.50	Evans Lucky Star, 7 Coin .....	119.50	Evans Gal. Dom., 40 150.00	
				Waiting Big Top .....	89.50

### AUTOMATIC PAYTABLES

Bally Santa Anita .....	\$135.00	Bally Sport King .....	\$125.00	Bally Long Shot .....	\$144.50
Bally Hawthorne .....	57.50	Bally Gold Medal .....	34.50	Bally Sport Page .....	57.50
Bally DeLuxe Preakness .....	32.50	Bally Stables .....	27.50	Western Hey Day .....	27.50
Western Quinella .....	27.50	Western Derby King .....	27.50	Bally Grand National .....	84.50

### ONE OR FIVE BALL FREE PLAY NOVELTY GAMES

Bally Blue Grass .....	\$125.00	Bally Gold Cup Console, 1 Ball .....	\$39.50	Bally Dark Horse .....	\$109.50
Bally Sport Special .....	84.50	Western Seven Flashers .....	94.50	Bally Victory .....	42.50
Gottlieb Track Record, 1-Ball Console .....	84.50	Record Time .....	94.50	Bally Eureka .....	37.50
				Keene Pot Shot .....	39.50

TERMS: 1/3 DEPOSIT WITH ORDER—BALANCE SIGHT DRAFT OR C.O.D.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

## CHECK THESE AVON BARGAINS!

<b>BALLY FREE PLAY</b>	Score Card .....	\$12.50	<b>GENCO</b>	Groetchen .....	\$10.00
Supreme .....	Summertime .....	12.50	Big Town .....	Clingens .....	10.00
Broadcast .....			Cadillac .....	Groetchen .....	12.50
C. O. D. .....	<b>CHICAGO COIN</b>		Capt. Kidd .....	Mercury .....	12.50
Crossline .....	<b>FREE PLAYS</b>		Mr. Chips .....	Twenty Ones .....	12.50
Fleet .....	All American .....	\$35.00	Fair .....	Cubs .....	5.00
Flicker .....	Dixie .....	24.50	Follies .....	Acce .....	5.00
Lime Light .....	Fox Hunt .....	27.50	Hi Hat .....		
Mystic .....	Jolly .....	12.50	Powerhouse .....	<b>CONSOLES</b>	
Pick Em .....	Major .....	12.50	Stop & Go .....	Charley Horse .....	\$69.50
Sport Page .....	Major 1941 .....	59.50	Zig Zag, F.S. .....	Flat Top Derby .....	
Sport Special .....	Roxy .....	12.50		Days .....	15.00
Triumph .....	Sport Parade .....	52.50	<b>ARCADE GAMES</b>	Double Bells .....	79.50
Vogue .....	Stratoliner .....	39.50	Black Cabinet .....	Galloping .....	
	Topper .....	10.00	Anti Aircraft .....	Dominoes .....	49.50
<b>EXHIBIT</b>	<b>MISCELLANEOUS</b>		Seeburg Hitler & Mussolini .....	Buckley Track .....	
<b>FREE PLAY</b>	<b>FREE PLAYS</b>		Seeburg Parachute Jumper .....	Odds .....	49.50
Contact .....	Stoner's Anabel .....	\$15.00	Hi Score Ten .....	Saratoga .....	69.50
Landslide .....	Baker's Big Time .....	44.50	Pins .....	Evans Skille .....	69.50
Sun Beam .....	Box Score .....	10.00	Western Deluxe .....	Red Head Track .....	
Zombie .....	League Leader .....	39.50	Baseball, F.P. & P.O. Comb. .....	Times .....	39.50
	Line Up .....	27.50	Western Major .....		
<b>GOTTLIEB</b>	Top Hat 1-2-3 .....	27.50	League, F.P. .....	<b>BELLS</b>	
<b>FREE PLAYS</b>	Side Kick .....	10.00	Defense .....	10¢ Roll a Tops .....	\$30.00
Big Show .....	Sara Suzzle .....	34.50		5¢ Roll a Tops .....	30.00
Bowling Alley .....	Super Six .....	12.50		25¢ Roll a Tops .....	32.50
Drum Major .....	Ump .....	39.50		1¢ O.T. .....	29.50
Gold Star .....	Wew .....	39.50		5¢ O.T. .....	31.50
Lot a Fun .....	Barrage .....	47.50		25¢ O.T. .....	35.00
Miami .....				5¢ Blue Fronts .....	49.50
Paradise .....					

TERMS: 1/3 Deposit, Balance C. O. D.

## AVON DISTRIBUTING COMPANY

4700 PROSPECT AVE. CLEVELAND, OHIO

## OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

<b>PAYOUTS</b>	Paces Races (Brown 30-1) .....	\$90.00	Record Time .....	\$89.50
Fair Grounds .....	Saratoga .....	70.00	Sport Special .....	77.50
Fast Time .....	Square Bell .....	52.50	<b>LEGAL EQUIPMENT</b>	
Good Luck .....	Sport Page .....	42.50	Anti Aircraft (Brown Cab.) .....	\$52.50
Grand Stand .....	Track Time, 1938 .....	89.50	Anti Aircraft (Black Cab.) .....	37.50
Jennings Cigarolla, 1939 .....	<b>1 BALL FREE PLAY</b>		A.B.T. Target (Your Score) .....	15.00
Jumbo Parade .....	Dark Horse .....	\$99.50	Pikes Peak .....	12.00
1-2-3 .....	1-2-3 (1940) .....	77.50		
	1-2-3 (1939) .....	35.00		

Write for Our Complete List on All Types of Used Games.

Every Machine is in Perfect Mechanical Condition, Thoroughly Cleaned and Checked, Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days and receive Full Credit.

Terms: 1/3 Deposit, Balance C. O. D.

## We Have All the New Games On Hand for Immediate Delivery. Write for Prices.

# OLIVE NOVELTY CO.

2625 LUCAS AVE. ST. LOUIS, MO.



PRIVATE A. A. MORANO (better known as Charlie), former mechanic for Mike Munves Corporation, is stationed at Fort Eustis, Va., where he is learning all about anti-aircraft equipment. (MR)

## Plenty of Games, Reports Mac Churvis

CHICAGO, Sept. 6 (DR).—"Defense priorities and resulting shortages of ma-

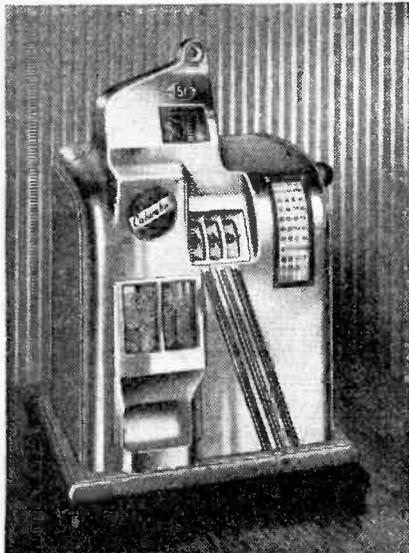
## Scientific Plant Roots for Dodgers

NEW YORK, Sept. 6 (MR).—According to a straw vote taken by Max D. Levine, president of Scientific Machine Corporation, 95 per cent of the plant employees are staunch Dodger rooters. They follow the fortunes of Larry McPhall's flock with intense interest and, as far as they are concerned, the Dodgers are bound to be in the series and come out the victors this year.

"In the event that the Dodgers are



SAMUEL A. WEISMAN is the latest addition to the sales staff of Irwin Blumenfeld's General Vending Service Company, Baltimore. Weisman will be the firm's roadman (DR).



## CHROME BELL COLUMBIA

Flagship of magnificent fleet of Columbia Bells

You need this Chrome Bell to command the play on every location.

Stately in appearance, large Fruit Reels, Cash or Check payout, large Jackpot; convertible on location from Nickel to Dime or Quarter Play

Its low Price will surprise you.

We also feature other types of Columbia for every type of operating need.

GROETCHEN TOOL COMPANY

130 N. Union St. Chicago, Ill.

## Supreme Employee Now With RCAF

BROOKLYN, Sept. 6 (DR).—Willie (Little Napoleon) Blatt, of Supreme Vending, got the thrill of his life, he reports, when he opened a letter written on the Royal Canadian Air Force stationery and found that one of the firm's former employees, Richard Sutoff, had joined up.

"Sutoff came to us from DeWitt (Doc) Eaton, Eastern regional director for Buckley Music System," explained Blatt, "where he had headed a large installation crew. He worked for us here and helped many operators get started by making installations.

"Sutoff writes that he has enlisted as a wireless operator air gunner and will be assigned to a bomber. He will be in training for about 10 months before going over, and his letter closes by saying, 'I'll take a poke at Hitler for you.'

"We hope that all who read about Sutoff and who know him will write him and wish him well. His address is now R122906, AC2, Richard Sutoff, No. 1, 'M' Depot, Toronto, Ont., Canada."

## Heiman Comments On Biz Outlook

CHICAGO, Sept. 6 (DR).—Harry Heiman, sales manager of National Coin Machine Exchange, returned from a blitz trip thru the Central States and reports that coin machine operators are ready for some plain and fancy blitzing, as he called it, in a drive after their share of the vast defense program spending.

"Realizing that game demands and prices are swinging upwards," Harry said, "coinmen are showing foresight and doing advance buying. Joe Schwartz, of our company, has foreseen these conditions and bought heavily of the late hit numbers so that our stocks today are second to none. Our advice is that it is sound business to anticipate future needs now."

pitted against the Yankees for the series," Max stated, "and the World Series is held in Brooklyn, I am going to arrange a stagger system of holidays so that every employee in the plant can see at least one game. Cost of the tickets will be advanced by the firm."

In connection with production, deliveries and sales of Batting Practice, things are shaping up exactly as Max expected, he claimed. The factory is going full blast, there is no abatement in orders and there is every reason to believe that business will live up to expectations, Max concluded.

## Winters Issues Challenge

NEW YORK, Sept. 6 (MR).—Earl Winters, of International Mutoscope Reel Company, has issued an open challenge for a golf match with anyone in the coin machine field. Earl spent several weeks at Totem Lodge and while there played golf constantly and improved his game to the extent that he feels competent enough to take on all comers. While at the up-State New York resort Earl won a local tournament. He says he is completely rested after his vacation and is tackling business at the Mutoscope plant with renewed zest.



JOE EPSTEIN, OF SUPERIOR COIN MACHINE EXCHANGE, Des Moines, practicing on the Bag Puncher arcade machine in Exhibit Supply Company's display room. Epstein's new Penny Arcade is scheduled to open soon in Des Moines.

parade were taken by the U. S. Treasury Department and are being sent to President Roosevelt as part of the Defense Bond and Stamp campaign.

A. E. Howard, old-time Detroit operator who has been with many traveling shows, is adding Mutoscope reels to his operations.

Steve Branccaleone, West Side operator, is buying new National Venders for his cigarette route.

The Vendo Company, one of the city's largest exclusive cigarette machine operators, is buying more machines.

William F. Raack, who specializes in music installations, including the hostess style of installation, is adding new Seeburgs.

## Detroit

DETROIT, Sept. 6.—Stanley Smutzki, West Side music operator, is adding new Seeburgs to his route.

Floyd T. Snyder, well known among local music operators, is adding Buckley equipment to his operations.

Joseph V. Lachar, cigarette machine operator, has moved his headquarters to 2454 Blaine Avenue in Northwestern Detroit.

Ruben Manko has formed his own company, the Wayne County Biscuit Service, at 2947 Calvert Avenue. Manko is specializing in the new-type cookie venders, operated chiefly in industrial locations.

E. S. Loewenthal, who founded the Acme Automatic Sales Company, has again become sole owner and has re-established headquarters at 3385 Rich-ton Avenue.

A Soundies machine proved a success during the season at Ramona Park, Grand Rapids, Mich. The machine was installed on a lighted stage in the center of the park, with gaily colored lighting. A painted background was used to complete the effect. Benches were placed in front of the Panoram to accommodate some 600 people and the box was played practically continuously. The slogan of the "Panoram Theater" was "Put in a dime and the whole gang has a good time."

Glen Gray and members of his orchestra met with Detroit music operators, members of the United Music Operators and their friends at Eastwood Gardens Tuesday (26). Event was one of a series of special parties being staged by the UMO in Detroit to enable operators and bandmen to get better acquainted.

Sigmund Kaczynski, of Ziggy Music Company, is returning from a two months' vacation in California with his family.

Mrs. Sarah Duolos, of Ajax Novelty Company, is proud of her youngster's showing in that pie-eating contest at the J & J Novelty picnic.

Pictures of local phonograph men dressed as Uncle Sam for the Labor Day

## Soundies

CHICAGO, Sept. 6. — The following notes on the release of a new Soundies reel have been received from Mills Novelty Company:

"Cute Martha Tilton gives the stuff in the Soundie, *A Little Jive Is Good for You*, being shown on the Panoram, automatic coin-operated movie machine. The Tilton trilling is becoming increasingly popular with Soundie audiences. In this picture Martha appears as a nurse. Her tuneful vocalizing influences the patients, the Slate Brothers, to forget their plaster casts and break into jive.

"Another outstanding song feature is *I Want a Girl Like Annie Laurie*, by Dick Hogan, accompanied by Henry King's ork. Vivien Fay manages the dance routine in superb style.

"Cindy Walker creates a humorous note on this reel as the *Wife of the Man on the Flying Trapeze*. Patriotic spirit is offered by the Patriottairs' *Let's All Be Americans*, effective marchy atmosphere. "Alfalfa, of the Our Gang comedy group, is an off-key singing pupil in *The Singing Lesson*. Charles Judels is the teacher. Nucomi and Neeahtha, Indian team, hit the groove in *Jive, Little Indians*, featuring the Fashionairs.

"Winding up the reel are Mary Healy and Walter Byron in *Dreaming Out Loud* and a chatty, musical monolog by Doodles Weaver, *Arabella and the Water Tank*."

**CABLE TRIPPE** Price Plus Guaranteed Satisfaction

**ALL A-1 RECONDITIONED... READY FOR LOCATIONS**

1 BALL AUTOMATICS		CONSOLES (AUTOMATIC)	
Blue Grass (Free Play) .....	\$109.50	Bally Dixie .....	\$77.50
Fair Grounds .....	14.50	Bally Royal Draw .....	119.50
Gold Medal .....	32.50	Exhibit Longchamps Sr. ....	22.50
Gold Cup (Free Play) .....	29.50	Jennings Fast Time .....	67.50
Grand National .....	72.50	Jockey Club .....	22.50
Hawthorne .....	57.50	Jumbo Parade .....	84.50
Kentucky (Like New) .....	127.50	Jumbo Parade (Late Model) ..	92.50
Long Shot .....	99.50	Keeney '41 Tracktime (Like New)	189.50
Pace Maker .....	57.50	Keeney 1937 Tracktime .....	32.50
Preakness .....	10.00	Keeney 1937 Skittime .....	32.50
Santa Anita .....	102.50	Pace Saratoga (Skill) .....	67.50
Sport King .....	99.50	Pace Races (Black 30-1) .....	49.50
Sport Page .....	42.50	Pace Races (Black 20-1) .....	42.50
Thistledown .....	57.50	Pace Races (Brown 20-1) .....	87.50
Mills Big Race .....	21.50	Square Bells .....	57.50
Western Dead Heat .....	22.50	Watling Big Game (Like New) ..	87.50

Terms: One-Third Deposit, Balance C. O. D.  
Send for Our Complete Price List on Any Games You Are Interested In.

**IDEAL NOVELTY CO.**  
2823 Locust St. St. Louis, Mo.

**LOOK!!! WE HAVE THEM—IMMEDIATE DELIVERY**

Keeney Air Raiders .....	\$109.50	Buckley De Lux Diggers .....	\$99.50
Eally Rapid Fire .....	110.00	Bang-a-Deer .....	79.50
Seeburg Shoot the Chutes .....			
Seeburg Shoot the Chutes .....			
Seeburg Shoot the Chutes .....			

**ALL TYPES WESTERN BASEBALLS—WRITE FOR PRICES**

COUNTER		EXHIBIT SWEET SALLYS	
Mills Kounter King (takes 1¢ to 25¢) ..	\$7.50	(takes 1¢ to 25¢) ..	\$4.50
Bally Baby Reserves (1¢) ..	7.50	Daval Penny Packs (1¢) ..	8.50
Indian Dice (takes 1¢ to 10¢) ..	7.50	Daval Aces, new (5¢) ..	8.95
Groetchen Imps (1¢) ..	7.50	Daval Cubs, new (5¢) ..	8.95
These games are all reconditioned. Terms: 1/3 cash with order. \$5.00 or less send cash in full. Be sure to write for our NEW list of reconditioned pin games.		Baby Jack 21 (5¢) ..	5.95

**Addison Novelty Co.** 925 BELMONT AVENUE CHICAGO • ILLINOIS

**SPECIAL!!!!**  
Guaranteed Like New

MILLS LATE MODEL JUMBO PARADE, Cash or Check Model .....
 \$89.50 |

MILLS LATE MODEL FOUR BELLS, Cash or Check Model .....
 \$199.50 |

**SICKING, INC.**

1401 CENTRAL PKWY., CINCINNATI, O.  
927 E. BROADWAY, LOUISVILLE, KY.  
SICKING COMPANY OF INDIANA  
927 Ft. Wayne Ave., INDIANAPOLIS, IND.

# Cleveland

CLEVELAND, Sept. 6.—The Ohio Anti-Slug Act became effective August 19. Penalties are up to a fine of \$500 and six months' imprisonment. Thousands of dollars in merchandise was lost to operators of coin machines prior to its enactment. C. H. Tiemann, field secretary of the Ohio State Tobacco Association, has just returned from a trip thru-out the State and reports slugs found only in negligible quantities and in scattered sections. A few convictions are expected to put an end to most of these.

The Cleveland Cigarette Venders' Association has started a campaign to sell Defense Bonds and has placed stickers on all machines thruout the city urging their purchase by the public. George Golden has been appointed chairman of a committee to handle the work.

Harry Elconin, manager of the Cleveland Amusement Machine Operators' Association, is back from a business trip to New York and other Eastern points. Mrs. Elconin accompanied him on a fall shopping tour.

Herb Lefkowitz, Harry Sachs, and Jack Cohen, operators, and their wives have returned from vacationing in the Adirondack Mountains.

The Ohio American Legion has chosen Cleveland for its 1942 convention, but the date has not yet been fixed.

Joe Solomon, operator, and his wife took a five days' rest after spending two and a half weeks looking for a new home.

James Attewell, who has been helping his brother Alfred, head of the Attewell Music Company, Rocky River, O., is recovering in a Cleveland hospital from injuries sustained when struck by an auto.

Acme Phonograph Company has just completed remodeling its offices and installing fluorescent lighting. Firm has enlarged its service department and added several men to take care of operators' needs in the Northeastern Ohio area. Louis Nemesh, of the company, has just returned from a trip to California and reports an enjoyable time. The company recently held a one-day service school in Cleveland for operators and servicemen from this city, Toledo, Youngstown, and other points. Al Patrick, of J. P. Seeburg Corporation, had charge of the school. There was a large attendance. Among operators who visited local headquarters to place orders for equipment were J. W. Steine, Alliance, O.; Joe Elum, and Harry George, Massillon, O.

Mort Mandell, operator, and his wife, Ann, are both outboard motorboat enthusiasts. They have just returned from Columbus, O., where they participated in the races there. Mort won first place in the divisional champions men's class, and Mrs. Mandell scored similar honors in the ladies' class. This makes them both eligible to compete in the big races to be held in Texas, and they plan on doing so.

George George, operator, is away on vacation out west.

Reliable Specialty Company reports it is going to town on Comet speakers and has a new superintendent on the job to speed up output.

The first installation of bar boxes by a drugstore chain here has been made by the Marshall Drug Company in its newly opened Coral Room of the store at Euclid Avenue and East Ninth Street. Wurlitzer boxes are placed at convenient intervals on all counters and are being well patronized.

Harry Golden, of Golden Cigarette Service Company, finds business constantly improving. He is pleased that the Anti-Slug Act is now a law with teeth in it. He took one of his periodical trips around the territory last week and reports plenty of sales activity in cigarettes.

Art Nagel, head of Avon Novelty Company, has just returned from a Western business trip on which he was accompanied by his daughter Rita. Mrs. Nagel looked after things in his absence. Leo C. Mills, of Hightower Coin Machine Exchange, Dallas, was a visitor to the company. He reported business picking up, due to army training camps in that vicinity. Among operators who have recently ordered Rock-Ola equipment,



BACK FROM A FISHING TRIP ON THE OCEAN, Jack Gutshall dropped in on W. E. Simmons, Packard Manufacturing Corporation regional manager, to put his name on an order for more Pla-Mor remote-control equipment. Mrs. Gutshall wields the rod. (MR)

which Avon distributes, are Art Seders, Sandusky, O.; Johnny Salvatore, Kent; C. T. Barker, Akron, and Bob Pinn, Cleveland. Nagel states he is looking forward to a busy fall. Ben (Roly Poly) Cohen, company salesman, is just back from a trip thru Eastern Ohio.

Leo R. Dixon, son of Leo J. Dixon, head of Triangle Music Company, is getting ready to join the U. S. Army.

Paul Testa, Cleveland operator, passed out cigars in celebration of a six-pound son born August 21 at his home, 14304 Potomac Avenue. Mother and baby are both doing fine.

Meyer Marcus, head of the Markepp Company, is back from a business trip to Chicago.

Nate Pearlman, of L. & N. Novelty Company, had an enjoyable vacation just sitting around and taking things easy.

George Herman, of the J. C. Novelty Company, is the proud dad of a boy born at St. Luke's hospital.

The Cleveland Phonograph Merchants' Association has selected *The Cowboy Serenade* as the record of the month for September and will plug it thru newspaper ads and other publicity.

The U. S. Popcorn Company, makers of coin-operated automatic french flake poppers, have moved to a ground floor location at 6521 Euclid Avenue. William Root, president, is back from vacation. He reports August business, usually flat, to be the best for that period in the company's history.

Elaine Kostell, daughter of David Kostell, branch manager of the Mills Automatic Merchandising Corporation, is back from vacation. Kostell reports an exceptionally good summer business and placement of many new machines in factories. The company is now starting replacing summer candies with chocolate numbers.

# Detroit

DETROIT, Sept. 6.—August Lemke, 77, died August 24 after three months' illness at Foote Hospital, Jackson, Mich. He was the father of Henry C. Lemke, of Detroit, one of the best known operators and jobbers in the Midwest, and of Charles Lemke, of Grand Rapids, Mich., at one time associated with his brother Henry in the machine business. Interment was at his birthplace, Port Huron, Mich.

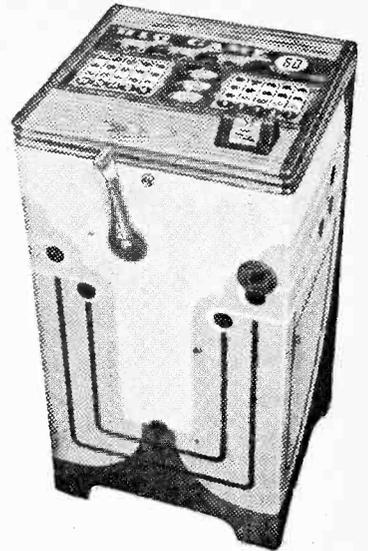
Saul E. Gordon, of the Peerless Products Manufacturing Company, reports a heavy demand for the Esquire vender which the company distributes.

Roy Dease, with the A. P. Sauve Company, large distributor here several years ago, has rejoined the organization, taking over the position vacated by Roy DeLongpre, who has left the company. Art P. Sauve is spending most of his time this summer on his farm, coming into

town regularly on Mondays and Thursdays.

Mrs. Sarah Duclos, office manager of the Ajax Novelty Company, is away on vacation—and spending it in Detroit getting acquainted with sights she has never seen.

The Gen-Oak Specialties Company, Panoram company at Pontiac, Mich., is changing its name to Panoram-Soundies of Michigan, Inc.



## 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



H. F. MOSELEY  
Pres.-Treas.

- 1 Grotchen Imp . . . \$ 5.50
- 1 Mills Q.T., 10¢ Play 32.50
- 1 Mills Q.T., 1¢ Play 29.50
- 1 Mills Vest Pocket, Green . . . . . 25.00

**IMMEDIATE DELIVERY**  
Keeney's Super Bells, Mills Four Bells, Brown Front, Chrome Bells, Vest Pockets, Blue and Gold and Chrome, Bally's '41 Derby Turf King and Roll Em. Also Evans Dominos and Grotchen Columbia Bells.

BARGAINS	
2 Bally Dark Horse . . . \$82.50	1 Bally Eureka . . . \$39.50
10 Bally Mystics, like new 25.00	1 Gottlieb School Days 52.50
1 Chicago Coin Snappy . . 59.50	4 Mills Jumbo Parade, Cash Pay . . . . . 75.00
1 Chicago Coin Lucky . . . 19.50	1 Paces Races, Black Cabinet, like new 49.50
1 Chicago Coin Sports . . . 17.50	1 Baker's Pacer, #7180, like new 179.50
1 Chicago Coin Dixie . . . 35.00	1 Keeney Air Raider, like new . . . . . 99.50
2 Bally Flicker . . . . . 42.50	
2 Bally Blue Grass . . . . 105.00	
1 Kentucky, like new . . . 135.00	
1 Bally Record Time . . . 82.50	

- 5 Mills Vest Pocket, Blue & Gold, no meter, #420, used 10 days . . . . . \$38.50
- 5 Mills Vest Pocket, Chrome, no meter, #420, used 10 days 42.50
- 2 Grotchen Imp . . . \$ 5.50
- 1 Bally Baby . . . . . 5.50
- 1 Jennings Little Merchant . . . . . 12.50
- 1 Columbia Bell, Rear Pay, #4099 . . . . . 52.50

## WANTED

All kinds of Consoles and used Slots. Mail us a list of your used machines. We will either buy outright at the right price or will trade you new equipment.

"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 September 13, 1941."

**MOSELEY VENDING MACHINE EX., INC.**  
00 Broad Street  
Day Phone 3-4511  
Richmond, Va.  
Night Phone 5-5328

## EXCEPTIONAL PRICES . . . FREE PLAY GAMES

<b>\$8.95 EACH</b>	1 C. O. D.	<b>\$47.95 EACH</b>	1 Saratoga Payout . . . \$69.50
3 Fifth Inning	2 Roller Derby	1 Play Ball (Bally)	3 Jennings Fast Time, F.P. Ea. . . . . 75.00
1 Triumph	3 O Boy	2 Silver Skates	1 Watling Big Game . . . . . 79.50
1 Major	3 Jolly	2 Trailways	1 25¢ Watling Twin Jack . . 15.00
1 Topper	1 Roxy	2 Stars	2 10¢ Jennings Chief, Ea. 30.00
2 Flash	2 Sports	4 Sun Beams	1 50¢ Pace Comet . . . . . 25.00
1 Flagship	1 Double Feature	2 Sea Hawks	2 Shoot the Chutes, Ea. 59.50
3 Contact	1 Qualified	2 Four Roses	2 Jumbo Parades, Ea. 79.50
1 Zip	3 Big Show	4 Seven Up	1 Evans '37 Bangtails . . . 59.50
1 Conquest	1 Scorecard	4 Sluggo	1 Evans '39 Gallop, Dominos 69.50
1 Golden Gate	1 Bowling Alley	1 Defense	1 Evans Tommy Gun, Floor Sample . . . 100.00
1 Bangs	1 Big League	1 Target Skill	1 Mills Flasher 19.50
1 Lot o Fun	3 Mr. Chips	1 Barrage	American Eagles and Liberty Bells, \$17.50 Ea.; Imps. \$5.95; Cubs, \$6.95.
1 Thriller	1 Red Hbt		
1 Cowboy		<b>\$37.95 EACH</b>	
1 Big Six		1 Broadcast	
6 Super Six		1 Gold Cup Cons.	
		1 Gold Cup Tab.	
		4 Mystic	
		3 Flicker	
		2 Ump	
		1 Leader	
		2 Zombie	
		4 Paradise	
		2 Big Chief	
		3 Line Up	
		3 1939 1-2-3	
		<b>MISCELLANEOUS</b>	
		1 Keeney Contest, F. Sample \$159.50	

**H. G. PAYNE COMPANY**  
312-314 BROADWAY  
NASHVILLE, TENNESSEE

Defense Savings Bonds can be registered in the name of children as well as adults. Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.





LOUIE SALLEE'S MODERN PLAYLAND at Long Beach, Calif., where can be seen a big array of Exhibit Supply Company's line of Penny Arcade amusement machines. Every type of device is prominently displayed in the huge arcade. (M.R.)

### Corcoran Strong With Buckley Line

SAN FRANCISCO, Sept. 6 (MR).—Bill Corcoran, Pacific Coast district sales manager of Buckley Music System, has returned to San Francisco from a trip covering the Pacific Coast district.

In commenting on the trip, Corcoran says: "I find that our Pacific Coast organization has covered the territory well with Buckley boxes. I have traveled in many different sections of the country and have had an opportunity to see how the operators have bought and installed music systems.

"Perhaps we were able to get the op-

erators on the Pacific Coast better acquainted with music systems and the extra profits that they make before this same thing was accomplished in other sections of the country. This may have had something to do with our covering the Pacific Coast so thoroly, but at the same time we made sure that we had a good distributor located in every important distributing center on the Pacific Coast so that every operator would have an opportunity to know the story of wall boxes at first hand.

"Business conditions in our own, as well as in other lines, are very satisfactory in the Far West. It is a question of how fast operators can get the services of experienced men to make their installations. The locations are ready and waiting for installations of the new Buckley illuminated music systems and the operators are ready to make the investment just as soon as everything can be set up. Most of our distributors report that their men are working overtime, and everyone connected with the business reports good profits."

### Silver Spray Samples in Port

CHICAGO, Sept. 6 (MR).—"Laden with a cargo of profits for operators, samples of our new release, Silver Spray, are setting sail for territories all over the country," reports Harold Baker, head of Baker Novelty Company.

"Already proven on test locations, this streamlined new Baker hit is drawing wide acclaim for its play appeal and earnings. An irresistible new five-ball novelty table with terrific come-on, Silver Spray is proving a sweetheart in every port. Its smooth, breezy, fast action captivates players, pulling heavy traffic that grows with weeks of operation.

"Silver Spray's salt-water atmosphere scores a top hit with landlubbers everywhere. Its spirited action, aura of adventure, new simplified play and unique arrangement with six ways to win foretell a new high in coin game popularity. Orders," continues Harold Baker, "are pouring in thick and fast, deluging us with hurry calls from operators and distributors who want to get aboard this smash hit right now. Every Baker facility is being used to speed up production.

"And at the same time, we at the Baker plant are experiencing a continuous demand for Kicker and Catcher counter game. There's never a let-up in orders for this game. Lucky Strike and Pacers, too, are doing their part to keep us on our toes. With Silver Spray added to our line-up of hits we're forging ahead to the biggest and most profitable season in our history."

### "Games for All," Says Lieberman

CHICAGO, Sept. 6 (DR).—"They call me the mystery man," said Bud Lieberman, Chicago coin machine distributor. "Operators just can't stop wondering where my source of supply is. They just can't figure out where I'm getting all those used games.

"I'm not willing to reveal my buying market, but I will say to the operators that it is their break when I can obtain such fine machines."

## 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—\$0.68 PHILA. PA

## 1941 FOOTBALL BOARDS

Another sparkling achievement in a long line of triumphs is SUPERIOR'S team of brand new DIE-CUT football boards. They are designed to buck any line for real profit gains. Write immediately to SUPERIOR PRODUCTS for complete information concerning the action-packed gridiron specials. They will score for you every time!

SUPERIOR PRODUCTS 14 N. PEARIA ST CHICAGO, ILL

### THE BEST "BUY" ALWAYS WITH LEHIGH

Ten Spot . . . \$49.50	Glamour . . . \$19.50	Major . . . \$55.30	Pikes Peak . . \$15.00
Barbage . . . 65.00	Sun Beam . . . 42.50	Five in One . . 39.50	Sea Hawk . . . 49.50
Target Skill . . 49.50	Drive Mobile . 175.00	Attention . . . 35.30	Air Falder . . . 85.00
Broadcast . . . 35.00	Sky Fight . . . 125.00	Four Diamonds 59.50	Night Bomber 125.00
Play Ball . . . 49.50	Baker's Pacers 150.00	Boom Town . . 49.50	Stars . . . 45.00

Send order and 1/3 deposit for prompt delivery, making sure to mention 2nd choice.  
LEHIGH SPECIALTY CO.  
2ND & GREEN STS. PHILADELPHIA, PA.

## AMERICAN EAGLE

Bell-Fruit Reels! Mystery Award! Free Play Tokens Automatically Paid Out! 1c or 5c Models with or without Ball Gum Vendor! Mechanism unconditionally guaranteed for 2 Years!

SAMPLE  
**\$34.50**  
Ball Gum Model Only \$2 Extra.  
1/3 Dep. with Order, Bal. Shipped C.O.D.

## ATLAS NOVELTY CO.

2200 N. Western Ave. CHICAGO, ILL.

ASSOC. OFFICES  
ATLAS AUT. MUSIC CO., 3939 Grand River Ave., Detroit. ATLAS NOVELTY CO., 2219 Fifth Ave., Pittsburgh.

## 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 PAYOUT TABLES, CONSOLES AND SLOTS. Give full details as to age, experience, references and salary expected.

3147 Locust St. ST. LOUIS, MO. **CALL NOVELTY CO.**

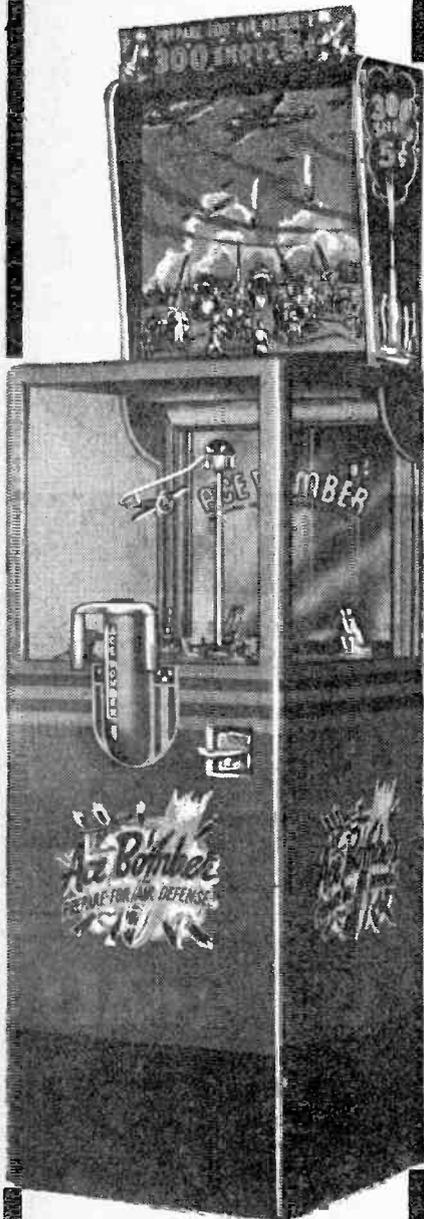
## UNITED'S BARGAINS

—1 Ball Free Plays—  
1540 Mills 1-2-3 . . . . . \$64.50  
Across the Board . . . . . 17.50

—Phonographs—  
1540 Melotones, Perfect. \$142.50  
1539 Rock-Ola Standards 127.50  
Penny Phonos . . . . . 24.50  
1/3 Deposit, Balance C. O. D.

UNITED COIN MACHINE CO.  
7511 W. Becher St., Milwaukee, Wis.

# CROWD 'EM IN WITH MUTOSCOPE'S ACE BOMBER



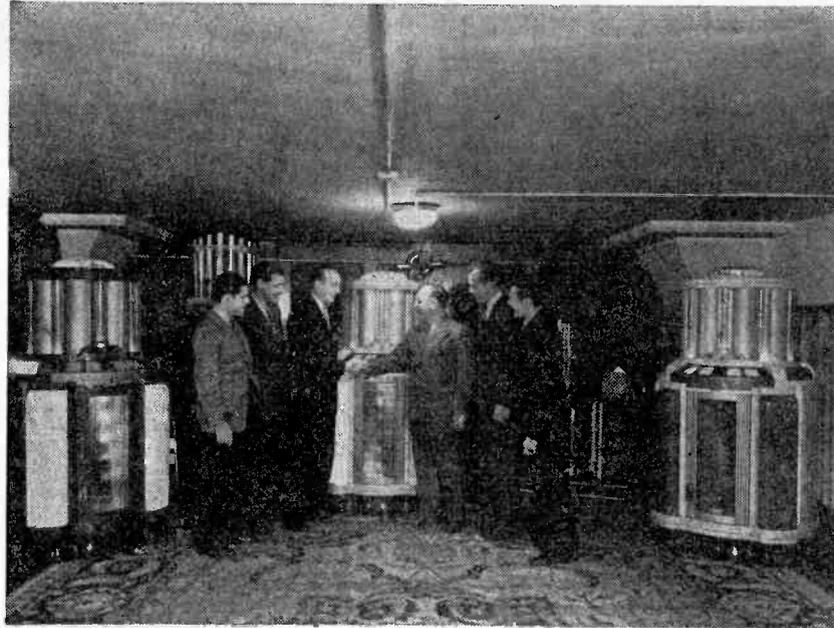
## PROFITS WITH A BANG!

A constant challenge to the players' skill—a continuous source of timely amusement—that's ACE BOMBER . . . America's No. 1 moneymaker!

Order From Your Mutoscope Distributor Now!

## INTERNATIONAL MUTOSCOPE REEL CO., Inc.

Manufacturers of DRIVE-MOBILE, world-famous PHOTOMATIC, and top arcade equipment  
44-01 11th St., Long Island City, N. Y.



DICK KUHN, "THE WINDOW WASHER MAN," and four of his bandsmen were recent visitors at the Buffalo salesrooms of the Atlas Novelty Company. Here Kuhn tells Harry Kelley, Upper New York Seeburg representative, that the Seeburg HiTone Symphonola was a vital force in popularizing his current record, "The Window Washer Man." (MR)

## Hain Evans's New Game Play Ball

CHICAGO, Sept. 6 (MR).—"Acclaimed one of the greatest games ever presented to the industry, Evans's Play Ball has been received by the trade with an overwhelming ovation," reports Rex Shriver, of H. C. Evans & Company.

"No game in recent times was awaited so eagerly or welcomed so wholeheartedly as Play Ball. We knew we were presenting an outstanding hit and felt positive of immediate acceptance. But we were not prepared for the avalanche of orders that swooped down upon us.

"In spite of the fact that distributors and jobbers had heard plenty about the game, they were very much surprised at the marvels it contained. Even they were struck by the uncanny, almost unbelievable action of the game. They hardly believed their eyes to see the mankin pitcher actually pick up the ball, wind up like a major league hurler and pitch the ball thru the air and over the plate. They gasped when they saw the batter step back and slug the ball, or the catcher catch it when he fanned.

"The play field of Play Ball," Shriver went on, "represents a baseball diamond, with the 10 manikins in position, realistic even to the dugouts. No ball runs or mechanism of any kind mars the appearance of the game. The backboard registers play-by-play results as completely as a box score. Mechanically the game is completely precision-engineered and uses Evans standard parts. The game's marvelous performance and complete freedom from bugs or mechanical troubles are a revelation to the operator.

"While we are doing all that is possible to fill orders as fast as wanted, we have been obliged to adopt the rule that all bona fide orders will be filled in the order of receipt."

## Players Call for Gottlieb Games

CHICAGO, Sept. 6 (MR).—"Of course, operators and distributors acclaim Gottlieb games, and that's music to our ears. But when players themselves have learned to ask for Gottlieb games by name, that's something phenomenal," declares Dave Gottlieb, president of D. Gottlieb & Company.

"Yes, that's happening repeatedly these days. Reports coming in from operators in widely separated territories relate that due to the player interest of our games, many players have noted the manufacturer's name and now ask for Gottlieb games. At first we were amazed, but after giving it a little thought we realized that it is but natural for a player to remember the games that have given him most in pleasure for his money. Gottlieb games have been a succession of hits. As a result, our name on the game has come to represent something like a guarantee to the player of his pleasure and satisfaction, just as

it has come to represent a top-flight money-maker for the operator.

"With all America seeking relaxation and diversion from world troubles these days, games occupy a place of more and more importance in the lives of the players. The quality and player-interest of a game, therefore, has a new and higher meaning to the player, so why should he hesitate to ask for the brand of games that have given him the most satisfaction?"

"Thru our Wallop Poll," Dave explained further, "we learned too that the reason operators and distributors so insistently requested re-runs on New Champ and Spot Pool was because these games were quite frequently requested by name among players. In the end the player is the dictator whom we must all obey in order to be successful."

## Biz Delays Badger Nov. Exec's Vacation

MILWAUKEE, Sept. 6 (DR).—Business growth and increased obligations to the Badger Novelty Company has delayed the annual vacation of Mr. and Mrs. William R. Happe Jr., it is reported.

"I usually make it a point to take advantage of the slow season starting in July and plan my vacation accordingly," said Happe. "This year there is not going to be a slow season. What with having spent the early months of the year in remodeling and expanding and in introducing to Wisconsin the Rock-Ola ToneColumn, this is one of the greatest years since I have been in the business. We are thankful and more than pleased with the share of increased volume we are receiving. It has been a difficult task to maintain our standards of efficiency in handling orders and minimizing service problems of the operator. By increasing our shop and office staffs to twice their previous number and excellent co-operation of all we have proved that no task is too difficult for Badger Novelty Company," Happe concluded.

## Value Priorities At Monarch Coin

CHICAGO, Sept. 6 (MR).—"Priorities are the things you hear most about these days, the topic of the hour wherever you go," said Al Stern, of Monarch Coin Machine Company, Chicago. "In fact, it's become the chief concern of most business men and in many cases even the deciding factor between business prosperity and a business slump.

"We here at Monarch foresaw possible conditions and prepared for them with the largest floor stocks of machines of every description. Monarch is offering priorities of its own in values that can't be duplicated anywhere. And there's no shortage of Monarch's speedy, careful and intelligent service that has won us so many friends."

## Nat Edelstein in Army

NEW YORK, Sept. 6 (DR).—Edward W. Barnett, of Cameo Vending Service, announces that their star salesman, Nathan Edelstein, has been called to the colors and is now serving in the U. S. Army. Edelstein has been with Cameo since the firm's inception back in 1935. Barnett will now be assisted by Herman Rosenblum.

## Spokane

SPOKANE, Wash., Sept. 6.—Cliff Garber is back with Crest Novelty Company, and Owner Bill Paradise is sending him on the road to make sales and installations of Buckley music systems.

Arlie Stewart, in charge of the phonograph department at Wellcome Music Company, spent last week visiting with his parents at Missoula, Mont. He was accompanied by his wife and baby.

Standard Sales Company has a new bookkeeper, Mrs. A. H. Weaver, formerly with the Roscoe Air-Conditioning Company in Seattle.

Nick Rego is stocking up on music machines. He has just purchased 50 Packard Pla-Mor wall boxes.

## FREE PLAY BUYS TO OPEN YOUR EYES

Bandwagon. \$17.00	Bordertown \$16.50
Crossline .. 16.50	Cadillac ... 16.50
Drum Major 16.50	Dude Ranch 17.50
Duplex ... 37.50	Entry .... 50.00
FourDiamonds55.00	Flicker ... 24.50
Four Roses. 32.50	Formation . 17.50
Gold Star .. 19.00	Leader .... 17.50
LeagueLeader 35.00	Landslide ... 15.00
Line Up .. 16.50	Play Ball .. 43.50
Metro ..... 25.00	(Bally) .. 43.50
Polo ..... 15.00	Powerhouse. 17.50
Red, White, Blue ... 27.50	Anabel .... 16.00
Blondie ... 15.00	Big Show ... 12.50
Commodore. 12.50	Dbl. Feature 12.50
Dixie ..... 12.50	Follies .... 12.50
Fantasy ... 12.50	Flagship ... 12.60
Hold Over.. 12.50	Jolly ..... 12.50
Nippy ..... 12.50	O'Boy .... 12.50
Punch .... 12.50	Rotation ... 12.50
Roxy ..... 12.50	Yacht Club. 12.50
Silver Skates 46.50	Sea Hawk . 52.00
Sun Beam . 37.50	School Days. 36.50
SportsParade 31.50	Stars ..... 28.50
Seven Up .. 35.00	Stratoliner.. 26.50
Score-a-Line. 15.00	Ten Spot ... 56.00
Target Skill. 60.00	Vacation .. 15.00
Velvet .... 32.50	Zombie .... 24.50
Wild Fire . 42.50	

1/3 Down, Balance C. O. D.

WANTED FOR CASH! Exhibit Rotaries and all legal Arcade Games.

## "THE ARCADE KING"

## MIKE MUNVES

593 TENTH AVENUE  
NEW YORK All Phones: BRyant 9-6677

## CLOSE OUT BARGAINS

DOUGH BOYS .....	\$20.00 Each
PLAY MATES .....	25.00 Each
FIFTH INNINGS .....	15.00 Each
STONER'S BASEBALL .....	15.00 Each
ROLLER DERBY .....	17.50 Each
O-BOY .....	10.00 Each
O-JOHNNY .....	20.00 Each
BIG SHOW .....	15.00 Each
TRIUMPH .....	10.00 Each
MAJORS .....	15.00 Each

We Want To Buy Marvel or Mercury Cigarette Machines.

## Buckeye Vending Co., Inc.

518 S. HIGH ST. COLUMBUS, O.

Buy U. S. Defense Savings Bonds and Stamps

## New Orleans

NEW ORLEANS, Sept. 6.—A marked pick-up in patronage at phonograph locations is reported. Rentals remained slow, but all other phases of the business are brisk. One large distributor of a nationally known line here has given up handling of a record line to give his entire attention to the expanded demand for coin phonographs.

Probably the most encouraging reports on all lines of venders comes from the soft drink industry. This year is going to bring in a new peak for soft drink consumption and the increase in aggregate sales of drinks will not be near as large as the increase in operations of this kind of venders. There is hardly a large downtown office, public building or theater without these bottle-vending machines.

Walther Bros., local appliance house, announce that they become territory distributors for Columbia and Okeh records, effective September 1. C. C. (Bud) Walther, general manager, reports he is highly enthused by the addition of this popular line of discs.

Removal of headquarters for the F. A. B. Distributing Company from Pensacola, Fla., to New Orleans, where a branch for Louisiana and Southern Mississippi distribution was recently established, is announced by Fletcher Blalock, head of the firm. Hereafter the Pensacola, Jackson, Miss., and Mobile offices of the firm will operate thru New Orleans control. The firm is territory distributor of Wurlitzer phonographs and equipment.

Frank De Barros, of the F. A. B. Company, has left for a trip thru the Bayou country, and Al Mendez, district sales manager for Ralph Wurlitzer Company, leaves in a few days for Dallas. The Blalock children, Mary and Fletcher E., have planned to Pensacola to enter school.

The J. H. Peres Amusement Company has bought 25 new J. P. Seeburg phonographs from the Southern Music Sales Company, and J. H. Peres, head of the firm, says he plans to expand his purchases in preparation for the fall and winter. Charles Wicker, sales manager of the Peres company, plans to leave soon with Dwight Osborne, district sales representative, Memphis.

Seen along the Coin Machine Row on Poydras Street the other day was Ben Naubauer, prominent music operator of Thibodaux. Naubauer says he will buy some new phonographs in preparation for a good fall and winter.

A. M. Monte, of A. M. Amusement Company, has returned from a two weeks' vacation at Hot Springs. Mrs. Monte accompanied him.

Tom Williams, of the Stelle & Horton office, Houston, spent a few days in New Orleans conferring with Melvin Mallory, manager of the Louisiana Amusement Company, an affiliate of Stelle & Horton.



**BRIGHT AS LIGHT**—both the Mills hand-load Jackpot Bell in the new green glitter finish and Ethel Lobdell, Chicago model. (MR)

The firm is having a good year on sales of Rock-Ola Spectravox speakers and other remote features.

Expansion of its record department to twice its old area is announced by Electrical Supply Company, RCA-Victor distributor in this area. Hugh Smith, head of the firm, reports that August's turnover of Victor and Bluebird records will set an all-time record for the month and send the total sales thus far in 1941 to above the aggregate of the 12 months of 1940 with four best months left to go.

The F. A. B. Distributing Corporation, Wurlitzer distributor in this section, reports the demand for these machines continuing to run ahead of shipments. The factory shipped in a carload of new Wurlitzers last week and all have been moved out. Al Mendez, Wurlitzer's district manager, is spending most of the week in the Texas territory.

In town for a few days, Dwight Osborne, district factory representative for Packard, with headquarters in Memphis, reports an ever-increasing demand for Pla-Mor remote systems. Osborne reports the sale of some round lots of Pla-Mors to the Northwest Amusement Company at Shreveport and to Buster Williams, op, of Monroe, La. While here Osborne is the guest of J. H. Peres, of J. H. Peres Amusement Company, State distributor for Packard.

Shirley Villruba is newest addition to the office staff of the Dixie Coin Machine Company, pin game distributing house.

Walther Bros., local distributing house for leading lines of household appliances, has been appointed territory distributor for Columbia and Okeh recordings. The new set-up was effective September 1, it is understood. The Southern Music Sales Company will be exclusive distributor for J. P. Seeburg phonographs and remote control systems.

Carlos Marelo, Gretna music operator, has purchased several new Seeburg phonographs for over-the-river locations.

With pin games growing in number on locations in Metairie area, several operators are taking on new equipment to meet a growing patronage in this suburb of New Orleans.

New Orleans Coin Machine Row has a finished inventor in Alex Merhige, of the New Orleans Coin Machine Exchange. Alex has received his patent serial number on a new automobile dashboard adjustable table. This 1½-foot table is tucked away under the glove pocket of an auto when not in use, but if refreshments must be partaken in a closed auto a button is pushed and out it comes for use.

Melvin Mallory, manager of the Louisiana Amusement Company, has just returned from a trip in Central Louisiana, where he reports the Rock-Ola phonograph is popular in leading entertainment spots in vicinity of the soldier camps.

**WE TOLD YOU SO... And so will HUNDREDS OF OPERATORS!**

**Western's new 1 or 5 ball replay DERBY WINNER is smashing collection records everywhere! Giant Jackpot! "Special" Rollover Feature. 40 Coin Buy-The-Board! Derby Winner Rollovers! 2 Models! A beautiful De Luxe Console for those ultra smart locations... An attractive Leg Model for your other type of locations... Both ready to make BIG money for you! Immediate Delivery! Order from your distributor or write direct.**

The Top Industry's Multiple 1 Ball Payout Deluxe FLYING CHAMP Quinella! 40 Coin Buy-the-Board! Giant Jackpot! Flying Champ Rollovers! It's a HONEY! Immediate Delivery!

**WESTERN PRODUCTS, NC.**  
925 W. NORTH AVE. CHICAGO, ILL.

**"QUICK CHANGE"**

**Multiple Coin Changer**

A "natural" for every location. Faster change-making—Faster machine play. Five long nicked tubes eject quarters, dimes, and up to five nickels. Cash drawer is divided for half dollars and paper money.

**Sample—\$14.85**

1/3 deposit—balance C. O. D.  
Manufactured by

**McGILL METAL PRODUCTS CO.**  
Marengo, Illinois

**IMPS . . . BRAND NEW . . .**

**WORLD'S LARGEST SELLING COUNTER MACHINE**

With Ball Gum Vender, Penny Play.  
Size, 5x5x6; Weighs Only 5½ Pounds.

**PRICE \$10.75 EACH**

**CASE OF 6 . . . . . \$60.00**

**SELLING OUT 547 USED PIN GAMES**

Super Six . . . . . \$ 8.75	Follies . . . . . \$13.50	Double Feature . . . \$19.50
Triumph . . . . . 8.75	Big Town . . . . . 16.50	Dixie . . . . . 21.50
Red Hot . . . . . 8.75	Yacht Club . . . . . 19.50	Blondie . . . . . 21.50
Roxy . . . . . 13.50	Sporty . . . . . 19.50	Vacation . . . . . 21.50
Jolly . . . . . 13.50	Mascot . . . . . 19.50	

1/3 Deposit With Order, Balance C. O. D.

**OHIO SPECIALTY COMPANY**

539 S. SECOND STREET      LOUISVILLE, KENTUCKY

CONSOLES		ARCADE EQUIPMENT	
Mills Four Bells \$210.00	Kentucky Club \$45.00	15 Ten Strikes \$35.00	2 Keeney Air
*38 Track Time 75.00	Jennings Derby 25.00	3 Chicken Sams 35.00	Raiders \$105.00
Paces 56	Day 25.00	1 Shoot the Bull 40.00	2 Sky Fighters 145.00
Saratoga 79.50	Jennings Pickem 45.00	1 Exhibit Bowling 30.00	2 Jennings Barrel
Paces 104	Jennings Paddock 45.00	3 Bally	Roll 85.00
Saratoga 79.50	Club 45.00	Defenders 115.00	3 Western
Paces Reels 254 79.50	Tanforan 25.00	3 World Series 59.50	Baseballs 45.00
Evans Galloping	Ray's Track 35.00	2 Skeeballettes 49.50	3 Anti Aircraft
Dominoes 69.50	Paces Races 65.00	6 Texas Leaguers 32.50	Guns 39.50
Keeney's Dark	Jumbo Parade 85.00	1 Bally Alleys 25.00	3 Pikes Peaks 15.00
Horse 25.00	One-Half Deposit, Balance C. O. D.		

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 PROSPECT AVENUE      CLEVELAND, OHIO

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

YOU TOO CAN  
**TRIPLE YOUR EARNINGS**  
with



**CONVERTIBLE  
CASH, CHECK  
OF FREE PLAY**

**KEENEY'S  
SUPER BELL  
CONSOLE**

Triple... yes we said TRIPLE your earnings with this greatest of all money makers. There's triple the appeal, that's why. Player can win on one, two or even three rows on SUPER BELL—never before anything like it. Get your share of BIG earnings NOW!

THE NEXT 2 WEEKS' PRODUCTION OF  
**FORTUNE** IS COMPLETELY  
SOLD OUT—ORDER YOURS NOW  
FOR EARLIEST DELIVERY!

**J. H. Keeney & Co. Inc.**  
The House That Jack Built  
6630 S. ASHLAND AVE. • CHICAGO

**OUT NEXT WEEK!—TOWER Keeney's  
Clever New Five Ball Novelty Table**



RECENT VISITOR AT THE PACKARD PLANT in Indianapolis was Leo Dixon, of Triangle Music Company, Packard distributor of Ohio. Here Dixon (left) watches the Pla-Mor production line with George Rossebo, factory manager; Rudy Greenstein, general sales manager, and Homer E. Capehart, Packard president. (MR)

**Boston**

BOSTON, Sept. 6.—Al Dolins, of Pioneer Music Company, turning his attention toward pintables, is buying equipment for several locations he has already lined up. Al expects to built his pin-table route shortly.

George Simard, Manchester, N. H., coinman, in town again this week to purchase more equipment.

Frank Ward, of Fairlee, Vt., in town to look over the lines, spent some extra time chatting with local coinmen.

Frank Howe, Wells, Me., music operator, in town to look over remote equipment. Business is reported good in Maine, which is one of the most important tourist States in New England.

Bill Martin, mechanic for Atlantis Distributing Company, receiving congratulations on his recent marriage.

Robert Soames, of the Beverage Dispensers of Boston, Inc., reports the firm's business has tripled in the past year. Beverage Dispensers now has six employees who are kept busy servicing and collecting. Two trucks and two service cars are used by the firm. Locations include industrial plants, theaters, and hospitals.

Connecticut coinmen report business booming as a result of national defense activity there. One operator has installed a group of candy venders in the Pratt-Whitney Aircraft plant in Hartford. More than 50 venders are now in use in this one plant and collections continue to mount.

Phil Berman, new game operator in Cambridge, reports he is well pleased with his new venture. Berman had a machine installed in his store and became interested in the coin machine business and decided to become an operator himself. He already has some good locations and is on the lookout for more.

George Powers, Middleboro, Mass., coinman, has practically abandoned his pin-game route and is concentrating on music.

Al Navickas, of Hartford, reports business exceptionally good and is purchasing more equipment. In addition to being the Packard Manufacturing Company's distributor, Al is a large operator. Brother Ed handles the installations.

J. J. (Jerry) Golumbo, regional manager for A. I. C., is too busy these days to take a vacation. Jerry is kept hopping covering his vast territory and is rapidly becoming one of the most consistent airline users in the business.

Robert Waldman, attorney and former theater manager, has formed Electric Amusement Machines Company, which is installing target guns, bowling alleys and other noiseless legal equipment in theaters in this vicinity. Waldman began with the M. & P. chain, installing two machines in the lobby of its de luxe

theater, the Metropolitan. The list of locations now numbers more than 30 and extends for over 100 miles from Boston. Waldman is using guns of one and two units, depending upon the amount of space available in the theater, and other equipment in the lobbies and lounges of the theaters.

Charles Holt, Bar Harbor (Me.) coinman, in town more frequently now to purchase new equipment for his locations. Because of new local restrictions regarding pintables, Holt is setting up a target gun route and reports favorable results thus far. The Maine coinman is becoming more and more of a familiar figure along coin row as a result of the increasing visits he makes to Boston.

Frank Liversidge, Lawrence (Mass.) pinball operator, in town to purchase additional equipment for his route.

Mike Bond, Buckley distributor in this section, reports another location complete with Buckley wall boxes. The location is in the Brighton section of Boston and is reported to be one of the best music locations in the section. Mike reports that business continues good and that Carlo Sarno in Springfield, Mass., also is doing a good job of handling operators' needs.

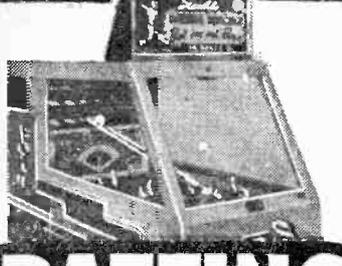
Tiny Meltzer, Boston music operator, has just purchased several hundred more wall boxes and is busy remoting more of his locations.

Dave Bond, of Trimount Coin Machine Company, distributor of Singing Towers Phonos and equipment, reports that operators in this section are taking to the new 40-selector wall box released by A. I. C. Dave is kept happy by rapid shipments from the factory which enable him to take care of the operators with little delay.

Ed Ravreby, back from a Canadian vacation, plunged immediately into the pile of work awaiting him at the Owl Mint Machine Company. Business held up strong during his absence and on his return he immediately began making plans for the expected additional upswing after Labor Day.

Mike Bond says he is looking for experienced help. Nearly every other coinman in Boston echoes the sentiments, but there is still a shortage of labor.

HERE TODAY,  
HERE TOMORROW  
—AND 5 YEARS FROM NOW!  
**BETTER BUY TODAY**



**BATTING PRACTICE**

Your future depends on a **DEPENDABLE** moneymaker and that's **BATTING PRACTICE**—the greatest baseball game ever made!

**SCIENTIFIC MACHINE CORP.**  
21 STEUBEN ST. BROOKLYN, N.Y.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

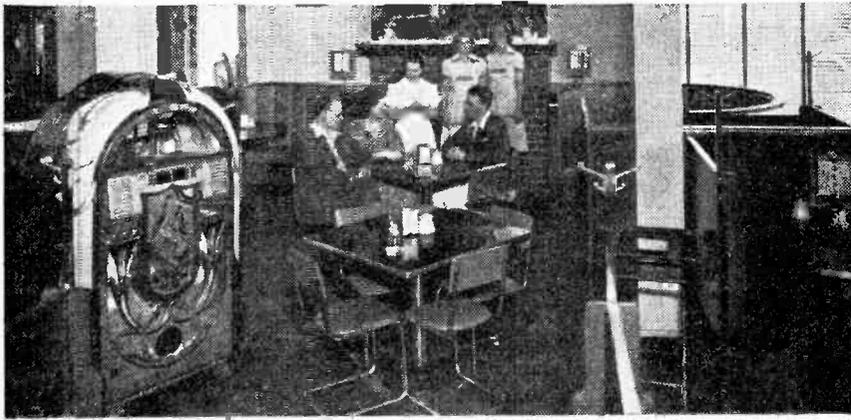
**I. C. C. Reclassifies  
Coin Devices; New  
Freight Rates Soon**

CHICAGO, Sept. 6.—Dave Gottlieb, head of D. Gottlieb & Company, reports that there has been a reclassification of coin-operated machines whereby L. C. L. freight rates will be lowered October 1. Heretofore coin machines shipped in less than carload lots (L. C. L.) were rated as first class. After October 1 they will be rated as second class and will be shipped at estimated savings of 18 per cent.

While the L. C. L. rates have been lowered, rates applying to carload lots will remain the same. The change in rates was issued by the Interstate Commerce Commission.

Gottlieb, in reporting the change, declared that the thanks of the industry should go to David Brown, official of the Lifschultz Trucking Company, Chicago, who interceded on the part of the industry. Brown told railroad and commission officials that it was his belief that the industry's products should be shipped under the second-class classification.

It was explained that the railroad rates do not apply to the trucking industry, except that the railroad rate is the minimum which trucking firms may charge. The rates to different points vary and the savings likewise vary. The rate heretofore in effect to New York, for example, was \$1.67 per hundredweight. The new rate will be \$1.42 per hundredweight. Inasmuch as games weigh approximately 200 pounds, this will save shipping costs of about 50 cents per game.



WURLITZER WALL BOXES HAVE STEPPED UP phonograph play in Bennie's Open Door Restaurant, Richmond, Va. Seated are K. A. O'Connor, O'Connor Vending Machine Company; Mrs. O'Connor; Mrs. Bennie, wife of the location owner, and Morris Maynor, Wurlitzer distributor for the Richmond area. (MR)

### S. W. Buckley Biz Fine, Reports Irby

DALLAS, Sept. 6 (MR).—Collis Irby, Walbox Sales Company, Dallas, district manager for Buckley Music System in

the Southwestern States, reports increased business for every month of 1941 so far.

"Texas was where the wall-box business was first introduced," says Irby. "Music operators all over the State had an opportunity to learn about the box business long before their brother operators in other sections of the country knew much about it.

"Up until the first of this year we thought wall-box business was satisfactory, but with the introduction of the new Buckley illuminated boxes we have been able to increase our business each month, and increase it in just as great a volume as we could handle.

"Here in Dallas we have George Wrenn, who travels in Texas, and F. H. Cunningham, who travels in Oklahoma and Kansas. I work right along with them so that we are carrying the news of boxes to everyone located in the Southwestern section."

## MARVEL

**WORLD'S GREATEST  
3 REEL CIGARETTE  
TOKEN PAYOUT  
COUNTER GAME  
WITH  
MYSTERY AWARD**

SAMPLE

\$34.50

Ball Gum Model  
Only \$2 Extra

**BALL GUM**

15¢ Per Box, 100 Pieces. Case of 100 Boxes,  
\$18.75. 1/3 Deposit. Balance C. O. D.

### Lucky Ducats Buy Derby Winners

CHICAGO, Sept. 6 (MR).—Western Products' Don Anderson reports on an unusual letter the Western firm received last week. According to Don, a Western operator visited Chicago on his vacation and attended the races at Washington Park, a near-by race track.

"It so happened that the American Derby was run off that day and said operator had a handful of winning tickets on the Derby Winner," relates Anderson. "The following Monday the operator sent in an order for a quantity of Derby Winners, saying that he was paying for them from his winnings on the Derby Winner."

Don also quoted the operator as saying that Derby Winner has been a real money-maker, as the players on his locations go for the 40-coin-buy-the-board idea, as well as the giant jackpot and numerous rollover scoring features.

Anderson also stated that Flying Champ is a big seller for Western. Flying Champ is a one-ball de luxe multiple payout table. "In fact," said Anderson, "Flying Champ is selling in larger quantities every week. This game is going stronger as time goes on, quite contrary to the usual sales trends of coin-operated equipment. We intend to have this game in production for a long time."

### Operators Praise Bally 41-Derby

CHICAGO, Sept. 6 (MR).—"The orchids are coming in fast on the new 41-Derby multiple replay," reports George Jenkins, general sales manager of Bally Manufacturing Company. "Operators who thought Club Trophy hit the limit for earning power are surprised at the way the new angles introduced in 41-Derby are resulting in bigger collections. "Every report received so far on the first few hundred 41-Derby machines shipped shows a substantial improvement in earnings over previous machines in the same locations. That new fifth-nickel-magnet is doing the work. Operators in replay territory who want to keep their income up this fall should hustle right over to their distributor and get 41-Derby."

# Bally 41-DERBY

(NEW 4-MULTIPLE REPLAY)

HAS "FIFTH NICKEL MAGNET" FEATURE

Find out about this clever new money-magnet that puts extra profit in your pocket! Reports from all sections of the country show 41-DERBY is getting biggest collections ever known in multiple replay class. There's a reason . . . that "Fifth Nickel Magnet" feature! Get the facts from your distributor—or write direct to factory.

CONSOLE OR TABLE  
ONE OR 5 BALLS



**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO, ILLINOIS

## SICKING, INC.

1401 CENTRAL PKWY., CINCINNATI, O.  
927 E. BROADWAY, LOUISVILLE, KY.  
SICKING COMPANY OF INDIANA  
927 Ft. Wayne Ave., INDIANAPOLIS, IND.

GET HEP  
TO THE HOTTEST  
THING IN AMERICA

## FLIPPER

By MARKEPP

\$19.50 2 FOR ONLY  
EA. \$37.50

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"!!!

THE MARKEPP CO

3328 Carnegie Ave., Cleveland, O.

## MUST SELL!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

BOX 285, MINNEAPOLIS, MINN.

## It's Terrific! IT'S "KNOCKOUT!"

A brand new idea in die-cut punch boards. Powerful player appeal. Consulations start at \$1.00 -- none less than 25c. Get this money-maker now!

No. 12087 5c a Play 1200 Holes

Takes in	\$60.00
Average Pay out	26.88
Average Gross Profit	\$33.12

WRITE FOR NEW FOLDER NC-418

### HARLICH MFG. CO.

1413 West Jackson Boulevard - CHICAGO, ILL.

## GET SET FOR FALL WITH THESE BARGAINS USED PIN GAMES

<p><b>GENCO</b></p> <p>Southpaw . . . \$85.00 Four Roses . . . 55.00 Dude Ranch . . . 32.50 Cadillac . . . 27.50 Powerhouse . . . 25.00</p> <p><b>GOTTLIEB</b></p> <p>Hi Dive . . . \$67.50 Sea Hawk . . . 52.50 Paradise . . . 37.50 Oh Johnny . . . 25.00 Score Card . . . 17.50 Big Show . . . 17.50</p> <p><b>EXHIBIT</b></p> <p>Do Re Mi . . . \$62.50</p>	<p>Leader . . . \$37.50 Landslide . . . 27.50 Lone Star . . . 25.00 Shortstop . . . 20.00 Wings . . . 20.00 Golden Gate . . . 10.00</p> <p><b>CONSOLES</b></p> <p>Buckley Track Odds . . . \$139.50 Track Time "38" . . . 79.50 Track Time Reel Hut . . . 49.50</p> <p><b>BALLY</b></p> <p>Play Ball . . . \$55.00 Flicker . . . 42.50</p>	<p>Vacation . . . \$20.00 Limelight . . . 20.00 Glamour . . . 20.00 Champion . . . 12.50 Roller Derby . . . 12.50 Vogue . . . 10.00</p> <p><b>OTHER MAKES</b></p> <p>50 Grand . . . \$50.00 Target Skill . . . 42.50 Doughboy . . . 25.00 Sporty . . . 19.50 Hold Over . . . 19.50 Nippy . . . 15.30 Score Champ . . . 12.50 Super Six . . . 10.30 Super Charger . . . 10.00</p>	<p><b>LEGAL EQUIPMENT</b></p> <p>Sky Fighter \$149.50 Nite Bomber . 149.50 Air Raider . . 110.00 Rapid Fire . . 99.50 Seeburg Chicken Sam . . . . . 39.50 Seeburg Convict 55.00 Bally Bull . . 35.00 Mills Jumbo, F.P. . . . . 79.50 Waiting Big Game, F.P. . 89.50</p>
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## SHAFFER MUSIC CO.

514 S. HIGH STREET COLUMBUS, OHIO

# THE NO. 1 HIT!

AWARDED ★★☆☆ BY OPERATORS EVERYWHERE!

## Chicago Coin's STAR ATTRACTION

**NEW CARRY OVER**  
Feature keeps 'em playing

**6 WAYS TO WIN**  
SPECIAL REPLAY LANE

**YELLOW and RED STARS**  
Plus- OTHER BIG FEATURES

BUY DEFENSE BONDS!

CHICAGO COIN MACHINE CO., 7725 W. DIVERSEY, CHICAGO

**Apology!**  
It has been impossible to fill orders promptly—however, stepped up production will quickly insure fast deliveries.

**SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N. Y.

Belle Hop	\$59.50
Floker	29.50
Metro	29.50
Mystic	29.50
Glamour	17.50
Sun Beam	39.50
Stars	36.50
Silver Skates	52.50
Sea Hawk	52.50
Target Skill	57.50
Vacation	17.50
Wow	44.50

1/3 With All Orders. Balance C. O. D. WRITE FOR COMPLETE LIST!

**GOING STRONGER THAN EVER!**  
**CHICAGO COIN'S STAR ATTRACTION**

**BARGAINS . . . BECAUSE WE NEED SPACE**  
For Large Shipments of Keeney's Super-Bell Console and Keeney's Fortune One-Ball Multi-Convertible Jack-Pot  
All Used Equipment Handled by Specially Trained Men, Each a Master in His Line. Any Selection You Make Is Ready for Location.

**PAY OUT CONSOLES**

Dominoes	\$ 75.00	Paces Races	\$ 39.50	Roulette	\$ 39.50
Fast Time	75.00	Brown Cabinet	79.50	Saratoga	69.50
Four Bells	205.00	Black Cabinet	52.50	Track Time, 37	35.00
Lucky Stars	75.00	Paces Reels	75.00	Track Time, 38	75.00
Pastime (Late)	175.00	Pay Day	125.00	Triple Entry	109.50

**FREE PLAY CONSOLES**

Jennings Totalizers:		High Hand	\$169.50	Saratoga Comb. P.O.	
Bob Tail	\$115.00	Jumbo Parade	85.00	and Free Play	\$110.00
Silver Moon	115.00	Jungle Camp	75.00		
Fast Time	75.00				

Over 200 Slot Machines in Stock — Send for Complete List

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

**CENTRAL OHIO QUALITY BUYS**

<b>ARCADE EQUIPMENT</b>		Keeney TEXAS LEAGUERS	\$39.50	Charley Horse, 5¢-10¢	\$79.50
Keeney NAVY BOMBER	\$110.00	Skee-ballette	39.50	Beulah Parks, 5¢	89.50
Keeney Anti-Aircraft Gun	39.50	Bally Alley	19.50	Jennings BOB TAILS	79.50
Same In Marblelego	49.50			Jennings SILVER MOON	79.50
Mutoscope SKY FIGHTERS	155.00	<b>CONSOLES</b>		Jumbo Parades, F.P.	89.50
Mutoscope Ace Bombers Write Scientific Batt. Practice Write Evans Ten Strike, 150 Dial	52.50	Keeney TRIPLE ENTRY	\$135.00	<b>COUNTER GAMES</b>	
Seeburg Chicken Sams	42.50	Keeney '37 R.H. Track	39.50	5¢ Mercurys	\$17.50
Seeburg Shoot the Chutes	69.50	Bally Favorite	29.50	1¢ Yankees	16.50
		Exhibit	49.50	1¢ Gingers	9.50
		<b>LONGCHAMPS</b>		5¢ Mills Q.T.'s	37.50
		Jennings MULTIPLE RACER	59.50	1¢ American Eagles	17.50
		Stanco Bells, Singles	79.50	1¢ Pike Peaks	15.00
		Stanco Bells, 2 5¢ Units	95.00	1¢ Zephyrs	7.50
				1¢ Mills Q.T., Late	39.50

Immediate Delivery on Keeney SUPER BELLS and all the Latest Free Play Games—Write for Our Complete List. Half Deposit With Order—Balance C. O. D.

**CENTRAL OHIO COIN MACHINE EXCHANGE, INC., 491 S. High St., Columbus, O.**

**Philadelphia**

PHILADELPHIA, Sept. 6. — Bowling alleys on the increase in the territory, they make for the choicest machine locations sought out by the operators. The new month finds three such recreation centers opening in the territory—the Broad and Olney Alleys in the city, the Bend-D Bowling Alleys in near-by Merchantville, N. J., and the newly built Amusement Hall at White Horse, Pa., being built by Charlie Fox Jr., which will include a regular game room for the coin machines.

John Booker has opened the Penny Arcade at 1511 North 21st Street, featuring all types of skill games.

Nelson Verbit, contacting the operators in the interest of Raymond Rosen Company, Victor-Bluebird distributor, has been dubbed the "helpful Henry" in adding record service to his sales talks to the machine gentry.

Arthur L. Pockrass, head of Universal Amusement Company and Buckley distributor here, is moving his residence to the exclusive Main Line sector, having purchased a mansion in Bryn Mawr. He turned over \$18,000 for the property.

The Philadelphia Dispatch, August 24, disclosed that George Freeman, now Decca distributor here, is the dean of all the Tin Pan Alleys, having pioneered the sheet music business when he ran a shop in the arcade on Market Street as far back as 1906.

achines wherein a bona fide act of skill on the part of the player is a condition precedent to the award.

In the 20 per cent tax class are those machines wherein only the element of chance determines the award to the player. The third class includes all devices wherein neither an element of chance nor skill is involved in the operation.



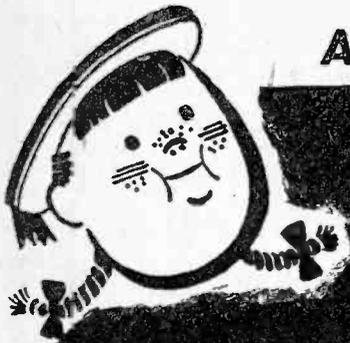
VERA LEE SHANKMAN, secretary to Sam Kleiman, Allied Novelty Company, Chicago, who was featured in The Chicago Daily Times as contender for title of Queen in The Times A. A. Bicycle Pageant August 31. (DR). Photo courtesy The Chicago Daily Times.

**State Reclassifies Pinball Machines**

SEATTLE, Wash., Sept. 6.—The Washington State Tax Commission has reclassified mechanical devices for the purpose of taxation under a 1941 law to comply with a recent-court decision that the previous regulations were not in accord with the existing law.

Certificates of registration to be issued under the new regulations are for tax purposes only.

Listed within the 10 per cent classification are such devices as the traveling crane, iron claw, pinball, and other ma-



Another Chubbie Harvest . . .

# Super CHUBBIE

by Stoner



A greater sensation than the original Chubbie.  
 Simple to Understand — 12 lights out — free plays for each numbered bumper contacted thereafter.  
 Special award for contacting No. 6 bumper when yellow triangle is lit. Going through top roll over lights No. 6.  
 Extra Special Award for putting out numbered lights when Super Chubbie is lighted on back panel.  
 Ever popular High Score.  
 Simple, but the most fascinating — tantalizing game of them all. A real test of players' skill. It's harvest time with Super Chubbie — call your distributor now —

Stoner Corporation, Aurora, Ill.

## MONEY-MAKING BOARDS

From the Smallest to the Largest.  
 Write for Catalog

TO BOOST YOUR TAKE



PRINTING COMPANY  
 1025-25-27 RACE ST., PHILA., PA.

### THE F. P. BARGAIN MART

- |                          |                           |
|--------------------------|---------------------------|
| Attention . . . \$29.50  | Anabel . . . \$18.50      |
| Cadillac . . . 16.50     | Crossline . . . 16.50     |
| Capt. Kidd . . . 69.50   | Do Re Mi . . . 59.00      |
| Duplex . . . 41.00       | Four Roses . . . 35.00    |
| Four . . .               | Flicker . . . 28.00       |
| Diamonds . . . 57.50     | Formation . . . 18.00     |
| Hi-Hat . . . 59.00       | League Leader . . . 39.50 |
| Horsoscope . . . 62.50   | Majors . . . 59.50        |
| Leader . . . 19.50       | Miami Beach . . . 52.00   |
| Metro . . . 26.00        | Power House . . . 16.50   |
| Play Ball . . .          | Sea Hawk . . . 52.50      |
| (Bally) . . . 47.50      | Silver Skates . . . 49.50 |
| Score-a-Line . . . 16.50 | Stars . . . 32.50         |
| Seven Up . . . 36.50     | Sun Beam . . . 39.00      |
| Sport Parade . . . 24.50 | South Paw . . . 65.00     |
| Stratoliner . . . 28.50  | Ten Spot . . . 62.50      |
| Snappy . . . 41 59.50    | Velvet . . . 32.50        |
| Target Skill . . . 52.50 | Zombie . . . 27.50        |

And many other bargains in new and used games. 1/3 down, balance C. O. D.

MIDTOWN VENDING CO.  
 693 TENTH AVENUE NEW YORK

## Dallas

DALLAS, Sept. 6.—Pinball games have held up well during the hot season. While receipts were off slightly, Labor Day crowds helped the take for many local operators.

J. W. Hooks, of Ranger, Tex., operator in the West Texas sector, has purchased a ranch and is building a new home.

A. J. Berreras, of the Fisher Brown organization, has returned from a vacation in Mexico City. Emma Hazelwood, formerly with the firm, has accepted a position with the U. S. War Department.

Jane Kizer, secretary to Collis Irby, of Walbox Sales Company, is away on vacation.

E. B. Ribble, old and successful bulk merchandise operator, has established a new vender route with an initial purchase of 275 Northwestern venders.

J. H. Schwartz, assistant sales manager of Wurlitzer, was a recent Dallas visitor. While here Schwartz conferred with Raymond Williams, of the Commercial Music Company, on plans to keep Wurlitzer equipment on schedule to Southwestern operators.

W. G. Richardson, of Wichita Falls, and Bob Reilly, of Iowa Park, have added much new equipment to their extensive West Texas operations.

Walter Hosek, bulk merchandise operator of Dallas, reports that venders are doing all right. He says that business has held up well thru the hot weather.

Clennan S. Scott, of Huntsville, Tex., was on amusement row recently purchasing new equipment.

## THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

- |                               |                                 |  |
|-------------------------------|---------------------------------|--|
| Boontown . . . . . \$49.50    | Play Ball (Bally) . . . \$47.50 | WRITE QUICK for Our Complete Price List of All New and Used Machines!! |
| Double Play . . . . . 59.50   | Zombie . . . . . 29.50          |  |
| League Leader . . . . . 59.50 | Sea Hawk . . . . . 54.50        |  |
| Miami Beach . . . . . 59.50   | Flicker . . . . . 29.50         |  |
| 1/3 Down, Balance C. O. D.    |                                 |  |

**BUDIN'S, INC.** 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700

25¢ **LUCKY BILL** 25¢

PLAYERS WIN ALL AWARDS \$100

111-3-1 111-7-1

17-21 37-47-57 67-77-87 97-107-117-127

## Be LUCKY With LUCKY BILL FORM 4749

A Golden Opportunity to Make Some Real Money  
 Order Some Today for Fast Play and Good Profits  
 Takes in (1000 holes @ 25c) . . . . . \$250.00  
 Pays Out . . . . . 191.00  
 Profit . . . . . \$ 59.00

PRICE \$1.30  
**CHAS. A. BREWER & SONS**  
 Largest Board and Card House in the World  
 6320 Harvard Ave., Chicago, Ill.

## WANTED FOR CASH

Mills Skyscrapers, FOK's, Extraordinaries, War Eagles, Golden Bells, Futurities, Blue Fronts, Bonus and Jennings' Chief. Any condition. Wire immediately.

**Standard Coin Machine Company**  
 2307 N. WESTERN AVE. (Humboldt 2286) CHICAGO

## FOR SALE—PENNY ARCADE

In town of 100,000. Located on main business streets near Army Camp. Year round business. All new machines. Will sell at sacrifice. Due to other business.

BOX D-106, care The Billboard, Cincinnati, Ohio

Tell the Advertiser in The Billboard Where You Got His Address.

IF YOU'RE HUNTING FOR BIG GAME PROFITS

# JUNGLE

BY GENCO  
BRINGS 'EM BACK  
ALIVE!

America's top maker of moneymakers now presents JUNGLE!—the machine with the most colorful backboard and exciting action of the year! EVERYWHERE we have tested it, EVERYONE has raved about it! GENCO'S JUNGLE is alive with new and unexpected thrills—the kind that captivates every player in America! Here's the biggest game profits you've ever hunted. GET JUNGLE BY GENCO . . . TODAY!!!

**IMMEDIATE DELIVERIES!**  
**GENCO**  
BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO, ILL.



**NEW!** DISTRIBUTORS FOR LEADING MANUFACTURERS  
**ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

**FREE PLAY GAMES**

Miami Beach . . . . . \$62.50	Sara Suzy . . . . . \$37.50	Punch . . . . . \$23.50
Sun Beam . . . . . 59.50	Rotation . . . . . 27.50	Stoner Baseball . . . . . 22.50
Boom Town . . . . . 57.50	Big Town . . . . . 26.50	Super Charger . . . . . 19.50
Flicker . . . . . 54.50	Big Show . . . . . 26.50	Jumper . . . . . 19.50
Wow . . . . . 49.50	Lancer . . . . . 24.50	Mr. Chips . . . . . 19.50
Mills Five-in-One . . . . . 49.50	Mascot . . . . . 24.50	Lucky . . . . . 19.50
Mills 1-2-3, F.P., 1939 . . . . . 39.50	Roxy . . . . . 24.50	Big Six . . . . . 17.50
	Follies of 1940 . . . . . 24.50	

**AUTOMATIC PAYTABLES**

Santa Anita . . . . . \$122.50	Grandstand . . . . . \$79.50	Derby King . . . . . \$57.50
Sport King . . . . . 122.50	Thistledown . . . . . 69.50	Derby Time . . . . . 39.50
Grand National . . . . . 84.50	Hawthorne . . . . . 57.50	Dead Heat . . . . . 37.50

**PHONOGRAPHS**

Wurlitzer 500 . . . . . \$157.50	Seeburg Concert Grand . . . . . \$139.50
Wurlitzer 600 . . . . . 142.50	Seeburg Plaza . . . . . 134.50
Wurlitzer 616 . . . . . 59.50	Seeburg Casino . . . . . 134.50
Wurlitzer 716 . . . . . 59.50	Seeburg Crown . . . . . 134.50
Wurlitzer 61 Counter Model . . . . . 79.50	Rockola 1940 Super Rockalite . . . . . 194.50

**LEGAL EQUIPMENT, GUNS, ETC.**

Bally Rapid Fire . . . . . \$104.50	Keeney Anti Aircraft, Bwn, \$59.50
Seeburg Shoot the Chutes . . . . . 89.50	Keeney Anti Aircraft, Bk. 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

**Look To The GENERAL For LEADERSHIP!**

Five-in-One . . . . . \$45.00	<b>IMMEDIATE DELIVERY</b>	Sport Special . . . . . \$79.50
Flicker . . . . . 39.50	Baker's Kicker & Catcher & Silver Spray	Record Time . . . . . 89.50
Four Roses . . . . . 42.50	—Jennings' Silver Moon & Bobtail	Blue Grass . . . . . 119.50
Play Ball (Bally) . . . . . 57.50	—Totalizers (convertible and straight F.P. Models)	1-2-3 (1940) . . . . . 69.50
Sea Hawk . . . . . 55.00	—Face's Saratoga Convertible	Jumbo Parade, F.P. 89.50
Stars . . . . . 42.50	—Mutoscope's Drive Mobile & Ace Bomber	'40 Saratoga Conv. 125.00
Sun Beam . . . . . 49.50	—Scientific's Batting Practice	'40 Reels Jr., P.O. (25¢ Play) . . . . . 110.00
Gold Cup . . . . . 32.50	—Dayal's Lucky Smokes, Races & Rex	
Many other games in stock.	and all the worth-while latest releases.	

Write for Complete List of America's Finest Reconditioned Machines. 1/3 Cash With Orders, Balance C. O. D.

**THE GENERAL VENDING SERVICE CO.** 306 NO. GAY ST. BALTIMORE, MD.  
ESTABLISHED 1925—GROWING STEADILY EVER SINCE!!

**Bally Dice Game Club Favorite**

CHICAGO, Sept. 6 (MR).—Bally's Roll-'Em two-reel dice console is rapidly becoming the favored machine for club operations, according to Bert Perkins, assistant sales manager of Bally Manufacturing Company.

"One reason why Roll-'Em is so popular," Perkins said, "is the fact that it has a seven-selection coin-head, permitting up to seven players to gather around and each play his favorite point. When all selections are made you pull the lever to shake the dice—the old familiar spots whirling on the old favorite bell reels. As the two reels click to a stop you feel a surge of excitement and suspense equal to the thrill produced by real dice on a real layout. The robot banker built into Roll-'Em counts the points thrown with uncanny accuracy and automatically pays all awards. No wonder Roll-'Em is earning the fastest, fattest profits in bell or console history!"



**BERT LANE KNOWS:**

**GENCO'S THE NAME!**  
**JUNGLE'S THE GAME!**

**SEABOARD SALES, INC.**

619 10th Ave., N. Y. Wisconsin 7-5688

**SPECIAL!**

\$14.50 Super Six Topper Big Six Airport Jumper Golden Gate Rebound Double Feature Mr. Chips Triumph Flash Slide Kick Champion Bangs Fifth Inning	\$19.50 Score Champ Red Hot Limelight Big Town Commodore Oh Boy Bowling Alley Score Card Lite-a-Card Landslide Flagship Lancer Miami Majors
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TO AVOID DELAY, GIVE SECOND CHOICE 1/3 Deposit, Balance C.O.D.

**MILWAUKEE COIN MACHINE CO.**  
3130 W. Lisbon Ave., Milwaukee, Wis.



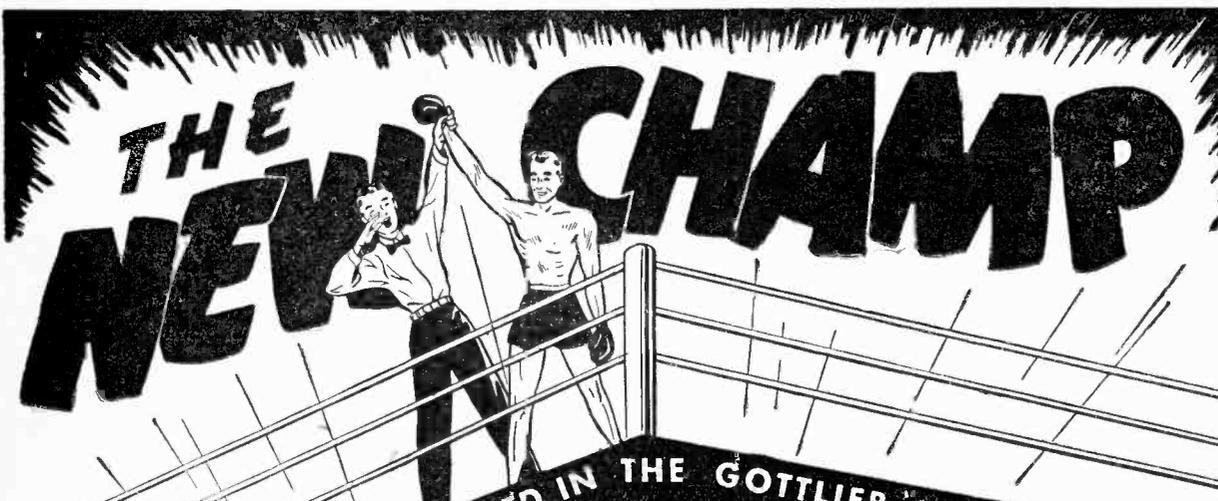
**MILLS PHONOGRAPHS BELLS TABLES**

Distributor **CONSOLES**  
**KEYSTONE NOVELTY & MFG. CO.**  
26th & Huntington Sts., Philadelphia, Pa.  
Baltimore Office: 515 Cathedral St., Baltimore, Md.

**PICK AND GRIN**

A miniature jar deal on a card. Folds up like a daily or tip book. Only 210 tickets. Takes in \$10.50 and makes an average profit of \$5.00. Pays out eight 25¢ consolations and four jackpot seals averaging \$7 1/2 each. Seals are as follows: One \$5.00, one \$3.00, one \$1.00, seventeen 50¢ seals; 20 seals in all, 4 to pull. The fastest little money maker yet. Order today. Three samples, \$1.25. Regular price \$5 per dozen.  
**BARNES NOVELTY CO., New Paris, Ohio**

# THE NEW CHAMP



**OVERWHELMINGLY DEMANDED IN THE GOTTLIEB "WALLOP POLL"**

**GOTTLIEB "WALLOP POLL"**

Is Gottlieb's **NEW CHAMP** the best game of the year?

YES   
NO

**WONDER GAME!**

The game that will pay all of your Defense Taxes!

**THE WINNAH!**

And HOW They Want It! Operators and Distributors were unanimous in insisting upon production of his haymaker hit!

IMMEDIATE DELIVERY

**D. GOTTLIEB & CO.**  
1140-1150 N. KOSTNER AVE. CHICAGO




**P.S. We are winding up our run this week on SPOT POOL and NEW CHAMP! DON'T BE LEFT OUT IN THE COLD!**

## OPERATORS! CHECK THIS LIST

**PAYTABLES**

Grand Nationals .....	\$87.50	Hawthornes .....	\$54.50	Thistledowns .....	\$58.50
Grandstands .....	74.50	Flashers .....	39.50	Hi-Boys .....	39.50

**THOROUGHLY RECONDITIONED FREE PLAYS**

All Americans \$44.50	Attentions .. \$44.50	Bandwagons \$41.50	Barrages .....	\$54.50
Big Chiefs .. 46.50	Broadcasts .. 44.50	Cadillacs .....	27.50	Crosslines .. 34.50
Dixies .....	32.50	Eurekas .....	29.50	Five In One .. 47.50
Four Roses .. 62.50	Fox Hunts .. 34.50	Flickers .....	49.50	Gold Cups .. 34.50
Mascots .....	23.50	Merry-Go-Rounds 27.50	Gold Stars .. 37.50	Gold Poles .. 31.50
Powerhouses .. 31.50	Record Times 87.50	Mr. Chips .....	14.50	Rotations .. 19.50
School days .. 54.50	Seven Ups .. 54.50	Red Hots .....	14.50	Stratoliners .. 49.50
Vacations .. 23.50	Yacht Clubs .. 22.50	Silver Skates 49.50		

**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.

## NATIONAL VALUES

**5-BALL FREE PLAY GAME BARGAINS**

Anabel .....	\$24.50	Dble. Feature	\$22.50	Lucky .....	\$15.00	Score Champ	\$22.50
All American	45.00	Double Play	65.00	Majors 1941	65.00	Seven Up	63.00
Attention .....	45.00	Dough Boy	27.50	Mascot .....	26.00	Sea Hawk	87.50
Bally Beauty	24.50	Drum Major	34.50	MerryGoRound	39.00	Silver Skates	85.00
Bandwagon ..	42.50	Dude Ranch	39.50	Mills' Owls	110.00	Skyline .....	37.50
Big Chief .....	49.00	Fantasy .....	14.00	Mr. Chips	19.00	South Paw	65.00
Big Show .....	22.50	Follies '40	21.00	Oh Boy .....	19.00	Sparky .....	32.50
Big Six .....	12.00	Formation	37.50	Paradise .....	50.00	Speedway	35.00
Blondie .....	22.50	Four Diamonds	69.50	Playmate .....	32.50	Sports Parade	64.50
Boom Town ..	27.50	Four Roses ..	62.50	Polo .....	32.00	Stars .....	59.50
Bowling Alley	22.00	Gold Star .....	39.50	Powerhouse ..	32.50	Stratoliner	47.50
Brite Spot ..	22.50	Hi Hat .....	69.50	Progress .....	37.50	Summertime	24.50
Cadillac .....	28.50	Jolly .....	24.50	Punch .....	20.00	Super Six	15.00
Commodore ..	20.00	Landslide .....	27.50	Rotation .....	22.00	Three Score	27.50
Congo .....	27.50	Leader .....	39.50	Royal .....	20.00	Vacation .....	24.00
Dixie .....	37.50	Limelight .....	26.50	Roxy .....	65.00	Wild Fire	49.50
		Lone Star .....	20.00	School Days	65.00	Yacht Club	19.00
				Score Card	22.00	Zombie .....	49.00

**PHOTOGRAPHS**

Rockola 1940 Super Rockolite	\$195.00
Rockola 1940 Sport Walnut	185.00
Rockola 1939 De Luxe	139.00
Rockola 1939 Standards	127.00
Rockola Monarch	99.50
Rockola 1939 Counter Models	64.00
Rockola 12 Record	29.00
Rockola Wall Box	22.50
Wurlitzer 500 Piano Keyboard	145.00
Wurlitzer 616	52.50
Wurlitzer 412	35.00

**LEGAL EQUIPMENT**

Bally Rapid Fire	\$104.50
Bally Lucky Strike Bowling Game	24.00
Bally Alley Bowling Game	15.00
Gottlieb Skiballette, New	65.00
Keeney Anti-Aircraft	49.50
Keeney Chicken Sam	45.00
Keeney Air Raider (Light Brown)	104.00
Rockola Ten Pins	49.50

**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

**You can ALWAYS depend on JOE ASH—ALL WAYS FINEST FREE PLAYS READY FOR SHIPMENT!**

Attention .....	\$37.50	League Leader	\$34.50	Powerhouse .....	\$15.00
Boomtown .....	47.50	Limelight	12.50	Stars .....	39.50
Bowling Alley	12.50	Mills 1-2-3, F.P.	12.50	Target Skill	52.50
Big Show .....	12.50	Animal Reels	22.50	Wildfire .....	47.50
Blondie .....	16.50	Metro .....	29.50	Ump .....	32.50
Commodore ..	12.50	Nippy .....	12.50	Wow .....	32.50
Duplex .....	47.50	Play Ball, Bally	42.50		
Flicker .....	29.50	Roxy .....	12.50		
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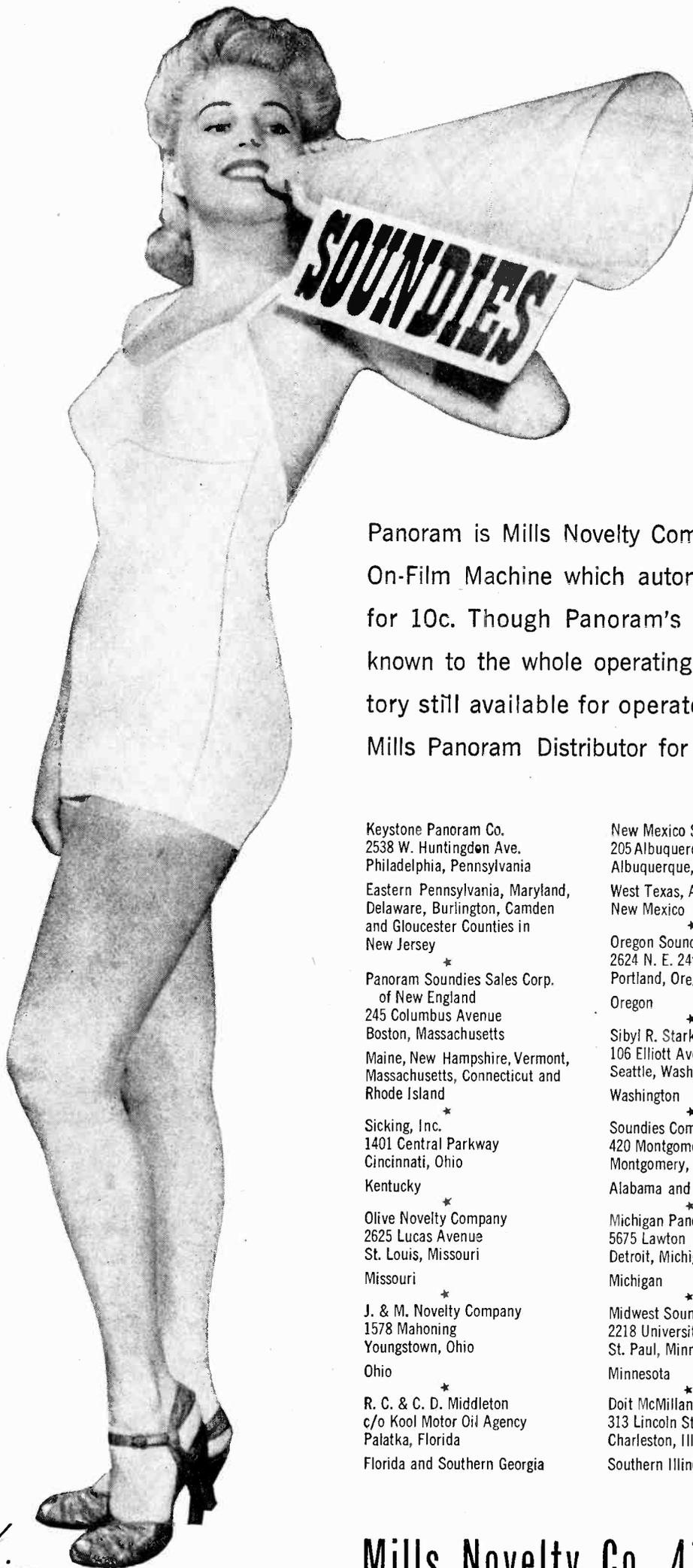
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BALTIMORE, Sept. 6.—Samuel S. Cohen has moved his Rainbow Music Company to new quarters at 501 Pennsylvania Avenue. The move was made necessary by the great increase in business in recent months, Cohen says. In its new quarters the Rainbow firm will carry a full line of Wurlitzer parts, a mechanic well versed on Wurlitzer equipment, and the best in remote-control equipment, Cohen advises. He has built up a large trade on repair service and wall box installations for a number of Baltimore operators.



Panoram is Mills Novelty Company's new coin operated Sound-On-Film Machine which automatically plays 3-minute Soundies for 10c. Though Panoram's phenomenal success is already known to the whole operating world, there is much choice territory still available for operators. Get in touch with the official Mills Panoram Distributor for your territory. Read list carefully.

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Panoram Soundies Sales Corp.  
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245 Columbus Avenue  
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Sicking, Inc.  
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Olive Novelty Company  
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R. C. & C. D. Middleton  
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Palatka, Florida  
Florida and Southern Georgia

New Mexico Soundies, Inc.  
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Oregon Soundies, Inc.  
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Soundies Company of Alabama  
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Michigan Panoram Company  
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Midwest Soundies, Inc.  
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Charleston, Illinois  
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South Coast Amusement Co.  
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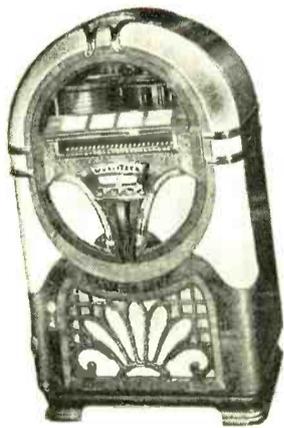
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