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# The Billboard

The World's Foremost Amusement Weekly

MARCH 29, 1941

15 Cents

MAR 26 1941

Vol. 53. No. 13



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# The Billboard

Vol. 53  
No. 13

March 29,  
1941

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## NOT 'NOUGH NEW NAME ORKS

### North Claims No Additional Duty Owed on Gorilla

SARASOTA, Fla., March 22.—John Ringling North, head of Ringling Bros. and Barnum & Bailey Circus, said today the circus contended it did not owe additional customs duty on Toto, the female gorilla imported here from Havana, because "we brought her into this country for breeding purposes."

North was served with "seizure" papers on the gorilla March 20, but the circus posted a bond, and North declared "we are going to fight this case." He said the gorilla would remain in possession of the show pending settlement of the suit.

District Attorney Herbert S. Phillips charged that Ringling officials made incorrect customs statements when Toto was brought into the United States last month and said proceedings seeking to force the circus to pay a penalty of 75 per cent of the value of the gorilla had been started.

Phillips asserted Toto had been purchased by the circus from her Havana owner for \$2,750, which the government assumed to be her true value, but that the circus paid customs only on a value of \$1,000 at the time of importation. He said the circus had paid \$150 customs on the original valuation.

### Neb. Kills Outdoor Advertising Bill

LINCOLN, Neb., March 22.—The Nebraska bill which would have tacked the cost of billboard advertising \$10 per 24-sheet board per year went into discard this week. It was killed in an executive committee meeting.

Bill was being watched by many outdoor showmen, as well as cinema distributors and producers. Circuses and carnivals would have found the cost of outdoor ads prohibitive, because, whether paper went up on legitimate boards or on board fences, any community could have gone out, counted the number of boards, computed the square feet of paper space, and tacked it onto the show.

Leonard W. Trester, of Omaha, representative. (See **NEB. KILLS BILL** on page 27)

### Kriegsgefangenenlager

January 4, 1941.

To the Editor of The Billboard:

Am an interned performer, should be obliged if you could forward this card to any of the following colored artists: Three Deuces, Three Little Words, Valaida, Louis Simmes, Jiggs Jackson, Al Wilkins, Big Boy Taylor, and Christian and Jimmie Lee, Much thanks.

Dear Friends:  
Got a full date book—no vacancies. Here six months and being held over. Can't jump this stand. Lost car and all props. Nelly interned, too. Say, folks, should be thankful for any comforts you all can send me—food, hacco, magazines, or foodstuffs. I will return the favor some time. I have no other contacts. Really, this is a very big favor. I ask you to send me a parcel now and then. Parcels are sent free via the American Red Cross. Also send mail thru regular channels. Mark them "Prisoner of War." So folks, here's a Happy New Year to you all and hope to hear from you all soon. RUSTEN BERGARD.  
No. 194

Lager—Bezeichnung  
Offlag VIII D  
Germany

### Selective "Service" Is Right!

PORT DIX, N. J., March 22.—Unusual sights are witnessed every day at the recruit reception center here, but the funniest was the arrival this week of Jackson McQueen, of Newark, N. J. He brought along his ham fiddle.

He didn't carry it himself; it was brought along by two stooges. To prove his versatility with the bulky instrument, the Negro fiddler gave out with some hot five, and was promptly placed on the program for the next All Selective show in the recreation building.

## MBS Execs Discount Talk of Net's Inking of ASCAP Pact

NEW YORK, March 22.—Talk that the Mutual Broadcasting System would soon sign a pact with the American Society of Composers, Authors, and Publishers was discounted late this week following meeting of the MBS board of directors and stockholders at the Hotel Ambassador Friday. As indicated in *The Billboard*, previously, problems raised by principle of clearance at the source, provided for in both ASCAP and BMI consent decrees, is proving a tough nut to crack. MBS directors and stockholders passed a resolution stating, in effect, that, in view of the form of organization and method of operation of MBS, and the uncertainties of problems raised

## Vaude Bookers Blame Music War; Credit Music Machines for the Few New Name Bands of the Year

NEW YORK, March 22.—Local vaude bookers are worrying about the scarcity of new name bands and claim the current season has brought out only two or three. And these new name bands have been developed primarily by the popularity of their records on nickel music machines. As a result, live-wire bookers of the bigger vaude theaters find it necessary now, more than ever before,

to keep tabs on records on automatic phonograph machines. According to one local booker, who books some of the biggest de luxe houses in the East, the current season has brought out only two new name bands, Will Bradley and Vaughn Monroe.

However, since music machines have done great work bringing new bands to public attention, the scarcity of suitable tunes, because of the ASCAP-BMI dispute, has prevented proper use and exploitation of songs, and this has been especially tough on new bands. According to local bookers, inferior available material for radio remotes and recordings has prevented some tip-and-coming bands from really showing off to best advantage.

A few name bands have enhanced their box-office value by making films, and a few have grabbed the prestige of radio commercials. Generally, the name bands of last season are holding their own and asking more or less the same salaries in vaude.

Orks like Glenn Miller, Kay Kyser, and Tommy Dorsey can still command their own figures. These outfits are asking \$10,000 a week or more in theaters. Very often, costs are made for a flat 50 per cent of the gate. On guarantee dates they often get a percentage of receipts over average.

One of the factors contributing to the shortage of name bands for vaude is (See **THE BOOKERS WORRIED** on page 17)

by the clearance-at-the-source provisions in ASCAP and BMI consent decrees, no negotiations be carried on with ASCAP in the name of MBS until further action of the MBS board.

It further provided that the stockholders of MBS authorize a committee consisting of Alfred J. McCook, chairman; E. M. Antrim, Louis Allen Weiss, H. K. Carpenter, and Fred Weber to discuss in behalf of the stockholders the matter of a license to use ASCAP music on MBS programs and report back to the stockholders.

BMI, apprised of the passage of the resolution, took the viewpoint that it (See **DISCOUNT PACT TALK** on page 27)

## Live Entertainment for the Army

NOW that the United States Army has set up a new and complete system for keeping up the morale of its men and attending to their entertainment needs, what is going to be done to provide live entertainment for the army camps? And what is going to be done about paying the performer for his appearance, if the schedule of army entertainment permits him to make any appearances at all?

Performers are constantly called upon to contribute their services to all possible causes. Performers would gladly contribute—freely and willingly—to the cause of army entertainment, if the need arose. But no such need now exists. All others connected with our nation's mammoth defense program are being paid for their services and their materials. They are all benefiting. Talent should benefit in the same way.

Certainly the motion picture industry is benefitting—and largely. Contracts guarantee a steady supply of films to the camps and a steady supply of money to the Hollywood coffers. As an example, Warner Brothers have already announced that their income from films shown in army camps has increased 300 per cent in the past six months—and the figure is expected to grow still larger. Certainly some of the hugely increased army expenditures for entertainment should rightfully go to performers in live shows.

It is true that living entertainment no longer exerts the tremendous propaganda pull that it exerted during the last war. Hollywood has taken over. Is it because Hollywood can undertake to sell the Administration's program to the people that films are receiving practically exclusive rights to the army's disbursements for entertainment?

That live entertainment is needed in the camps—that the army's morale officers realize that need—is shown in the army's willingness to book live talent shows if they are offered free of charge. But only if they are offered free. Local groups near army camps, charitable organizations, and others have all begun their efforts to bring performers to the camps—but without pay.

The *Billboard* is against such exploitation of the actor. All others aiding the defense program—including the film companies—are paid. It is only when all others contribute their services and materials free, when large corporations make munitions at cost price, when foodstuffs are delivered to the army at cost, when films which make money in civilian theaters are shown free in camps, that the performer should be asked to contribute his only stock-in-trade, his services.

There is no question of the government needing the contribution of the performer at the present time; the payment for films proves that. In England, to whom our own government is prepared to give \$7,500,000,000 worth of war materials, performers are paid. The British Government paid \$250,000. It was announced in February by the Variety Artists' Federation, for that purpose, if England, so much in need of our help, can pay the actor, then certainly we, who are giving billions to England, can also pay him his fair wage.

For the sake of the performer, for the sake of army morale, live entertainment should be included in the amusement program at the camps. And performers should be paid for their services.

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# HE ONLY WANTS AN AUDITION

## Reporter Tangles With NBC's Admirals; Finally Sees Miss Shea And Figures Time Well Lost

by MIKE KAPLAN

NEW YORK, March 22.—It's easy to get an audition at NBC these days. They have an "Open Door" talent policy. All you have to do is go there and apply for an audition and you'll get it. At least that's what they say.

It was a very cold day when I wandered into the RCA building to see about getting an audition for myself. Scores of AFRA members were huddled around the bulletin board trying to keep warm. I elbowed my way thru the crowd and tried to discover where auditions were being held. There being no notice or room number on the board, I took an elevator to the third floor to consult "information".

The information desk was at the end of a long hall and sitting behind the desk was a young gentleman in a neat but slightly grumpy uniform. It was my first encounter with an NBC admiral. He watched me approach with a slightly disgusted air. I had interrupted him in the middle of the most exciting chapter of *The Shadow*. He waited until I was within 30 feet of him and then bellowed, "What can I do for you?" The comparatively polite tone of voice died immediately when I explained I wanted an audition. He looked me up and down and then jerked his thumb in a general westerly direction. "Down the corridor to the studios and then down to the second floor," he bit out.

I followed his instructions and soon found myself in front of a desk about 25 feet long and presided over by another admiral. This one, presumably, had achieved some success in his chosen field. The braided cord around his shoulder was blue, compared with the red on the shoulder of the first admiral. Apparently I looked like a visiting tourist, for he smiled kindly and asked in a superior tone, "May I be of service?" Once again I patiently went thru my routines. "I want to see about getting an audition," I told him.

Immediately his manner changed. He looked me over carefully as if seeking to discover what hidden talent prompted me to think I was worthy of an audition. Then he said sharply, "See Miss Shea." With that he turned away and gazed about the lobby.

I cleared my throat. "Where can I find Miss Shea?"

"She's here between 3 and 4 o'clock. See her then."

"Where will I find her?"

He stared at me for a moment, then drew himself up and declared, "You'll find out when you come here between 3 and 4!"

By this time I was fairly convinced that the "open door" policy was highly overrated. I left.

### Second Session

Promptly at 3 o'clock I presented myself at the desk. My old friend had departed and another admiral held court in his place. I stepped up boldly as if I had business there.

"Where can I find Miss Shea?"

"Have you an appointment?"

"No."

The admiral fairly beamed. He informed me that Miss Shea was all booked up for the afternoon.

(See Reporter Wants Audition on page 7)



ONE of the pickets in front of the Whelan store next to the Palace was approached last week by a meek, mild-mannered little man who tapped him on the shoulder nervously. "Say," murmured the little man apologetically, "I've got an important phone call to make. Is it OK if I go in here and use a booth?"

When Frank Gillmore introduced Josephine Hull at the graduation exercises of the American Academy of Dramatic Arts, he presented her to the kids as "the finest murderer on the American stage." . . . Bobby Byrne is going to have it a bit tougher than most bands at the Hotel New Yorker's Terrace Room when he starts his engagement there next month. He'll have to learn the score, not of one floor show, but of two. The room's ice show will stop for a month after Bobby's opening, repairs to the rink being necessary after a year's use, so Byrne will have to accompany first a regular ice show, and then the new ice extravaganza opening in May. . . . Two middle-aged ladies, obviously out-of-town, approached the Empire Theatre the other day. "I'm almost sure," said one, "that *Life With Father* isn't a movie." The other agreed, and went into the lobby, emerging a moment later. "Humph!" she snorted. "It most certainly isn't a movie. They want \$3.00 for a seat."

SAMMY MENKUN, investigator on the licensing of agents for Local 802, AFMA, just turned down one in the Strand Building—because his major source of revenue was derived from a miniature roulette set-up in the office. . . . Ella Kazan blames his current cold on the fact that in *Five Alarm* Walts he had to strip down to his shorts periodically while playing the Saroyan-esque screwball around whom the plot revolved. The show closed after four performances; if it had run a week, he'd probably have come out of it with pneumonia. . . . Ad Criticisms on the Current Crop of Films: the Museum of Modern Art run showings of old pictures, and last Sunday, after a screening of *Million Dollar Legs* (produced in 1933 with W. C. Fields, Lyda Roberti, and Jack Oakie), a guy walking toward the exit was heard to crack to his girl friend, "You know, that's the best picture I've seen in a long, long time." . . . *Crazy With the Heat* has added a gadget new to the legit field. Before the curtain and during the intermission, the p-a system plays transcriptions of radio programs. A spy says, tho, that the sound is fuzzy and the effect as a whole isn't so hot.

WAAGS are still playing games with the post office. Station WNEW recently received a post card which bore, in lieu of address, a drawing of four alphabetical playing blocks with the letters M, A, R, and T, one on each block. That was all. But the post-office boys sent it right along to Martin Block, WNEW's *Make-Believe* Redroom announcer. . . . Note in Paramount: In one scene in *Lady Eve*, invitations to a party are being sent out by telegram, and one is addressed to Mr. and Mrs. George Spelvin. You'd better check with the telegraph company, because we never got it. . . . Broadway is sympathizing with Harry James. Immediately after returning to New York from Texas, after being with his wife while the James bambino was being born, he was notified of the death of his mother, and had to go right back to Dallas. During the couple of days he was down there attending to the burial details, Ziggy Elman, from Tommy Dorsey's crew, fronted the James band. . . . An interesting sidelight, incidentally, on Harry's superb version of the Hebrew chant, *Ma-Eli*, recently released on wax, concerns the transcriber-maestro's inability at first to get the proper wall into his playing. Manie Sachs, Columbia recording chief, sent for a Jewish cantor, and the latter sang the traditional melody in the recording studio while Harry listened and learned. How well he got the meaning of the song finally is hard to describe on his remarkable record. . . . The new Schraft's on the Stem has green as its predominant color—and it opened, fittingly enough, on St. Patrick's Day.

HARRY REVEL, after getting the works the other day at the Strand Barber Shop, strolled outside and returned immediately with a gift for the entire staff—80 tangerines. . . . Spier at *Out of the Frying Pan* report that it still has its audiences in the aisles, and that the strictly theatrical crocks, figured as carrier for the general, are getting belly-laughs—probably proving that general audiences know more about the theater than the theater suspects. . . . Enie Davis had to fly in from Fort Worth five days before opening at the Strand, to rehearse eight bars of *Reuben, Reuben*. He's been featured in five Republic pictures so far, and claims he hasn't seen any of them. . . . Harry O'Connell, Strand producer, and Sidney Fields, Eddie Cantor's gag man, are collaborating on a play. The title is *Mus in Your Face*, and it's a nice track yarn. . . . There are four legit club press agents in town, and three of them are Dorothy—Misses Kay, Rose, and Goldman. . . . Victor Moore, barging into one of the Childs eateries the other day, acted so like the way he does in the restaurant scene in *Louisiana Purchase* that one bystander quipped, "Is Moore giving an extra matinee in Childs these days?"

### Sweet Benefit Sponsors

PHILADELPHIA, March 22.—Fueled at a slight against performers on part of a committee sponsoring a benefit show, Dick Mayo, local AGWA exec secretary, put a ban on cuffs shows.

A local fraternal organization came to Mayo last Wednesday (12) explaining they wanted to raise funds to provide Easter food baskets for needy families, but had only \$25 to spend. Mayo cleared the group and told them to pay the money to a booker, and the acts would be permitted to offer their services provided, however, five of the food baskets would go to needy performer families.

Group committee nixed the proposal. Mayo burned, and banned the show.

### Campus Warblers To Tour

SOMERSET, Ky., March 22.—Oberlin College Glee Club, of Ohio, will give a concert in the high school auditorium here the morning of April 3. The club is making its annual vacation tour and will also fill engagements at Louisville, Danville, London, and Berea, Ky.

## Philly Club Dates Up; Stags Increase; Draftees the Cause

PHILADELPHIA, March 22.—This is the first year that Lent season has not cut in on club dates. In fact, this is the best club season in years. There is actually a shortage of acts, with the result that club shows are being arranged so that performers can work two or three dates an evening.

Local theaters prohibit any acts doubling, and night club operators also restrict acts working outside dates, save on a Sunday.

Boer is due primarily to conscription and the European crisis. Every time an employee is called for army duty, occasion calls for a party. Night clubs have been enjoying the bulk of those draftee parties. But many are given in private halls. Stag parties and snookers are up also, and strip dancers are doing better working club dates instead of niteries or burlesque. Strippers average \$25 a night, which covers from one to three parties.

There is also a bumper crop of benefit shows.

## 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

JOHN MOORE—leading man now appearing with Elsa Lancaster in *They Walk Alone*, legit show at the Golden Theater, New York. Has nice personality and should screen well. At present he is doing an excellent job under difficult surrounding circumstances. Films could use him.

## For LEGIT

### MUSICAL

KENNETH SPENCER—tall, good-looking Negro, bass-baritone now at Cafe Society Uptown, New York night spot. Reminds one of Paul Robeson in voice, appearance, and type of selections. Can sing in five languages, and his extensive repertory includes ballads, spirituals, and operatic arias. Understudied Robeson in *John Henry*, and has appeared in concerts. His fine voice rates him a spot in a show. Also recommended for radio and records.

### DRAMATIC

KINK DOUGLAS—senior student at the American Academy of Dramatic Arts, New York, who has done good work in various of the student productions. Is tall and blond, and has an exceptionally good face for make-up. Did outstanding work as the father in *Antony and Cleopatra*, a very difficult role for a young player. Heads with professional authority.

DORIS MYLOTT—another senior student at the American Academy. Thin and blond, she makes a cute and attractive appearance and has contributed several excellent jobs in the school productions. Did outstanding comedy as the little slave in *Alice in Wonderland*, and lovely straight work as Jane in *Prize and Prejudice*. A good bet for almost any type of ingenue role.

## RAYE AND NALDI

(This Week's Cover Subject)

MARY RAYE AND MARIO NALDI today enjoy the eminence of being one of the finest ballroom teams in the country after six years of effort and striving to attain their present goal.

The dancers combined their talents into a team while both were in London—Naldi on a pleasure hunt from his duties as dance director of the Capital Theater, New York, and Mary Raye as a member of the troupe of Raye, Ella, and Lu Ruo. They danced in the leading hotels and theaters of Europe.

Raye and Naldi really hit their stride when they were booked for four weeks at the Rainbow Room, one of the most coveted safe jobs in New York. They stayed for 50 weeks and since then have played the most enviable spots in the country.

In addition to the Rainbow Room, Raye and Naldi have also rolled up records at Ben Mardona's Riviera, Radio City Music Hall, and the Roxy Theater, New York. They also played spots like the Chert Paro, Chicago; Coconut Grove and the Trocadero, Los Angeles; Royal Palm, Brook Club, Palm Island, Caspio in Florida, and the Casino Nacional, Havana.

Currently they are the dancing sensations at "Crazy With the Heat," hit Broadway musical, and Gabling at the swish Pottier Room of the Hotel Plaza.

## Name Bands Decline in B. O. in Southeast, Says Booker; Lists 20 Still Okeh; Kyser as No. 1

CHARLOTTE, N. C., March 22.—Vaudeville may be coming back, but according to T. J. Kemp Jr., manager of Southern Attractions, Inc., which offers 10 weeks of Southeastern bookings, name bands have dropped a whole lot in drawing power.

"There are only about 20 name bands in the country that mean anything at the box office," according to Kemp. The bands which, in his opinion, are currently potent at the b. o. are Kay Kyser, Paul Whiteman, Ted Lewis, Orrin Tucker, Fred Waring, Guy Lombardo, Artie Shaw, Tommy Dorsey, Benny Goodman, Horace Heidt, Glen Gray,

Jimmy Dorsey, Bob Crosby, Wayne King, Jan Savitt, Duke Ellington, Sammy Kaye, Glenn Miller, Clyde McCoy, Eddy Duchin, and Larry Clinton. Kyser he listed as No. 1.

Bands now working in Southern Attractions territory are Whiteman, Little Jack Little, Blue Barron, and Don Heator, playing engagements of from two to eight weeks. Stage bands are decidedly off in the South, Kemp said, and he is not using as many as he did last season.

"A" units, consisting of from 25 to 35 people, currently playing in Kemp territory, include Karson's Studio Scandals, (See NAME BANDS DECLINE on page 27)

## War Darkens Prospects of Commercialization of Tele

WASHINGTON, March 22.—War clouds darkened prospects for immediate commercialization of television last week as engineers for all manufacturers appeared before the Federal Communications Commission to discuss receiver and transmitter standards. Lullswarm enthusiasm for visual broadcasting at

this time could be detected in witnesses for CBS and NBC, the two big companies which will ultimately decide television future.

Critical world situation was cited by CBS attorney Paul A. Porter, who warned FCC that with the industry hampered by defense production there is no time to adopt a "business as usual" attitude in television. He declared that shortages in materials and men are working against production of low-cost television receivers.

Columbia also argued that the commission should do nothing to advance black and white television which might delay progress of the CBS color system now in developmental stage. Other attorneys tried to paint the CBS attitude as one of dog in the manger—attempting to hold off black and white until its own color system could catch up with the others. This was denied by Columbia men, Adrian Murphy and Dr. Peter C. Goldmark, who expressed CBS's will. (See WAR HITS TELE on page 27)

## Mrs. Kramer Cleared Of 'Kickback' Charge

NEW YORK, March 22.—American Federation of Musicians' executive board last week vindicated Mrs. Maria Kramer, owner of the Lincoln and Edison Hotels, on a charge made last fall by AFM's Local 802, that she had accepted in "kickback" form a sum of \$3,078 from relief band Gustave Clemente during his stay at the Edison. Money, which had been placed in escrow until AFM's exec board examined the charge, was returned to Mrs. Kramer.

Action was a result of Mrs. Kramer appearing the case to the national exec board, which in handing down its decision reported that it found the defendant entirely innocent, and that the charges were totally unsupported by the facts.

## Chatterton 64C in Portland

PORTLAND, Ore., March 22.—Both Chatterton in *Figurama* at Mayfair Theater March 14 and 15 drew three capacity audiences and grossed \$6,400, according to William B. McCurdy, road show agent. The show was blessed with very good weather, but, considering that it came during Lent and on income tax week-end, McCurdy classed the gross as highly satisfactory. Top was \$2.75.

## Selective Service Mail

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

**ONTARIO HOTEL**  
Well-Known Theatrical House  
\$1.00 Up Daily  
\$5.00 Up Weekly  
620 No. State St., Chicago, Ill.

WANT INFORMATION ABOUT  
**INEZ OPPENHEIM**, sometimes known as  
**INEZ HERNDON** and **INEZ THORNTON**,  
whose stage name was **INEZ BELMONT**.  
Communicate with G. W. & W. M. WINANS,  
Scourge, 124 Montague St., Brooklyn, N. Y.

**WESTERN UNION**

<p>Send us Money</p> <p>This is a Advance Bill for the amount of the bill which you will pay when you receive it. It is a bill for the amount of the bill which you will pay when you receive it.</p>	<p>SEND TO</p> <p>Western Union 1000 Broadway New York, N. Y.</p>
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THE PERFECT GIFT IS A WESTERN UNION GIFT ORDER. WITH IT THEY CAN BUY WHAT THEY WANT MOST. COSTS ONLY 50c FOR AN ORDER OF \$10 OR LESS. TELEGRAM INCLUDED WITHOUT EXTRA CHARGE.

**ICE STARS OF AMERICA**  
presenting  
**WORLD'S GREATEST STARS ON ICE**  
CAN PLACE—Chorus Girls and Boys whose ability is unequalled.  
BERT RICKMAN, Director of Personnel, MAYO HOTEL, TULSA, OKLAHOMA

### HOW TO IMPROVE YOUR Air Appeal!

Record Your Rehearsals WITH A **WEBSTER-CHICAGO Portable Recorder**



Today, the bands in greatest demand are the bands with "Air Appeal." Their success, they claim, is the result of rehearsing with a recorder—listening to their own recordings for any defects in balance and adjusting the placement of their instruments to correct them.

Your band will profit, too, with this modern way of rehearsing—it's easier—it's better—rehearse with a Webster-Chicago Recorder.

Model W-1205 is a complete recorder with immediate playback. Requires but a minute to set up. Completely self-contained in luggage style carrying case.

ADDRESS SECTION 12-M FOR FREE CATALOG

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5622 Bloomingdale Avenue, Chicago, Illinois

BE A GOOD FELLOW — HAVE A GOOD TIME

# AMPA

## SILVER JUBILEE

DINNER DANCE ENTERTAINMENT

GRAND BALLROOM HOTEL EDISON NEW YORK

FRIDAY, APRIL 4th, 1941  
7:30 P.M. \$5.00 PER PERSON

GET TICKETS — ED SCHREIBER, WARNER BROS.

GOOD FUN — FOR A GOOD CAUSE

STOCK TICKETS  
ONE ROLL ... \$ 38  
FIVE ROLLS ... 2.00  
TEN ROLLS ... 2.50  
FIFTY ROLLS ... 15.00  
100 ROLLS ... 25.00  
ROLLS 1,000 EACH  
Double Coupons,  
Double Price.  
No C. O. D. Orders  
See Single Ticket, 142"

There's a Big Rush Now—Don't Wait Until It Gets Bigger.

# TICKETS

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Double Price.

# PIC NAMES STILL GET \$\$\$

## Lux Guests Cash in Plenty; Hope, Lombard, Stewart, Loy, Rooney Grab 5G; "Economic Spending"

HOLLYWOOD, March 22.—The radio guest artist business has long been reported on the skids, a check-up of salaries paid to film stars appearing on radio indicates that there is still plenty of dough left for a select circle. Show which reportedly pays most cash for six names is Lux Radio Theater, and, according to talent agencies here, Lux has shelled out between \$80,000 and \$85,000 for guests within the last 12 weeks.

Lux has gone as high as \$12,000 and \$13,000 a week on its guest budget, but current top prices paid to individual names hover between \$4,000 and \$5,000. Use of two top names per week, as Carol Lombard and James Stewart, will dent sponsor's bank roll about \$10,000. But client's agency, J. Walter Thompson, figures the rating is well worth while, all factors considered.

Within approximately the last three months, the following guest artists, mostly picture names, have appeared on Lux Radio Theater. Salaries as given are termed very close estimates by trade desks.

Mickey Rooney	..... \$5,000
Myrna Loy	..... \$5,000
Bob Hope	..... \$5,000
Ptiber McGee and Molly	..... \$5,000
Carole Lombard	..... \$5,000
James Stewart	..... \$5,000
Shirley Temple (twice)	..... \$5,000

A second group is estimated as having received between \$3,000 and \$4,000 for recent guest shots on Lux. These include:

Don Ameche	..... \$3,000-\$4,000
Robert Taylor	..... \$3,500
Martha Scott	..... \$3,500-\$4,000
Key Francis	..... \$3,000-\$4,000
Ronald Colman	..... \$3,000
Allee Faye	..... \$3,000
Dorothy Lamour	..... \$2,500-\$3,000

Third group varies from \$2,500 down to \$500, and includes:

William Powell	..... \$2,000-\$2,500
Constance Bennett	..... \$2,000-\$2,500
Ida Lupino	..... \$2,000-\$2,500
Mae Oberon	..... \$2,000
Edward Arnold	..... \$1,500-\$2,000
Burton Meredith	..... \$1,500
Charles Wininger	..... \$1,250
Walter Pidgeon	..... \$1,000
Ruth Hussey	..... \$ 750
William Garman	..... \$ 750
Gloria Jean	..... \$ 500

Generally, guests on dramatic programs command salaries considerably greater than what variety program sponsors are willing to pay. Talent execs point out, for instance, that an artist who gets \$2,500 on Lux will get about \$1,500 for an appearance on the Kraft Music Hall. While the difference is considerable, the reason is logical and stems from the great amount of rehearsal time necessary for an appearance on Lux. Rehearsals here often go into four and five days, whereas rehearsal for a five or seven-minute appearance on a variety show is strictly a quickie in comparison. This situation has given rise to two distinct salary standards for drama and variety guest shots.

**Economic Spending**  
According to agency men, large outlay for guests on Lux is really economical spending, if all factors are taken into consideration. Agents are that J. Walter Thompson, agency on the account, manages to put over a strong promotion and publicity campaign for each of the guests, despite fact that guests are often booked close to broadcast time. Salaries are also figured as not so great when production cost is compared to the program's listener rating, which is very high. Lux, too, is the only full-hour commercial network drama show on the air, and sponsor gets a considerable amount of time for commercial plugs, but a factor opposing this is the additional time cost. Another factor favoring expensive names is that Lux Radio Theater is now in its seventh year, and has increased its listener rating each year.

Other dramatic shows are consistently using six guests, notably Screen Guild Theater and Silver Theater. Guild Theater's salaries are turned over to Motion Picture Relief Fund, but names on Silver Theater command as high as \$5,000, even tho the general guest outlay is not as great as the Lux budget.

**Oboler Program Contrast**  
Interesting angle regarding salaries of six stars in radio has developed in connection with Arch Oboler's Procter & Gamble series, Everyman's Theater. Tho the show is soon folding, high-priced names have always banked to play on Oboler's shows—and for peanuts. When series was a sustainer, six people played for the AFRA minimum, \$21. When it became commercial, top salary became \$1,000, and was paid to Joan Crawford, Charles Laughton, Raymond Massey, Bette Davis, and others. Series has had a waiting list of names anxious to appear.

Foiling of some agency men, who believe that use of high-priced film names is on the decline, is that there are not enough film names available; that names are too often repeated on the various programs; that names cannot get a satisfactory build-up owing to being booked at the last minute, and that salaries asked are out of proportion with production costs today.

But Lux and other shows are still doing okay.

NEW YORK, March 23.—New station representative outfit, Allworth, Gleason, & Maxie, has opened offices here. Organization is repping four stations, WDEF, Chattanooga; WJLS, Roanoke; WLVA, Lynchburg; and WBTM, Danville.

## Advertisers, Agencies, Stations

**NEW YORK:**  
MILES LABORATORIES will sponsor John W. Vanderbrook's 7:15-7:30 p.m. news period, Mondays thru Fridays, on the NBC-Red network, starting Monday (24). Contract for 23 weeks. . . Lumford P. Yandell, formerly in charge of commercial sales for NBC's International Division, transferred to Blue network staff to do special assignments. John P. Royal will supervise the International Division. . . Ed East renewed on CBS's Ask-Hi Baker and on WJZ's Kitchen Quiz. . . Keenan Sney, thru N. C. Wier, has renewed Betty and Bob over WYAP for another 13 weeks, starting April 7. . . S. B. Thomas, Inc., thru the Merrill Anderson Company, has renewed Don Goddard's news program over WEAP for 13 weeks, starting April 19. . . N. B. McCancy, NBC traffic chief, in Hollywood. . . William Spier appointed director of CBS's script department, filling vacancy left by Max Wyllie's resignation. . . Bruce Kisman has been added to the NBC production staff. . . Douglas Wray, formerly announcer at WJLD, Chicago, and WFBM, Indianapolis, has joined WYLL, Woodside, N. Y., replacing Sandy Baker, who has joined NBC. . . William L. Card has joined WMCA and is in charge of production. . . Wam Brown, WMCA announcer, back after a spell at Johns Hopkins Hospital. . . Mack Perrin now staff pianist at WINS and is doubling at his niterly job at Cafe Sutton. . . Charley Capps, formerly with WMCA, now in production post at WOV. . . WMCA will run a Passion Play series during Holy Week, ending on Easter Sunday. . . Walter Clouston, emcee on Double or Nothing, became the father of a boy Friday (21). . . Norman Siegel has been added to the WNEF Continuity Department. . . Nat Berlin, of WREW, and Dick Paek, of WOR Publicity Department, have written several radio scripts that have been accepted in an anthology of plays published by Greenberg & Company.

## You Can Breathe— But Not Deeply

PHILADELPHIA, March 22.—Among the things which are forbidden at VDAS to studio visitors, taken from a notice posted on the lobby bulletin board:

1. No gum chewing. The cracking of gum is clearly audible.
2. Men are asked to keep their hands out of their pockets; jingling of coins and keys is annoying and audible.
3. See your dentist first. Strange tongue noises in your activities are impolite and too noisy.
4. Don't cough, sneeze, sniffle, blow your nose, clear your throat, yawn audibly.

## MBS To Air Jacobs' Fight Promotions; Gillette Sponsors

NEW YORK, March 23.—Mike Jacobs, president of the 29th Century Sporting Club, and Mutual Broadcasting System, have concluded negotiations whereby MBS gets exclusive broadcasting rights to all professional boxing bouts staged by 29th Century. Deal is effective starting June 1, for one year.

The bouts, in New York and elsewhere, will be sponsored by the Gillette Safety Razor Company.

Agreement covers all professional fights, including championships, at Madison Square Garden, the Garden Bowl in Long Island City, Yankee Stadium, Polo Grounds, and other Jacobs promotions outside New York.

Since November 30, 1937, Mike Jacobs' fight promotions have been carried by the Blue network of the National Broadcasting Company, sponsored by Adam Hais. Some 65 or 70 bouts have been broadcast to date. Prior to Adam Hais' sponsorship, Buick sponsored a few.

**PHILADELPHIA:**  
POWERS OUBAUD, after-dark commentator, gives the overture to go commercial on WPHL, content to remain sustaining on WCAU. . . Bill Dyer, WCAU sportscaster, off for a 10-week tour of the Florida baseball training camps with a strong possibility that he will go to a Cincinnati radio station for General Mills instead of returning here. . . Tom Moore, WIBO announcer, changes his billing to Tom X. Moore so that he won't be confused with the other announcing Tom Moore in the territory. . . Edward D. Clerly, WIBG general manager, appointed to the Assistant Legion's radio and publicity committees. . . Jean Ruth, who airs on WHAT for L.R. Broca, department store at Kay Martin, recuperating at Chester County Hospital, West Chester, Pa., after a serious appendix ailing. . . Louis P. Walker added to the KYW announcing staff, replacing Harry Wood, resigned. . . Howard H. Yaw a new vice-president at local offices of McKee & Albright ad agency. . . Dr. Shor, local dentist, places his ad accounts with Philip Klein, Inc. . . Charles Leimbach, KYW emcee, seriously ill at the Jewish Hospital. . . Betty Garde, air actress, back in town.

**CANADA:**  
C. E. O'BRIEN, Saskatoon, Sask., has joined the technical staff of C.K. Watrous, Sask. . . Flying Officer A. G. Sheffield, who left CBK to join the Royal Canadian Air Force, was a Watrous visitor on his way to Winnipeg, Man., where he has been transferred from Calgary. . . Ralph Hawley is new addition to CHAD, Moose Jaw, Sask., boosting the staff to 16. Of the 12 male members, 10 belong to the Kings Own Rifles of Canada, machine gun unit, Moose Jaw, of the Canadian Reserve Army. . . CHAD sales manager Louis Bourgeois is back on the job after two months special officer's training at Dunder Military

## Report Tax Bill Already Drawn

WASHINGTON, March 22.—Legislation to tax profits of radio stations has already been drafted by the International Allied Printing Trades Association, and awaits only selection of some congressman to introduce it, sources close to the labor union said this week-end. In the meantime, both the printers and the broadcasters are circulating open letters accusing each of attempting to end the freedom of the other.

Broadside by President John B. Haggerty of IAPTA mailed to all union locals, publishers, and members of Congress charged that radio was cutting huge slices out of advertising budgets formerly diverted to newspapers. Distressing conditions in the printing trade were portrayed at the same time as profit to broadcasters were on the increase. On repeated criticism that broadcasters pay nothing for their government-given monopoly was recited, and it was suggested that advertising agencies were wrongfully discriminating against newspapers and magazines because of higher commissions from radio sales. Thru discounts, time sales, and talent percentage, it was implied, agencies often make as much as 50 per cent of the total advertising budget given to radio.

Drive to tax radio includes limitation of the amount of time sold commercially and an attempt to limit ownership of stations to local citizens. Printers expressed confidence in passage of their bill during this session of Congress, but admitted that no formal poll had been taken to determine the number of legislators in favor of such a bill. Offices in downtown Washington have been opened to handle the campaign, which plans to spur action by the 16,000 printer locals throught the nation.

## B&W Buys NBC-Red Hour

CHICAGO, March 22.—The Russell M. Seeds Company has bought a full hour, 10:30 to 11:30 CST, on the NBC Red network for the Brown & Williamson Tobacco Corporation, which will include a new program for Raleigh cigarettes. Show not yet decided upon. Raleigh augments the present radio list of B. & W. products handled by the Seeds Company to six.

Camp, and is now a second lieutenant with the unit.

## FROM ALL AROUND:

MIKE PLANNERY, late of KWTO, Springfield, Mo., has joined KOIL, Omaha, as sports announcer. He's replacing Bob Davis, who left KOIL to go in the air corps for his year. . . After thinking his draft board medical examination, Jay Brown, of WQOW (Omaha) news department, made the grade on his third test. Some department is losing Everett Irwin, of United Press, who's being transferred to Chicago. . . Larry Lansing, former KPOR announcer, Lincoln, Neb., is now with KHJ, the Don Lee station in Los Angeles, with a program, What's the Latest. . . Bonnie Angwert, one of Nebraska's best girl swimmers, is new recruitant at WQOW, Omaha.

RALPH M. WALLACE for eight years R announcer, program director, and State manager of WABI at Bangor, Me., has resigned to become sales manager for Station WAIM, Anderson, South Carolina. . . Fred Briggs, for two years on the announcing and production staff at KYA, San Francisco, has been promoted to program director, the vacated spot being taken over by Hal Melitroy. . . Paul West, KPFO (San Francisco) continuity editor, is preparing a text of practical radio writing titled It's a Living. . . Ray Barnett, of the KPFO (San Francisco) sales promotion staff, has been caught by the draft. . . Joe McKinnon, CJRM, Regina, Sask., announced, leaving for the Royal Canadian Air Force April 1, and announcer Bill Walker awaiting call. . . W. W. Grant, formerly chief operator with CBK, Watrous, Sask., a flying officer at the Montreal wireless training school of the Royal Canadian Air Force.

# Radio Talent

## New York

By IERRY LESSER

**JOHNNY KANE'S** mother, LIDA KANE, who appears in *The Valley Method* with INA CLAIBER and PHILIP MEELVALE, receives an ovation at each performance equal to the bravos she received way back when she played the mother of Irene in *Irene*. . . . **MARY KENNEDY**, secretary to WILFRED ROBERTS, of NBC, is leaving to assume the duties of a housewife. She will be replaced by HELEN SWERNY, of PHIL CARLIN'S department. . . . **DOBOITY KILGALLAN**, Broadway columnist, will get a commercial program over a Coast-to-Coast network, this will broadcast Saturday mornings for Johnson & Johnson's Band-Aid. . . . **JEAN GABIN**, the SPENCER TRACY of French films, was booked for a radio program for French relief last week. Just before the broadcast the program director learned that GABIN speaks no English. Britain's WENDIE BARRIE was the last-minute substitute.

**MICHAEL AND MARY**, produced by MATH HILL JOYSTY, for the Salon Players at the Jackson Heights Clubhouse last week, was far better than several Broadway plays this column has seen this year. The name roles were enacted by JAY JOYSTY (radio's *Mr. District Attorney*) and his wife, RUTH. Surrounding the stars were BETTY BOYCE, ADDIE MICHAELSEN, ARTHUR BROWNING, BOSS MERRISON, DALE MCGORTON, JOHN CHRISTIE, CONNIE MICHAELSEN, WILLIAM HECK JR., MAB J OLYE W A L C H, KEVIN JO C W Y N, and LORRAINE SCODDON. JOYSTY is the best potential screen-star material this column has seen in some time.

**SAM SNYDER**, the photo man, was engaged as guest star on a variety program. He claims the producer told him "rehearsal begins promptly at 3 o'clock. And when I say 3 o'clock, I don't mean 10 minutes after—I mean 10 minutes to." . . . **JOHN SCOTT TROTTER**, band leader on the RING CROSBY sessions, has been signed for four times by his sponsor. . . . I like the violin playing of EUDICE SHAPIRO, of the National Orchestral Association. . . . **HELEN HAYES**

has refused to allow her daughter, MARY, to appear on her own radio program. MISS HAYES says she wants her daughter to be known as "MARY MacARTHUR, school child." . . . You can't get to see CHARLES MARTIN, writer and director of *Johnny Presents*, on Wednesdays unless you're an actor. He sets aside the entire day for auditions. . . . In addition to producing *Valiant Lady*, BIKEL KENT will also handle the production on *Mystery Man*, new NBC show. . . . **JOE BOLTON**, CBS staff announcer, has quit to do free-lance work. . . . **BEN BERNHEIM**'s son, JASON, volunteered for the United States Signal Corps and leaves for camp this week. . . . **ELAPETH ERIC**, heard in *Crime Doctor*, was discharged from Mount Sinai Hospital in New York this week and is convalescing at home from a pneumonia attack.

**DOUGLAS STORER**, who produced the **BOB RIPLEY** *Believe It or Not* programs for radio, among other shows, has been named to a six-man council to supervise radio activities of all departments and organizations of Dartmouth College, Hanover, N. H. Storer is an alumnus of the class of 1921. . . . Three men who were born in the same neighborhood—their homes were within a block—were guests of PRESIDENT ROOSEVELT not long ago—but it wasn't planned that way. The guests were JEAN HERSHOLT, WILLIAM KNUDSEN, and LAURETTE MELCHIOR. It was HERSHOLT who brought up memories of childhood when he remarked to the President, "You know, we three were all born a block away from each other in Denmark. Where else but in America could we have reached the goals we've reached today?" . . . The NYLTON SISTERS, last seen in *Streets of Paris*, have been out for April appearances on *We, the People* and *The Society of Lower Basin Street*. . . . **LILL VALENTY**, Polish actress who recently became an American citizen, was cast as a Polish woman recently on CBS's *School of the Air*. . . . **GEORGE PUTNAM**, heard daily on *Forty Faces Life*, has been chosen by the Joseph Katz agency to replace BEN OBAUER on the one-minute *Ex-Lax* transcriptions.

## Chicago

By NAT GREEN

**BOB ELSON**, WGN sports announcer, left for the West Coast baseball training camp—the 10th year he has made such a trip. He'll return in time to broadcast the first pre-season game between the Cubs and Sox April 11. . . . It's a boy for *son* DON McNEILL, of the KBC *Breakfast Club*, and since the youngster was born on St. Patrick's Day at 1 in the morn'g, he's been named Robert Patrick. This, the third son for Don, weighed in at nine pounds. . . . Also celebrating a visit from the stork is PRISCILLA HOLBROOK, WJZD pianist, who on March 7 became the mother of an eight-pound daughter, who has been christened Ann. . . . **MATTY MALNECK** will take his first Pitch Bandwagon ride Sunday (30) when he conducts his orchestra on the broadcast over the NBC Red. . . . **EDDIE BRISTONE**, 30-year-old dramatic actor on *Green Years Has Come True*, has been given the title role on *Harold Teen*, new half-hour weekly which will test on WGN before going network. . . . **DON MISSEFIELD** is back as Arnold Grimm after a heart attack. . . . **JANICE GILBERT**, new Orphan Annie, is a discovery of Lillian Gordon, who has started a number of youngsters to radio fame and has two sons of her own on the air. . . . **AL HOLLANDER**, director of public relations for WIND-WJZ, has left for several weeks' vacation in Florida. . . . **LAURETTE PILLEBRANDT** (Mrs. Russ Young), of *Girl Alone*, expects the stork in May.

**DURWARD KIRBY**, announcer for the NBC Club *Matinee* show, has authored a new song, *Run and Tell Your Mother*. . . . Writer BILL HODAPP is scripping *What's Your Idea?* for the Grant agency. . . . Actor MARVIN MUELLER is looking for a house in a suburb where he can get to the studios

in a hurry but have enough land to satisfy his offspring, Anthony Dawson, when he's old enough to start climbing trees. . . . **ATTILIO BAGGIOLOTTI**, lyric tenor on WGN's *Foghorn of Melody* and frequently on the *Chicagoand Hour* on Saturdays, is off on a week's concert tour thru the East. . . . **JIM DICKERT**, producer on Sunny Clark's *True Time* program and Wayne King's CBS program, has a new daughter in his family, born March 8 at Passavant Hospital. She has been named Ruth. . . . **BOB MANNING** (in private life Manuel L. Stillerman), singer over WGN with *Low Diamond's* orchestra at the Palmer House Empire Room, will graduate from Rush Medical School this month. . . . **CLAIRE OLDSSEN**, of the WGN program department, leaves for Los Angeles this week for a two-week vacation. . . . **SONS OF PIONEERS**, cowboy singers and instrumentalists on the *Uncle Ezra* show, are making transcriptions of 150 of their Western ballads and hillbilly songs. . . . **JIM WATERS**, co-author and co-owner of the *Court of Merrybits* program, is authoring a book on the show. . . . **JUDITH WALLER**, NBC public service director, is vacationing on a ranch near Victorville, Calif.

### WMCA's Easter Waxes

**NEW YORK, March 22**—Plans are being formulated by WMCA, New York, to give its listeners an idea of how New York spends its Easter Day, April 12. Station will send out a mobile unit to make recordings at St. Patrick's Cathedral, the Riverside Church, the Central Park Mall, the Salvation Army Mission in the Bowers, St. Malachy's Church, the various foreign quarters in the city, and the Easter parades on Fifth Avenue. . . . Recordings will be presented later over the station.

## Reporter Wants Audition; Hurdles NBC Admirals; 27-Sec. Brushoff

(Continued from page 4)  
"When," I asked, with a catch in my voice, "can I see her?"

He tore his eyes away from a blonde who was waiting across the lobby, and said, "She's here between 3 and 4. Keep on coming back until you catch her."

The word appointment stuck in my mind, so I timidly inquired if I could make an appointment.

"What about?"  
"An audition."

He drew himself erect again and in slow, precise tones informed me that it was highly doubtful whether Miss Shea would pay any attention to a written request for an interview. My sole recourse was to present myself daily until I was granted permission to enter the apparently sacrosanct precincts of Miss Shea's office.

I bundled up and eld out into the windy cold of Sixth Avenue.

### Third Session

The next day I returned to Heartbreak House. Determined to be first in line, I presented myself at the desk promptly at 2:30. I was told to return at 4:45. When I came back to the desk at the appointed time, my name was taken by the admiral and I was told to wait.

I was not alone in the spacious second floor lobby. Hundreds of people drifted in and out. Within a few minutes it was easy to determine which had programs and which were seeking auditions. I immediately perceived that if I were to become a success in radio I must have a mustache, a Homburg hat, and a Chesterfield coat. The voices were easily picked out; their nervousness betrayed them.

The minutes dragged on. A fat man with a pipe, who looked like my Uncle Harry from Shamokin, walked around hitting people on the back. I was informed he was a producer. He, too, was waiting to see Miss Shea. Finally, three girls on my right began to compare notes. Soon their voices were raised in bitter complaint. Miss Shea had notified each of them to appear at 2:45. It was now 3:20. Five others hastened over to report they, too, had been summoned for that hour.

### Worth Waiting For

Suddenly the admiral called my name. He directed me to a room and I strolled down a long corridor. I had waited 1

hour and 20 minutes, and I was finally to see Miss Shea.

She was worth waiting to see. I entered her office timidly and she mentioned me to a seat. "You want an audition, don't you?" I nodded.

"Well, I'm sorry, but I'm all booked up with auditions for about a month. Come back at the end of that time and we'll see what can be done. I don't even want to take your name, because you'll just get lost in the shuffle. Sorry you had to wait so long. Good day."

I picked up my hat and wandered out in a daze. It had taken me two days to discover that NBC's "open door" policy consisted of a 27-second interview, after which you were right back were you started from.

It's a wonderful policy. They forget, tho, to let you know that the only way the door opens is out.

## ARC Buys Largest Baseball Air Time

**PHILADELPHIA, March 22**—The largest program of commercially sponsored baseball games ever scheduled was announced Friday (21) by the Atlantic Radio-Television Company. Facilities of 46 stations from Maine to Florida for play-by-play of some 2,400 games will be used, covering more than 10,000 station hours of time. In addition, games of the Pittsburgh Pirates will be broadcast over WWSW's PM Station in Pittsburgh.

Handled by N. W. Aver & Son, Inc., the 1941 schedule, starting April 15, includes games of the Philadelphia Phillies and Athletics, Boston Sox and Red Sox, and the Pittsburgh Pirates in the major leagues; four teams of the International League; all eight teams of the Eastern League. Most games will be carried exclusively for Atlantic, splitting sponsorship on others with General Mills and Wheaties.

### Reshuffle Staff at CKGB

**TIMMINS, Ont., March 22**—Extensive reorganization of the staff has taken place at CKGB here. Jim Book, engineer, has gone to CBS, Sudbury. Larry Prizelle, engineer, and Ted Earl, continuity writer, have also left. Leaving this month are Fred Darling, program director, who goes to sales staff of CJIC, Sault Ste. Marie, Ont., and Russ Mooney, engineer.

Staff additions include Norman Chaplin, engineer; Vance Rafuse, engineer's assistant; Fenwick Job, announcer, and Jack Russell, announcer. Lloyd Monk, music librarian, replaces Fred Darling as program director. Gony's Barnett and Hal Lawrence remain as traffic manager and news editor, respectively.

## WANTED—M.C.

Must have good microphone voice and be clever at ad lib. State briefly experience, age and salary desired.

RADIO STATION WOV  
730 Fifth Ave., New York, N. Y.

## WATCH FOR THE FOURTH ANNUAL RADIO PUBLICITY AND EXPLOITATION SURVEY

STARTING IN NEXT WEEK'S ISSUE OF THE BILLBOARD

151 Radio Editors will name the best network and advertising agency press departments and the best press agent in radio publicity.

In subsequent issues the awards committee will name exploitation leaders in network, advertising agency, clear channel, regional and local station divisions, and the best press agent in radio exploitation.

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Of The Billboard Editorial Staff

## Can't Make "Movin'" Day Official In Philly; Mayor No Like Radio

PHILADELPHIA, March 22.—There's no question in town about the automobile being here to stay. But it is a moot question at the town's City Hall whether the same applies to radio. In fact, from the attitude taken by Mayor Robert E. Lammert since his first look, office two years ago, radio has hardly been discussed as yet. His former anti-radio attitude came to a head this week as radio row's cars burned at the flat refusal on the part of the mayor to issue a proclamation to the effect that March 29 was "Radio Moving Day."

All the local stations have been cooperating to publicize the frequency changes, and the Committee of Broadcasters asked the mayor to proclaim the moving day. Request brought the following reply:

"I have received your letter of March 7 advising me that March 29 at 3 a. m. has been fixed by the Federal Communications Commission as Radio Moving Day. You asked me to issue you a proclamation to this effect.

"Since I had nothing to do with causing or arranging this Moving Day, it would seem rather silly for me to proclaim it.

"My experience has been that proclamations by a mayor mean just exactly nothing, and I issue as few as I can."

Letter was little of a surprise, since it wasn't the first time that Mayor Lammert slapped down radio. Last May, when radio's Open House Week was being observed, Committee of Broadcasters sought to utilize the electric sign at City Hall to plug the event before the town's citizens. Sign is used to announce city and civic drives and events, but radio apparently didn't come under that category. It wasn't many days after Open House Week that City Hall's electric dis-

play sign was blinking in the interests of a flower show.

When Lammert took office two years ago, microphones were forbidden by orders of the incoming mayor at the ceremonies. When WIP, last September, dedicated its new transmitter, 23 mayors in the station's listening area were invited to the ceremonies. But Philadelphia's own Lammert was among those missing. In fact, Lammert has been conspicuous by his absence at all dedications of new studios, power increases—in fact, anything connected with radio.

## Thompson To Manage 4 Brooklyn Outlets

PHILADELPHIA, March 22.—Geoffrey B. Thompson, general sales manager of the six Westinghouse radio stations, resigned this week to assume the post of general manager and vice-president of the four stations in Brooklyn, N. Y., which have been starting time and now consolidate as a single full-time station. He was sales manager of KYW here until Westinghouse took its stations back from NBC, and then directed sales for the entire group, including WBE, Boston; WBEA, Springfield, Mass.; KDKA, Pittsburgh, and WOWO and WGL, Fort Wayne, Ind. Brooklyn stations linking include WARD, WBBC, WLTH, and WYWF. No replacement has been named for Thompson's post. Another change in the KYW sales staff is the addition of Len Taylor, formerly associated with various local stations, filling the desk vacated by Daniel C. Park, who left for a year's military training.

## WJJD's Baseball Sponsors

CHICAGO, March 22.—Local baseball broadcasts of the 1941 season will be heard over WJJD, four sponsors having been signed, and broadcasts will be handled by Alan Hale, a recent addition to WJJD's sports staff, and Pat Flanagan. Hale's Sports Review will be sponsored by the Continental Clothing Company. Play by play broadcasts of the Cubs and White Sox games by Hale and Flanagan will be sponsored by the Walgreen Company. Hale will do his *Dugout Dope* for the Peter Hand Brewing Company, and Flanagan's *Pat Flanagan Presents* for the Eric Clothing Company.

## AFRA and WGN Sign Pact

CHICAGO, March 22.—American Federation of Radio Artists signed an agreement with WGN, local Mutual outlet, covering its staff of eight sound men. Contract boosts weekly salaries from \$40 to \$55, starting next month, and runs to November 1, 1943. This pact gives AFRA a closed shop in every major radio station here, covering both performers and technicians.

## Radio Advertising Board Mulls in Atlantic City

ATLANTIC CITY, March 22.—Local radio dealers and stations, at a meeting this week, urged the mayor to appoint a radio advisory board for the town. Authorization for such a board was made last April by the city commission. Proposed board would advise city authorities on methods of eliminating electrical interference in local radio reception and would handle all city problems involving radio. Membership of the proposed board was submitted to Mayor Tom D. Taggart Jr., and, in addition to radio dealers and distributors and engineers, included Eric Godfrey to represent WBAI and Allan O. Blankfield for WFFO, town's two air outlets.

## WLS Artists' Bureau Forms New Radio Org

CHICAGO, March 22.—Earl W. Kurtz, George Ferguson, and Dick Bergen, who operate the WLS Artists' Bureau, have formed a new organization, Attractions, Inc., which will handle radio attractions, premiums, etc. Kurtz, who for the past year has been in charge of Artists' Bureau, Inc., in Hollywood, returned to Chicago recently and will remain until next fall, when he expects to return to the West Coast.

# Program Reviews

EST Unless Otherwise Indicated

## "This Is Our Regiment"

Reviewed Thursday, 8:30-9 p. m.  
Sponsor—Fowler, Dick and Walker.  
Agency—Direct. Station—WBRE (Wilkes-Barre, Pa.).

This program was reviewed several months ago as a sustainer. The format of the show has been changed entirely since then, as has the scene. It has become a half-hour show and originates from Indianston Camp Military Reservation, training grounds for the 28th Division of the U. S. Army, which is 94 miles from Wilkes-Barre.

Program is produced and announced by Franklin D. Coakett, WBRE program director, with announcing assistance from Sergeant Sterling Henderahot, and includes musical selections by regimental band, talented members of the regiment, and interviews with enlisted men. Coordinating officers for the army are Major Charles Prick, regimental chaplain, and Lieutenant Alfred Millner-Camp.

Regiment has developed tremendous interest in a few weeks due to fact that entire personnel of 100th Field Artillery regiment is recruited from basic service area of station. Commercials are limited to 45 seconds at beginning and similar period at close of program, and are strictly institutional and patriotic. Some of the talent is not so good, but it is illustrative of army entertainment.

Miller.

## "Sportscope"

Reviewed Tuesday, 8:30-8:45 p. m.  
Style—Sport talk. Station—Sustaining on WMC (New York).

Lester Bromberg, sports writer for the New York World-Telegram, is featured as a sportscaster on this quarter-hour two-a-weeker. Baseball, basketball, and boxing were the subjects discussed at this casting.

Particularly interesting was Bromberg's chatter on Maitry Waxman, whose business it is to keep some of the better known fighters in the public eye. Bromberg related interesting anecdotes on how Waxman publicized such fighters as Tony Galante and Lew Jenkins.

Program should create interest among sport fans, as Bromberg not only scratches the surface but digs deeply and emerges with authoritative bits of news.

Cofler.

## "The Name You Will Remember"

Reviewed Tuesday, 11:05-11:10 p. m.  
Style—News comment. Sponsor—2601 Parkway, Philadelphia. Agency—Verrick Advertising Agency, Philadelphia. Station—KYW (Philadelphia).

William Lang goes biographical for five minutes each night in the interests of 2601 Parkway, town's newest ultra-modern apartment house. It's a listenable word portrait of a key personality in the day's news, emphasizing the background and life of a particular individual whose "name you will remember." When caught, went chronological for Mary Anderson, Negro concert singer, who won the local Bok Award night previous.

Little danger of running short of leads in this day and age. Lang's treatment hits the required mark even if it doesn't excite. Also handles the commercial, which have a sedative interest. Palaver emphasizes apartment's capacity to provide "luxurious" living, mentioning a rental range from \$60 to \$250 a month.

Orendler.

## "Intercity Quiz Show"

Reviewed Sunday, 4:40-5 p. m.  
Style—Quiz program. Sponsor—Newema. Station—WTIC (Hartford, Conn.)

This program originates from two hotels, the Kimball in Springfield and the Bond in Hartford, with teams from each city vying. The same questions are asked both teams and the emcee in both cities can hear the questions and answers by means of earphones, but the contestants can't hear what goes on in the other city.

Some of the questions are put to part of the contestants in Hartford and they receive the bonus, silver dollars, for the right answers. Then the Springfield

group gets the same questions, without hearing what Hartford did with the answers, and the pay-off is the same. Meanwhile, the masters of ceremonies and the judges have heard both cities, so has the radio audience, and they rate the cities on a point system.

George Dow of WTIC staff does the emceeing in Hartford, and the Springfield and is handled by P. Turner Cooke, program manager of that city. The whole show is smoothly done and is building up quite a following. The emcee keeps up a fast line of chatter while the contestants are thinking. Questions are fairly hard, but not tricky. No coaching or prompting and the whole thing adds up to an enjoyable program.

The commentators don't jar. Zack.

## "Concert in Miniature"

Reviewed Sunday, 5-5:30 p. m. Style—Musical. Sustaining on WFIL (Philadelphia).

Familiar concert pieces and songs in strict classical form make a Sabbath excelling as offered here by Maham Schwartz, studio staff conductor, and his string ensemble. Maestro also carries the solo fiddle passages, and there is soprano singing from Gloria Marcus and tenoring from Jack Barkin. Program only goes to prove that there is a wealth of big-time talent rotting away in this village.

Orchestral selections and vocals are well paced and rendered. Announcer ties it up nicely and it all makes one of the best musical stanzas on local lanes.

Orendler.

## "Two Guys and a Gal"

Reviewed Saturday, 11:45-12 a. m. Sponsor—Sustaining. Station—WBRE (Wilkes-Barre, Pa.).

Introduced casually by Announcer Jerry Butler as "just two guys and a gal trying to get along and trying to get you to swing along with them," this is an enjoyable Saturday morning sustaining of pop tunes.

The two guys are Joe Bodnarek, guitarist, and Vince Carozza, pianist. The gal, with a deep yet torrid voice, is Freda Joseph. Names are not used on the broadcast.

Nineteen-year-old Miss Joseph has a catchy deep-throated manner of singing, but due to the music war she has been handicapped. Program also serves as air debut of several good compositions of Bodnarek and Carozza.

Bill Miller.

## "Fines or Fortunes"

Reviewed Tuesday, 8:30-8:55 p. m. Style—Quiz program. Sponsor—A. V. Ruest Company. Station—WMA5 (Springfield, Mass.).

First in a weekly series to be broadcast from the stage of Lewis's Pops Theater in Springfield, program has a lot of appeal to both theater and radio audiences. Styled after network programs, with the winners collecting from a dish of silver coins and the losers paying a fine and then collecting what coins they can in half the time the winners had.

Beth Edmunds of the WMA5 staff, is the quiz-master and does a nice light job in getting routine answers from the six contestants picked from the audience. Program's principal fault is that the questions are too easy. The fines also could be done in a manner that would be more entertaining to the radio audience as well as to the theater audience.

Frank Norton does the announcing, and he and Edmunds split the commercials. Zack.

## WBRK Personnel Changes

PITTSFIELD, Mass., March 22.—Four new employees have been added to the staff of WBRK. Two of the men replace announcers Lloyd J. Gross and Frank McCarthy, who have been drafted.

Peter Sherman, Robert E. Hatfield, and Edward Tracey have joined as announcers. Mrs. Jack Peck is to conduct a woman's program under the name of Hazel Hill. She also will have charge of social news.

## AFRA Locals Vote On Scales for Wax

NEW YORK, March 22.—Membership of local American Federation of Radio Artists Thursday (20) approved terms of transcription code worked out by AFRA and industry execs. Locals in Chicago, Los Angeles, and San Francisco will meet next week to consider the same code.

According to AFRA execs, scale of prices in code closely parallels scales which were widely publicized about six months ago, but which were not then accepted by the industry. Scales approximate those for live shows. AFRA delayed following thru on the wax code in order to finish up the problem of licensing talent agents.

## AFRA and KSFO Sign Pact

SAN FRANCISCO, March 22.—AFRA negotiated a contract with KSFO, CBS outlet, this week calling for a 10 per cent wage increase. Agreement was signed by Lincoln Deller, station's general manager, and Vic Connors, radio union rep. It was put into effect immediately.

## PHOTOGRAPHS

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# AGENCIES GET AFM FORMS

## New AFM Standard Contract

FOLLOWING is a verbatim copy of the new standard form American Federation of Musicians' contract for a seven-year period. A second contract, which is to be used for signing bands for a three-year or less period, is not repeated because of the fact that it reads exactly the same, with the exception of the second paragraph in Section 1, and the entire part labeled Section 8, neither of which is incorporated in the three-year-or-less contract.

Dear Sir (or Mrs):

Dated.....

The following is the agreement between us:  
 I hereby employ you as my sole and exclusive manager and representative, and also for my orchestra, throughout the world, with respect to the services, appearances, and endeavors of myself, or my orchestra, or both, in all matters and things and in any and every capacity. This agreement refers to and includes the orchestra now contracted and being presented by me known as ..... and any and all orchestras which I may contract, present, use, or be the leader of, at any time during the term of this agreement, subject to Paragraph 6 hereof, shall be for the period of seven (7) years from ..... If this agreement shall be in effect at the expiration of the original term herein provided, this agreement shall be automatically renewed and extended for a further term of three years from the date of the expiration of the said term, provided that during the seventh year hereunder the total gross earnings of myself and/or the orchestra amount to at least four times the total of the Federation scales for all engagements performed during the said seventh year for which compensation was received.

You hereby accept said employment and agree to use reasonable efforts to perform the following duties: To advise, aid, and guide me with respect to my professional career, interests, services, and talents, and with respect to my orchestra; seek to promote, publicize, and commercialize the name, talents, and artistic qualities of myself and also those of my orchestra; in my behalf to negotiate the terms of engagements and agreements offered for myself and/or the orchestra; carry on business correspondence; and generally to assist and advise me in managing and handling the business affairs of myself and/or my orchestra. You may render similar services to others and you may also operate other businesses and ventures at all times.

I hereby irrevocably and exclusively authorize you, while this agreement is in effect, to execute and deliver all contracts in my behalf for the services or appearance of myself and/or the orchestra. You are not to accept any engagements for me, and/or the orchestra without my prior approval, which approval, however, I agree not to unreasonably withhold. All verbal or written communications or requests relating to the services or appearances of myself and/or my orchestra shall be referred promptly by me to you.

In consideration of the services agreed to be performed by you hereunder, I agree to pay you a sum equal to 10 per cent of the gross monies for other considerations earned or received by myself and/or my orchestra, directly or indirectly, and in instances wherein said gross monies or other considerations amount to at least double the Federation scale or more, I agree to pay you an additional 3 per cent of the said gross monies or other considerations. However, I agree to pay you a sum equal to 20 per cent upon any and all engagements to be performed by myself and/or the orchestra at one or more places for three consecutive days or less. These percentages are to be paid you, as and when said gross monies or other considerations are received by me or the orchestra or by anyone else on my behalf upon any and all contracts or engagements now existing, entered into or negotiated during the time hereof or any extension thereof, and said percentages are to be paid you thereafter for so long a time as I and/or the orchestra receive payments upon such contracts, or engagements and under any modifications, substitutions, extensions or renewals thereof. Said percentages to be paid you hereunder shall be computed upon the gross contract prices, including any and all other monies received for the services or appearances of myself and/or my orchestra.

You shall have the right to use or permit others to use, during the term of this agreement, the name and likeness of myself as well as that of my orchestra, in any advertising or publicity matter regarding my services or appearances in such manner as you may deem advisable. During the term hereof, I will not permit anyone else to use or advertise my name or that of the orchestra, or my name which I may hereafter adopt with respect to the services or appearances of myself and/or my orchestra, without your written consent. I agree not to engage any other manager, representative or agent in any way relating to the interests, services, appearances, or publicity of myself and/or the orchestra, or to engage any person, firm, or corporation to perform any or all of the services to be performed by you hereunder, except by and with your written consent. I hereby permit you to advertise the fact that you are my exclusive manager and representative, and make such fact known wherever possible. I agree that neither I nor the orchestra will perform or appear or offer or agree to perform or appear, in any professional capacity or otherwise, except through you or with your written consent first had. I acknowledge that you are entering this agreement by reason of the special, unique, unusual, and extraordinary character, or the talents of myself individually and in conjunction with said orchestra.

In the event that I and/or the orchestra are not offered either (a) at least twenty (20) cumulative weeks of engagements, to be performed during each of the first and second six months of the first year hereunder, or (b) at least forty (40) weeks of engagements, to be performed during each subsequent year hereunder, (c) if during either such specified period both the orchestra and I were able, ready, and willing to perform, then this agreement may be terminated either by me or you immediately after the expiration of a period in excess of seven (7) consecutive or cumulative weeks of unemployment under (a) above or immediately after the expiration of a period in excess of thirteen (13) cumulative weeks of unemployment under (b) above, provided either of us give written notice to the other to that effect by registered mail, no later than two (2) weeks after the expiration of the said total required number of weeks of unemployment as above specified. Failure to give said notice of termination within the times above stipulated shall constitute a waiver of any and all right to terminate this agreement under (a) or (b) above for any previous unemployment.

For the purpose of computing unemployment under paragraph 6 (a) and (b) above, any of the following shall constitute a full week's work during the entire calendar week that the engagement or engagements are performed, or are offered to be performed: (1) During the week that I and/or the orchestra are to perform an engagement or engagements for at least four consecutive or cumulative days or more. (2) During the week that I and/or the orchestra are to perform an engagement or engagements for less than four days, and the gross contract price or prices for said engagement or engagements total an amount equivalent to at least the minimum gross weekly earnings of myself and/or my orchestra during any one week of the succeeding six (6) weeks. (3) During the week that I and/or the orchestra are to perform only a commercial radio or television engagement or engagements and the gross contract

(See NEW AFM STANDARD CONTRACT on page 12)

## Management Terms Outlined Presage Many Biz Changes

NEW YORK, March 22.—All licensed band agencies received the American Federation of Musicians' standard management contracts today, and immediately one of the most far-reaching changes to hit the band industry in many a moon. Signing of bands by the agencies on either of the two new standard contracts will give the old-and-agency relationship a revolutionizing which will be felt by everyone in the business. In another week or two the AFM will also distribute and circulate, but put into effect a new standard job contract which will even further the scope of these changes.

Leaders are to have a choice of either signing for a seven-year period on one management contract, or for a period "not exceeding three years," as stipulated in the heading of the second contract. Aside from the time periods, essential difference between the two deals is that under the seven-year arrangement, there is a clause calling for the band to gross at least 25 per cent above scale during the third year or any 12 consecutive months thereafter.

Concerning commissions, a point which discussed particularly by bookers, agents, and personal managers since the AFM's cooking of the standard forms life last June, there is absolutely no doubt or room for mis-interpretation. Both contracts specifically state that the leader agree to pay a sum equal to 10 per cent of all gross monies earned, except where said monies amount to at least double the AFM scale or more, which is for an additional 3 per cent. Agents come in for a further break, however, when a band plays engagements at "one or more places for three consecutive days or less." Leader will kick in 20 per cent commission on this type of date.

Neither of the contracts changes the required minimum number of work weeks, this clause remaining the same as set up in all booking contracts by the AFM last September. It provides that 30 cumulative weeks must be played during the first six months and 20 during the second six months, and at least 40 cumulative weeks during each subsequent year of the contract.

The new job contract is still in the hands of AFM attorneys, and is not to be sent out until all legal details are settled by them. However, the essential features will deal with a clarification on "who is the employer" in each job played. Changes on salary, standing of the musicians, and time of payment will essentially follow forms now being used by the AFM.

### Not Retroactive

NEW YORK, March 22.—Even tho the new standard form AFM management contracts are now in the hands of the band agencies, bookers and managers, as well as all AFM locals, it does not mean that leaders are under the new set-up until they actually sign one of the new contracts.

The new agreements are not retroactive, so that all leaders now under contract with band offices will remain under the terms of their present contracts.

A band office and a leader may mutually agree, however, to tear up their old contracts in favor of signing one of the new forms. Any contracts signed now, of course, must be the standard ones mailed out Friday (21).

## Contracts Hold Important Coin, Waiver and Commission Clauses

NEW YORK, March 22.—One of the most radical departures involved in the new standard management forms is the arrangement set forth in the seven-year contract, should that be the one mutually agreed upon by the management office and the leader. Signing of this one definitely means that a band is tied up with one office for a seven-year period—provided, of course, that no default is committed under the contract terms by either party. Interesting features of this contract are the stipulations for its expiration: past the seven-year mark, and the minimum gross earnings required by the band from the second year on in order for the agency to keep the contract valid.

In Section 1 it is agreed that the seven-year contract shall be automatically renewed and extended for a period of three years, provided that the band's total gross earnings for the seventh year amount to at least four times the total of the AFM scales for all engagements played in that seventh year.

In Section 8 of the same contract it is agreed that during the third year and each 12 consecutive months thereafter, the total gross earnings of the band must exceed at least by 25 per cent the total of the AFM scales for all engagements played during the third year or 12-month period thereafter.

These two sections of the seven-year contract constitute the only difference between it and the three-year-or-less contract. The long-term will no doubt be the one holding the most favor with both leaders and management offices, but because of the very nature of it band offices will be confining the seven-year agreement to big names. One thing is certain, and that is that both leaders and agents will be doing a lot of skill-practice and figuring before they make a choice between the two contracts. Each bandman will have his own angles to figure before signaturing either

agreement. Such as, on the present status of his earnings, will he benefit most under the seven-year deal, or on a contract calling for one, two, or three years' duration?

### Difficult Basis

Either contract will find the leader and his office on a much clearer cut and different relationship than ever before. One of the big changes in this respect is stated in Section 5 of either agreement. It says in part, "I agree not to engage any other manager, representative or agent in any way relating to the interests, services, appearances or publicity of myself and/or the orchestra, or to engage a person, firm, or corporation to perform any or all of the services to be performed by you hereunder, except by and with your written consent." Of course, to what extent this will affect those bands having personal managers and publicity men still remains to be seen after a few of the contracts are signed. But that some changes will be made along these lines is almost a foregone conclusion.

Another important factor contained in both contracts is the one which clarifies the computing of what constitutes a full week's work under the clauses calling for 30 cumulative weeks of employment during the first and second six months of the first year, and 40 cumulative weeks each year thereafter. Any of the following cases constitute a full week's work: During the week that the leader and/or the orchestra play an engagement or engagements for at least four consecutive or cumulative days or more, or a week when engagements are played for less than four days, and the gross contract price total an amount equivalent to at least the minimum gross weekly earnings of the band during any one week of the succeeding six week, or during the week that leader and/or orchestra are to play only a commercial radio or television (See CONTRACT CLAUSES on page 13)



# The Billboard

## MUSIC POPULARITY CHART

WEEK ENDING  
MARCH 21, 1941

### LEADING MUSIC MACHINE RECORDS

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

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

### GOING STRONG

**FRENESI.** (11th Week) Artie Shaw, Woody Herman.

**I HEAR A RHAPSODY.** (9th Week) Jimmy Dorsey, Charlie Barnet.

**STARDUST.** (15th Week) Artie Shaw, Tommy Dorsey.

**I GIVE YOU MY WORD.** (6th Week) Eddy Duchin, Mitchell Ayres.

**HIGH ON A WINDY HILL.** (3d Week) Jimmy Dorsey, Sammy Kaye, Vaughn Monroe.

**THERE'LL BE SOME CHANGES MADE.** (1st Week) Benny Goodman, Vaughn Monroe, Ted Weems.

### COMING UP

**IT ALL COMES BACK TO ME NOW.** Gene Krupa, Hal Kemp.

**NEW SAN ANTONIO ROSE.** Bing Crosby, Bob Wills.

**TONIGHT.** Gene Krupa, Jimmy Dorsey, Xavier Cugat.

**AMAPOLA.** Jimmy Dorsey, Sammy Kaye.

**BOOGIE WOOGIE BUGLE BOY.** Andrews Sisters, Woody Herman.

### NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vasey Music Shop; Gandy Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. In. In. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: The May Co. The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co. J. K. Oll Co. Los Angeles: Hirsch-Birdson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwaabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Cillios Music Shop. Milwaukee: Schuster's; Record Library (Ed Dean's); Broadway House of Music; J. B. Bradford-Peace Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Ormsted Bros. Kansas City, Mo.: Music Shop, 311. Louisville: Acadian Co. of Music; Famous A. Barr. St. Paul, W. J. Dyer & Bros.; Mayflower Novelty Co. Cleveland: Halls Bros. Co. Springfield, Mo.: L. E. Hines Music Co. Birmingham: Nole's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Patis Dry Goods Co. Atlanta: Cox Prescription Shop, Raleigh, N. C.; James R. Thibon; C. H. Stephenson Music Co. Miami: Richards Store Co.; Hartman's, Inc. New Orleans: Louis Grunwald Co., Inc.; O. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kramlich Bros. Furniture Co. San Antonio: Thomas Acuna; Adams Piano Co.; San Antonio Music Co.

#### NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. I HEAR A RHAPSODY —JIMMY DORSEY	2. OH, LOOK AT ME NOW —TOMMY DORSEY	3. TONIGHT —XAVIER CUGAT	4. I HEAR A RHAPSODY —CHARLIE BARNET	5. HIGH ON A WINDY HILL —GENE KRUPA	6. I DREAMT I DWELT IN HARMONY —GLENN MILLER	7. I HEAR A RHAPSODY —CHARLIE BARNET	8. I HEAR A RHAPSODY —JIMMY DORSEY	9. I HEAR A RHAPSODY —JIMMY DORSEY	10. I HEAR A RHAPSODY —JIMMY DORSEY

#### EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. I HEAR A RHAPSODY —JIMMY DORSEY	2. OH, LOOK AT ME NOW —TOMMY DORSEY	3. TONIGHT —XAVIER CUGAT	4. I HEAR A RHAPSODY —CHARLIE BARNET	5. HIGH ON A WINDY HILL —GENE KRUPA	6. I DREAMT I DWELT IN HARMONY —GLENN MILLER	7. I HEAR A RHAPSODY —CHARLIE BARNET	8. I HEAR A RHAPSODY —JIMMY DORSEY	9. I HEAR A RHAPSODY —JIMMY DORSEY	10. I HEAR A RHAPSODY —JIMMY DORSEY

#### WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. I HEAR A RHAPSODY —JIMMY DORSEY	2. OH, LOOK AT ME NOW —TOMMY DORSEY	3. TONIGHT —XAVIER CUGAT	4. I HEAR A RHAPSODY —CHARLIE BARNET	5. HIGH ON A WINDY HILL —GENE KRUPA	6. I DREAMT I DWELT IN HARMONY —GLENN MILLER	7. I HEAR A RHAPSODY —CHARLIE BARNET	8. I HEAR A RHAPSODY —JIMMY DORSEY	9. I HEAR A RHAPSODY —JIMMY DORSEY	10. I HEAR A RHAPSODY —JIMMY DORSEY

#### MIDWEST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. I HEAR A RHAPSODY —JIMMY DORSEY	2. OH, LOOK AT ME NOW —TOMMY DORSEY	3. TONIGHT —XAVIER CUGAT	4. I HEAR A RHAPSODY —CHARLIE BARNET	5. HIGH ON A WINDY HILL —GENE KRUPA	6. I DREAMT I DWELT IN HARMONY —GLENN MILLER	7. I HEAR A RHAPSODY —CHARLIE BARNET	8. I HEAR A RHAPSODY —JIMMY DORSEY	9. I HEAR A RHAPSODY —JIMMY DORSEY	10. I HEAR A RHAPSODY —JIMMY DORSEY

#### SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. I HEAR A RHAPSODY —JIMMY DORSEY	2. OH, LOOK AT ME NOW —TOMMY DORSEY	3. TONIGHT —XAVIER CUGAT	4. I HEAR A RHAPSODY —CHARLIE BARNET	5. HIGH ON A WINDY HILL —GENE KRUPA	6. I DREAMT I DWELT IN HARMONY —GLENN MILLER	7. I HEAR A RHAPSODY —CHARLIE BARNET	8. I HEAR A RHAPSODY —JIMMY DORSEY	9. I HEAR A RHAPSODY —JIMMY DORSEY	10. I HEAR A RHAPSODY —JIMMY DORSEY

### NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling items of the past week. New York City: Music Dealers' Service, Inc.; Ashley Mann Supply Co.; Pittsburgh: Volkwein Brothers, Inc.; San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co.; Los Angeles: Morse M. Freeman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: State Music Co.; Chicago: Lyon & Healy; Carl Fischer, Inc.; Gumbel Kinged Music Co.; St. Louis: J. C. McChesney; St. Louis, Mo.: Southern Music Co.; Fort Worth, Tex.: Ash Music Co.; New Orleans: O. Schirmer of Louisiana; Atlanta: Cable Piano Co.; Phoenix, Ariz.: Dawson Music Co.

#### EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. I HEAR A RHAPSODY	2. HIGH ON A WINDY HILL	3. THERE'LL BE SOME CHANGES MADE	4. TONIGHT	5. IT ALL COMES BACK TO ME NOW	6. YOU WALK BY	7. SAN ANTONIO ROSE	8. YOU WALK BY	9. AMAPOLA	10. WALKING BY THE RIVER

#### WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. I HEAR A RHAPSODY	2. SAN ANTONIO ROSE	3. THERE'LL BE SOME CHANGES MADE	4. HIGH ON A WINDY HILL	5. I HEAR A RHAPSODY	6. WALKING BY THE RIVER	7. IT ALL COMES BACK TO ME NOW	8. GEORGIA ON MY MIND	9. AMAPOLA	10. DELOROS

#### MIDWEST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. I HEAR A RHAPSODY	2. HIGH ON A WINDY HILL	3. THERE'LL BE SOME CHANGES MADE	4. IT ALL COMES BACK TO ME NOW	5. YOU WALK BY	6. SAN ANTONIO ROSE	7. TONIGHT	8. TONIGHT	9. AMAPOLA	10. WISE OLD OWL

#### SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10
	1. I HEAR A RHAPSODY	2. YOU WALK BY	3. HIGH ON A WINDY HILL	4. IT ALL COMES BACK TO ME NOW	5. FRENESI	6. WISE OLD OWL	7. SAN ANTONIO ROSE	8. SE YOU'RE THE ONE	9. TONIGHT	10. THE LAST TIME I SAW PARIS

### SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plug (WGB, WRAP, WAUC) between 8 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, March 21. Independent plugs are those recorded on WGB, WWSW, WJAC, WSR, FM, times are designated as "T," musical production numbers as "M."

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs Net. Ind.
1	IT ALL COMES BACK TO ME NOW	BMI	20 9
2	TWO HEARTS THAT PASS IN THE NIGHT	E. B. Marks	16 3
3	I HEAR A RHAPSODY	BMI	15 11
4	TONIGHT	Southern	15 7
5	GEORGIA ON MY MIND	Southern	15 6
6	WISE OLD OWL	BMI	15 2
7	HIGH ON A WINDY HILL	BMI	14 13
8	AMAPOLA	E. B. Marks	13 8
9	WALKING BY THE RIVER	BMI	12 4
10	THERE'LL BE SOME CHANGES MADE	E. B. Marks	12 9
11	YOU WALK BY	BMI	12 7
12	THINGS I LOVE	Campbell	11 —
13	SO YOU'RE THE ONE?	BMI	10 6
14	DO I WORRY?	Melody Lane	10 3
15	WITH A TWIST OF THE WRIST	BMI	9 5
16	FRENESI	Southern	9 5
17	BLUE ECHOES	Southern	9 2
18	OH, LOOK AT ME NOW	Embassy	8 7
19	KEEP AN EYE ON YOUR HEART	BMI	8 5
20	LET'S GET AWAY FROM IT ALL	Embassy	8 1



# On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

## HARRY JAMES (Columbia 36004)

*Flight of the Bumble Bee—Instrumental. The Carnival of Venice—FT.*

NEED to Artie Shaw, James is making the most meritorious recordings—from the standpoint of sheer listening delight—of any artist currently. The irresistible two-beat rhythm and simple, catchy melody of *Music Makers* was followed by *Big Bill*, with its supreme virtuosity of trumpet tone and its superb feeling and warmth. And now it's a remake of *Flight of the Bumble Bee*, coupled with the familiar *Carnival of Venice*, which may not be as musically thrilling as the Rimsky-Korsakov composition, but which is every bit as listenable along different lines.

James made *Bumble Bee* last summer for Eli Oberstein's Varsity label, and while it seemed difficult to attempt any improvement on his performance at that time, side A here has accomplished the impossible, and emerges as an even more spine-tingling job than the previous disk. The arrangement is shorter and more compact, the band's newly acquired strings lend color and richness, the scoring is more in the classical vein, and Harry's trumpet seems even more assured and technically perfect (without any sacrifice of tone) than it was on the Varsity platter. Now this performance becomes an even better argument to combat the prejudiced views of classicists who claim that jazz players are not musicians.

*Venice*, unlike the second side of most fine disks, maintains the same high standard as by side A, and offers the added attribute of terrific contrast, both to *Bumble Bee* and through its own three minutes. It starts as a waltz, sport-lighting James's melodic solo, then goes to full band swing, with Harry switching to three distinct styles on one side of a disk, which is two more than a lot of bands bring to a whole series of pressings.

Because of James's amazing work, this record is probably the most brilliant endeavor on any of any dance ork in recent months (again excepting Shaw's lush, elaborate recordings). Bales on it ought to be double what they might ordinarily be, because anyone who appreciates fine musicianship is bound to wear it out playing it so often, necessitating buying another copy of it.

## PATRICIA GILMORE (Bluebird B-11075)

*I've Got to Get Hot—V. Give Me Time—V.*

MIS GILMORE'S fame has heretofore resulted largely from her work as vocalist with Ernie Madsen's orchestra, but the featured spotlighting her talent receives on this disk—the first she has ever carried by herself—is quite likely to set her up as a potential threat to solo singers.

Shrewd tune selection here gives her a contrasting pair of songs, good material that is nicely suited to her style and versatility. The first side contains an old Jack Yellen-Ray Henderson show tune that has a good lyric and melody, and Miss Gilmore extracts the last drop of juice from both. Partly out of tempo, partly swing, and backed by a hot trumpet, she displays an ability to sell a song that ought to result in many more records whereon she gets top billing.

The reverse is slow and torchy, and while the song itself hasn't the same listening power that *Got to Get Hot* boasts, the singer voices and phrases it in a way that is definitely attention-getting. On both sides Madsen's and his band contribute an instrumental accompaniment that is always good, and especially so on the A side. There isn't too great a degree of coin phone commercialism discernible in either side, but nice home sales aren't beyond the realm of possibility.

## JACK TEAGARDEN (Decca 3642)

*Prelude in C Sharp Minor—FT. Blues to the Lonely—FT, VC.*

TEAGARDEN'S debut on this label has much to recommend it in a number of respects, but one mistake has been committed for which an explanation is remarkably elusive. Some time ago Glen Gray and His Casa Loma recorded the Reichenbach prelude on the A side here, and for the Decca label. This department doesn't know the extent of its sales, but if it sold well, why bother to release another record of it? And if it flopped the first time, why repeat it, particularly by a band whose name value is less than that of the original ork?

As a starter for a band whose talents have too long been unappreciated, and forgetting the commercial angle of the repeat, this coupe is a nice showpiece for Teagarden, which is largely due to the excellent, inventive arrangement he has given it. Particularly noteworthy is the preservation in string of the dramatic influences in the prelude itself as originally written. Jackson T. rates a low bow for his splendid handling of a difficult thing here.

Companion piece illustrates Jack's way with the blues, both tromboning and singing. Blues have never been too commercial, but since this style is the band's and the leader's forte, it's only natural to highlight it on an initial record. And because Teagarden is such an expert hand at proper blues dissemination, the side makes a fine addition to the wealth of recorded material of its type.

## ALVINO REY (Bluebird B-11072)

*William Tell Overture—Parts 1 and 2.*

REY is another rising Bluebird artist who here boosts his stock considerably with some forthright jazz and some extremely imaginative arranging of one of the most familiar overtures in classical music. Rossini's original themes don't suffer too much distortion, and with each side more or less a complete excerpt by itself from the overture (the first side slowish in tempo, the second brighter). They has a disk here that should attract much attention, perhaps not in music machines, but over music-store counters.

## TOMMY DORSEY (Victor 27350)

*You're Dangerous—FT, VC. You Lucky People You—FT, VC.*

Dorsey makes it a complete round-robin on the score of the new *Big Crosby* film. Road to Zanzibar, by following his record of *If's Always You* and *Birds of a Feather* with this pair of tunes from the movie. Done in Tommy's usual style—trombone solos, nice ensemble work, good beat, and good vocals—this disk, like the other, should enjoy brisk sales, particularly with people who will see the picture and want the waxed instructions of the score in its better form.

(See ON THE RECORDS on page 73)

# 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.

## Skippy Anderson

(Reviewed at Flo-Mor Ballroom, Kansas City, Mo.)

THIS outfit made its debut in foreign territory with a one-night stand here, and dancers' opinion was mixed. However, although the band might be called micky mouse, it does have a fine, well-developed style of its own, which resembles in type the sugary qualities of Blue Barron's or Jan Garber's crews. Limited instrumentation makes swing difficult, but the boys don't want to swing, anyway. Arrangements are made to get the utmost of legitimate melody out of the tunes, and the result is plenty elegant listening.

Clarinets played in low register thru megaphones produce an ear-earasing effect, as do four trumpets in the brass section (siphon has to double for this), and some other phrasing tricks.

Anderson has adopted as his catch phrase, "Skip Along With Skippy." The orchestra measures two trumpets, one trombone, three saxes, and three rhythm. Anderson is particularly proud of Wendell Gardner, who plays "Koper piano" and is especially fine on filigree and solo behind vocals. Band's brass is seldom muted, but kept open and played softer and more mellow. Excellent solos are offered by Eddie Manua, first horn.

Anderson handles his own vocals and doubles on trumpet and sax. Thus augmenting either section when necessary. Jack Robertson, brassman, also occasionally offers vocals on ballads.

Looke.

## Jimmy Gorham

(Reviewed at O. V. Carlo Lodge Ballroom, Philadelphia)

FOR the past 13 years Gorham has been giving out in this territory almost exclusively with a sock septa band. Save for an excursion to New York's Golden Gate Ballroom several seasons ago, he has been a steady diet of one-nighters for the band, his third show starting his career. And this one has been banded together for some seven years now.

No attempt is made to ape the style of Negro greats, nor is there any attempt to create an individual style. Chief characteristic is thoroughly enjoyable dance music, whether sweet or hot. When it's a ballad or waltz, it's toned down to match the mood of the music. Even give out capably on the conga and rumba rhythms.

Variety of tempos and moods prevents the monotony characterizing so many of the septa ensembles offering a steady diet of ride ditties. Variation is also carried over in the arrangements, nine men of this 15-piece aggregation being adept at fashioning the scores.

Instrumentation takes in four saxes,

three trumpets, three trombones, and three rhythm. Gorham out front wields the stick mostly, picking up trombone to augment the brass choir on the sweet songs. He's strictly a sweet slider. Under his tutelage many star side-men have been developed, such as Fats Jordan, trumpet; with Ella Fitzgerald; James (Dix) Gillespie, Cab Calloway, trumpet; James Hamilton, Teddy Wilson sax, and James Sherman, accompanist for the Charlotiers.

Stand-out instrumentalists in this aggregation include Robert (Buss) Scott, trombone; Johnny Lynch and William Boeman, trumpets; John Brown and Eddie Bamason, alto sax, and James Hawthorn, tenor. Miriam Hutchinson acquits herself admirably for the vocal chores, a proficient paper for both rhythm and ballad songs. Crodester.

## Johnny Mesner

(Reviewed at Hotel Roosevelt, Jacksonville, Fla.)

MESNER'S 10-piece outfit rates high in musicianship. There's little clowning or monkey business, just downright melody that the dancers eat up.

If Mesner owns a baton he forgot to bring it on night caught. There's no wigwagging to his fronting, and more often he's either playing a clarinet or baritone.

Instrumentation includes fundamentally three rhythms, three reeds, and four brass, with trombonists doubling on reeds and bass, and two trumpets doubling on trombone at times, thus making for trombone blend that's okeh. Style of sending beans to sweet, but dancers find plenty of satisfaction in the rhythm and organ departments.

Professor Kole Slav (Paul Kuhlthaus) is a wizard on the ivory, using okeh for colorful backgrounds. He also goes to town on a toy piano. Jeanne D'Arcy, a likable looking thru, sells the vocals in swell style. Mesner dating with her occasionally.

The colorful arrangements are mostly the work of Jack Diamond and Will Control, the Mesner and Kole Slav at it on this stint at times.

Colson.

## Wolk to Decca From Okeh

CHICAGO, March 23.—Lawrence Wolk signed a recording contract with Decca here this week, calling for 30 tunes to be waxed within a year. First eight sides will be made here Wednesday (26), Dave Kapp, Decca exec, coming in from New York to preside over the date.

Wolk switches to Decca after an association with Columbia which lasted for more than two years, during which time he cut for the erstwhile Vocalion and the present Okeh label.

tion doesn't seem to produce the solid basic stuff of former days.

Notwithstanding this comparison, band is still a good length ahead of most of its competition. The Ditteland style is kept thrust most of the arrangements, and the individual ability of the Crosby men shines in these. Stint was closed with their favorite hot rendition of *Shortenin' Bread*, which was a good selection in this spot because the boys really hit their stride on it.

## Tommy Marvin

(Hotel Waldman Park, Washington, DDC Red Network, Saturday (13), 11:15-11:30 p.m.)

IF THE quality is kept, Marvin could easily do with a half-hour shot, using this 15 minutes caught as a criterion. Band pushes forth some very atty stuff on hot arrangements of oldies like *Rocks'n' Chair* and *Dark Eye*. Exceptional solo work is done on sax, trumpet, and clarinet in these. Marian Stanfield and Andy Blaine come in for a vocal apiece, and go okeh jobs.

Marvin has a standout with his outfit, obviously it has enough lift and ability to make the casual tuner-inner hold the dial. Another asset on this particular shot was the fact that the announcer did not run off at the mouth to give such tunes a build-up.

# On the Air

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

By HAROLD HUMPHREY

Richard Himber  
(Hotel St. Francis, San Francisco, NBC Blue Network, Saturday (15), 12:30-12:57 a.m.)

RESOURCEFULNESS seems to be Himber's forte these days. Leader was distinguishing his air time a few months back by using a symposium of various ork's themes for his lead-off. ASCAP's hoodlum from the air January 1 put a wrench into this idea, but Himber has now countered with an idea with a much larger scope, and one which may set him apart for some time to come.

Outfit is now plugged as "two bands in one," and biggest part of the air arrangements are done by "both" orks. First band handles the tune from the sweet side, repeats with fiddles and honeyed tonal qualities. After a chorus or two a switch is abruptly made in tempo, and the arrangement is taken over by the brass, or "second" band, for a swing treatment. Last few bars

are given back to the sweet section to make a complete circuit. Effect of all this as handled by the Himber ork is excellent. That it would no doubt pall after a time is recognized by Himber himself, who drops the formula three or four times during the half hour. But for now it's something different, and an especially refreshing change of pace from most band remotes.

## Bob Crosby

(Hotel Sherman, Chicago, NBC Red Network, Saturday (15), 12:05-12:30 a.m.)

BAND has been performing the past couple of weeks without Crosby, who is still in Hollywood for a few retakes of his latest job. This particular shot had the band doing seven numbers, including *Blues, Hot Jazz*, and a couple of pop. It's still all very listenable, but not up to what this ork has done in the past. Muggsy Spanier's hot cornet is sorely missed in spots; in fact, whole aggrega-

## AFM License To Book Not Enough In Pennsylvania

PHILADELPHIA, March 22.—AFM's system of licensing bookers, giving them a franchise to book bands, is being challenged for the first time here in Pennsylvania. Although finding no fault with the Federation's procedure, Anthony C. Sharkey, in charge of licensing booking agents for the Pennsylvania State Department of Labor and Industry, on Thursday (20) ruled that an AFM franchise does not carry the privilege of booking bands in Pennsylvania unless the booker is licensed by the State.

Law passed several years ago, and rigidly enforced here provides that agents and bookers of professional talent are in the same classification as employment agencies. As a result, law exacts a \$100 license fee and sets up stipulations for conducting business, which includes the maintenance of an office within the

State borders. Further, State provides contract forms and limits commissions on bookings. Until now Sharkey's activities were directed primarily at the act agents, and for the first time last month he haled into court several local band boys who were booking acts without a State license.

### Hartenstein Wared

First object of the drive, according to Sharkey, will be Sunnybrook Ballroom at Pottstown, which has a weekly parade of name bands. Sharkey disclosed that a letter has already been sent to Roy Hartenstein, operator of the ballroom, largest in this territory, advising that hereafter all his bands will have to be booked by a Pennsylvania licensed agent. Similar letters of warning will be mailed this week-end, according to Sharkey, to all ballroom operators, dance promoters, night club and hotel operators, private clubs, and organizations, advising that if they book bands from anybody but a Pennsylvania licensed agent they will be "charged with aiding or abetting a violation of the State law." If friendly warning fails to take root, Sharkey threatens to haul the band busters into

court, where he has been successful in the past in laying down the law to other violators, making them subject to fines.

## Chi Date Costs Bob Crosby Bing Pic Job

CHICAGO, March 22.—Because the Bob Crosby outfit signed for the current four-week Sherman Hotel engagement as early as last September, it lost a contract to furnish the music for Bing Crosby's new Paramount picture, *Birth of the Blues* (now in production).

Old Rodin, band's manager, offered to pay for a substitute attraction for two weeks, but the hotel management insisted on the fulfillment of the contract. Neither Jan Savitt nor Charlie Barnett who, respectively, follow Crosby into the Sherman's Panther Room wanted to move in during the Lent period.

The hotel even accepted the band without his leader for the first fortnight, which ended Thursday (20). Bob Crosby remaining in Hollywood to finish work in Republic's *Rookies on Parade*. He rejoined the band yesterday (21).

## CONTRACT CLAUSES

(Continued from page 9)

engagement(s) and the gross contract price for same total at least three times the AFM scale then prevailing.

Under sub-paragraph (c) of Section 8 (see contract) are listed the terms under which the whole contract becomes void because of a band office's failure to live up to the work-weeks stipulated. Interesting feature of this clause is the one making it necessary for both the leader or the band office to notify one or the other within a certain time of such failure to live up to the contract, otherwise contract remains in effect.

Although some confusion may exist at first, as the new forms are installed, it can be readily seen that this complete standardization will almost immediately simplify and remedy plenty of questions heretofore arising among leaders, booking offices, and band employers. It's now all down in black-and-white, and fairly simple language—for attorneys.

JOE

## PAFUMY

and his

### CONTINENTALS

currently

### THE GLASS HAT NEW YORK

in Their 20th Week *indefinitely!*  
and Staying

## New AFM Standard Contract

(Continued from page 9)

prices for same total at least three times the Federation scale then prevailing therefor.

8. In the event that during the third year hereunder or during any twelve (12) consecutive months thereafter, the total gross earnings of myself and/or the orchestra do not exceed by at least twenty-five (25) per cent the total of the Federation scales for all engagements performed during the said year or twelve-month period for which compensation was received, either of us may thereafter terminate this agreement, provided written notice to that effect by registered mail is given to the other by no later than ten (10) days from the expiration of the said year or twelve-month period; failure to give said notice within the said ten (10) day period shall constitute a waiver of any and all rights to terminate this agreement pursuant to this provision.

9. You agree that you are now and will at all times during the life of this agreement remain a licensee of the American Federation of Musicians as provided in Standing Resolution No. 51 of said Federation and that otherwise this agreement, shall with the withdrawal from you of said license, be entirely void except as to commissions earned or to accrue under contracts made before withdrawal of said license.

10. Neither this agreement, nor any provision hereof, can be canceled, altered or modified, except by mutual written agreement to that effect subject to the approval of the American Federation of Musicians. No waiver or modification by either of us, of any provision of this agreement, whether in one or more instances, shall thereby be deemed to be permanently waived or modified, except by mutual written agreement to that effect and subject to the approval of the American Federation of Musicians. If you are a corporation, any cancellation, alteration, waiver, or modification of this agreement, or any provision hereof, shall be ineffective unless signed by your president, or by one of your vice-presidents, and this entire agreement shall inure to the benefit of your successors or assigns and to any corporation resulting from your reorganization, consolidation, or merger. Wherever the term "year" is used in this agreement, it shall be deemed to mean a period of fifty-two (52) weeks commencing with the month and day mentioned in Paragraph 1 above.

11. I represent that I and all members of my orchestra are members in good standing of the American Federation of Musicians and will remain in such good standing therein during the term of this agreement. The bylaws, rules, regulations, and resolutions of the American Federation of Musicians, now or hereafter existing, and hereby made a part of this agreement, and any stipulations herein in conflict therewith shall be null and void.

Your signature herein below shall constitute this a binding agreement between us.

.....(seal)

Orchestra Leader

Address

Accepted and agreed to

.....  
This form of contract is drawn and approved by the American Federation of Musicians.

COPY RECEIVED

.....  
Orchestra Leader

## A RADIO AND RECORD HIT!

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(Routes are for current week, unless otherwise given.)

A
Abba, Vic (Congress Club) h.
Alder, Louis (The Crossings) Miami Beach, Fla.

B
Barr, Billy (Flagler) Milwaukee, h.
Bogert, George (Wildcat) Philadelphia, Pa.

C
Cable Boys (Oxford) La Crosse, Wis., de.
Cannon, Eddie (Vocal) Cleveland, O., h.

D
D'Amico, Nicholas (Verailles) NYC, de.
D'Amico, Nick (Verailles) NYC, de.
Davis, Eddie (La Star) NYC, de.

E
Eddy, Tod (Island) NYC, de.
Ellis, Joe (Queen Mary) NYC, de.

F
Farr, Eddie (Hi Hat) Chi., de.

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

Fernandez, Marnell (Book Canillas) Detroit, h.
Fido, Geph (Day White Way) NYC, de.

G
Gaines, Charles (Circus) Philadelphia, de.
Garr, Glenn (O Henry) Chi., de.

H
Harriet, Bobby (Verailles) Boston, de.
Hagan, Al (Crescent) St. Louis, h.

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

Heckscher, Bruce (Club Lindy) San Francisco, de.
Hick, Harry (Belmont) NYC, de.

I
Irwin, Marty (Churchill Tavern) Pittsburgh, de.
Isard, Vernon (Paradise) Philadelphia, de.

J
Jackson, Jimmy (Casino Moderne) Chi., de.
James, King Reed (Barclay Fun Miami), de.

K
Kathow, Karl (Moonlight Gardens) Saginaw, Mich., h.

L
Lake, Bob (606 Club) Chi., de.
Lamb, Scott (Henry Lee Bowers) Phila., de.

M
McFarland, Fred (Etracrus) Syracuse, N. Y., h.

N
Nagar, Paul (Fenway Hall) Cleveland, h.

O
Oger, Bill (Hillcrest) Toledo, h.

P
Pablo, Don (Palm Beach) Detroit, de.

Q
Quartel, Frank (Colonial) Chi., de.

R
Ruffell, Todd (Wingdale) Washington, D. C., de.

Prison, James (Moonlight) Chester, Pa., h.

Quartel, Frank (Colonial) Chi., de.

R
Ruffell, Todd (Wingdale) Washington, D. C., de.

S
Sachs, Coleman (Pickwick Club) Birmingham, Ala., de.

T
Tan, Jimmie (Kaufman) Buffalo, de.

U
Uzell, Dave (Albham) Chi., de.

V
Valero, Eddy (Carroll) Miami Beach, Fla., de.

W
Wald, Jerry (Child's Spanish Gardens) NYC, de.

Hines Pulls 900 in Tenn.
KNOXVILLE, Tenn., March 22—Eddie Hines drew 900 Negro dancers and about 100 white spectators for capacity at Neal's Savoy Ballroom here last week.

## OUT-OF-TOWN OPENING

## "Your Loving Son"

(Plymouth Theater)  
BOSTON

A play by Abby Merchant. Directed by Arthur Strom. Setting designed by Raymond Sevey. Cast: Rachel Sewall, Lily Cahill, Jay Fassett, Kate Warriner, Frankie Thomas, Charita Bauer, Eddie Nugent, Ruth Lee, Juliana Coffey, Edwin Gordon, and Raymond Greenleaf.

Boston has been suffering more or less from a famine of play activity during the past few months. However, it plays like *Your Loving Son* are to be had here, perhaps famine is more desirable. It is an ineffectual piece of nonsense.

From opening curtain to the end, the play was under-keyed so badly that for a while one could have been easily persuaded that what was going on was a line of rehearsal.

The story has to do with the feverish activity and collective skullbanging of a pair of hard-working adolescents trying to outshine the stars in the marital sketches of their respective parents—a plot that could be mildly amusing.

Dorcas Winslow is the middle-aged (I refuse to admit it) flirt who just dotes on young artists who can be led on to the point where they paint portraits of her as safety valves for their desires. However, she meets a Tartar in one William Hollinger, who actually wants to marry her, and has her seriously considering the move. The plot complicates itself further by the friction between Dorcas and her self-playing husband, Joshua, who is developing a slightly parodied version of Platonic love for Muriel Payne, militant housebody and Junior's best girl's mother. Joshua Winslow Jr. is aided and abetted by fellow adolescent, Rosamond Payne, sticks his oar in the soup. He has to announce a phony marriage with Rosamond to the glibble adults in order to get things straightened out.

The pace of the first act strongly resembled a very fat man climbing a tall ladder, not was there any evidence of a conception of timing. The only people on stage who seemed to have a grasp of what they were to do were Frankie Thomas and Charita Bauer, but they handicapped themselves by their shaky character delineations.

The second act was a little better, and the timing and pace tightened slightly. The third act just happened, with a 15-minute anti-climax dropping on before the curtain was rung down.

After a thorough rewrite job and the application of a vigorous directorial technique to tighten up the loose ends, the play may enjoy mediocre success in the big time. Fred Gottemann.

## "Man," "Father" Both Over 20G in Philly

PHILADELPHIA, March 22.—Town's two legit attractions, in spite of bum weather breaks and the Lenten season, continue to click in the top money, *Little Fister* for its third week ended tonight (22), and *The Man Who Came to Dinner*, its second week at the Forrest Theater. Total into the tills at the \$2.50 top. Total boxer than previous weeks, the attendance just as high, because of house turned over on Wednesday (18) to the S. G. Freedman Vacation Fund on a benefit basis, which meant cut in ticket take. Advance sale very big, with indications *Fisher* will pack plenty of life into the Walnut B-o. until May.

*The Men Who Came to Dinner*, for its second week at the Forrest Theater ended tonight (22), also continues at near-capacity with \$21,000 at the \$2.50 top in the tills. Advance sale big for this third and final week.

Locust Street Theater returns to the local swim Monday (24) with *Tobacco Road*. Only other bookings on the local boards for the remainder of the season are return of *Little Fister* at the Forrest for the March 31 week and *There Shall Be No Night* at the same house for a fortnight starting April 14.

## Dr. Lunt and Dr. Fontanne

MADEIRA, Wis., March 22.—Alfred Lunt and Lynn Fontanne will receive honorary doctor of letters degrees from the University of Wisconsin at the 68th commencement June 23. The Lunts have visited the Wisconsin campus several times in recent years and have twice presented plays in the Union Theater. Their permanent home is in Geneva Depot, Wis.

## Record Legit Season In Evansville, Ind.

EVANSVILLE, Ind., March 22.—Records being set for road shows the country over are further exemplified by local season, sponsored by local newspapers, *The Courier* (morning), *The Press* (afternoon), and *The Sunday Courier and Press*. With four attractions, each played in the Coliseum, no season in years ever held up as this one. No matinees, each one night.

*The Men Who Came to Dinner* (Webb), in November, drew 1,113 persons at a gross over \$2,000. Katharine Hepburn in *The Philadelphia Story*, in late January, attracted 2,317 for \$4,381.50 gross. Then, 10 days later, tops and local records came with the House-Clay troupe in *Hellzapoppin*, to the tune of 2,951 customers and \$5,056 in the till at a \$3.30 top. Tallulah Bankhead in mid-February drew 1,300 customers to a gross of \$2,038.

Ordinarily the Evansville Coliseum seats 3,354, but for Hepburn seats were placed in the orchestra pit, the musicians assembling off to the side of the auditorium. For *Hellzapoppin* added rows of seats, and some bleachers permitted the extra large crowd. Out-of-town draw was big.

## Drapers Weak in Buffalo; Two Shows Advance SRO

BUFFALO, March 22.—Eringer Theater, lone legit house here, will have a final spell of activity. The recent stand of the Drapers, however, was disappointing at the box office, altho attendance was hurt by the sudden, terrific cold spell. Gross was \$2,000, at a \$2.75 top.

Two Guild shows still on the calendar here are already sold out solidly because of the advance subscription arrangement, which left only a few higher priced seats available. They are *Twelfth Night*, which comes here March 24-28, and *There Shall Be No Night*, set for March 31 to April 3.

## Portland House Revamped

PORTLAND, Ore., March 22.—Mayfair Theater, host to many legit attractions, was to close Bicker showings March 24 for a week of extensive repairs and redecorating. The house will reopen March 31 with *Fortune Teller's Sin* of the Opera Company, which will present eight operas in seven days.

The remodeling program, amounting to about \$27,000, will include a new air-conditioning system.

## Death, Taxes, and "Tobacco Road"

PHILADELPHIA, March 22.—Continuing appearance of *Tobacco Road* at the Locust Street Theater March 23 will be its eighth engagement and its 18th week here. Booked in indefinitely, in Pittsburgh it has been seen for nine weeks in seven engagements, while it visits Reading this week for a one-night stand for the fifth time.

*Road* has hit Allentown four times, Oil City three times, Erie three times, and played twice in Altoona, Johnstown, Harrisburg, New Castle, Bradford, Butler, and Uniontown. It has also put in single one-night stands in Bristol, Norristown, New Kensington, Rochester, Sharon, Shamokin, Wilkes-Barre, and Williamsport. Before arriving here it will play its first visits to York and Lancaster.

## "Night" Takes 8G in Denver's Best Year

DENVER, March 22.—Alfred Lunt and Lynn Fontanne in *There Shall Be No Night* played to three capacity audiences, grossing \$6,000 for the matinee and night of March 13 and matinee March 13 at the Broadway Theater. Prices started at \$1.12.

Arthur M. Oberfelder, under whose management two series of attractions are being presented in Denver this season, stated that this is the best season he has had in 20 years. Attractions booked to complete the season include Thomas Mann, Helen Jepson, Irvin Cobb, Eddie Dowling in *The Time of Your Life* on May 1, and Leopold Stokowski's All-American Youth Orchestra on June 20.

## "Hellza" Sets Memphis Top

MEMPHIS, Tenn., March 22.—*Hellzapoppin*, which played three nights and a matinee here ending March 8, set a new all-time high attendance record at Municipal Auditorium, Col. C. A. McElroy, auditorium director, announced today.

Nearly 10,000 persons paid a gross of \$17,183 to see the performance, he said, with mail orders coming from 120 surrounding towns.

The heavy grosses thus far this season indicate that the Auditorium, operated as a city and county enterprise, will finish the current quarter in the black for the first time since it was opened in 1924, McElroy said.

## FROM OUT FRONT

Which Is Mostly Between Quotes

BY EUGENE BURR

IT is the fashion nowadays to sneer in properly superior fashion at Oscar Wilde, just as it is the fashion to sneer at Byron, Lord Dunsany, James Branch Cabell, Ernest Dowson, or any other great artist foolish enough to feel that the crux of all art is the ability to work within the limitations set by beauty of style and integrity of essential thought. Such a fundamental philosophy, of course, interferes mightily with that lawlessness bred of incompetence, which is presently favored by all critics who feel a grateful affinity to any incompetence whatsoever. Wilde brilliantly probed within the heart of Life and Art, but the present era, with the self-defense of the second-rate, deplores the brilliance it cannot achieve and overlooks the underlying truth that it cannot grasp.

Certainly, as a dramatist, Wilde ranked in the top flight of writers of comedy, with only a few—such as Congreve and Farquhar—to equal him, and none to rank above. Certainly, he far surpasses the heavy-footed and obvious fooling of such a critical pet as Sheridan; certainly his brilliant mind infinitely outdistances such a workwrecker of platitudes and dispenser of other men's thoughts as George Bernard Shaw. Certainly, if we admit that brilliant statement doesn't automatically negate brilliance of underlying thought, what Wilde has to say concerning drama and art is worth repeating occasionally—particularly today.

All of which leads up to a quotation from Wilde's *The Decay of Lying*, which this corner happened to re-read recently:

"Art begins by . . . dealing with what is unreal and non-existent. This is the first stage. Then Life becomes fascinated with this new world, and asks to be admitted into the charmed circle. Art takes life as part of her rough material, recreates it, and refashions it in fresh forms, is absolutely indifferent to fact, invents, imagines, dreams, and keeps between herself and reality the impenetrable barrier of beautiful style, of decorative or ideal treatment. The third stage is when Life gets the upper hand and drives Art out into the wilderness.

"Take the case of the English drama. At first in the hands of the monks Dramatic Art was abstract, decorative, and mystical. Then she enlisted Life in her service, and, using some of life's external forms, she created an entirely new race of beings, whose sorrows were more terrible than any sorrow man has ever felt, whose joys were keener than lover's joys, who had the grace of the Fauns and the calm of the gods, who had monstrous and marvelous aims, monstrous and marvelous virtues. To them she gave a language different from that of actual use, a language full of resonant music and sweet rhythm, made stately by solemn cadence, or made delicate by fanciful rhyme, jeweled with wonderful words, and enriched with lofty diction. . . . Old myth and legend and dream took shape and substance. History was entirely rewritten, and there was hardly one of the dramatists who did not recognize

(See FROM OUT FRONT on page 16)

## League-Guild Case Awaits Guild Reply

NEW YORK, March 22.—According to Morris L. Ernst, president of the Dramatists' Guild, the Guild's answer to the complaint of the League of New York Theaters that the Guild is a monopoly will be filed before the end of the month. Ernst was given the case as a result of the Guild meeting last Friday (14).

Meanwhile, George Abbott, producer of *Pal Joey*, and Edward Lindsay and Russel Brown, producers of *Arabic and Old Lace*, have resigned from the League, since they are also members of the Guild in their capacity as playwrights. There are rumors of more such resignations being made. The Playwrights' Company previously resigned.

James P. Kelly, executive secretary of the League, could not be reached for comment.

Milton Weinberger, lawyer representing the League, has nothing further to state at present other than that the League is waiting for the Guild to file its answer, and that everything will be done to bring the suit to trial as soon as possible, which will be some time in May or the beginning of June.

## Bulgakov Studio Presents New Play, "Escape to Glory"

NEW YORK, March 22.—The Players Company of the Bulgakov Studio of Theater Art presented *Escape Into Glory*, by Hall Martin and David O. Woodbury, Thursday (20) in the Marter Theater. The play was directed by Barbara and Leo Bulgakov; stage manager was Alex Marubens, and the costumes were by Charlotte and Ann Hayes.

The story, said to be based on the life of Emily Dickinson, takes place about 1850 and deals with a father's iron-fisted rule over his family and the rebellion of his daughters. The first and third acts were slow-moving, and the only thing that saved the second act was a fine performance given by Margaret Lewis, who played the part of Hannah, the oldest of the three daughters.

Miss Lewis captured all honors of the night in her fine presentation of the old maid whose romance her father had broken up 10 years before and whose only ambition now was to see that the same misfortune didn't happen to her two younger sisters.

Seth Arnold, who played the part of Franklin Austin, the narrow-minded father, was the only other member of the cast who did full justice to the part he played.

Beatrice Kraft, who played the part of Emily Austin, the heroine of the play, was charming and sweet, as all heroines should be, but lacked dramatic force.

Others in the cast were Evelyn Kraft, Elizabeth Moore, Frank Matthews, Mildred S. Clinton, Ralph Morse, and Anthony Gray.

Coris E. Turner.

## Light Opera Theater Offers Two G&amp;S Items

NEW YORK, March 22.—Light Opera Theater presented two of Gilbert & Sullivan's operettas Friday (18) in *The Cherry Lane Theater* at *Friday by Jerry and Pirates of Penzance*. The two were staged by John F. Graham and the music was under the direction of Alexander Malmed.

The acting and singing in both operettas were very poor. Stanley Nalinger, who took the part of the defendant in *Trial by Jury* and *Predertek in Pirates of Penzance*, was the only member of the cast who showed any signs of possessing a singing voice that could be understood. The rest of the performance went thru the motions of acting and singing, but if one didn't already know the stories of the shows still less would be known when leaving the theater. Not only was the singing bad; the diction was even worse.

The principals included Joseph Hunter, Jenn Imre Mate, Maurice Rogin, Joseph Di Stefano, Mildred Krueger, Frank Manganello, Billie B. Krueger, Natalie Backer, Nancy Trenas, and Josephine Lombardo.

C. K. F.

## Minne Legit Sked

MINNEAPOLIS, March 22.—Schedules for the rest of the season at the Lyceum Theater, legit house here, has been announced by Leo R. Murray, manager. Starting with *The Male Animal*, March 24, to the end of the 7th Street Theater, April 1-5; *Disbury Was a Lady*, April 19-18; *Hellzapoppin*, April 29-May 2; *Time of Your Life*, May 6-8.

## Me. Cowbarn News; Deertress for Sale; Lake'd Cuts Season

PORTLAND, Me., March 22.—In the midst of some of the coldest weather of the year in Maine, news of the summer theaters started popping up this week. One theater goes on the market for sale, another's season will be shorter, and the date of opening was announced for a third. Lakewood, veteran summer theater of the East, will operate only 16 weeks this year, instead of the 17 which has been traditional.

Owners of Deertress Theater at Harrison, operated the past two seasons by the late Bela Blau, have announced they counsel that they prefer to sell rather than to lease, altho it is not understood that they will keep the theater dark if no buyer is found. The property can be had for about \$70,000.

The American Apprentice Theater has announced plans to open June 25 at Peaks Island in Portland Harbor. It will probably be without competition in Portland this year. Carl Lalkan sponsored the group's first season last year when Guy Palmerton was also operating in Portland.

Lakewood will open this year May 31, with Herbert L. Sweet, manager, going to New York the third week in April to sign plays and players with director Melville Burke. Sweet usually makes his New York pilgrimage in March, but will go later this year because Burke is now on the West Coast.

## Lunts 44C in Omaha

OMAHA, Neb., March 22.—Alfred Lunt and Lynn Fontanne grossed \$4,400 with *There Shall Be No Night* for one night at Tschoudt High School Auditorium here. Capacity is 2,300 persons, and the Omaha Drama League, sponsor, even had to stop selling SRO tickets.

Situation was in direct contrast to Lunt-Fontanne appearance here in 1927 with *Idiot's Delight* at the Paramount. Master Butler gained nationwide notoriety when he banned the performance, later rescinded when the lines were cut to fit his taste. Butler is still mayor of Omaha.

## "Hellza" SRO in Okla City

OKLAHOMA CITY, March 22.—Local theatergoers were still giving vociferous verbal applause to *Hellzapoppin'* a week after the show had left town March 13, scheduled for two nights and a matinee, the show played to capacity each time. Five days before the cast arrived SRO was the rule for the Saturday night performance, and each of the other two turns hung out the sign long before curtain time.

Mrs. Bert Stern, booker, said show grossed nearly \$13,000, with \$3 top for nights and \$2.50 for matinee.

No other bookings are planned for the immediate future, Mrs. Stern said.

## "Hellza" Tulsa Sellout

TULSA, Okla., March 22.—Tulsans filled Convention Hall March 11 and 12 for Billy House and Eddie Carr in *Hellzapoppin'*. A third of a house (hall seats 3,600) joined in Wednesday's matinee. Weather was unfavorable both days. Top for night shows was \$2.50 and matinee \$2.25.

Tulsans lingered after the final curtain to exchange laughs with friends, which was in sharp contrast to the reaction of the 3,600 people who saw *Hellzapoppin'* at the Little Foxes January 29. They liked *Tulshah* but not the play.

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## BROADWAY RUNS

Performance to March 22 inclusive.	Dramatic	Opened Perf.
Arnolds and (50) Loco (Fol.)	Jan. 10	83
Chaplin's Aunt (Central)	Feb. 17	180
(Cont.)	Feb. 17	98
Com in Gimm, The (National)	Nov. 24	133
Diagnosis, The (Hick)	Mar. 11	15
Flight in the Wind (Central)	Feb. 17	106
Madam Butterfly (Longacre)	Nov. 18	214
Life With Father (Bojor)	Nov. 6	374
Mad Who Came to Dinner, The	Oct. 16	330
My Sister Blanche (The)	Jan. 12	80
My Sister Blanche (Hick)	Jan. 12	100
Old Acquaintance (Longacre)	Nov. 24	104
Out of Order — Trying (Fol.)	Feb. 11	42
Separate Rooms (Hick)	Mar. 12	417
Shades, The (Hick)	Feb. 24	32
The Walk Alone (Golden)	Mar. 12	74
Tekapo Road (Follett)	Dec. 4	3083
<b>Musical Comedy</b>		
Camp With the Heat (Follett)	Jan. 20	80
Lady in the Dark (Follett)	Jan. 22	88
Louise Brooks (Follett)	Jan. 22	88
Must Be People (Hick)	Nov. 23	101
My Gallopup (Winter)	Nov. 11	338
Pal Joey (Hick)	Dec. 21	101
Parade (Hick)	Oct. 20	198

## New Child Actor Bill in New York

ALBANY, N. Y., March 22.—Harold B. Kheel, New York State Assemblyman from Buffalo, introduced a new bill this week regarding the employment of children under 16 in the theater. A similar measure, previously introduced by Ehrlich and Senator Hampton, was killed Wednesday (19) in a committee of the New York Assembly after it was passed by the State Senate earlier in the week.

The new bill provides for the approval of child participation in theatrical work to be placed in the hands of local school boards or educational authorities, whose written consent is needed.

## Lunts Set D. M. Record

DES MOINES, Ia., March 22.—Alfred Lunt and Lynn Fontanne did a record performance at the Shrine Auditorium in Des Moines on March 15 with a capacity crowd of 4,300 on hand to see *There Shall Be No Night*. Gross was estimated at \$10,000, the highest for the Shrine since 1928. One of the reasons for the turnout was the fact it was the only engagement in Iowa and a large out-of-town audience attended.

Altho higher grosses have been set for the Shrine, they have been at higher prices. It was an all-time high for show charging \$3.50 top.

## FROM OUT FRONT

(Continued from page 15)

that the object of Art is not simple truth but complex beauty. . . . "But Life soon shattered the perfection of this form. Even in Shakespeare we can see the beginning of the end. It throws itself by the gradual breaking up of the blank verse in the later plays, by the predominance given to prose. . . . The passages in Shakespeare—and they are many—where the language is uncouth, vulgar, exaggerated, fantastic, obscene even, are entirely due to Life calling for an echo of her own voice, and rejecting the intervention of beautiful style, thru which alone should life be suffered to find expression. . . . When Art surrenders her imaginative medium she surrenders everything. Goethe says somewhere, 'It is in working within limits that the master reveals himself,' and the limitation, the very condition of any art is style."

It is only natural that Wilde should suffer the defensive contempt of an age that has blathered ecstatically over the formless inanities of William Saroyan.

**A** POR those critics who use a realistic yardstick and hold nature up as the gauge of art, Wilde has this to say: "No doubt there will always be critics who, like a certain writer in *The Saturday Review*, will gravely censure the teller of fairy tales by their own lack of any imaginative faculty. . . . To excuse themselves they will . . . call upon Shakespeare—they always do—and will quote the hackneyed passage forgetting that this unfortunate aphorism about Art holding the mirror up to Nature is deliberately said by Hamlet in order to convince the bystanders of his absolute insanity in all art-matters."

**R** ECENTLY, too, this corner came across Louis Golding's 15-year-old novel, *Seacoast of Bohemia*, a hilarious polemic of self-conscious, attitudinized, and dishonest art in all its forms. In it, a gentleman named Cokvmski is the lionized painter of London on the strength of a series of violently modernistic canvases. No one can understand them, but all of London—critics, minor artists, dilettantes, everyone—offers double-talking explanations of their magnificence. And that it is revealed that all of the pictures have been painted by Cokvmski's little sister and don't mean anything at all. Cokvmski's name, incidentally, is really Blagg.

But Mr. Golding's most intelligent character brings out the indisputable fact that Cokvmski, who merely sashed in on the fastening artistic disreputability that he found all around him, is far less a cheat, and a fake than the critics and minor artists and dilettantes and others who double-talked their priggish and self-conscious explanations of the world-shaking meanings in the dashes of Cokvmski's little sister.

The tale should probably be some sort of parable for the benefit of those who swooned with self-conscious delight over the astirine and ego-blasted directorial posturings of the Crown Willie Caesar, who found cocaine depth and meaning in the stupidly pretentious banalities of *Our Town*; and who discovered the apex of art in Saroyan's brahmi enumerated and overwhelming incompetence.

## Crix Still Batting Nicely; Call Majority of Shows in 7-Week Period

NEW YORK, March 22.—New York's drama critics have again obtained a high score for decisions on the plays which opened between February 1 and today. Of the 11 shows opened during that time, seven received less than 50 per cent in *The Billboard's* review percentage, and, out of that seven, six have already closed.

*The Doctor's Dilemma*, top show of this seven-week period, having received 80 per cent, has been playing to capacity, with standees every night, since its opening March 11. The first week, with only seven performances given, the gross was \$20,400. The gross for the second week will hit between \$23,000 and \$24,000.

*They Walk Alone*, which was given 6 per cent, is still running. *Elsa Lanchester* is starred. Business has been brutal.

Despite its mediocre percentage (50

per cent), *Out of the Frying Pan* is slowly building, and has hopes of continuing until summer.

*The Valley Method* (61 per cent) has had fair grosses so far.

*Glenda* (72 per cent) is definitely in the hit class.

The six shows that opened and closed during the seven-week period include *Tampard Street*, which received 33 per cent and closed after 33 performances; *Liberty Jones* (39 per cent), closed after 21 performances; *Houdini* (11 per cent), closed after 11 performances. *Five Alarm Waits* and *Brooklyn Blarney* (each pulled down a few cents) closed after giving four performances apiece.

## American Academy Students Offer 'Corner,' 'Stage Door'

NEW YORK, March 22.—American Academy of Dramatic Arts presented two plays last week at the Empire Theater. On Friday (14) a small cast, in spite of some very nice individual work, managed to remove as much excitement as possible from J. B. Priestley's *Dangerous Corner*. Good work was turned in by Grace Shuster, an Owen, and Eleanor Milley, as Evadne, and excellent jobs were done by Jack Sherry, as Shannon, and Elizabeth White, as Miss Mockridge. Robert Drew laid down the difficult role of Gordon very well indeed. Bert O'Dell, as Robert, however, seemed to be in difficulties of his own that augmented those the author had already provided, and Harriet Penton had nothing to give the part of Betty. The cast gave the impression of knowing that everything came right in the end, and went their separate ways to get to the final curtain which is no way to tell a story interestingly on a stage.

The first act of Philip Barry's *Spring Dance* was used as a curtain-raiser. In the cast were Clare Miller, William Sheehan, James Moreno, John Stuart Breiter, Robert Lyle, Sarah Healey, Dorothy Heves, Terry Lyons, Donna Munson, Richard Castano, Joyce Connor, Daniel Safford, and Margalo Francis Wilson.

On Tuesday a tremendous cast read *Feber* and Kaufman's *Stage Door*. A reading was about all the various exhibitions amounted to, except for the work of Barbara March, as Judith, and a few glimmers here and there on the part of people like Elizabeth Barclay, who forgot *Bartercase* this time and did a side job with the part of Beatrice Nemeyer, and Diana Dill, who in the tiny bit of Susan made a terrific impression. Miss March, incidentally, should have a bit more voice training; she has so much talent it would be a shame to neglect so great an asset. Patricia Worrall was cute as *Big Mary*, and Dorothy Reeves contributed a nice bit as Mrs. Shaw. Remembering Richard Kimble's good work as Benny Fox, it was hard to believe he could perpetrate such a job as the one he did on Keith. Clare Miller read the part of Terry with intelligence, but with no emotion whatever. Terry's love for the theater is so intense it seems incredible that a little of it didn't reach Miss Miller. Helen Nicoll's reason for choosing the stage as a career is so obscure as to be non-existent. She read Kay Margalo Francis Wilson played obviously as Jean, and Louis Harby gave nothing to the part of David. Others in the cast were Selma Hillman, Joyce Connor, Edna Skinner, Grace Johnston, Michelle Barrett, Dorothea Craft, Constance Johnston, Peta Carter, Barbara Zeiger, Dorothy Marion, Ailyn Van Naalen, Edward Moroney, Daniel Safford, William Tragos, William Sheehan, Paul Wilson, John Hargreaves, Terry Lyons, Clyde Smith, Herbert Tank, James Moreno, and Louis Font.

M. A. E.

## Studio-Theater Players Offer Five One-Acters

NEW YORK, March 22.—Studio-Theater Players presented five playlets at the Barbicon-Plaza Thursday evening (20). The first three were bad. What the remaining two were like this reviewer probably will never know.

The three caught included a pitiful rendition of *The Velvets*, which the Studio-Theater insisted on spelling with two "l's". *The Fisker's Wedding*, plus scenes from a lovely little opus of a girl going blind, *Strange Orchestra*.

Without an exception the actors appeared ignorant of stage practice, and the direction was shoddy.

Mike Kaplan.

## Noel Houston Trout Set

SALISBURY, N. C., March 22.—The cast for *The Maresaurer*, a new play by Noel Houston, chosen by the Carolina Playmakers as their fourth public production, has been selected by Earl Winn, director of the production, and is now in rehearsal. The play, to be presented four nights this month, tells the story of a wealthy land-owning family in Oklahoma.

New York critics hailed Houston's rising star last winter when two of his one-act plays, *According to Law* and *The Last Christmas*, were produced at the Provincetown Playhouse.

The review percentage of "The Doctor's Dilemma" was 89%. It was incorrectly run at 78%.

## SEND IN YOUR ROUTES

Routes of hands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, cruises, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your routes promptly. Send it to Route Editor, *The Billboard*, 35-37 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Hands 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.



# ToddClickSpurs Other Big Nitery Plans in Chicago

CHICAGO, March 22.—Night club operators here, more than ever before, are concentrating on mass patronage. The success of Mike Todd's Theater Cafe (a 2,300-seater) with its 90 cents admission policy is prompting the spring reopening of the Eden Cafe, on the city's outskirts, on a similar basis. Spot was formerly operated by Joe Viner and is in the hands of receivers. Interested in the new venture are Jack Fine, vaude unit producer, and Hughie Keough, son of Pa Keough, booker, among others. Club is a former ballroom and can accommodate over 1,000. An admission ranging from 25 to 50 cents will be charged. Show idea for the masses is being planned.

Operators also have been eyeing with interest the successful operation of such mass-attracting spots as the Bowery in Detroit and McVann's in Buffalo. With the rigid defense program under way nationally they are convinced that executives will have little time to patronize class spots but that more workers will have some money available for night life.

New developments in Loop rooms include booking of Jan Garber's band into the Palmer House for the new show opening April 10. Acts include the Whitsom Brothers, the Barrys, Doraine and Ella, Glen Pope, and Rolf Passer, mental act.

Grandfather's Follies will remain at the Blackhawk thru May 13, giving this unit a run of five and a half months. Show is being submitted by MCA for a summer run in outdoor cafes.

The new Loop spot, Brown Derby, is planning to trim its shows. The Hartnells, European dance team, will replace the girl line Saturday (29).

La Salle Hotel's Blue Mountain Boom closed for the season last week. It employed bandstand attractions only. Leonard Keller returns to the Blarneck Hotel April 11 for the spring season.

# Penny Niteries Have Law Trouble

PITTSBURGH, March 22.—Anthony J. Gerard has introduced a bill in the State Legislature to curb raids on night clubs by compelling officers to identify themselves and their "official capacity" before "frustrating any criminal business." Another State law affecting night clubs was upheld this week in Washington County Court by Judge Howard Hughes, who sustained a 63-year-old measure prohibiting employment of females in places where liquor is sold. It Judge Hughes' decision is followed throughout the State, thousands of barmaids as well as female performers employed in night clubs, hotels, and cafes would be dismissed.

Just last July the State Liquor Board ruled that clubs and restaurants must not allow entertainers, hostesses, and waitresses to sit with customers.

# Frank Gaby in Pictures

HOLLYWOOD, March 22.—Frank Gaby, ventriloquist, has given up his vaude turn temporarily to fill a film contract for Universal, set by Harry Ward, of Leo Morrison's office. Gaby is spotted as the villain in Mr. Dynamite, recently completed, and starts on a new feature next month following his return from New York.

# New Birmingham Club

BIRMINGHAM, Ala., March 22.—Forum Inn, night club on the Florida Route, reopened last month under new management of Jack Baker and Pro Waller. Bob McDavid and 13-piece orchestra will play for opening week.

No cover, 55-cent admission for couples Saturday nights.

# Philly Club Adds Show

PHILADELPHIA, March 22.—Crystal Gardens adds a floorshow. Managed by Sammie Kirk and El Westley and seating 200, spot starts with a septet review. The Bob Osborne heads as emcee, with Bob Fitzgerald, Irena Batista, May Joy, Muriel Nick, Gloria Lane, and top team of Smitty, Tibbles, Elmer, and Little Rita, and Johnny Graham band.

# Sad Story: Loses Vaude Date Due to Benefit

MIAMI, March 22.—Because of the acceptance of a benefit date, the Lettie Quaker unit, which was to have made its vaude bow at the Olympia Theater Thursday (27), will have to postpone the vaude date.

Lou Walters, producer of the unit, because of the prestige attached, accepted an invitation for a command performance to be given Tuesday (25) in Nassau at the Duke and Duchess of Windsor, who are holding a war relief ball that night. After the acceptance of the invitation Walters tried to make plane reservations for the company, but not a seat was available. Neither were there any planes to be chartered. Boats plying between Nassau and Florida were also booked to capacity.

The Olympia date had to be canceled. In its stead a straight vaude bill with Joe E. Lewis was booked.

Walters hopes the publicity value of the command performance will later compensate for the canceled date.

# National, Rich'd, To Full Week; Units

RICHMOND, Va., March 22.—National Theater here, only local vaude and unit house, changed from four days to full week vaude Thursday (6). First full week show was Solly Child's unit, Femmes and Fun, which played to full houses most of the engagement. Unit carries 28 people and features Johnny Waters swing band, 12 girls, one set of inspiring scenery, and several standard acts, including Ross Lewis and the Three Grimes Sisters, Three Wells Brothers, Nolan Trio, Eleanor King, and Paul Lebrick.

Also end Shine was the second unit to play a full week.

Al Nowitsky is house manager and handles publicity.

# Fox, Atlanta, Resumes

ATLANTA, March 22.—John Boles has been booked into the Fox week of March 27. It is the first time the Fox has booked a stage attraction in two years.

# Bookers Worried Over Dearth of New Name Bands; Watch Records Closely; Salaries at Even Keel

(Continued from page 3)

The fact that liberator and ballroom one-nighters are more profitable to band and agency than theater bookings. Furthermore, name bands find it necessary to return ever so often to location jobs to get in air time.

Another factor is the fact band agencies would rather keep their name bands working ballrooms where commitments are often as high as 20 per cent. Agencies rarely get more than 10 per cent on vaude bookings, and in many instances 7 1/2 or 5 per cent.

The reason for this is the fact that top bands require little selling to vaude. The knowledge that a name band is available will often send bookers scurrying to get it, thus upping the prices.

If an act clicks thru one-nighters, readings, or air time, its first theater dates may bring no more than scale, but subsequent engagements will invariably get it more dough.

Houses like the Paramount and Strand theaters here are constantly being sought for up-and-coming bands, since an engagement there puts the combo into the salable class.

Aside from Miller, T. Dorsey, and Kyster bands, which play at a minimum of \$10,000, bands still command top coin, but not as much as they earned at the beginning of the swing era, when it was not infrequent for a combo to get \$10,000 plus overhead. In those days Benny Goodman and Artie Shaw chalked up record salaries.

Kyster, in a recent date at the Roxy here, got a guarantee of \$14,000. However, he is doing little vaude these days, preferring to stick close to his air show. Guy Lombardo is being submitted at \$10,000. But he rarely plays vaude. Shaw recently canceled a vaude tour.

Hercules Field, who recently got a total of \$21,000 for two weeks at the Grand, is now being peddled at \$8,500. He recently ended a vaude tour upon the completion of his Pot o' Gold film.

Other leaders in vaude include Abe Lyman, being submitted at \$7,500; Jimmy Dorsey at \$8,500; Orrin Tucker,

\$8,500; Sammy Kaye, \$7,000; Gene Krupa, \$7,000; Phil Spitalny, \$6,000; Gab Calloway, \$7,500; Ted Lewis, \$7,000; Harry James, \$7,500; Paul Whiteman, \$7,000; Benny Rubin, \$6,500; Woody Herman, \$5,000; Tommy Tucker, \$4,500; Russ Barron, \$4,000; Larry Clinton, \$5,000; Henry Busse, \$6,000; Gene Nelson, \$4,500; Tommy Reynolds, \$3,500; Charlie Barnett, \$4,500; Al Donahue, \$3,500; Bob Chester, \$3,500; Vincent Lopez, \$3,500; Duke Ellington, \$4,500, and Ina Ray Hutton, \$3,500.

# Sherman May Open Hollywood Office

NEW YORK, March 22.—Indications that Eddie Sherman, indie vaude booker, will establish a Hollywood office are seen in the merging of the Variety Booking Exchange, which was formerly headed by the William Morris Agency, with the Sherman office.

Sherman previously said he would spend more time on the Coast and attempt to get screen names for vaude, with the idea of surrounding them with fitting production and writing.

Lawrence Golds, head of the VBE, will assume the post of general manager of the Sherman office. Golds' book had the Palace, Akron, O.; Palace, Youngstown, O.; Circle, Indianapolis; Alhambra, Lowell, Mass.; Rialto, Louisville, Ky., and the Hialto, Flint, Mich. Golds, with the Morris office for 13 years, was formerly with the Keith-Albee office.

Sherman's book includes Steel Pier, Atlantic City; Hippodrome, State and Royal, Baltimore, Md.; Howard, Washington; Carman and Fay's, Philadelphia; Adams, Newark, N. J.; State, Hartford, Conn.; State, Harrisburg, Pa.; Tower, Camden, N. J.; and the State, Eastern Pa.

Mickey Aldrich, formerly with Sherman, has moved to the Morris office act department. Al Allen remains with Sherman.

Golds will assume duties in his new spot around April 17, following a Florida vacation.

# Eddie Bracken in Vaude

HOLLYWOOD, March 22.—Eddie Bracken, having completed work in *Beaching for the Sun*, will make personal appearances along with the film. Set for the Michigan Theater, Detroit, April 18. Other dates are being lined up.

# Zasu Pitts, Patsy Kelly Set

NEW YORK, March 22.—Zasu Pitts and Patsy Kelly have been teased for p. a.'s. They have already been set for the Chicago, Chicago, week of April 4. Other dates are being lined up by the Louis Shurr office.

# New George Chooz Unit

NEW YORK, March 22.—George Chooz is rehearsing a new unit here to go out as *Coed Nebula*. Line-up will have Helene Denison, Carl Randall, Arno Sisters; two comedy acts, yet to be set, and a line of 10 girls. Chooz hopes to line up both key and small city theaters.

# Peru C. C. To Open

PERU, Ill., March 22.—Tinney Congress will reopen its South Buft Country Club here Easter Sunday. Shows will again be booked out of Paul Marr's office in Chicago.

His Silver Congo, in the downtown section, continues to play up novelty acts.

# Club Talent

## New York:

DON JULIAN AND MAJLOH move from the Rainbow Grill to the Rainbow Room July 2. . . . BARRY WINTON ork makes the same switch May 21. . . . MARITA BAY (Mrs. Coley Worth), injured at the club last month, may need surgery if she is to dance again. . . . PAUL AND FLORENCE CUNNINGHAM open at the Village Barn March 25. . . . MARCO AND ROMOLA back at Jimmy Kelly's following Romola's recovery from a two-week illness. . . . BARBARA BRAD'S nitery bow at Leon and Eddie's postponed. Maria Macdonald is subbing. . . . JERI WITHER is now in her 21st week at the Bowery (formerly the Torch Club).

## Philadelphia:

GRAYCE AND EVELYN STOREY added at Kallner's Little Bathskeller. . . . THE MACARTHURS new at Evergreen Casino. . . . JOE CAMPO with Stephanie and Craig at Hopkins Bathskeller. . . . FRED MANN is rehearsing with his former dancing partner, Jean Bradford, for a return. . . . ADELE MARA AND LIKA ROMAY head the new native show at Club Hall.

## Here and There:

NICK LUCAS, held for a third week at the Continental Club, Chesapeake, O., opens April 11 at the State-Lake, Chicago. . . . ANNE BRADLEY, in her ninth week at Glen Lantern, Ballston Lake, N. Y., closes April 9 to jump to her home in Cleveland for the Easter holidays. . . . RAY WENZEL opened March 20 at the Town and Country Club, Milwaukee, for an indefinite stay. It's his second season there. . . . EARLS OP WHIPP, after six weeks at Colosimo's, Chicago, opened Monday (24) at the Better Homes, Exposition, Grand Rapids, Mich. . . . KOVELLE AND NOLA stand up a three-weeker at the Henry Grady

Hotel, Atlanta, March 27, with two weeks at the Roosevelt Hotel, Jacksonville, Fla., to follow. . . . RENEYCE NIVEL, on the road with MCA's Maids of Melody since January 4, closed with the turn after three weeks at Hotel Antera, Indianapolis, to rejoin her husband in Chicago.

ARNAUT BROTHERS have been added to the Walton Roof, Philadelphia. . . . JAN MURRAY is at the Club Charles, Baltimore, Md., April 1. . . . CHEREA DE SIMONE DANCERS open March 31 at the Beachcomber, Providence, R. I., following their run at the Beachcomber, Boston. . . . THE BILLINGTONS have wound up a four-week engagement at the Occoanet Grove, Boston. . . . CHARLES AND JEAN BHEWSTER were March 23 starters at the Latin Quarter, Boston. . . . HUBERT AND BILLIE BURNELL made their vaude bow at the Carman, Philadelphia, March 21.

EARL AND JOSEPHINE LEACH opened at the Club Royale, Detroit, Friday (21). . . . DIANE BOSTICK, Margie Mann, Ed Curry, Rogers and Spruce, Terry Sherman, and a line (6) comprise the talent at the 9700 Club, Cleveland. . . . THEODORA now playing the Wonder Bar, Cincinnati. . . . DEVELLO AND WANDA are current at the Snow Box, Seattle, Wash. . . . VICTOR AND BETTY, skaters, are at the Shoreham Hotel, Washington. . . . DALE HALL is in her fourth week at the Amato Club, Astoria, Wash. . . . JACK KILLTON, emcee, is in his 10th week at the Dog House, New Orleans. . . . WOODIE AND BETTY, skaters, are current at the New American Hotel, Lowell, Mass. . . . MOOTE MCKENNA is new producer at the Lookout House, Covington, Ky. . . . JEAN MARSHALL, accordionist, concluded 25 weeks in Hotel Gibson's Sidewalk Cafe, Cincinnati, and was replaced Monday (24) by Melba Kay. . . . DANNY RICHARDS, emcee, is being held for a fourth week at the Fiesta Club, Astoria, Ore.

# Selective Service Mail

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

## Night Club Reviews

# New Diamond Horseshoe Revue Another Flash Remember-When; Not Rose's Best, But Good Enough

NEW YORK, March 22.—Billy Rose cashes in, for the third straight time, on nostalgia for "the good old days." His third Diamond Horseshoe production, his idea is *The Silver Screen* and pretends to trace the development of the movies from Mack Bennett down to a modern party at "The Coconut Grove." Historically, the show is fuzzy—but nobody will care. The production theme is a device to tie the show together, that's all. The result is a pleasing, glittering, flashily costumed glib show with a splash of sentiment to create a mood and a few specialty acts for punch.

The show displays a lot of leg (by the ensemble girls), brilliant costuming (by Raoul Pene Du Bois), a few old-time movie stars, and Billy Rose lyrics and music. Some music that couldn't be heard because the p.-a. system blasted so loudly. The Diamond Horseshoe is going to be no place for a conversation. John Murray Anderson, who staged the previous two long-run shows here, put on this revue, too, with Marjory Fleming doing the dance routines (mostly simple steps and parading).

On paper, the show is divided into four parts: *The Birth of Glamour*, *The Birth of Sex*, *The Birth of Beauty*, and just plain *Birthdays*. Caryle Blackwell, out-time movie leading man, emceed, displaying excellent voice and looks. Intro-

duces first a Mack Bennett scene, with a flocking spotlight suggesting the old-time screen blur and paying way for the Mangano Sisters (who played the first revue in this spot). They shed old-fashioned underthings and go into their tumbling, acrobatics, and comic posing routines, winning liberal applause.

Then Nita Naldi, old-time movie siren, is given a fancy build-up, and she provides the letdown. Her appearance is excellent, but she does nothing but recite a couple of lines while four Ben Yost men sing behind her. Rose, Wye Jr. and June Mann, on next, save this spot by socking across their unusual acrobatics, with Wye providing swell sight comedy.

Edward Reardon (who with Walter Neale, William Quentmeyer, and George Holmes compose the Yost singers) opens the next scene singing something about glamorous girls while the six tall showgirls parade with movie star masks. Della Lind, blond and pretty, lends her pleasant soprano to singing snatches of movie theme songs while showgirls parade.

Doc Rockwell comes up for his punchy laugh-getting pseudo-scientific spud about women, while a nurse manipulates lights inside a glass woman. Then he does his prima donna business. (He did both parts of his act at Rose's *Casa Manana* a couple of years ago.)

The last scene has Lila Lee, another movie former great, introducing Charlie Klip, whose singing of reminiscent songs show-stopped. Joe E. Howard, veteran singer and singer, who was in Rose's first revue here. Who also show-stopped: Gilda Gray (from Rose's last show here), who sang a bit and then abandoned; and Mae Murray, with veteran Georges Funata as partner, dancing her *Merry Widow* waltz and bringing the house down. It was a belabored dance, but they put it over.

The Yost singers work in several scenes and just about kill themselves rushing around. Ace Newell plays the fat man in the Bennett scene. Ruth Joseph, Frances Smith, Dorrit Merrill, Dorothy Pinto, Anita Arden, and Mary Dowell are featured showgirls.

We don't think this show is as good as Rose's previous two efforts here; but the show is strong enough to please and, more important, it provides real exploitation angles.

Noble Sissle's band plays the show well and his dance music is okay—but the p.-a. system drove us crazy (Mr. Rose, have a heart). Billy Banks did the band vocals well.

James A. Siro is manager of this gaudy bistro. Nicky Blar is associate producer; Michel Mok still the p.-a., and Ben Gould is promotion manager. Paul Denis.

## Washington Hotel, Sapphire Room, Indianapolis

Talent policy: Dance and novelty band. Management: Arthur J. Weber, resident manager. Prices: Dinner from 75 cents; no cover.

Like Tony's famous brook, the Washington Hotel's Sapphire Room attraction, the Biltmore Boys and their orchestra, goes on and on.

The management is trying to find out if patrons want a dance team or any other acts. Meanwhile music is the place's only attraction.

The Biltmore Boys themselves, Don Taylor, guitar; Danny Lane, violin; and George Laster, bass, backed up by an orchestra including Frank Burke, pianist; Elmer Pinta, accordion; and Warren Knoble, sax, put on a show that can best be described as "intimate." Their music is more than satisfactory for dancing, and they are all right in several novelty spots which are varied enough to prevent monotony. The boys also are enterprising enough to cash in on the ABCAP-radio feud by getting all the new songs which are barred from the air as fast as they are issued. They present many songs long before they get onto the town's record machines.

Nancy Evans is still a charming song seller. Another popular feature of the group is its jam sessions, which are staged whenever the crowd appears to be in the mood.

With food and drink good, as well

as moderately priced, the Sapphire Room continues as the only first-rate downtown night spot.

## Biltmore Hotel, Bowman Room, New York

Talent policy: Dance band with band entertainment shows at 8 and 11:30. Management: David B. Mullan, hotel president; William H. Rorer, manager. Prices: \$1 supper cover week-nights; \$1.50 Saturdays; dinner a la carte.

When Horace Heidt and his organization move into a spot they take care of everything except putting the soup on the tables, and in a pinch Heidt could probably shoot in some of his 77 people to do that, too. Besides putting on the show and Heidt's nightly running of an amateur contest, band knocks off very danceable rhythms. There's plenty of life in the room as a result of all this, which is a real accomplishment.

Show is opened with entire orchestra joining in a song-text novelty titled *Queer in the Parlor*. Playing card facsimiles in placard size are used by the boys. Heidt then introduces Burton Pierce, tap dancer, who after a good fast number does an encore satirizing Robinson, Astaire, Powell, and Draper. Very good stuff and a strong applause getter. Next number features tenor singer Larry Cotton vocalizing *The Lost Chord* backed by the band as a choir. Top showmanship, and Cotton's rendition is very commendable.

Bernie Mattinson, Heidt's drummer for 18 years, does a Jack Powell treatment of the sticks, tapping out *I'll See You in My Dream* on the chairs and glassware of ringer tables.

Ollie O'Toole, announcer on Heidt's central air shots, brings a mike on to the floor for impersonations on radio commentators. His Kallenborn and Carter are exceptionally good. Also does a carbon of Bonnie Baker and Bill Robinson, latter done by a "uk-tuk" tongueing into the mike. A sock hit, Ronnie Kemper sings *Cecilia* and *Good-bye* No. 14, aimed on the second ditty by Donna and Her Don Juans (three lads). Kemper has a unique style of a semi-whispering technique—on the cute side. Tom and Sis Dowling do a couple of hotshots rumbas and congas. Work fast and furiously on some difficult turns and make a good appearance. Fred Lowry, blind whistler, does his usual good technical work on Indian Love Call and *No. 1*.

Mimi Cabanne sings *Aloha*, with choruses taken up by Cotton and the band choir and the Don Juans with Donna. Then Heidt leads a novelty called *That's Why We Made Him Leader of the Band*, the leader taking turns at banging the piano, singing, and ending up with a dance turn with his wife. A musical comedy ending has all entertainers out for a dance finale.

Harold Humphrey.

## Chez Paree, Denver

Talent policy: Dance and show band; floorshows at 9:30, 11:30, and 1:30. Management: Tom Romolo, manager; Marc North, host. Prices: A la carte.

The town's top niter continues as the only spot to offer a regular show with imported talent. Lilburn Koch has been fronting the bandstand the past six weeks and seems to be getting on nicely.

Show is balanced nicely, has variety, but is not paced as smoothly as it might be. Stubby Kenmore, emcee, uses straight intros throughout. Marque and Marquette open with violin trio, he Riddler while she dances, and he keeps on kidding her as she twirls in his arms. Presentation is different and hand kept increasing with speed of dancing. Short Black has a pleasant voice but needs showmanship. Gid starts dragging on *I Hear a Rhapsody*, which gives no opportunity for expression, but redeems herself come with *Exactly Like You*. Shows need of experience.

Kenmore gets a good hand with his pantomime of a poker game, displaying nice facial and body expression. Ray Baber, a local lad possessed of a powerful baritone, registered best. His first number, *Lonesome Road*, in character, is a good starter. The lad can sing and sell, but needs better selection of songs. Marque and Marquette take the time with their hobby horses. Do a fast bit about the floor, take a ride on horses and then invite audience participation.

This is one of the fullest shows this spot has presented in some time and, with a little popping up, could be worked into one of the clicks of the season.

Herb Trachman.

## Top Hat, Union City, N. J.

Talent policy: Production floorshows at 8:30 and 12; show and dance band; rumba band. Management: John Hanna and Sam Zaccaro, owners; Julie Wintz, manager; Mildred Ray, producer. Prices: Minimum \$1.50 nightly except Saturday (\$2); diners from \$1.75.

Four new acts and the regular line of 10 in three colorfully costumed numbers staged by Mildred Ray. The line opens with a rhythm tap, returns midway in an attractive black and white fantasy, and closes with a Scotch drum-beating routine to the music of *There'll Always Be an England*.

Una Cooper, strong acro dancer, works early in the show and is also spotted in the middle line number in an imaginative tango that sets off her tricks in striking manner. Good specialty.

Tony LaTus, good-looking brunette, plays the xylophone and taps, registering weakly in both cases. Her version of a Portuguese dance is particularly lacking in appeal.

Norman Lawrence, baritone, doubles as straight emcee and delivers a set of standard and pop tunes during his turn. Young and talented, he displays promise. He needs more polish. The customers weed heavily for his *Nightingale*. *When Day Is Done*, *Night and Day*, and *Last Time I Saw Paris*. Makes a good appearance.

Simpson's Marionettes are as entertaining as ever. All but one are presented on a portable stage. Characters include hand-balancing team in Gay '90s outfits, magician (clever), skeleton, stripper (funny), and a wild man with an ostrich bit. For an encore, Simpson manipulates an ice skater. Mrs. Simpson assists. Good novelty.

Julie Wintz, manager, directs the band during shows. Henry Day's group supplies the Latin rhythms. Sam Holsberg.

## Lookout House, Covington, Kentucky

Talent policy: Dance and show band; floorshows at 10 and 12:30. Management: Jimmy Brick, owner; Howard Smith, manager; George Rabin Jr., publicity. Prices: Dinners from \$1.50; drinks from 40 cents; minimum \$1.50; Saturday, \$2.50.

Holding over Peter Higgins, Irish tenor and fave here, layout stacks up as the strongest in month. Boots McKenna makes his bow as producer, and his line of eight lookers make a profound impression despite their newness and a minimum of rehearsal. McKenna has revived novelty and, like in the girl routines, a factor that has been missing here, since Donn Arden left several months ago.

Jack Spot opens with his high and low unicycle novelty, pulling plentiful laughter and applause with his comedy and thrill reciting. Beverly Roberts, luscious movie blonde, suffered from nervousness but fared well in a straight song session. Her pipes are limited and hoarse but she overcomes that with solid song selling. *Did Don't Let It Get You Down*, *Last Time I Saw Paris*, *Lavinia Are Lonesome*, *Lovers*, and *Exactly Like You*. Couple have scored.

Chandra Kelly Dancers (Chandra and his sisters, Momi and Divani) are as colorful and unique a dance turn ever to show hereabouts. Their routines are of the interpretative Latin type, and their technique, grace, and Latin charm make



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Short Follow-Up Club Reviews

VILLAGE BARN, NEW YORK.—Peter Kara's band is still dabbling out sweet rhythms that are just what this club's patrons love; and Bob Carra's hillbilly quartet work in the show and then accompany the country games between shows. Carra's gags and comical antics his own act, which gives the floorshow that happy flavor so important here. His gal and two boys all mug and do specialties.

Laura Kellogg, young and pretty, displayed a good-quality soprano in pop and standard tunes brightened up with coloratura tricks. Richard Stuart and Flora Lee provide the ballroom routines, their cape being their flashiest number. Smooth working team that knows how to sell.

Marian Vinay is a lissomous brunette who fiddles while drawing laughs with comic posturing and mugging. Also does a straight violin number. Looks like a comedienne with possibilities. Cass Franklin comes straight and then holds his own spot with harmonizing of pop tunes in consistent fashion.

Zeus Mamma four-piece hillbilly outfit broadcasts from the club on WGSB afternoons, and Kara also three evenings a week. Mamma doesn't work in the show.

CASINO HUSSE, NEW YORK.—From concert and society comes Nina Turasova to sing Russian and French tunes in knowing style. She's excellent on saucy, charming ditties, giving them the touch of an expert. Her face and voice, used to concert several times. Gypsy Markoff, a flashing, exotic brunette, pushes her accordion for excellent results, adding a good voice for occasional accompaniment. Encored with Ravel's Bolero, achieving surprising effects.

Lania Nestorova does a few winning no numbers; Cornelius Codolhan's gypsy dancing is entrancing, as usual; Dmitri Matvienko demands attention throwing his flame dagger; Tina Bolovo sings Russian nicely; Yanco Horca plays a fine ypsalanth, and the Russa Chiny has the usual chesty baritone in lusty singing.

Chris Kay (sax and violin) leads the American band backing the show and playing for dancing nicely. Codolhan fronts a gypsy outfit for continental melodies.

CRIBS CAPE, NEW YORK.—Down in the Village section is this intimate late club with its informal singing and musical entertainment.

Jimmy Riker, pleasant tenor, is back and so are Sherry Landi, dext pianist; Miss Weston, bright personality singer of French and Viennese tunes; Marian Field, expressive singer of Spanish and French ballads, and veteran Mickey, accordionist.

And, of course, Marie Dumont herself is the host who can, almost always, be persuaded to sing My Man, with appropriate gestures of tenderness.

HENRY GRADY HOTEL, PARADISE ROOM, ATLANTA.—The hotel's night spot changed from Spanish to Hawaiian motif Saturday (15) as the new Paradise Room opened for the spring and summer. Gene Austin headlining.

The Paradise Room is a quaint night spot that will no doubt settle down to a pleasing informality as soon as its seventh years of Austin is still quite a drawing card

and pleased the local audience with old favorites such as Lonesome Road and Blue Heaven. He does not have as good a show, however, as he has had in the past. The Whip-Willow and the music makers with his act, playing string instruments, while Frankie and Johnnie's band is the featured dance band.

Highspot in the show is one-legged Jack Joyce, who does unique, intricate, and applause-getting dances with the aid of a crutch. Joyce is a likable fellow who sings and tells jokes, the majority of the latter being pretty well worn out. But as long as he dances he is a show-topper.

The Sherrill Sisters dance and sing. Sister Doris does impersonations of Kate Hepburn and Baby Smoaks in fair fashion.

Les Rogers.

HAVANA CABINO, BUFFALO.—George Cecala, club owner, has hit upon a success formula by emulating an exotic headliner, a good line, and a few specialty acts. Club fills up week-ends, while weekdays find it well populated.

Floorshow is well paced, starting Tina in her Win Beth Dance, a strip routine with a few new wrinkles, which sold. Given an okay build-up for this Dance of Bacchus, the shapely Tina executed the undress with adequate finesse, but effect was spoiled by unavoidable squirming and grimacing under the first impact of the apparently icy water.

Bessie Gardner Adorable (5) are an eye-filling line who do crotch routines and specialties. Group offerings included "The Circle" by Gypsy Comedy, Tahitian Bar (Tina's Introduction), and waltz finale. Jane Stewart, comely captain, presented a novel Scratching Rhythm, with sandpaper pads on costume and mitts. Margie Hakes and Judy Bennett provided with a neat Toe Military.

Barry Frank, who's been emceeing here for some time, still gets noisy reward for his vocals. Seems to have improved.

Rita Gassle, husky built gal with a pleasant face, held her own in two spots during a cold. Did pops and off-color ditties.

A colored local four-piece band, fronted by Red Ray, does adequately for the requirements of this room.

For M. Warner.

HOTEL SHERATON, MARY MURRAY ROOM, NEW YORK.—The Tuesday guest night (18) at this East Side boozery presented a fairly interesting session. Owner Gus Ashley and Ward, knock-about singers who commit general mayhem for laughs, which were difficult to get until the assault reached violent stages. The start as singers. Fair band.

Showing up best was Wilson Lang, radio singer, with an Irish tenor equally good in pop. Did two Gessle and wound up with Night and Day. Iocalis and Reinhart, dance team, demonstrated odd-time dances and conducted the dance contest for champagne prizes.

Lee Long did the capable showbacking and dance music.

Cohen.

HOTEL BELLEVUE, SPORTS BAR, NEW YORK.—This hotel is getting a hefty slice of the sports trade from the across-the-street Madison Square Garden. Has inaugurated a Tuesday night guest policy, the first shows being highlighted by the impressions of Bill Ames, who did a swell job in giving the radio commentary, a stand-out on the White House couple, and a fine Durante. Did several encores.

Opener was Wilson Lang in Irish songs. Tittana Fontana, beefy brunette, did several numbers in the Latin idiom.

GAUCHO, NEW YORK.—This tiny Village spot is holding over Currie and Coral for the impromptu time, and they again fascinate with their exquisite costumes, work in flamenco routines. Their work is satiristic and well presented.

Oriando Rhedeo baritone Spanish tunes, revealing a good voice but wooden delivery. Nina Hanco sings Latin sultrios with considerable expression. Nona Montie is a tall brunette who does the conventional ruffled-costume rumba, and then adds a novelty songs stop a drum. More flash than talent. Don Murphy's fine fiddling leads the small band here, with the guitarist doubling on swell maracas staking. Dena, hactous brunette, warbles an occasional chorus close to the mike. Proprietor Pedro Vall smoozes and does the friendly handshaking between shows.

Dent.

(For Orchestra Routes, Turn to Music Department)



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; ps-amusement park; ro-road house; re-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

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

- A Adair, Charlie (Colombus) Chi, nc. Adams, Marie (St. Clair) Miami, nc. Adams, Will & Chaps (Madison) Pittsburgh, I. Alexander, Mentalist (Waldorf) Detroit, Ill. h. Alms & Ebbell (Drum) Miami, nc. Albert, Mickey (Cocoanut Grove) Boston, nc. Albert, Pauline (Madison) NYC, h. Anaya, Carmen (Broadway) NYC, nc. Anderson, Ethel (New Yorker) NYC, h. Anderson, Rene (49th) Chi, nc. Andrews Sisters (Paramount) NYC, t. Artora's, Don, Artista Models (Bowery) Detroit, nc. Artini & Camacho (Symphony) Syracuse, h. Artans & Evelyn (Oray Wolf Tavern) Massey, O., nc. Anil, Apple (Leighton) NYC, h.

- Carroll's Hollywood Casino Minors (Leon & Editha) NYC, nc. Caris, Arturo (Marzan-Madrid) NYC, nc. Caspercrans, Fiva (Palumbo's) Phila, & Craig, Reginald (Shubert) Cincinnati, I. Casey Stone of 1941 (Radio) Phila, I. Cavanaugh, George (Broadway) Pittsburgh, I. Cross & Dunn (Club Casino) Miami, nc. Creta, Harold (33rd) NYC, nc. Currio & Coral (Garden) NYC, nc.

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

- B Bern, Arthur (Orpheum) Spokane 27-Apr. 2, & 3. Blevier, Yvonne (Verasalles) Miami, h. Brown, Betty (Pal) Cleveland, I. Browder, Bob (Walton) Phila, h. Brooks, Howard (Equipe) Miami, nc. Brown, Wally, & Annette Anna (Paramount) NYC, I. Brown, Walter & Jean (Bruno's Palm Garden) Chi, nc. Bruce, Betty (Royal Palm) Miami, nc. Brunetta, (Colombus) Chi, nc. Burt, Willie (Cafe Society) NYC, nc. Bryant, Betty (Garry) NYC, nc. Buchanan, Paddy (Hut Club) Miami, nc. Buscetta, John (Dixie) Chi, h. Burns, Normie (McGowan) Milwaukee, h. Burger, Fairfax (Le Montparnasse) NYC, h. Burns, Twing & Evelyn Price (Hollenden) Cleveland, h. Mitchell, Frankie (Barney Gellman's) NYC, nc. Byrnes & Swanson (Leon & Editha's) NYC, nc. Byrne, Katherine, Tris (Kellin Boston) Boston, I. Byron, Dorothy, Dancers (Sherman) Chi, h. Byrnes, Bill (283 Club) San Francisco) nc.

- Dumont, Marie (Cristal) NYC, nc. Du Pont, Doris (Harry's New Yorker) Chi, nc. Duval, Jimmie (The Carvery) Hollywood, nc. Duval, Dorothy (Ventura) Ashland, Ky, nc. Dwight, Delaine & Elliot (Charles) Baltimore, Md., nc.

Edwards, Joan (Gay White Way) NYC, nc. Edwards, Mattie (Harvey's) Washington, D. C., I. Eiler, Patricia (Karl's) Phila, I. Emsw, Arthur (Times Square) NYC, h. Emerald Sisters (Harvey's) NYC, nc. Ewers, Helen (Hudson Hotel) NYC, nc. Evans, Del (Albany) Chi, nc. Evans, Bob (Palmer House) Chi, h.

Orfanos, Voca (Lobby Jaures, Mexico, e.  
 Gordon, George (Madison) Cleveland, h.  
 Grantham's Palace Unit (Madison) Chi.  
 h.  
 Gray, Billy (Harry's New Yorker) Chi. h.  
 Gray, Fred (Crosby) Cleveland, h.  
 Greer, Jacques (Wallace) Phila. h.  
 Greer, Joan (Kitty Davis' Auditor) Miami  
 Beach, h.

H

Hadley Dancers (Bismarck) Chi. h.  
 Hamilton, Kay (300 Club) Atlantic City, h.  
 Harlow, Angela (Congress) Chi. h.  
 Harrington, Pat (18 Club) NYC, h.  
 Harris & Abore (Gay White Way) NYC, h.  
 Hart, Ginger (Jack & Bob's) Trenton, N. J.,  
 h.  
 Hartwell, Seabor, Berns (Capital) Baltimore,  
 Md., h.  
 Haskin, C. (Hollis Durham 21) (Hollis)  
 Durham, Va., h.  
 Healy, Eunice (Olympian) Minneapolis, h.  
 Healy, Bobby (Olympian) NYC, h.  
 Healy, Freda (St. Regis) NYC, h.  
 Healy, Waver. (The City's Best) Miami Beach,  
 Fla., h.  
 Hebert, Myrd, & La Bus (Park Central)  
 Chicago, h.  
 Heiglin, Peter (Lookout House) Canton, N. Y.,  
 h.  
 Hickey, (Bayway) NYC, h.  
 Hill, Betty (Club Minton) Chi. h.  
 Hillard, Jackie (Paddock Club) Miami Beach,  
 Fla., h.  
 Hollywood Gold Diggers (Colonial) Dayton, O.,  
 h.  
 Holmes, Madeline (Algonquin) NYC, h.  
 Holmes, Marion (Bismarck) Chi. h.  
 Holmes, Josephine (Roosey Plaza) Miami, h.  
 Howard, J. S. (Columbian) NYC, h.  
 Howard, Ann (Jett's) Miami, h.  
 Howard, Edna (Palmer House) Chi. h.  
 Howard, Jimmy (Park Central) NYC, h.  
 Howard, Jimmy (St. Moritz) NYC, h.  
 Howell, Conroy, Tim (Sandys) Paterson, N. J.,  
 h.  
 Howell, Jimmy (Clippert Club) Union City,  
 N. J., h.  
 Hysck, Frankie (Club 18) NYC, h.

Des. Haven (Weylin) NYC, h.  
 Ida & Vivian (Rainbow Rooms) NYC, h.  
 Inge, Adele (New Yorker) NYC, h.  
 Ingers, Olga (Russett-Kretschma) NYC, h.  
 Jabali, Anita (606 Club) Chi. h.  
 Jane, Marjorie & Bobby Wild (Zimmerman's)  
 NYC, h.  
 Jane, Marjorie (Mayo Palm) Miami, h.  
 Jenkins, Polly & Showboys (Academy) Lynch-  
 burg, Va., 29-29, (Vauville) Staunton, Va.,  
 4-4, h.  
 Jericho, Helen (Palumbo's) Phila., h.  
 Johnson, Bobby (The Hat) Hollywood, Fla., h.  
 Johnson, Peter (Cafe Society) NYC, h.  
 Johnson, Dorothy (Crosby) Cleveland, h.  
 Johnson, Judith, Co. (Delicat) Dayton, O., 28-  
 28-29, (Dixie) Williamsburg, Ky., Apr. 2-3, 1.  
 Johnson, Lucille (Belmont-Plaza) NYC, h.  
 Jones, Virginia (606) Chi. h.  
 Jones, Allan (Paramount) NYC, h.  
 Jordan, Jeanine (Harry's New Yorker) Chi. h.

Lewis, Maude (Cafe Society) NYC, h.  
 Lewis, Dorothy (St. Regis) NYC, h.  
 Lewis, Mark (21 Club) Valet, Calif., h.  
 Lewis Sisters (606) Chi. h.  
 Libaso, Frank (Claremont) Chi. h.  
 Lida, Delia (Diamond Horseshoe) NYC, h.  
 Lida, Tina (Mike Todd's Theatre Cafe) Chi.  
 h.  
 Lik, Bernice (Clayton) Baltimore, Md.,  
 Lloyd & Wylie (606) Chi. h.  
 Lolla & Arde (La Florida) San Francisco, h.  
 Lopez & Lolla (889 Club) Chi. h.  
 Lopez, Maria Luisa (St. Chiles) NYC, h.  
 Lora & Janice (Club Moderne) San Francisco,  
 h.  
 Luana, Princess (Horseshoe) San Francisco, h.  
 Lucas, Nick (Continental) Chesapeake, D. C.,  
 Lull, Lina (Latin Quarter) Miami Beach,  
 Fla., h.  
 Lutz & DeLizia (Laurier Club) Lowell, Mass.,  
 h.  
 Lyon, Lou & Lee (Beverly Hills) Newport, Ky.,  
 h.  
 Lynch, Sandy (Club Hotel) Camden, N. J., h.  
 Lyons, Constance (Royale) Detroit, h.

M

McCull, Mary Ann (Famous Door) NYC, h.  
 McDaniel, Grace (Versailles) NYC, h.  
 McDonald, Maqui (Rainbow Room) NYC, h.  
 MacFarland, Frank (Barney Galanter's) NYC,  
 h.  
 Mack, Ernie (Village Hot Club) NYC, h.  
 Mack & Fay (Crosby) Lowell, Mass., 1, (High-  
 land Club) Lowell 30-Apr. 2.  
 Madam, Anita (La Conque) NYC, h.  
 Madon, Francis (Hubert) Cincinnati, L.  
 Madd Tito (Red Tabern) San Francisco, h.  
 Mangano Sisters (Diamond Horseshoe) NYC,  
 h.  
 Mann, June (Diamond Horseshoe) NYC, h.  
 Manor & Mignon (Havana-Madrid) NYC, h.  
 Maple, Virginia (Hubert) Cincinnati, L.  
 Marlow, Betty (Crosby) NYC, h.  
 Marsh, Snooky (Times Square) NYC, h.  
 Marry (606) Chi. h.  
 Marlowe, Don (Park Plaza Hotel) St. Louis,  
 Mo., h.  
 Martin, Fred (Theater) Chicago, 28-Apr. 3.  
 Marston, Lew (Sulzard) Ches. Park, Chi. h.  
 Marshall & Shield (Oz Hat) Chi. h.  
 Marshall, Don & Ruth (Piedmont) Phila.,  
 h.  
 Martin, Peggy (La Martinique) NYC, h.  
 Massey, Malcolm (Bordovick's) Tuscon, Ariz.,  
 h.  
 Maurice & Corinda (Palmer House) Chi. h.  
 Maurice & Nora (4-4 Club) Miami, h.  
 Mayfield, Ed (Crosby) NYC, h.  
 Mayra, Renee (St. Regis) Lowell, Mass., 24-29,  
 Meyer, Frances (Crosby) NYC, h.  
 Meix & Gaylor (Ball) Miami, h.  
 Meyers, Evelyn (Grand Terrace) Chi. h.  
 Miller, Louis (Eddie's) NYC, h.  
 Miller, Lou (Grosby) Cleveland, h.  
 Mills, Joseph "Taps" (Cafe Society) NYC, h.  
 Mitchell, Adelaide (Waldorf-Astoria) NYC, h.  
 Mitchellman, Joe (Horn's Palm Garden) Chi.  
 h.

(See ROUTES on page 14)

BURLESQUE

(First Circuit Shows)

Broadway Bandits (Crosby) Phila. 23-29,  
 Caravade of Girls (Meyfield) Dayton, O.,  
 31-31.  
 Dore Devilla (Lyric) Bridgeport, Conn., 24-  
 24.  
 Dashing Cuties (Hudson) Union City, N. J.,  
 23-23.  
 Frazier's Rob. Show (Gayety) Washington,  
 D. C., 23-23.  
 Frisky Frolics (One-nighters) 26-29.  
 Lid Lifters (Gayety) Norfolk, Va., 23-29,  
 Midge Little (Lyric) Lowell, Mass., 22-27,  
 Neashy Nitties (Lyric) Newark, N. J.,  
 23-29.  
 Rockin' the Town (Crosby) Pittsburgh 23-29,  
 Sissy Serevators (Old Howard) Boston 24-  
 24.  
 Sean Dolls (Crosby) St. Louis 23-29.  
 Speedsters (Crosby) Orla, N. Y., 23-29.  
 Stop! Listen! Hear! (Crosby) 23-27.  
 Topical Trancers (Gayety) Baltimore 23-29.  
 K. Y. 19.

DRAMATIC AND MUSICAL

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

Bankhead, Tullulah, in The Little Foxes;  
 (Hudson) Pittsburgh.  
 Bessie, Frances (Shubert) Boston.  
 Cahin in the Sky (Grand Alcazar) Toronto.  
 Chatterton, Bath; (Paramount) Amarillo,  
 Tex., 29.  
 Dances (Lyric) Chi.  
 Draper, Ruth Paul (National) Washing-  
 ton, D. C.  
 Dubarry Was a Lady (American) St. Louis,  
 Mo., h.  
 Elyse, Helen; Night (Shubert)  
 Phila. 24-26, (Toll) Cincinnati 27-29.  
 Ella-a-Poppin' (Paramount) Austin, Tex.,  
 29; Texas San Antonio 30-31; (Music Hall)  
 Boston 26-28; (City) Albany 31-31.  
 Shreveport, La., Apr. 1.  
 Lutz and Fontaine; in There Shall Be No  
 Night; E. Lansing, Mich., 26; (Paramount)  
 Chicago 27-29; (Park) Youngtown 29.  
 Made Animal: The Loveless; Minneapolis 24-  
 27; (Shrine Aud.) Des Moines 26; (Music  
 Hall) Kansas City 29.  
 Mac Who Came to Dinner (Forest) Phila.  
 My Sister Ellen; (Harris) Chi.  
 Night Before Christmas (McDarter) Prince-  
 ton, N. J., 29.  
 Pina and Rafael; (Shubert) Chi.  
 Hip Van Winkle; Lansing, Mich., until April  
 30.  
 Rose, Carlo Opera Co.; (Metropolitan) Seattle,  
 Wash., 26-28; (Broadway) Portland, Ore.,  
 31-Apr. 6.  
 See My Lawyer; (Selwyn) Chi.  
 Student Prince; (DeWitt) Milwaukee.  
 The End of the Road; (Crosby) San Francisco.  
 Tobacco Road; (Luced St.) Phila.  
 Watch on the Rhine; (Port) Baltimore.  
 Wynn, Ed. in Boys & Girls Together; (Crosby)  
 Detroit.

ICE SHOWS ON TOUR

Ice Capades of 1941; (Arena) Portland, Ore.,  
 13-29; (Arena) Sacramento, Calif., Apr. 1-9.  
 Ice-Youcom Ice Revue; (Deputy Plaza) Bos-  
 ton.

Analyzing a Unit Tour

**\$13,500 Net Profit on 20 Weeks  
 Of "Paris" Unit; Earned 1316  
 On 300G Grosses; Plan 2d Unit**

NEW YORK, March 22.—Because of the extra heavy sugar rolled up by the Streets of Paris unit, a second company of this unit will be formed to work the summer at Coney Island's Luna Park. The original plans for the current show to go into Luna were changed due to prospects of six weeks of Interstate time in Texas and the possibility of booking several theaters on the way down and later on a tour to the Coast.

The unit has just completed 20 consecutive weeks. At the Erie, Washing- ton, it grossed \$15,000 on a salary of \$7,000 net. The total gross chalked up to date, including the DC gross, is \$299,500. Bill Miller, agent of the unit, has received \$131,000 gross salary for the unit.

Up to its date in Rochester, the unit's net was \$8,000 weekly. After that date there were several substitutions of principal talent and three girls of the line of 16 and one chorine boy of the eight were dropped, and the net went down to \$5,500. A compilation of the grosses and selling price reveals that so far a profit of \$13,500 has been registered by Miller and the Danagers, backers.

The unit originally started as a Shubert legit show, after which it went to the New York World Fair for a season's run. As its conclusion there, another change of principals was made and its career as a unit was started.

The highest gross registered by Streets

of Paris was \$24,000 New Year week at the State-Lake, Chicago. It was sold to that house at \$8,500 net. Curiously enough, its second lowest gross was made the week previously at the Circle, Indianapolis, when it grossed \$6,000 on a return of 50 per cent from the first admission.

Another highlight was the unit's being the first live talent in several years to show at the Shubert, Cincinnati; Wisconsin, Milwaukee; Paterson, Madison, Wis.; Hippodrome, Buffalo, and the Palace, Troy, N. Y.

In opening as a vaude unit was made at the Shubert, Boston, at \$6,200, where it grossed \$18,500. With the exception of the Colonial, Dayton, other dates for RKO were at \$7,500. RKO grosses were Cleveland, \$22,000; Columbus, \$19,000; a week split between Akron and Youngstown, \$11,000; and Dayton, \$10,000, on a 50 per cent of the gate deal.

Other half and half dates included Milwaukee, where it grossed \$14,000; Toledo, \$14,000; Indianapolis, \$9,000; Madison, \$12,500; Newark, three days, \$6,600; Rochester, \$9,000; Syracuse, \$8,900; Buffalo, \$13,500; a split week in Troy and Schenectady, \$11,000.

The just concluded date in Washington was played at \$7,500 net salary.

The talent current in Streets of Paris includes Thelma Spring, Hoffman, Sid Marion and Cliff Hill, Pritch and Desouville, Reed Sisters, Eravos and Tull, Don Richard, Ann Crosby, Peggy Alexander, Lee Meyer, Ellen Taylor, and a line of 13 girls and seven boys.

**Midwest Units  
 Line Up Lots  
 Of Vaude Time**

CHICAGO, March 22.—Increased vaude time in this area, effected thru improved employment conditions, is stimulating new unit activity. Of 11 shows organized by local producers, five are already on the road and six are in preparation. A major unit, The New American Vow, is being produced by Anthonie Nello, formerly with Clifford O. Fischer. Talent has been set by Jack Kalchettin, of the William Morris office, including a line of 16 dancers, eight show girls, and seven boys, among them Herman Timberg Sr., Judy Kelly, Maurice and Betty Whelan, the Three Mack Brothers, Stanley and Cherry, and the Conrads. Show breaks in at the Orpheum, Des Moines, Ia., April 3, and plays the State-Lake here week of April 18. Nello has a couple other unit ideas which will be set in motion once American Vow looks out.

A topical show, You're in the Army Now, is being headed by Harry Rogers and Jack Hyde. Line-up will include Johnny Bore, the Eddie Burns, mixed vocal group of 14, and mixed line of 12. Jack Pomeroy revised his Hollywood on Parade unit, which recently carried Simone Simon and Eddie Foy Jr. at \$2,750 per week. New line-up has Souster Murphy, Frank Ross, Shirley Deane, and Mercer Brothers. Production numbers have been staged by Josephine Earle. Show is being polished at the Michigan, Mackay, Mich., this week-end, and follows with dates at the Stratford, Chicago (29-30); Colonial, Dayton, O., and Shubert, Cincinnati.

Sam Roberts and Nick Bolla have had Gog '96 out since August, and enough time set to keep it going thru spring. Joe Wallace, emcee, joined the unit for Riverdale, Milwaukee, date yesterday (21). Roberts and Bolla also placed in rehearsal another show which will carry one of their old titles, Folies D'Anvers. Irving Yates, brother of Charles Yates of CRA, is in town organizing two units for vaude. Will be ready next month.

Al Borda has funnaged out for the second season and is keeping his new show, Screamblat of 1941, busy in RKO houses this month.

Mike Todd will have a new unit for vaude about once every two months, when his Theater-Cafe revue winds up their local runs. The first, Gay New Orleans, played Riverdale, Milwaukee, last week and moved into Milwaukee here yesterday (21). The second, Right This Way, now in Todd's nitery, will take to the road late in April.

**More Bills To  
 Bother Niteries**

HARRISBURG, Pa., March 22.—Legislation prohibiting employment of entertainers under 18 years in liquor-selling spots has been introduced in the Legislature by Assemblyman James H. J. Tate, of Philadelphia.

Another proposal would require all liquor spots to have at least 800 square feet of floor space in any one room.

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Joe & Paquita (Della Versailles) Washing-  
 ton, D. C., h.  
 Joyce, Patricia (Leon & Eddie's) NYC, h.  
 Julia, Dora & Marjot (Rainbow Grill)  
 NYC, h.

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**K**

Kahler, Jerry (Brown Palace) Denver, h.  
 Kalperick, Mary Williams (Alcazar) Chi. h.  
 Kay Dancers, Chandra (Lookout House) Clevel-  
 and, Ky., h.  
 Kayward, Simons (Russian Kretschma)  
 NYC, h.  
 Kayward, Stan (Waldorf-Astoria) NYC, h.  
 Kay, Phil (Club Moderne) San Francisco, h.  
 Kay, Fred (La Martinique) NYC, h.  
 Kelly, Sally (Crosby House) Boston, h.  
 Keller, Dorothy (606) Chi. h.  
 Kennedy, Bill (Loverly) h.  
 Kennedy, Beverly (Hill) Newport, Ky., h.  
 Kern & Viban (Rainbow Room) NYC, h.  
 King, Carl (Gay White Way) NYC, h.  
 King, Shirley (Diamond Horseshoe) NYC, h.  
 Knight Sisters (Diamond Horseshoe) NYC, h.  
 Korda, Hana (Rosa House) NYC, h.  
 Krog, Mazy (Chez Peute) Pittsburgh, h.  
 Kroy, Jerry (The Top) Milwaukee, h.  
 Kurlin Maroussos (Alma Village) Cleveland,  
 h.

**L**

Ladd, Hank (Shubert) Cincinnati, L.  
 LaJale (Mike Todd's Theater Cafe) Chi. h.  
 La Mary, Barbara (Hershey's) NYC, h.  
 LaMotte, Prof. (Mike Todd's Theater Cafe)  
 Chi. h.  
 Lamont, Lee (Walton) Phila. h.  
 Lane, Jerry (Jack & Bob's) Trenton, N. J., h.  
 Lane, Fred (Paramount) NYC, h.  
 Lane, Anna (St. Regis) NYC, h.  
 Lane, Lequita (Belmont-Plaza) NYC, h.  
 Lane & Lee (Rainbow Club) Jackson, Miss.,  
 h.  
 Lawrence, Paula (Hershey) NYC, h.  
 Lawlor, Terry (Crosby) Miami, h.  
 LeBlanc, Aerial (Crosby) Houston, Tex., h.  
 Lee, Bob, Waver NYC, h.  
 Lee & Mae (Dempsy's) Miami, h.  
 LeRoy, Hal (Pal) Cleveland, L.  
 LeRoy, Ed (606) Chi. h.  
 LeRoy, Clarence (Broad Lincoln) Columbus,  
 O., h.

## State, New York

(Reviewed Thursday Evening, March 28)

With Benny Fields and Cito Hinac featured, individual acts are usual, providing a well-spent session.

Charlie Sisters do the opener, one gal on a swinging bar, the other on rings. They do similar tricks simultaneously, some of which are too outstanding. Walking thru loops, upside down and blindfolded, is the best solo bit. Would have made a swell closer, and made everything else anti-climactic. Wound up with both doing an iron jaw.

In the duets, Joey Rardin gives off with some head impressions. Starts off with musical instruments, trickiest of which is the bagpipe, goes into auto horn, and winds up with a characterization of Cagney doing the electrocution scene from *Angels in Duty Faces*. His physical resemblance to Cagney helps. Enamored with a boogie woogie, Gary Jones, and Jess H. Hubert do their usual fine drunk a piano, with only slight changes in their standard routine. Go over well. Being billed with their first names is no help to what is supposed to be a surprise (Jess's taking off her top to reveal a blond shock of hair).

Benny Fields got off to a bad start with *On Fifth Avenue* and *Nightcap* at Berkeley Square. But starting with his rendition of *You're a Lucky Fellow, Mr. Smith*, audiences sit up, everything else in his two numbers, *Melancholy Baby* and *Lady of Broadway*. He also called himself *Monroe* before out to take a bow. Begged off.

Cito Hinac, playing here for the umpteenth time, gets across as easily as ever. He is a solid showman and his capable musicians. Charlie Boy aids with tricky Latin licks, as does Petralla, who does a comic version of *Clap Hands, Ladies, America* comes in with a Brazilian routine to knock off a pair of Brazilian numbers. He is fair vocally, but strong on personality. Hinac and Charlie do their Brazilian patter and the closing has Petralla and Chinita doing a couple. Went over big.

His not so good, *M. Rock Street*.  
Joe Cohen.

## State-Lake, Chicago

(Reviewed Friday Evening, March 28)

An ordinary show with Joe Venuti and band and three acts. Chief fault lies with the orchestra which does not measure up to the standard of the better traveling outfits which have been playing this house. It falls back on musicianship and the boys display a lack of stage experience.

Venuti is best when he concentrates on his fiddle, and his jazzy versions of pop and standard tunes are really worth while, but he needs more substantial support from his organization to meet the keen competition in the field.

Don Darcy, baritone, and Kay Starr, sexy vocalist, do the warbling. Former is weak vocally on versions of *Hime on the Range* and *Without a Song*, but redeems himself on carions of *Bing Crosby*, *Kate Smith*, and *Carole Lombard*. Miss Starr's talents border on the swing side and are fast ripe for the footlights. Good

## Vaudeville Reviews

decoration for honest and nitery runs, however.

Ben's drummer beats out unorthodox music in Krupa style and also attempts a Jack Powell hit drumming on a chair. The novelty by the boys is a musical cocktail affair which takes too much time.

The Emerald Sisters (2) score with their acro specialty. Their tricks are intricate and commercial. Work in brief costumes and exhibit lively personalities.

Virginia Austin (recently recommended for vaude in *The Billboard's* "Possibilities" column) adopted an entertaining puppet act for the stage. Tho still slow in spots, it has all the ingredients of building into a sock novelty. Her characters are human and amusing. Manipulates, first, a clown puppet and in closing has one larger puppet working another. In between, the clown and a baby doll perform with ease in dance-team fashion. Her comment builds the act.

Henry Armetta is playing a return engagement and is still doing the husband and wife skill. He is such a pleasant character that even the customers familiar with the act don't mind the repetition. His curtain speech is brief and sincere.

On screen, Warner's *Honeymoon* for Three, Dolewata's full last show opening day. Blackstone, magician, and the Cito Hinac band come in Friday (28).

Sam Hensberg.

## Paramount, New York

(Reviewed Wednesday Evening, March 27)

Entire bill, from the Tommy Dorsey big *Las Vegas Nights* (Paramount), to the stage featuring the Andrews Sisters, the Ray Hutton, and Allan Jones, is overlaid with song work, altho it is redeemed to some extent by the fact that the singing is done by experts.

The still shapely Ina Ray Hutton is fronting an all-male orchestra (four reeds, six brass, and four rhythms). Start off with a swing *There'll Be Some Changes Made*. Miss Hutton vocalizing a chorus. Her song style is much improved. Bands regular vocalist, Stuart Foster, sings the next, *I Hear a Rhapsody*. Has a pasty baritone, sells the song well, and is a natural for the format. Band finishes off the first set with a good arrangement of *Angry*, both Miss Hutton and Foster doing choruses.

Lane Brothers do their plain and fancy acro twists in big hands. Their rope-hopping stuff, white one of the lads reclines on the other's back, is sock big. Bottom and top man each take a turn at the rope.

Band comes back for two more sessions—*The Man I Love* and a swingeroo featuring Danny Capp's tenor sax called *So What*. Miss Hutton sings the former.

Miss Hutton's announcement that the Andrews Sisters are next brings down the house. The gals tee-off with *Scrub Me Mama With a Boogie Beat*, followed by *You're Mean to Me, Boogie Woogie Bugle Boy* of Company B, and *It'll Be*

*With You in Apple Blossom Time*. Gals change into sharp tan suits for *Rooster Me Brother With a Solid Four* and go into a few of the steps they did in the pic, *Back Prides*. Patty has to beg off for the trio, otherwise they could of kicked off a couple of more hours with nobody objecting.

Hutton ork pounds out a hot swing beat on *Dugle Call Reg*. Wally Brown and the diminutive Annette Ames are next. Brown's unfinished sentence double-talk sets a good pace with the crowd. Best of the act is by-play and song with Miss Ames. Gal's kiddy voice and get-up put her across. Hugs and cuts a few dance excerpts, too.

Allan Jones brings his own conductor for the ork accompaniment. Bit of getting Miss Hutton off the stage is made a lot of thru dialog between her and Joyce. Would be better if she just faded off. Jones does a good job on *High On a Windy Hill*, *The Moon and You* and *I, Donkey Serenade*, and *All the Things You Are*. Jones's songs went big, which was an accomplishment, after all the previous competition.

His was good last show opening day. House's next attraction will be Charlie Herman's ork and Dinah Shore. Pie, Deanna Durbin's *Nice Girl*.

Harold Humphrey.

## Earle, Philadelphia

(Reviewed Saturday Afternoon, March 27)

heralding the arrival of spring, stage madness set in on this night. Considering the crazy antics of Mill Britton and his musicians and stooges ever as mad as March Hares, House Manager Hal Seidenberg is selling it smartly and showmanly as a "crazy show" and, except for some sauer moments in the singing of Patricia Ellis and the stepping of Helen Pammer, it's an energetic stretch of 55 minutes gone really off its noggin. Spring heightens the impression with *Your the One*.

Britton still attempts to bring musical order out of the chaos created by his 10 untrained musicians. They don't bust as many fiddles and the seizer squirting is restrained, but they still retain all the musical hokum and slapstick that builds up big to general bedlam figuratively and even literally tearing up the stage and the well-filled house when caught as far as audience reaction is concerned. It all adds up to delightful hilarity most relished in these riotous times.

Brother Joe Britton still serves as ring leader for the musical madness. Dave Van Horn sings sentimentally. Guns are shot, workmen carry ladders, and others push carts to make the stage a main artery of insane traffic. This is back again with the band and still manifesting his accordion wizardry and his "Madame Tito" piano revelry.

Tommy Rafferty, dancing clown, fills the gap gone with Walter Powell. Bears the brunt of the band's mayhemistic tendencies besides giving out stepping on the eccentric side with plenty of talent and a terrific sense of humor in his act.

Adding to the general insanity are the Three Balloons with their knockabout nonsense. Sense of timing for their clowning finds their antics seeming heavily.

On the sauer side Patricia Ellis, a Hollywood refugee, clicks handsomely with her throaty pipings for *Let's Do It, If All Comes Back to Me Now*, and *I Cried for You*.

More moderation and more of the necessary punchitude in the rhythmic toe tapping of Helen Pammer, tossing in two delightful turns in one.  
M. H. Oroschenker.

## Hippodrome, Baltimore

(Reviewed Friday Evening, March 27)

A solid stage bill, along with the pit. *A Girl, a Guy, and a Gob*, provides a strong combination here. Opener in the 55-minute show are the Juvetons, acro duo, in a difficult balancing routine. A novel twist of hand-to-hand stands are displayed as their heads are separated alternately by one and two large rubber balls and finally four smaller ones. Fast performance is accompanied by seeing-sawing on a board balanced over a rolling cylinder. Good hand.

The Radio Aces, clever rhythm trio, click with their interpretations of novelty tunes. The boys offer strong pipes, sing well, and use frequent comedy antics of expression. They have snappy arrangements for jiving, and for the most part are in the groove. They begged

off after several encores.

The Watson Sisters (Penny and Kitty) handle the next spot and capitalize on their excessive weight. Altho most of their gags are dusty, they scored handsly. Surprisingly enough they tap and sing, latter includes a special new patriotic tune, *American Plan*.

Conclusion is reserved for the Mill Herth Trio, a hep combination on piano, drama, and electric organ. They supply sufficient music to equal a full band. With Herth practically toying at the organ and the other boys equally efficient on their respective instruments, they jump and jive with *Just Chorus*, *The Whistler* and *His Dog*, *Boogy Woogy* on *St. Louis Blues*, and *March of Arabs*. Dick Ridgely, drummer, double on marimba-phone for *Dark Eyes*. Went off to a swell band.

Phil Lampkin leads the pit band thru its usual liveless accompaniment.

Phil Lehman.

## Strand, New York

(Reviewed Friday Evening, March 27)

Strand's presentation this week (and for the next three) is solid all around, with a strong b-o. film, *The Sea Wolf*, and a stage show with not too much name appeal, but plenty of entertainment value.

Mesh layout consists of several Broadway vaude debuts. Charlie Spivak's ork and little Evelyn Fahner, a heartbreaker and talented tap dancer. The band shapes up as click material. Rough edges have to be polished up, but considering this was the band's first day on a stage it did excellently.

Band itself is a big one, with six brass, five reed, four rhythm and the leader's trumpet, which is very much a part of the brass section. This adds up to plenty of music, at times plenty of noise, but it's a solidly, well-organized group, with individual contributions. Spivak's trumpeting is thrilling and terrific.

Evelyn Fahner impresses as an up and coming kid. Does some very fast intricate work and takes dizzy turns that are well co-ordinated with the rest of her routine. Also does a show-stopping rumba-tap.

Band then steps in with its Massenet's *Ellegie*, done with instrumental precision, nicely arranged, and showmanly presented. Other band presentations are nicely produced, but not yet with the finesse of an experienced touring band. Vocalist Gary Stevens did but one number, *Once in a While*. Sings well, but his stage presence is all. Ginger Maylen is a scrawling type of vocalist. Should be toned down.

Act of Emmett O'Griff and Company starts off as a dance team, with the entrance of a stooge, but it develops the gal partner is the stooge and the two males go into one of the smoothest comedy acro routines seen hereabouts. Sit work with skill, precision, comedy, sit work starting with straight and going off the band with high-powered acro work. Went over solidly.

Rufe Davis, a stink of corn, was the hit of the evening. Davis sold from the first minute with his hillbilly appearance and vocal imitations of instruments and things. Still works with a guitar and did a very fast and clipped routine, and couldn't get off the stage for the applause.

House for last show was jammed.

Sol Zeff.

## Beacon, Winnipeg, Man.

(Reviewed Tuesday Afternoon, March 26)

The Rhythm Hamblers (6), late of *Genes* of 1941 unit, drew far more music than this house is in the habit of giving, due more to their pace and timing than their material. The combo took over all of the stage, except the encores spot.

Their top is a male trio featuring vocals, with guitar, string bass, horns and whistles, and gag string. Their material is deliberate corn, which they work over with their own style of youthful vigor and shrewd flash. Songs are *Down by the Seashore*, *Lizzie*, *I Wanna Get*, and a yodel ballad. *I Wanna Get*, as their unusual song with a new slant, brought them four curtain calls in a normally pathetic house.

Dick Parker, juvenile singer, surprised an audience used to just other singers with his warbling of *There'll Be Some Changes Made*, *Coffee at the Crookneck*, and other ditties. His delivery roused an enthusiastic chorus.

Irish and Leslie, the former a scuffling young blonde, go thru a long routine of rough-on-ruts mayhem. They belted it nicely on Leslie's composition of *Cannoeving Along*. Drew heavy applause. Head taps at runaway speed and per-

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## Vaudefilm Grosses

### "Wolf," Spivak Open Strong, But Most B'way Grosses Still in Slump

NEW YORK.—Grosses are still off key. Only strong opener was the Strand Friday (21) with Charlie Spivak's *ork*, *Rufe Davis*, and *Best Wolf*.

The Paramount (3,664 seats; \$37,000 house average) is surprising with the current week of bill with Andrews Sisters, Alan Jones, and Ira Ray Hutton *ork* and film, *Les Vegas Nights*, which will stay only this week. Gross is expected to hit around \$47,000, which is not bad. Last week, ended Tuesday (18), bill with Tony Pastor band, Ben Blue, and Ella Logan with *Lady Eve* on the screen. Did a fine third week with a take of \$28,000. Previous weeks did \$30,000 and \$34,000 for a total \$112,000.

The Strand (3,738 seats; \$33,500 house average) opened Friday with *Sea Wolf*, Charlie Spivak's *ork* and *Rufe Davis*. Opener was strong and seems headed for \$43,000. Last week, ended Thursday (20), bill with Ben Bernin and Footsteps of the Dark, was pulled after a night-march \$22,000. Current bill is slated for three weeks.

The Boxy (5,833 seats; \$36,000 house average) is continuing *ork* with *That Night in Rio* and stage bill with Jack McCoy, Grace Drysdale, Bob Keller, and Roy Davis. Now in the third week, take

may go to about \$37,000. Last week gross was \$35,000. First week got \$50,000.

The Music Hall (4,200 seats; \$34,000 house average) in the second week of *Cheers for Alas Bishop* is set to do around \$70,000 not far behind the first week's \$78,000.

Loew's State (3,327 seats; \$22,500 house average) is set for another 80-90 week with current show including Benny Field, Ciro Rimes, and film, *Rock Street*. Looks like a \$17,000 gross. For last week, ended Wednesday (19), layout with Romo Vincent and Dick Rogers' *ork*, and *Arizona*, expired to \$14,000.

### Capitol Off; Earle, Wash., Neat \$18,700

WASHINGTON.—Warner's Earle for week ended March 27 is showing Footsteps in Dark and expects \$17,000. Stage bill includes Carlos Molina's orchestra, La Coma Sextet, Lathrop Brothers and Virginia Lee, Gene Sheldon, and Kay Hamilton. *Moneyman* for Three and *Streets of Paris* stage unit did a good \$18,700 last week.

Loew's Capitol, featuring Topper Beerys and Benny Davis stage unit, for the week ending March 26, probably will do \$16,000. Last week *Rage in Heaven* managed a poor \$13,000.

### Sp'd Draws Well

SPRINGFIELD, Mass.—Good crowds saw the three-day vaudefilm bill that closed Saturday (16) at the Court-Square Theater (1,250 seats). The vaude was highlighted by Wanda DeMoth, dancer and singer, appearing here for the third time in 16 months, a local record. Pic, *San Francisco Docks*.

### "New Orleans" Unit Draws 18G, Only Bright Spot in Dull Lent Week in Chi

CHICAGO.—Lent and spring weather finally caught up with Loop houses this week and the combo temples suffered accordingly. Current attractions, generally, do not carry sufficient box-office punch to lure better than ordinary trade.

Chicago (4,000 seats; \$32,000 house average) is taking a bad nose dive this week (21-27) with the second stanza of Tobacco Road and a new stage revue featuring George Tapp, Cynda Glavin, and the Beechamars. Take will sink to bad \$27,000 due to lack of big appeal. Week of March 14, picture was bolstered by Lawrence Walk *ork* unit and grossed a neat enough \$38,500. Strong week-end is responsible for major share of figure.

Oriental (3,200 seats; \$13,000 house average) will wind up first with a strong \$18,000 gross, garnered by Michael Todd's Theater Cafe unit, Guy New Orleans, with Gypsy Ross Lee; Willie, West and McGinty and big cast. Show has been widely publicized during local car run and is drawing the males. Accompanying pic, *Discoetz*, only a filler. Week ending March 26, house grossed. Fair enough \$14,000 with *Palm Springs Soudaids* tab and Hal Roach's *Road Show*. State-Lake (3,700 seats; \$15,800 house average) doesn't look for more than

average \$15,000 for week ending March 27 with mild combo bill—Joe Venuti *ork* and Henry Armetta on stage and *Montymoon for Three* pic. Week of March 14 house did a good \$18,000 with George Jemel and Leo Andrews on stage and Dr. Kildaire-Crisis ficker. (Miss Andrews was out the second half of week due to an internal hemorrhage.)

### \$21,800 for Tucker At Earle, Philly; Fay's Weak \$6,200

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) came out of its box-office doldrums with the week ended Thursday (20) and gathered a satisfactory \$21,800, considering bad weather. It all belonged to Orrin Tucker's orchestra, with Bonnie Baker and the band's Bodyguards. Two acts rounded out the bill in Wally and Verdun Stapleton and Walter Dore Wahl, with the screen showing *Blonds Inspiration*.

New bill opening Friday (21), got under way nicely and points to a satisfactory \$21,000, with movieband's Patricia Ellis sharing the spotlight with Milton Britton's band. Bill as a "Crazy Show" line-up includes Tito, Joe Britton, and Dave Van Horn of the band, with the Three Sailors, Helen Hammer, and Tom Rafferty the added acts. You're the One on the screen.

Fay's Theater (seating capacity, 2,200; house average, \$6,900) was still below par with \$6,200 for the week ended Wednesday (19). Mile, Jardine and June St. Clair were the burly highlights. Act interpolations included Earle, Lavere and Helen Ware, Al Norman, the Duffins, Wilfred DeBola, house line, and Billy Kluis house band. *Murder Among Friends* on the screen.

Better weather prevailing, new bill opened Thursday (20), figures to bring in better than \$6,500, with Eve Arden and Rosita Carnon, the sexy sitcom specialists, act Burt Watson, the Dodo Boys, James Evans, Nelson and Hart, and Billie Beck. Screen shows *The Great Mr. Nobody*.

### Spring Fever Cuts Down Spokane Biz

SPokane, Wash.—One of the earliest springs in years, bringing an epidemic of "spring fever," cut into patronage of Spokane's two vaudefilm houses the last two weeks.

Manager Bill Evans, of the Post Street, reports average business of \$1,750 for Joe Daniels circuit vaude March 7-9 and 14-16. Former bill included Three Gale Sisters and Bill Barry plus Who Killed Aunt Maggie and *The Kid's Last Ride* on the screen. Past week-end's bill included *Mad and Fortunate*, and *Ruth Tanning*, with *The Face Behind the Mask* and *Boozy Boy*.

Orpheum Manager Buck Seale reports "good" business March 6-8, with Britt Wood as headliner plus *The Invisible Woman* and *Pluto Kid*; "fair" business March 13-15 with Vernon and Draper, Wells and Ollmors, Vic and La Marr, Haines Trins, and Lord and Sherry plus *Melody* and *Moonlight and Rites* on a *Ratscow*.

### Harry James Ork

BRIDGEPORT, Conn.—Harry James, in for a one-day appearance at the Lewis-Pollitzer Theater here Sunday (18) for five performances, in conjunction with a bill headed by Marty May, did nicely with a gross of \$2,730. House is a 2,170-seater.

According to Freddy Perry, vaude manager for the Al and Belle Dow Agency, booking the house, season will run at least until May 11.

### Nottingham Ork Low

SEATTLE, Wash.—Lent lowered the Gary Nottingham Ork gross to \$5,000 at the Palomar (1,450 seats), or \$100 below the average last week. With the orchestra worn two vaude acts, MAUDIE HILTON and Lewis and Van. Film was *Destiny's Pipeline* and *Arkansas Judge*.

### Bad Weather Hurts Dayton, O., Gross

DAYTON, O.—Bad weather during part of the engagement brought the grosses for an excellent vaudeville bill, headed by Hal LeRoy and the Singing Powers Models, below standard at the Colonial last week. Total reached but \$6,700.

A new unit, *Hollywood Goldiggers* of 1941, is breaking in here this week. Heavy on production, it is rather weak in individual acts.

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HOTEL CONTINENTAL

### One Buffalo House With Vaude; Lent Business Not Bad

BUFFALO.—Lent hasn't hurt business as much as anticipated, but, nevertheless, house managers plan to lay low on vaude bookings until Easter passes. Weather the past week hurt attendances. Opening day of current period was aided by balmy weather, and the there's no flesh, grosses should be on the bright side. Palace has the long flesh bill on main stem, with Magda Lory billed as the "Girl Who Spurned Hitler."

The Buffalo (seating capacity, 3,500; house average, \$13,500) opened well for week of March 21, with a sock picture, *Andy Hardy's Private Secretary*, which should come thru, with a good \$15,000. Coupled is *Murder Among Friends* and *March of Time's Americans* All.

For week ended March 20 the Buffalo did nicely, considering absence of stage names, garnering \$13,200. Pic, *Lady Eve* and *You're the One*. Vaude resumes here soon.

The 20th Century (seating capacity, 3,200; house average, \$6,500 for straight pic) is getting set for another line-up broken-week vaude, but so far is biding its time with double pictures. Strawberry Blonde has the distinction of scoring the best results here for films in over a year, with only *Hunchback of Notre Dame* ahead of it for all-time grosses off a terrific Strawberry Blonde house record. *Strawberry Blonde* grabbed off a share of \$13,000 in first week ended March 13, and did surprisingly well in holdover of eight days, ended March 20, with \$5,500. Second feature was *The Case of the Black Parrot*.

For current week ending March 17 Century offers *Vivacious Lady* plus *The Fargo Kid*, which should gross around \$6,000.

### Kinney Beats Par At Lyric, Ind'polis

INDIANAPOLIS.—Ray Kinney and his orchestra, playing the copywriting melodies of Hawaii, captured \$8,700 for the Lyric (1,892 seats) for week ended March 26, a shade above the \$8,500 par.

With the orchestra were the Three Pitchmen and the Emerald Sisters. Pic was *The Great Mr. Nobody*.

### Bowes Unit's 9G Reopens Denver

DENVER.—Major Bowes' Talent Parade drew a nice \$9,800 for the week March 7 to 13 at the Denham Theater. This was the first flesh presentation this house has had since week of May 3, 1940, when it played Comed Berni Vio's unit.

Manager B. D. Cockrill was well pleased with receipts, altho no future flesh is set as yet. *You're the One*.

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# Magic

By BILL SACHS

WITH the expiration of the contract in June the M. U. M. (Magic-Unity-Night) department in The States, devoted to news from the various Society of American Magicians assemblies, will drop from that publication to switch over to *Genie*, West Coast magic mag and official organ of the Pacific Coast Association of Magicians. Leslie P. Gnost, of Jersey City, N. J., will continue as editor of the M. U. M. section.

**QUEEN CITY MYSTICS**, Assembly #1, N.A.M. will play host to the local I.B.M. at a shindig at the magic shop and theater of John Snyder Jr. in Norwood, O., April 18. The I.B.M. boys feted the S.A.M.-ers at the same spot a few weeks back.

**LESTER LAKE** (Mazov) posts that he's still doing his specialty with Calvert's Continental *Revue*, now in Virginia theaters.

**PAUL BOYD** is in his second week at the Hotel Gilman Restaurant, Cincinnati. He is popular in the Chevy area thru his past appearances at Beverly Hills Country Club, Newport, Ky., and Lookout House, Covington, Ky., popular across-the-river-rites.

**JUDITH ZELDIA**, **JOHNSON**, mentalist, and her assistant, **HAROLD LAUGHON**, who have played the last five weeks in theaters thru Georgia,

**"Take 'Em Off"**  
SAN FRANCISCO, March 22.—At the Kearney, burly house, **KITTY CAMPBELL** had taken em off and was dancing around in a show when somebody in the back row ripped up: "Take off your shoes!"

Tennessee, and Kentucky, are set in Lucas & Jenkins houses in the Cracker State until April 15. . . . **AL PAGE** and Company, after a string of Ohio niteries, are winding up a week for the soldier lad at Fort Knox, Ky. . . . **DANNY DRW**, after several weeks in Cincinnati night spots, is slated to hop to Louisville, Ky., this week for a week of doubling between the Neon and Chateau clubs. . . . **A VISITOR** to the magic desk last Saturday (22) was Jack Strother, well-known maker of magic and illusion. Strother, who built his first headless girl illusion back in 1936, is reworking a new nifty along the same line which should appeal largely to carnival magicians. It has to do with the "hang Hitler" idea and thus should tickle appeal. It is in reality two illusions in one, a beheading and the revival of the headless man.

**PAUL DUKE** returns to New York soon, after wending up a successful engagement in Havana. . . . **AN IMPORTANT** communication is being held at the magic desk for Daniel Spiegel (Spiegelman), Russian-born magician. Shoot in your route. . . . **FRONK THE MAGICIAN** and his company of 10 are set on theaters in New York State, Vermont, and Massachusetts for Jimmy Daley, Albany, N. Y. He plays Syracuse, N. Y. March 28-30; Albany, April 1, and Rutland, Vt., April 2-5. Burlington, Vt., Plattsburgh, N. Y., and Greenfield, Mass., follow. Frong reports that his girl assistant, who was shot during a performance last November, sued him for \$1,900 and got it. Frong plans to take a 25-people court on the road next fall. . . . **PATRICIA HOLTON**, Professor Warren, and Aloha, mental trio, are doing four shows daily at the Park Plaza Hotel, St. Louis. They're working the hotel's Crystal Terrace and Merry-go-round rooms. . . . **BILL NEFF** posts from Philadelphia: "Lots of work around the East. Have found theaters interested in flesh again, so have been working more vaude than schools, altho we already have 74 weeks of schools booked for 1942." . . . **OLEN KOPEZ**, magician, and **Boff Pesner**, mentalist, who have been working as a team in recent months, are set for the new show at the Palmer House, Chicago, opening April 10. . . . **WILLIAM RAY LINDSAY**, former prop man with Duke Montague's magic opy, is with the 208th Military Police, Fort Lewis, Wash. Lindsay was also formerly stage manager at the Paramount, Theatro, Idaho, and later on the staff at the Royal Star in Las Vegas, Nev. Montague is currently alternating on club and theater dates in the West.

**JACK FROST**, Columbus, O., magician, appeared recently for the Parent-Teacher Association at Worthington, O. The London (O.) Chamber of Commerce also recently sponsored his appearance.

# Burlesque Notes

(Communications to New York Office)

**NEW YORK:**  
**MITZI MONTAY**, auto dancer, debuting in burly via a Hirst wheeler. Coming from niteries. One of her many tricks is a series of 50 flips in one and half minutes. . . . **DONNA DARNELL**, moved from the Gaiety to the Star, Brooklyn, March 14. Replaced by Petite Carroll. . . . **FRANCINE** is doing specialties and stunts at the Triboro. Recently did 11 weeks at the Latin quarter, Miami Beach, Fla. She joins the Hingling circus in a few weeks. . . . **LOIS DELPERE** itinerery, following week of March 10 at the Republic, includes week of March 28 at the Palace, Buffalo, another at the Grand, Canton, O.; eight weeks in Western niteries, and Howard, Boston, the latter part of May. . . . **BELLA BELMONT**, ex-burly prim, opened March 16 at the Rathskeller, Philadelphia, a return date, following 12 weeks at Club 41, Maple shade, N. J. . . . **JUNE TAYLOR** and Naomi Dusk opened March 9 at the Republic. . . . **CARL CHRISTY**, tanker captain at the Star, Brooklyn, celebrated a 12th wedding anniversary last week. . . . **BARBARA BOND** was featured strip at the Grand, Youngstown, O., March 3 week.

**ROSITA ROYCE** forced to postpone her niterly booking at the Highway Casino, Boston, for the Howard, Boston.

## Barger Readies Unit for Mexico

**CHICAGO**, March 22.—N. S. Barger in organizing a burly unit to play Mexico. Fred is now being cast, and so far Carl Shro's brand: Zerbe and Layton, dance team now at Colosimo's, and Buster Lorenzo have been booked. Unit will be under management of Bert Dixon, with Fred Clarke as producer and Ida Rose his assistant. Will open in Mexico City April 11.

## Henry Prather Critically Ill

**YOUNGSTOWN, O.**, March 22.—Henry H. Prather, who for many years has been *Honeymoon* Limited tab on the Gus-Sun and Joe Spiegelsberg circuits and for several years associated with the Princess, local burlesque house, in a managerial capacity, is critically ill with cirrhosis of the liver and complications in St. Elizabeth's Hospital here. He has been employed at the Army and Navy Club here the last several years.

## Build-Up for Fears

**NEW YORK**, March 22.—Harold Minsky, hot after new girl names for his two Follies theaters, gave Kay Fears, former show girl at Billy Rose's Diamond Horseshoe, a terrific build-up last week, both in huge illustrated blow-ups outside the Ettinge and with a gorgeous illuminated drop on stage during her March 14 week's stay.

## Canton, O., Burly Boom

**CANTON, O.**, March 22.—Frank Bryan's burlesque stock at the Grand here, now in its fifth week, has been attracting satisfactory patronage. Slated to run 10 weeks. There is an all-time record employment here, and an influx of workers coming to seek employment on the \$16,000,000 naval ordnance plant now under construction.

numbers, but is just fair. Ann Lavette, talented tap and acro dancer, works in front of the line in three acts, and solo. Her tap work is fast, rhythmic and tricky, and acrobatics are executed with ease and assurance.

Brunet Oil Devine's energetic diorobe opened the peeling activities, ushered in by her vocal. Miss Foudlau opened her strip with off-color lyrics which brought boisterous retorts from the males, and went thru the usual undress with adequate finesse.

Miss Royce's act was enhanced by novelty appeal injected by the ever bustling doves who manipulates over and around strategic spots. The newly assembled house line fills the halls with five chorus routines, offering little stepping ability and even less co-ordination. *Frederic M. Warner*

week of March 3, with the Palace, Buffalo, and Troc, Philadelphia, to follow. . . . **HARRY EVANSON**, comic, retired thru illness after doing two shows opening day, February 28, at the Ettinge, Bobby Fay substituted. . . . **NOEL CARTER** due for a return to the Gaiety March 28. . . . **HANK HENRY** and Bob Aida, with a Hirst Circuit show, have signed a seven-year contract with Hergman; Bernie for placements outside of burly. . . . **MARIE SIMON**, Betty Newman, and Hudda Higgs, of the Gaiety, won a spelling bee held between the Gaiety and Ettinge femmes at Harold Minsky's 51 Club March 2. Ettinges had Madge Garmyle, Irma Vogies, and Anna Casoya. . . . **OHIGUITA GARCIA** returned east and opened March 7 at the Star, Brooklyn. **UNO.**

**CHICAGO:**  
**EMPIRESS**, Milwaukee, has temporarily dropped the weekly policy for three days during Lent. . . . **GEORGE YOUNG**, manager of the Roxy, Cleveland, returns from a Florida vacation this week. **MILT SCHUSTER** attended the opening of the Shubert, Philadelphia, Friday (21). House, operated by Rube Bernstein, is on the Midwest Circuit. . . . **CHARMAINE** will be the feature at the Globe, Boston, week of April 11. . . . **BUSTER LORENZO** is closing on the Midwest Circuit and will take a trip to California before opening with the Barger unit in Mexico. . . . **GARRETT PRICE** and **FRANCIS WHITE** reopen on the Midwest Circuit at Buffalo Friday (28). . . . **MARIE CORD** will be featured at the Alvin, Minneapolis, week of March 31. . . . **MARION MURKIN** is packing a return at the Radio here. . . . **ALAN CARROLL** opens on the Midwest Friday (28) at the Globe, Boston. . . . **STELLA MILLS**, recovering from a tonsillectomy and unable to open at Indianapolis this week, will resume at Cincinnati.

## FROM ALL AROUND:

**BALLY O'DAY** opened a new *Loxy* first unit, headed March 24 at Troc, Philadelphia, along with Dusty Fletcher and "Rubber-Legs" Williams. . . . **MYRTA DEAN** in top spot March 28 week at Shubert, Philadelphia. . . . **CHARLES (RED) MARSHALL** will take over Rags Bagland's role in *Panama Hat* in New York when the latter leaves for Hollywood. . . . **RITA MIX** joins the floor-show at Twin Capitol Inn near Clevelanoh, N. J. . . . **AMY FONG**, Chinese stripper, headlining show at the Low-Poll-Lyric, Bridgeport, Conn., Hirst house, was taking ill the early part of the week, necessitating her being removed to the Bridgeport Hospital. Zara's name was up in lights remainder of week.

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## Review

### Palace, Buffalo

(Reviewed Friday Evening, March 14)  
Despite the Lenten slump, owner Dewey Michaels and manager Louis Kenberg manages to keep this burly emporium pretty well patronized. A well-paced one-and-a-half-hour show, which alternates between stunts and better-than-average vaude talent, backed up by a 12-girl line. Current headliner is Rosetta Royce. Magda Loy, a new face, is being given a build-up as a European refugee, to follow Miss Royce. After that Lola De Foe, Rose La Rose, and Ann Cocin return here, after successful stands earlier this season. Altho main billing goes to Miss Royce, the show is being stolen by a team of comics who really convulse the house. Paul West and Meggie Letting look funny even before they begin, with West a very tall, stave-looking guy and clown-partner Leging a sad-looking little mite. In a comedy vocal scene they stopped the show. Comic Artie Lloyd and Harry White, straight, do the usual gag routine in a cigarette salesman scene with Oil Devine. Lloyd and Connie Foudlau team for another average scene, while White solos nicely with creditable chirping. He also offers dance impressions. Buddy Orlando, stock thrush, comes on for the line

**★ GLAMOUR ★**  
**★ GAYE ★**  
**★ EXOTIC ★**  
**★ VARIETIES ★**  
**★ MISS ★**  
**★ SEX APPEAL ★**  
**★ 1940 ★**  
**★ ★ ★**  
**★ MANAGEMENT ★**  
**★ NAT MORTAN ★**  
**★ BOND BUILDING, NEW YORK ★**



## Wolcott Biz Oked Despite Inclemency

ST. FRANCISVILLE, La., March 22.—F. E. Wolcott's Rabbit Foot Minstrel, which began its tent trek August 3 last, has just completed five weeks in Texas and moved into Louisiana for a week before hopping into Mississippi for four weeks. After Mississippi the show plays its regular route thru Alabama. Altho the company has encountered much inclement weather, business has held up satisfactorily, according to M. I. Prishin, of the show.

There are 25 people in the roster, including a 10-piece band, eight trunks and a bus transport the outfit. The big top is hauled on cold nights. New canvas had been ordered, Prishin says, and is due soon.

## Couden Tells Why Stick Actors Do Like They Do

Oaktonia, N. C.

Billboard's The Billboard:

RE: E. F. Hannan's "I Can't Make It Out," would like to give my idea of why the performers and actors who play the sticks prefer it to playing larger cities. Most barnstormers live in trailers thus getting down the big nut of the city slickers' hotel, restaurant, and railroad expense. The vaude and club performer depends almost entirely upon agents

## Selective Service Mail

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

bookings and is lucky to get enough work to keep even, whereas the average backwoods thespian books his own and can work 62 weeks a year if he wants to. Many working the sticks are old vaude and stock people who prefer trouping in a trailer, which is a luxury compared to living out of a suitcase or trunk.

There are two reasons, as I see it, why the backroads showmen don't seek publicity in The Billboard, altho he reads it first, his prospect for booking does not always read the publication as a rule, and second, routes are not sent in because bookings far enough in advance to be published in time are not made regularly. However, I would like to read more Ripples from small shows, also see more shows routed in The Billboard for no other reason than that we are not plumb hicky from playing the sticks.

DOUG COUDEN.

## Demorest Reports Soldier Biz Good

CAMP BLANDING, Fla., March 22.—Hollywood Revue, playing under canvas near Camp Blanding under the management of R. F. Demorest Sr., began its sixth week last Sunday, with business to R. F. O. for two shows, according to Demorest. Some 35,000 soldiers are now in camp, with more coming in every day.

Company numbers 19 people, including May and Lee Allen, Elmer and Marie Lazone, Al Mercer and wife, Emanuel Diaz and wife, Dilly Moring and wife, Al Stinson, Jo Jordan and wife, Charis Gramlich, Evelina Rosner, Curley Mead, Leo Halley, and R. F. Demorest Sr. and E. W. Hayes, owners. Troupe does two one-hour shows nightly, with no matinees.

## Rep Ripples

JACK WILLIAMS, veteran rep and stock performer, is confined in T. B. Hospital Home, 429 Yale Avenue, Houston, Tex., and would appreciate a line from old friends.

PEARL'S SHOW is reported doing ok in the section around Missoula, Mont. Three-people trick, working halls and schools, features Free's small animal act.

HALEH MOODY, who for many years managed the Hazel McOwen Stock Company, is located in Topeka, Kan., where he has his own program over Station WITW.

GEORGE AND JIMMY BARTLETT, past season with Weble's Billboard Comedians, are with "Seahor" Bayworth's unit playing theaters in the South.

JIMMY WHITE, formerly with Bishop's Comedians and Allen Bros' Show, is out of the business and located in Gary, Ind. . . . APTER POIRS with the Norma Ginnivas Show and a like period with the L. Verne Hunt Players, Greg Nordstam, leading man and magician, will not troupe this season. He and his wife, Irene, have decided to remain in Wausau, Wis., to continue radio work. They have a twice-weekly broadcast over WSAU, Wausau, and also air over WJMS, Ironwood, Mich., and WATW, Ashland, Wis. They began their radio work in Wausau last December, after completing a swing thru the Carolinas with their magic show.

POSSUM GILL, veteran tah, rep, and minstrel man, postal from Columbia, Mo., that he and his wife, Possum and Blossom, are doing their black and tan act in theaters for Amy Cox, of Kansas City, Mo. Possum says further that he recently finished the Interstate Times in Texas, doing a five-act minstrel with the Swar boys—John, Jim, and Bert.

"We found that minstrelsy is back," writes Possum, "so Bert Swor and I will have a 11-15 brass band opry under canvas this spring."

ARTHUR KINLEY has a vaude-pic show playing halls and schools in Northern Connecticut and Western Massachusetts.

LEEB SHOW, three-people trick, is reported doing well in Monroe County, Mississippi, playing schools and halls under auspices. Troupe features Captain Lee's small animal turn and Master Morle Lee, vent and Punch and Judy worker.

MR. AND MRS. JOEL, O.

HUNT have a vaude-pic show (Hunt's Entertainers) in the Watertown, S. D., sector. They are working schools and halls and are headed for the Southwest, where they move under canvas around May 1. Show takes four people and a team, six oxen. . . . FORREST BROWN, for a number of seasons head of Billboard Comedians' billing department, is slowly mending at his home in Delphos, O. from an infected leg. . . . DOC WADDELL writes: "Of all the jama we've had on the old 10-20-30 days, not one of the writers has mentioned the Polly English Players, owned and operated by William H. Patterson. He and his good wife now reside in Springfield, O., where Patterson operates a printery."

BYRON GOSH infers that he is framing two tent show units to open in April in Virginia. Each unit, Gosh says, will play week stands under auspices, presenting picture and fire acts of vaude. . . . PEARL'S ENTERTAINERS, who have been working schools in Central Mississippi, are readying a small tent trick at Gulfport, Miss. They will show pictures, vaude, and E. F. Hannan's Along the Old Frontier. . . . DICK & MADON JR. typewriters from Hollywood: "Dick Jr. has just passed his first birthday, and so far has appeared in three pictures, the latest being Columbia's Adios Had Four Sons, with Warner Baxter. Like his dad and granddad, he has a knack for dancing, too." . . . ETHEL MUNSER, former rep and stock performer, is directing amateur shows for a Boston concern in Western Massachusetts and Southern Vermont. . . . TOM JAFFORDS, out of the business for some time, is promoting indoor fairs in St. Lawrence County, New York. He works under auspices and uses local talent. Jaffords was a comedian with various old-time Eastern reps in the old days. . . . RED HARRIS is visiting for a few weeks in Black Creek, N. C. "Harry been working most of the winter," Harris postals: "I started several tent shows down here recently, including the Dandy Dixie, which I trouped with in the Virginia 12 years ago. Hope to be putting the cork on soon."

three new weeks to go there, with Ross now wending up negotiations for two other shows to follow that stand. "Rain, rain, rain, and cold as hell here," writes Hal.

ACCORDING TO WORD from Washington, Jerry Green's contest which gets under way soon at Riverside Stadium there, is shaping up nicely and promises to be a nifty. The town is packed to overflowing with government workers, and is literally screaming for a show, the report says.

MR. AND MRS. JIMMIE HONAN vacationed last week at the dude ranch in Victorville, Calif., watching the shooting of scenes from the new Warner Bros' picture, The Bride Came C. O. D., with Jim Cagney and Bette Davis.

INQUIRIES HAVE BEEN received recently on Mary Phegley, Vivian Saunders, Charlie Presser, George W. Pugh, Harry Smythe, Dan Salisbury, Fred Crockett, and Eddie Halverson. Show in a list, folks, and let your friends know where you are and what you're doing.

## AT ONCE AT ONCE ACTS--ACTS--ACTS

Headliners, Acrobats, Musical Shows, Vaudeville, W.C.'s, and Specialties, Stages. The following bills are set to touch at: Harry Wells and Betty, Comedians and Joke Makers, Pats Landon and Mrs. Rita Williams, Hammett and Moore, The Rolling Winklers, Bert and June, Betty, Gals, Betty the Great, Mrs. MICHIGAN—Acrobats, Bill Little, James, "Navy, Tex. NAT. D. RODGERS Acrobats, Musical, HOUSTON, TEXAS Headliners, W.C.'s, W.C.'s, Air Mail Shows.

## AT LIBERTY

Young, versatile Texas, vaude and vaude, vaude specialties, Song and Dance, Mus., and Comedy specialties, Musical Shows, and Comedians, Women act, and vaude. Have nice car and Union State actors. Write: "TEAM," 428 Brewster St., Spartanburg, S. C.

## CURTISS SHOPRINT

QUICK SERVICE—LOW PRICES  
"Tent Show Headquarters Since 1905"  
CONTINENTAL, O.

## BY-GOSH TENT SHOW

Wants 2 Comedians, 2 Directors (10000, preferred) 2 Specialty Teams and Musical, Harmonium, Will Ray, organist, Calabrese, small, Curtis and Covert, Show, and and falls. Work stands, Two Hires, Open in Virginia.  
BYRON GOSH, Amos Theatre, Lewis, N. C.

## WANTED

Continental, Cal. drive trucks for 10000 and week-end trips. Write:  
BISBEE'S COMEDIANS  
R. R. 25, Box 224, Memphis, Tenn.

## FOR SALE COMPLETE DRAMATIC TENT OUTFIT

800000, Canvas, Blue, one 20 x 20 Light Tent with 10 Lighting Equipment, Used the weeks. Cheap for sale. See reference in listing.  
O. A. HANNA  
230 W. 18th St., Phoenix, Arizona

## ROBERSON PLAYERS

Want Leading Man, Character Comedian with real specialties, General Business Tents, Canvas Men who use little trucks.  
ROBERSON AND GIFFORD  
640 W. Moore, Arl. J., Springfield, Ill.

## WILL SELL HALF INTEREST

In act house of Cotton Blossom Show. Best to Sell or find. New best to sell or find.  
JIM BONNELLI  
Paducah, Ky.

## FOR SALE

Complete Dramatic Outfit, 80 x 20, Top with 40 400000, Canvas, Blue, one 20 x 20 Light Tent with 10 Lighting Equipment, Used the weeks. Cheap for sale. See reference in listing.  
HENRY L. BURKE, Tallahassee, Arizona

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### Bad Weather Puts Crimp In Passo-Bacharach Biz

FRIEPORT, Tex., March 22.—The Passo-Bacharach Derbyshow got away to a satisfactory start here recently, despite cold and rain. Business for the initial week showed a healthy increase, but rain and cold struck again, this time hanging on for three days and dragging business into the mire for two days. On one of the days a 35-mile-an-hour gale struck the show tent at 2:30 a.m., but quick work on the part of the canvasmen prevented serious damage.

Thursday (20), after a thore drying out, the show entered to a good crowd, indicating that the best is yet to come. The management had loud praise for the staff and contestants for their splendid co-operation during the siege of bad weather and meager business.

The show's canvas is pitched a block off Main Street, with the contest operating under auspices of the Frieport Fire Department. All equipment is new, with two more spots booked by the management to follow this engagement. Licenses to operate here was procured from city officials without a dissenting vote, and many of the city dads have been in attendance nightly.

On the show's staff are James Passo and Ivey Bechtelach, owners-managers; Helen Tate, secretary-treasurer; Pop Van Bamm, front door ticketer; Mrs. Tommy Ware, reserves; Lloyd Brown, day judge; Ray Valentine, night judge; Jack Murray and Pete Trimble, trainers; Moss Thayer, head nurse; Lennie Paige, Hal Brown, and Jimmy Gable, comers, and Capt. Phil C. Mathien, canvas and construction. Tommy Ware and his ort furnish the melodies.

Fifteen couples started, and eight couples and two solos are still going at this writing. They are Charles Smalley

and Vivian Beach, Briny Leonard and Edith Merritt, Louie Meredith and Chad Anvso, Lloyd Hacker and Hilda Ludwig, Joe and Margie Van Bamm, Al Smith and Ruthie Jay, Vna Walker and Bessie Allen, Frankie Donato and Alice Kring, and Phil Rainy and Dave White, solos. Endurance Show Notes. Walt

### Mickey Brennan Comes Back Via K. C. Nat'l Speed Derby

KANSAS CITY, Mo., March 22.—Mickey Brennan, out of the endurance show business for some time, is returning to the game as contest director of the National Speed Derby, which gets under way at the Plumer Ice Palace here the middle of April. The organization promoting the local contest is said to have contests slated to follow in Wichita, Kan., and Buffalo.

Show's opening here is being heralded by a wealth of promotion stuff, including more than 100 24-abstract, stretcher dashes, tashab covers, 1,000 one-sheets, 2,500 window cards, and two sound trucks.

Two bands, white and colored, will play, with entertainment running until 4 a.m. daily. A white floodshow will go on at 10:30 p.m. nightly, and a colored show at 1 a.m. Bush & Lambie Commissions Company will be in charge of all concessions. Twelve firms have already been closed as sponsors of contestants. Sprints will be run off on an elevated floor, which will be lowered for the regular routine.

BEE VICKERS (Edwards) pencils from New York to inquire of the whereabouts of Carl Biele, Mickey Martin, and Margie Knowles, old vaude friends.

HAL J. ROSS, new in Pensacola, Fla., with his derbyshow layout, has about

April 15th  
Kansas City, Mo.  
Pla-Mor  
ICE PALACE  
\$3000 IN SPONSOR & PRIZE  
Entertaining Spirit Teams Write  
NATIONAL SPEED DERBY.  
PLA-MOR.  
Mickey Brennan, Contest Director.  
We will have the greatest staff in the business.  
John Hubbard, writes.

COMIC, ATTENTION!  
Use our high-class Comic Contests who are  
produce thousands, hits and comedy for making  
shows absolutely better. Five propositions. Also  
use our several good Theater for next season  
starting now.  
HAL J. ROSS DERBYSHOW  
PENSACOLA, FLA.

# Non-Theatrical Films

Conducted by THE ROADSHOWMAN  
(Communications to 1564 Broadway, New York City)

## Care in Selecting Films Important to Roadshowmen

NEW YORK, March 23.—Roadshowmen should use the utmost caution in selecting films because of the possibility of prosecution. An ex-roadshowman who has a hobby of collecting films has compiled a list of films most generally concerned in legal controversies, particularly Charlie Chaplin releases. It must be noted that Chaplin's contracts, the rights to all his films and exhibition in any form of Chaplin films made after 1917 is forbidden. The Chaplin copyrights are still in effect and the actor's attorneys are constantly on the watch for cases of copyright infringement.

The titles listed below represent the Chaplin films which have never legitimately been made in 16mm. copies for any type of exhibition. Under present practice, possession of prints made illegitimately, whether the possessor is aware of their illegitimacy or not, constitutes infringement of copyright. It is not even permitted to have the films for private consumption.

A Chaplin film whose original title is not listed here can be assumed to be legitimate for presentation purposes. Exhibitors are advised to check carefully on any Chaplin film obtained, as some have been released under new titles. This is particularly true of the picture *Gold Rush*, which has been released under the title of *Arctic Adventures*. This film is on the prohibited list.

There are a wide number of Chaplin titles available which can be used on 16mm. These are the film made prior to 1917. It was during the period prior to 1917 that most of the Chaplin films were made.

The list of films which are not legitimately available in 16mm. include: 1914, *A Dog's Life*, *Shoulder Arms*; 1919, *Sunshine*, *A Day's Pleasure*; 1920, *The Kid*, *The Idle Class*; 1922, *Pay Day*, *The Pilgrim*; 1923, *A Woman of Paris*; 1925, *The*

*Gold Rush* (sometimes offered as *Arctic Adventures*); 1927, *The Circus*; 1931, *City Lights*; 1936, *Modern Times*, and 1940, *The Great Dictator*.

In addition to the Chaplin films, roadshowmen must be careful of many films by other companies embracing a wide variety of subjects and artists, which have been illegitimately duped for 16mm. Because all companies are constantly on the watch for infringement of their copyrights, exhibitors should take great care in selecting films for presentation.

## Films, Inc., Gets All Fox Features

NEW YORK, March 23.—Films, Inc., and 20th Century-Fox have signed a contract whereby the former has the right to distribute Fox features to all outlets after the films have completed their domestic runs. Films will be distributed in the non-theatrical field, thereby avoiding competition with the original product. Schools are not included among the list of outlets.

Films, Inc., will release the 16mm. features available for institutions, CCC camps, steamship lines, and other uses. Film also has deals with Paramount and Universal, whereby the bulk of Paramount's and half of Universal's production of the previous year are released.

Bell & Howell also handle some Universal, and Warner O. Ouelton handles Universal and RKO features for the non-theatrical field.

## Draftees Prefer Musical Comedies

ALEXANDRIA, La., March 23.—Roadshowmen playing the South are discovering that the areas around training camps can be profitable if the right films are used. Shows attract not only the selective service men but their girlfriends, both male and female. With a good program of 16mm. films and a reasonable price scale roadshowmen will find these audiences can be depended upon time after time.

Current favorites with the boys in the camps seem to be musical comedies. In addition to musicals, exhibitors are finding good business to include one novelty about, preferably with a musical twist. Among the musicals, reels, the *Roaming Bull series* and others of this type are good. Apparently the draftees want music and plenty of it. Some exhibitors have broken their programs with a community sing bit, provided that the medium of slides. This is effective, as it gives the draftee and his friends a chance to give vent to their musical enthusiasm.

Among the films being used by exhibitors in this region are *She Shall Have Music*, starring Jack Hylton and June Clyde. Hylton, English orchestra leader, is cast as himself. He is hired by a millionaire ship magnate to make a broadcast from the latter's yacht to heighten the popularity of the shipping line. The owner of a rival line conspires to prevent the broadcast by mutiny. Hylton and his band manage to bring the yacht back safely, and the picture is climaxed by a concert by Hylton in his own theater. An incidental love affair between June Clyde, cast as a singer in Hylton's band, and the son of the shipping magnate heightens the interest.

Another popular musical is *Thanks for Listening*, which features Pinky Tomlin as a sympathetic young man of the "father confessor" type. A scheming group sets him up in business as a professional listener and attempts to "buy" the information he obtains to blackmail his clients. Four songs are presented in the picture, including some of Tomlin's own compositions. *Sing It Professor* is another picture featuring Tomlin, in which he portrays a music professor who is fired because he refuses to

teach swing music. Other Tomlin pictures are *Sing While You're Able* and *Love and Kisses*, both of which feature Tommy Wing in support of Tomlin.

Other musicals which are bringing in good business are *The Marines Are Coming*, with William Haines, Esther Ralston, Conrad Nagel, and Armda; *High Hat*, and *Harrison Lane*, the story of Stephen Collins Foster, featuring Douglas Montgomery. Paul Robinson is featured in *Dark Sands*, and the Hall Johnson Choir is featured in *My Old Kentucky Home*.

## DISCOUNT PACT TALK

(Continued from page 3)  
indicates MBS will not break out of line to sign with ASCAP. Trade also points out that MBS, because of its structure, may not be geared to a clearance-at-the-source proposition.

As far as CBS and NBC are concerned, proposition still holds that revision of the network-affiliate contracts will be necessary to take care of source clearance, and this is likely to take some time. No further contact between network execs and ASCAP is expected before April, owing to problems arising from the reallocation of stations as per Havana Treaty on March 20.

Prior to meeting of Mutual's board and stockholders, NAB and ASCAP reps met Thursday for "exploratory" talks. ASCAP spokesmen said the temper of the meeting was very friendly. Other interested parties said "nothing was accomplished and that the meeting was all noise and talk." Principal concrete subject was with ways and means of working out a set program basis for stations which wanted same.

Meanwhile, BMI claims it has secured renewals from most of its member stations for one year, starting April 1, and that Mutual's key station, WOR, is included. This, according to BMI, would indicate that, when ASCAP finally returns to the air, it will do so in certain areas, not over the entire country.

## NEB KILL BILL

(Continued from page 3)  
senting Outdoor Advertising in Nebraska, contributed a great deal to the bill's death by telling how much taxes were already paid by billboard plants. He said cities and towns were already given up in placement of boards. He would not constitute safety hazards. He also suggested that should the tax be passed, the next logical step would be to make similar assessments per column inch of ads in newspapers and per minute on sold radio time.

## NAME BANDS DECLINE

(Continued from page 5)  
Dan Fitch's *Bare Facts and Figures*, Linton DeWolfe's *Midnight* in Miami, Ross Russell's *Parisian Creations*, Harry Clark's *Red, Hot, and Lovely*, Frank Taylor's *32 Street Jambores*, George McGall's *Hollywood Glamour Girl Revue*, Matty Rosen's *Gomph* in *Springtime*, Bobby Morris's *American Jambores*, Solly Taylor's *Parisian*, *La Fata*, and Frank Tracy's *Blue and Shave*.

George Choo's *Casa Habana Revue* is slated to open next week in Lynchburg, Va.

"B" units, using about 17 persons, now playing for Kemp, include *Chen Davis's Chicago Follies*, *Bell's Hawaiian Follies*, *WSS Barn Dance*, *Calver's Non-Continental Revue*, C. B. Hayward's *Peppercor Revue*, Paul Cholet's *Jungle Nights Revue*, along with hillbilly, spook, and magic acts.

Kemp says this is the best season in the history of Southern Attractions, which books 121 theaters between West Virginia and Florida.

"In the South, vaudeville appears to be in better shape today than at any time since 1927," Kemp said. Currently he has 550 persons working on the circuit in acts, bands, and lines.

## WAR HITS TELE

(Continued from page 5)  
ignores to do anything POC wants in promotion of tele.

Production costs for visual broadcasts were estimated in awesome figures. Measuring quality of shows against present network programs, Murphy thought the advertising agency should have to lay out \$3,000,000 annually for talent and cards rates for one-hour weekly shows.

NBC men did not differ from this stand materially. Dr. C. B. Joffite, RCA chief engineer, suggested that the POC set standards but hold off commercial-

# The Billboard

47th Year  
Founded by W. H. DONALDSON  
The Largest Circulation of Any Amusement Weekly in the World  
Member Am. Bureau of Circulation  
Published Every Week  
By The Billboard Publishing Co.  
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BRANCH OFFICES: NEW YORK—40 Pine Street, Theatrical Dept., 1384 Broadway, Phone, MUrray Hill 3-1812, 3-1813, 3-1814. CHICAGO—1211 First Street, Phone, CHicago 1-5526. CLEVELAND—1000 Broadway, Phone, CEleveland 4-8490. BALTIMORE—1000 Broadway, Phone, CEleveland 4-8490. BOSTON—1000 Broadway, Phone, CEleveland 4-8490. LOS ANGELES—1000 Broadway, Phone, CEleveland 4-8490. PHOENIX—1000 Broadway, Phone, CEleveland 4-8490. PHILADELPHIA—1000 Broadway, Phone, CEleveland 4-8490. RICHMOND, VA.—1000 Broadway, Phone, CEleveland 4-8490. ST. LOUIS—1000 Broadway, Phone, CEleveland 4-8490. ST. PAUL—1000 Broadway, Phone, CEleveland 4-8490. WASHINGTON, D. C.—1000 Broadway, Phone, CEleveland 4-8490. WASHINGTON, D. C.—1000 Broadway, Phone, CEleveland 4-8490.

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No unexpired subscription accepted unless accompanied by a check for the balance due. The Billboard reserves the right to edit all advertising copy.



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ation until some later date. He explained that RCA is making no television sets, and that RCA is clearing its plants for a national defense work.

A. H. Morton, NBC vice-president for tele, said that it would be a strain on broadcasters for FCC to require 30 hours of programs each week. Sufficient program material is not available, and high costs were cited as deterring influences.

Occasion for hearing was set by recommendations of National Television Standards Committee representing all companies.

In January the committee suggested picture image of 441-lines and Thursday (30) changed the proposal to include a picture of 325-lines. Also synchronous pulse, which makes sets tick, would be capable of picking up three different television systems until standard method had been chosen as best under all conditions. Committee, headed by Dr. W. R. G. Baker, of General Electric, suggested adoption of these standards and immediate commercialization. In this he was joined by most of the participating witnesses. Hearings began Thursday (20) and were to extend thru Monday.

## 16 MM ROADSHOWMEN

Over 1500 Features — Over 6000 Shorts in our GIANTIC LIBRARY.  
Low rentals, Many as low as:  
1 day—\$5.00, 3 days—\$10.00,  
5 days—\$15.00, 7 days—\$20.00.  
We supply Projectors, Stereophones, Turntables, Microphones and Screens on small weekly payments.  
Everything except the audience.  
Write for FREE catalogue and bulletins #1, 2, 3 and 4.

IDEAL PICTURES CORPORATION  
25-34 East 5th Street, Chicago, Ill.

## 1000 16MM SOUND FILMS

BOOK SHOWS NOW LOW RENTAL RATES MANY NEW SUBJECTS Names and Catalogue  
ARROW FILM SERVICE  
1600 Broadway, NEW YORK CITY

## RELIGIOUS FEATURES

16MM. SOUND 35MM.  
This is the Kingston, Passion Play, Broken Friends, Christus (The Life of Christ), OTTO MARBACH, 430 Ninth Ave., N. Y. City

## NEW 16mm. ROADSHOW RELEASE



With LEO ANDERSON and CHARLOTTE WINTERS  
This exclusive new Eastern Film release is but one of dozens listed in our new 240 page 1941 Complete program rental book \$10.00 per volume. Write for your copy today.  
Dept. BB-15  
ESTLIN FILM Development, Inc.  
Colorado Springs, Colo.

## Big Buy 16mm PROJECTORS 14 MONTHS TO PAY

NEW LATEST MODEL HEAVY DUTY  
750 WATT LAMP—20 WATT AMP. WITH 1-1/2" HEAVY DUTY SPEAKER  
YOUR PRICE \$239  
Box D-41, The Billboard, Cincinnati, Ohio

## HERE'S YOUR CHANCE NO INVESTMENT SHOW TALKIES

Show Talkies—Theaters towns your territory welcome. We furnish films, Sound Projector, etc. Write for Details.  
ARROW FILM SERVICE  
728 7th Ave. NEW YORK, N. Y.

## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Globally  
Conducted by KEVIN BRENNAN  
188 City Terrace Building, Pitt Street, Sydney, Australia. Also at THE BILLBOARD.

# The Final Curtain

**ANGHEM**—Mrs. Mary, mother of Louis (Lou) Anger, owner-manager of the Harrison Theater, Bridgeport, Conn., died March 15. Buried by another son, Joseph, of East Hartford, and a daughter, Mrs. Mary Mahas, of Bridgeport.

**AUSTIN**—F. Weston, 55, author and playwright, at Beaton-Supper-Mare, Scarborough, England, March 13. Before the first World War he was clerk in London Stock Exchange and later wrote *The Road to Glory, In Action*, as well as other novels and a play, and contributed to periodicals in England and the United States. Among the films produced in Hollywood of which Austin was scenarist, probably the best known was *The Last Days*. He served overseas with the British Expeditionary Forces. His first book was *The Swapping of Letters*, written in 1911. Survived by two sons and two daughters.

**BALLARD**—William, father of Ethel Blair of the vaude and musical comedy team O'Donnell and Blair, in Bridgeport, Conn., February 18 after a long illness. He also leaves his wife, Ellen, and three sons.

**BARRICK**—Sarah Jane, 63, mother of Ada (Hartman) Plinn, dancer of Omaha, Neb., February 17 in that city after a long illness.

**BENTLEY**—Roy, 24, musician, March 8 at Memphis, Tenn., of a heart attack. At the time of his death he was guitarist in Hal Grayson's orchestra. He leaves his mother and his stepfather. Buried in Los Angeles.

**BREW**—Mrs. Elizabeth H., 82, widow of James T. Brew, March 8 at Temple University, Philadelphia, after a short illness. The Brews, a pioneer family in Atlantic City, were among first to operate a restaurant business, establishing the business in 1878. Survived by two daughters.

**BOYLE**—Thomas A., former theatrical manager, March 13 in Billiana, Va., after a long illness. He retired as manager of the Playhouse in 1931. He leaves his wife and two sons.

**CALLAGH**—Demetrius, 63, owner of the Wayside Inn, residence near Atlantic City, March 9 at his home in Pleasantville, N. J., of pneumonia. Two sons and two daughters survive.

**CARL**—Lisat, James E., former member of the continuity staff of Stations KFAD-KFOP, Lincoln, Neb., recently at Fort McPherson, Ga., of a broken neck sustained during a fire at the Fort. He leaves his wife and an adopted daughter.

**DAVIES**—Mr. Henry Welford, 71, composer, March 11 at his home near Bristol, England. He composed more than a hundred pieces, of which his assistant, Evergreen, produced in 1904 was most important. Davies, became associated with the British Broadcasting Company in 1924 and gained wide popularity for his interpretative radio talks.

**DEITERS**—George H., 50, former trouper with the Hitting Bros' Circus, March 10 in Ohio Masonic Home, Springfield, O. Survived by a sister residing in Sandusky, O. Services and burial in Springfield, March 13.

**DURAND**—Frank, 55, actor, March 9 at the Roosevelt Hospital, New York, of a stomach ailment. Among the musical comedies in which he appeared were *The King of Brinkley*, *The Passing Show of 1914*, *Thais*, and *Get Sober! The Gun*. Durand had appeared with Tyrone Power Sr. and Constance Collier and was considered one of the handsomest juveniles of his day. He leaves his father. Buried in Osts of Heaven Cemetery, Valhalla, New York.

**FLYNN**—William, 71, employed in downtown Milwaukee theaters for many years, March 11 in a hospital there. He was one of the founders of the Milwaukee branch of the International Alliance of Theatrical Stage Employees. Survived by his widow and a brother.

**FOO**—Mrs. Martha, 60, mother of Curtis Fennell, well-known burlesque performer, in Cincinnati March 21 of a heart attack. Survived by two daughters.

**GALLAGHER**—Hugh, former promoter of dances and roller rinks, March 11 in Miami. He leaves two brothers and a sister.

**HAMMOND**—Oscar, 77, who with his mother, Mrs. Elizabeth Hammond, operated a hair goods store in Denver in 1897 and for many years supplied wigs and make-up for legit actors, February 20 in St. Joseph's Hospital, Denver, after a brief illness. Survived by a daughter, Mrs. Charles W. Brunton, Denver; two sons, Jack E. of the United States Navy at Honolulu; Leslie, of Chero, Ill.; and a sister, Mrs. Emma Tholin, Denver.

**HIGH**—Frederick F., 74, writer, publicist, and lecturer, and for years one of the leading figures in the Iyocum and Chautauque fields, at his home in Weyersburg, Pa., March 8 from a linger-

ing heart ailment. He entered the entertainment field in the '90s and soon made a reputation as a wit, humorist, ventriloquist, and reader of Shakespearean plays. In 1909 he and M. P. Schroeder, of Homestead, Pa., founded the Library Lyceum in 1909. In 1908, in association with Edwin L. Barker and J. Joseph, he started a lyceum and Chautauque magazine, *The Spectator*, which later became *The Platform*. After disposing of that publication, he edited the lyceum and Chautauque column of *The Billboard* for a number of years. He was called "The Father of Children's Day at the Circus," and was generally credited with having taken 25,000 crippled children to the circus. Surviving are two daughters, a son, one sister, a half sister, and a half brother. Services March 10, with burial in Green Mount Cemetery, Weyersburg.

**HOWARD**—Clara C., 49, former vaude singer, comedienne, March 2 at her home in Portland, Ore. She entered theater work in a stock company at Vancouver, B. C., and went to France in the last war with Elsie Junis to entertain American troops. She retired in 1920. A brother and sister survive.

**HOWARD**—Harry M., 75, former showman, suddenly March 13 at his home in North Hollywood. Howard, whose real name was Hiram House, had been with the Graham Barle Dramatic Company and for years owned and operated his own dramatic companies. He also had a penny set in vaudeville for a time, survived by his widow. Burial in Glendale, Calif.

**HUBBARD**—Howard, 51, girl-show operator in an auto accident near Sweetwater, Tex., March 17. Hubbard spent the last seven years with Burdick's All-Texas Shows and in the past was with Vernon Book and Henites Bros' shows. Survived by his widow.

**JAMES**—Mrs. Everett, 53, former circus performer and mother of Harry James, orchestra leader, March 10 at the home of her son in Dallas of a heart attack. She was a former bareback rider and trapeze artist with the Christy Bros' Circus. Besides her son, Harry, she leaves a husband, Everett James, former band leader with the same circus.

**JOHNSON**—Ken (Snake Hip), 77, orchestra leader at the Cafe de Paris, London, recently during an air raid. His band was playing in the cafe at the time.

**JOHNSON**—Harry, 65, hillpoeter with many leading shows for 45 years, in Omaha, Neb., March 7, after a short illness. He was last with the Ring's Show, from which he retired 18 months ago. Burial in Omaha.

**LARKIN**—Mrs. Mary McMahon, 90, widow of John W. Larkin, proprietor of Larkin Inn, night club on the Boardwalk, Atlantic City, February 24 at her home in that city after a long illness. Survived by two daughters, a brother, and a sister.

**LITTLE**—DeMotte, 35, transmitter supervisor of Station WBBM, Chicago, electrocuted March 14 at the station's transmitter in Glenview, Ill. Survived by his widow and two children. Burial in Glenview.

**LOGAN**—Mrs. Emma, 78, March 17 at her home in Chicago. The body was cremated. Mrs. Logan in her younger days appeared in vaudeville with her husband in a rolling globe act.

**LOWRY**—Judith, 65, veteran stage and radio actress, at the home of a son, Dr. Roswell Lowry, in Cleveland March 31 of a lingering illness. She was formerly with the late Stuart Walker's Portmanteau Theater Company, later acting in several New York Theater Guild productions. One of her best known roles was in the original production of Booth Tarkington's *Sensations*. She performed on many national radio programs, playing a mother part in Uncle Sam's *Forest Rangers* for nine years. Also appeared in Arnold Gwynn's *Daughter, The Woman in White, The Gilding Light, and The Velvet Lady*, as well as making appearances on programs with Rudy Vallee and Edgar Quast. She retired January 1 after 10 years on the air. Survived by a son, three brothers, and a sister. Services in Cleveland March 23, with burial in Woodhill, Ill.

**MCDONNELL**—Det. A. 52, convention director of Juv. Home, Pictures Service, commercial film distributor, in Henry Ford Hospital, Detroit, March 1. He had been with the company 10 years and was formerly with the Court Street Players in Buffalo. His widow and son survive. Interment in Acacia Park Cemetery, Detroit.

**MCCRAY**—Neil Angus, 57, for 18 years business manager for Mary Pickford, in Hollywood March 4 after a brief illness.

**MILLMAN**—Jennie, 75, mother of the late Hird Millman, famed circus performer and well known in the circus world as Huddy Millman, at her home in Canon City, Colo., March 11 of heart attack. She had been a circus woman for 48 years, having started with her husband, Dyke Millman, when she was 18. They were billed as the Millmans. They joined a wagon show and worked with various circuses and carnivals, later presenting the Millman Trio, with Hird working with her parents in vaude. Later they joined the Barnum show, and then the combined Ringling-Barnum show. Burial in Canon City.

**OSSO**—Mrs. Helen Kappelman, 60, wife of Dory Oso, a representative of French artists and playwrights, March 2 at the home of Calvary, Bronx, N. Y., after a long illness. She also leaves a daughter, a sister, and a brother.

**PACK**—Cowboy Lynn, radio entertainer in a Cleveland hospital after an operation for ulcers March 5. Pack joined Station WMMN, Fairmont, W. Va., in 1937, and became one of the most popular voices on the air in that section. Prior to that he had been with stations WAAW, Omaha, Neb., and WVVV, Wheeling, W. Va. Survived by his widow and four children.

**QUINN**—Christopher, two-year-old grandson of film producer Cecil B. DeMille, drowned in a pond on the grounds of W. C. Fields in Hollywood March 15. Mother is Katherine DeMille, widow, adopted daughter of the motion picture magnate.

**RACE**—Howard K. Up and stock performer, March 13, in Jessup, Ga., of a heart attack. He appeared with Jack King's Comedians, Jack Norman Players, Princess Stock Company, Cornell-Prior Players, Henderson Stock Company, and Eddie Walker Company. He was a member of Earl Hawk Stock Company for a number of years. Race attended the Naval Academy at Annapolis, Md., and served in the Navy during the Spanish-American War, survived by his widow, Blanche Taylor, character woman. Burial in Jessup, Ga.

**RICH**—George, 52, veteran outdoor showman, March 13, of a heart ailment at Dubuque, Ia. Rich was born Richardson, but adopted the shorter name when he entered show business. He started with the Beach & Bowers Minstrels. Later he went with circuses as general agent, car manager, 24-hour man, and contracting agent. He had lived at Papalots, Tex., for many years but was with his daughter, Mrs. J. A. Marshall, in Dubuque at time of his death. Burial in Dubuque. Survived by his widow, Ella H. Richardson; a son, and three daughters.

**RINK**—Edney, 85, colored animal trainer and circus performer, March 14 at the Harry Bailey quarters in Steele, Mo., where he had been training stock for the Harry Bailey Circus & Rodeo and wintering a circus unit in partnership with Vivian Ferns. Rink joined the John Robinson Circus as a pony herder and later went with the Magnolia and served in the capacity of trainer. He was also with the Al O. Barnes Circus. Rink was one of a family of 29 children.

**ROACH**—Mrs. Marguerite O., wife of Hal Roach, motion picture producer, of pneumonia March 17 in Hollywood. Survived by her husband and two children, Hal, Jr., a director, and Margaret, actress.

**RUBY**—Peter, 65, father of Peter O. Ruby, co-owner of the Hazel & Rust Shows, March 8 in Belleville, Ill., of injuries sustained when struck by an auto there. Services and interment in Belleville March 13.

**RYAN**—William T., former property man for the Keith Circuit in New York, March 11 at Veterans' Administration Facility, Bath, N. Y., of a cerebral hemorrhage. He leaves a brother-in-law.

**SANDA**—Mrs. Kate, mother of Dottie Sandawa, circus captain at the Eltinge Theater, New York, February 26 in Newark, New Jersey.

**SCHNEK**—Oscar E., 46, manager of the advertising department of The Chicago Herald-American, and well known in the amusement world, March 8 at the home in Chicago of a heart attack. Survived by his widow. Burial in Memorial Park Cemetery, Chicago.

**SCHILLER**—Andrew M., 80, many years a concessionaire at Put-in-Bay Resort, near Sandusky, O., March 12 at his home there. He was a member of the council

on the island. Services at the late residence, with burial on the island.

**SCOTT**—John E., 78, old-time trouper with the John Robinson, W. W. Cole, and other shows, March 13 at Jackson County Emergency Hospital, Kansas City, Mo. Burial March 14 at St. Ann's Church, Kansas City, and interment in Mount Washington Cemetery there.

**SKILLTON**—Charles E., 72, professor of music at the University of Kansas and noted developer of the Indian melodies in Lawrence, Kan., March 13. His works include *The Star Bride*, a one-act opera performed for the first time nearly 12 years ago by the National Grand Opera Company of the National Broadcasting Company. Skillton, in all, wrote three operas, chamber music, songs, and several orchestral suites. He was born in Northampton, Mass., and was graduated from Yale University in 1889.

**SMEDLEY**—Constance, author and playwright and wife of Maxfield Arnsfeld in London March 9. A prolific writer of books and plays, Miss Smedley's works included *The April Princess, New Wine and Old Sins, On the Fighting Line, Refusing, Crusaders, Wells, The Woman and Her Wilderness, Grace Darling and Her Times, Miriam, The King's Progress*, a play produced at Berkeley, Calif., in 1920, *Jill and Ross, The Curious Herbal, and The King David's Feet*. She regained her sight last year after six years of blindness.

**SMITH**—Mrs. Sarah Ellen, 77, mother of Lexie Smith, agent and promoter of the Linden (Ind.) Independent Fair and in past years owner-manager of the Lexie Smith Amusement Company, February 6 at her home in Linton. Deceased operated the cook house with the Smiths from 1919 to 1933. Survived by five other sons, Guy, Glenn, William, Clyde, and Vern, and two daughters, Mrs. Blanche McGinnis and Mrs. Minda Thomas. Services in Linton February 8, with burial in Fairview Cemetery there.

**SUNSHOCK**—Mrs. Elizabeth, 63, at Good Samaritan Hospital, Cincinnati, Saturday morning, March 23, following a major operation. Burial in St. Joseph's Cemetery, same city, March 25. She was the mother of Larry Sunshock, circus, rodeo, and thrill-show producer, who dropped the use of one "r" in his surname in show business. Besides him, three sons and four daughters survive.

**TIDMAN**—Charles, 31, member of the Tidman Family and at the time of his death a member of the De Roo Cowboys band, died of pneumonia at the Smiths, March 9 at his home in Delphos, O. Burial in Delphos March 13.

**TRAINER**—Mrs. Mary, 64, mother of Leo Trainer, manager of the Hialto Theater, Allentown, Pa., February 23 at her home in that city after a short illness. Two other sons survive. Interment in Elmira, N. Y.

**TRODA**—Frank S., musician and former vaudeville performer, recently in Worcester, Mass. At the time he was a member of the van derVliet act, the Musical Trio. Later he became an orchestra director in a Boston theater. Burial in Lowell, Mass.

**WENTZEL**—Rosa L., 41, for many years a projectionist at the Virginia Theater, Atlantic City, March 5 at his home in Margate, N. J., after an illness of six weeks. Survived by his widow, Helen; his father, a sister, and two brothers.

**WESTPHALINGER**—William E., 74, former leader of Third Infantry Band, in St. Paul March 17 after a 10-day illness.

**WHITE**—E. Percy, 65, proprietor and manager of the Canso Theater, Canso, N. B., recently in that city of a heart attack. Survived by his widow and three daughters.

IN LOVING MEMORY OF MY DEARLY BELOVED HUSBAND  
**AL ABRAHAM ZEIDMAN**  
Who Passed Away March 25, 1938.  
His Burial Was Held at the  
MIRVENA CEMETERY

## Correction

In the obituary of Al M. Means in the March 15 issue it was stated that he was survived by his widow, Maye. In a letter to *The Billboard* last week, Mrs. Lucille Bern Means says that she is the widow.

**Marriages, Coming Marriages, Births, and Divorces Appear on Page 54**

Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associates. Communications to 25 Opera Place, Cincinnati, O.

## St. Louis Clubs' Dance Draws 500

Event sponsored by IAS, MSWC voted best yet — Tom Allen gen. chairman

ST. LOUIS, March 22.—Fourth annual dance of the International Association of Showmen, under joint auspices of that organization and Missouri Show Women's Club, was voted the most successful ever held by the clubs. Nearly 500 attended the event in the grand ballroom of the DeSoto Hotel on the night of March 15. The hall was done over in St. Patrick's Day decorations, and from the balcony show papers of every description floated over the big dance hall. Chick Finney's orchestra and group of entertainers provided the music and entertainment.

Dancing continued until 3 a.m. but many lingered until much later at various group get-together parties. Among the firms and shows represented with tables at the event were General Motors Corporation, John Fabrik & Company. (See St. Louis Club Dance on page 33)

## NSA Aux. Honors Mrs. Geo. Hamid

NEW YORK, March 22.—A surprise testimonial dinner at which there was a large turnout was given in honor of Mrs. George (Bea) Hamid by the Ladies' Auxiliary, National Showmen's Association, in appreciation of her humane work given by Mrs. Hamid last Thursday in the Oxford Room of Bonafis.

As Mrs. Hamid entered with Midge Cohen, president, she was taken by surprise, having been under the impression that she was to attend a dinner for the officers. She was greeted by upward of 50 members, each with flowers representing the club's colors in her hair. They burst out in song, "For She's a Jolly Good Fellow," with piano accompaniment by Sister VJ Lawrence. Invocation was then given by Helene Kothstein, chaplain, followed by a pledge to the flag and the singing of God Bless America.

Address of welcome was made by Dorothy Paektman, past president, followed by Mrs. Hamid's response. (See Mrs. Hamid Honored on page 33)

## Lorene Chalks Up Best Week Of Fla. Trek in Clearwater

CLEARWATER, Fla., March 22.—Lorene Midway Attractions, under management of Harry Dalvine, polished off one of the best weeks of their winter trek at Palm Beach Mall Park here on March 15. Rides and concessions worked to maximum capacity because the early part of the week, but high winds and chilly weather affected attendance figures the latter part.

Shows carry five rides, 12 concessions, and Ken Davis, free act, Panfilas County Benevolent Society, sponsor, gave good co-operation and 5,000 tickets, good with one paid admission at the 10-cent pay gate, were given away. Shows plan to remain in Florida all season. Owner and Mrs. Dalvine are away on a business trip and report they have several contracts. Mr. and Mrs. Ken Davis went to Tampa and arranged to purchase an electric organ, which will be used on the new show they will present later in the season.

## Tidwell Brownwood Date Satisfies Despite Cold

BROWNWOOD, Tex., March 22.—Despite cold weather the first part of the week, T. J. Tidwell Showmen wound up their second stand of the 1941 tour here last Saturday, to satisfactory business, under American Legion Post auspices. Shows were in another virgin lot, which had to be cleared of many trees and a heavy undergrowth.

Situated just inside the city limits on the road to Camp Bowles, shows were well illuminated and drew numerous comments from patrons and visiting showmen. The new neon lights showed up exceptionally well. They are the results of three years of experiments by an electric company of Brownwood. Under direction of the Tidwell Showmen, and the idea is working out well for shows of this type. Roy Idsall reported.

## Endy Sarasota Take Hyped; Spitfire Is Added to Ride Unit

SARASOTA, Fla., March 22.—Not in their 12th week of operations in Florida, Endy Bros.' Show's second visit here proved a profitable one. Playing the Pageant Sara De Sota on an excellent lake-front location, shows' gross receipts bettered last year's figure by 28 per cent. Pageant was said to be one of the most successful held in the State this winter. Al Snyder, committee chairman, and his assistant, Frank McLean, gave good co-operation, as did officials of the Ringling circus, which is wintering here, Vernon Korbu, shows' secretary, reported.

Local officials and members of the Ringling personnel were frequent mid- (See ENDYS AT SARASOTA on page 32)

## Crafts Starts Well At Formal Debut on Orange Show Midway

SAN BERNARDINO, Calif., March 22.—Crafts 20 Big Shows formally inaugurated their season at the 51st annual National Orange Show here on March 13. Owner O. N. Crafts and General Manager Roy E. Ludington reported business had been exceptionally good. Using a blue (See Orange Show Midway on page 31)

## Bright Light Opener Set

PITTSBURGH, March 22.—Bright Lights Exposition Shows will open their 1941 tour in Steubenville, O., on April 26, Manager John Gecoma said. Expectations are for the best in years, particularly in the industrial areas where defense plants are attracting more workers and creating bigger pay rolls, he said.

## Big West Coast Crowd on Hand For PCSA Day at Orange Show

LOS ANGELES, March 22.—One of the largest crowds of members of the Pacific Coast Showmen's Association and Ladies' Auxiliary ever to make the event were guests of Manager William Stark of the National Orange Show and Orville N. Crafts, owner Crafts 20 Big Shows, at the Orange Show grounds in San Bernardino, Calif., on PCSA Day, March 18. Following their annual custom, members met at 9:30 Tuesday morning at Lincoln City Park here, and the large cavalcade, marshaled by Harry C. Rawlings, PCSA committee chairman, moved to the grounds. At Colton, Calif., a few miles from San Bernardino, the migrants were met by a special motorcycle police detail from the State Highway Department and escorted to the grounds, where Crafts and

## LOOK FOR THIS FEATURE What Can Be Done With Proper Colors on Carnival Midways?

By H. C. Landaker

in THE BILLBOARD'S SPRING NUMBER

Dated April 12

## Greenhaw to ACA; Corporation Shows To Increase Billing

CHICAGO, March 22.—L. B. Greenhaw, former agent with Cole Bros. and other circuses, has joined the staff of the Amusement Corporation of America and will handle the billing of the four ACA shows.

Billing of the shows will be largely increased this year, it is announced.

A complete new line of paper is now being prepared. Advances is now being organized.

## Siegist Troupe to Heller

ORANGE, N. J., March 22.—Billy Siegrist Troupe, acrobats, has been contracted to present the free attraction on Heller's Acme Shows, Manager Harry Heller said.

Orange shows committees welcomed them.

Crafts shows utilized the big top of Karl Hiller's Glamour Girl Show, where the big crowd visited for several hours and partook of an excellent buffet luncheon and refreshments, provided by O. N. Crafts. John C. (Spots) Bagland was in charge of the catering service. Committee representing the Orange Show included Ray Holmes, Del Dillingham, and Joe Whittaker. Hostesses were Bette Kanthe, Eloise Chapel, Fern Chaney, Clara Mortensen, Charlotte Warren, Maybelle Crafts, Mrs. Roy E. Ludington, Ruth McMahon, and Ruth Korte. Assisting with the catering service were Jimmie Whittaker, Ray Oliver, Adela (See PCSA DAY AT SHOW on page 32)

## Imperial Is Hit By \$80,000 Fire In Mo. Quarters

MORESELV, Mo., March 22.—Fire which destroyed the building used as winter quarters dealt \$80,000 damage to equipment of the Imperial Shows here on Thursday.

Edward A. Hook, owner-manager of the shows, said the blaze started in an adjoining garage and destroyed eight rides, equipment of 10 shows, about 30 concessions, and 26 motor trucks. There was partial insurance coverage, he said.

In estimating damage at \$80,000, he said that all gates now contracted will be played.

The shows were to have opened their season here on April 19 under American Legion Post auspices. This was the second year the shows had wintered here and it would have been the second time the organization opened its season in Moberly.

## Beatty Picks Staff And Tour Program

PORT LAUDERDALE, Fla., March 22.—Clyde Beatty, who has contracted with E. Lawrence Phillips, owner of the Johnny J. Jones Exposition, to feature his wild animal show on that carnival the coming season, said at his Jungle Zoo here that his attraction will have a striking front. It will be seen lighted with "Clyde Beatty's Circus" in large letters, flashing lions and tigers and a moving replica of Beatty in the big cage.

The tent, he said, will be a 100-foot round top with two 45-foot middle pieces, and will seat 2,500. Only grandstand chairs will be used. The jungle effect which Beatty uses here will be carried through. Program will include Minnie and Mickey, chimpanzees; Harriet Beatty, presenting two royal Bengal tigers mating together on the back of an elephant; Beatty's performing elephants; Jean Evans, aerial and wao, and Beatty in his wild animal act with 30 lions and tigers. Clown Alley will feature Kinko, contortionist. (See BEATTY PICKS STAFF on page 30)

## Burgdorf Sets Gruberg Trek

PHILADELPHIA, March 22.—Sam Burgdorf, of Max Gruberg's World's Famous Shows, returned to quarters here this week from a 5,000-mile hooking trip with contracts for fairs in Lancaster, Pa., and Portsmouth and Newport News, Va. Dates in North Carolina include Raleigh Fall Festival, and fairs in Durham, Oxford, Thomasville, and Concord. Burgdorf also signed the shows to play fairs in Mullins and Charleston, S. C.; Savannah, Ga., and Orleans Parish Fair, New Orleans.



HERE'S A PORTION of the crowd of 500 that attended the fourth annual dance in the grand ballroom of the DeSoto Hotel, St. Louis, on March 15, under joint auspices of the International Association of Showmen and Missouri Show Women's Club. Tom W. Allen was general chairman and Chick Finney's orchestra and entertainers provided the music and the floorshow for the event, which was voted the most successful yet staged by the clubs.

## SAVE MONEY AND LIVE IN COMFORT

New, 1941 Schull Trailers are far roomier than any previous models. By re-shaping the coaches and re-designing their interiors, a great deal of new head-room, floor space and storage area has been added.

Schull Trailers are now finished in genuine Armco Steel or the famous, long-lasting Libonite.

New, Seng mechanism beds are the finest to be found. Larger, better insulated, high-door refrigerator, oven stove, toilet, shower and delightful new refinements for greater comfort and livability at new low prices put them in a class by themselves. Double floor, super-insulated walls and new, better heating system for greater comfort.

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**SCHULL TRAILERS, INC.**  
Dept. 204, Elkhart, Ind.

5 New Schull Models \$595 to \$3600

## IDEAL EXPOSITION SHOWS, Inc.

AMERICA'S BEST ATTRACTION

Can place Fun House, also Octopus and Roll-a-Plane Ride.

Will book Wheel Concessions, Grind Stores, Ball Games, Scales, Palmistry, Penny Pitches, Photo Gallery, Shooting Gallery, Floss Candy and Concessions of every description except Bingo and Cookhouse.

Want Talkers and Grinders for Side Show, Novelty Acts, Mind Reading Acts and outstanding Freak Attraction to feature, also Half and Half. Write Tom Hason. Can place Lady Drame Riders and Talker for Motordrome. Write O. Hagen. Want Girls for Dope Show, also Talker and Ticket Seller. Write Tom Hason. All people who worked for Tom Hason before, write him.

Can place Semi-Trailer Drivers, also Foreman for Merry-Go-Round and Foreman for Speedway. Must understand repairs for engines. Write or wire WILLIAM GLICK, Winter Quarters, Fair Grounds, Salisbury, N. C. P.S.—Have for sale, complete Cookhouse, 30 foot front; a real bargain. Also two Covered Semi-Trailers; in excellent condition. Can be seen at Winter Quarters.

## WANTED For The WANTED

### SOUTHEAST'S LARGEST COLORED FAIR

10 Days and Nights—JACKSONVILLE, FLA.—10 Days and Nights

Starting Thursday, April 17th—Downtown Location, Church and Myrtle Ave.

THIS FAIR BACKED BY EVERY COLORED ORGANIZATION IN DUVAL COUNTY. Army and Navy Camps, Housing Projects, and Ship Yards make Jacksonville the best town in the South.

SHOWS AND RIDES WILL BE FURNISHED BY DODSON'S WORLD'S FAIR SHOWS.

WILL BOOK CONCESSIONS OF ALL KINDS.

LIMITED NUMBER OF WHEELS.

Address: R. L. MILLICAN, Care City Electric Department,  
2804 PEARL ST., JACKSONVILLE, FLA.

## MOTOR CITY SHOWS

Opening Springfield, Ohio, April 11—2 Saturdays and Sundays

Want Rides not conflicting. Shows: Athletic, Unborn, Minstrel, Motordrome, etc. Want Mental Act and other Acts and Freaks for 10-in-1, also Talker; salary from office. Want Diggers and Merchandise Concessions. We play snook tables only in Ohio, Michigan and Indiana, where the government is spending most of the money; we make. Can place Roll-a-Plane Foreman and others that can drive rinks. These junkies can come to winter quarters here. All show contracts, please acknowledge. Also can place Benjie Artie.

Address: VIC. HORWITZ, Mgr., Care Oakland Hotel, MARYSVILLE, OHIO

## Central Amusement Co.

Opening Beaufort, S. C., Saturday, March 29th, to April 5th, Two Saturdays. Beaufort now at its best. Thousands of war dollars now being released. Downtown location. Good route to follow. We carry what we consider the best variety of Free Acts to draw and hold the people. We have 8 complete, separate Acts and change no admission to grounds. We have 5 office-moored Rides. Can use one Flat Ride. Want Shows with own outfit. Concessions: Especially want Rat Game, Pool, American Mill, Arcade, Cigarette Gallery, Pitch Tilt Wins, Hoopla, Ball Game, Cotton Candy, Sewing Alley, Game Rack or any Concessions that operate for less and not over ten cents. Due to disappointment, have exceptionally good proposition for small OoK House or Grab. Want Grind Store Agents. All contact SHEPHERD HUSTED, MGR., CENTRAL AMUSEMENT COMPANY, BEAUFORT, S. C.

## MARKS SHOWS, Inc.

OPENING MONDAY, APRIL 7

All People Engaged Report Friday, April 4, to Winter Quarters,  
South Richmond, Va.

Can place legitimate Concessions. This is one of our best concession locations.  
Can place two Grind or Platform Shows, with or without own outfits. Address

JOHN H. MARKS, Richmond, Va.

## MAGIC EMPIRE SHOWS

OPENING IN THE HEART OF PITTSBURG, KANSAS ON APRIL 5  
Want Man to take over SIDE SHOW. Will furnish complete outfit or will book one with our equipment. Speedy Dicks, etc. Will also book MOTORPHONE or any other show with or without equipment. Can place Ride Help of all kinds. Also Tilt-a-Whirl Foreman and Ferris Wheel Foreman. Will sell exclusive on the following Concessions: Fish Pond, Ball Games, Long or Short Range Lead Gallery, Candy Flies, Pinsetter, Spring Joint, Dark Gallery, Hoop-La, or what have you? Can place Kiddie Rides or Major Rides that don't conflict. NO TIME TO WRITE—WIRE OR COME ON. A. SPHERIS, 418 SOUTH BROADWAY, PITTSBURG, KANSAS

## BAZINET SHOWS, INC.

CONCESSIONS—Fish Pond, Watchla, Hoopla, Hi Striker, Scales, Spring Game, Bowling Alley, American Palmistry, Penny Arcade, Short or Long Range Gallery, Basketball Game. AGENTS—Corn Game, Penny Pitch, Ball Game, Pin Game, One and Under, Log, WATER—Men, write Jack Galtuso, 228 Maple Ave., North Plainfield, New Jersey. GIRLS—Pating Show, Revue and Hill Billy Act, write Eddie Farrell, 307 Maple Ave., Oakdale, Pennsylvania. MANAGERS—Athletic Show, successfully framed Life Show. Have lots and fronts for any worthwhile attraction. Franklin Gilbert, Crowley Watson, Frank Allen, answer. WILL BOOK Motorphone, Glass House, Mechanical Show, Big Horse, or Single Pit Attraction. SPECIAL AGENT—Must not pass. FAIR SECRETARIES IN MINNESOTA AND WISCONSIN—WE HAVE AGENT TO OPEN THIS SHOW OWING EIGHT RIDES AND EIGHT SHOWS. Address DWIGHT J. BAZINET, Manager, 626 5th St., N. E., Minneapolis, Minn. OPENING APRIL 19TH IN THE HEART OF MINNEAPOLIS.

## JAMES E. STRATES SHOWS, INC.

Can place Musical Show, Unborn Show, Snake Show, and will finance capable showmen in producing worthwhile Shows that don't conflict. Can place Man capable of taking charge of own plant. Can place Detachable and Tractor Drivers, Ride Help, Electricals, Helms, Tower Man, Trap Crew and Gamester. Can place Concessions, Mitt Game, Granite Bowling Battery, Basket-Ball, Hoopla, Tobacco Sales, can place Midgame. Schedule guaranteed. Fearless Expert can place Lady and Men Drome Shows. Have fourteen real Fairs, including New York State Fair, Syracuse, N. Y.; Erie County Fair, Harford, N. Y.; Atlanta, N. Y.; Bloomsburg, Pa.; York, Pa.; Danville, Va.; Bastonia, N. C.; Charleston, S. C. Show train leaves here April 10th. JAMES E. STRATES, Savannah, Ga.

## Mighty Monarch Shows

LEGION FESTIVAL, WAYCROSS, GEORGIA, MARCH 21ST TO APRIL 5TH

Want Ball Game, Pitch-a-Win, Bowling Alley, Spring Game, Long Range Gallery or any legitimate Concessions. Place too good Grind Shows. Want Roll-a-Plane or any new Ride, Girls for Revue, Working Act for Side Show, Mustache and Popcorns for Minstrel, Charlie Pig, wire at, Heading for Industrial Field. All address MIGHTY MONARCH SHOWS, Anand, Florida, this week. Ed Robinson, wire us.

## FOR SALE—COMPLETE MINSTREL OUTFIT

Almost new, 30 by 60 Fuller Klutz Top and Walls, Stage, Seats and beautiful Front, \$500.00 cash, 150 W. W. Allen-Chalmers Transformer, perfect condition, an 1932 Model Chevrolet truck, complete, \$450.00 cash. Two 185T Stage, Best Ford Trucks, good condition, \$450.00 each cash. One 1937 Ford Ford Truck, with Weather Sound System, \$500.00 cash. Kiddie Rides with Top and Show, \$100.00. All can be seen at Beale, Ga. Address:

C. E. BARFIELD, Piedmont Warehouse, Saxley, Ga.

## W. C. KAUS SHOWS, INC.

Opening in New Bern, N. C., April 14th. Featuring the Six Great Beaufort Free Acts, Want Penny Arcade, American Palmistry, Bowling Alley, Pitch-a-Win, or Hoopla, Cigarette Gallery, Candy Flies, Snake Shows, or any legitimate Concessions. Want Glass House complete Revue, for which we have a beautiful parade float and new top. Top-in-One with or without own outfit. Will take very low percentage. Any Pit or Walk Tilt Show. Would like to hear from ROONEY SMITH. Can use more men for Rides. George Muller is no longer connected with either of the Kaus Shows. Connor Ed, Alton Peggy, who was here last year, write Denver. All communications, please send to W. C. KAUS, MANAGER, 4 DURN ST., NEW BERN, N. C.

## BARKOOT BROS.' SHOWS

WANT FOR SEASON 1941

Mechanical City, Glass House, Monkey Speedway, Monkey Drome, Top-in-One or Pit Show, Vanderbilt Show, Girl Show, Illusion Show, or any other worthwhile Show capable of making money. Can place Merchandise Concessions of all kinds except Corn Game. Also can place Cookhouse and Grab. Can place reliable Ride Help, experienced in driving trucks and carts. Opening here April 12. Address: N. Q. BARKOOT, Gen. Mgr., 463 1/2 4th St., Toledo, Ohio. Phone: Taylor 158.

OPENING COLUMBUS, GA., MARCH 29

Account Misunderstanding Mike Rosen Will Not Be With Us.

Will include Wheels and Coupons to owner of 8 or 9 Rides that can do his own legal adjusting. Ride Help with semi-trailer experience, come on. Place Ball Game, Penny Pitches, Pin Game, String Game, etc. Concession that does not conflict account making change. Place Minstrel Show, salary and per cent. Furnish complete outfit with transportation.

L. Ed Roth, BLUE RIBBON SHOWS, INC.

## WANT ORGANIZED MINSTREL WITH BAND

Have outfit complete. Grind Shows, legitimate Concessions.

## SCOTT EXPO SHOWS

ASHBY & DESOTA, ATLANTA, GA., THIS WEEK.



## PRELL'S WORLD'S FAIR SHOWS, INC.

"A World's Fair At Home"

LAST CALL

Show Playing Winter Quarters March 27. Gala Opening, Fayetteville, N. C., MONDAY, MARCH 31. Sponsored by National Creek War Relief Fund. 60,000 Army Payroll—16,000 Industrial Payroll, with Portsmouth, Va., to Follow. In Heart of Shipbuilding Area.

### WANT

All legitimate Concessions, Ball Games, etc., except Bingo, Lead Gallery, Pop Corn, Ride Help, Show Help—All departments; semi-trailer drivers preferred. Canvas Men—John Vaday wants Long Range Gallery Attendance. Harry Steves wants P. C. Agents. Can book the following Rides: Scooter, Octopus, Rocket or Silver Streak, Caterpillar, Tilt-a-Whirl, and any NEW NOVEL RIDE. Want Man who can handle NEW SPIT FIRE RIDE. F. W. Pauls wants good Arcade Help and Mechanic. CAN USE ONE MORE FREE ACT. Must be high and sensational. Good opening for Pony Ride.

All address S. E. PRELL, Gen. Mgr., Bennettsville, S. C., until March 27; Then Fayetteville, N. C.

## FRED ALLEN SHOWS

68 MILLION  
IN  
DEFENSE ORDERS

Opening Syracuse, N. Y., in the Heart of Defense Orders. Celebrations and Big July 4th Spot To Follow. With Parades, Bands, Fireworks.

Want Sensational Free Acts for Season. Celebration Committee, Call in Touch With Us.

EVERY-  
THING  
BOOMING

Want one more Ride not conflicting with ours. 25%. Want Shows: Fun and Glass House, Motor Drums, or any Show not conflicting with Monkey Circus, Bingo, Cook House, Penny Arcade, Lead Gallery, Popcorn sold. Want Duck Pond, Pitch To Win, Cork Gallery, Hoopis, Custard, Seals, Game Agr. Jewelry, or any light 10c Stock Shows. Will sell X on Ball Games and American Palms. No gyms or wheels, coupons or racket will be tolerated. Want Ride Help that can drive trucks and semis. Have for Sale—3-Car Whip. Can be booked on show. FRED ALLEN, 107 Obent St., Syracuse, N. Y.

## FITZIE BROWN AND "DUTCH" RATCLIFFE WHITESIDE CAN PLACE

Agents for Coupon Stores and Wheels. Fast-stepping, sober Waiters. Griddle Man and Short Order Cook. Max Puznick, contact us. Those having worked for us, answer or come on. Coke Harrison, come on. Whitey Campbell, get in touch. All communications until April 5. 490 N. E. 62d St., Miami, Fla.; then Dothan, Ala. Care West's World's Wonder Shows.

## HAPPYLAND SHOWS, Inc.

OPENING NEAR DETROIT, APRIL 18

CAN PLACE MONKEY CIRCUS, FUN HOUSE AND GLASS HOUSE.

WANT FOR NEWLY FRAMED SIDE SHOW—Two more Freaks that can be featured; salary no object if you can produce. Working Acts of all kinds, including MAGICIAN that pitches and can lecture, also handle inside of show. Working Men. All Side Show People

Address: JOE S. REA, R.F.D. 5, INDIANA, PA.

HAPPYLAND SHOWS, INC., 3632 SEYBURN ST., DETROIT, MICH.

## SHOWS WANTED

Large Snakes (MOSE SMITH, contact us immediately), Animal, Monkey Shows, Trained Chimpanzees, Midgets, Unborn, Fat People, Illusion and other Clean Shows. No Girl Shows. Address

## THE F. E. GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS, O.

WANT . . . WANT . . . WANT

For

## Conklin's All Canadian Sideshow

Opening April 30

ONE OUTSTANDING FREAK TO FEATURE, OSSIFIED MAN. Like to hear from George White, Maurice Pierce, Charles Poeter, also Charles Sealo, EDDIE HAGAN, answer. Can use two good playing Acts; must be outstanding. We play the best in North America. All reply to JACK HALLIGAN, St. Regis Hotel, Chicago, Ill.

## BANTLY'S ALL AMERICAN SHOWS

OPENING DU BOIS, PENNA., APRIL 28TH

Can place Ride Help; several Performer positions open. Can place Concessions: Candy Apples, Hoop-La, Long and Short Range Gallery, High Striker, Novelties, Guess Your Weight, Guess Your Age, American Palms, Crapette Shooting Gallery, Pitch To Win, etc. Can place Girls for Shows, Grand Shows with or without transportation. Will furnish equipment for any Shows of interest. Want to buy—4-Jaw Game privilege. HERMAN BANTLY, REYNOLDSVILLE, PA.

## ENDYS AT SARASOTA

(Continued from page 29)

way visitors and many members of the show were guests of circus officials at their quarters. Among visitors were Slim Bailey, Curtis J. Volare, Walter K. Bibbey, Frank Miller, Robert Work, Mr. and Mrs. Charley Agnew, Mickey Purcell, Joe Redding, George Travers, J. C. Weir, and Mr. and Mrs. Rubin Gruber.

Hip Cat, colored production on the Royal American Shows, joined here for a five-week tour under the direction of Al Caraky and Leon Claxton. President David B. Eady announced that the organization has purchased the Spitfire ride, which had its first Eastern showing at the Miami Mahi Shrine Fair and was then taken to the Florida State Fair, Tampa. Eady said the ride had recorded good results at all stands played thus far. New cars were delivered to Treasurer Ralph N. Eady and Manager Louis Rice recently, and Mickey Mauson took delivery on a new trailer. Shows are providing booths and amusements at six different Miami Beach clubs and also had six ride units at the successful Hollywood (Fla.) Fiesta. Shows' unit at the Homestead (Fla.) Fair also chalked good business.

A highlight of the local stand was the party tendered Mrs. Amelia Korbin in celebration of her becoming a naturalized American citizen. Williams Tucker did a good job of laying out the grounds here.

## PCSA DAY AT SHOW

(Continued from page 29)

and Carl Dennis, Nick Whale, Pat O'Brien, and Tommy Eskew.

At 3:30 p.m. guests were assembled in front of the Fly-o-Planes on the midway for a group photo, after which all took in the various attractions free. As conclusion a rising vote of thanks was tendered the hosts.

## WANTED

Colored Performers, also Musicians.  
Flash and Girls.

Salary here. Best accommodations.  
Billy Cornell, stage manager.  
Write

R. F. JUDY

World of Mirch Shows, Richmond, Va.

## T. J. TIDWELL SHOWS

CAN PLACE

INDEPENDENT SHOWS that do not conflict, with or without own outfits. HAVE ALL RIDES AND CONCESSIONS WE NEED. CAN USE SHOWS ONLY FOR SURE MONEY-GETTING ROUTE. Long Season. First Celebration Next Week. Address:

T. J. TIDWELL, Mgr., Odessa, Tex., this week

## G. T. FITZPATRICK SHOW

HERBERT WIGGINS, Agent

X on three Rides, Cook, Young Arcade, Long Range Gallery, Apples, Peanut Custard, Hot Wheel, Crapette Shooting Gallery. We play Va., N. C., and Fla. Address:

FIRE DEPARTMENT, North Charleston, S. C.

## Mid-Way of Myrth Shows

HAVE OPENING For Cash Shows, Cook-House, Stock Concessions, Apples for Ball Games and Snuggler. High Striker with own outfit. Show News April 19th. Write or visit Caryville, Missouri. Ride Help, come to winter-quarters.

BARLOW'S BIG CITY SHOWS Open

Apr. 16  
playing Industrial Cities and Street Fair, Will sell 25c on Penny Party, Patches, Crapettes, Palms, Hoop-La, Long Range, Custard, Hoops, No spin, Crapette open for Hoops, Hoops, Atlantic City Shows, West Hill, Foreman on all Rides on parades. Family Free Act, also useful Carnival People. Address:

329 N. 2nd St., East St. Louis, Ill.

## LAWRENCE GREATER SHOWS, INC.

OPENING APRIL 7, CHARLOTTE, N. C.

FOLLOWED BY RALEIGH, N. C.

WANT

WANT

WANT

Shows—Due to sickness want capable people for newly framed Monkey Show with or without Monkeys. Captain Smith, writes. Have complete outfit for Monster Show, Motor-drome, Class or Fun House, Penny Arcade. Girls for Posing and Dope Shows (officium paid), also Fat Girl (office show). Art Converse wants one more featured freak, Jimmie Smith wants Girl Dancers and Musicians for Plant Show. Ride Help and Canvas Men. Foreman for Ride-O, Chair Plane, Kiddie Rides. Must drive semis. Motor Mechanic and Front Builder. All season's work. Concessions—All Wheels, Grind Stores, Diggers, Palmistry and Custard open. Cook House, Bingo, Pop Corn sold. All people contacted answer this ad.

LAWRENCE GREATER SHOWS, WINTER QUARTERS, CHESTER, S. C.

WILL MOVE TO CHARLOTTE APRIL 3.

## COLEMAN BROS.' SHOWS

OPENING APRIL 17

Want Grind Stores, New or Novelty Shows with or without own outfit. Ride Help, drive semis. Long season. Acts for Sideshow wanted, also Lecturer for same. Have Solo Fun House for sale, cheap. Following Fairs booked: Norwich, Middletown, Attomant and Schaghticoke, N. Y.; Greenfield and Great Saratoga, Mass.; Farmington, Maine; Stafford Springs, Conn. Others pending. THOS. J. COLEMAN, 508 Main St., Middletown, Conn.

## GRUBERG WORLD FAMOUS SHOWS, Inc.

Playing 14 Outstanding Fairs. Show Opens April 12th, Salem, N. J.  
Want sober, reliable Ride Men. Foreman, 2nd and 3rd Men for Merry-Go-Round, Twin Wheels, 3-Car Whip, Chain-Plane and Skelter. Will pay Foreman \$20 per week, 100 cents and \$40 per week for 2nd and 3rd Men. \$20 per week for 2nd and 3rd Men. Foreman must be mechanic on his ride. Wants Wagoning in all departments, including Shoe Compters and Motor Mechanic. Also want SCENIC ARTIST who knows how to do modernistic painting. Will seek Octopus, Roll-o-Plane, Tilt-a-Whirl, Motor Show or any other Ride not conflicting with what we have. Will sell an, on Long Range Gallery, Diggers, Palmistry or any other legitimate Concessions. Want Monkey Trainer who can get results, also Talker for well-framed Monkey Show. Winter quarters now open in Bridgeton, N. J., at Corlies' Corner and Denton Road. Write MAX GRUBERG, BRIDGETON, N. J.

## WANTED COLORED MUSICIANS AND PERFORMERS

Cornet, Trombone, and what have you? State your instrument and what you can do. Birth, beard, salary here. If you have written, write again.

Address: LEON CLAXTON,

Care ROYAL AMERICAN SHOWS, TAMPA, FLA.

## LATLIP SHOWS

OPENS APRIL 16TH on Reynolds St., Show Season for Ten Days. Night in the Heart of the City, Charleston, W. Va.

Want for long season, including a nice lot of Fall Fairs. Want Good House, will guarantee privilege with good trucks. Also Bingo and all other legitimate Concessions that will work for ten cents and get hot stock. Will furnish Spring-Care Truck outfit for good Mid. City Shows. Will also book shows for 2000 feet of Grand Cable or No. 4 Wire. COMPLETE. ALL READY TO HOOK UP. THESE TRANSFORMERS ARE IN A RED 1 1/2 TON TRUCK, fully equipped for show use. \$15 BARGAIN FOR QUICK SALE. I want to buy 2000 feet of Grand Cable or No. 4 Wire.

Address: CAPTAIN DAVID LATLIP, 209 ELM ST., CHARLESTON, W. VA.



# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

Winter Quarters,  
Flushing, N. Y.  
Week ended March 22, 1941.

Dear Editor:  
Now that we have passed the spring deadline, things are beginning to lull in winter quarters. The bosses decided to paint the show from end to end and to start painting the front end first. Then, should the concessionaires have any paint left, the work will be carried towards the back end. How far back we will get will depend on how much paint is left. With the show's color scheme set as a-la-run-boots, the paint department had to be smartened up to be able to know in both English and pig-Latin the hues wanted.

The first order given the paint crew was, "Skills tint the side poles." The order was quickly interpreted as, "Make 'em all red." The stick who painted wagon No. 29 used green paint and was paid off with a coupon Saturday night. When asked what color had been decided upon for showfronts, orders were given to use "five free chips and an intermediate." By then our painters were smart enough to use blue and to trim with white. The office wagon was taken off the red and put on the black. We have yet to learn whether the books will follow the same color scheme.

With the opening date drawing nearer, it was considered high time that all differences were straightened out. A meeting of department heads was called to settle for all time who was who and what was what. The press department agreed not to worry about the way the lot was to be laid out, and the lot man agreed not to worry about the press. Agent Lem Trucklow said he would quit finding fault with the assistant manager's work, which would give him time to slay away from the show and do some booking. The show's secretary agreed to keep his nose closer to his books and not to worry about the manager's affairs. Then all concerned agreed to forget all petty grievances and to let their former nose troubles be bygones and, should anything of the nature arise again, to have it settled among their wives over bridge tables. What we still need is a meeting of staff members' wives and have

them agree not to try to run their husbands' jobs from the upper berths of the staff-car staircases.  
Next in line was the straightening out of all legal matters. The help had attached the ride and show operators for back meal tickets. Then the cookhouse had garnished the help's back meal tickets for unpaid meal bills. The office had then attached the cookhouse for back privilege. There being no fair secretaries present to attach the office for unpaid footage, all concerned agreed that the whole procedure was incomplete, dropped the stils, and called it a draw. This wiped the slate clean and everyone can start all over again.

It won't be long now. Will probably open next week. A sure sign of opening time with us isn't always a bluebird, but when we see them shaving the pin-heads' heads and clipping the Hookey Round mules, then opening day is just around the corner.

MAJOR PRIVILEGE.

### ST. LOUIS CLUB DANCE

(Continued from page 29)  
J. J. Stuart & Sons, Acme Premium Supply Corporation, Standard Chevrolet Company, Globe Popper Company, Fisher Body Company, B. & N. Sales Company, Grimm & Corly, Illinois Plastic Company, St. Louis Art Statuary Company, International Congress of Oddities, Johnny J. Jones Exposition, Al Baysinger, Greater Exposition, Sol's Liberty, Burrell & Rust, Dee Lang, Pearson and Gold Medal shows, and The Billboard.

Then W. Allen was the general chairman assisted by these committees: Arrangements, Charles T. Goss, chairman; George Davis, Lee Sullivan, and E. C. Campbell, Reception, Floyd Hease, chairman; Mrs. Floyd Hease, Mrs. Anna Jane Pearson, Mrs. Preuche Deane, Mrs. Sam Solomon, Francis Deane, and Pat Purrell, Floor, Herman Knox, chairman; Mrs. Viola Blake, Mrs. A. C. Guillard, Mrs. Mildred Laird, Mrs. Mabel Pierson, Mrs. M. Dawson, and Al Baysinger.  
Door, Arthur C. Guillard, chairman; Mrs. Grace Goss, Mrs. Gertrude Lang, Esther Tracy, Leo Lang, and Don Leonard, Tickets, Leo Lang, chairman; Mrs. Nellie Allen, Mrs. Daisy Davis, Don Leonard, and J. Crawford Francis; Mrs. Irene Burke, and Elma Obermark, Music, Francis L. Deane, chairman; Powell Leonard, and Harry Moore, Decorations, Kenneth Blake, chairman; Charles T. Goss, Daniel Meggs, and Tom Sharkey, Publicity, Frank B. Joeling, chairman; Elmer Brown, and Sunny Bennett, Advertising, Eddy Cobb, chairman; John K. Maher and Pete Ruet, Refreshments, Harry Coulson, chairman; H. J. Rankin and John Francis.

### MRS. HAMID HONORED

(Continued from page 29)  
Iowered by tribute from President Midge Cohen, who presented Sister Hamid with an orchid corsage. Congratulatory communications were sent by the NSA; Anita Goide, former auxiliary secretary; Mack Goldberg, British Denmark, Midge Bloch, Myrtle Hamburg, Flora Elk, and George Hamid. A basket of flowers was sent by Sister Molly Spitz, and Roseff's supplied a two-tiered cake inscribed to "Our Guiding Star." Sister Hamid was given a cowhide suitcase, a gift of the auxiliary, accompanied by a card autographed by all in attendance. This was followed by numerous individual toasts.

Vice-President Edna Laurens supplied the hair decorations, with Irene Greene and Ethel Gross responsible for seating arrangements. Among those present were Vice-President Margaret McKee, Treasurer Ida Harris, Assistant Treasurer Peggy Helts, Recording Secretary Magnolia Hamid, Chaplain Helene Rothstein, Helene Emma Pink, Sisters Rose Lang, Sherry Moyer, Lydia Nahl, Marcia Hughes, Loretta Raab, Anna Lager, Sophia Piementel, Bella Brang, Lillian Tobias, Bettie Feldberg, Bea Cohen, Molly Rosenthal, Julia Taffet, Anna Halpin, Dode Allen, Frances Fournier, Dolly McCormick, Dolly Udovitch, Moe Schoenmaker, Gene Winsor, Jeanne Grey, Anna Brenner, Rose Rosen, Agnes Morris, Ethel Weinberg, Roy Sisters, Rose Weinberg, Mrs. Sam Taffet, Kate Benet, Frances Carr, Ida Roseff, Marie Bea, Ruth Robbins, Grace Dennison, and Frances Carr.

# New ELECTRIC CORN POPPER



Make up to \$5 to \$50 daily earnings!

Lowest Priced Electric Popper on the Market

Get in the popcorn business and Make Real Money

Where can you make more money than in selling popcorn? Popcorn is a sure thing and it's almost all year round. Popcorn sells two ways in any carnival. And here's the opportunity of your life to get in it.

30 DAY FREE OFFER!

If your order reaches us within 30 days with \$10 down, we must return \$20.00, C. O. D. we will send popcorn to your location at \$20.00. FREE enough popcorn will keep you \$20.00 worth of cash. You customer pay for your popcorn. Ask yours.

GET STARTED NOW.

SALESMEN Send for Money-Making Plan

DOES WORK OF \$300 MACHINE! TURNS OUT 100 BAGS AN HOUR.

POPS A BATCH IN 3 MINUTES—WET OR DRY. Bunching is one thing you will like about the EXCEL. To trick mechanical whippers. Comes complete with cool and plug ready to connect. Flip the switch and in 3 minutes you're in the nuts and assembly. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Features six convenient features. The brilliantly lit case and visible corn popping from the screen cover attracts the crowd.

FULLY GUARANTEED.

Among the 21 features—beautiful enameled double plate glass case, arranged in glassing nickel and polished aluminum electric heated and beautifully decorated with scroll-worked transparencies. Designed small space. 14 1/2" high. Weight 25 lbs. Electric popper. Case has screen, only \$4.95 extra, and holds in 5 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.

ALSO BARGAINS IN RESULT MACHINES.

EXCEL MFG. CORP.

Dept. B-241 Muncie, Indiana

### "THE RIDE WITH THE TOP MONEY RECORD"



### SILVER STREAK

The Greatest Repeat Ride on the Midway—from seven to seventy they all ride and ride—It's the Automatic Banking permitting high sustained speed on rubber tires that brings them back over and over again—an Ultra Modern Capacity Ride—Investigate and you'll invest.

Write Today for Particulars.

Portable Stages - Rides-O - Auto Speedway - Carousels - Light Towers - Aerial Jay Ride - Hi-De-Ho Fun Houses - Dodgem and Skyoter Bligs. SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y. World's Largest Builder of Amusement Devices

### SNOW CONE FLAVORS

Write for our new price list on Snow Cone, Candy Floss and Candy Apple Supplies. You'll get better supplies for less money. Ask for details about our special deal on a Brand New Echols Ice Shaver.

### GOLD MEDAL PRODUCTS COMPANY

123 E. PEARL STREET, CINCINNATI, OHIO

### ROLL TICKETS

Printed to Your Order 100,000 for Cheapest GOOD TICKET on the Market. Dept. B \$17.50 10,000 ... \$8.00 20,000 ... 7.50 30,000 ... 7.00 Cash With Order—No C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

### SUNSET AMUSEMENT COMPANY

OPENING APRIL 27TH AT SEDALIA, MISSOURI. 10 Days, 2 Saturdays, 2 Sundays, at Broadway and State Fair Blvd. WANT SHOWS: Party for GEEK SHOW. Have several new open RIDES: Will book OCTOPUS or WHIP, Midget Cars or Bikes open. HELP! Get our FIVE-MINUTE Formula, most sure book. BANNER MARK! Real appearance, must have car. CONCESSIONS: Real Games, Gum Game, Cotton Candy, Custard. All people holding contracts, please acknowledge 1015 at 701 N. MAIN STREET, EXCELSIOR SPRINGS, MO.

### RAY MARSH BRYDON WANTS

To hear from Miller, formerly usher on Cole Bros. Circus. Can place Novelty Acts and strong Freaks at all times. All reply to me on the one and only INTERNATIONAL COMPLEX OF CONVENTS, now playing our 4th big week of 219 E. Wash. St., Indianapolis, Ind. By the way—where are all those "Store Shows" that opened or were to open last fall?

### Greater Exposition Shows WANT

CONCESSIONS WORKING FOR 10c. WHEEL AND GRIND STORE AGENTS. GOOD OPENING FOR ARCADE. RIDE HELP AND USEFUL SHOWMEN. "Army's Largest Construction Camp." Weekly Pay-Roll. ALL ADDRESS: WAYNESVILLE, MO.

### CONCESSIONS WANTED

PROVE MACHINE LUNCH STAND, OTHER CONCESSIONS. WANT 5 PERCENT WEEKLY. OFFERED. Mr. Warren. OLIVER AMUSEMENT CO. 1417 Gaither St., ST. LOUIS, MO.

### GOLDEN BELT SHOWS

Want Special Agents with car at noon, must book. Also one special Show and Concessions at all kind. Phone, Lead Office, Post Joint, Bad Game open with X. Address: 104 West 10th Street, Ark. Post Book, Beatty, Ark.

### ALL AMERICAN SHOWS

Can place Hill Billy Show, Colored Performers, Athletic Show, clean Concessions; also experienced Ride Help. Opening April 27th, Temple, Okla. Address: NIP BUTTS.





## Another Season in the Making . . .

**N**O RECENT year of show business has had such a bright outlook as the one we are in now . . . 1941! To touch upon the trends and events that make this outlook more than a mere dream would require more than this single page. It is an accepted reality, proved by what has already taken place. It is enough to state simply that with the improved business conditions in all parts of the country and in every line of endeavor, every branch and division of show business will feel the "uplift" effects. The more plentiful flow of money will definitely find its way into ticket boxes and the pockets of those engaged in this widespread business.

Many important facts, figures and reports will appear in the Spring Special issue of *The Billboard*. Every item, along with the lists and special features such as "What's New For 1941!" will provide readers with an immense amount of information, enabling them to get the most out of the coming season. Make sure you get a copy.

Advertising in the Spring Special is certain to produce a high rate of returns. Increased distribution (almost double the amount of a regular issue) assures complete coverage of all buying prospects. Extra editorial content guarantees greater and longer lasting reader attention. Mail your copy today—last forms go to press April 5.

. . . Prospects and  
Possibilities Analyzed in the

# SPRING SPECIAL



**THE BILLBOARD PUBLISHING CO.**  
25-27 OPERA PLACE    Phones MAin 5306-7    CINCINNATI, O.



Kan. home soon for show's quarters in St. Joseph, Mo.

ANYONE knowing whereabouts of Joseph Sherman, concessionaire, is asked to have him contact his wife, Mary Sherman, at her home, 272 Carroll Street, N. W., Washington, D. C., immediately, as she recently suffered two paralytic strokes and is unable to walk or talk.

FORMERLY with O. J. Beach Shows, Peggy Bainschett recently jumped from Daytona, Fla. where she spent the winter with Prof. C. Miller's Magic Show, to Pensacola, Fla., to visit with her sister. While en route people also visited friends in Jacksonville, Fla.

CAN press agents who are now writing, "We will invade new territory," be classed as propagandists for a midway war?

CONTRARY to reports, B. H. Wade Park Attractions will be on the road again in 1941. Harry J. Deiderich reports from Youngstown, O. He says that the several Pennsylvania and Ohio street fairs contracted before the death of B. H. Wade will be played, with Mrs. Wade directing the organization.

J. F. SPARKS SHOWS have been awarded contracts for Monthly County Fair, Maryville, Tenn.; Walker County Fair, Jasper, Ala.; Cullman County Fair, Cullman, Ala.; Marshall County Fair, Guatemville, Ala.; and Albertville (Ala.) Fair, James H. Timmons reports from North Birmingham, Ala.

MR. AND MRS. RAY WHEELER tell from North Little Rock, Ark., that they recently enjoyed a visit from Mr. and Mrs. J. W. Byers at their trailer home there. Other visitors were Mr. and Mrs. T. A. Fuzell, Mr. and Mrs. Buster Ellis, Mr. and Mrs. Roy Cook, and Dad Wilson.

WHEN business is good the sticks and timber have a good time cutting up lumber. My! My! What a language!—Annie Fay.

HAVING wintered in Baton Rouge, La., Mr. and Mrs. Charles A. Bonfanti advise they will not return to the road this season. He is employed by a printing concern, while Mrs. Bonfanti (Virginia Allen) is waitress at a cafe in Baton Rouge. She was formerly with Gold Medal Shows.

BEFORE leaving for Jackson, Tenn., to join Wallace Bros.' Shows, Mr. and Mrs. Walter B. Fox entertained several members of Buckeye State Shows' personnel in their Mobile, Ala., apartment. Guests included Mr. and Mrs. O. P. Litz, Mr. and Mrs. Newell Taylor, Mr. and Mrs. Charles Harvey, Jack L. Oliver, Harry Kimmel, and Manager Joe Gallier.

PLAN to leave here about the middle of April for Jacksonville, Fla., to open with Dodson's World's Fair Shows. Homer R. Sharr (Roberta Roberts) people from Miami. "New revolving stage is complete and has been shipped to quarters. Ray Cramer, side-show manager, left here recently to get his attraction in shape.

TO BE able to speak correct English when making an opening is very desirable, providing you don't speak too much of it.

"PLENTY of activity prevails in quarters here as shows make ready for an early opening," pens Viola Shirkey of Paradise Shows, from Pocomt City, Ark. "Mr. and Mrs. H. L. Grimm arrived with their own game from Oklahoma. Mr. and Mrs. Bill Dyer visited Mr. and Mrs. Miller here. Mr. and Mrs. Murchison, Memphis, visited her mother, Mrs. Mildred Miller."

"JUST saw Robbie and Bernice Briggs leaving for Hugo, Okla., to rejoin J. J. Colley Shows," letters Lavada Clark from Andover, Okla. "Pannice Brice and Bill Wymore are employed by a local bottling company and are awaiting the opening call. Point Dutton, who is winding up a billposting job, and I worked same



CORP. M. A. SOBSE, drum corps operator and former drummer with several concert bands, is now with the 190th Field Artillery Band (formerly the 105th Cavalry Band, Pennsylvania National Guard) at Camp Shelby, Miss. Sobse, who was inducted into the army on January 13, was a drummer with Bill Holt's Hawaiian Band on Rubin & Cherry Exposition in 1933 and was with Holt's combo on Johnny J. Jones Exposition in 1933. In 1935 he played drums with the John Fingerhut Band on Rubin & Cherry Exposition. Sobse promoted firemen's celebrations in Central Pennsylvania for a number of years.

time at army camps the last three months to good results."

MANY a well midway idea has been killed because the man who ranks a notch higher than the thinker did not think of it first.

HAVING accepted the electrician's job on Great Lakes Exposition Shows, L. T. (Leo) Hart is in quarters in Florence, Ala., installing a new transformer on the show's transformer truck and rewiring all show fronts. He says the management is building six new light towers and placing four new floodlights on each. Hart had been off the road for a number of years before joining the Great Lakes combo.

AFTER two seasons as general agent of W. G. Wade Shows, Doc J. A. Burns is now in his sixth week in the same capacity with O. A. Hartberg's Keystone Modern Shows. Burns has about completed bookings on the spring route, which will take the shows into larger towns than previously played. He says the combo will carry about 10 rides, 2 shows, and 25 concessions, and will open on a downtown location in Valdosta, Ga.

JUST heard about a fair secretary who gave a carnival manager the sack, but he kept the presents that came in it.—Oscar the Ham.

WINTERING in St. Louis Park, Minn., where they are building a kiddie ride which they have booked on Stanley Warwick's Olympic Exposition Shows, are Mr. and Mrs. Walter (Wally) Thompson. They also have booked penny pitch with Warwick, who has several connections with Bremer Tri-State Shows, with whom he had been associated for the last 10 years. Thompson adds that showfolk wintering near his home are looking forward to a successful tour.

DONALD PLOVER was host at a surprise birthday party honoring Bobby Kork recently in the Ballyboon Club, Brooklyn, in celebration of Kork's 40th anniversary. On the entertainment program were Betty and Anns Kork and Nadja, Elar Bourgeois was emcee and a special footshow was presented. Frankie Williams' Midnight Ramblers provided music, and friends of Kork from Philadelphia, Washington, and Baltimore attended.

ASKED why he started the fight, a talker replied, "The champ invited me at the job working in the coach blowoff."—Side-Show Sal.

JOHN F. (JACK) PENKELON letters from Camp Robinson, Little Rock, Ark.: "Visited fair park recently and saw Max Goodman, Grant Chandler, and Ted Cope, of Goodman Wonder Shows. Max is making plans to have an outstanding show this season. The boys are plenty busy and, aided by good weather, have

been able to turn out much work. I will conclude my duties at the camp here and take a few weeks' vacation until the shows open. Plan a trip to Fort Worth, Tex., to visit my sisters."

NOTES from Claude's Amusements from Granite City, Ill., quarters by S. M. Jarvis: Bides are in good shape and have been repaired. Owner Claude Shipley arrived recently with a new sound car, transformer wagon, and two semis. Shows plan to open in Granite City, Ill., and play Illinois and Wisconsin. Quarters crew totals seven. Wayne Cahill is ride superintendent, Frankie Brown is secretary, and J. M. Arpur is advance man. Bides are Merry-Go-Round, Ferris Wheel, Octopus, and Rolloplane.

SOME showmen's claims as to what they are going to do to their competitors sound very much like a child whistling in the dark.—Cassin Peleg.

ROGERS GREATER SHOWS' headquarters, Tenn., quarters noted by Harry Lee: Good weather here has aided outdoor work and finishing touches are being applied to equipment. General Manager H. V. (Bill) Rogers, who has been on the sick list, is taking a rest. Monkey Speedway will be ready for the opening. Paint department, under direction of Mac McKenzie, has been doing a good job and shows will be repaired from front to back. Boss Carpenter Joe Walker and crew are keeping a few steps ahead of the painters.

NOTES from J. T. Hutchens' Modern Museum by an official of the unit: Maurice, certified man, was stricken ill while the show was playing Corpus Christi, Tex., but he's improving and will rejoin the unit soon. Baby Lee also has been suffering from an injured leg. Conert Hutchens reports that business has been good despite some rain and bad weather. Esther Lender is being managed by Slim Beckman, and Maurice is managed by Bill Farley. Both are super attractions. Hutchens recently ordered a new side wall.

GRAB joint eavesdropping: Bazaar Banner Man—"Yes, I did write the former G. A. & passing letter, but I'm still the best banner salesman in the country." Griddle Man—"Then why don't you go out and prove it?"

HARRY J. DEIDERICH, general representative of R. H. Wade Park Attractions, comes thru with the following tribute to the late B. H. Wade, who passed away in Burtis, Fla., on March 3. "Wade will be greatly missed by all who knew him. Altho blind, he was an ardent fisherman and we spent many hours together in our work and attempting to land members of the funny tribe. All I can say is, so long old pal. If I had a wish, could I wish for more than to have you

greet me when I come to that other shore."

"AFTER wintering in Hot Springs, Ark., Mrs. Marr and I returned here to get our concessions ready for the road," Roy G. Marr letters from Kansas City, Mo. "While en route, we stopped off at Camp Leonard Wood and visited Mr. and Mrs. Jay Burton, cookhouse operators with the Fairy & Little Shows last season and now located at Tent City. They are doing well. We also called on Mr. (See MIDWAY COMPAS on page 32)

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I wish to publicly thank O. N. CRAFTS for giving me free reign in using my ideas to make his midway the most modern and beautiful in the Show World. N. C. LANDAKER, Artist & Designer, Temporary address: 7283 Bellaire Avenue, North Hollywood, California.

### Toughest Break

TWO RIDE BOYS, both of draft age, had put in a bad winter, going from pillar to post, and were on their way to an opening spot. Said one, "Wouldn't it be hell to be drafted now, just when the show is ready to open?" "Hell!" granted the other, "It would be still worse to be called just before the first fair after living on brass all season?"

# Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, March 22.—Brother Lew Keller presided at the March 14 meeting. With him at the table were Treasurer William Carsky, Secretary Joe Streiblich, and Past President C. K. Fisher. Membership application of Jack Weiner was presented and will be up for ballot at the next meeting. Brother Curtis Volare is out of the hospital. Jack Lydeck is improving slowly and Harold Dahore is still in the hospital. Brother Leo Sloan's final report on Spring Party showed a profit of over \$1,000 and cited the good work of Jack Stein, L. S. White, G. L. (Mike) Wright, Walter P. Driver, Nat S. Green, and George Terry. Brother Al Rosman is starting his campaign for bids in the Outdoor Amusement World Directory. Trophies are being awarded by President Frank R. Conklin and a plaque by the League. Vice-President Harry W. Hennes and A. L. Rosman also are awarding prizes.

Dr. J. M. Dugas, Jack Stein, and Maurice R. Frank attended their first meetings and acknowledged introductions. Larry Benner and Bill Stevens are back in town and visited, and Brother S. T. Jessop was in his usual spot. Sad news of the death of George Rich was received. Action was taken to elect Willis Shore to honorary membership in appreciation of his response to the many calls from the League for his services. A gold card was presented to him for the League by Leo Sloan.

Brother M. J. Doolan presented the Showmen's Home fund with a check for \$1,313, profits from the bingo held in Hotel Sherman on March 15. Reports to the effect that Dr. Max Thorek, of the American Hospital, was in an accident are erroneous. Russell Thorn was Leo Sloan's guest at the rooms. John Alexander Follett returned from the West Coast and visited the clubrooms. Sam Menchin returned from New York. Toby Wells is a regular at the rooms and Don Elliott stopped over en route home from Hot Springs, Ark. Dave Picard left for

Canada, and George W. Johnson was among callers at the rooms.

Regular visitors to the rooms include Sam Bloom, M. J. Doolan, Walter Hilde, Dave Picard, Al Rosman, Lou Leonard, Fred Kennedy, William Young, Jack Fritchard, Maurice Hanauer, Julius Wagner, J. C. McCarty, Jack Benjamin, John Lorman, Zebbie Fisher, Al Kaufman, Andy Markham, Lew Keller, William Carsky, John O'Shea, Bob Revolt, Leo Harrington, Max Hirsch, Rudolph Singer, Al Sweeney, John Lempert, Charles H. Hall, Leo Sloan, Max Brantman, Cyril W. Harris, Nat S. Green, Lou Berger, Frank Brown, Peter Pineda, Dave Tompkins, Jack Hawthorne, Max Brantman, Dave Golden, James Campbell, R. A. Lehter, LARRY O'Keefe, Walter P. Driver, Sid Louis, and Mel Smith.

## Ladies' Auxiliary

Auxiliary held its regular meeting on March 14 in the Sherman Hotel, with President Mrs. Joseph L. Streiblich presiding. Seated on the rostrum with her were First Vice-President Mrs. William Carsky, Third Vice-President Mrs. Bert Clinton, Secretary Mrs. Janette Wall, and Treasurer Mrs. Lew Keller. Sisters Rose Page and Lucille Hirsch are recuperating at home after being released from American Hospital. Members regretted to learn that Mrs. Charles Driver is seriously ill at her home.

Applications for membership for Alice Barth and Esther Mae Weiner were received and a ballot for two weeks. Marge Kelly and Margaret Anne Kemp were elected to membership. A beautiful plant was received from Brother E. Courtemanche. Nan Rankine lettered greetings from Miami. Attending the meetings were Julia Jansley, Anne Doolan, Anne Eleyator, Anne Young, Edna O'Shea, Frances Barth, Mabel Wright, Bessie Simon, Elaine Miller, Leah M. Brumleve, Ida Chase, Mattie Crosby, Louise Robb, Pearl McGlynn, Clara Barker, Blanche Laito, Marie Brown, Mrs. Edward Hook, and Mrs. D. Hoffman. The Dyer Night will be held on April 4, with Mrs. Lew Keller as hostess.

# Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

## Cetlin & Wilson

**PETERSBURG, Va., March 22.**—Work has started in all departments in preparation for the new season and many new features have been added to the midway. Owners I. Cetlin and John W. Wilson, after a talent and booking tour, announce a greater variety of entertainment will be presented. Charles Cohen's new Moon Rocket ride has been added, and Bud Cross will present his new Spitfire, Outopoda, and Twin Belloppian rides. Cetlin and Wilson also announced the purchase of a new streamlined Caterpillar from Spillman Engineering Corporation. Official opening has been set for early April in this area. Mrs. Cetlin and Mrs. Wilson are readying new wardrobe for their Paradise Song and Dance Revue, with Lucille (Moon) Lee as wardrobe mistress. Bobby LaMarr, novelty act, has been signed for the revue, as has Princess Mizzi. Arthur Parent has been re-engaged as musical director. Van Ault's Penny Arcade will feature a new front with indirect lighting and 84 new machines. The Van Aults, Porter, and Adams, and Burr are here now. Fred Utter, chief electrician, who is working at Fort Bragg, Fayetteville, N. C., this winter, reports his wife, Tobie, is greatly improved from a serious illness. Woodrow Olson, talker on Carl Leuther's Side Show, is making arrangements for a minor naval operation to be performed in Washington, D. C. Miss America Show is being prepared by Mrs. Cetlin and Mrs. Wilson. Among those at quarters are Lucille (Moon) Lee, Frank Masack, Hugh Gregory, Heavy Harris, Mr. and Mrs. Curly Blizard, Charlie Penstock, and Clarence Lindebeck. Noel Hunter, trainmaster, having completed his work at Camp Lee, is visiting friends in Philadelphia. **RAYMOND D. MURRAY.**

their own Diesel light plants this season. The six 60 K. V. A. plants will be mounted on three all-steel wagons, now under construction. Each wagon will have an 80-foot portable light tower mounted on it. These towers will augment the five which have been on the shows for several years. Charles A. Clark, musical director, is lining up his concert band staff. Mr. and Mrs. Dudley Lewis (Ollie Hager), who have the Motorrome, arrived last week, and Dudley and his assistant have started work on the drome. Mr. and Mrs. Billy Overhill, free act, spent the winter here. Curtis L. Beckus, general representative, is on a booking trip and has sent in several promising contracts. Shows will play several Eastern cities this season, the first time for them in that territory. Charles Taylor, who has his Bronze Skin Mantikins booked, reports he is still playing theaters to good business. Capt. Dan and Mrs. Cherry are here and he will present his high dive as one of the free acts. Executive staff remains about the same as last season and includes M. G. Dodson, general manager; Harold G. Inglish, assistant manager and in charge of office; Johnnie Hoffman, concession manager; Carl Hanson, secretary; Tom Evans, trainmaster and general superintendent;



**WALTER HALE**, well-known carnival showman and press agent, whose appointment to the helm of the publicly department for the show's season's still dates. *Glass A Canadian fair and Toronto exhibition has been announced by J. W. (Puffy) Conklin, head of the Conklin Shows, who will produce and direct Proleland at the fine major exhibitions in the Prairie Provinces and Proleland at the Canadian National Exhibition, Toronto. Hale is in Chicago casting for an original show which he will produce and manage in conjunction with his other duties at Toronto. He resigned a similar post with Dennis Bros. Shows at close of the 1939 season when they were merged with the Amusement Corporation of America. He will take up his new duties in mid-April in Hamilton, Ont.*

Carlisle Johnson, designer; F. C. Lyle and Allen Bryant, painters; Lee Falconer, electrician; Henry (Pat) McCauley, master mechanic; Charles A. Clark, musical director; Dewitt Hudson, sound equipment; H. B. Brown, tickets; and Jack E. Smith, publicity. **CARL HANSON.**

## Johnny J. Jones

**DE LAND, Fla., March 22.**—Activity the last few weeks in quarters is evidencing itself as the shows take the shape of a complete organization. New arrivals continue to hit quarters daily. Doc Hartwick has about completed the framing of his House of Horrors and Snake Show. Clifford Scott will have the Illusion Show again and he and crew have modernized and added new bumpers to the offering. Robert Wicks, artist, and assistant, Frank Sikorsky, have the buildings almost filled with new show fronts. Director General E. Lawrence Phillips has been here directing activity for some time. Rye H. King, auditor, returned to duty after being called to his home in Savannah,

Ga., because of the illness of Mrs. King. Mr. and Mrs. William Koyls have their Capillary ready, and Fred Cox, foreman of R. H. Massey's Scooter, has been making valuable additions to the roster. Morris Lipaky and Buddy Paddock, operators of the Lipaky & Paddock Concession Company, returned after working their concessions at two midwinter Florida fairs. Johnny J. Jones Jr., has enrolled in Stetson University here for a special post-graduate course that will keep him in Florida until the middle of the summer. Mrs. Johnny Jones continues to play host to the many fair and show personalities visiting quarters. Latest creation of Superintendent Bert Miller's crew and Chief Artist Robert Wicks is the new white enamel, neonized front for Clyde Beatty's attraction. Beatty's equipment will arrive next week and will be loaded on the show's four new trailers for the opening run. Representative Gus Quinn spent a week here in conference with owners. Phillips Show's property will leave here April 8 for Savannah, Ga., where opening will be held April 12. Jack Dedward is in Savannah handling the show's publicity there. **RALPH LOCKETT.**

## Lawrence Greter

**CHESTER, S. C., March 22.**—Work in local quarters was thrown into high gear with the arrival of General Manager Sam Lawrence. Accompanied by Mrs. Lawrence, he had been away visiting the Florida State Fair, Tampa, as well as various other Southern events. Manager Lawrence purchased a streamlined miniature train and the new ride will be delivered next week. Official opening has been set for early April. A crew of 30 is completing miscellaneous new repairs, building a new front entrance, repainting and painting eight rides, and reconditioning the trucks and semis. Mrs. Lawrence, who was seriously ill last season, has recovered and is taking an active interest in directing quarters work. Her mother, Mrs. Mary Weber, also is here. A new side show is to be built and it will be managed by Art Converse. Bert Moosberger, general agent, reports success in his current booking tour in the North. Billy Brewer, Richmond, Va., will be assistant manager, and Joe Mannheim has signed as special agent. Jack Champion Jr. is the scenic artist and Louis Gresh and Bob Young are directing the building and electrical departments. Howard Conway is preparing to start his fourth consecutive season as billposter, and Kid Lightning has begun his sixth season as handman. Recent visitors included A. T. Dix, Mr. Ross Hamid, George Hamid Jr., and Gene Hamid. **BILL SWYDER.**

## Wallace Bros.

**JACKSON, Tenn., March 22.**—Glenn Osborne arrived from Memphis, Tenn., to assume his new duties as business manager. Osborne, with Edm Cunningham, will operate six concessions. Frank Brooks, of New York, signed his Proven Cusard, and Bob Pecker booked a set of dippers again. Special Agent Tynnis G. and Mrs. McDaniel are expected soon from Kansas City. Mr. Harry Hooper, of Nashville, Tenn., who was with Reynolds & Wells Shows three seasons, has booked his Penny Arcade, while John Portsmouth and son, Brazil, Ind., they will be on hand for the opening with three kiddie rides. Mary Webb, of the well-known Webb Family, is here and will manage the side show, which will have a new top and banners. Adam (Pop) Erbe will return as assistant to Teddy Beta, who will manage the Athletic Show, Johnnie McCarney will manage the Annual Show. A. R. Thomas, of Kansas City, Mo., has signed for the exclusive on popcorn and peanuts. Mr. and Mrs. Gordon Adams will return soon to begin their fifth consecutive season. Boss Crawford, vet chief at quarters, recently installed a register for the many visitors, and late signers included Mr. and Mrs. Newell Taylor; Paul Parrie, Gold Medal Shows; Charles Reed, West Bros. Shows; Harry L. Small, Rogers Greater Shows; Mr. Jones, Jones Amusement Company, and George Baker, tickets United Shows. Charles T. Goss left a carload of matches on one of his recent trips thru the city. Reported by an executive of the shows.

## Sunset Amusement

**EXCELSIOR SPRINGS, Mo., March 22.**—Quarters work is progressing on schedule and everything should be ready for an April opening. Special Agent H. C. Pfister, publicity agent on shows' still dates, and Mrs. Pfister plan to leave

# 3000 BINGO

Heavyweight cards, black on white. Wood markers printed red sides. No duplicate cards. Put in the following size sets and prices:  
 95 cards, \$5.50; 50 cards, \$4.00; 25 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$5.25; 200 cards, \$5.50; 250 cards, \$5.75; 300 cards, \$6.00.  
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 All Rings and Lotto sets are complete with 24 markers, table and drawing sheet. All cards are 2x7.

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Made in 20 sets of 100 cards each. Paced in 3 rows across the diagram, one set down. Light-weight cards. Put in set of 100 cards, 100 cards, 200 cards, \$3.00.

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**LIGHT WEIGHT BINGO CARDS**  
 Black on white, printed red sides. Can be placed on drawing sheet. 2,000 sets \$17. 1,000 sets \$12.50. In lots of 1,000, \$11 per 100. Calling markers, extra, 20¢.  
**Automatic Bingo Shaker, Best Class** — \$12.50 per 1,000.  
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To buy Bill Ward's act, run over 6 or 8 years old, see Kiddie Ride, Yankee Springs, South & Smith (Photo-Plane for sale). Want Ride that will carry 100-150 passengers. Also Concessions. Will be ready on what an description will be detailed. Will book any Grand Show, reasonable privileges use of a Hall, Electric and Tea, contact me. Would like to hear from outstanding Pro Act, reasonable priced. (Gresham & Gresham, contact me. Lois Le Harlow, Harry Winters, contact me immediately. Don't approach family with me. I am playing strongest church sessions and celebrations in closed towns and will welcome any inquiries from any country in England. Have excellent proposition for A-1 Check Jack Mrs. FRANCIS J. KELLY, New Oak Hotel, Hartford, Conn. HARRY KAHN, 125 Franklin St., Springfield, Mass.

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## Goodman Wonder

**LITTLE ROCK, Ark., March 22.**—Shows will present a number of well-known show owners in their line-up this season. Slim Kelley's Side Show, a feature at the New York World's Fair last year, has been booked, and Kelley's brother will bring his Pat Family on the shows. Nancy and Dave Miller's Girl Revue, formerly with Beckman's & Gerety Shows, is in quarters, where a new front and stage is being built. Johnnie Brandon, last season with Rubin & Cherry Exposition, is expected soon with a new Motorrome. He'll also have his Shop-Size Show and streamlined miniature train with it. Another former H. & B. Show owner, who will go on the midway is Mrs. Catherine Taylor and her Monkey Speedway, Emondo Zaccolini, human cannon ball act, has been signed to present the free attraction. He will also build a new Penny Arcade. Eddie Comstock, who will manage the Fantasma Show, added 10 girls who were formerly with the Living Magazine Covers at the New York World's Fair. Grant Chandler, in charge of building, has 47 in his crew, which has built 15 concessions. Louie Yaffa, new season superintendent, arrived from Boston. An innovation this year will be fluorescent lighting in all company-owned concessions. Among others expected in quarters is KGO Ellis, who will manage Frank Miller's cookhouse. Miller will also have his custard and grab stands. Dave Stock, wintering in Miami, plans to streamline the Over the Jungle ride. Louis J. Berger stopped here to confer with Max Goodman and Ted Cope, manager. Joe Bowman, special agent, will arrive from Miami soon. Two new rides have been added. Midway is being modernized and will be illuminated with neon.  
**C. W. FRANKELIN.**

## Dodson's World's Fair

**JACKSONVILLE, Fla., March 22.**—With opening having been set for April 26, work at quarters on the fairgrounds is going ahead under direction of Tom Evans, trainmaster and general superintendent; Carlisle Johnson, designer and builder, and a crew of 80. More help will be added soon. The show train has been overhauled and several of the show fronts have been renovated. A new front for Jessie Clark's Girl Revue is under construction, and a new outfit will be built for H. E. Vann's Circus and Monkey shows. Vann is expected in quarters soon. The show will carry





route to Coleman Bros. Shows. Tom Hoffman, ride superintendent, was a week-end visitor. Frank Brittain, up from Florida, had his first introduction to show in 27 years here. The two heavy shows hampered activities considerably. Manager Duck is commuting between here and New York. Ben Williams visited. Mr. and Mrs. E. C. Evans, who have 11 concessions, report they will arrive on April 5, after making an early date in Georgia with the Ben Wolfe Shows. Mr. and Mrs. Pitts Winters also are due soon from Florida. Five Eltons will provide the free act. Opening has been changed from April 18 to April 16. M. C. DOWLING.

**West Bros.**

ST. JOSEPH, Mo., March 22.—Shows at Hot Springs, Ark., office was closed on March 8 and making the trip to local quarters were Mr. and Mrs. J. W. Laughlin, Charley Clay, Edna McAdams, Tracie Clark, and Speedy Woods and Family. Ed Bruer is employed at one of the Fort Worth, Tex., hotels, but expects to leave for quarters soon. General Agent Charley Reid signed four more Southern jobs, and expects to complete his booking trip this week. Visitors at the Hot Springs office last week included Mr. and Mrs. H. Smith, of Aberdeen, S. D. Smith once was advance man for the shows. Joe Howard, Chick Ogelsby, and Mr. and Mrs. Roy Marx were frequent visitors. Since all work is being done inside, unseasonable weather has not impaired quarters activities.

DON TRUEBLOOD.

**Patrick's Greater**

DISHMAN, Wash., March 22.—Quid weather here has aided work in local quarters. The Merry-Go-Round is being redecorated. Mr. and Mrs. Bill Clark arrived this week and are now reading their concessions. Pitts Henkle and Mr. and Mrs. Art Henkle and daughter went to Seattle on Sunday, but returned to quarters Monday. Almer K. Mills, Evely Aircraft Corporation, visited this week and made arrangements for the delivery of a Holloplate and Ontopus. New girl and peeing show fronts are completed. Two more trunks have been ordered for the new rides. Mrs. Patrick is a daily visitor in quarters. Tony Lombardo has moved his concessions to quarters and they are being repainted. Joe Cherry is supervising the paint department, assisted by Mrs. Cherry. Opal Clark has been hostess to several of quarters visitors in her new trailer.

DANNY CONDON.

**Penn Premier**

ETROUSBURG, Pa., March 22.—Conditions in quarters have been improving rapidly. Work on the last front is started, and six are completed. Manager and Mrs. Lloyd Seiffert left a few days after returning from the South on a booking trip. Midway contracts for Lock

Haven American Legion Celebration, Shamokin Convention, Pockett Convention, and Tamaqua Decoration Day Celebration, all in Pennsylvania, have been signed. Concessionaires who will soon leave for quarters include Sol Nager, Junior, Max Gould, cockhouse and two other concessions; Nathan Roth, Jr.; Harry Myers, two; J. Hirsley, Penny Arcade and two concessions; Monroe, photo gallery and ball game; Bill Neely, two, and Ray Williams, one. Mr. and Mrs. Reid McDonald will manage the Dream Girl, Miss America, and Paradise revue. Lew Alter will have the Congress of Living Wonders, Wild Cargo, and Illusion shows, and Bill Guthrie will handle the Mickey Mouse Circus and Animal and Crime shows. All are owned by the management. Al Byrdark will have his Ferris Wheel, Merry-Go-Round, Tilt-A-Whirl, Kiddie Swings, and Balloplane here, and Hervey Bantz booked his Pony Ride. Management owns the rest of the rides, which were purchased from Sam Spencer Exposition Shows.

Glen Klusko is doing a good job on the front. Earl E. Ward, electrician, is expected soon. The Great Delino will be one of the free attractions. Sol Nager took delivery on a new team of Winters included Mr. and Mrs. Lew Crowe, Art Frank, Mike De, Charlie Stewart, and Chief of Police Swink. Shows will open here on April 22. The writer and Albert Witches are in charge of all building.

MILES DETRICK.

**Bantly's All-American**

REYNOLDSVILLE, Pa., March 22.—With Owner-Manager Herman Bantly back from Florida and William Witmore, secretary, keeping an eye on the work, things are progressing rapidly at local quarters. Dad Copping is making daily trips and giving valuable suggestions. Joe Payne advises he and his partner, Paul Lane, will be in soon to start overhauling their concessions. Al Wallace ordered a new top and has revamped his cockhouse. Wallace also purchased a new semi, which he has been using this winter to haul fruit from Ocala to Jacksonville, Fla. Harry Faith, mechanic, and Ray Millard have entered a checker tournament at quarters. Richard (Pat) Lorraine stopped long enough to pick up his Snake Show contract. Dr. and Mrs. Harry Bantly are wintering in Philadelphia. Owner Herman Bantly advised that Chuck Stanko has been signed as electrician.

L. C. MILLER.

**Convention**

FREDONIA, N. Y., March 22.—Crew has been augmented in order to bring work up to schedule. W. S. Martin, mechanic, replaces Adam Kivic, resigned to join the army. Whitely Hatterman has taken over the paint department. Kiddie Autos are finished and carry plenty of men. Cliff Bailey, electrician and lot superintendent, is expected to report on April 1. Ruth Lowthry has signed as treasurer. She will not travel with the shows, but will handle the finances from the main office. Among recent visitors were Roy Pugh, secretary Almont (N. Y.) Fair, and Mr. and Mrs. Charles Siegrist. Walter Landford info that his two sons, who were with the show band last season, have joined the army. Frank and Winnie Woznick report they will arrive in quarters soon.

FAY LEWIS.

**Blue Ribbon**

COLUMBUS, Ga., March 22.—With opening in the offing, quarters work is speeded up when weather permits. Crew consists of Jimmie Paden, Al Creighton, Charlie Wells, E. P. Sumrall, E. M. Evans, Ray Roberts, William Boyd, and J. J. Craig. Crew is painting the rides and repairing equipment. Four new trunks have been delivered. Mrs. L. E. Roth is busy in the kitchen cooking for the crew. Lee Paden, Thelma Evans and Gertrude Clifton are assisting her. Manager Roth recently returned from the various fair meetings and reported good line-up of still and fair dates. Mr. and Mrs. Arthur Moe have booked their cockhouse and are here reading it for the road. Clarence Thomas is holding daily rehearsals for his Revue and Dope shows. Wino Hubbard is decorating and painting show fronts. Pat Brady is in the electrical department and Mrs. Brady has charge of the carnival room, assisted by J. J. Craig. Capt. Harry Soldier is going over the Showboat. Captain and Mrs. Clark and George and Annabel are getting the Motordrome ready. Manager Roth was given a surprise birthday dinner recently. He received



## Opening Sat., April 12

# SAVANNAH, GA.

### COASTAL EMPIRE PAPER FESTIVAL

and features end at showgrounds daily  
One of the South's best celebrations. Billed and advertised throughout four States. All parades

**LEGITIMATE CONCESSIONS** wanted for this celebration and our route of first-class still dates to follow.

**GIRLS**—Can place experienced young Chorus Girls and Specialty Dancers for our FOLLIES OF 1941. Good accommodations and salaries guaranteed from office.

**DROME RIDERS:** Bob Barclay has openings for Trick and Straight Riders. Can also place Girl Rider.

**BOSS CANYASMAN and Seat Men** wanted for **CLYDE BEATTY Show**. Good proposition to experienced and reliable man that can take charge and handle the big top.

**SOUND TRUCK MAN** wanted for **CLYDE BEATTY Show**. Must be able to furnish references and take good care of equipment.

**MINSTREL SHOW PERFORMERS:** Openings for one or two young performers doing specialties. Also Chorus Girls. Would like to hear from "Tickel" and "Pew-Woo." Address Junius Young, 519 S. 20th St., Philadelphia, Pa.

**USEFUL CARNIVAL PEOPLE** in ALL LINES are invited to write us for future openings.

**ALL PERSONS ENGAGED** please acknowledge this call. Show train leaves De Land Wednesday, April 9.

Address:

## JOHNNY J. JONES EXPOSITION

P. O. BOX 544 DE LAND, FLORIDA

### REX HOWE WANTS

FOR THE NEW OZARK AMUSEMENT PARK, OPENING APRIL 12, 13% Miles West of FORT, Mo., on Highway 66). RIDER NOT CONFLICTING WITH BERRY-GO-ROUND, FERRIS WHEEL AND WHIP. Wonderful location for FUN HOUSES. Second opening for CIRCUS SIDE SHOW. (John Hutchins, write). **BAR USE ANY OUTSTANDING ATTRACTIONS. CONCESSION AGENTS TO OPERATE PARK-OWNED CONCESSIONS.** Dennis O'Leary and Ralph Ellis, write. Danny LaRouch can use help on all Refreshment Stands and in Restaurant.

ALL ADDRESS: REX HOWE, BOX 207, NEWBURG, MO.

### Call Elite Exposition Shows Want

WENT two small Grand Shows, have lots, fronts and transportation. Will book Monkey Show, Mechanical, or any old everything with best outfit and transportation. **RIDES**—Circus, Hody, or any new Ride with transportation; book specialties in shows. **CONCESSIONS**—Flea Field, Lion or Short Range, Dark Gallies, American Pastory, Agents for legitimate Concessions. We do not have any left. **"Moe" Hunt** wants for Ringtop Shows—Piano Player, Max, Joe Thompson, Fastest Gun in the West, and the Golden. **Fire Ball**—Transformer Truck with one 25 and one 15 K.V.A. Young Chorus Girls and two Girls. **For Sale**—Transformer Truck with one 25 and one 15 K.V.A. Young Chorus Girls and two Girls. **For Sale**—Transformer Truck with one 25 and one 15 K.V.A. Young Chorus Girls and two Girls. **For Sale**—Transformer Truck with one 25 and one 15 K.V.A. Young Chorus Girls and two Girls. **For Sale**—Transformer Truck with one 25 and one 15 K.V.A. Young Chorus Girls and two Girls.

Address: EMAL ROTOLO, OWNER & MGR., INDEPENDENCE, KAN.

### LAST CALL BEE'S OLD RELIABLE SHOWS, INC.

**OPERING APRIL 5 DICKSON, TENN. TWO SATURDAYS**  
Going to discontinue work at present location. Agents with transportation that can and need good paper and sell merchant popcorn. Also want Sound Truck, Concessions and Showers not available. Want American Pastory. We now hold contracts for leave still dates, first in, and sixteen fare and concessions, including the cream of Kentucky and Tennessee. All sample contracts write and report at Dickson, Tenn., by April 1. **Simon Roberts, write Joe Smith at Dickson, Tenn.** Agents for Grand and Ball Games, write Leonard McAdams at Dickson, Tenn., Box 83.

BEE'S OLD RELIABLE SHOWS, INC., R.F.D. 71, WINCHESTER, KY.

### FAIRS BYERS BROS. SHOWS

Dr. Meloy wants side Show People and Freaks to Feature. Will manage any profitable Show. What have you? Motor-Drome, amusements will book or buy. Want Girls for Girl Shows, Want Fish Pond, Dark Gallies, Pie Oven, American Pastory, Candy Floss, Pitch TI You Win or any legitimate Concessions. Want Electrician, (Robert White, write). Want Ferry Wheel, Footrest, Blue Hair in all departments, write especially Octopus, Helio-Plane and Scooter Race. Babeau Ann wants Working Arts, also Freaks for side Show. Address: BOX NO. 123, KENNETH, MO.

FAIRS BYERS BROS. SHOWS

### ANDERSON-SRADER SHOWS, INC.

Want Manager for Pitt Show that can furnish real attractions; will make special adjustment in high party and furnish new top and banner etc. Have complete outfit for Military Show or small organized Minstrel Show. Concessions open—Hoop-La, Pitch TI Win, Soda, American Pastory, Long Range Shooting Gallery. We carry nine Rides and have 18 Fairs and Celebrations booked. Open April 12th.

Address ANDERSON-SRADER SHOWS, INC., 218 South Topoka, Winfield, Kansas.

### Last Call PENN PREMIER SHOWS Last Call

All public contracted report to quarters before Saturday, April 20th, opening date here. One place man to take complete charge of Oak or Snake Show. Want Tailors for all Shows, Help for Paint Fairs and Rides; one-driver gear preference. Real proposition for Merry-Go-Round in any place. Want 1500 ft. of 15-in. x 12-in. Canvas, Lewis, Roller Man, and Jackson Dog Art, Mexican Van-Art, write; Girls for Rides and Fairs; Want Dancers, Soda, Boring, Fish Pond, Lead Gallies, Wheelie open. One more High Act wanted. Girls write to REID McDONALD, 2111 Green St., Philadelphia, Pa. Ten-hour Open House with LEW ALTER, contact write to Lew, 108 E. 3rd St., Reading, Pa. An other mail to LLOYD O. BERFASS, Mr., Strasburg, Pa.



With a lengthy career as an executive in outdoor show business, Virginia F. Bergh has been retained as secretary of Eady Bros.' Shows for his second consecutive season. His tenure in the field includes 10 years with Johnny J. Jones Exposition, several years with Dodson's World's Fair Shows, and three years with Hagenbeck-Willow Circus. He is credited by the Eady management with putting into effect many new ideas which speed up numerous details of a show's office.

many gifts and congratulations. Attending were Mr. and Mrs. Pat Brady, Mr. and Mrs. Mike Rosen, Mr. and Mrs. Clarence Thomas, Babe LaBarrie and son, Johnny; Mr. and Mrs. Arthur Moe and brother, Lester; Vincent Hubbard, Al Orlington, Charlie Wells, Mr. and Mrs. E. M. Evans, R. P. Sumrall, Mrs. Gertrude Clayton, Harry Seidler, J. H. Bumpus, Mr. and Mrs. Art Alexander, and Mr. and Mrs. Jimmie Paden.

LEE PADEN.

## W. E. West

**CHERRYVALE, Kan., March 22.**—All departments are well under way and this year's midway will present a new line-up of attractions. Owner and Mrs. West, after wintering in Florida, have been directing operations here since March 1. The wood-working department has the new panel show fronts ready for the paint crew. New canvas arrived and the remaining new banners are expected soon. James White, general agent, wired from the North that he has a number of good contracts and that the route is about completed. The writer, special agent, returned from a booking trip in Oklahoma, where he was successful in obtaining several fair dates. Mr. and Mrs. Myron Cleveland will return after an absence of several years. Myron will be electrician and lot man, with Mrs. Cleveland in charge of their concessions. Joe Kiplinger, Merry-Go-Round foreman, and Mrs. Kiplinger, Willie Dodd, Ferris Wheel foreman; Blackie Delittle, Glider, and Jack Clark, Loop-o-Round foreman, are here. Honor Gaudle joined with two rides. Ace Martin will have the Spanish Casino and Peaches and Temptation shows. R. Russell will have the Animal Show and Rajah Rodah the Side Show.

EDGAR L. MEEKS.

## Anderson-Strader

**WICHITA, Kan., March 22.**—Despite bad weather, some of the rides and concessions are operating on Matheson Pastures prior to show's opening on April 12. Fred Hamilton, chief mechanic, has completed overhauling of the ride engines and installed two new units. Ride foreman who have reported are L. Sutton, Merry-Go-Round; A. E. Bishop, Ferris Wheel; Clyde Bishop, Octopus and Kiddie Auto; Bill Hynes, Tilt-a-Whirl; Hughey Carlin, Aeroplane; Harry Stanley, Rolloplane. Manager Strader reports the new Spiffire ride will be delivered in June. Perlie Hlustus, lot boss, is superintending the paint work. Albert Martin, manager of the three Off Shows, reported, as did Fredling Graham, with Penny Arcade. H. W. Anderson visited quarters and advised he has the show booked solid and is looking forward to a banner year. Osbe King, corn game operator, is recuperating from a heart attack at Veterans' Hospital here. Bill (Ring) Kurack also is ill and in a local hospital. Grace King visits each week-end from Oklahoma.

PATSY STRADER.

## AL WALLACE WANTS

Experienced Gable Man, low experienced Waiters, Good of salary and bonus, also pay unemployment insurance. No license. Answer: 1. Anthony Road, Oakdale, Pa. 2. 2001 East 12th, West Norwalk, Pa. Care BARTLY SHOWS

## DROME RIDERS WANTED

Lally and Men Riders. Salary Each Week.

## JOCKEY ROLAND

Care of Delmar Bros.

508 Main Street, MIDDLETOWN, CONN.

## ARCADE HELP WANTED

Man that understands Arcade Machines and Floor Men. Man for Coney Shows. One for Loop-o-Round. Man for Man and Horse. Want Delmar's Helper to work as all around man.

F. W. PAULI

Care of Frier's World's Fair Shows, Bensenville, Ill., C.

## NOTICE

Great Station Shows will open in Cairo, Illinois, March 29, 1941. Shows: Tilt-a-Whirl, Octopus, Ball-a-Plane and Shows and Show Concessions. Address: Cairo, Ill., 2221 1/2 Main Street. Care of Joe and Mary Cope, Ill. F. N. SUTTON, Great Station Shows, Goodale, Ark.

## NOTICE

All Working Men and Truck Drivers report to meet quarterly at noon, Henry Heston, 2000 West of North Street, Richmond, Va.

## JACK BILLERT

West of North Street, Richmond, Va.

## Penn State

**SUNBURY, Pa., March 22.**—Owner and Mrs. Stewart Wachter have returned from their vacation in Florida and advise that quarters on the fairgrounds at McConnellsbury, Pa., will open on April 1. All equipment will be painted and repaired and opening is set for May 8. Orders have been placed for new tops for the Kiddie Auto Ride and Merry-Go-Round. A new motor was ordered for the Ferris Wheel. Color scheme on the trucks will be red and aluminum. Ticket books and fences will be painted ivory and green. Hurry Pottery and Herman Nelson, formerly with the shows, have purchased three rides and advise they will not be with the shows this year. W. H. Goodrich, ride foreman, says he will arrive in time to take charge of the rides. Carl Scheerer is transportation superintendent. Shows plan to play Pennsylvania, New York, Maryland, and Virginia.

BLAKE WHITTAKER.

## Dixie Belle

**MOUNT VERNON, Ind., March 22.**—Altogether not scheduled to open until April 28, much activity prevails here in show's local quarters. All transportation units have been overhauled and the light plant trailer. The Diesel light plant has arrived and is waiting to be assembled. Dan Stratman arrived from his winter vacation in the South and has been superintending the painting and decorating of the rides. The Ferris Wheel will be painted red and white, and the Chairplane in red, white, and blue. Joseph O'Brien is putting the finishing touches on his limbo and popcorn stores. H. Berry built a new front for his photo gallery. Frank Kingman writes from Columbia, S. C., that he will be on hand at opening to take charge of the percentage game.

The season's booking is about complete, and much of the territory is new.

JOHN C. BROWN.

## Kilonis & Decker

**HARTFORD, Conn., March 22.**—Ward Kilonis' long quarters last week that Co-Owner John Kilonis will wind up his Wresling tour in Ohio soon and go to Chicago to join Mrs. Kilonis, who has been spending some time there. Both then will go to Manchester. N. H. Stephen Decker has contracted some good still, fair, and celebration dates in New England. John Palss, electrician, also will have his short-range shooting gallery here. Sam Kusser has booked his cookhouse, and Russell Houth, Frank Grimes, and Nick Paul are expected to return this season. All rides were overhauled last fall and only a small amount of work remains to be done to have the shows in good shape. Shows plan to

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

## Cincy Defense Expo

Prepped by Shaffer

**CINCINNATI, March 22.**—Almon R. Shaffer, who was director of amusements at Great Lakes Exposition, Cleveland, and director of Winter Wonderland in 1940 and Old New Orleans in 1939 at the New York World's Fair, and is manager of Florida Game Festival, Winter Haven, will direct the 12-day Miami Valley Industry and Defense Exposition in Music Hall here. Purpose of the show, first of its kind to be presented, is to show how industrial, civic, commercial and educational institutions in the Miami Valley are co-operating in the national defense program.

Show has endorsement of city, State, and national officials. Opportunity will be provided for a women's committee to show the influence of women on the national defense program, and there will be special days for communities in the Miami Valley and visiting dignitaries of State, nation, and important branches of service. Educational institutions will likewise be invited to visit the exposition. Planned for entertainment are military spectacles, military bands, swing or-

## American Carnivals Association, Inc.

By MAX COHEN

**ROCHESTER, N. Y., March 22.**—At our last annual meeting we suggested that our membership exercise more discrimination in booking engagements. It appears that our advice is being accepted, as within the last few days we have received word that a fair association in Western New York is seeking a show. Ordinarily the reverse would be true. We think this is an excellent sign, reflecting credit upon judgment being shown by members of the industry.

Much information of interest has been received at this office. Included are copies of articles relating to cost of electric current in States on the West Coast. We have also received a detailed report of the New York legislative committee on interstate co-operation, dealing with highways and motor vehicles as well as with the subject of trade barriers between the States. Report of a sub-committee on trade barriers is well written and points out specific problems as well as possible curbs both thru court and legislative action.

There seems to be a trend among more progressive States away from interstate trade barriers and a significant statement in the report is that during the last few legislative sessions in New York substantially all proposals to erect trade barriers have been defeated. If this attitude is at all indicative of the attitude throughout the country, we are justified in feeling optimistic to the point of believing that within the next few years the situation will right itself and difficult trade barriers which have seriously affected our industry will disappear.

carry 6 rides, 5 shows, 20 concessions, and the Great Hy-Dials, free attraction.

LOUIS GLOTH.

## Golden Belt

**HOT SPRINGS, Ark., March 22.**—With only a few days left before opening, work is about finished and everything will be ready. All fronts and rides have been overhauled and repainted and crews are finishing the painting of trucks and semis. Mr. and Mrs. Lee Sullivan came in from New Orleans with their popcorn and other concessions. Manager and Mrs. Zindars returned from a business and pleasure trip to Dallas. Manager Zindars purchased some land here and he plans to erect permanent quarters on the site. Roy Menge, who has the Side Show and is in charge of quarters, has been plenty busy this winter. The writer again will be lot superintendent, fifth year in that capacity.

W. H. KELLY.

started March 17 and was scheduled to end March 22, thru sales of 81 hotdogs, will be extended, said Thomas F. Milane, chairman.

**HIGHLIGHT of the 15-day Hot Springs (Ark.) Desoto Celebration** will be a historical pageant in which 1,000 will take part in 22 scenes, reported Alta Smith. There will also be a queen coronation, street parade, fiestas, and city-wide decorations.

**TOMMY SACCO** has received a contract for the second year of the Gladiola Festival, Monroeville, Ill. He will furnish the entire midway, free acts, and attractions.

**FREE ACTS** and a midway of rides and concessions will be a featured part of the five-day annual Merchants and Manufacturers' Exposition in Zanesville (O.) Municipal Auditorium under auspices of Amour Givoto, Grover C. Taylor is director. There will also be a parade. About half of the 55 scheduled display booths have already been reserved by commercial exhibitors.

**JOHN ROGER LUDY**, manager of the Hines Theater, Portland, Ind., reported he will again be general chairman of Portland Kids' Day. Assisted by the American Legion Post, he started the event two years ago. Last year's attracted several thousand. Members of the Chamber of Commerce will assist.

WIRE-WRITE-TODAY

★ Permanent address, care of THE BILLBOARD, Cincinnati, Ohio

World's Highest Aerial Act

## CARNIVAL WANTED

Show date in May. Industries including four mines working readily. No racket. Assesses Christian Co. Fair Assn. C. C. HUNTER, Secy. Taylorville, Illinois

## CARNIVAL WANTED

July 21 to July 23, lectures

## FAMOUS "ROSETO CELEBRATION"

48th Anniversary

Gate of over 20,000. Must be high-grade Carnival. Call or write MICHAEL E. FALCONE, South, Pa.

## WANTED

RIDE SHOWS AND CONCESSIONS  
New Haven, Conn., July 2-12, Incl. Oct. 1-10, 14-18, Incl. On Street.

## ELMER URBINE

New Haven, Ind.

## CARNIVAL WANTED

Legion Celebration

JULY 3, 4 AND 5

BOX 152, Baraboo, Wisconsin

## CARNIVAL WANTED

For work in July 4th. Must have plenty of Rides, Concessions and good shows. Fair Finance's Celebration. One of the latest attractions ever held in Western

## APPLEWOLD FIRE DEPT.

Kittanning, Pa.

THOMAS L. CONNORHAM

## WANTED

Concessions and Shows for the

4-H CLUB &amp; OLD SETTLERS' FAIR

Aug. 4th to 10th, Indiana

Address: R. W. McBRIDE, Gettysville, Ind.

## WANTED

Four or Five good Rides with various size off items, their own electric, seven 100 ft. Ferris' Corporation and an Old Honor Week, held August 4 to 9, Indiana. Also Concessions.

MARION CENTER FIRE CO.

Marion Center, Pa. Water Streams, Secy.

## HM B'falo Show Is Called Off

Shriners fear poor biz because of CIO show—plan water follies instead

**BUFFALO, March 22.**—Plans were just announced by the Shriners here of Temple Lemalla to discontinue the policy of making the Hannal-Moyton Shrine Circus an annual affair here. After eight consecutive years of sponsoring the spring circus, the Shriners feel that a change is necessary to stimulate public interest in their ventures. Decision is partly due to the CIO-sponsored circus party and rodeo, which just completed a stand here at the Memorial Auditorium. It being feared that another similar presentation in so short a space of time might not draw enough patronage.

Instead, the Shriners are devoting their sponsorship to a Water Follies show, which, according to their spokesmen, will include many well-known stars of both the World's Fair aquacades, in addition to extra outdoor talent booked thru Music Corporation of America. The Water Follies unit is under the management of Sam Snyder, and will open shortly at some southern cities. Henry F. Bronkis of the Lemalla Shrine will be chairman of the event.

According to Shriners the advance sale already has taken on stable proportions and should make for a near sellout for the stand here, with six evening performances and two special matinees. Water Follies will appear at the new Memorial Auditorium here, and prices will range from 85 cents to \$2.20 for evening shows, and 50 cents to \$1.65 for the matinees.

## Russell Big Show Nearly All New; Clarke Family Set

**BOLLA, Mo., March 22.**—The big show performance of Russell Bros' Circus this season will be almost entirely different from last year's, except for H. E. Pickard and his performing sea lions, which will be back this season. There will also be a new line-up in the concert and side show.

The famous Clarke family of bareback riders and aerialists will troupe with the show this season, featuring Ernestine, "sweetheart of the equestrian world." The family will furnish a five-people riding act, four-people flying act, and a four-people juggling act.

George Myers has been named by Russell Bros. as equestrian director and big show announcer. Eddie Wooster will be back as musical director, and W. E. DeBarré as side show manager. Chester Felke will again be superintendent of concessions, with Bobby Worth in charge of the lunch stand.

Will H. Scofield, whose article on circus horsemanship appeared in a recent issue of *The Billboard*, will have charge of the horse numbers, and his two dressage-high school horses, Soubasse and Sunrise, will be featured in the message act.

The circus will open its season in Bolia, but the date has not yet been announced. This thriving city is the center of activity in one of the nation's most extensive defense projects. Fort Leonard Wood, the 93,000-acre army training center which has been under construction since last fall, is scheduled for completion within 60 days, and troops are to start moving in next month.

Bob O'Hara has been operating a test dance for the last two months in the Russell Bros' side show top at the junction of Highways 66 and 17, near the camp site, and is doing a big business. The venture has been widely publicized by feature stories and full-page spreads in pictures in the St. Louis, Kansas City, Mo., and Des Moines, Ia., newspapers.

The circus is also supplying canvas and equipment for a stage show at the same location. The road show is a musical revue, *Yeastations of 1941*, booked by Edgar J. Schooley, and managed by E. George Wood and Roy Davis. It has a line of girls, a seven-piece stage band, and a cast of singers, dancers, and comedians. The shortage of rooms and housing facilities is so acute in this section that the troupe is living at Cantonment, Mo., 66 miles away, commuting each



**HARRY N. BROWN, left, and Johnny Kovach, who are with the 19th Infantry at Fort Custer, Mich. Brown, an elephant man since 1927, has been with the Seitz-Flo, Hagenbech-Wallace, Al G. Barnes, Cole Bros., and the Ringling-Barnum circuses, and in 1939 he was at Frank Buck's Jungleland, Kovach is a former concessioner of the Big Show, with which he trouped four years.**

## About Big Show's Opening—Better Read This Story

**NEW YORK, March 22.**—The fun is over. The annual jockeying for an opening date is at an end. Now everyone can sleep peacefully. And *The Billboard's* telephone and information division can now turn to other chores. It's all because Ringling Bros. and Barnum & Bailey Circus is down for a definite date to open in Madison Square Garden. If you've got this far, you're entitled to know: It's Wednesday evening, April 9—four days before Easter Sunday.

Bidding went up in midweek, getting a three-week showing, longer than usual. Also a bit longer than usual is the duration, which is for 30 days or 40 performances, one performance being lost due to a night opening.

### No Conflict, Says Green

**NEW YORK, March 22.**—Newly chartered Circus Workers' Federal Labor Union does not conflict with the one issued a year ago to the Circus, Carnival, Fair, and Rodeo International Union, says William Green in reply to a letter from *The Billboard* querying him on the subject. The AFL president wrote: "A federal charter was granted the employees of the Ringling Bros. and Barnum & Bailey Circus. The jurisdiction of the charter issued covers miscellaneous circus workers employed by Ringling Bros. and Barnum & Bailey Circus who are not covered by national and international unions which are recognized as operating in the circus field. We do not regard the issuance of this charter as in conflict in any way with the international charter issued covering circus, carnival, fair, and rodeo employees."

"Word 'miscellaneous' is not explained. Interesting to note is that President Green does not use the official title of the CCFRU, but refers to it without capital letters."

## U. S. Tent & Awning Co. Still Making Show Tents

**CHICAGO, March 22.**—E. W. Johnson, of the United States Tent & Awning Company here, denies the rumor that his company is no longer producing show tents.

In a letter to *The Billboard* this week he stated that the company's large-scale production of tents for the U. S. Army has not hindered its making of show tents, as production facilities have been expanded to a point where it is possible to make deliveries to any show that needs its products.

day in its own bus. Two performances are given nightly.

The circus quarters are a scene of intense activity in preparation for the approaching season. George Wurber, lot superintendent, and Joe Ford, mechanical superintendent, both have large crews of men at work and new arrivals are coming in each day. The cookhouse has functioned all winter.

## Cole Opening in Louisville April 25 for Three Days; Blue Top, Orange Side Walls

**LOUISVILLE, Ky., March 22.**—With a big array of new features and several outstanding innovations ready for this year's debut, General Manager Terrell of Cole Bros' Circus announces the big show is definitely set to open its 1941 season in Louisville April 25 for three days at the State Fairgrounds.

It will be the first major circus event to open in Louisville and extensive preparations are well under way to make it a State-wide event. Territory within a radius of 200 miles of Louisville will be billed and publicized in newspapers and by radio. A special crew of billers is scheduled to cover the State, as will a press representative who will visit all of the State's leading newspapers. The radio programs will be handled from Louisville's three network broadcasting stations.

A special line of dated paper will be used for the engagement and the whole advertising campaign is to be conducted on a big scale, according to General Agent J. D. Newman, who spent a few days at winter quarters last week in conference with Terrell. Since this will be the first time a circus ever exhibited in Louisville three days straight, extra efforts will be made, even the present indications point toward a highly successful stand.

### Horse Show Big Feature

The show this season will be practically new from front to back. A new and enlarged big top, modernized trunk, with a blue top and orange-colored side walls, probably will be the most noticeable innovation, along with the six-pole managerie top, which will be in like colors. The side show, all new, will be olive drab in color, with a new-style entrance and modernistic lighting. The interior arrangement of stages will also be different this year, and there is to be separate lighting for each stage which will include the name of each act in spots.

## Polack Gets 2,500 At Albuquerque Bow

**ALBUQUERQUE, N. M., March 22.**—Polack Bros' Circus opened in the National Guard Armory here March 18 with a near-capacity audience for the first show of the seven-day run.

Officials of the Ballist Abayad Shrine Temple, sponsoring the event, estimated the opening night crowd at 2,500. Matinees and evening shows will continue thru March 24.

A low ceiling handicapped the high acts, but the show met with approval of the largely youthful audience. Meyer and Mrs. Clyde Tingley have arranged a matinee show for children of St. Anthony's Orphanage, while Harry Payne, press representative, has planned a special show for the Veterans' Hospital.

Mona, the performing elephant, has recovered from an auto accident received during the jump from Davenport, Ia., to El Paso, Tex. The gaily show truck transporting the elephant rolled over five times, and stiffness only slightly handicapped Mona's performance at El Paso.

## Abernathy a Cinch To Head Labor Union Fourth Time

**PITTSBURGH, March 22.**—President Leo Abernathy of the International Alliance of Billposters, Billers, and Distributors is seeking a fourth term as head of Pittsburgh's Central Labor Union, since his only opponent, Hunter Wharton, withdrew from the race. Abernathy is reported a Democratic candidate for Allegheny County sheriff.

Gene Urban, of American Federation of Musicians, Local 90, has been elected to the board of the CLU.

## LOOK FOR THIS FEATURE

### Barnum Is Still Alive!

By Leonard Traube

in  
**THE BILLBOARD'S  
SPRING NUMBER**

Dated April 12

tionable innovation, along with the six-pole managerie top, which will be in like colors. The side show, all new, will be olive drab in color, with a new-style entrance and modernistic lighting. The interior arrangement of stages will also be different this year, and there is to be separate lighting for each stage which will include the name of each act in spots.

Top, in the line of big features will be a sight-seeing trip for patrons thru a beautifully appointed horse show, where Cole Bros' noted ring and track stock will be an elaborate display at close range. A new six-pole top in blue and orange will house the extraordinary feature. It will be set adjacent to the managerie on the lot and its entrance will be direct from the main gate. Exit will be into the managerie. Eighty-six feet high, the water walls arched in design, will line both sides and down the center-back to back. In each will be one of the thoroughbred registered horses and above each stall the name and age of the horse. A new (See **COLE OPENING** on page 52)

## Siegrist Club of Wooster Has Most Successful Frolic

**WOOSTER, O., March 22.**—More than 70 members and guests attended the annual frolic of the Charles Siegrist Showmen's Club at Hotel Bechtel here Friday evening, March 16. The affair, sponsored annually by the Wooster group of the pioneer showmen's club, was the most successful held since the meetings were inaugurated three years ago.

J. R. Edwards, of the J. B. Edwards Shows, W. A. (Doc) Kerr, well-known concessionaire at Chippewa Lake Park, and Meyer Levine, ardent circus fan, comprised the reception committee and greeted the visiting showmen. Sam McClarren and Russell Shaffer attended to the decorations and had the lobby and meeting room revivified, porters from many of the major outdoor shows of the present day. Red elephants, wood cutouts, were given each guest as a memento of the occasion.

A buffet dinner in the hotel's new Rumpus Room started the festivities, under the direction of Harvey Bechtel, circus fan and genial host to the showmen. During the dinner Herriet Stagon's orchestra provided the music. After dinner guests assembled for a program of talks and entertainment. J. R. Edwards introduced former Congressman John McShweeney, of Wooster, who welcomed the showmen to the city and lauded them for the fine job they were doing in providing entertainment throughout the country in these uncertain times. He also made the presentation remarks in the awarding of a gift from Canton club members to Andy Smith, well-known Wooster horseman. Ted Deplah presented stories of the recent Arena and Groto indoor circuses at Cleveland. Entertainment was also provided by C. A. Kleis, of Kline's Attractions, New Waterford, O., and a jam session and community singing, with the Wooster group's own string band, concluded the affair.

Members from Canton, Cleveland, Alliance, Salem, Youngstown, Dover, New Philadelphia, and other district cities were in attendance.

## Jack Joyce Animals In From Honolulu

**SAN FRANCISCO, March 22.**—The Mason Linn's Maunaki arrived here Tuesday from Honolulu with Jack Joyce's Animal Circus, which has been touring the Hawaiian Islands in recent months.

The animals were brought here in crates on the deck of the vessel under the direction of Ed Branson, circus trainer, and included an elephant, a baboon, five horses, four ponies, a crane of monkeys, and a bear.

Some of the 30-odd animals suffered from their eight-day voyage from Honolulu. Trainer Branson said the troupe would appear here and in Oakland at benefit performance for Greek war relief.

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

**THE LEIFOLD CLOWN TROUPE** played the CIO Circus, Rodeo, and Thrill Show at Buffalo March 10-12.

**LOS RANCHEROS**, former R-B teeterboard troupe, are appearing at Weber's Motormus, Camden, N. J.

**JOE WILLIAMS** recently left Homestead, Fla., and stopped off to visit the Clyde Beatty Zoo at Fort Lauderdale, Fla.

**J. (CAPT. JIM) STUTZ**, who has been ill since last December, has recovered and is heading for Sarasota, Fla. He expects to be with the Big One again.

**TUNIS (EDDIE) STINSON**, manager of the Shrine Circus at Detroit, has left for a month's stay in Florida, after winding up affairs for the Detroit show.

**DR. MARK M. MORAN**, who was the physician on the Belle-Isle Circus around 1930-31, is seriously ill at the Jay County Hospital, Portland, Ind.

**MEMBERS** of the Loyal-Tepensky family are practicing diligently these days, working on a wagon trampolines, a teeterboard, and their feature closing trick, three high on a horse.

**D. H. (WHITTY) BOONBERG**, of El Paso, Tex., writes: "I just finished the Buffalo Circus deal here for Polack Bros. Circus, handling underprivileged children's tickets."

**DEBBIE STEVENS** writes from Detroit that he has not signed a contract to be with Barnes Bros. Circus this season (not any other circus), as was reported in last week's issue.

**THE ROSAZINA TROUPE**, eight-wire turn, is with the Midnight in Miami circus, playing thru Ohio and Western Pennsylvania after an extended tour of the South.

**CHARLES ROBINSON** and Horace Laird were engaged for Frank Wirth's indoor circus at Jamaica, L. I., N. Y., which opened March 18. Laird was to return to Chester, Pa., before going with the Cole show in April.

**HERMAN CHEPLUCK**, formerly of the Moonlin-Bellum high-wire troupe, with his wife, Pinkie, is operating the Green Lantern Tavern, San Antonio, Tex. They are expecting a blessed event next month.

**MR. AND MRS. JACK JOYCE** have been playing on the E. K. Fernandez Circus in Newark since it opened. They were to return to the mainland March 14 and play a carnival engagement in Oakland, Calif., March 22.

**THE DRAWING** of a circus parade that is being sponsored by Arthur Stensvad and Charlie Campbell began its tour at New Orleans March 15. Its second date was at Alexandria, La., beginning March 23.

**AL PHILDY**, pioneer circus man, addressed the Kiwanis Club in Burlington, Wis., March 27 on the subject, "Can Animals Think?" Phildy termed the elephant the most intelligent and dependable animal.

**WALTER JENNINS** and Buddy have played the Sportmen's shows at Boston, New York; Farmington, N. H.; Detroit, and are presently playing the Sportmen Show in Indianapolis. They will play Sportmen's shows in Buffalo April 4-11 and in Pittsburgh April 15-22.

**BOY BARNETT**, after playing Shrine circuses in Milwaukee and Minneapolis, and the Buffalo CIO Circus, Rodeo, and Thrill Show for Dick Ryan, is remaining over in Buffalo before going to Chicago to play the Stadium Circus there for Sam Levy.

**MARY ESKERICK**, costume and scenic director of the Hedgerow Theater, Philadelphia little theater group, has signed with the Ringling show in a similar capacity and is en route to Sarasota, Fla. Miss Eskerick is the daughter of Wharton Eskerick, noted Philadelphia sculptor.

**MR. AND MRS. JOHN RIEKO** recently motored from Shreveport, La., to San Antonio, Tex., for a visit with Mr. and Mrs. Herman Chepluck. Herman was formerly with the Moonlin-Bellum Troupe. They also visited Mrs. Billie Geyer there.

**MARION WALLACE** and his Texas Playboys visit Alex Brock's winter quarters in Huntington, W. Va., daily and write rehearsals of bar and aerial acts. The Texas Playboys broadcast over WOML, Huntington, and are playing theaters and jamborees.

**HAL AND GRACE CRIDER**, acrobatic duo, last season with Klein's Circus unit, proved one of the bits of the stock burlesque at the Grand Theater, Canton, O. They will continue to play night clubs until the outdoor season opens.

**BEN HOLMES** will not be general agent with Mills Bros. Circus the coming season, although the contrary was announced some time ago. In a letter to Jack Mills March 12 Ben said he could not accept the position because his oldest boy was being drafted, making it necessary for him to remain at his home in Williamsport, Pa.

**JOHNNY WOODARDS**, the square-box man of Ringling-Barnum fame, informs from Nashville, Tenn., that his latest song is "Farewell, while I will probably be used" as the musical opening this season, pending final approval by Professor Arthur A. Wright, band leader in the side show. Woodard says this is his 134th composition.

**LARRY PILLINGER** is again with the Bob Eugene Troupe after working in Boston this winter as a painter. The troupe is scheduled to play the Rotary Club Circus in Birmingham, N. Y., this week. Paul Markey arrived from Florida and has been getting ready for the season with the troupe in North Adams, Mass.

**CIRCUS** and vaudeville performers were seen in action at Lulu Island, British Columbia, recently when a Red Cross variety night was presented in the Richmond High School. The show was directed by Arthur S. Barnett, veteran of the original Dewbelle, Canadian vaude troupe, and a former performer with the Ringling Bros.' show.

**MR. AND MRS. KIRK ADAMS** have signed with Mills Bros. Circus with their educated dogs and pony act. Adams has spent the winter at home in Florida, building a new band wagon, which is a modern version of the old circus band wagons. It is paneled in glass, with carvings and lots of gold leaf, and will be used by the Mills band this season.

**JAMES O'NEILL**, senior member of the O'Neill comedy acrobats and barrel jumpers, has been added to the booking staff of the Shiny Belmont Amusement Service in St. Louis. He and his sister, wife, Cecelia, will continue with the

## Selective Service Mail

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

act, which has been working clubs, hotels and night spots in and around Detroit and Cleveland.

**CURT McCLELLAND**, formerly with the Sparks Circus side show, is playing night clubs and banquets in Canton, O., with a new act of his own creation which he bills as the Clown Prince of Magic and His Sultana Circus, a combination of magic, mystery, ventriloquism, and the old-time Punch and Judy show. The act is meeting with swell reception, he reports.

**AMONG** the group of American boys in Vancouver, B. C., awaiting call for duty with the Royal Canadian Air Force is Jimmy Hadley, who, when five years old, used to ride on the first elephant in the street parade of the old Hagenbach-Wallace Circus. He is now busy producing a circus for the Vancouver YMCA, which is scheduled to have several Ringling performers in it.

**EARL SHIPLEY**, after playing the Hocheater (N. Y.) Shrine Circus, opened at Saginaw, Mich., with the Spondess and Semore School Circus, held March 21-22. Other talent they included Arnold's performing animals, Don Francisco, wire act, and Bill Crawford, male. Indoor circus for Orrin Davenport, Shipley will go to Chicago for the Great Olympia Circus.

**BUCK LEAHY**, clown contortionist, was a recent feature of a revue presented at the Dutch Grill night club in Brockton, Mass. John Looney, indoor circus concessioner, enjoyed several visits with Leahy during his engagement there. Looney also visited Ross Brothers and the Three Kharos, circus acts, at the Modern Theater in Brockton, recently. Many circus acts have been appearing in that city this winter.

**HARRIS (KING) REYNOLDS**, tight-wire performer and member of the Nelson acrobatic Rialley act, joined the Roelina Troupe of wire walkers at Cincinnati March 16 to fill in for three weeks for Helen Lowande, who underwent an operation. The Roelina Troupe is managed by Mayme Butters and has been with the Midnight in Miami circus. Harris will return to the Nelson Troupe April 6 at Louisville, Ky. The Nelson Troupe is managed by Paul Nelson, of the original Nelson family, and will be with the Cole show this season.

**C. A. KLEIN**, managing director of Klein's Attractions, has announced that the Bill Morris Troupe of teeterboard acrobats and Pat Kelly and his military ponies have been signed for the new Klein circus unit, which will play fairs and celebrations, starting in June. Klein said he expected to line up a half dozen other standard circus units before the unit takes the road. He has before the unit taken the road, and Pennsylvania fairs, under contract and expects more within the next few weeks.

**ROBERT D. GOOD**, of Allentown, Pa., was visited by Capt. William Hoyer and wife, Tamara, who made a short stop in Allentown while en route home from the Detroit Shrine Circus. Good says Hoyer has a 10-acre place between Pennsylvania and Princeton, N. J., with a 200 by 85-foot indoor ring, and 40 box stalls provide ample stabling facilities for horses. Good says he enjoyed Bill Good's article in the BILLBOARD on the high school and dressage horse stunts in the circus. Good declares that brilliant equine performances offered by American circuses in the last 20 years can be counted on the fingers of one hand. He nominates Captain Hoyer, Dr. Ostermeier, Rudy Rudynoff, and the Koytars for riders. The most intricate and marvelously controlled Liberty horse act was Jorgen Christiansen's 24-horse act imported from Europe about 1923 for the Ringling-Barnum show, he says. Charles Sparks imported from Germany a fine Liberty act of 18 horses, worked by Ernst Klucke.

## Two RB Acts Found To Be Sure Hits

**SARASOTA, Fla., March 22.**—Two new acts appear destined to thrill Ringling Bros. and Barnum & Bailey Circus audiences this summer.

Untried for capacity audiences at the St. Martha's Church charity show here March 19 was a novel rope bouncing act by Miss La. Touch, and a fading double somersault from the backs of galloping horses by the Christians.

These two acts literally stole the show. Miss La. Touch, attired in a dazzling white and silver costume, opened with a classical ballet number and then went into an intricate tight rope performance. The double somersault, in which two Christians swapped places on galloping horses, was one of the most difficult tricks performed by the brothers.

Merle Evans, who has been conducting a band in St. Petersburg, Fla., led his circus held during the three-hour show, which featured, among others, acts by the Great Arturo, Albert Powell, the Castles, Adriana and Charlie, the Gouchos, and June Christian.

**SARASOTA, March 22.**—Circuit Judge George W. Whitehurst said here today that a hearing on the federal government's suit against the executors of the John Ringling estate has been continued until April 14 by stipulation of attorneys. The hearing originally was scheduled February 17 but was postponed until this week, then postponed again.

Judge Whitehurst said he had been notified that the government had appealed to the Florida Supreme Court for a rehearing on the court's ruling that the executors could not be removed by the Circuit Court. The high court ruled several weeks ago that only the county judge had authority to remove the executors.

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# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

**FRANK SHARP** has been named field judge for 1941 Calgary, Alta., Stampede, replacing James Mitchell. Norman Edge will be senior chute judge and flag man. Lorne Thompson has been added to the chute judge roster, and Alvin Streeter replaces Ray Knight as senior man in care of livestock.

**COL. A. L. OATWOOD** arrived in Chicago early last week for three carloads of stock for his coming rodeo at the Coliseum. Events in getting some good publicity breaks thru newspaper and organization tie-ups, effected by Frank Burks, publicity director.

**TRI-STATE FAIR ASSOCIATION**, Parsons, Kan., recently signed contracts with the K-Bar Ranch Rodeo and Tom W. Kelley, Tulsa, Okla., to produce the rodeo at the 1941 Tri-State Fair. Cash guarantee this year, according to the contract, will be \$2,350, as compared with last year's guarantee of \$2,500. Pete Adams has been signed to announce the two-day event.

**T. E. ROBERTSON** opened his South-west Championship Rodeo at the specially constructed arena in City Park, Alexandria, La., March 20, with a large number of performers brought in from the recent Fort Worth (Tex.) show. Contracted performers included Vaughn King, Vivian White, Alvin Greenough, Krag Keenan, Peggy Lane, Don Wilcox, and Cecil Conrath. Pete Adams was announcer. Major events included bronk riding, bulldogging, calf roping, trick riding, and bareback bronk riding. Awards totaled \$3,800. Rodeo continued thru March 23, with three matinees.

**DODGE CITY (Kan.)** Third Annual Rodeo has a budget of \$1,200 for publicity, which work has been turned over to the Junior Chamber of Commerce. Bob Williams, Junior Chamber president, appointed three committees and sub-committees: Dudley Minor, general publicity; subcommittee—publicity; Lynde Davidson, E. C. Starnum Jr., George Laughlin Jr., D. A. Herman, John Anderson, George Quick, George Houghton, Wayne Murray, and Jack Danhill, radio, newspaper, George Baskett, Vaughn Kimball, Jay Hojper, and John LaCroix, billboards; Ralph Cochran, Floyd Hyatt, Earl Haskin, window cards; Dale Herrickson, Verrill Anderson, Dick Prew, Jesse Hilbers, and Bill Hamilton; jumper signs, Gene Greenham, Ned Stephenson, Mack Hale, Al Hoehn, and Jess Gullick; truck signs, Orin Ebert, Jack Pressbury, Harry Lochman, and Elmer Kliesen.

**Fort Worth Rodeo Sets Records**  
**THE 84TH ANNUAL RODEO** in connection with the Southwestern Exposition and Fair Stock Show, Fort Worth, Tex., March 7-18, broke all records for the number of sellout performances at the event. Thirteen of the 10 shows were sellouts, while the other six drew near capacity. All night shows were sold out in advance, including the final Sunday night. It was said to be the first time in the rodeo's history that the Coliseum was filled on the last night. Standing room also was at a premium. Among features were Ken Maynard and Merton and Louise Montana. Visitors the latter part of the engagement included T. E. Robertson, rodeo producer; Neelie Richards, former cowgirl, and E. S. Puster and Jim

Howell, of the American Legion Post Rodeo, Sidney, Ia.

Final winners were: Calf Roping—Buck Goodspeed, Bob Crosby, James Kenney, T. J. Brannan, Steer Wrestling—Dave Campbell, Gene Ross, Howard McCree, Andy Curtis, Saddle Bronk Riding—Burd Mulvey, Bob Walden, Floyd Stillings, Gene Pruitt, Steer Riding—George Mills, Albert McEuen, Smokey Snyder, Gerald Roberts, Hubert Taylor Jr., Bareback Bronk Riding—Smokey Snyder and Paul Carney, Burd Mulvey also won the special award of \$100, donated by Mrs. Anne Burnett Hall to the champion saddle bronk rider. Hank Mills won a special \$40 award, donated by Verne Elliott and Don Resnick for the best single ride in the bareback bronk event. Special trophies were awarded Abe Leflon, announcer; Jimmie Nesbitt, clown, and Louis Kubitz, in charge of rodeo stock. Chester Byers retained his local championship in trick roping, as did Dick O'Rourke in trick riding. Pauline Nesbitt also retained her trick riding crown.

### Day Money Winners

Bareback Bronk Riding—Second day (Sunday night, Monday matinee and night, and Tuesday matinee), Fritz Truan, Bob Esau, Bud Linderman, Smokey Snyder, Eddie Cameron. Third day (Tuesday night, Wednesday matinee and night, Thursday matinee), George Mills, Woyl Helmer, Paul Bond; (See CORRAL on page 32)

## Circus Saints AND Sinners' Club

By Fred P. Pitzer (National Secretary)

**NEW YORK, March 22**—W. W. Workman Tent, of Richmond, Va., at a recent meeting appointed the following committee for 1941: Home—Ben Dennis, chairman; Frank L. Blahd, and Leth S. Remmer, Entertainment—Charles A. Bonoma, chairman; Clarence T. Riddick, Joseph Kass, Jack Lyons, James Mann, H. H. Mundin Jr., F. E. Rose, and A. D. (Ham) Watson, Publicity—E. B. Whitlock, chairman; Russell H. Manick, and George J. Martin, Stuntman—C. Palmer, chairman, and H. H. McNeckie, Refreshments—C. A. Weston, chairman, and A. L. Tyler, Degree Team—John C. Goode, chairman, Inter-Club—E. W. LeMay, chairman; J. C. Crump, and J. A. Schwahn, Donations and Props—Clarence T. Riddick, chairman, and Jack Lyons, Reception—A. D. Watson, chairman, and W. D. Anderson, Public Affairs—T. Nelson Parker, chairman; D. Andrew Welch, and Charles W. Brinson, Officers for the present year are: Thomas A. Boyd, president; L. E. Mundin Jr., vice-president; William T. Homburg, secretary, and Fred Haffing, treasurer.

### Circus Model Builders

**READING, Pa., March 22**—The following officers of the Circus Model Builders & Owners Association have been elected for 1941: Bob Denner, Mundie, Ind., president; Gordon Potter, St. Joseph, Mich., vice-president; Charles Doelker, Harrisburg, Pa., general manager; Clarence Pfeiffer, Johnstown, Pa., treasurer; Walter Buckingham, Galas Ferry, Conn., auditor; Russell T. Warner, Reading, Pa., director of publicity; John Kyle, New York; John McCurdy, Harrisburg, Pa.; George Hubler, Oxford, O.; and Ted Hesterty, Portland, Ore., regional managers.

According to reports coming in, this winter has been an extremely active one on the part of Model Builders all over the country. There seems to have been more hobby shows and exhibitions having model circus displays than ever before. Nearly every member reports more wagons added to his show and also having more people become interested in this fast-growing hobby.

Among those adding wagons to their small shows are Frank Undergrat of Boyertown, Pa., who has just finished a six-horse hitch with the old Ringling circus wagon, and Russ Wagner, of Harrisburg, who besides making six new wagons for his own show, also made several trucks for Ernie Wagner's show. Bill Barrett, veteran circus man from Easton, Pa., has remodeled his circus and added nearly \$100 worth of sound equipment for future displays.

Art Stensvad, of North Platte, Neb., has remodeled his winter quarters and now has 83 boxes of rolling stock. Art (See Circus Model Builders on page 64)

## 51,000 Attend Buffalo's Circus, Rodeo, Thrill Show

**BUFFALO, March 22**—The first circus of the season and the first rodeo in Buffalo's history was here March 10-12 at the new Memorial Auditorium in the form of the CIO-sponsored Wild West Rodeo and Hollywood Thrill Circus, produced by Dick Ryan. The large line-up of acts included some of the best known troupes across the country, and public response, as well as the financial outcome, was most gratifying, and a nice profit was realized.

While grosses are not yet determined, total attendance during the three-day stand, in six performances, ran close to 51,000, which included many youngsters, according to Mr. Patterson, business manager of the Ryan Troupe. Prices were 20 cents for kids and 30 cents for adults, general admission, and \$2.30 for reserved seats. Opening day, however, had a special benefit matinee for children, when they were admitted for 10 cents. Opening night the performance was dedicated to members of the CIO United Automobile Workers of America, who paid a flat rate of 35 cents per act, and the house was jammed far above capacity. About 33,000 persons were on hand during first day. The Auditorium seats about 10,000 persons. The remaining two matinees attracted around 5,000 payees each, while the evening shows drew 10,500 Tuesday and 4,500 Wednesday.

### Stunter Hurt

The performance was thoroely entertaining and filled with fine talent. Only accident of consequence was sustained by Russ Demerut, Hollywood stunt man, during a motorcycle crash thru several flaming board walls. Demerut had just recovered from serious burns which he received during his performance at a similar show presented by Ryan in Flint, Mich., in February. The extent of his injuries hasn't been determined. During the first performance his stunts went over big.

The highlight of the show was Ella Carver's 98-foot dive into a tank of flaming oil, with her flaming aloft. This spectacle closed the performance and provided a real thrill for the spectators. Also excellent were Jean Spaulding, who did 100 arm planks; Gregorski, the human corpse, who hanged himself with a noose from the roof of the auditorium; and Lorenzo Mastri, who performed breath-taking high-wire stunts. He worked blindfolded and used a wireless and used no safety net. The Petroff Troupe, a marvelous high-up ladder act, scored solidly. The Hettlings' tempestuous performance was also a hit. Other circus acts included John "Sonny and "King," Hollywood motion picture actor; Capt. Jorgen Christensen and his horses and dogs; Ernie Wiswell, comedy act; Imperial Kouran Cosmetics, and Roy Barnett and the Seal Brothers, clowns.

The rodeo act, about 50 cowboys and cowgirls, worked in and out of circus acts, giving the show sparkle and variety with saddle bronk riding, wild Brahma bull riding, bare-back bronk riding, and trick and fancy riding and roping. Beverly Hartnett and Peggy O'Neil rode high school horses, and Bill Noble and his troupe of Australian bull whip artists added to the rodeo entertainment.

## Repeat Show for Sunbrock in Cuba

**CINCINNATI, March 22**—Larry Sunbrock told *The Billboard* this week that he has closed a contract for a repeat engagement of his combined circus, rodeo, and thrill show in Tropical Stadium, Havana, next fall. The deal was made with Rene Marinier, director general of National Sports for the Cuban Government.

The NSOC, under whose auspices Sunbrock's show last month was staged, has given Sunbrock a \$7,500 guarantee. The playing basis is 85-20, with the surplus paying from its 20 per cent the rental for the stadium, the propaganda (see advertising is known in Cuba), and other expenses.

Sunbrock arrived in Cincinnati Wednesday afternoon by plane from Hollywood, having been called here by the serious illness of his mother, who underwent a major operation at Good Samaritan Hospital last Saturday. She passed away this morning.

## With the Circus Fans

By THE RINGMASTER  
 CFA  
 President: WILLIAM H. JUDD  
 Secretary: W. M. BURNINGHAM  
 Treasurer: Des Moines, Ia.  
 New Britain, Conn.  
 (Co-edited by WALTER HOENIGADEL, Editor "The White Top," care Hollywood Printing Company, Buffalo, N.Y.)

**ROCHSTER, Ill., March 23**—Shluer C. Lindquist, historian of the Birch Land-Off Tent, Hartford, Conn., entertained with his company on March 15 for the Jacksonville, Fla., airport. In the group on hand at the railroad station to say good-bye were his wife, Ben Cochrane, of the Hartford Shrine, Blackie Nye, old-time circus trouper; Jim Hoye, Jeff Phelps, and Bill Montague from the tent. Lindquist has the rank of first sergeant in the 118th Observation Squadron, formerly a Connecticut National Guard unit.

J. A. Wagner, past president of the CFA, who spent the winter in Tucson, Ariz., has returned to his home at 833 Harvard Drive, Des Moines, Ia. President W. H. Judd and Mrs. Judd, of New Britain, Conn., left the 21st by motor for a 10-day southern trip. Among their stops will be Charleston, S. C., where they plan to visit the famous Azalea Gardens, and before returning home they will visit Asheville.

The Fallenburg Tent, of New London, Conn., held a dinner at the Mohican Hotel March 23, and had as guests the Rev. Edward Sullivan, of Roxbury, Mass., and Bill Montague, of Hartford, Conn. Reverend Sullivan is a circus fan, belonging to the Fallenburg Tent. Before entering the priesthood he was with the Benson Wild Animal Farm at Washna, N. H. Paws and their guests sat down to a beautiful dinner, after which they were entertained by Bugs Raymond, of Norwich, Conn., who told of his experiences on the legions of the different circuses. Others attending the dinner were J. Perry Raymond, of Norwich, Ct.; Joseph J. Conry, George Fisher, Fremont Alderson, Charles B. Stull, Martin Branner, Philip Plant, Morgan Cliney, James M. Niscon, Herman Kohlsken, E. L. Cushman, and F. J. O'Connor, all of New London, Conn. State Chairman Samuel M. Prentis and Mrs. Prentis sent a telegram from Miami Beach, Fla., with their regrets at being unable to attend.

The first annual spring meet of the Pat Valdo Tent, Birmingham, N. Y., will be held March 28. Dinner will be in the Hippodrome (Pat Valdo office room), in conjunction with the Live Wire Club of the Chamber of Commerce, with music by Joe Basile's Madison Square Garden band, and circus acts from the Rotary sponsored Hamid-Morton Circus in Birmingham.

Sunny English, son of Stuart M. English, had a fine miniature circus (flag) in a boy store window advertising circus tents and the Rotary Club Circus. Reproduced a dining tent and a dressing tent, with table, chairs, and light plant in setting. Also there were two rings, one of performing elephants and one wild animal arena. Animals, horses, and performing figures were in evidence.

George H. Barlow III had a large display in a main show window advertising the Birmingham show. Background was an oil painting of the interior of the States Army where the circus is showing. Grandstand and balcony seats were pictured. The back-foot setting had blue and red regular grandstand set-ups, one ring track and aerial apparatus. Every set consisting of animals and performing figures represented an act that is actually in the circus.

April 1 has been designated as Circus Fans' and New Britain night at the annual Shrine Circus to be held in the State Armory in Hartford, Conn. Fans are expected from all parts of the State and near-by States. They will occupy a section of box seats. Reservations should be made by March 25 with Jim Hoye, 218 Washington Street, Hartford. Following the performance, there will be an informal party at the Seafood Restaurant for performers and fans.

## PHOTOGRAPHS AT WHOLESALE

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# Expansion Aims Shaping Up

## Buy in Agawam Adds 42 Acres

Carroll is to extend new Riverside—study of needs of future to be made

SPRINGFIELD, Mass., March 22.—Edward J. Carroll, owner and director of Riverside Park, announced that he had purchased 42 acres in Agawam, across from the park. "In line with the park expansion program," the property, which fronts for a half mile on Main Street, was bought from the estate of Edward A. Isaacson, Hartford, Conn.

Director Carroll said he had no definite plans for use of the property, but would study the possibility of converting one of the larger buildings on it into a summer theater. He said he also might erect a sports arena on the property, but not for the coming summer. Secretary of State Frederic W. Cook announced from Boston the granting of a charter of incorporation to the R. & C. Amusement Company, incorporators of which are Carroll, Vernon A. Trigger, Agawam, and Albert V. Reeves, of Cambridge, Mass. The new corporation, Carroll said, is one of the units that will direct expanded park activities.

## 15-Week Period To See Changes at Des Moines Riverview

DES MOINES, Ia., March 22.—New Riverview Park will operate 15 weeks this season, opening on Decoration Day, said Earl Kooker, head of the amusement firm. Owners contemplate purchase of three or four new rides and other changes.

Bob Reichardt, who became general manager last year during midseason will again have charge. Whether a gate will be put on has not been decided. Last year the park experimented with a 10-cent charge, patrons receiving 10-cent coupons good for anything in the park in an effort to eliminate undesirable. Both a free gate and a charge had been tried previously with mixed results. . . . Ballroom will have more local bands and one-nighters instead of traveling bands for one and two-week engagements. Some name bands will be used. Although not confirmed, it is reported the APM local has reached an agreement with park officials for eight weeks with remote-control wire. Last year local bands were used only on few occasions.

## Wildwood Preps for Big Biz

WILDWOOD, N. J., March 22.—This resort is preparing for the largest number of summer visitors in its history. Publicity department will use advertising in over 50 newspapers in Philadelphia and New York areas in addition to billboards and some magazines. Mayor George W. Krognan and John Kay, director of publicity, said that besides many conventions and special events, a band concert and fireworks will mark a July 4 celebration.

## O'Brien's Acts at Reverse

REVELLE BEACH, Mass., March 22.—Mr. and Mrs. Louis Schlossberg, known professionally as the Mame Bernard mental act and currently with Ray March Brydon's winter unit, have signed for the third successive season with Bill O'Brien's museum here. Albert Alberta and Company, with Ada David lecturing, have again arranged for the annex. Third season also for latter.

NEW ORLEANS.—A young man of war, rare in show, was given to Audubon Park Zoo by a couple who embarked with 2,000 specimens for the Field Museum, Chicago, after a few days here. The zoo made attempts to buy other specimens. Bird is five months old, with a six-foot wing spread.

## Galveston Splash Day a Forerunner Of Huge Projects

Galveston, Tex., March 22.—With Splash Day opening set for April 20, Galveston Beach Association looks forward to the biggest year in history of the city. Several large projects, due to begin soon, call for creation of a new big pleasure area at Stewart Beach, including construction of a 22-by-320-foot boardwalk, bathhouse, roller rink, and a number of new concessions, with a \$12,000 cost.

The entire Stewart program, beach to be patterned after Jones Beach in New York, under supervision of R. J. Cummings, Houston architect, calls for an expenditure of \$350,000 with a WPA appropriation matched by a bond issue of \$170,000. Use of the new center is hoped for in June.

Two new parking areas are planned on the beach section. All hotels and other lodging facilities are being renovated, including a new ballroom in the Galveston. Construction starts next week on a \$1,250,000 super-highway from the mainland, with a 50-foot stem to Houston, a third road between the two cities to help handle holiday jams.

With approval last week by the HFC of a \$1,400,000 steel pier on the main beach, plans are being revised for start of construction within three weeks. Cummings said. Reasoning is made to bring the pier within funds available in view of rising costs of material and labor. City received HFC loan of \$1,100,000, plus a bond issue of \$300,000. Pier will include dance hall, theater, meeting hall, fishing pier, rides, and concessions. It will extend 1,300 feet into the Gulf and it was necessary for the Legislature recently to appropriate proper water bottoms for pier supports.

PORTLAND, Ore.—After much wrangling among city officials over how to finance the project, plans were finally agreed upon to provide a grante costing \$200 for two grizzly bears obtained from Yellowstone National Park last fall. The bears had been kept in a small cage in the zoo, causing them to lose their hair and become mangy, according to Zookeeper C. N. Baldwin. First estimates on cost of a WPA project ranged from \$4,000 to \$9,000, more than city commissioners wanted to spend.

## NAAPPB Risk Plan Success Prod For All To Join, Says Alexander

PHILADELPHIA, March 22.—N. S. Alexander, chairman of the public liability committee of the National Association of Amusement Parks, Pools, and Beaches, interviewed at his Philadelphia office regarding the association's present drive to bring the entire industry under the public liability insurance plan sponsored by the association in co-operation with the Associated Indemnity Corporation of California, said. "We have been working diligently for five years to extend the benefits of our public liability insurance plan to all smaller parks and concessionaires throughout the country. A vast majority of large operators and many small operators are already insured under it, but our public liability insurance committee, Leonard B. Schloss, vice-chairman; Richard P. Lunn, Edward L. Schott, Herbert F. Schneck, and myself, and the officers of the association will never be satisfied until 90 per cent of the men in our industry join with us in this plan.

"Experience is the best teacher and nothing can better illustrate the satisfaction than the fact that practically all who joined the plan in 1936 are still insured under it and have joined with the association in materially increasing the list of policyholders.

"Just before our 1940 convention the insurance committee met with the officials of the Associated Indemnity Corporation and made some slight modifications in the plan, for, we believe, the

## Bass Lake Plan Up to Engineers

Ackley surveys are made for Brydon's development—attractions contracted

BASS LAKE, Ind., March 22.—Rebuilding, remodeling, and additions are being pushed at Brydon's Bass Lake Beach since Ray March Brydon and his wife, Theresa Adkins Brydon, acquired the property. Work started a month ago and by opening day, May 24, everything will be in readiness to start what is predicted will be a banner season. Advertising and promotion have taken in a 100-mile radius. Heavy drawing power is anticipated. Sixteen miles away a defense plant, at Kingsbury, employs 3,700, and about the same distance finds construction of one of the country's largest airports, between Bass Lake and Culver, employing thousands of mechanics.

Brydon has been holding conferences here and signing contracts for attractions and other features. Floyd E. Gooding, head of the F. E. Gooding Amusement Company, Columbus, O., will have six new rides, Maurice Miller and mother, Mrs. Marie Miller, two rides, and August Pascualini and family, Detroit, Fanny Arnold, representatives of United Fire-works Company were awarded contracts for displays. Vaughn Richardson, booking agent, has been given contracts for appearances of screen and radio stars and name bands.

Harry A. Ackley, of Ackley, Bradley, & Day, Pittsburgh engineers, and the firm's chief engineer, Vernon Keenan, made (See BASS LAKE PROGRAM on page 32)

## Switch in AREA Workers

CHICAGO, March 22.—Changes in two 1941 committees of the American Recreational Equipment Association have been announced thru officers of the National Association of Amusement Parks, Pools, and Beaches here. President C. V. Starkweather has supplanted Ben O. Hoodhouse on the executive committee with L. L. Cluser, who will serve with Fred L. Markey and George A. Hamid, chairman. Hoodhouse has been added to the program committee to work with Abner K. Kline, chairman; R. E. Chambers and M. W. Seltzer.

## NAAPPB Risk Plan Success Prod For All To Join, Says Alexander

benefit of the assured. We have all learned much in five years of close contact with the operation of our plan and, in our judgment, it is now the most perfect plan enjoyed by any industry. We have also learned that the Associated Indemnity Corporation is an outstanding carrier, decidedly efficient in its inspection and claim service and high class in all of its business in fact, the committee is unanimous in its feeling that our carrier has far exceeded our fondest expectations in every way.

"The secretary's office is conducting a lively campaign this spring and has already contacted every amusement park in the country on our mailing list, placing before them the benefits of the plan. In addition, we have attempted to contact as many concessionaires as possible. Details of the plan have recently been mailed to the entire industry, and it is hoped that any park operator or concessionaire who has not heard from Secretary A. B. Hodge at yet will write him at Suite 1199, 301 North Wells Building, Chicago."

Secretary Hodge said recently that the saving of more than \$100,000 in premium payments to those working under the plan during the past five years gives eloquent testimony as to its economy feature.

At the 1940 convention of the NAAPPB Edward L. Schott, president and general manager of Coney Island, Inc., Cincinnati (See NAAPPB RISK PLAN on page 32)

## LOOK FOR THIS FEATURE

### The Showman's Part in National Defense

By A. W. Ketchum

in THE BILLBOARD'S SPRING NUMBER

Dated April 12

## Beatty Night Shows Next Season's Plan

PORT LAUDERDALE, Fla., March 22.—Clyde Beatty's Jungle Zoo here, the management reports, has had a highly successful winter season, crowds thronging the grounds daily and filling the large grandstand at nearly all performances. Morning training sessions, elephant rides, and feeding of animals are popular features.

During the summer, while the Beatty unit is en tour with the Johnny J. Jones Exposition, extensive landscaping and construction will be carried on in preparation for night performances which Beatty is planning to give next winter. The entire zoo will be flood-lighted, new sections to the grandstand will be added, a larger arena with sliding front sections will be installed, and more cages, dens, and corrals will be built to accommodate shipments of animals to be added to the collection now exhibited.

Recent visitors were Dolly Costie, Fred Fletcher, columnist on The New York Daily News; Edie Stinson and party, Rosen Rosenberg, Tommy Hart, Stanley Dawson, Nat Denver Kline, Carl J. Sedlmayr, E. Lawrence Phillips, Ralph Lockett, and Sterling (Duke) Drunkenbrot.

## Cedar Point Will Go Heavy On Ad Drive for Season Biz

SANDUSKY, O., March 22.—With indications that thousands of Americans who have previously gone abroad for vacations will now take their recreation on home soil, Cedar Point-on-Lake Erie is planning an extensive advertising and promotion program. Outdoor, radio, newspaper, magazines, and all other accepted media will be used extensively to tell about the resort, the Hotel Breakers with 1,000 outside rooms, seven-mile beach, and sports that will be featured.

Policy of leading radio bands for week engagements, which has made Cedar Point Grand Ballroom one of the most popular on the Great Lakes, will be continued. Last year's dance talent included Ted Weema, Sammy Kaye, Woody Herman, Bob Crosby, Charlie Barnet, the late Hal Kemp, Wynne King, and others in the same bracket. Patrons drawn by this brand of entertainment resulted in a good weekend play for concessionaires of all kinds in the big amusement circle.

With increased income of families through the area, the management is dressing up, painting, and adding to attractions in anticipation of a heavy play during the season, which will open on June 14 and run thru Labor Day.

## Coney's Luna Opens April 13 for Pre-Season Swing

NEW YORK, March 22.—Luna Park will open on April 13 for week-end operation until the daily bow in May. There will be a free gate.

At Bloomingdale, of the department-store family, heads a combination which will operate the rejuvenated ballroom designed by Tony Sarg. A special booking is Caswell, shark wrestler.

MILWAUKEE.—Washington Park Zoo has been presented with an exhibit by Margaret Jean Cocha, whose pet it had been for the past six months. It is the first for the zoo since our first about eight years ago.

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Concession Supervision

Many pool managements operate food, drink, games, and other concessions themselves; others lease space to outsiders on flat rental or percentage. It is to latter group that this is addressed. There is no harm in letting others, who may be better qualified, run restaurants and other concessions for you. In fact, many tanks have found it much more profitable that way. But some pool

men forget—perhaps neglect would be a better word—to exercise supervision over concessions with the result that the swim establishment suffers.

Selection of a concessionaire is important. Just because you have a brother-in-law with a lot of time on his hands and who has a little money to invest is no reason why you should turn over your pool restaurant to him. And because someone offers the highest rental or best percentage deal is also no reason to John Hancock the papers to him.

Investigate thoroughly person who is to take over your concessions. Find out whether he or she has had experience in that line. A retired silk merchant is certainly not a good prospect to run Skee-Ball alleys at a plunge, even though he may have all the dollars necessary to start the enterprise. Try to get people who have had certain experiences in the field. Then you will be sure of making the most out of your extra activities.

It's important to remember that your pool should come first. That's your original investment. It's unwise to install a concession that may reap money in a hurry but which may hurt prestige of the tank and in the long run hurt the original investment. Too often a pool man will grab what he thinks is a good offer for his restaurant concession, not realizing that a concessionaire can't possibly serve good food and give good service at the rent he's paying. To be sure, he gets a little more on the rent for one season but his swimming customers rebel and, unless he makes a change, business is lost.

Let's do it much better, therefore, to carefully study prospective concessionaires? Operators who run parks in conjunction with pools do just that, for they know the concession biz. It's the man who operates a plunge by itself who must be careful. You're entitled to extra revenue thru concessions but don't get it at the expense of pool good-will and reputation.

After you select concessionaires make certain that they live up to policies of the management. Don't be misled by good and low interest after a deal is consummated. Don't forget that, so far as your concessions are concerned, your swimmers are patrons of yours. They buy admission tickets from you and if they find a drink stand dirty or a game room run down they hold you responsible, not the concessionaire.

This is the time of year when concessionaires for outdoor pools are being hired. Here's hoping some of these remarks are weighed carefully and that, as a result, day-by-night concessionaires are run out of the aquatic industry.

## Royalty Speaks

Last week I met her highness, the Princess of Sarawak, who, with her husband, the White Rajah, rules over 1,000,000 inhabitants of a piece of land on the northwestern coast of Borneo, and who is in this country for duration of the war. She is a very charming person and holds your interest when she discusses life in Borneo. I was especially interested when she told about the outdoor swim pool her husband built last year, adjacent to the palace. Most modern equipment has been installed and it is known that this royal family of Sarawak does most of their entertaining, it being too warm to hold indoor affairs. Most state functions are therefore in the form of swim parties. And a swimming of my head and chest started when the princess actually told me that her husband occasionally receives copies of *The Billboard* and that a novelty swim race mentioned in this column some years ago was tried out at a state party. It was in a great attraction in those parts. Swim races are popular but not nearly so much as diving. The race also revealed that some day, maybe after the war, she and her husband would try to develop their land as a beach resort for tourists. At present Ball Ball receives all vacationists' attention in that area but she claims her Sarawak has just as much to offer.

## Gothamtown Calls

Meetings last week in New York City started a campaign on part of the Broadway Association to attract tourists this summer to the Great White Way. Gothamtown indoor pools, such as Park Central, Ebbston, and Park Viewdays should benefit because it may mean increased attendance in hotels and beaches, pools, and resorts in and around city would also feel effects. The good part of the drive is that the appeal is not being confined to Broadway attractions. Stickers, posters, and other aids which are proposed will call attention to the marvelous swimming and outdoor play facilities that the city has to offer.

# American Recreational Equipment Association

By R. S. UZZELL

At Sevin Rock, West Haven, Conn., Fred Levere is brimming with optimism for 1941. Already he is far ahead of any season for many moons in space rented. He has some available yet, but he says, "It's early yet." Had one good Sunday on Merry-Go-Round and expected another one on March 15. We think he got it.

John Tiernan, of this resort, is still in Florida nursing the crippled shoulder he got in an auto accident last December.

Frank Terrill also lingers in Florida to accumulate reserve vitality for his expected larger volume of business at his eating emporium.

Norman Bartlett, of Flying Turns note, has opened a shop of his own at North Timawanda, N. Y., where he is doing his own experimental work on a new ride. This Scotchman keeps the bees buzzing in his hat. He knows, by hard knocks, (See AREA on page 53)

**Baker Automatic Myster De Luxe BINGO BLOWER**



Do not be misled by other so-called Blowers. We are the originator and inventor. Write for Pictorial Folder and Prices on all Electric Bingo Devices.

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**Beautiful Bass-Lake Beach**  
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**OPEN TO BOOK FOR THE COMING SEASON WHICH BEGINS ON SATURDAY, MAY 24th**

Any big Park Ride, such as Soccer, Dodgem, Scooter-Buggy, Launch in the Dark, or Fun House or Work This Season.

We have a brand building that was used for the Merry-Go-Round, have spent several thousand dollars rebuilding it and making a beautiful piece of park property. We want something in it that will get money, such as a big Bingo, Sportland, or what have you? Best location in park.

Also want to book a Skee Ball and Bowling Alley. If you have the equipment complete we will erect a real building.

Want a Man with a portable Roller Rink, but must be complete and in first-class shape.

Want a party who is in the Scooter-Buggy Business to put in a first-class barbeque stand. Will make park profitable. This is great Bar-B-Que country.

**YANKEE LAKE**  
ON ROUTE 7-12 MI. NORTH OF YOUNGSTOWN, O.

**WANTS RIDES!**

Yankee Lake Park, located midway between Youngstown, Ohio, and Sharon, Penna., in the heart of one of the world's greatest steel producing areas, WANTS RIDES! Minimum of 5,000 Annual Plant employing 15,000 men completed near by. Tremendous population to draw from.

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**Dance at MARLOW'S PARK**

**RIDES WANTED**

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# Modern Swimming Pool Injuries

By LEO T. PARKER, Attorney at Law

NOW that summer is approaching it is advisable, from a legal standpoint, that operators of parks, swimming pools, and the like look forward in preparation in view of avoiding liability for injuries to patrons.

First, before entering into a discussion of the latest higher court citations, we shall briefly review the general law on this subject. In this manner the average layman may obtain elementary and dependable legal knowledge, and subsequently more thoroughly appreciate the heretofore review of actual litigations and suits filed by swimming pool and bathing beach patrons.

The higher courts have consistently held that the operators of swimming pools and bathing beaches must exercise, at the least, an ordinary degree of care to protect their patrons from injuries. However, this statement of the law does not mean that proprietors must, under all circumstances, prevent such injuries. In other words, no proprietor is an insurer against injuries which may be sustained by patrons.

On the other hand, the circumstances under which patrons may recover damages for injuries are numerous. Irrespective of when or how a patron sustains an injury, he is entitled to recover damages from the proprietor if the testimony shows that the accident could have been avoided had the proprietor or his employees used "ordinary care" to protect the patron against the injury. This is known as the law of "negligence" and means that the patron sustained an injury not as a direct result of his own carelessness, but through negligence of the proprietor.

Still another interesting point of law is that, according to modern higher court decisions, no patron is entitled to recover damages for an injury sustained as a result of his own carelessness. This means that both proprietors and patrons must use "ordinary care" to prevent the occurrence of injuries and the one whose negligence causes an injury is solely responsible. Therefore, an important consideration of the courts when deciding suits filed against proprietors of swimming pools for injuries to patrons is: "Was negligence caused the injury? If the answer is in the swimming pool patron, then the operator against whom the suit is first never is liable.

## Proof of Negligence

While it is true that a proprietor of a swimming pool may be liable for injuries sustained by patrons as a result of defective or dangerous conditions, yet the party who files suit must positively prove expressed or implied negligence on the part of the proprietor or his employees.

Negligence is a matter of proof to be established by competent evidence and the burden of establishing negligence is upon the party who files suit. The mere fact that an accident occurred creates no presumption of negligence on the part of the party being sued. In fact, it is an affirmative fact, incumbent upon the party who files suit, to prove and establish by direct and positive evidence that a jury may reasonably infer negligence. For example, in *Collins vs. District, 46 F. (2d) 1012*, the court said: "The burden of proof at the trial was upon the plaintiff (injured person), in order to recover against defendant, to establish by the preponderance of the evidence that the accident was in fact caused by the negligent act or omission of such defendant."

Still another important point of law is that if a proprietor is a party to a negligent act which might produce an injury, but before any such injury results a third person does some act and this act is the immediate cause of an injury, the latter's negligence is required, but for which would not be required, but for which would not be required, such third person is solely responsible for such injury. This is true because the causal connection between the first act of negligence on the part of the proprietor and the injury is broken by the interposition of the act of the third party.

An example of this law is illustrated by the late case in which a bather sued the proprietor of a swimming pool for injury damages for an injury sustained when he stepped upon a broken bottle which was submerged in the sand. During the trial it was proved that the bottle had remained in the location for long period of time and that the proprietor was negligent in failing to have the beach inspected and such dangerous things removed. However, other testimony was given which proved that just prior to the occurrence of the injury

another bather had broken the bottle. Therefore, while the proprietor was negligent for failing to have the beach inspected and to remove the bottle, yet the proximate cause of the injury was the fact that another bather had broken the bottle. In view of this testimony the higher courts held the proprietor of the beach not liable and explained that the actual cause of the injury was not the negligence of the proprietor in failing to remove the bottle, but the act of the other bather breaking the bottle.

On the other hand, if the negligent act of a proprietor and the negligent act of a third person effects an injury in a sudden sequence, both the proprietor and the negligent person may be jointly liable. See *Stoove vs. City of Philadelphia, 123 Atl. 536*, also see *York, 233 Pa. 94*.

## Liability for Acts of Employees

In many litigations involving injuries to swimming pool or bathing beach patrons an important consideration of the court is: Did the injury result from negligence of an employee and if so is the proprietor responsible for the negligent act of such employee?

Usually the outcome of litigations involving the liability of proprietors for damages, as a result of injuries caused by a temporary dangerous condition, turns on the answer to the question: whether or not an employee was acting within the scope of his employment, or, if not, he acted or failed to repair the dangerous condition. In other words, since almost all litigations, in this classification, result from acts of employees or their failure to perform acts frequently the outcome of the litigation depends upon whether the employee of the company was acting within the scope of his employment when the thing which caused the damage or injury was accomplished.

In many instances persons confine the terms "within the scope of the employment" and "in the service of the employer." However, it is important to know that a proprietor may or may not be liable for negligent acts of an employee who produces a dangerous condition but he always is liable for injuries or damages negligently effected by patrons by an employee who, while acting within the scope of the employment, fails to repair or remedy a defective condition.

Generally speaking, the only circumstance under which a proprietor is liable for damaging acts accomplished by an employee who acts without the scope of the authority or with such act is performed for the purpose of rendering an unusual service or benefit to the employer.

For instance, if an operator of an amusement device attempts to save the life of a swimmer and thru his negligence an injury is effected the proprietor is liable because the employee acted outside the scope of the employment, yet he was attempting to render an unusual service. On the other hand, if an operator, in the same circumstances as a lifeguard, who is on duty, effects an injury the proprietor is not liable because when performing the act the guard was not "in the service of the employer."

Also, assume that an employee while off duty assaults or otherwise intentionally injures a patron. Under these conditions the proprietor never is liable because, when the injury was effected, the employee was not "in the service of the employer."

And again, assume that an employee employed to clean premises assaults a patron. The proprietor is not liable because the employee acted "outside the scope of the employment."

It is interesting to observe that in a leading case, *Carpenter vs. Tressel, 135 N. E. 894*, the court in explaining the rule for determining whether an employee acts within the scope of the employment, said: "The rule is well settled that an agent binds his master only as to acts done within his actual authority, or within the apparent scope thereof. A servant is acting within the scope of his employment when he is engaged in going for his master what he has been directed to do or any act which can fairly and reasonably be deemed to be an ordinary and natural incident or attribute of that act, or a natural, direct and logical result of it."

On the other hand, it has been held on numerous occasions that an employee is acting without the scope of the employment when he, without the know-

edge of his employer, discontinues the task set aside for him to do, unless such discontinuation is for the purpose of doing something reasonably necessary and beneficial to the employer.

The illustration, in the recent case of *Turner vs. American, 110 Atl. 940*, the court said: "If he turns aside from his work or task to do something unrelated to the master's business, he is as much acting outside the scope of the employment as he would be were his working day ended or task completed."

## General and Special Agents

It is well established that proprietors of swimming pools and bathing beaches are liable for all acts of general agents which relate the employment, whereas a proprietor is responsible for only such acts that a special agent performs within the actual scope of his authority.

"General agents" are those employees who have general authority to manage a department or sub-department, whereas a special agent is one who is authorized to perform only certain and special acts. For example, a laborer is a special agent whose implied authority extends no further than to perform work in accordance with instructions received from superiors, but a superintendent is a general agent.

Therefore, a proprietor ordinarily is not responsible for contracts, contracts, or special acts performed by special agents. However, an executive is a general agent and has implied authority to bind his employer on all transactions relating to the particular department of business of which he is the manager.

For example, in the leading case of *Conolly vs. Waltham, 31 N. E. 302*, the court said: "A superintendent may be negligent in ordering work to be commenced or continued. . . . If he knew, or had reasons to know, that there was danger. . . . due care required of him to stop the work."

## Validity of Notification

Generally speaking, signs or printed notifications, which warn of dangers, will not relieve a proprietor of responsibility for his negligence.

For illustration, in *Lowen vs. Florida, 103 Pac. (2d) 530*, reported May, 1940, it was shown that the operator of hot baths was sued by a patron who testified that he entered the premises, paid the charge requested, and was directed to a private steam room; that in this room the proprietor maintained for the use of patrons a shower having pipes and faucets for the use of hot and cold water. The injured person alleged that the shower bath was so carelessly and negligently constructed and maintained that the pipe carrying hot water to the shower bath contained some cold water and that before he had time to move suddenly without notice or warning the shower emitted boiling, scalding water. He further alleged that the operator carelessly maintained and operated the shower and that without any notice or warning of any kind whatsoever, scalding water suddenly flowed from the shower thereby causing serious injuries.

The proprietor contended that he could not be held liable because the faucets had printed thereon "hot" and "cold," indicating which faucet contained hot water. However, the higher court held the proprietor liable and said: "In other words, it may not be said that the question of liability may be disposed of by an answer to the question contained in the special interrogatory submitted to the jury, namely, whether the designations of hot and cold were plainly indicated with reference to the shower tap."

On the other hand, any sign or notification may be effective to avoid liability, if the evidence shows that the injured person observed, or should have observed, the sign, and deliberately acted in disregard and disobedience of it.

For example, in *Johnson vs. Alton, 143 C. W. (51) 768*, reported August, 1940, it was disclosed that a boy, while shallow diving in shallow water at the edge of the pool struck his head against an intake pipe covered with concrete and sustained serious injuries. But for heavy damages was filed against the operator. During the trial testimony was given that the swimming pool was constructed in the fall of 1938 and first opened for business during the summer of 1939. It was completed by damming up a small stream and excavating its banks, creating a lake of about 300 feet in length,

with irregular banks which are at the widest points 90 feet in width. The sides are walled up with concrete and some places with stone and concrete, and the entire bottom is covered with concrete. Over the door of the entrance from the bathroom to the pool was a large sign, about 3 1/2 feet in length and about 12 inches wide, with large letters printed thereon as follows: "Do not dive in shallow water or scullia about the pool." On a pole near where this intake pipe enters the pool was another sign as follows: "Do not dive in shallow water."

In view of these signs, the higher court held the operators of the swimming pool not liable, and said: "Frank Johnson had been to and seen in this pool before the night of the accident; he was 16 1/2 years of age, an expert swimmer, and he was familiar with the physical condition, and the sign prohibiting diving in shallow water. . . . In addition to this the plaintiff admits that he knew the water was shallow."

## Review of Liability Cases

In *Wells, 170 So. 901*, a proprietor of a swimming pool was held liable in damages for an injury sustained by a patron who slipped on a wet and slick floor.

In *Martin, 100 Atl. 718*, the court held a woman entitled to heavy damages for an injury she received when she slipped and fell on wet and slippery steps.

In *Reid, 168 N. E. 950*, a swimming pool operator was held liable where a patron stepped upon concealed broken glass and cut his feet.

## Non-Liability Cases

In *Paul, 228 N. W. 170*, the court refused to allow damages to a person who carelessly dived into shallow water and injured his head.

In *Veis, 32 E. W. (2d) 72*, a swimming pool operator was held not liable for death of a boy who drowned.

In *Riverdale, 324 Pac. (2d) 982*, the court held a swimming pool operator not liable for drowning of a girl swimmer. However, in *Beach, 36 Utah 35*, the swimming pool operator was held liable for death of a child by drowning, because no lifeguard was employed.

In *Maher, 242 N. Y. 566*, the court refused to allow damages for drowning of a boy 14 years old, since no one witnessed the accident and, therefore, negligence of the swimming pool operator was not proved. Also, see *Louis, 93 Pac. (2d) 123*.

## With the Zoos

PANAMA CITY, C. Z.—Old Panama Zoo has been sold to the city by the widow of Dr. Douglas March, according to The Panama American. She was paid \$1,200 for buildings and equipment and she will dispose of animals which have been under her charge since her husband's death. A government zoo will be established on the Old Panama site, where the animals from De Lespau Park have been moved.

COLUMBUS, O.—Travis Englehart, superintendent of Municipal Zoo, reported birth of twins to the amiable family miniature Barbary sheep in Zoo condition. Zoo directors report the campaign for members will end by April 1. The canvass having been satisfactory.

HOUSTON, Tex.—Nellie, 48-year-old elephant in Hermann Park Zoo here, is suffering from acute nephritis, reported Dr. James Harris, city veterinarian. At the zoo since 1924, Nellie was bought from the late John Hingling by a local banker and later turned over to the park.

PHILADELPHIA—Despite all precautions, a fourth set of cubs born to Lady Begonia, leopardess in Philadelphia Zoo, have died. They were born on March 1 and keeper Fred Fisher took them away from her. Fred Fisher, zoo service manager, took them home, but they failed to survive. Lady Begonia killed her first two litters. The third was taken away from her but died in two months. Molly, European brown bear, whose arrival in the outdoor arena entertained thousands for more than a generation, died of old age on March 3. Officials said she was 31 years old. Dewey, a parrot that lived in the zoo the last 13 of his 40 years, also is dead. The bird was a lesser sulphur crested cockatoo.



**Chemurgy**

CINCINNATI, March 23.—The growing popularity of chemurgy shows and chemurgy exhibits at fairs in the Southwest and South, notably at the State Fair of Louisiana, Shreveport, has caused much conjecture as to what it's all about in territory where such exhibits are as yet unknown. The term chemurgy, stated briefly, means a movement to find new industrial uses for products of the soil. "Chem" or chemistry probably comes from the black art of ancient Egypt and "urgy" or work from ancient Greece. Those who combined thru alchemy produce the newly coined words chemurgy and chemurgy.

# Gates Upped at Winter Shows

## National Orange Fete Acts Many

Changes in bills boost attendance despite rain — additions improve plant

SAN BERNARDINO, Calif., March 23.—Gala opening of the 51st National Orange Show here, March 13-23, in the huge exposition structure brought out Governor Olson and notables from all parts of the country. Additions to the building have increased its area to 140,000 square feet. Expenditure of over \$500,000 in conjunction with the WPA has improved the 72 acres with playgrounds, parking, concession units, lawns, and picnic grounds.

Premiums of more than \$25,000 will be awarded. The 1941 theme is *Days of the Dons* and all feature exhibits portray scenes and characters of early days. It is said that over 700,000 oranges, lemons, and grapefruit were used in designing exhibits. There are outstanding exhibits from the districts of Colton, Corona, Cucamonga, Redondo, Los Angeles, Pasadena, Redlands, San Diego, San Fernando Valley, Ventura, and from the U. S. Department of Agriculture.

Large expenditures for entertainment are evident, Thursday's opening bill featuring Hedda Hopper, with Happy Fulton, emcee; Kay Kyser and his orchestra, with Ginny Simms, Harry Bahrt, Sully Mason, Ish Kabibble, Lyman Gardner, the High Hatters, Torrid Tapsters (See ORANGE SHOW ACTS on page 50)



HARRY D. KELLEY, who has been reappointed director of the livestock department of Michigan State Fair, Detroit, by the fair board which conferred Governor Van Wagener's choice of Bernard J. Youngblood, Detroit, as fair manager. These were the only posts not under civil service to be filled. Kelley is secretary of Michigan Association of Fairs and of Hilldale Fair.

## New Top Hung Up in Fort Worth

Night club and rodeo pull biz in bad weather—high mark of 1940 is beaten

FORT WORTH, Tex., March 23.—All attendance records were broken at the 45th annual Southwestern Exposition and Fair Stock Show and Rodeo here on March 7-18 in spite of the worst weather in several years. Attendance of 375,000 was reported by officials, compared with 330,000, the previous record set in 1940.

Bad weather did not hurt rodeo or Silver Spur night club business, as both spots were heated, but the Bill Hamm midway and independent concessions had some days. Outside concessions had to depend on daytime business, as nights were too cold. Warmer weather on weekends helped attendance, as did Children's Day, when 40,000 were admitted free. Closing Sunday also was a kids' day.

Thirteen of the 19 rodeo performances (See Fort Worth Record on page 32)

## Bill for Regional N. Y. Set-Up Pends

ALBANY, N. Y., March 23.—A bill to permit two or more adjoining counties to organize and hold a regional fair within one of the counties has been introduced in the Legislature by Assemblyman John F. Beninson of Montgomery County.

It would amend the Agricultural and Markets Law and will not interfere with the present laws relative to county and town fairs, merely extending to any regional fair the privileges granted under the present law. The introducer said his measure is desired by many counties that feel that by grouping together they could have a bigger and better fair from year to year and would in many instances more truly promote agriculture and domestic arts.

The measure provides that "no such regional fair shall receive any more money in any one year than it actually paid out in premiums for the last preceding year, and in no event shall any such regional fair receive in any one year more than \$12,000. Any county participating in such regional fair shall be ineligible to receive moneys from the appropriation for the promotion of agriculture and domestic arts specified in Section 296, Agriculture and Markets Law, during the period of time such county participates in such regional fair."

## Mutual Bill To Aid Old Age Pensions Up in Wisconsin

MADISON, Wis., March 23.—A permitted horse racing bill, which all revenues to be earmarked for old-age pensions, was introduced on March 18 in the Legislature by Assemblyman Nicholas J. Bucher, Belgium. Measures would create a racing commission of three to be appointed by the governor for six-year terms and to serve without pay except expenses.

Horse racing associations would pay a license fee of \$1,000 in Milwaukee, a County and \$500 in other counties. A tax of 20 cents would be levied on each admission ticket, and racing associations would get 10 per cent of the pari-mutuel take as commission. The associations would have to employ residents of Wisconsin for two years or more, except in 15 per cent of their hiring. Violators would be subject to fines of \$5,000 to \$10,000 and jail sentences up to one year, or both.

## Whiteford in 'Country Fair'

CHICAGO, March 23.—Boyle Woolfe Agency, 1011 Avenue of the Stars, Hollywood, Calif., has arranged for Whiteford to be featured in the Republic picture *Country Fair*, which started production this week. Ford is star of *The Plantation Party* program in the character of the Duke of Paduab.

## Elderkin Taken to Hospital

REGINA, Sask., March 23.—Dan T. Elderkin, secretary-manager of Regina Exhibition Association, is in a Regina hospital, doctors having ordered a three weeks' rest following a head hemorrhage.

HAMILTON, Ont.—Percy W. Abbott, managing director of Edmonstone (Alta.) Exhibition, has returned to his home after a trip in Ontario during which he inspected the Conklin Show's quarters as guest of J. W. (Patty) Conklin, who will direct Pontiacian at the 1941 Class A Western Canada fair, and visited Secretary W. D. Jackson, Western Fair, London, and other officials.

## Youngblood To Submit Changes For Mich. State

DETROIT, March 23.—Salary of Michigan State Fair's new secretary-manager, Bernard J. Youngblood, has been fixed at \$8,000 a year by the board of managers. Echoes of a controversy of two months ago over expense items incurred by the former manager, Dr. Linwood W. Snow, were heard in a further decision to limit additional expenses to \$2,500 annually.

A new premium list of about \$80,000, roughly the same as that for the 1940 fair, was approved. Two projects that may steadily affect the future of the fair here were considered and received different treatment. The board strongly approved a proposal to bring the National Auto Show to the fairgrounds next fall, while ignoring a proposal to move the fair itself to East Lansing.

Harry B. Kelley, secretary of Hilldale Fair, was reappointed director of live-

## B-C and T-D Repeat At Minn.; Will Try Name Band, Celeb

ST. PAUL, March 23.—Minnesota State Fair board in an adjourned meeting on the fairgrounds here on Wednesday bought a grandstand revue and pyro show for the 1941 10-day fair, said Secretary Raymond A. Lee. M. H. Barnes, representing Barnes-Carruthers Fair Booking Association, was awarded a contract for the grandstand show, *Minnesota State Fair Revue for 1941*, to be presented by 120 performers in five episodes. These will be *On the Farm*, in the Spring Time, *Undersea Pearl*, *Tallyho of the 30s*, and *Salute to America as finale*. Barnes-Carruthers also booked the 1940 show.

Pyro contract went, as in 1940, to Theatre-Duffield Fireworks Company. (See MINN. CONTRACTS on page 32)

## John Sloan in Auto Accident

CHICAGO, March 23.—John A. Sloan, auto racing impresario and head of Raceing Corporation of America, was injured in an automobile accident here last Saturday, suffering cuts and bruises. His injuries are not serious and he is liable to be up and about.

## Sid Johns Tells How Exhibitions Will Help Canada's War Efforts

SASKATOON, Sask., March 23.—Importance of continuing Canadian fairs during wartime for their beneficial influence on agriculture, an essential war industry, is being recognized by many, including the Canadian Government, said Sid W. Johns, secretary-manager of Saskatchewan Industrial Exhibition, in an interview here.

He pointed out that Dr. E. S. Archibald, director of the experimental farm system for Canada, said in a recent speech in Toronto that Canadian livestock probably would be regarded after the war as foundation breeding stock for the world. Dr. Archibald had also said that he believed all Canadian exhibitions should be continued during the war, as their functions were as important in wartime as in peace.

Such a statement coming from a man intimately associated with the agricultural life of Canada and close to the Canadian Government should go a long way towards silencing those who have

advocated abolition of fairs during the war as a means of curtailing expenditures, Secretary Johns said. He declared those who proposed such a policy in all honesty and sincerity and in true interest of the nation's war effort were overlooking the hundreds of thousands of other people in Canada whose wish it is to see at first hand what Canada is doing.

Many people, Secretary Johns believes, are yearning for the sight of military bands and marching men. They want to see things they read about and hear about. They are ready and eager to shoot and cheer. These people can seek inspiration at fairs, he said, pointing out that the 1941 Saskatchewan Industrial Exhibition will be almost entirely devoted to furtherance of the country's war effort. An example of what fairs mean to the people, he said, was the fact that the 1940 Saskatchewan Exhibition was the most successful financially in history of the city.

## Biggest Act Budget Set for Sacramento

SACRAMENTO, Calif., March 23.—More talent, including name bands and radio, stage, and screen artists, than has ever before appeared at California State Fair here will be booked for the 10-day 1941 fair, directors decided this week. Fox Case, Los Angeles, chairman of the attractions committee, said the entertainment planned would appeal to all classes. Details have not been announced, but it is known that 24 Hollywood chorus girls will be signed to work in production numbers on a specially-built stage.

Two years ago the attractions program consisted of lavish outdoor-stage girl revues, with stress on beauty, dancing, singing, and production numbers. Last year the policy was changed to name bands, Kay Kyser, Husce Heldt, and Jimmy Faria. Bob Hope was booked for two nights.

Plans now apparently are to show both revues and names, calling for an entertainment budget superseding any ever appropriated. Big increases in attendance last year, evidently due to top bands, prompted the 1941 program. Kenneth B. Hammaker, secretary-manager of the fair, is working with Case in lining up talent.

KENTLAND, Ind.—Newton County Fair Association re-elected Holland Ade, president; A. M. Schuh, secretary-treasurer; and named Frank Billings vice-president.

CONTRACT to furnish five acts, five of girls, and name band for Williams County Fair, Mansfield, O., has been signed by the Music Corporation of America, deal having been set by Hegan Hancock.

**LOOK FOR THIS FEATURE**

**Common Sense, Copper Cents, and Horse Sense in Fair Management**

By G. R. Lewis

in

**THE BILLBOARD'S SPRING NUMBER**

Dated April 12

# Around the Grounds

**LANSING, Mich.**—Over 50 fair officials and horsemen representing 12 fairs attended the annual dinner of Southern Michigan Fair and Racing Circuit on March 7 in the Hotel Ohio here, reported H. B. Kelley, Hillsdale, who was re-elected secretary-treasurer of the circuit. Loop enables horsemen and concessionaires to obtain 12 weeks of consecutive dates with short ships. President Bradish, Adrian, asked to be excused from executive duties. Everett Foster, Marshall, was elected to succeed him. Others re-elected were Lester Schneider, Centerville, vice-president, and Andy Adams, Litchfield, speed secretary.

**ST. PAUL, Minn.**—Minnesota State Senate here has approved a bill by Senator C. I. Oliver providing that Sunday horse racing be permitted at State and county fairs.

**BLOOMSBURY, Pa.**—Growth of Bloomsbury Fair, which had a record paid gate of 94,000 in 1940, was traced in a special article in the 35th anniversary edition of *The Bloomsbury Morning Press*.

**FREMONT, O.**—Organization of Northern Ohio Fair Circuit was announced here after a meeting of representatives of fair boards in Ashland, Upper Sandusky, Tiffin, and Fremont. Newark was announced as a tentative name, but conflicting dates will prevent its participation this year. Russell S. Hull and J. H. Marshall, Fremont, were elected president and secretary respectively.

**IOWA PARK, Tex.**—Mrs. R. E. Van Horn, for the past three years secretary of Wichita County Fair here, who has resigned because of other business, will continue to do some publicity work for the 1941 fair. Her successor has not yet been named.

**DOVER, O.**—First move toward reorganization of Tuscarawas County Agricultural Society, sponsor of the annual county fair here, was election of S. O. Krasch, resigned. Eleven of 12 board members who attended the reorganization meeting accepted a proposal to increase directorate from 12 to 20, members to come from each township and from the five larger corporations. A new constitution was adopted. A committee headed by J. B. Chapman will confer with county commissioners on proposed improvements.

**COLUMBUS, O.**—Legislators here been given for consideration the biggest proposed budget in the history of Ohio, in which Gov. John Bricker asked for 1941-'42 appropriations totaling \$332,500,000, and in which is included extensive improvements for Ohio State Fair plant here. Under the department of public welfare (new buildings and replacements division), Bricker proposed a new exhibit hall and a boys' and girls' dormitory to cost \$350,000. The governor asked legislators to continue all taxes which have been in effect the last two years.

**MEMPHIS, Tenn.**—Plans for the National Dairy and Livestock Shows in connection with the 1941 Mid-South Fair here were completed at a meeting of city, county, dairy, and fair officials. A \$30,000 construction program in place of the proposed Shelby County building

was approved. National Polled Hereford Show was invited to the 1941 fair. Z. H. Crump was named honorary chairman of the general committee. With decision against a new Shelby County building because of higher construction costs, the present agricultural building will be enlarged at a cost of \$20,000. Capacity of stands will be increased to 5,000. New structures will include a \$25,000 exhibit hall and a \$10,000 livestock barn.

**COLUMBUS, O.**—Within the next few days superintendents of public and parochial schools in Ohio will receive packages of student tickets to this year's 51st Ohio State Fair here, sufficient to distribute one to each child enrolled in their systems. The number each superintendent will receive was determined by enrollment records supplied by the State Department of Education and by the superintendents of parochial schools. Tickets to be distributed in the 88 counties are being supplied to each county school superintendent. Separate supplies are being placed in the hands of superintendents of each exempted village district, each city district, and each diocese superintendent of parochial schools.

**RICHMOND, Tex.**—Officials approved construction of a permanent exhibit hall for Fort Bend County Fairgrounds to be financed by the fair association and county. Structure will house educational facilities for the fair and NYA. Work starts in April.

**WATERLOO, N. Y.**—Director of Seneca County Agricultural Society here decided to enlarge the fairgrounds midway area and have booked Convention House as 1941 attraction, reported Mrs. Nellie Douglas, secretary.

**HENINA, Sask.**—Exhibition Association has asked city council that a lump sum of \$100 be set as the city's revenue from amusement tax for this year's winter horse show. Request was inspired by the thought that there might be a loss on operations due to withdrawal of the government grant.

**OTTAWA, Kan.**—Plans for a new type of county fair to be held here in Forest Park have been approved by the Chamber of Commerce. They call for the entire show to be under canvas. Stage shows would be given twice daily and there would be merchants' display tents. Everything on grounds would be free except the gate.

## 23,000 Gate Is New Mark For Annual in Eustis, Fla.

**EUSTIS, Fla., March 22.**—Lake County Fair here, which began as a poultry show 15 years ago and has shown steady growth, broke all attendance records on March 10-15 with 23,000, reported Secretary Karl Lehman. Crescent Amusement Company on the midway received much praise from the press.

Records were also broken in variety and number of exhibits. Two new buildings, one 90 by 380 feet, were crowded with county and State exhibits in addition to an outstanding flower show. Large exhibits by the Game and Wild Life Commission were on display. County livestock and Negro school exhibits and a 4-H Club poultry show

crowded three large tents. Tuesday night 600 county home guards, headed by a band, marched to the grounds as guests and were reviewed by army officers. Children were admitted free on Friday.

## ORANGE SHOW ACTS

(Continued from page 49)

Phil Gordon, violinist, and the Ada Broadbent Dancers. Slime bill worked again on Friday with the Three Jays, trampoline; Hedda Hopper and cast dramatizing the life of Bing Crosby over NBC, and the Waltham Dancers. Jacqueline Carey, Pauline Gormley, Charlie Brickey, Beverly and Shirley Sedgwick, Patry McVeigh, Betty Thomas, Nancy Waterman, Gail Clements, Nancy Jane Stark, Ronald McFarland, Sam McFarland, Earl Meyer, Joan Sandberg, Barbara and Donna Lee Gels, Jimmie Thomas, Sherran Galloway, Lorna Dunne, Marian Waterman, Sue DeLong, Marilyn Dudley, Louise Case, Marion Smith, Charles Moore, and Waltham Brickey in 15 numbers.

## Stage Acts Changed

Saturday's bill included Marilyn Van Matre, Abbott and Costello, same stage acts, and added numbers by the Fontana Boys and Gail Burns, of 45 and 46, M. Kretzsch, Paul Yoder, McCarthy and Ternay, Barbara Del Eckford, Bernice Leroy, Beale Evans, Peggy Reynolds, Virginia Wessner, Betty McCheskey, Frances Eddy, Leon and Strom, Charlene Goode, and Billie McDonald and his orchestra. On Sunday's bill were the Higginbotham Symphony Orchestra, dances by Arlene Holden, Beverly Busby, Violet Young, Shirley Simons, Gene Polaner, Betty Bailey, Ray Wheeler, Ralph Hodges, and Yvonne Young. Tramping Act, ground act; Master Mattocks, Richard Krieger, Herbert Jorgensen, Bud Drake, Robert Hopkins, John Grassie, Dave Huizin, Dick Good, Walter Nielsen, Don Good, Joe Grassie, Hank Milburn; Three Jays, prelude; Susan Miller, of Rudy Vallee program; Billy Byers, juggler; Moore and Yocumill, comics; Botney Bell, mimic.

Guest stars on Monday were Phil Harris and his orchestra and Bob Crosby. Added stage acts were Six Danwells, acrobats; Lady Killers, rhythm quartet; the 13 Hollywood Beauties, single and ensemble dance numbers; Redlands Orchestra; John Hilton, Western poet; Billie McDonald and orchestra, Highlanders, swamp band; Los Angeles Symphonists, Ken Murray was guest star on Tuesday. Bill had Jimmie Grier and ark, Anderson's Guitar Band, and same acts as on Monday. Guest star on Wednesday was Billy Gilbert and added were Covered Wagon Pioneers, song and old-time dances; George Wikom, banjo, violin, and accordion; the Houghtons, musical act; Jimmie Guthrie and ark, and Sam Bernasino Band. Lins Ware and Selwyn Ennis and his orchestra, were guest stars on Thursday; Calton Clark, and Marguerite Becha, dance and vocal numbers. Friday had Roy Rogers as guest star and added acts were the Aristocrats, vocalists and dancers, and Texas Jim Lewis, cowboy entertainer. Marie Wilson was today's guest star.

## Many Inside Concessions

Attendance was reported by Manager William Starke, despite two days of rain, as greatly in excess of that of last year. Crates 30 Big Shows took the midway concession building; Nick Litran, caterer, dining room, and perambulators; cashiers, Bea Weason, Mary Anthony, Norella Olson, Vera Scaramella; chef, Sam Allen, Gus Steeler; pantry, Henry Moore, Marshall Resendez, Bill Le Ruo; door, Don Harmon; lunch counter, Mabel Davis, Esther Dolphin, Betty Simmons, Helen King, Loraine Kelley, Kay McMichael, cooks, Lloyd Edwards, Pete Agurra, Fred Huskins; cafeteria, Hazel Betsch, Irene Barr, Grace Schotte, Jim Roshal, Lillian Harrison, Mrs. C. E. Bessie, W. P. Behner, Dora Leda Thompson, Mrs. Ada Adams, Shirley Patvin, Neal Anderson, Joe Conance, Howard Lightfoot, Dean Burnett; kitchen, Joe Vega, Bert Alton, Frank Patton, James Larry, Tony Stekhal, Joe Mann, Steve Karra, Robert and Thelma Lawson, Don Burdette; perambulators, Russell Deeter, Woodrow Spitzer, store room, Jim Doolin; secretary, Joan Webster; frozen fruit juices, Mrs. A. C. Howard, manager; Ima Kirkpatrick; Mabel Price, Cora Burns, Lora Cook, Virginia Johnson, Francis Dentie, Warren West, Jim Grable, Joe Price; cigars and cigarettes, Webster Company; George Coughlin in charge; Vernon Archibald; Hershey's chocolate, Mr. and Mrs. J. C. Broad; frozen dainties, Irvin Weathers, Alan Elene, Robert Weathers; beer and

juice, R. E. Olsen, Lew Connors, Harry Simpson, Frank Harris, Joe Patterson; same-on-wood, Mr. and Mrs. Roy Beaton, Gerry McCollister; Catalina salt water taffy, Alfred Lloyd, Angelina Butta, Floyd Chastain, Martin Mohl, Kearney Webster; Klum's popcorn, H. Klum, Dorothy and Margaret Klum; fountain pens, A. R. Hill, F. P. Bush; souvenirs, Kenneth Mesham; porcelain products, Mr. and Mrs. A. L. Hart; ice cream and drinks, James Wall, Mrs. J. H. Holley, Lucille McDevitt, Fay Spurgeon, Gertrude Rodriquez, Marion Hornbeck; frozen custard, Harry and Marie Taylor, Peggy and Bud Rasmussen, Earl King, Catherine Evans, Lolbe Scott; fruit drinks, Joe and May Butler; jewelry, Mr. and Mrs. E. A. Wedditt, Della Clemens; glass juicers and knives, Norman Snodman, Carl Leander, Eddie Harberry, Coca-Cola, Mrs. Harry Phillips, manager; Pearl Weiler, Maryjo Summers; photos, Mr. and Mrs. H. L. Cunningham; Lewis Cole, James Arnold, Perry Keyes, Anita Hayburn, M. Thornton, Edith Worsley, Jane Burnett, Myra Burns, Aleda Harmon; kitchen gadgets, Mr. and Mrs. George H. Harris, Jack Walker, Ned Boney; jewelry, Mr. and Mrs. Charles E. Myers, Clark Pelger; frozen dainties, Margaret Corman, Bob Stewart, Frank Sullivan, Dorothy Kennedy, Velma Mason; jewelry and engraving, Mr. and Mrs. W. G. Sullivan; magic pictures, Jack Crimby, Tom Fredericks; ice cream and drinks, J. G. Cross, Maxine Wood, Udean Wade; crystal glass cleaner, Jordan and Kirby; Ethel Silverman, Lillian Dennis.

## CHANGES FOR DETROIT

(Continued from page 49)

stock in the only other post in the fair appointments not under civil service. He is also secretary of Michigan Association of Fairs.

Plans for a permanent executive secretary of the fair were discussed, with the position to come under civil service—a practice that would end the periodic reversal of policies and almost completely fresh start made every two years in the past as administrations have changed.

A proposal for a free gate was made by Gov. Murray D. Van Wagener, who pointed to success of the Iowa, Mich., free-gate policy, also making the reservation that it might not work at the State Fair. Showing a keener apparent active interest in fair activities than has been the case with any recent governor, Van Wagener, who attended the board meeting, expressed an intention to visit the Toronto exhibition, some Pennsylvania fairs, and possibly others with board members.

Manager Youngblood, upon taking office, made tentative proposals for a number of policy changes that include reduction of gate from 50 to 25 cents; new method of awarding contracts for concessions, shows, and similar departments upon basis of sealed-bid basis; reduction of sale of beer on grounds during the fair, discontinued during the past two years, also a night club style cafe was a popular attraction four years ago, and insistence upon keeping the fair location in Detroit in opposition to a proposal to move it to East Lansing.

## WYNDMOOR FIREMEN'S FAIR

JUNE 6-14, 1941

Want Independent Shows, No Grid Shows, All Buses Loaded, All Concessions upon credit basis and licenses, Free Act, Free Girls, Free Boys, EDWARDS, Chicago, 512 E. Willow Grove Ave., Wyndmoor, Pa. P. S. Jimmie Gordon, Carl Wilson, Edith Ingram, McMillan and all others who care less last year, please acknowledge this ad.

## WANTED

Good Riders, Shows and Concessions for MONTGOMERY COMMUNITY FAIR AND LIVE-STOCK SHOW August 20-21-22-23. K. A. RINER, Secy., Merton, Ind.

## WANTED

Central Country for Fair, August 29-31. Also Central Country for 800 Dams, a week including the date of June 20 and July 1 preferred.

## SPARTA FAIR ASS'N SPARTA, WIL.

## WANTED

Wish-able Acts for the KEWAUNEE COUNTY FAIR, August 31 and September 1, and the SEAWARD COUNTY FAIR, September 2 and 3. Write LOUIS W. GATTAS, Secy., Wisconsin, or JULIUS GRAY, Luxemburg, Wisconsin.

## AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA



Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.

You are urged to join now for only \$10.00

Contact your nearest League member or write direct to Membership Committee, SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.

## HERE IS A THRILL ATTRACTION YOU'LL WANT TO INCLUDE IN YOUR PROGRAM

# FOUR AERIAL APOLLOS

JACK BRICK, Mgr., 1324 Pennsylvania St., ALHAMBRA, CAL.

The High Art Show is Different! 120 Feet

Featuring the Original and Only Double Swinging Circus-Scenes. NOW BOOKING FOR 1941. CHAS. ZEMATYER, Per. Exp., 24 W. Randolph St., Chicago.

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## Ohio Meet in Cincy Is Called An International-Style Triumph

CINCINNATI, March 22.—Ohio State amateur figure and dance-skating championships contested in the Jefferson Roller-drome here on March 18-20 proved a greater success than had been anticipated. Competition was keen, performance of a high grade, and work of the officials was so near perfect that not one complaint was registered. Much credit was given Robert D. Martin, Detroit, chairman of the figure-skating committee, who assembled and supervised the staff judges. The open system of judging prevailed and much favorable comment was expressed. The work of Martin and staff was easily the feature of the meet.

Ninety-three skaters competed in a full divisional championship, and appearance and costumes of every contestant matched his skating ability. Every operator whose co-operation aided in mak-

ing the meet a success declared that it surpassed the high standard of operation of all members of the Roller Skating Rink Operators' Association of the United States in the State. Two champions were dethroned in almost unbelievable performances.

Betty Jane Yarrington, Dayton, took first place from Eloise Burrows, who was skating for permanent possession of the trophy in the senior women's figure-skating division with a performance that brought forth two 5.9 ratings from judges, while Kenny Chase furnished the surprise of the meet by lifting the crown from twice champion of the men's senior figure-skating division, Robby Ryan. Chase was declared to have presented a free-skating exhibition comparable to anything as yet presented in the national championships. Fifty-six medals and 12 gold trophies were presented to winners and the skating club of Dayton took the club title and most of the loot with 16 placements.

### Operators Are Visitors

Tony Mayo's Skateland Club, of Cleveland, grabbed second honors with eight placements, and Robert Campbell's Clifton took over third place. Had there been any special awards, close observers said Mayo and Campbell would have undoubtedly carried off the titles for presenting the most charming and talented youngsters in the meet, for not only did Donna Jean Poppl and Geraldine Rooney take first and second in the junior girls' figure-skating division but skated their way right into the hearts of everyone present, and the general comment of the spectators after watching these amazing children go thru a series of spins, jumps, and spirals expresses assurance of a solid future for the international style of roller skating. Judge papers were generous with space. Several four-picture layouts made the sports pages, also daily coverage of results. Margie James, Garfield, Newark, made a special trip by airplane from Toledo to be on time to present the trophies. The mayor was at his best and his expressions of sincere admiration of each youngster upon presenting each trophy brought a climax to the most successful skating event yet to be held in this city.

Operators present were Fred Bergin, Harold Cross, Hyles Higg, Dayton; George Anagnost, Columbus; Al Kish, Toledo; Tony Mayo, Cleveland; Robert Campbell, Lakewood; William F. Seferring, Cincinnati; and R. H. Kyer, Anderson, Ind. Officials: Robert D. Martin, chief judge; Judine Ann Manning, Detroit; Deanne Beomberg, Anderson, Ind.; Archie Keers, Bruce Towle, Richard Prendergraft, Detroit; George Anagnost, referee.

### Results of Judging

Final complete results as announced by William F. Seferring, rink manager, and Cap Seferring, general chairman of contest:

Junior dance pairs, Ruth Kelley and Meeri Rowlands, Janine Heehl and Jack Yocum, and Jewel Weber and James Alex, all of Dayton.

Junior boys' figure, Eugene Woodson, Glen Woodson, Cleveland, and James Leach, Dayton.

Junior girls' figure, Donna Jean Poppl, Cleveland; Geraldine Rooney, Lakewood, and Donna Lee Peters, Dayton.

Junior pairs, Donna Jean Poppl and Eugene Woodson, Cleveland.

Novice dance, Norma Jean Weicher and Leo Currier, Dayton; Louanne Curt and Richard Chambers, Dayton, and Frances Cross and Harold Moore, Columbus.

Novice women's figure, Shirley Snyder, Dayton; Lillian Myers Shuman, Cincinnati; Frances Kleinhans, Dayton.

Novice men's figure, Jack Seifert, Dayton; Cliff Campagna, Cleveland; Al Urban, Cleveland.

Senior women's figure, Betty Jane Yarrington, Eloise Burrows, and Mickey McMichael, Dayton.

Senior men's figure, Kenny Chase, Robby Ryan, Dayton; George Bailey, Cleveland.

Senior pairs, Shirley Snyder and Bobby Ryan, Dayton; Darris Parsons and Lester

### LOOK FOR THIS FEATURE

## Revue and Carnivals — How They Help Rink Business

By R. D. Martin

### THE BILLBOARD'S SPRING NUMBER

Dated April 12

Zatkov, Cleveland; Helen Durant and Howard Bailey, Cleveland.

Senior dance, Eloise Burrows and Kenny Chase, Dayton; Betty Jane Yarrington and Paul Hammond, Dayton; Rita Knott and Joseph Kears, Dayton.

A trophy was put up by The Billboard for the winners of junior pairs.

Winners will be entered in the national HEROA championships to be held in Cleveland Public Auditorium on April 23-26 in conjunction with the national convention of the association.

### New Mich. Spot Draws Well; Dance Class Work Featured

BIRMINGHAM, Mich., March 22.—Birmingham Roller Rink, 18 miles north of Detroit, which opened on December 31, is proving one of the best patronized suburban spots in the area. There is high-caliber patronage, since the community is made up primarily of well-to-do suburbanites of Detroit.

Rink averages 300 patrons a night. It is open seven nights weekly. Friday night is programmed for the younger trade, with none under 16 admitted on other nights. Skate dancing is featured. An hour of dance instruction for beginners on Wednesdays and an hour walk period for beginners on Thursdays are regular features.

D. O. Hayes, who formerly had a chain of rinks in Texas and recently operated one at Perendale, Mich., is the owner, assisted by his wife, Agnes. Roster includes Rod Hanson, floor manager; Jack Mills, assistant floor manager; Wilma Taylor, organist; Bruno Hines, skate man; Byron Philippe, floor man, and Margaret Hites, cashier.

### Doyle Buys 3d Mass. Spot; New Equipment Is Installed

PITTSFIELD, Mass., March 22.—Leo Doyle, owner of Rialto Roller Rink, Springfield, Mass., and a rink in Worcester, Mass., has purchased Crystal Palace here and announced that it will be used exclusively for roller skating. Heretofore it had been used for boxing and wrestling shows and dancing.

An electric organ has been installed and new skates purchased. Manager Doyle has purchased 1,000 feet of broadcloth to be hung from rafters to provide decorative effect and cut down noise. Doyle was originally from Cleveland and for a time was floor manager of a rink there. For 12 years he appeared in vaudeville.

FLYING DEMONS, roller skating duo, recently played the Hotel White Way, Atco, N. J.

RAINBOW ROLLERS, skating trio, reported they developed some new routines for the summer season while spending a three-month winter vacation in Miami.

NEW roller rink in Puritas Springs Park, Cleveland, opened on March 22. Ken Dombey is organist. Sessions will be held on Wednesday, Friday, Saturday, and Sunday afternoons and nights.

EARLS OF WHIRL, Jack, Dorothy, and Dusty, recently closed a six-week engagement at Colosimo's, Chicago, and opened at the six-day Better Homes Exposition in Grand Rapids (Mich.) Auditorium on March 24.

FRED BOYER has sold his roller rink at Perry, Pa., to J. Conlin and will devote full time to his three rinks in Des Moines. He plans to open a rink on the fairgrounds in addition to one in Riverside Park and reported considerable success with party nights featuring skate awards.

FOREST CLUB Roller-drome and Bowling Alley, Detroit Negro recreational center, will be scene of the first national Negro bowling tournament on May 10-14, reported Arthur Doctor. Rink floor will accommodate about 800 skaters. An amplifying system was installed recently. It carries eight speakers suspended from center of the ceiling.

ROLLER hockey team representing Green's Agony Roller Rink, Franklinville, Ind., has won all 19 games played this season, reported Rink Manager Carroll Green. Team has won two decisions from each of the following: Flying Aces, of Western Hills Roller-drome, Cincinnati; teams from Elkhart, Munich,



### Join the Parade

of rink operators who are lining up behind this popular skate. Eight exclusive features—protected profits—reasonable in price—a guaranteed product. Operator's prices on request.

### ROLLER DERBY SKATE CO.

1390 E. 30th St., Cleveland, Ohio



### RICHARDSON BALL BEARING SKATE CO.

Established 1884.  
2312-3318 Ravenwood Ave., Chicago, Ill.  
The Best Skate Today

### No. 321 DUSTLESS FLOOR DRESSING

Cleans the air, provides a long shine with low wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 6 gal. containers. 1 gal. approved commercial air deodorizer. RT-25. Terms: P. O. B. Invoice, 20% with order. Address: N. O. O.

### CAGAN BROTHERS

444 Second St., EVANSTON, ILL.

### TRAMILL SELF-LOCKING SECTIONAL FLOORS

are the result of thirty-five years' experience in taking over a million feet of such flooring. They are used by roller skaters and in cases of the floor buildings in the U. S. Send 3 for information.

TRAMILL PORTABLE SKATING RINK CO.  
3900 East 15th St., Kansas City, Mo.

### HYDE PRESENTS THE Betty Lytle ROLLER RINK SHOES

LET Betty Lytle go to work for you. Capitalize on the nationwide popularity of the queen of the rollers by carrying the shoes bearing her name exclusively. Thousands of roller enthusiasts are asking for them.



### Ladies' and Men's Shoe-Skates

Trade Mark "VELVET-TREAD" on every tongue

Prize Winners Demand This Quality Outfit Serviceable and Classy

### Genuine "CHICAGO" TRADE MARK REG. U.S. PAT. OFF.

Shoe-Skates Are the Best in the Long Run. Ask Your Rink Manager.



CHICAGO ROLLER SKATE CO. 4427 W. LAKE ST., CHICAGO, ILL.

and Bloomington, Ind., and Lexington, Ky., and the Birmingham (Ala.) All-Stars. Their latest victory was over a team representing Georgia Tech at Atlanta Jollidrome. Team practices two or three times weekly. Little Jack Evans, electric organist, opened recently at the rink.

**ACTIVITIES AT MILLS-HILL ROLLER RINK.** Denver, are in high gear and Manager Carl Johnson reported box-office receipts growing. State dance preliminaries, which will close with selection of State champions for participation in national contests in Cleveland, began on March 6. They will be held on five successive Thursdays, closing April 3. Preliminaries in the State racing championships, winner of which will also be sent to Cleveland, began on March 5. Finals will be held April 2. March 28 has been set as BERRA night, when gate receipts are donated to the Roller Skating Rink Operators' Association of the United States for the advancement of amateur skating. Special attraction will be an exhibition of roller hockey by two visiting teams. Successful Valentine party was held on February 14. St. Patrick party was staged on March 17.

## MINN. CONTRACTS

(Continued from page 49)

represented by Frank P. Duffield, and specialties will be presented nightly.

In a change of policy to determine how fairgoers will react to it, the board decided to engage a name band and a celebrity to appear on opening day, those to be selected later. No contracts were made for thrill shows, although two Thrill Days are scheduled. Action on these will not be taken for about 60 days, Secretary Lee said.

## Minn. First-Day Grandstand Will Be Put On by MCA

CHICAGO, March 22.—M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, in announcing that his firm had been awarded the contract to furnish grandstand attractions for the 1941 Minnesota State Fair, said it applied to all except the first day, grandstand attraction to be the State Fair Review of 1941.

Contract for opening-day attractions was secured by the Mining Corporation of America, Howard Hancock handling the deal. MCA will present a name band and other attractions to be announced later. This will be the first year that MCA has played the fair in St. Paul.

M. H. Barnes also announced that he had signed contract for all grandstand attractions for Nebraska State Fair, Lincoln.

## AREA

(Continued from page 47)

the requirements of a successful ride. He said, "I know you cannot guarantee performance until you have made it perform."

Johnny Campbell and Fred Lawman were at the New England meeting with a new fire insurance plan and are still hitting on all six for public liability insurance.

A number of buyers of amusement equipment at the New England meeting were surprised to get a rise in prices and much later delivery than could have been obtained last fall.

### Old Swing Like New

Tex D. Billings is back on the job in deep snow at Montreal and reports 40 per cent duty on rides into Canada this year with a possible 5 per cent deduction per year for used rides up to their minimum allowance. Then there is the sales tax, excise tax, and exchange rate to meet.

John J. Hurley at Reverse Bosch, Mass., has the cleanest used Merry-Go-Round you've ever seen. Lewis Hoxley began last October and did a job. The inside of the plant beneath the machinery is clean enough to eat from. Why so clean? No fire hazard from accumulated droppings from lubrication. All of the five-abreast machines was thoroughly cleaned before painting, and what a job by Lewis himself! It all looks like a new outfit and yet it has been there more than 25 years. It looks so inviting even an old-timer was tempted to ride in winter weather. Cleanliness pays anywhere, anytime, in any business. A fire insurance inspector would surely give Hurley a good rating.

Our friend Rotherham at Reverse Beach makes the popcorn crispettes for the Howard Johnson roadside stands and restaurants. Good corn, pure sugar, experience, and reliable delivery put Both-

erham out in front with Johnson's rapidly extending system of eating places. This is the second one of our fraternity to enter to Johnson. Wallace St. Clair Jones got his hot dog machine and Fritchen equipment accepted last year. Delivering the goods is still the trump card in obtaining business in any line.

### Early Start Pays Carol

Cold March weather has interrupted all outdoor construction work and will throw all schedules out of line. All are not so fortunate as Edward J. Carroll at Springfield, Mass., who took advantage of last fall's fine weather and built his Coaster. He has it complete and tested out so the first warm Sunday is going to get him some money. To the brave still goes the hand of the fair. A year ago at this time his outlook was not so good with bad weather walloping him each week. He told the writer that he hardly knew how last March got by with so little work done. This year he can laugh at the antics of March.

The boys are to have a rare treat at the summer meeting of New England park men to be held in Carroll's Park. All who have thought we were exaggerating the accomplishments at Springfield's rejuvenated Riverdale will see the revitalized grounds functioning better than in their youth. It seems impossible that such possibilities were allowed to remain dormant for eight years while the kids were carrying some of it away.

## BASS LAKE PROGRAM

(Continued from page 46)

surveys of the spot, Brydon having contracted with the company to plan the entire park improvements. Akeley said the program includes a modern roller rink, to be equipped for summer and winter operation; a world's fair type Roller Coaster, bathhouse with all modern facilities, boothhouse and docks for rowboats and speedboats, picnic pavilions, group of lake-side cottages, and improving park entrance. J. C. McDonald, vice-president, Modern Arts Studio, Chicago, was awarded a contract to construct a new main entrance, 75 feet wide and 32 feet high, with fluorescent and neon lighting, to cost \$3,900.

General Superintendent Red Monroe has completed 5,000 feet of painted fence, red, white, and blue color scheme being followed. E. L. Reed, foreman of carpenters, has completed a new Merry-Go-Round building at a cost of \$4,000 and has a crew of 20 remodeling the cottages which face the waterfront and enlarging boat wharf and bathhouses. Forty men are working under direction of Monroe and Reed. Decorators and painters are working on the tavern and pergola, where feature attractions will be presented during the season. Front of the tavern will be covered with bamboo, and the

pergola will have a coconut-grove appearance and extend to the water's edge. Advertising and poster campaign will cover all the East Ways, Kokomo, La Fayette, La Porte, Indianapolis, Logansport, Gary, Michigan City, Chicago, and other towns within the 100-mile radius.

## NAAPPB RISK PLAN

(Continued from page 48)

nati, said: "We did this year for the first time carry our public liability insurance with the Associated Indemnity Corporation, and I can frankly and truthfully state that it was a very successful venture for us. We saved money in premiums, first of all, which was a very nice thing, and something that any company is appreciative of. In addition to that, I do not think I can overemphasize or say too much about the service and method and manner of the Associated Indemnity Corporation in its handling of claims when accidents did occur in the park. At the beginning that was one thing that concerned us quite a bit, realizing that we would have to lose contact with our people in Cincinnati who had previously made such arrangements for us. We wondered what would happen when this new company came in and the new personnel and set-up was arranged. I want to say that this part of it was handled most satisfactorily to us and it surpassed, as a matter of fact, anything that we have had in the past.

"I believe that the Associated Indemnity Corporation was for some reason more interested in the source of the accidents, not only in the matter of handling them after they did occur but in the matter of preventing them in the first place, and a campaign of prevention that it carried on was something that appealed to me a great deal. I think that as time goes on this will mean a great deal to its entire coverage. I might add that for next year we plan to go along with it if it will take us."

## FORT WORTH RECORD

(Continued from page 49)

were sold out, and remaining performances lacked only a few hundred of their capacity. Every night show was sold out, including the final night, making the final time in history that the Coliseum was filled on the final night. Silver Spur also did record business, drawing capacity crowds nightly and record crowds at week-end matinees. Jack Amling's orchestra and a Music Corporation of America doorman, featuring Rufe Davis, hillbilly comic, furnished entertainment.

Grand champion steer of the livestock show brought \$2 a pound at auction. Purchaser was the Palm Brewing Company, D. O. Tubbs, assistant manager

## Briefs From All Around the Field

**COLUMBUS, O.**—Final chapter in history of the once popular Indiana Park here has been written with announcement that plans have been completed for a commercial development to entail about 800,000 sq. ft. on the site. W. E. Loving, Columbus, who heads the company behind the venture, reported the property was acquired several months ago after several changes of title.

**CINCINNATI.**—Recent conferences with government officials regarding the Island Queen have led to rumors that the steamer will be taken over by the government, but such is not the case. Fred E. Westelman, chairman of the board of directors of Coney Island Company, Inc., at the conference merely related to new regulations on inland waterways as pertained to the steamer.

**YOUNGSTOWN, O.**—The potter's picnic, annual event of thousands of members of the National Brotherhood of Operative Pottery, will be held on June 14 in Idora Park here. It was selected for the second successive year by the NBOOP picnic committee. Last year the golden anniversary outing drew a record crowd.

**SANDUSKY, O.**—A monument to the foremost pass in football may be erected by the Mayvons, former pro football players, who plan to place a huge boulder at Cedar Point, where the late Knute Rockne and Gus Dorais, University of Detroit coach, first practiced the pass which Notre Dame eleven popularized. Rockne and Dorais, as Notre Dame students, spent vacations working in concessions at the Cedar Point resort during the 1912-15 seasons.

**WILDWOOD, N. J.**—Establishment of New Jersey vacation information bureaus in Philadelphia and New York by New Jersey Council was announced here by Senate President I. Grant Scott in an address before Wildwood Kiwanis Club. He said the council, created in 1937 to exploit New Jersey resorts, will carry on an extensive 1941 publicity campaign.

**OCEAN CITY, N. J.**—Creation of a five-member city planning board is authorized in an ordinance approved by the city commission. Board will be composed of the mayor, one other commissioner and three citizens with authority to prepare a master plan for development of this resort.

**VIRGINIA BEACH, Va.**—Terrace Beach Club, Inc., here was sold at auction to out-of-town interests for \$4,000 on March 11 as part of bankruptcy proceedings in Federal District Court. Sale was made subject to liens on the property totaling \$32,350. Building, land, and equipment had been appraised at \$51,211. It is understood a corporation will be formed to lease the club to an organization that will operate it during the coming summer on much the same plan as in the past.

**FAR ROCKAWAY, L. I. N. Y.**—The severity with which officials formerly came forth about this time of year in announcing laws, new and old, applicable to operation of amusement games around Long Island resorts is gone, it appears, at least so far as next summer is concerned. At Rockaway, Long Beach, and Atlantic Beach the amusement gentry will be given free sway in operations that are on the up and up.

and livestock superintendent, was presented with a silver-mounted steck and tie by exhibitors before he left for Fort Knox, Ky., for a year's military service as captain. Visitors included H. H. Heide, secretary-manager, International Livestock Exposition, Chicago; President Harry L. Sney, Secretary Roy Ruppard, and Concession Manager Fred Tennant Sr., State Fair of Texas, Dallas, and Barney Gerety, Beckmann & Gerety Shows.

**CLARKSVILLE, Ark.**—Affairs of Johnson County Fair committee have been placed in the hands of a permanent organization with business leaders as directors and Virgil Kolb as chairman. A meeting will be held to elect officers and set a program for the 1941 fair.

## CORRAL

(Continued from page 47)

Johnny Hagen and Frank Marshall split fourth and fifth, Fourth day (Thursday night, Friday matinee and night), George Mills, Hank Mills, Paul Carney, Sam Stuart, and Jimmy Sloan split third, fourth, and fifth, Fifth day (Saturday matinee and night, and Sunday matinee), Johnny Williams, Cecil Hanley and Kid Fletcher split second and third; Hoyt Helmer, George and Hank Mills split fifth, Sixth day (Sunday night), Hank Mills, Jim Lyle, Cecil Hanley, Paul Bond, Smokey Snyder.

**Calf Roping**—Second day (Monday night, Monday matinee and night, Tuesday matinee), Tom Taylor, Buck Goodspeed, James Kenney, Jack Skipworth, Homer Pettigrew, Jack McKinley, Third day (Tuesday matinee and night, Wednesday matinee), Sonny Edwards, Buck Echols, Amy Oumbin, T. J. Brannan, Jess Goodspeed, Hugh Bennett, Fourth day (Wednesday night, Thursday matinee and night), Buck Sorrells, Clyde Burk, Roy Matthews, Royce Sewall, Frank Autry, Bob Crosby, Fifth day (Friday matinee and night, Saturday matinee), T. J. Brannan, Roy Matthews, Buck Goodspeed, Jess Goodspeed, Doc Burk, Sonny Hancock, Sixth day (Saturday night, Sunday matinee), Royce Sewall, Jess Goodspeed, Sonny Hancock, Clyde Burk, Toots Mansfield, The Runn, Seventh day (Sunday night), Buck Sorrells, James Kenney, Buck Goodspeed, George Wilderspin, Dick Truitt, Bob Crosby.

**Saddle Bronk Riding**—Second day (Sunday night, Monday matinee and night, Tuesday matinee), Burel Mulkey, Gene Pruitt, Cecil Hanley, Vic Schweyer, Bob Walden and Alvin, Cecil split fifth, Third day (Tuesday night, Wednesday matinee and night, Thursday matinee), Frita Truan, Andy Curtis, George Yardley, Burel Mulkey, George Hottel, Gene Pruitt, and Mickey Hicks, split fourth and fifth, Fourth day (Thursday night, Friday matinee and night), Bob Walden, Shirley Hussey, Cecil Hanley, Gerald Roberts, Alvin Gordon and Burel Mulkey split third, fourth, and fifth, Fifth day (Saturday matinee and night, Sunday matinee), Duff Aber, Floyd Stallings, Joe Coker, Paul Carney and Smokey Snyder split fourth and fifth, Sixth day (Sunday night), Floyd Stallings, Gerald Roberts, Gene Pruitt, Burel Mulkey, Paul Carney.

### Steer Wrestling

Second day (Sunday night, Monday matinee and night, Tuesday matinee), Dave Campbell, Joe Menden, Curtis Green, Gene Ross, Dick Herron, Third day (Tuesday night, Wednesday matinee and night, Thursday matinee), Sherry McCrorey, Mike Fisher, Paul Carney, Dave Campbell, Andy Curtis, Fourth day (Thursday night, Friday matinee and night), Sonny Hancock, Howard McCrorey, Herschel Ross, Bud Whitman, George Wilderspin, Fifth day (Saturday matinee and night, Sunday matinee), Sherry McCrorey, Dave Campbell, Jack Quail, Bill McClellan, Bud Spillbury, Sixth day (Sunday night), Gene Ross, Howard McCrorey, Jim Whitman, Dave Campbell, Andy Curtis.

**Steer Riding**—Second day (Monday matinee and night, Tuesday matinee and night, Wednesday matinee), Albert McLean, George Mills, Smokey Snyder and Paul Bond split third and fourth; Gerald Roberts and Bob Murray split fifth, Third day (Wednesday night, Thursday matinee and night, Friday matinee), George Mills, Manuel Snow, Ross Leavins, and Gerald Roberts split second, third and fourth; Dave Schellenger, Fourth day (Friday night, Saturday matinee and night, Sunday matinee), Paul Bond, Kid Fletcher, Frita Becker, and Alvin, Fifth day (Saturday matinee and night, Sunday matinee), Frank Marlon, and Bottom Tompkins split third, fourth, and fifth, Fifth day (Sunday night), Hubert Taylor, Kid Fletcher, George Mills, Albert McLean, Smokey Snyder.



Conway-Fremont's Asst. June - Paul E. Wilson, Box 274, Union

Orangeburg-United Spanish War Veterans. June 13-17. Walter Hulin, Box 77.

South Dakota
Bellevue-Knights of Pythias. June 22-24. H. E. Owen, Box 282, Sioux Falls.

Tennessee
Chattanooga-International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators. June 16-17. R. E. Morris, Box 511, Mobile, Ala.

Texas
Brownsville-Western of the World. March 24-26. Paul G. Miller, 1184 Dallas Natl. Bank Bldg., Dallas.

Utah
Salt Lake City-Knights of Pythias. May 6-10. Bob Lake City-Order of Odd Fellows. May 29-31. L. A. Ouldin, 61 P. O. Plaza.

Vermont
Barrs-Armyman Legion. July 25-27. Randolph Griffin, Plainfield.

Virginia
Fredericksburg-Woodmen of the World. April 8. Jaa. W. Geary, 2126 Griffin ave., Richmond.

Washington
Aberdeen-Elks Assn. June 16-20. Earl Burt, Tacoma.

West Virginia
Bluefield-Grand Commandery Knights Templar. May 14-15. Henry F. Smith, Fairmont.

Wisconsin
Dover Dam-1st. Spanish War Veterans. June 15-18. W. J. Kennedy, 1225 Business ave. Kansas Wis.

Wyoming
Sheridan-Order Eagles. June 22-24. M. A. Coradina, 438 N. Main st.

Canada
London, Ont.-A. & M. Assn. April 23-24. E. Smith, 322 Dufferin ave.

Ontario
Regina, Sask.-Order of Odd Fellows. June 11-13. D. G. Green, 200 Black Block.

Quebec
St. Thomas, Ont.-Knights of Pythias. July 14. A. Coulter, 32 Park road, Toronto.

Quebec
Trois Rivières-Order of Odd Fellows. June 17-18. A. Vandrommen, 308 425, Raimbault, Ont.

Quebec
Trois Rivières-Order of Odd Fellows. June 17-18. J. H. Hartigan, 411 Dumasville st., Vancouver.

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TRADE MARK FEATURE
Coming Events

These dates are for a five-week period.

California
Newhall-Newhall-Sanger Nodes. April 30-31. Arthur C. Hill.

Connecticut
Hartford-Shrine Circus. March 21-April 5. Ralph W. Thompson.

Florida
Dorinda Beach-Fair. April 5-12. W. V. Anderson.

Georgia
Atlanta-Pal Cattle Show. April 13-16. W. H. Glick.

Illinois
Chicago-National Premium Exposition. April 26-May 2. Howard W. Dunk, 300 E. Wabash.

Indiana
Hammond-Better Homes & Food Show. April 6-9. A. H. Scott.

Iowa
Des Moines-Metro-Data Week. April 21-26. Harold Green.

Kansas
Topeka-Smoky Samson. April 17-19. H. P. Lincoln.

Michigan
Ann Arbor-Smoky Samson. April 17-19. H. P. Lincoln.

Minnesota
Minneapolis-Northwest Sportmen's Show. April 13-20. P. W. Kahler, 605 1/2 Lake ave.

Mississippi
Grenada-National Cattle & Horse Show. April 23-May 7. R. H. Morrison.

Missouri
Joplin-Fiesta. April 23-26. Charles O. Egan, 112 W. 4th st.

Nebraska
Omaha-Better Homes Building & Electrical Show. April 13-19. William Parkinson, 1850 Harvard st.

New York
Buffalo-Food, Beverages & Equipment Expo. April 23-25. J. J. Swartz, 22 E. Ferry st.

North Carolina
Columbia-April 13. Mary Hyatt, 4100 Main st., Columbia, S. C.

Ohio
Cleveland-American & Canadian Sportmen's Show. March 23-26. A. W. Newman, Suite 218, Fielding Bldg.

Oklahoma
Bartlesville-Knights of Pythias Fiesta. April 14-19. Ed Egan.

Pennsylvania
Philadelphia-Orti Show. March 24-28. George S. Lutz, 220 Fifth ave., New York.

South Carolina
Columbia-April 13. Mary Hyatt, 4100 Main st., Columbia, S. C.

Tennessee
Chattanooga-March 21-April 1. Clarence Kolbyer, Chattanooga Bank Bldg.

Texas
Dallas-April 27. Mrs. E. H. Robertson, 208 Avenue C.

Virginia
Alexandria-April 25. Foley, Inc., 2006 Ransford st., Philadelphia, Pa.

South Dakota
Dewey-Black Hills Building & Industrial Show. March 26-29. Neil Pirbright.

Texas
Curtisville-Pal Stock Show. March 23. Dallas-International Flower Show. March 29-April 6. J. O. Lambert Jr.

Washington
Seattle-National Flower & Garden Show. March 21-20. Robert H. Iceland.

Wisconsin
Madison-Eagles Kiddie Encampment. April 17-19.

Canada
Oshkosh, Ont.-Huron Show. March 27-29. Ed W. Johns.

Dog Shows
Birmingham-April 4. T. W. McFie, Box 1496.

Colorado
Denver-April 7-8. Mrs. Lary Hickey, 1621 Stout st.

Connecticut
Hartford-April 13. Foley, Inc., 2006 Ransford st., Philadelphia, Pa.

Georgia
Atlanta-April 13-15. Mrs. Emma Leest, 2301 Oyster, Kansas City, Mo.

Illinois
Chicago-March 29-30. Foley, Inc., 2006 Ransford st., Philadelphia, Pa.

Maryland
Pikesville-April 27. Foley, Inc., 2006 Ransford st., Philadelphia, Pa.

Massachusetts
Springfield-April 5. Foley, Inc., 2006 Ransford st., Philadelphia, Pa.

Minnesota
St. Paul-April 9-8. Mrs. T. A. Peterson, 997 Colvin Ave.

Missouri
Springfield-April 20. Harry M. Flansburg, 614 W. Walnut st.

New Jersey
Atlantic City-April 5. Foley, Inc., 2006 Ransford st., Philadelphia, Pa.

New York
Buffalo-April 11. D. F. Statham, 813 Amherst st.

North Carolina
Asheville-April 17. Edgar A. Moss, 306 Summit ave., Greensboro, N. C.

Ohio
Toledo-April 13-14. A. Wilson Pav, 3306 12th st., Detroit, Mo.

Oklahoma
Oklahoma City-April 15. Paul W. Bedovins, 357, 1813 Glasgow st.

Oregon
Portland-April 4-5. H. M. Powell, Box 83, Garden Home, Or.

South Carolina
Columbia-April 13. Mary Hyatt, 4100 Main st., Columbia, S. C.

Tennessee
Chattanooga-March 21-April 1. Clarence Kolbyer, Chattanooga Bank Bldg.

Texas
Dallas-April 27. Mrs. E. H. Robertson, 208 Avenue C.

Virginia
Alexandria-April 25. Foley, Inc., 2006 Ransford st., Philadelphia, Pa.

West Virginia
Wheeling-April 29. Wm. C. Ouzell, 901 B. Jackson st., Auburn, Ind.

Wisconsin
Milwaukee-April 20-23. M. F. Couillard, 918 W. Milwaukee ave.

Marriages
BAKER-WOLF-William L. Baker and Marie Wolf (Da. Mae Davis) in Charleston, Mo., March 12.

DONAHUE-SHELL-Jack Donahue, nonpro and Helen Shell, member of the Three Novettes, dance not curvy at McCle's Club 15, Philadelphia, March 15 in Milbourne, Pa.

LEARNED-SHEPHERD-Ray Learned, concession agent with the John R. Ward Shows, and Vivian Shepherd, Medora, Kan., in Oklahoma City March 1.

LEE-SOLGA-Floyd W. Lee, motion picture operator, and Esther Solga, nonpro, March 16, in Bethlehem, Pa.

LEONARD-POLLY-Morris Leonard, Balaban & Katz theatre executive in Chicago, and Vera Polly, nonpro, in Miami recently.

MILLER-CURTIS-G. R. Bert Miller, general superintendent of Marks Show, and Ethel Curtis, pianist, March 12 in Richmond, Va.

MCNIGHT-HOUDA-Capt. J. McNight, of the Hollywood Stuntmen and Thor's Thunderbolts, auto and airplane thrill show, and Bernice Houda March 8 in Las Vegas, Nev.

RODENBERG-KLIES-Robert Rodenberg, nonpro, and Anne Klies, night club entertainer, in Knoxville, Tenn., March 18.

TRUCK-FIELD-Ernest Truck, actor, and Sylvia Field, actress, in Great Neck, L. I. N. Y., March 15.

WECHTER-PAGAN-Robert J. Wechter, theater manager in Boston, Pa., and Margaret A. Pagan March 16 in that city.

WILSON-WILSON-Bob Wilson and Golda Wilson remarried in Pawnee, Okla., March 13.

YULE-BOLES-George P. Yule, nonpro, and Frances M. Bole, daughter of John Bole, singer, March 22 in Hollywood.

Coming Marriages
Kai Barry, of the songwriting and singing team of Barry, Prince, and Clark, and Eleanor Wood, dancer, in New York soon.

Harold L. Harrington Jr., Reading, Pa., orchestra leader, and Betty M. Behria, his vocalist, in that city soon.

Ellen Drew, film actress, and Sydney Bartlett, film writer, this summer.

Abner Greshler, artist representative, and Vi Lewistown, nonpro, in New York soon.

Ernest Tyner, actor, and Sylvia Field, actress in New York soon.

Don Prince, of the comedy singing trio of Barry, Prince, and Clark, at the Swan Club, Philadelphia, and Miss Bertell, dancer, in New York in June.

Lola Hart, non-pro, to Irving Siegel, orchestra leader and songwriter, in St. Augustine, Fla., soon.

Olympe Bradna, screen star, and Douglas Wood Wilhoit, Santa Barbara, Calif., socialite, May 14.

Divorces
Oppy Rose Lee, in private life Mrs. Rose L. Mizzy, strip-tease artist, from Arnold R. Mizzy, New York dental supply manufacturer, in Chicago March 13.

Betty Compton, former actress, from James J. Walker, copywriter and former Mayor of New York March 15 in Los West, Pa.

Nathan L. Gershon, nonpro, from Helene Deau Virre, French dancer, March 17 in Atlantic City.

Births
A son, Jerry, to Mr. and Mrs. Robert Makara, of Bridgeport, Conn., March 7 at St. Vincent's Hospital there. Maurice is new editor of Station WICC Bridgeport.

A son to Dr. and Mrs. Wilton Everett March 13 at Women's Hospital, Philadelphia. Mother is professionally known as Elsa Hoffer, cellist with the Philadelphia Orchestra.

son to Mr. and Mrs. Sam Lutz March 13 at Methodist Hospital, Philadelphia. Father is an ophthalmologist with Tommy Lutz's orchestra at Hotel Waldorf, Philadelphia.

A daughter, Carol Jean, to Mr. and Mrs. (See BIRTHS on page 38)







**CLASSIFIED RATE**  
10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati  
(25 Opera Place)

Thursday for Following  
Week's Issue

**NOTICE**

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

**AGENTS & DISTRIBUTORS**

AGENTS—BUYING GUIDE REVEALS FIRST-hand manufacturers of thousands new fastest sellers. Amazingly low prices. Send 25c today for this amazing 51 book. Today CLASS PUBLISHING CO., Ellwood City, Pa. \*

AGENTS—CLEAN UP WITH OUR LINE! Cartoons, Books, Photos, Novelties, Luncheon Lowest prices; prompt service. WHOLESALERS, Box 820, Fayetteville, Tenn. \*

AGENTS—300% PROFIT SELLING GOLD Leaf Letters stores, offices. Free samples. METALLIC LETTER CO., 439 N. Clark, Chicago, Ill. \*

CONCESSIONERS! WHEELMEN! BINGO Operators! Fair Workers! Perfumed Hawaiian Lat 1541 consolation! Low priced! Particulars free. MISSION, 2310 W. Price, Los Angeles, Calif. \*

AGENTS—SELL 10c-25c JOKES TRIVIAS. COST 50¢ dozen. Sample \$1.00 (retail value) 50¢. L. M. CASEY, 4811 Washington, Boston, Mass. \*

EARTH WHILE TOURING—SELL IMPROVED original Changeable Religious Bible Stock Book. cost .3c; retail 25c. KOEHLER'S, 335 Grant St. Lewis, Mo. mh29x

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 12. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, APRIL 2. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

KEY CHECK STAMPING OUTFITS—BIG profits stamping checks, Name Plates, Social Security Plates, THE ART MFG. CO., 303 DeWitt St. Brooklyn, N. Y. mh29x

MAGAZINE SALES PEOPLE AND CREW MAN—get the money in 10 days. 425 Kreutz Building, Minneapolis, Minnesota. \*

MAKE \$1000 WEEKLY. SPARE TIME. OPERATING our New Trade Stimulator Plan. No Selling. Very small investment to start. FLECK NOVELTY SALES, Box 3049, Columbia City, Indiana. \*

NEW ULTRA-BLUE ILLUSTRATED SIGNS—36 retail 25c. Big profits. Sample free. Dept. 128. L. LOWY, 8 W. Broadway, New York. mh29x

"SWANKY SERVERS"—EASY TO SELL—Circulants and details free. THE OSTER-BAUER SHOP, Rockford, Ill. mh29x

WANTED—PERMANENT REPRESENTATIVE for Heavy Uniforms, Smocks, Aprons, Fracks, Nurses' Coats, Waitresses Uniforms, Sportswear styles. Finest quality. Exceptional commissions. Line free. NOVODOL, 251 W. 19th St., Dept. BK-46, New York. \*

WHERE TO BUY AT WHOLESALE 50,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. mh29x

127 WAYS TO MAKE MONEY IN HOME OR OFFICE. Business at your own. Full particulars free. ELITE, 214 Grand St., New York. mh29x

**SALESMEN WANTED**

EVERY BUSINESS MUST BUY PRINTING ADVERTISING. Sell our Book. Marquette, Mich. Take orders for the printer (line) 1,000 new 35¢ items at 50¢ price saving. Free details. 5% advanced commission. Bonus. Experience unnecessary. Offer free. DAVID LIGHEI PRESS, 312 S. Hamilton, Dept. 53, Chicago. \*

SELL NEW BIG BOOK MATCH LINE—\$1.50 business cards, Sales Book, Gummed Tabs, Stationery, etc. Big dollar commissions. Experience unnecessary. Free Outfit. Write today. REGAL MATCH, 2134 Vanuren, Dept. 33, Chicago. mh29x

**FORMULAS & PLANS**

PITCHMEN'S NEW 904-PAGE MONEY MAKING Bible—Contains 10,000 Formulas, Recipes, secrets for easily making fast sales, and bigger profits. \$1.00. \$1.00. \$1.00. \$1.00. \$1.00. C. O. D. ADAMS BUSINESS COMPANY, Chestnut Hill, Mass. \*

**BUSINESS OPPORTUNITIES**

ATTRACTIVE BALL-THROWING GAMES—100ft. Golf, Dink, Kids, Tenpins. Complete portable outfits available. LAMANGE, 782 Madison, S. E., Atlanta, Ga.

HAVE BUILDING BLOCK LONG IN CENTER OF 156,000 Negro population. Franchise building alley and roller rink attracts thousands daily. Will sublet unit \$5477 for any amount of carnival attraction. Either partnership or rental basis. Reply in detail. FOREST CLUB BOWLING AND ROLLER SKATING CO., 600-700 E. Forest Ave., Detroit, Mich.

"WHY WORRY ABOUT MONEY?"—The Latest Money Making Opportunity offers plans, samples, Details 10c. MAJOW PRESS, 3048 East 82, Cleveland, Ohio.

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\$150,000 CONCRETE SWIMMING POOL WITH room for small park. \$25,000. Cash. \$7,500; balance due 8/24/50 at 4 1/2%. See picture in last August's National Geographic Magazine. CARL FRENCH, Box 1027, Charleston, W. Va. mh29x

**INSTRUCTIONS BOOKS & CARTOONS**

BOOKS—FOR CONCESSIONS, LECTURERS, Shows, Stores, Conventions, Pritchmen, on Health, Crime, Drug Evil, Humor, Songs, Eccentricities, Magic, Mysticism, etc. Stock and Special Editions. Write stating your business. Low prices—30 different items. STEIN PUBLISHING HOUSE, 521 South State St., Chicago, Ill.

HYPNOTISM—INSTANTANEOUS METHOD. Hypnotize anyone instantly. Send for this amazing new method. Guaranteed. \$5.00. ACADEMY OF PSYCHIC & OCCULT SCIENCES, Box 175, Oberlin, Pa.

PHOTOS—CLEVER CARTOON BOOKS, STORIES, Latest Novelties. Big assortment. \$1.00. Circulars, 10c. STRACD, 1017 W. Mulberry, Springfield, Ohio.

PRETTY GIRL (REAL PHOTOGRAPHS) BOOKS, Novelties. Big assortment. \$1.00. Catalog 10c. B. BRAUN, 353 W. 47th St., Chicago. \*

**PERSONALS**

ONTOLOGY SOLVES PROBLEMS, HELPS YOU gain influence, friends, happiness, prosperity, confidence, health. Free details. ALEXANDER KERNE, 651 S. State, Chicago. mh29x

**MISCELLANEOUS**

COLORADO BLUE SPRUCE TREES—2 YEARS old, extra strong. \$2.00 each. \$1.00. ROCKY MOUNTAIN EVERGREEN CO., Dept. A-2, Evergreen, Colo. mh29x

TEN THOUSAND SALES BOARDS—SELL 15¢ price. Write for list. DIXIE BOARD CO., Box 2549, Beaumont, Tex. mh29x

**PRINTING**

DATED HERALDS (ALL 1941) \$1.25 PER 1,000—Five day change. Prompt service. Circus Handbills. Quantity discounts. NON-PARIS, Pittsburgh, 1101 Pa. \*

EXCELLENT SPECIAL PRINTED ROLL TICKETS. 1"x2". 20,000 \$6.10; 100,000 \$14.90; 500,000 \$5.90; 1,000,000 \$12.30. K. C. TICKET CO., Dept. C, 1717 Wyandotte, Kansas City, Mo. \*

NEWSPAPER MATS—WE CAN SAVE YOU money and give you overnight service. For information write ECHO PRESS, Green Springs, Ohio. mh29x

NOVELTY COLLECTION STICKERS—SAMPLES 10c. 1,000 Business Cards \$1.30. 3,000 Envelopes \$2.35. Plus postage. SAVAR, 429 Market St., Philadelphia, Pa.

PRINTING SPECIALS—200 8 1/2"x11 BOND Lettershead, 200 6 1/2"x9 Envelopes, 250 Business Cards, 4 line copy \$1.00 each; all three for \$2.50. F. C. CRAMER, Box 998, Chicago, Ill.

WINDOW CARDS—14x22. ONE COLOR, 100 \$2.50. 50% deposit balance C.O.D. plus shipping charges. THE BILL PRESS, Winter, Penn. \*

WINDOW CARDS—100 14x22 WHITE NON-binding, 2 colors, 52.9% Handbills, 1,000 \$6.10. \$1.25 4x9 1/2. Bumper Strips, 250 \$1.50. \$1.00 2.95. SOLLIDAYS, Knox, Indiana. \*

500 8 1/2"x9 ASSORTED HANDBILLS, \$3.00. 1,000 \$1.75. Cash with order. No C. O. D. Prompt delivery. LIBERTY PRESS, Box 493, Indianapolis, Ind.

**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.

A COMPLETE STOCK OF REBUILT SELECTION Candy Bar Machines—All kinds. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

ADVANCE WALL MODEL VENDORS WITH 25c slot, \$7.50 each. Will buy late model Photomatic. McGUIRE, 1322 Lee, Long Beach, Calif. mh29x

ATTENTION! ONE BALLS, THIRTEENDOWNS, Fivehomes, Marshes, \$37.50. Grand National, \$95.50. Art-A-Snack, \$35.00. Hot Stripes, \$35.00. SEIDEN DISTRIBUTING COMPANY, Broadway, Albany, N. Y.

BALL GUM, 1/2 FACTORY FRESH, 12c BOX; Tab, Stick, Midway Chicks, every Vending Gum, AMERICAN CHEWING Mt. Pleasant, Mo. mh29x

BARGAIN—ONE HUNDRED BELMORE DELUXE one cent vendors, four dollars each; condition perfect, use only for candy and chewing gum. In deposit. HITZLER VENDING MACHINE CO., 900 Winchester Ave., Martinsburg, W. Va. mh29x

CASH OR TRADE FOR GOTTLIEB DELUXE Triple Grippers or Model F's, blue cabinet. Give complete list of Counter Games you wish to trade. MARION COMPANY, Wichita, Kansas. mh29x

COLUMBUS, OHIO, OPERATORS—NINETEEN Penny Phones with Records, on location. Write BOX 43, New Lexington, Ohio. Phone 21.

ERIE DIGGERS—MODEL E IRON CLAWS, counter models; Hockeys, Love Tasters, Buckley Treasure Island Diggers. NATIONAL, 412 Market, Philadelphia, Pa.

EVANS DELFANT SPECIAL—LIKE NEW, 1940 New Check Separator, only controls that will operate in automatic territory with "one that is perfect condition." \$109.50. Token Payoff Cigarette Machines, Gingers, \$18.50; Mercury plan, \$16.00; absolutely like new. H. E. DODD, 9023 Weaver Ave., Baltimore, Md.

FOR SALE—10 PAGES RACES, BLACK CANTON, 1000 copies, good condition, good general condition. Not used much. Lots of 5, 447.50 each, 10 or more, \$45.00 each. BOX 471, Hillside, Ashland Lake, Chicago. mh29x

FOR SALE—34 CHICAGO-BUCKLEY DIGGERS, cheap. Apply ARCADE MANAGER, Riverview Park Company, Western and Roscoe, Chicago, Ill. mh29x

GOODBODY HAS A MESSAGE FOR EVERY distributor reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. mh29x

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KIRK GUSSER SCALES—CABINETS REFINISHED, mechanism excellent condition, \$90.00 each. Evans Roll-Et automatic, extra good \$60.00; Exhibitor-Spot the Moon, automatic coin and ticket, 12¢ per \$50.00. Fourth floor, deposit, balance collect. A. M. BERKEY, 619 N. Lorraine, Wichita, Kans. mh29x

LUCKY LUCKS, 2 FOR \$100.00; PAGES Brown Cab. Racos, 1 for \$70.00; Pages Racos, 2 for \$170.00; Vest Pockets, Green Cab, 3 for \$65.00; Vest Pocket, Blue and Gold, 1 for \$120.00; Ticket, 12¢ per \$50.00. Keesler Track Time, 1 for \$65.00. Above machines five cent cash play. Will ship entire lot for \$500.00. F. D. MAGIC MUSIC CO., Box 668, South Miami, Fla. \*

ONE BAKER PAPER DAILY DOUBLE—20-1 model check separator, Serial 7312, latest factory product, cost \$140.00, sell \$200.00. Two Nickel-Play Consoles, consists of Mills new mechanism in beautiful lighted Cabinet; cost \$195.00, sell at \$250.00 each. One Pace Rads and Console, \$75.00. Keeney Air Cigarette Cans, \$65.00. Racco, 10 and 20¢. Newark, N.J. \$20.00. Good used Records, \$5.00 per 100. KENYON COMPANY, 100 High Ave., N. W., Canton, Ohio. \*

OPERATORS—WE WILL BUY YOUR USED Photograph Records. Advise how many you have and lowest price. BIRMINGHAM VENDING CO., 2117 2d Ave. N., Birmingham, Ala. mh29x

PHOTOGRAPHS WANTED FOR EXPORT—WE pay best cash prices, or will trade for Games, Machines, etc. Tell us what you want and save money. BOX C-68, Billboard, Cincinnati, O. \*

REBUILT CHICKEN SNAKE, COMPLETE WITH base \$39.50; Blue Front Slots, \$32.50; Wait-Line, \$45.00; \$29.90; Gamecock Slot \$11.00. 1/2 deposit, balance C. O. D. PROCK & ROBINS, INC. 2812 Main, Dallas, Texas; 1114 N. Robinson Oklahoma City.

SLOTS WANTED—MILLS BLUE AND BROWN Fronts. State serial number, condition and lowest price. CARLSON AMUSEMENT COMPANY, Teter, Greer. \*

SPECIAL—25 C BURELS, \$8.50 each; 25 C Snacks, \$9.50. So Stewart McGuire Hut \$3.50. 40 Post Card Vendors, \$2.75. CAMEO VENDING, 402 West 42nd, New York.

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog—Over 1,000 Reconditioned Machine Bargains—Categorize, Parts, and Supplies. BADGER NOVELTY, 2546 H. 30th, Milwaukee, Wis. mh29x

TWO 1c MILLS BLUE FRONT ONE 5c \$22.50 each; one Keeney, Swan Ball, \$12.50; one Rock-O-Ball Saxe Ball, \$20.00; Mills Do-Ra-Me, Twelve Records, \$10.00. 1/2 Deposit. H. M. HOPKINS, Marlinton, W. Va.

TWO 25c DIXIE BELL CONSOLE SLOTS AT \$65.00 each, and Three Dixie Ball Consoles at \$35.00, and One Chief Console Slot at \$35.00. TIGER NOVELTY CO., P. O. Box 455, New Iberia, La.

WANTED—MILLS 4 BELLS, JUMBO, P.P. AND Cash, Fruit Real, Keeney's Pastime, Super Track Time, Triple Entry, and Track Time. Pace 1940 Saratogas, Convertible and Cash Play Fruit Reels; Mills Bonus, Brown Fronts and Chrome Balls; Wurliizer 300 and 600 Model; Seaburg Classics, state serial number and price in reply. BOX C-50, Billboard, Cincinnati.

WANTED IMMEDIATELY—A.C.T. CHALDRONERS Five and Snake, Marvels, and Wurliizer 300 and 600. Trade be cheap for cash. MUSIC MACHINE CO., Box 535, Clamson, S. C.

WANTED FOR CASH—100 LATE DIGGERS AND Rotary Merchandisers. Also quantity of Merchandise. Must be A-1 condition and cheap for resale. BOX C-61, Billboard, Cincinnati.

WANTED—POSTAGE STAMP VENDING MACHINES, new, and especially used ones. Cash waiting. HARRY TRASK, 3-43412, Garnet St., Los Angeles, Calif.

WANTED ARCADE MACHINES—ALL KINDS. State full particulars in first letter. P. O. BOX 52, Detroit, Mich.

WANTED TO BUY—MILLS CHROME BELLS, Bonus and Brown Fronts. State serial number, best cash price. Also Mutoscope Sky Fighters. H. M. WELCH, 1300 7th St., Parkersburg, W. Va.

WANTED—EXHIBIT BOWLING ALLEYS, HI Balls, Little Giant, 2 Ring-Old World Series, MEYER WOLF, 539 Boardwalk, Atlantic City, N. J.

WILL TRADE FOR MILLS BLUE FRONTS—Free Trade: 3 Deluxe Western Base Balls, 6 Contacts, 3 Lot of Funs, 2 Up and 10, 1 Tapper, 2 Zaps, 2 Hasidians, 2 Air Forts, 1 Chicken-Sam with Book, Autogram, 2 Turin Special, 1 Race Reel 1940, 2 Baulah Park. Will deliver within 350 mile radius. CANNON AMUSEMENT CO., Tiger, Georgia. mh29x

**FOR SALE SECOND-HAND GOODS**

ABOUT 400 OLD BILLBOARDS—BACK TO 1930, sell or trade. Descriptions and lowest want lists free. MAACD, 611 West Washington, Greenville, S. C.

ALL KINDS POPCORN MACHINES—BURCH, Long Lake, Perkasie, guaranteed. Feeless. Twelve quart geared aluminum Popping Kettles. NORTHWEST CO., Indiana, Iowa. mh29x

ALL DIFFERENT MAKES CORN POPPERS—Twelve quart geared Popping Kettles, \$1.60 each. CARAMEL CORN EQUIPMENT, 23 S. Hatched, Chicago, Ill.

CORN POPPERS, GEARED KETTLES, CRIDDELS, stoves, lanterns, burners, tanks, tubing, repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. mh29x

EQUIPMENT FOR THIRTY PIECE DRUM AND Bugle Corps, complete. Also 23 broadcloth Bands Uniforms. RAPID CITY MUNICIPAL BAND, Rapid City, S. D. mh29x

FOR SALE OR TRADE—COMPLETE MANUFACTURING Potato Chip Outfit like new. AUTOMATIC VENDER COMPANY, 152 Houston St., Mobile, Ala.

FOR SALE—1933 PACKARD SUPER II TOURING and Limousine; good tires; clean as a ribbon from end to end. CARL ORELL H. WOLF, Lincoln Way West, Ft. Wayne, Indiana. Phone 1-1000.

PENNANT MACHINE—LATEST SINGLE adjustable stool stand, new quarter motor. Two thousand large pennants, used to sew photos and name, also extras. Will demonstrate. Come look. First \$65.00 take. WILLIAM GRAY, 21 Stephenson, Freeport, Ill.

POPCORN MACHINE—POTATO CHIP OUTFIT Dry Poppers, Ivy Poppers, LONG LAKING 1976 High St., Springfield, Ohio. mh29x

RABBIT GAME—PERFECT WORKING CONDITION, good appearance. For sale, \$500. I. FABER, Delahar 2-6391, 164 Beach 83rd St., Rockaway Beach, N. Y.

TEN YEAR ACCUMULATION OF STONES removed from jewelry. Opals, Garnets, etc. 200 assorted, \$2.00. B. LOWE, Box 523, Chicago, Ill. \*

3 FRIGIDITE COCA-COLA VENDING MACHINES—Excellent condition, only 6 months in use. BOX 230, Billboard, 1564 Broadway, New York.

5 USED RUNNING POCKET AND WRIST Watches—American and Swiss; top assortment. \$7.50. B. LOWE, Box 523, Chicago, Ill. mh29x

**FOR SALE—SECOND-HAND SHOW PROPERTY**

BALLROOM, STAGE AND FREE ACT LIGHTING. Crystal Showers, Spotlights, etc. NEWTON, 232 W. 14th St., New York, N. Y.

CARRIAGE, 50 FT., GALLOPING HORSES—Excellent for park or beach. Opportunity to modern machine at low price. PAUL, 3122 N. Park, Philadelphia, Pa.

DRAMATIC OUTFIT TOP—SIXTY-FIVE HUNDRED and fifty, 10 ft., sidewalk. Complete with shoes, makeup, accessories, wig, piano, blues, chairs, cheap, cash. Stinson Topper, Kane, NORTH 6115 Orange, Los Angeles, Cal., mh29

DUAL, LOOP-D-PLANE, \$950.00—NO. 5 BLI Wheel, reasonable; Genuine Miniature Turin, 1,300 ft. track, \$1,000.00; new High Striker Machine, \$4.50. Want Whip and Chair-a-Plane. J. B. ALLEY, Rt. 4, Anacostia, D. C.

DUCK POND COMPLETE—PLENTY STOCK and top. Nothing more to buy. Sacrifice for quick sale. JAMES J. KELLY, Warren, Glen, N. Y.

FOR SALE—SIXTEEN AND TWENTY-FOUR-Seat Chair Plants, complete; Kiddie M-C-R, Aero Plane, Ferris Wheel. CALVIN CRUICKSHANK, Pinckneyville, Ill.

FOR SALE—COUNTERMAN FERRIS WHEEL, good running condition, \$250.00. W. R. RABBIT, 11, Haverhill St., Rochester, N. Y.

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FOR SALE—ELI NO. 5, \$1,800.00 CASH. NO time payments. Address inquiries HARRY KNIXD, Andalusia, Ill.

KIDDIE BOAT RIDE—8 PASSENGER; OPERATES by small electric motor; \$325.00; two gas-line Custer Cars, \$75.00. COFFEY, 707 W. High, Springfield, O.

KIDDER LIGHT PLANT—1,500 WATTS; GOOD condition. C. J. MEYER, 625 Westminster Ave., Elizabeth, N. J.

17 LUSSE SCOOTERS—NICELY PAINTED, good mechanically; Loop-a-Plane, \$50. Airplane; Custer Car Ride; arca toy train machines. BOX 304, Celoron, N. Y. mh29

MOTION PICTURE FILMS & EQUIPMENT

NEWS and display advertisements to be inserted in reinforcement will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A NEW 15MM. FILM LIST FOR SUMMER. Late releases. Equipment rental and sale. SWANK'S 520 N. Skinker, St. Louis, Mo. mh29

ATTENTION, OPERATORS—MERCHANTS—Free Movies. Biggest thing outdoor amusement world today. Value programs, equipment rented, No. 603 Shouben Bldg., Chicago, Ill.

ATTENTION, ROADSHOWMEN! WOULD YOU spend a penny to find out how you can reduce your film rental cost? All you have to do is to mail us a government postal card saying, "Send your ad in The Billboard." I have a 16mm. sound projector, model. Please send me a copy of your Roadshowmen's Special today." Do it now. Address: Herman Ross, the Roadshowmen's Friend, INSTITUTIONAL CHEMIA SERVICE, 14C-1500 Broadway, New York City.

ATTENTION, ROADSHOWS AND CIRCUIT Operators—We have plenty two-reel Slapstick Comedies, fifty subjects; all different; also late released Westerns offered for outright sale for first time; 35MM. only. Also rentals. Send for new list. STANDARD FILM SERVICE, Charleston, W. Va.

BARAINS—IN USED REBUILD PROJECTORS, Sound Heads, Amplifiers, Speakers, Opera Chimes, Screens, Spotlights, Theatronics, Rectifiers, Rewinds, Ticket Machines and Generators. Catalogue 5 free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. mh29

BUSSE FILM EXCHANGE—NEW SPRING catalog 35MM. Roadshow Attractions ready for mailing. Free and used prints. Any type of picture you want. Westerns, Gangster, Horror, Serials, Musical Comedies, Lab Cartoons, for outright sale only. Friendship, O. mh29

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 12. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, APRIL 2. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT EARLY.

CLOSING OUT—35 MILLIMETER FEATURES and Short Subjects. Bargain prices. Circuit operators invited, reasonable rates. Complete programs at fair prices. Tell us your wants. MUTUAL, Virginia, Va.

NEW LIST AMAZING BARAINS—SOUND-Headed Film Equipment, Accessories, Ampro, Victor Projectors, cheap. Rent complete sound programs, \$10.00 week. ZENITH, 308 W. 44th, New York.

10 MILLIMETER 8 REEL PROGRAMS FOR SALE Cheap—Also Type Tan Holmes Projector and Amplifier. All excellent condition. EARL DENNIS, Knoxville, Tenn.

35MM. ROADMAN, CIRCUIT OPERATORS—Outstanding Talk Features. Lowest price; better prints; Labs. Posters for sale. ENTERPRISE, Box No. 23, Newport, Tenn.

35MM. SILENT AND SOUND FILMS—THE AND UP. Bargains on Acme, Davily, Holmes, Powers, ADVANCE, 1957 Madison, St. Louis, Mo.

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL A FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera—WARASH PHOTO SUPPLY, Terre Haute, Ind. mh29

ASK FOR LITERATURE ON THE NEW MARFOL Precision Enlarger-Reducer. Takes copy from 11x2 1/2 to 2 1/4. Enlarges up to 10x12 portrait size or reduces to 2 1/4 inch! Nothing like it on the market. Send for free catalog. MARFOL, 200 Fuller, Inc., Dept. 511, Rochester, N. Y. mh29

ATTENTION, 4c. FOR 10 OPERATORS—We make the small Leatherette Picture Case, \$2.50 per 100. Our price beats them all. Free sample. Be convinced. We make all sizes. C. GAMERER, 148 Park Row, New York.

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. Q. CAMERA CO., 171 E. 35th St., Chicago, Ill. mh29

FOR SALE—PHOTO STUDIO AND F.2.8 LENS, good condition, portable. Lens Camera, \$60.00. ARTHUR HUBER, 12 Section Bldg., Cincinnati, O.

PHOTO MACHINES—SINGLE, DOUBLE AND three sizes outfits. Heavy duty self cooking butters, lined Copper. Kitching, Inc., 405 E. 12th St., Unionville, Mo. mh29

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons. 25c Reprints, 2c each; 100 or more, 1c. SUMMERS, 2500 E. Unionville, Mo. mh29

SACRIFICING 30 NEW PHOTOMETER, coin operated and fully automatic, four for dime. Star Photo Machines, \$350.00 cash each; originally sold for \$3,000.00. BOX C-47, The Billboard, Cincinnati. mh29

MUSICAL INSTRUMENTS, ACCESSORIES

STYLE ONE FIFTY WURLITZER BAND ORGAN with motor, counter shaft, music rolls. Good condition. Bargain. THE IRONDRUM, Bessemer, Mich.

COSTUMES, UNIFORMS, WARDROBES

TWO CHINESE MANDARIN COATS—COST \$500.00; good for Magic Act; \$60.00. For details write DAVID ROY, 54 Montgomery St., Boston, Mass.

WAITERS, ACTORS AND MUSICIANS—A Pleated Berginone Suits, any color, 50c each or money order. Firm maker to you. CHABLES KLENFNER, 315 East 12th St., New York City.

SCENERY AND BANNERS

WAGNER'S FLINT HILLS STUDIO—CARNAVAL and Circus Banners made to order. 8x10, \$10.00; 8x10, \$15.00; 10x10, \$17.50. CLEMENTS, Kansas.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Hocuspocus, Forecasts, Buddha, Future Photos, Crystals, Lucky Reeds, Palmistry, Graphology Charts and Books. Wholesale Largest stock. 144-page illustrated catalogue, 30c. NELSON ENTERPRISES, 330 S. High, Columbus, O. mh29

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies. Ventriloquist Figures, etc. 25c. KAANTER'S, 9-1311 Walnut, Philadelphia, Pa. mh29

BARAINS—VENTRILQUIST FIGURES—New lead, hand carved or papier mache. 1-TURNER, 405 Empire Trust, St. Joseph, Mo.

MAGICAL APPARATUS FOR SALE REASONABLE—New and Used items. Stamp for Bargain List, no postcard. LOHREY, 40 E. Norman, Dayton, Ohio.

LARGE PROFESSIONAL MAGIC CATALOGUE, 22c. MAX HOLDEN, 330 W. 42d St., New York City, N. Y. mh29

USED MAGIC AND ILLUSIONS WANTED—NO Junk. Send list. Cost Levitation wanted. I buy, sell, trade. BIRCHEND, San Angelo, Tex.

ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKE DEN, CHAMELEONS, OUR Specialty—Wildcats, Raccoons, Fox, Flying Squirrels, and Turkeys. ROSS ALLEN, Deala, Fla. mh29

ANIMALS, BIRDS, AND SNAKES FOR SHOW talks—Now contracting Trained Wild Animal Acts for coming season. SNAKE KING, Brownsville, Tex. mh29

BARAINS—DOGS, ANIMALS, BIRDS, PETS. Fancy Poodle, Pigeons, Fish, Snakes, Antiques, Turkeys. DETROIT PET SHOP, 3330 W. Lafayette, Detroit, Mich.

FOR SALE—GIANT BOXING KANGAROO from Australia. Stands six feet. Young, tame. \$500.00. Pictures on request. TED DORR, Raymond, Md.

LARGE FRESH FAT DRAGONS—GREEN (Leagues), quick shipment. Also: Rattlesnakes, Spide Monkeys, Wire OTTO MARTIN LOCKE, New Braunfels, Texas. mh29

PLENTY SNAKES, ARMADILLO, BOAS, IGUANAS, Fresh Dragons, Centaurellas, Monkeys, Kinkajous, Peas, Porcupines, Agoutis, Pumas, Ocelots, Ringtail Cats, Mice, Eels, Rattlesnakes, Doves, Parrots, etc. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. mh29

TWO BEAUTIFUL BARBAREK HORSES—Principle, carrying, jockey, menage. Throaten Dodge Truck, closed body, carries six horses. Cheap. GEO. HOLLAND, Darton, Wis.

HELP WANTED

FIRST SAZ, CLARINET, DOUBLING VIOLIN—Must be thoroughly experienced, reliable and loving. BOX C-55, The Billboard, Cincinnati, O. mh29

FOUR OR FIVE PIECE GIRL BAND COMMERCE—April 12. Keep indefinitely if satisfactory. Furnish 4 room modern cottage. Bathing and fishing. HANDS PARK, Fairmont, Minnesota. mh29

LADY WANTED—SMALL LADY TO ASSIST juggler and do light acrobatic for Big time vaudeville act. JUGGLER, care The Billboard, Cincinnati, Ohio.

MDN. GIRL DANCERS, TEAMS, HOOFERS, contact MARIE BURG, 118 Davenport, Detroit, Mich. Now producing sextettes, small units for club. Steady.

OPERATOR WITH MACHINE AND WEEK'S program pictures. Good proposition for right party. Complete tent outfit. S. F. NASH, 2417 Benny Castle, Louisville, Ky.

TAILOR/MAKER CANVAS MAN TO REPAIR TENTS. Must be experienced and capable at bench or electric sewing machine. State salary. JAS. BELL CO., 36 Green St., Newark, N. J.

TOP MOUNTAIN FOR HAND TO HAND BALANCING ACT—Call at 4 pm, use wide GROUND FLOOR, BACK APT., 447 West 47th St., New York City.

TWO EXPERIENCED GIRL AERIALISTS FOR new high act. Salary twenty-five dollars weekly. Immediate work, long season. State all first letters. Will train one girl. Commission on weekly receipts. BOX C-56, Billboard, Cincinnati, Ohio.

UNION BILLPOSTER—AGE 30-35. MUST HAVE car or light truck. Able to plant posters. Chance for advancement and commission. Box 432, The Billboard, Ashland Bldg., Chicago, Ill.

WANTED—MAN NOW CONTACTING THEATRES. Profitable, steady. Commission on weekly receipts. BOX C-56, Billboard, Cincinnati, Ohio.

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. Cash With Copy. Minimum 25c

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

High Wire Performer—Young, natural. Will go anywhere. Has wire transportation. Six years with Illinois-Illinois, one year New York State. Available immediately. Write or write all details in care of Bill, care of The Billboard, Chicago, Ill.

AT LIBERTY AGENTS AND MANAGERS

GENERAL AGENT—1941 season, available about April 15th. Know all territory. FRED GRANT, 6447 South Marshfield Ave., Chicago.

THEATER MANAGER AND AMUSEMENT Promoter—Available on nominal salary and profit percentage basis. Family man beyond convention age, sober and expert showman. Twenty years' experience in all phases of amusements, thoroughly conversant with publicity and exploitation methods. Prefers community between five and twenty-five thousand, where his share of profits can be used to establish an amusement center. Write fullest details to BOX M-8, care Billboard, St. Louis, Mo.

WANTED—HIGH CLASS ACTS AT ALL TIMES for The Ranch rifle club, opening April 12th near Cedar Rapids, Iowa. One week or more. Can break your jump going East or West. C. SCHLESSELMAN, Mgr., Swisher, Iowa. mh29

WANTED—TRUMPET MAN, ALSO DRUMMER Men. Thirty consecutive weeks' work with girl revue on midway. Preference Trumpet or Drummer that can double bit of Flute, but not necessary. Review opens April 12th. Write PIANIST, care Box 767, Friesburg, Va. No fee.

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WANTED—2 OR 3 PIECE ENTERTAINING Orchestra. Union. Must be good. Wire own expense. THE HI-HAT, Madison, Wis. mh29

WANTED—YOUNG VAUDEVILLE TALENT, NOT in Draft, that can change for week on Virginia Fair Show. Amateur stock and tall as if you be, don't answer. JACK O'BRIEN, Princeton, N. C.

YOUNG GIRL—WOK HIGH AERIAL ACT. Booked solid. Salary year. Send photos. Consider amateur. AERIAL DUKES, R. R. 4, Box 95, Tipton, Ind.

WANTED TO BUY

ELI 5, OR ONE GOOD ADULT RIDE FOR COMING season in good condition. Low territory, plenty work. Good spots guaranteed. Or will lease for cash for season and hire owner. Also need a Kiddie Ride. BOX C-61, Billboard, Cincinnati.

LONG RANGE SHOOTING GALLERY—Must be bargain. State price and describe. H. T. UELHART, 313 S. Panama St., Montgomery, Ala.

PORTABLE BLEACHER, SEAT—MUST BE IN good condition. Price reasonable. JIM DUNFORD, Sec., Great Southwest Fair Assn., Dodge City, Kan.

PORTABLE SKATING RINK FLOOR AND TENT. State cheapest cash price first letter. condition, age. ED HODGES, 6310 Easton, St. Louis, Mo.

USED LITTLE BEAUTY 2 ABREAST MERRY-GO-ROUND—Quote lowest cash price. BOX C-62, Billboard, Cincinnati.

USED ROLLER SKATES AND USEFUL INDOOR Rink Accessories and Equipment. FOREST CLUB ROLLER SKATING RINK, 700 E. Forest, Detroit, Mich.

WANTED—CHEAPEST, BEST LOOKING, RUNNING Merry-Go-Round. BOX C-63, The Billboard, Cincinnati, O.

WANTED—USED ROLLER SKATES AND RINK. Good condition. State price and condition. BOX C-59, care The Billboard, Cincinnati, O.

WANTED—PENNY ARCADE MACHINES, reasonable and suitable for park. For sale or trade on Flat Ride, Chair-a-Plane; A-1 condition. YABROUDY, 1327 Fulton Ave., Evansville, Ind.

AT LIBERTY BANDS AND ORCHESTRAS

EIGHT PIECE ALL GIRL ORCHESTRA—YOUNG, refined, attractive, uniformed. Free on FRANK ROBERTSON, Manager, 161-20 Northern Blvd., Flushing, N. Y. Ind. 4-0478. mh29

NATIONALLY KNOWN TWELVE PIECE GIRL Dance and Entertaining Orchestra available. Featuring Six Vocalists, Trio, Swing Quartet, Blues Singer, Whispering Brass, Specials, Mouthpiece, Union, Racks, Transportation. Write to: Flayed, best hotels, ballrooms, clubs in East, South and Midwest. Show experience. Pical responsible. For information write COLE ORCHESTRA SERVICE, Box 1005, Kalamazoo, Mich.

NATIONALLY KNOWN TWELVE PIECE GIRL Dance and Entertaining Orchestra available. Featuring Six Vocalists, Trio, Swing Quartet, Blues Singer, Whispering Brass, Specials, Mouthpiece, Union, Racks, Transportation. Write to: Flayed, best hotels, ballrooms, clubs in East, South and Midwest. Show experience. Pical responsible. For information write COLE ORCHESTRA SERVICE, Box 1005, Kalamazoo, Mich.

TRIO—FEATURING HAMMOH OBCAN, Piano, Drums, Vibes, Sax, Clarinet, Violin. Versatile. Agents, write THREE CLEFS, 111 Milwaukee, Grand Rapids, Mich. mh29

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Free Hinges and Ho Aches—Excellent Paper Hangers, Young Band, available for location. Give General Musician, Private equipment. Low financial arrangements. Radio and music experience. Address: Free Double Orchestra, Union Convention of Music, Columbia, Ga.



# Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MIKE KAPLAN — Communications to 1564 Broadway, New York

## DEAL

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALES CARDS and TRADE STIMULATORS.

By BEN SMITH

Just ran into a legit deal called Sure Prize which apparently is worth a look-see. Deal works on a 150-hole card, 1 to 10 cents, and gives away a prize package with each purchase, many of the packages containing items with a claimed retail value of 25 cents. Takes in \$13.22 and shipping weight is approximately 25 pounds.

"Sure-Prize is distributed by the Capitol Merchandise Company, importer and manufacturer of premium merchandise, and the deal was created by it as an outlet for surplus products. Because of this, officers of the firm claim many

unusual values are offered which could not be possible otherwise.

Many of the boys like to work these so-called legit deals because every purchaser receives something for the money he spends, and when the merchandise offered is right the deal has a rapid turnover.

Return of the big card not only gave operators a wider latitude in the choice of premium to be offered, but also gave them greater latitude in switching deals on locations which were running down as peddlers. Now a location which has gone sour on a big deal may often be perked up again by laying a small-take card.

No location need be a one-shotter. If the operator works the spot properly, switching merchandise as it loses appeal, changing cards when necessary, and delivering awards promptly when cards are completed, the location can be kept going indefinitely.

Most men never grow up when it comes to a pocket, hunting, or fishing knife. The desire to own one stays with them, and a knife in a new design or shape always gets them to sit up and take notice. For this reason many operators will lay a knife deal year in an year out with every reason to expect a profitable run. With spring just around the corner such deals are sure to crop up again.

B. E. of Elong City, Ia., writes: "What type of location is best for a card placement?"

Successful operators work on the principle that the harder it is to get a location the better it is likely to be. For that reason they will concentrate on spots like electric and telephone companies, large brokerage houses, steamship lines, and banks. Of course, to contact the better locations requires selling ability and a complete lack of an inferiority complex. But an operator who cannot sell will never become a real producer.

HAPPY LANDING.

## Outlook Good for Philadelphia Biz

PHILADELPHIA, March 25.—Novelty shops and peddlers here are in for a treat this summer. The city has grabbed off the convention of the Veterans of Foreign Wars. An estimated 300,000 people will attend the convention, more than either of the major political conventions draws. Length of the convention gives assurance that the crowd will remain here for a period of from 10 days to two weeks.

It is estimated that the visitors will leave in the city over \$3,000,000, exceeding both the Democratic National Convention of 1936 and the Republican National Convention of last year.

## BINGO BUSINESS

By JOHN CARY

LEGISLATION to legalize bingo in Pennsylvania is dead for the moment due to a technicality. A measure introduced by Senator Hahnke was ruled out because it was held to be a revenue-raising bill and as such would have to be introduced thru the House instead of thru the Senate.

BINGO operators are advised to study carefully the lists of coming events printed in this issue. This monthly listing is a regular feature and should be checked to enable operators to keep informed of possible leads. In the Spring Special of The Billboard the list will be reprinted and a list of amusement parks will be added. The Spring Special list is of utmost importance to operators who are making plans for the summer.

HERE'S a tip that may seem out of place to the smart bingo operator. There are, however, many who can profit by it. Don't choose a second-floor location. Within the last few months reports have come in of several operators who were almost at the point of quitting when they decided to take advantage of a street-floor location. Business picked up almost immediately. It seems that women hate to climb stairs. Inasmuch as women make up the majority of repeat customers, it is well to choose a location that will satisfy the so-called weaker sex.

BINGO is being attacked in certain sections again and it is possible that these attacks come from political jockeys. In cases where attacks have been obvious and of long standing they've been able to make some headway. A good indication that a business is obtaining security is the number of nominations that arise. The immediate and vigorous protest in these sections from bingos fans is the best answer, and it shows the game's strength and popularity.

MANY fans say the politicians are seeking to take away their only amusement. It is truly called a poor man's game, and the poor man has long been a political football.

Operators battling attacks should remember that bingo provides an evening's entertainment and an opportunity for friends to get together and chat. Operators should stress this fact in their

campaigns against prejudice. It is ironical that honest men must carry the burden built up by fly-by-night operators. The small minority who exploit the game should be blamed for being taken, cash prizes, or prizes of inferior quality.

THE HONEST OPERATOR, working in conjunction with some recognized charity, should not give up the strip as soon as he is attacked. He will find many

## NEW 5 STAR AERO BINGO BLOWER

- ★ Foot-proof operation.
  - ★ Automatic master-loaded returns ball.
  - ★ One-year guarantee.
  - ★ Portable — carried anywhere.
  - ★ Hexagonal in shape; red & black colors.
- No wood-hand material used in this high grade Bingo Blower. Jokers only, extra for full particulars.



Special price on Bingo Special in dozen lots and over.

1123 Broadway, N.Y.C.

MORRIS MANDELL

## BIG MONEY

for EXPERIENCED HAIR GOODS DEMONSTRATORS . . .

Selling world's fastest easiest-to-use Automatic Hair Curler at 50c. Preferred by two out of three women to heretofore largest selling curler.

If you know hair-selling talk—have the right necessary to do a real job, we can place you in big paying stores on salary and commission or commission basis.

Don't apply unless you can sell. Our bookings are too important to take a chance on other than the best demonstrators in the business. Address BOX D-48, The Billboard, Cincinnati, Ohio.



## WALTHAM-ELGIN

Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

PLYMOUTH JEWELRY CO., 183 Canal St., Dept. J, N.Y., City

Grand Money Making Opportunity in all History — Only in Your Own Hands! AMAZING NEW MACHINE ENGRAVES DIAMONDS. Free color booklet. No experience necessary. Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices. Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices. Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

Send for NEW 1941 CATALOG

ELGIN-WALTHAM GREEN-BULOVA-HAMILTON

Wrist and Pocket Watches \$2.95 PRICES START GUARANTEED LIKE NEW.

JOSEPH BROS., Inc. 28 E. MADISON STREET, CHICAGO

## MIDGET BIBLE

Over 200 pages, size of postage stamp, completely legible. Just 11¢. 25¢. Perfect Control Books on HYPOBISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WINNING CONTESTS, PALMISTRY, VENTRILOQUISM, MIMICRY & IMITATIONS, etc., etc. Over 100 books to choose from. For complete and big profit selling, 40¢ profit. Write for prices, ask for Midget Bible Business.

JOHN SMITH & CO., Detroit, Michigan Wholesale Dept. 11.

## ELGIN, WALTHAM, BULOVA

Renowned Guaranteed NEW'S WRIST AND POCKET WATCHES \$2.95 Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS PERLOFF 729 Walnut St., Philadelphia, Pa.

## CASH IN ON THIS MONEY MAKER!

SPORTSMAN'S SPECIAL CASTING OUTFIT NO. 7500 \$3.25 (Lots of Six) \$3.50 EACH (Less Than 6)

Sturdy, compact, green enamel metal tackle box contains 1 three-piece reel, sink, cork, spool, 1 steel sink line, 1 level winding reel, 1 red-head plug, 1 metal wobbler, 1 fish knife, 1 scooper, 1 wire leader, and 1 stringer. A winner for promotion and tournament purposes.

Send for Free Copy of Our New 1941 Sporting Goods and Salesboard Catalog.

## GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

## NOW IN OUR NEW HEADQUARTERS 3333 LINDELL BLVD.

"At the Triangle"—Main Cross Roads of St. Louis WHERE OLIVE, LINDELL AND LOCUST STREETS CROSS GREATLY ENLARGED SPACE—IMPROVED MODERN FACILITIES. Quicker and More Efficient Handling of Your Bulk Demands. FEATURING THE NEWEST IN NOVELTIES—PREMIUMS—CONCESSION GOODS. We Appreciate and Solicit a Continuance of Your Valued Patronage.

## ACME PREMIUM SUPPLY CORP. 3333 LINDELL BLVD. ST. LOUIS, MO.

EVERYTHING For Warm Jobs, House Contractors, Premium and Salesboard Operators. BIG PROFITS in Drug Items, GOGGLES, Eyeglasses, Lenses, Neckties, Girded Gents, Smoking Materials, etc. Wm. A. WOODBURY COSMETICS, White Free Catalog.

SPRING ITEMS: Match Cases, Gait Issues, Cards, Fire Stickers, Road-Promoters, Window Cleaners, etc.

KNIFE & PEN DEALS: Knives, Patriotic, Midget, Hunting, Jackknives, 12 to Deal with 1c in 37c Card. Per Deal . . . . . \$1.50 METAL FLAG LABEL BUTTONS, 100 for 50c. Include Depot & Postage.

CHAMPION SPECIALTY CO., 814-Z Central St., Kansas City, Mo.

## Convention List

A list of conventions and other events will be found in the List Section of this issue.

**THAT 'WANTED' PREMIUM YOU ARE LOOKING FOR**

Re-Orders Prove It Has Every Sales Appeal

1941 WILCOX-BAY RECORDIO

3-IN-1 PREMIUM SENSATION

1. Phonograph
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PRICES FOR FAST SALES

SEND FOR FREE NEW FOLDER TODAY

EVANS NOVELTY CO.

A Division of Premium Sales Co.

Over. C-5, 800 W. Westington Blvd., Chicago

persons ready to rally to his support. Hard-pressed churches and charitable organizations will gladly battle for a means of keeping up their revenues. In some places churches have advanced bingo as a clean game suitable for any member of the family. An open-minded press can do much toward offsetting the unfair tactics of professional reformers who seek publicity to further their own ends and feel bingo is a suitable target.

One of the best good will builders an operator can have is a clean, well-equipped stand where refreshments are sold at standard prices. Fans resent an attempt to jack up prices, and in cases where an attack is made on the game the jacked-up price of drinks, etc., is enough to lose the support of the fan.

It is well for all operators to avoid any practice which might alienate fans. With the Lenten season on, many fans are not playing. Those who are will report any malpractice, with the result that the fans will seek some other game when the Lenten season is over.



**Events for Two Weeks**

- March 24-29
- GA.—Columbus. Nat. Home Show, 24-29.
  - IL.—Decatur. Army Show, 24-29.
  - MICH.—Grand Rapids. Home & Food Show, 24-29.
  - MISS.—Canton. Madison County Fair Stock Show, 24-27.
  - MO.—St. Louis. All-American Flower & Garden Show, 23-28.
  - OH.—Canton. Grange County Maple Festival, 27-30.
  - OK.—Oklahoma. Home Show, 24-29.
  - PA.—Philadelphia. Oil Show, 24-28.
  - PA.—Philadelphia. Flower Show, 24-28.
  - E. D.—Dandridge. Hack Hills Building & Industrial Show, 24-29.
  - TENN.—Kingsport. Dog Show, 23-28.
  - Knoxville. Dog Show, 24-29.
  - TEX.—General Wells. Pinto County Livestock Show & Rodeo, 21-29.
  - WASH.—Seattle. National Flower & Garden Show, 23-30.

March 21-April 2

- FLA.—St. Petersburg. Festival of States, March 21-April 2.
- Wilder Haven. Gardens Festival, 4.
- GA.—Savannah. Garden Club of Georgia, 1-3.
- IND.—Hammond. Better Homes & Food Show, 6-8.
- MOSS.—Fort Gibson. Southwest Miss. Fair Stock Show, 7.
- PA.—Philadelphia. Home Builders' Show, March 28-April 3.
- Pittsburgh. Tri-State Auto Show, 1-4.
- N. C.—Columbia. Miss. Day Rodeo, 21-29.
- TEX.—Dallas. International Flower Show, 24-April 6.
- Florida. Livestock Show, 4.
- WIS.—Wisconsin Rapids. Central Wis. Home, Food, & Auto Show, 6-8.



**New! P. D. Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!**

1941 Model is a KNOCKOUT!

Lighter in weight. Perfected focusing dial for close-up, three-quarter or full figure photos of individuals or groups. Many other improvements.

**P. D. Q. Focus in a Nutshell**

Take and finish beautiful black and white or sepia photographs, day or night, indoors or outdoors, in one minute.

**No Experience Required**

No film—No Dark Room. Dimax Positive Photos, size 2 1/2 x 3 1/2 inches. NOT TINY PEEPS! In one minute, watch Photos develop in the open in one minute. Easy to operate. Simple instructions show you how. Curricula, Films, Plates, Brushes, Sticks, Rack Yards, Front Porches, Street Corners—Everywhere—you will create big money with the P. D. Q. P. D. Q. Photos are guaranteed. Yes, To Fact: About \$80 starts you in this interesting Big Money business.

Joseph Roy, Ark., writes: "I grossed \$39.20 worth of photos and frames Saturday. My wife ran the machine as good as I can. I rigged up a little booth with lights and I do some business at night too in the daytime." Ray Zeller, Ill., writes: "I did \$50.00 Sunday with my P. D. Q." Seymour, Pa., writes: "I operate Saturdays and Sundays only and am about 100 photos in 2 days!"

WRITE OR WIRE FOR DETAILS P. D. Q. CAMERA CO.

109 E. 35th St., Dept. BB-30, Chicago, Ill.

**MOVIEMATIC**

16 MM MOVIE CAMERA ONLY \$2.50

FIVE FOR \$11.25 BB9542

The only fully automatic movie camera that takes pictures for production on reels—and also takes 10 individual snapshots. Variable speed and synchronous lighting. There is no change for developing or printing. The films are ready to use in 8, 16 and 1/23 shutter speed. All normal focus range with zoom lens. Now \$4.95 in 16.5x1.5 inches.

ROIDE-SPENCER 223 W. Madison Chicago

**EXCLUSIVE FUR COATS**

JACKETS \* Luxuriously Styled BOLEROS \*

Beautifully Styled Quality Workmanship at Popular Prices. We offer Coats, Jackets, Up to Neoprene, Camels, Mink, Squirrel, Persian, Rabbit, Beaver, Foxes, etc.

Buy direct from manufacturer and profit. Write for FREE List and Illustrated Catalog. Catalogues also, Boys and Schoolbook orders, among the best values. See for special details.

**S. ANGELL & CO.** Manufacturing Furriers 128 W. 27th St., Dept. B-26, New York, N. Y.

**FRAMING A JOINT! HERE'S WHAT YOU NEED**

- 80281—Aluminum Milk Bottles, Each, \$ .35
- 80101—Wood Plate Milk Bottles, Each, .35
- 80115—Flower Baskets, Dozen, 2.25
- 80102—"Worth Baskets", Each, 1.50
- 80110—Other Covered Bells, Doz., .35
- 80229—2 1/2 Inch Wood Balls, Per 100, 4.50
- 80230—2 1/2 Inch Wood Balls, Per 100, \$2.10
- 80241—Cres Rack Hinge, Per 100, 2.10
- Washers, Washers, Rivets, Washers, Etc., Core Gum, Adhesion Tapes, Etc.

Write for Prices on Items Not Listed.

**LEVIN BROTHERS**

**Patriotic Jewelry Is the Trend Cash In Now While It is Hot**

- 841210—Novelty Pin, Yellow gold finish, mounted in red, white and blue. Individually wrapped. Each retail size. 12 ct. stones. Per Dozen \$7.00
  - 836106—Shield Pin, 12 ct. stones. Yellow enamel stripes and field with God Bless America. Red enamel. Per Dozen 75¢
  - 8238128—1 1/2 Inch Magnetic Locket. Gift finish, enameled to red, white and blue. Gold chain with flag. 14K, vermeil. Per Dozen 1.00
  - 8220108—Silver Chained Tea Chain. American Eagle motif. 14K, vermeil. Per Dozen 1.00
  - 8561006—Red, White and Blue Kilmoryn Local. Vermeil. Gold, vermeil. Per Dozen 1.00
  - 8301002—Eagle and Flag Gold Pin. 12 ct. stones. 14K, vermeil. Per Dozen 1.35
  - 8361281—1 1/2 Inch Magnetic Locket. 14K, vermeil. Per Dozen 75¢
- See Sample Book, B-4, & Price Postcard B-5. For thousands of Novelty Items, send for our free 1941 Catalog. MENTION YOUR BUSINESS WHEN ORDERING.

**JOSEPH HAGN CO.**  
Wholesale Distributors Since 1917  
217-223 W. MADISON ST., CHICAGO

**LARGEST, BUSHIEST, GENUINE**

**for TAILS**

Phishmen, Fox, Gophers, Mink, Squirrel, Rabbit, Beaver, etc. with beautiful red, white & blue enamel. Popular as cash items. 25¢. Dep. No. 2. FUR CO., 100 W. 28th St., N. Y. C.

**"THE BILL OF RIGHTS"**

Everyone a Prospect

THIS ARTICLE EXCLUSIVE WITH US IT'S TIMELY! GET STARTED NOW!

BILL OF RIGHTS. This up-to-the-minute picture contains a grouping of all the former Presidents of the U. S. with their signatures in facsimile. The center portrait is President Roosevelt, with the American flag and the Bill of Rights. Liberty and Justice to all. The flag is done in color in a setting of the rising sun. Suitable for use in every home, office and classroom in the country. Comes with 1/2 inch black wood frame with glass. Size 12 1/2 x 16 1/2 inches.

No. BE1000 Per Dozen \$7.20  
Each .70

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**MISS AMERICA BUNNY**

ELECTRIC Bulb Eyes With FLASHER

Perfect for salesboard. Store in show for window display. Every Toy Store—Hotel—Show will want one. 20 inches high. Covered in flashy rayon silk costume, red, white and blue.

DOZEN LOTS \$3600 SAMPLE \$325

We carry a complete line of Easter Bunnies, dressed in various characters.

Write for full details. State your business.

**Wis. De Luxe Corp.** 1902 No. Third St. Milwaukee, Wis.

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NOISEMAKERS • HATS • BALOONS

WRITE FOR OUR NO. 50 CATALOG

BE SURE AND MENTION YOUR LINE OF BUSINESS

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**BULOVA — GRUEN — WALTHAM — ELGIN**

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**NORMAN ROSEN**  
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Hartmann's

# Broadcast

CINCINNATI

Nat Green's

# The Crossroads

CHICAGO

**A** PROMINENT carnival owner, whose name we do not care to divulge, sent us a note in which he said: "I believe that our very good friend, the Mayor of New York City, got a little out of line in his comment. You will note that I have marked the paragraph in the enclosed clipping." He referred to a story published in *The New York News* of March 12. The yarn, with a Washington flabber related that Mayor LaGuardia, acting as chairman of the United States Conference of Mayors, called upon Congress for drastic action against traveling circuses now massing about draftee cantonnements throughout the country. The portion of the yarn to which the carnival owner referred read:

"LaGuardia told reporters after the hearing that he believed the practice of 'unauthorized prostitution'—commonly referred to as the chippy wagon—had gotten its start at 'traveling carnivals,' where itinerant gals, though, it is held to be, without a license, are guilty of having started the practice of 'unauthorized prostitution' is no more unfair than to expose the belief that they are guilty of having started all the evils that exist in the world today, which, anybody knows, would be ridiculous.

Even though the Mayor said it was merely his belief, we think the remark was unwise for, as it slurred a profession in which there are just as many good people as in any walk of life. As he made the remark to newspaper reporters after the hearing, it is possible that the

Mayor thought he would not be quoted. Should that have been the case, it is hoped he will use better judgment if subjects of this nature should come up in the future.

**T**HAT vet of the outdoor show world, J. Ed Brown has been at Gilman's Hot Springs, Calif., for the last three months to sort of recuperate. In the long hours of idle moments there many things have passed thru his mind. His thoughts took him back some 40 years and he recalled the names of many legal adjusters, fakers, murderers, patchers, or whatever you care to call them, with whom he became acquainted during that time. He listed down a list of them—just the way their names came to his mind. Here it is:

Green Doud, Charlie Thompson, Charlie Cook, Bill Moore, Jim Downs, Bill Klop, Bill Hays, Tom Gorman, Harry Gilbertson, Arthur Hopper, George Meyer, Ben Austin, Walter Geunty, Charlie Sparks, Doc Partello, Fred Beckmann, Billy Cronin, Clint Worrell, Lum Clark, Murray Penlock, Harley Tyler, Howard Barry, Fred Sargent, Mike Golden, Tom Ryan, Dave Dietrick, Dan Odum, Bill Connolly, Frank McQuinn, Jerry Juggan, Jim Dwyer, Harry Potter, J. C. O'Brien, Kid Bartlett, Harry McCleokie, Warren B. Irons, Bunk Elliott, Howard King, Charlie McMahon, Barney Pratt, Eddie Vaughan, Pete Sun, Nowey Schwab, Gold Tooth McCarthy, Butch Cohen, Ralph Lawson, Al Santa, Herb Maddy, R. N. Adams, Bill Godfrey, Bo Robinson, George Hines, Ed Heina, Butch Fredericks, J. R. McMahon, Blackie Thompson, Chief Brice, H. Siffley, Billy Miles, Barney Shea, George Hayward, Frank Cook, Herb Duval, William Kellogg, H. Calvert, Tom Monahan, H. S. Stevens, Louis Chase, Tom McNew, George Ryan, George Meise, Walter McGinley, J. O. Talbot, Jimmy Brown, Doc Childress, H. B. Rowe, William Sells, J. C. Kelley, Elmer Lingco, Paul Eagle, Jerry Dalley, Fred Worrell, Frank Sweeney, S. L. Cronin, Al Hunike, Bill

**O**NE of our correspondents on the West Coast, in writing about the circus-carnival combos in the West, said: "Wait until you get this angle over east; it will give you a kick!" Well, it's coming east, as witness the announcement that Clyde Beatty has joined the Johnny J. Jones Exposition and will have Duke Drukenbrod, circus sideshow man, with him. Acquisition of Beatty should be a big asset and may be the forerunner of many other circus acquisitions by carnivals, with the possibility that the general make-up of midway may undergo a gradual change. During the last few years many well-known circus acts have cast their lot with the midways, most of them from necessity rather than choice. Some have worked out satisfactory, others not so good. If the Beatty act proves a winner—and there's no reason to doubt that it will—it may hasten the changes that undoubtedly are in the air. As a matter of fact, we wouldn't be surprised to see a revival in the early days of the carnival when animal acts were common on midways. Not a reversion in the sense of the carnivals going back to their old form, but merely pick-

up some of the ideas that were successful in that day and adapting them to the modernized show.

David, George Atterbury, Elmer Jones, J. A. Jones, Fred Buchanan, Lenny Buchanan, Bert Bowers, Leon Washburn, Charles Hagaman, Dod Pike, Mollie Bailey, Fred Gollmar, Bobby Fountain, George Donovan, M. L. Clark, Walter Main, Dan Robinson, John Robinson, Doc Conkan, Andrew Downie, Harry Wilson, and Martin Downs.

"These were all circus men," wrote Ed. "Some are living, others have passed on, but every one of them I know at one time or another paid the horse. Some made a career of it, others had a fling at other branches of the show business. There are many more, I'm sure, but they don't come to my mind. I'm wondering if this wouldn't be worth a yarn for *The Billboard* to see what the other fellow has to say."

## Truck and Trailer Legislation

**PHOENIX, Ariz., March 22.**—A measure increasing the lawful length of single vehicles operating on State highways from 33 to 35 feet, but decreasing the permissible length of vehicles with trailers or in other combination from 65 to 63 feet, was adopted recently by the Arizona Senate. It now goes to the House.

The bill also provides that no vehicle shall exceed a total outside width, including any load thereon, of eight feet; that no one shall carry any load extending more than three feet beyond the front thereof and that no passenger vehicle shall carry a load extending beyond the line of the fenders on the left side of the vehicle nor extending more than six inches beyond the line of the fenders on the right side.

**HOUSTON, Tex., March 19.**—The Senate Highway and Motor Transportation Committee has voted a gross motor truck and load weight of 48,000 pounds on State highways. The Senate committee substituted this measure for the proposed Senate scientific bill, which based the load on wheel spacing, altering it to fix a top gross of 48,000 as against the existing limit of only 7,000 pounds. The House recently approved a gross weight of 35,000 pounds. Governor W. L. O'Daniel has backed up a move to double the current rate to 14,000 pounds and has the promise of the railroads that this measure would not be stiffly opposed as to other years.

**PHILADELPHIA, March 22.**—A bill has been introduced in the Pennsylvania State Legislature boosting the maximum legal weight for the biggest type trucks, trailers with semi-trailers, from 35,000 pounds to 50,000 pounds, an increase of five and a half tons. The bill is aimed at eliminating differences in weight limits between Pennsylvania and neighboring States, where higher limits are permitted, frequently necessitating re-loading of trucks at State lines. The measure would also reclassify trucks and registration fees.

**MADISON, Wis., March 22.**—Under the provisions of the Kootenai Bill, No. 279A, introduced in the State Assembly, owners of trailers less than 35 feet long would be required to pay a registration fee of \$1.00, instead of the present \$5. Trailers over 35 feet in length would continue to be subject to a \$10 fee.

## Leonard Traube's Out in the Open

NEW YORK

### The Lighter Side

**KIRBY C. MCGARY**, a girl-show operator with an analytical mind, says we have been playing it the wrong way of recent weeks. He's analytical because we were wondering about that, himself. He says our eyes have been fixed straight ahead on the highway with nary a glance to right or left. That would put us in the class of the nags with those funny-looking blinkers.

We are glad he sets a time limit because it makes us feel good to know that one of our steady customers is aware of our previous efforts in the direction of combustion, spontaneous or otherwise.

And now if Mr. McGary will supply a provocative subject, we shall try to give it our undivided attention. We'd even tackle the life and sad times of Jackie (The Great) Owens, the incomparable joint worker, if we knew something real explosive about him.

One of the safe-and-sane pieces that Kirby the Kid undoubtedly has reference to is our recent essay on mustaches. William Jenkins Hewitt, the Red Onion himself, has something to say about that, too. He's strictly "agin" it. It appears that 25 years ago he and John P. Martin, former general agent and, when last heard from, a chicken farmer on Long Island, formed the "Whiskertless America Association." Its object was to have all men of the world clean shaven.

Hewitt and Martin did not form the Whiskertless America Association in vain, because its influence was felt almost a quarter of a century later by Marion Cahin Nevins. Mrs. Nevins is the wife of Bert Nevins, the little guy with the big ideas who always manages to make the headlines for Palisades Amusement Park and other enterprises. In our brilliant treatment of the vegetated gent we did not mention Mr. Nevins's

patchwork, confining the stendous research to the circus fraternity. Being ever so clever, however, we included Nevins and a couple others in a subsequent column. That's where our troubles began, as witness the following complaint from the press agent's spouse:

"Your column left me a saddened and disheartened woman. I realize now how many of life's greatest labors go unheralded—may, even unnoticed!"

"Back in the dimly remembered days of '36, when I first set eyes on Bert Nevins and after a few short weeks claimed him in matrimony, despite the grugging effects of droning colloques, whizzing Coasters, and blinking lights, I made several mental notes of reforms to be put into effect on said Bert, as is the custom of all wives. (All Nevins's wives—Editor's question.) One of the major reforms that I contemplated was the removal of his mustache, which I considered most unbecoming and a definite menace to a newsworthy.

"Let me tell you—I worked for that reform! I won eventually and his upper lip has been a miracle of smoothness for high into two years now. Now, Len, I ask you—is it fair then to completely disregard these dignitaries—Editor's caution!—in labor and to include him in a list of mustached postmen, against whom, incidentally, I have no ill will, thinking the right type of mustache quite dashing on the right type of man?"

"The next time you play gin rummy with him, won't you please look up from watching that ace up his sleeve long enough to note the change? The next mustache you see on a Nevins will be the few straggly hairs on the upper lip of my son, Peter, when he calls for your daughter to bring her to her first National Showmen's Association races in 1955 or thereabouts."

All we have to say is that we're sorry

we didn't include Mr. Nevins out. But surely Mrs. Nevins is aware that we can't look up to her husband. He is so small that even if you looked down at a chary angle he would still be way below visibility.

**D**UE to a throat infection Bee Starr, scribble, says she has halted work on a new act, but will resume on it shortly. **BILL MONTAGUE**, Connecticut CFA, in town for a visit. **Johnny McHugh**, who made a rep for himself as an announcer of free acts at the World's Fair, is eyeing the annual fair. From a Luna Park (Coney Island) publicity release: "Initial costs will be considerably over \$200,000." Punt a subsequently released "Luna Park now in the midst of a \$2,000,000 face-lifting program." What's a circus and a half million bucks between friends?

**R**EX LEE stopped in to say hello on his way to join the Ringling advance in New York. . . . What's this rumor we hear of a circus to be launched on the West Coast? It's pretty late in the season to get a new show together—but a show that has been playing all winter could very easily whip into shape to go under canvas in a short time. Maybe that's what's in the wind. We're skeptical, but anything's liable to happen this year. . . . That was Howard Y. Hany stopping to chat with a friend in the Sherman lobby. . . . John Alexander Pollitt, age of Mayville, Ky., but of late a Coast defender, in from L. A. and hobnobbing with the boys on the Magic Carpet. . . . Harper Joy, Spokane banker and circus fan, foegathered with the Atwell Club Tuesday (18) on his way east. He hoped to arrive in Jacksonville, Fla. in time to catch the Ringling train on its run from Sarasota to New York, and later plans to visit Satchee, Mass., for a tour of the old southern mansions there. . . . Emmet Kelly in Chi during his layoff between winter shows.

Rex de Roswell was an Ewanston, Ill., visitor, completing arrangements with Betty Jones for girls for Cole Bros' Circus. . . . Word from Hot Springs is to the effect that Mickey Coughlan will not troupe this season but will be connected with the Majestic Hotel at the springs.

. . . A postal from Bob Rolling, from Honolulu, advises that Mr. and Mrs. Jack Joyce are the parents of a son, Jack, born March 1 in Kapuni Hospital, Honolulu. The Joyces have been with the E. K. Fernandez show in the Hawaiian Islands. "They expect to sail for the mainland on the 14th," says Rolling (postal was written March 9), "since they have a carnival engagement in Oakland March 22. Ray Harris has been ill with gall-bladder trouble and will enter a hospital as soon as he reaches the mainland. He has been an entertainer with the outfit. . . . Dan De Baugh, manager of the Ringling, Chi office, celebrated a birthday Sunday (23).

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# AMUSEMENT MACHINES

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## Articles —

It is easy to be sensational about the things that supposedly lead boys and girls into paths of crime. It is easy to be sensational about minor issues when the fundamental causes of crime require sober and intelligent thinking. It is easy for publicity seekers to agitate certain minor points when the real causes need careful consideration. For these reasons every intelligent discussion of the causes of juvenile delinquency and crime merits the approval of thinking people.

Among those newspapers that have published well-prepared articles on juvenile delinquency, The Los Angeles News is deserving of special mention. This newspaper published a series of articles from March 3 to 8 which, while based on local conditions in Los Angeles, also contribute important ideas on the national phases of the problem. A vote of thanks is due every newspaper that treats the subject so carefully and thoughtfully.

While reading the articles one gets the impression that many of the inventions and developments of modern times also seem to increase the temptations of boys and girls to start on careers of crime. Just as it is said that dictators are taking advantage of some of the most useful inventions of our time to use them for purposes of destruction, so it happens that youths who get the wrong slant or start in life begin to use modern advantages in the wrong way.

No thinking person, however, would advocate that we abandon progress and modern inventions in order to prevent crime.

The problem of juvenile delinquency in Los Angeles is increased by the fact that many boys "on the road" find some way to get to the well-advertised city of the West. Someone might say that if California were not so well advertised, then it would not get so many transients. But that is a very short-sighted view and does not help to solve the problem at all.

The series of articles brings out the fact that these transients are the result of economic conditions in other parts of the country and that many of the boys had very unfavorable home surroundings from which they are seeking to escape. Thus, the heart of the problem of juvenile crime is laid at the door of the nation and not any particular city or State.

Every person who has really tried to get at the bottom of the causes of juvenile delinquency arrives at the same conclusion. It is only the publicity seekers who find toy pistols, or the movies, or radio programs, or the sports pages of newspapers as the causes of a tendency to crime among boys and girls.

Public officials and civic leaders in Los Angeles have made a real record in helping delinquents. Some of the methods that have been used are worthy of study by all leaders who would attempt to really help unfortunate young people. The work of the many agencies and officials who are concerned with the problem has been co-ordinated so

**Newspaper publishes series of articles that give reasoned views of youth and the cause of delinquency**

that the forces of an entire city are marshaled toward getting results.

As to the character of the youths who start on wayward paths, it is said by leaders in the work that "misdirected vital energy is back of every case of juvenile delinquency reported." Or, as another official put it, "The delinquent has the urge to do, but has nothing constructive, educational, or recreational to do—or he has not been taught to do these things."

Unfavorable home conditions, slum communities, and lax home discipline are found to be basic causes that start most boys and girls out in the wrong direction. This means that the whole problem of delinquency is a serious one and it is unfortunate that the country has sensation mongers and publicity seekers who try to capitalize on such serious problems for some selfish reason.

Articles such as the ones under discussion should have wide circulation and reading in order to stop some of the flimsy and sensational ideas that are advanced.

Some of the publicity seekers advance ideas that are really amusing if the subject of juvenile delinquency were not so serious.

In Chicago at one time toy pistols were pointed out as a prominent cause of juvenile crime, and so sensational were the "facts" given in support of the idea that a law was proposed to make it a violation to possess a toy pistol. Then some thinking person said that such a law would make many boys and girls in the best of homes technically violators of the law.

Others have accused the movies, or radio programs, or the cartoons and sports pages in the newspapers as contributing causes of juvenile delinquency.

The facts are that millions of normal boys and girls enjoy all these advantages of our civilization every day and yet do not start on the road to crime.

Just as the series of articles suggests, there must be some unfortunate and predisposing cause as to why a few thousand boys and girls get the wrong start or the wrong slant from some of the amusements and diversions of modern life, when millions of boys and girls continue to enjoy the very same things and yet live normal and healthy lives.

Evidently it is a problem of finding those predisposing causes and if possible to eliminate them. Or, having found the victims of bad circumstances, to give them a new start and a new chance in life.

The leaders in this work in Los Angeles are trying to do just that. They are forming clubs for the youths, swimming pools and many other advantages are being provided, and those who actually come into the clutches of the law are being given real encouragement to make a new start under more favorable conditions.

Such a constructive program puts to shame those publicity seekers who try to agitate some minor issue as a cause of juvenile problems.

## Owl Mint Boasts Big Machine Display

BOSTON, March 22.—Ed Jack and Al Barnby, of Owl Mint Machine Company, here, feature one of the largest stocks of new and used machines in the New England area. The firm, among the oldest in the territory, has one of the largest inventories in the country and has developed a big business on all types of equipment. The Barnby boys are also interested in the Panoram machine and are working hard getting them placed throughout this area.

"We have developed a system which makes it easy for an operator to buy the finest of new and reconditioned equipment from us," says Ed Barnby. "Our check and recheck system for repairing used machines has won us a host of friends. We make it our business to give the operators only the finest of machines. We feel that the operator needs the closest co-operation and the best service, as well as machines and prices that will help them operate on a profitable basis."

The firm has two showrooms and two repair departments and its display range from counter games and consoles to Mills phones and to the Panoram machine. Their shipping department is one of the largest in the East.

## Distributors Hail Groetchen Game

CHICAGO, March 22.—"Pleased by distributors for delivery on Pike's Peak, we have upped production to a point where we can now satisfy the demand," report officials of the Groetchen Toy Company, Chicago. "Our distributors, in contacting us, declare that operators are enthusiastic over Pike's Peak success on location. We find that the distributors are imbued with enthusiasm, too, as is shown in their letters to us. Note their remarks in the following notes:

**Mike Munnys Corporation**—"Operators tell us that Pike's Peak is terrific on location. It's one of the greatest legal games ever to hit this territory."

**Mayflower Novelty Company**—"It's the thrill game of 1941. Its repeat play profit reach an all-time peak. New playing principles require the utmost in skill and timing."

**Birmingham Vending Company**—"We will refund purchase price if Pike's Peak is not 100 per cent satisfactory. So fascinating to players that no awards are needed to achieve record collections."

**Southern Automatic Music Company**—"Pike's Peak is an operator's dream, due weekly collections without any awards. It's the most popular game with our four offices."

**Kay Terr**—"There must be a Santa Claus—remember last December I asked him to bring me another hit like Imp, Well, he did—Pike's Peak."

**Geber & Glass Distributing Company**—"We have the proof. Actual location performance of Pike's Peak eclipses all known collections."

**American Cigarette Machine Company**—"So attractive, it will earn its purchase price on location quickly. There was never anything like it—players stand in line to play it."

**B. & S. Sales Company**—"Pike's Peak earnings exceed our fondest hopes—most operators report weekly gain in excess of the game's price."

**Dixie Sales Company**—"A rare combination of 100 per cent legality and top collections make Pike's Peak the most successful game in our territory."

**H. G. Payne Company**—"Mountains of pennies are collected by operators from Pike's Peak. It's the most successful counter game—without giving awards."

**Automatic Cola Machine Corporation**—"The top spots are going strong for Pike's Peak. It has a new playing action that players can't resist."

**Clifton Vending Company**—"Peak profits with Pike's Peak. Take it from me, this game is the golden opportunity to make a mountain of money."

**Rex Amusement Company**—"Pike's Peak is guaranteed to be 100 per cent legal. Its skill and amusement features will draw the players wherever it is operated."

**Viking Specialty Company**—"Operators are waiting for the biggest profit opportunity—Pike's Peak. Our customers are melting in on the marvelous new playing action of Pike's Peak."

**Automatic Sales Company**—"Pike's Peak has tapped new sources of profit



AMONG THOSE PRESENT at the Atlas Novelty Company's showing of phonographs at the Paxton Hotel, Omaha, Neb., were, left to right; Eddie Gineburg, Leo Chapman, unidentified, Bob Van Weiss, Morris Gineburg, unidentified, Slim Francis, Mr. Johnson, and C. C. Johnson. Bob Van Weiss has been named manager of the distributing firm's Omaha branch.

from thousands of locations. Operators here are getting in on the ground floor."

**Optive Novelty Company**—"For real profits, Pike's Peak is the ticket. Its new playing principles, requiring skill and timing, are so new and different that players stand in line to play it."

**Earl Reynolds Distributing Company**—"Pile up peak profits with Pike's Peak. That's what operators in this area tell us they are doing. One and all they're strong for Groetchen counter games."

**La Best Novelty Sales Company**—"Tremendous earning capacity demonstrated on dozens of locations; there is no doubt about it that Pike's Peak is one of the most profitable games available."

**Ohio Specialty Company**—"No awards are needed on this grand new game, Pike's Peak. Players keep it so active that collections are going higher and higher."

**Westers, Distributors, Inc.**—"We've never handled a game with the sizzly playing action of Pike's Peak. It drives players to keep on and on—they can't stop playing it."

**Advantage Automatic Sales Company**—"There is no doubt that Pike's Peak is the counter game of the hour. Its consistent showing on location leave no doubt that it is and will remain one of the finest of counter games."

## Coinmen Applaud Genco-Made Games

CHICAGO, March 22.—Operators throughout the country bear their overwhelming preference for Genco games on the fact that Genco games consistently make more money and bring higher trade-in values," declare officials of Genco, Inc., Chicago game manufacturer.

"As one operator told us: 'I always figure, when buying a Genco game, that it really costs me a lot less than the price tag calls for, because I know that when five or six weeks have gone by I can still get nearly the amount I first paid for the game. Naturally, with operating costs reduced, profits increase.'"

Meyer Gensburg, Genco executive, advanced the thought that operators are becoming more and more conscious of the final cost of their games rather than the initial cost. "Because," says Gensburg, "in the real profit analysis, it isn't the costs that counts—it's the profit returned. By consistently buying Genco games an operator comes out ahead not only in bigger collections but on a much smaller year-round cost for equipment. If you pay a dollar for something, make two dollars on it, and then turn it in for 80 cents, you're making real money."

## Grand National Sales Show Gain

CHICAGO, March 22.—Grand National's sales surge continued its upward turn last week, officials report. Orders from every part of the country helped to swell the total.

"Equipment is going thru our reconditioning department just as fast as our bins can handle it," said Al Steberg, head of Grand National. "We are having to beat our own records in giving the

## X. L. Presents New Bowling Game

BOSTON, March 22.—Maurice Kushner, president of the X. L. Coin Machine Company, Inc., has announced the introduction of a new bowling game, Tally-Bowl. "The game is operated from the rear instead of from the orthodox front position of bowling," explained Kushner. "This feature of the ball spinning thru a hoop and then onto the playing field, gives speedy action to the play. Real skill is necessary to gauge the action of the ball."

"Tally-Bowl has won the acclaim of operators who have previewed it. They described it as different, with possibilities for large profits. The machine is 30 feet long and three feet wide. It's size makes it easy to place on location. It comes in seven simple -to-put-together units which can easily be moved from one location to another when necessary."

"Aside from the enthusiastic comments of operators," Kushner concluded, "we have received orders from arcade men who are planning to put a battery of these machines in several well-known spots."

## Service Monarch Business Builder

CHICAGO, March 22.—"The little things count most in this business, declares Al Stern, Monarch Coin Machine Company, in commending all the increasing business which the organization is enjoying.

"Monarch hasn't grown to one of the largest distributing firms on the strength of equipment alone. Back of every transaction made by us there is the thought that we must do everything to make our customer satisfied enough to come back to us again."

"We feel," said Stern, "that our customers are entitled to personal consideration beyond that which concerns mere purchase and sale. We consider it a duty to know the needs of the operator, and knowing them, we are in the best possible position to give him the kind of equipment and service he requires for successful conduct of his business."

### Jack Hazden Convalescing

Jack Hazden, recently released from the hospital after an operation, has left for Florida for several weeks.

prompt delivery service we always maintain."

Mac Churva, sales manager, commented especially on the wide variety of games in demand. "One of the many reasons so many operators turn to us for their equipment is the fact that we have a good stock of practically every type of game that is in demand. So, whatever they want, we have for prompt shipment."

## Rood in Florida Tells Buckley Gains

ORLANDO, Fla., March 22.—Ron Rood, Southern Music Company, Orlando, reports installation of Buckley Music Systems in prominent centers in Southern Florida. "He has been handling the Buckley line since the middle of 1940.

Rood says: "The State of Florida was just about like any other section of the country in that the music men were not acquainted with remote-control music systems and wall boxes. Once I made a few installations and had a chance to show the operators how much of an increase the earnings were, it seemed that one installation after another was made."

"After coming back from the Chicago show with the new illuminated line, I made contacts with prominent operators located in Palm Beach, Miami, Port Lauderdale, Jacksonville, and other cities, and arranged with the music men for their first installations. This seemed to be just what the operators were looking for."

"By the end of 1941 there won't be a progressive operator in the State of Florida who hasn't had a taste of a satisfactory operation in the new Buckley line."

### Haley Presented With Watch

Jerry Haley is now sporting a fine wrist watch presented to him by the employees of Jennings.

The presentation was made by a group of his former co-workers, representing the employees and factory-distributors of the company. The affair was very much of a surprise to Haley.

Since February 28 Jerry Haley has been associated with the Buckley Music System, Inc., Chicago.

## Crown—King of Values

These games are in perfect condition. Try us!

All American \$80.00	O'Boy ... \$12.00
Golden ... 25.00	Peacemaker ... 42.50
Billy Beans 12.00	Box ... 22.00
Box Score ... 7.50	Native ... 20.00
Centime ... 17.50	Star Game 12.00
Centime ... 25.00	Sanctuary ... 25.00
Centime ... 8.00	Star-Liver 62.00
Centime ... 21.50	Trophy ... 4.50
Centime 12.00	Twins ... 8.00
Easy Steps ... 7.00	Van Natter ... 8.50
Fun ... 11.50	Vaults ... 22.50
Flash, F.P. ... 7.50	Variety ... 6.50
Flash ... 14.50	Drinks ... 22.00
Light ... 8.50	Drinks & Elec. ... 2.00
Lighting ... 22.00	Mutoscope 25.00
Landscape ... 21.50	Jump Dodge ... 17.00
Light ... 11.50	Rock ... 17.00
Metro ... 24.50	1-2-3 Lane 65
Mount ... 17.50	Like You 75.00

All New and Used Games in Stock.

1790 Bennett Walk, Omaha.

State Branch and Third Class.

## Crown Distributing Co.

322 Military St., NEWARK, N. J.

10 EVANS TEN-STRIKE ... \$29.50 each
5 ROCK-OLA TEN PINS ... 29.50 "
8 HITLER RAY-O-LITES ... 45.00 "
(Chicken Sam Consistent)
5 BALLY SUBMIRINES ... 89.00 "

Also want to buy late model 3-Ball Free-Play Pin Tables or will trade of reasonable prices. Terms: 1/3 cash, balance C. O. D.

## CRESCENT CITY NOVELTY COMPANY

1010 Poydras Street, New Orleans, La.

## BARGAINS FROM DAVE MARION

Heavy Anti-Aircraft, Brown ... \$17.50	Gliger (Late) ... 11.00
Fast Pocket, New Real Strike, Wood ... 22.50	Zone-Color (White) ... 5.00
Muscup ... 310.00	Dave's 51 ... 10.00
Liberty Bell (White) ... 5.00	Jump Parade ... 27.00
Zebra, 14 Cig. ... 50.00	Excelsior ... 25.00
Excelsior, Remold, Cash ... 25.00	C. A. Peck ... 25.00
C. A. Peck ... 25.00	Wires ... 25.00
Jobber ... 25.00	Wires ... 25.00
1-2-3 Lane ... 65.00	Wires ... 25.00

Write Dave Marion, 1010 Poydras Street, New Orleans, La.

## 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 attendant; very little weekly servicing. PROVIDE a steady money-maker, investigate without obligation.

INTERNATIONAL MICROSCOPE REEL CO., INC. 44-01 11th St., Long Island City, N. Y.

# MUSIC MERCHANDISING

## Lack of New Hit Songs Felt By Operators, Record Artists Alike

ASCAP-BMI controversy the main reason—BMI output dwindling—ASCAP publishers holding back until war is over; Artists have few songs to record—phonos suffer

NEW YORK, March 22.—Music operators are beginning to feel the current shortage of new popular songs. Few new numbers have been introduced during the past several weeks, and a check of *The Billboard's* Record Buying Guide shows that several tunes currently on the machines have remained at the same standard of popularity for some time. Shortage of songs can be attributed to many factors all stemming from the ASCAP-radio controversy. One of the most important is the shortage of published songs. BMI seems to have shot its bolt with its first batch of releases, and its output is now dwindling. Drawing as it does from the ranks of completely unknown writers for the most part, BMI seems to be having difficulty in getting songs that are worth publications. And to publish a number simply to have it on the market is poor strategy in that it will affect the future of BMI should a settlement of the controversy find it still set up as an independent publisher. This makes BMI's job of picking songs for publication doubly difficult and is resulting in a growing shortage of BMI numbers.

### Publishers' Holdout

Another reason for the song shortage is the attitude of publishers affiliated with ASCAP. Many of these houses are reported to be holding back songs on hand, as they prefer to wait until some settlement is reached before publishing these tunes. They point out that a song published now will not meet as sufficient plugging on the air, and from the publisher's standpoint the revenue from record royalties, while large, is not sufficient. In order to benefit from the additional radio revenues, the publishers must hold off until some definite settlement of the controversy is worked out. At that time a host of numbers probably will be released. The numbers now available, but unpublished, represent the output of the regular Tin Pan Alley writers who have not been asleep since the first of the year. Their efforts will not be released by the publishers, however, until such time as it is felt that all possible royalties may be collected.

### Artists Turn to Standards

Tune famine also is affecting recording artists who are hampered severely in their selection of songs for recording purposes. No artist wishes to wax either too many BMI numbers or too many ASCAP numbers. In the former case a settlement of the controversy and the subsequent release of many new ASCAP tunes would find the artist represented only by the relatively old releases of BMI. On the other hand if an artist waxes a large number of ASCAP and no immediate settlement is made, he is caught without proper representation among the BMI numbers. In either case his popularity will be affected.

For this reason standards and old popular numbers are at present taking up the attention of the recording artists. Standards is once again enjoying a burst of popularity as far as recordings are concerned. Another old-time popular number that has many recorded versions at present is *There'll Be Some Changes Made*. Another current favorite, *Asaopole*, is of old vintage, while *Perfidia*, also known as *Tempta*, has been a stock number with orchestras for some time. Neither of the latter two songs most likely would ever have received more than ordinary exploitation if it had not

been for the current situation.

Music operators are worried about the set-up because of the scarcity of good new records to place on location. A number that clicks is sure to remain on the machines longer than it would under ordinary circumstances. The fact that several numbers, listed in the Record Buying Guide, have moved neither up nor down in the past few weeks is a clear indication of how the shortage is affecting the music machine industry.

## AMI Policies Based On Aiding Operator

CHICAGO, March 22.—"Never in my 30 years of selling have I witnessed anything like the response of prominent distributors throughout the country to our announcements of the new AMI line of coin-operated phonographs and auxiliary money-making equipment," declares Henry T. Roberts, vice-president and general manager of Automatic Instrument Company. "The number of first-class firms who want to co-operate with us in our drive to improve operating conditions by making it possible for the operator to make more money is amazing."

"You know," he continued, "it has taken this business a long time to realize the importance of the operator. He's the keystone in the arch, and if he doesn't prosper, the business as a whole suffers. Our venture is not in any way a challenge to the industry, but rather it's a declaration of our intentions to help better operating conditions. In other words, every move we make, no matter if it's setting up a sales campaign, deciding on a new improvement on one of our machines, appointing a distributor or setting the price on our equipment—is based solely on bettering operating conditions by giving the operator a chance to make more money."

"Our aim in designing the Slinging Towers, in designing our push-button wall boxes, our tower speakers, our bar boxes, and other equipment was to build into it every feature that the operator had hoped for but has never been able to get," he continued. "That's why our

## Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**HILLBILLY RECORDINGS:** Let's Have Another Beer, Call and Hearty; Don't Leave Me Now, Two Guitars and a Bass; When It's Time for the Whippoorwill To Sing, Delmore Brothers; I'll Be Back in a Year, Little Darlin', Prairie Ramblers; Hills of Old Wyemin', Tex Ritter; Everybody Loves My Baby, Hoosier Hot Shots; Lovin' Sam, Tiny Hill; Wonderin' Why, Roy Rogers; Be Honest With Me, Prairie Ramblers; My Heart Belongs to an Angel, Dick Reinhart.

**INTERNATIONAL RECORDINGS:** La-La-Lita, Jumping Puppets; Fiddle, Fife, and Squeezebox.

**FOREIGN RECORDINGS:** German, Korblumenblau, Wisconsin Polka; Bohemian, Vesela Vavicka, Kolem Smichova; Hungarian, A Feneba Szol a Nota, Szeretom as dunantuli; Croatian, Moja Bosno, Rezbilla so Casa; Polish, Szadunio, Pocaekai, Powiem Mammie, Dziadka Busia, Pytala Sie Pani; Scandinavian, Esop Vals, Tokiga Kalle; Swedish, Polkan Gar; Italian, Stella Brillante, La "Piccinita"; Jewish, Shloimele Malkhe, Der Alter Zieguner; Greek, I Simca Mas, Geneo Evzonaki, O Paliatzia.

## Horace Heidt Will Autograph Records

NEW YORK, March 22.—Horace Heidt will be Nat Cohn's guest at the Modern Vending Company showrooms Friday, March 28.

The widely known band leader will be on hand to greet music men and give away autographed copies of his latest recordings. Heidt is well liked by music machine men. He has had music operators on his radio broadcasts and many of them have received autographed pictures of the band leader and his band.

New phonograph boasts such features as automatic octave changes, Lucite magnifying title bars, a mechanism that guarantees a number played for every nickel inserted, ear-level tone distribution, etc. Don't forget," he concluded, "we have 38 years of operating experience. We know what the operator needs and wants, and you can bet your bottom dollar we're going to give it to him and at a price."

## Capehart Announces Exec Appointments

INDIANAPOLIS, March 22.—Homer Capehart, president of the Packard Manufacturing Corporation, has announced the promotion of three officials of the firm to new positions. R. (Bud) Greenbaum has been named general sales manager. Don V. Kennedy, manager of advertising and sales promotion, and M. J. Smith, treasurer and manager of credit and collections.

Greenbaum has been connected with Packard as Eastern sales manager. In announcing his appointment, Capehart said: "Selection of Greenbaum does not come as a surprise for his associates, as they know his ability and progressiveness. The promotion has been earned by his performance in the East and because of his knowledge of the automatic music territory. Greenbaum will visit many territories as the first step in knitting more closely together the large Packard field organization."

"Don Kennedy," continued Capehart, "is well qualified for his appointment by reason of his knowledge, experience, and close association with the music field. His excellent work will be continued as he assumes direct charge of all advertising and sales promotion work. He will be in close touch with the general sales objectives and will co-ordinate all phases of his activity with that of sales work being carried on in the field."

"Position of treasurer and manager of credit and collections will be ably filled by M. J. Smith. His 20 years' experience in the business is a valuable asset which will work to the mutual benefit of all concerned. He understands problems of distributors and operators and knows what to do about them."

In conclusion, Capehart said: "These new appointments mark the beginning of an even greater era for Packard. We have the products and we have the men who can bring them to the customer."

## Speaker Gets Rave From Orrin Tucker

NEW YORK, March 22.—The new Illumitone Speaker-Baffle was one of the star attractions for band leader Orrin Tucker when he recently visited the showrooms of the Modern Vending Company here.

Tucker waxed enthusiastic about the remarkable distribution of tone provided by the speaker, which hangs from the ceiling in the firm's showrooms. Many music operators have marveled at the unusual manner in which it diffuses tones throughout the room.

Modern officials say their mechanics put the speaker thru rigorous tests and pronounced it perfect from every angle.

"The beautiful quality of the tone do us band leaders a favor," Tucker stated. "It gives everyone who hears our music a chance to get a real idea of what we sound like in the flesh."

## Des Moines

DES MOINES, Ia., March 22.—Iowa operators are watching with interest the closing days of the Iowa Legislature, with several licensing bills still tied up in committee and enactment considered unlikely.

Business conditions in the State reported as normal, altho the lack of national defense industries in the State is said to have caused some disappointment. Many of the operators have leaped up with new machines in preparation for summer business.

One of the largest coin machine companies in the city, the S & B Amusement Company, has split up, with the partners, Dr. E. A. Schum and Donald Bookroy, now operating individually.

Tony Ligouri, former operator, is now representing several distributors in the State on pinball games and phonographs.

Paul Nelson, Nelson Amusement Company, reports business conditions ahead of last year, with indications the firm will continue this summer. Nelson is enthusiastic over the results on St. Hawk and Spaky.

## Detroit Music Men Hold First Dance

DETROIT, March 22.—American Federation of Coin Machine Operators held its first annual dance here March 19-20 and thru March 18, according to John Mansie, business agent for the group. Coin machine operators invited location owners, bartenders, and beer drivers to the affair.

Music was donated by Harry Graham, Wolverine Music Company, via one of the 1941 model phonographs. Site of the dance was the Labor Temple.



EXCELLENCE OF WURLITZER SERVICEMEN is attributed to the service school maintained by Wurlitzer in North Yonkers, N. Y. Hundreds of servicemen have attended the intensive two-week training session conducted by DeForest Teeter. Above, studying the Wurlitzer amplifier, are Riles Moble, F. A. E. Amusement, Pennsylvania, Fla.; G. Louis Hoffman, Southern Music, Richmond, Va.; Robert Wedekind, Jensen & Jensen, Loganport, Ind.; DeForest Teeter, engineering department instructor; Roscoe C. Adams Jr., Hub Automatic, Boston; George Nahs, Shenandoah Music Company, Shenandoah, Pa.; and Arnold H. Greene, Cur-Nel Music, Arlington, Mass.

# SINGING TOWERS

## Money Making Music

The music comes out here—at ear level



Illuminated title bar selection—breast high—no stooping!



### MONEY MAKERS

● Wall Boxes ● Bar Boxes  
Tower Speakers ● Auto-  
matic Hostess or Telephone  
Music ● Everything that's  
new in music operation!

Picture drawn  
from actual photo

### MORE FEATURES THAN ANY OTHER PHONOGRAPH EVER OFFERED TO THE OPERATOR!

- ★ New and startling light-up system.
- ★ Four color changes with each model.
- ★ New cabinet finishes . . . more beautiful, more lasting.
- ★ Tone Quality and volume never before heard in any phonograph.
- ★ New beauty in cabinet design that immediately obsoletes all other styles.

Smart distributors are turning to SINGING TOWERS as they recognize, here at last, a money-making music system for the operator!

# AUTOMATIC INSTRUMENT CO.

3007 WEST WASHINGTON BLVD.

CHICAGO, ILLINOIS

# Philadelphia Music Assn's Celebration Set for April 20

Club Ball scene of affair  
—officers to be feted—  
Pockrass in charge

PHILADELPHIA, March 22.—Arthur L. Pockrass, head of Universal Amusement Company and chairman of the entertainment committee of the Music Machine Operators' Association here, has announced Sunday night, April 20, as the date for the annual dinner and dance of the association. The fifth annual affair will be held at the Club Ball, one of the city's choicest night clubs, which is being turned over to the music machine men for the evening. Last year's affair was held at Town Hall.

Pockrass also points out that the same price of 85 per plate will be charged both association members and outsiders. Number of tickets to be sold will be restricted to 500. "That's capacity for the Club Ball," said Pockrass. "It will be first come, first served."

According to advance reservations, there is every indication the affair will be a sellout. Many out-of-towners have signified their intentions of being on

hand. With the association covering Eastern Pennsylvania and Southern New Jersey, as well as Philadelphia proper, music men from the entire Middle Atlantic section will be on hand.

List of guests to be seated on the dais will be announced shortly. Entertainment program will include the complete floorshows of the Club Ball and the Kaliner's Little Rathskeller, both night clubs operated by the same management.

Affair will be in the nature of a testimonial for the new year's officers, which include Charles Young, head of the Delaware Silver Music Company, Haddonfield, N. J., president; Jack Sheppard, Red Amusement Company, vice-president; Harry Ekkins, Royal Distributing Company, secretary; Joseph Melvig, Cameo Amusement Company, treasurer, and Frank Hammond, business manager of the association.

## Buffalo

BUFFALO, March 22.—Business here is still below anticipated spring pick-up, but things aren't bad and most everybody is optimistic. Lent and a sudden cold spell hurt collections this week, but



"A NEW RECORDING to produce profits for operators of Mills phonographs," sums up the message which the McFarland Twins and Jim Mangan, second from right, are reading telling of the success of the tune "Were All Americans." Mangan, ad manager of Mills Nocturne, wrote the song, and the McFarland Twins recently recorded it. Kate Smith and Dick Todd have also recorded the patriotic tune.

equipment sales are continuing at a good pace.

while the demand for wall boxes is greater than supply.

While plants are busy in the industrial area, the employees apparently haven't enough spare time to spend in locations. On the whole the annual letdown isn't bad.

Bob Stoldt, one of Rex Amusement's mechanics, is planning matrimony, with a date set for June. Bill Paschetti, Rex's service department head, considered one of the best mechanics hereabouts, has received a call to the colors.

Michael Di Lapo has left Chippewa Amusement Company and the vacancy is being filled by Horace Piatt, who handles the phono routes, while Steve Piatt is now servicing the cigarette machines.

Howard Maurer and Roy Knapp are working on a new gadget designed to prevent the use of slugs in machines. Lew Wolf will be in charge of sales for this attachment.

An upswing in phono popularity was noted here for "You Are My Sunshine," the Western tune, which may have been caused by publicity given the record at the Auditorium here. The Alpoct Boy's recording is most in demand. *Romance in the Dark*, by Lil Green, is gaining, and *Amapolis* is coming up fast.

Harry Winfield, J. H. Winfield Company, reports steady sales on games, with Ten Spot and Sea Hawk getting most of the calls. Sales on his Wurlitzer phonos are picking up nicely, he mentions. Standard models are enjoying popularity.

Ben Kulick, Atlas Phonograph Company, also can't keep up with the sales for the new Seeburg equipment. Kulick has been busy waiting in out-of-town territory. He spent some time in Jamestown, N. Y., this week.

Phonograph operators are falling in line with the game group in making the new local association a bigger and better venture.

Bernie Blacher, Amplified Music Company, states that his phonographs are feeling effects of poor crops of current recordings and resultant lack of play. Games, however, are holding their own. He bought several new pin tables this week. Best bets for him, he declares, are Ten Spot, Sunbeam, and Sea Hawk.

Troquois Amusement Company's Jim Elskeloe bills pin games going fair, music so-so. He bemoans the dearth of good phono records, but is excited about the possibilities of Jimmy Dorsey's *Amapolis*.

Fred Van De Walker, Modern Automatic Music Company, comes across with the opinion that the public now goes much more for male vocals on phono than those of bands' gal chirpers. Of the new record releases, he predicts that Glenn Miller's *Little Old Church in England* has the best prospects. Miller's *I Dream I Dwell in Harmony* and Artie Shaw's *Pyramid* also show promise, he says.

A new corporation has been formed here, Incubites, Inc., to produce and market a line of sound-on-film machines, boasting various new features. Joe Ansalone, well-known Buffalo coin machine man, is vice-president of the firm. An official showing of the four different machines will be held soon. Plans are under way to acquaint operators everywhere with the new products.

## ACME SUPER PHONOGRAPHS

CUSTOM BUILT REMODELING WITH LEATHER AND MARBL-CLO

New ingenious creations in phonograph design—

FEATHERING for the first time—A COMBINATION OF NEW PARTS—LEATHER SIDES AND MARBL-CLO FRONT. THE ONLY PHONOGRAPH that has not and does not carry conventional. Custom built with red or blue lacquer.



### SUPER WURLITZER "500"

Completely remodeled with new door (heavy molded plastic), new grille, new door glass, new chrome plate above keyboard, etc. PLUS LEATHER SIDES AND MARBL-CLO FRONT. Only \$194.50

Your "500" remodeled at our factory, at \$66.00

SUPER WURLITZER "600" Completely remodeled with new door PLUS LEATHER SIDES and MARBL-CLO FRONT. Only \$154.50

Your "600" remodeled at our factory, at \$39.50

We Carry a Full Line of Remodeling Parts and Brand New Remodeled Phonographs. Write for Prices. By Deposit, Balance C. O. D.

**ACME SALES CO.**  
625 TENTH AVE. N.Y.  
TEL: LONGACRE 3-5136

## SOUTHERN AUTOMATIC

Invites All Music Men in  
LEXINGTON and EASTERN KENTUCKY  
to attend the showing of  
THE COMPLETE 1941 LINE OF  
**SEEBURG MUSIC**

Thursday, March 27th—Friday, March 28th

DRAKE HOTEL, LEXINGTON, KENTUCKY  
SEE AND HEAR THE MOST SENSATIONAL  
MONEY-MAKING FEATURES IN AUTOMATIC MUSIC!

REED CRAWFORD, J. P. SEEBURG CORP., and LEO WEINBERGER,  
HOMER SHARP and EARL PIPPINGER of SOUTHERN AUTOMATIC  
will be there to meet you!

**SOUTHERN AUTOMATIC MUSIC CO.**

542 South Second Street, Louisville, Ky.



LOUISE STANLEY, Buckley Music System GHI, points out the best features of the Buckley Music System.

**CLEARANCE BARGAINS**  
WE OFFER **150-616 Wurlitzers**  
In Good Condition, Fully Guaranteed, at \$37.50 Per Lot  
Rock Bottom Sale of \$42.50 IF SOLD SINGLY!  
TAKE ADVANTAGE IMMEDIATELY AND CONTACT  
**CHIPPEWA AMUSEMENT CO.**  
280 MAIN ST., BUFFALO, N. Y.

**WE ARE IN THE MARKET**  
for Seeburg K-20s and Seeburg Royals.  
Chassis and Cabinets must be in good condition.  
**MODERN SCALE & AMUSEMENT CO.**  
715 Blue Hill Ave., Dorchester, Mass.

# EASTERN FLASHES

NEW YORK, March 23.—Spring is supposed to be the time for fanciful thoughts, but judging by the activity on Coin Row this week, all it means to columnists is another season. Boys are too busy concentrating on how to speed up deliveries to be bothered with anything else. Demand for new and used equipment is rising steadily.

Bill Rabkin, of International Microscope, reports his plant is working night and day to keep up with orders for Drive-Mobile, Voice-o-Graph, and Ace Bomber. . . . Mike Munves' arcade headquarters now contains the complete 1941 Exhibit Unit. Brother Joe, who is in charge of the 10,000-square-foot showroom, claims it holds the largest selection of arcade equipment in the world. And while talking about the Munves clan, don't forget Marc Munves, who, in his usual quiet way, is quite a factor in the amusement machine sales, both in New York and out of town. . . . John Christ, of Exhibit, spent some time with Tony Cassaro, of Weston Distributors, this week, and Tony is enthusiastic over the forthcoming Exhibit release.

### OFF THE CUFF

A few coinmen were laid low when March came roaring in like the proverbial lion. George Guss was out with the gripper. . . . As the "Piggy Bank" office, Sack Devlin was kept hopping handling the big demand for Bally's Silver Skates. . . . Fred Wheeler, one of Bert Lane's expert mechanics, refers to unbelieved glass tops for games as "blistering glass" because it's "sharp." The girls along Coin Row miss Mike Chance, but they expect pictures of him in uniform shortly. Mike was caught in the draft a few weeks ago. . . . Leon Herman reports his Kysco Service Kit is making a big hit with operators all over the country. . . . Harry Fraser and Ernest Kramer, of the Queens Sales Company, say they are gaining customers daily. . . . Charley Lichtman, of Roky, is another who reports business on the upswing. . . . Sylvia Schulman, Pomer's secretary, fell asleep under a sun lamp and burned her entire right side. . . . Jack Fitzgerald's new office, starting to take shape, Jack says it will be one of the showplaces of the East. . . . DeWitt (Doc) Eaton, Eastern regional manager for Buckley, reports the Buckley system is going great through his territory. . . . Bert Lane says Seaboard is going over the top with Daval's "21." Bert also claims Motoscope's new Drive-Mobile is on test location and proving to be a huge success. . . . Sanford Warner, who is rapidly becoming one of the industry's noticesters, reports Ace Bomber will be a hit. . . . National Novelty's credit plan is being used by many operators who are impressing their route.

Hymie Duetin claims he has the sure cure for neurosis. "Don't listen to radio announcements," says Hymie. "Just put one of Sumner's Tamps on your nose and your pains will disappear. That's the most popular machine I've ever handled." . . . Leon Taksen is too rushed with the steady flow of business to jot down any news items. . . . Dave Friedman keeps moving, with orders for Cent-a-Mint piling up. Dave ought to tell Sam Sachs how to keep going all

the outside and be in the office at the same time. Sam is having his troubles. He reports a broken window from a crash of operators trying to be the first to grab off one of Acme's new models. . . . Nat Cohn reports his show is still going so—by popular demand. Operators who couldn't attend the National Seeburg Week are flocking to Modern's showrooms and sales are reaching a new peak.



MR. AND MRS. TOMMY STAMOLIS, Seattle, Wash., hold a conversation with two operators who have expressed preference for Rock-Ola Luxury Lightup equipment. While the Rock-Ola Leadership Girl, William H. Price Jr., Rock-Ola director of sales, and Son W. Fepple, Rock-Ola distributor, listen attentively, the talk centers on the ToneColumbia. Price, at the dial, uses the Dial-a-Tune wall box for more music. Stamolis is third from right at table.

FAST FLASHES  
Seymour Fitch finds the rush of business keeps him stepping fast. . . . Jack Mitnick and George Pozner report they are spending considerable time on Packard's Pla-Mor. . . . Evans' Tommy Gum is proving the biggest money-maker on the market today, according to Charley Aronson, of Brooklyn Amusement. . . . Miss A. M. Strong, of the G. V. Corporation, deserves credit for keeping the firm in the limelight as one of the outstanding organizations in the field. Many gum operators owe their success to the fact that they took her advice. . . . Al Simon, Jack Semel, and Murray Simon, of Savoy Vending Company, announce they are running a sale. Ambassador Vending Company, headed by Phil Gould, Al Sherry, and Al Koonfeld, is the newest addition to the list of local jobbers. The boys are finding that it didn't take long for their old friends to discover their new address.

Harry Wichansky, of Atlas Vending, Elizabeth, N. J., invites all operators to inspect his line of new and used equipment. Harry says there is no shortage at Atlas. . . . Al S. Cohen, of Asco, reports that he has had to add another girl to his office staff in order to keep orders going out as fast as they come in. . . . Jack Berger, of Newark Coino, claims to have been in two places at the same time. . . . Barney (Shug) Busberman is loud in his praise for the Bookley Music System. He claims operators congregate in his Goorway early each morning to make sure their orders will be delivered on time. . . . Irv Murrie would make an ideal campaign manager. He gets around so much he has become acquainted with plenty of voters. . . . Dave Stern, of Royal Distributors, Elizabeth, is considering running a used phone show. The only trouble is he can't seem to keep enough used machines on hand.

Les (Lender) London, of Leader Ex's, Reading, Pa., is writing his own letters by hand. He can't get any of the stenographers to take care of his personal correspondence, as they are so busy with business correspondence they have no free time. . . . Roy McGinnis, of Baltimore, claims he keeps many of the boys advised of the latest developments when they write in. . . . Ed Silverstein, Kresney representative, visited Boston, Providence, and Hartford last week. He returned to New York for the week-end and then left on an extended trip to Cleveland, Detroit, and points west. . . . Sam Kreschberg, Eastern district manager for Seeburg, flew into New York from Florida. Sam claims he will be around for a while now. . . . A new wrinkle was introduced recently when Service Mechanics, Inc., opened up right off Coin Row to repair, recondition, and renovate used equipment. Officials of the firm are well

known in the trade and include Harry E. Pincus, Wally Walbrecht, and Larry Solomon. . . . Art Nyberg, of Calvert, Baltimore, finds coinjar games are proving more popular than ever with operators. . . . The Havreby boys, of the Oxi Mint Machine Company, Boston, can be added to the list of distributors who keep operators happy. . . . Joe Ash, of Active, Philadelphia, will dispute rumors that Quakertown is asleep. "Just stop in my office and see for yourself," Joe says. . . . Irv Blumenfeld, of General Vending Service Company, Baltimore, reports that Orneval is still leading the parade in his territory.

It was Dave Simon—not Dave Stern—who returned on the train from Chicago with Hymie Budin, Harry Hoppe, and Sol Silverstein. . . . Irving Mitchell is working overtime to take care of those mail orders. . . . Sol Oettilieb had an appointment to show up at the Northwest show, but won't be able to tear himself away from New York. . . . Joe Fishman, Rock-Ola distributor, is doing an unusually fine job in his territory. . . . El Miller, of Midway Vending, is anxiously awaiting a new arrival at his house. . . . Murray Wiener, U-Need-a-Pak sales manager, returned to New York for the CMA banquet and hopped right out again for Nashville, Tenn. Murray is doing a terrific job covering his territory.

## Atlantic City

ATLANTIC CITY, March 22.—With Easter Sunday around the corner heralding spring and the seasonal influx of visitors, operators are readying for new business activity. Heavy convention schedule during the winter has kept operators more active than usual. Intentions point to the biggest spring and summer in the history of the resort.

A heavy schedule of recording artists, which will stimulate playing of music machines, will again be found at the two ocean piers. Steel Pier has Tommy Dorsey for the Easter Sunday opening, with Jimmy Dorsey tentatively set for Memorial Day. Hamid's Million-Dollar Pier has contracted Tony Pastor, Teddy Powell, Tommy Reynolds, and Grady Gordon.

Charlie Wertz, record buyer and service man for Up-to-State Amusement Company, is all smiles again now that his young son has recovered from a serious throat infection.

Eddie Eisenberg, record buyer for the Music Box Corporation, keeps a complete file of The Billboard's Record Buying Guide. Finds the service not only invaluable for his own work, but also keeps handy for operators who drop in to keep check of the record selections for their machines. Eisenberg's file goes back to the inception of the feature.

Hal Tams, who supplies the paster while playing the platters on WFFO, is preparing a special radio record program which calls for mutual tie-ups with all the music machine operators at the resort.

## PHONOGRAPH HEADQUARTERS

### WURLITZER

**16-Record MARBL-GLO**  
With Illuminated Dome  
As Illustrated

Complete Ready to Operate **\$69.50**

WITH KEYBOARD **\$9.50 Extra**

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400 Wurlitzer MARBL-GLO . . . .	\$44.50
616 Wurlitzer . . . . .	46.50
616 Wurlitzer with Illuminated Grill . .	51.50
24 Wurlitzer MARBL-GLO with Keyboard . . .	119.50
500 Wurlitzer . . . . .	134.50
600 Wurlitzer with Keyboard . .	124.50
Mills Throne of Music	129.50
Menarch 20 Record . .	89.50

**MISCELLANEOUS**

Rotary Merchandise . .	\$79.50
De Luxe Diggers . . . .	89.50
Kirk Scales . . . . .	99.50
Chicken Sams . . . . .	54.50
Anti-Aircraft (Brown) .	79.50

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## GERBER & GLASS

914 Diversey Blvd., Chicago

## 300 WURLITZER

### 616's and 616-A's

In Perfect Working Order!

Every one of these Wurlitzers is ready to move on location—complete in every respect. They're as good as the day they came out of the factory.

No reasonable offer refused on all or any portion of the lot. Will be sold as they stand, F. O. B. warehouse.

Act Now! Address Your Reply to BOX CH-58, Care The Billboard, 155 N. Clark St., Chicago, Illinois

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Phonograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write Today.

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232 W. Madison St., Chicago, Ill.

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FOR AUTOMATIC COIN PHONOGRAPHS

Protect your investment by avoiding damage to your cabinets. Sturdily made and guaranteed.

No. 4 Adjustable Pad (for cabinets up to 10" high) . . . . .	\$1.00
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No. 20 810-Over Pad (for cabinets up to 20" high) . . . . .	\$4.00
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Write for all size catalogs. \$6.00

**BEARSE MANUFACTURING CO.**  
Inc. 1931,  
2915-2925 Cortland St., Chicago, Ill.

Nothing cheap about

### Miracle Point Needles

except the price.

M. A. GERETT CORPORATION  
2343 N. 26th Street, Milwaukee, Wis.

Tell the Advertiser in The Billboard Where You Got His Address.

## News Notes

Records are assuming the status of good-will ambassadors for the U. S. The government's newly formed committee on Latin and South American relations is rounding up a bunch of typically American recorded tunes to be sent to those countries so that our Southern neighbors can get an earful of our musical history.

Lawrence Welk and his band have left the Columbia Okeh roll mill and begin recording for Decca this week in Chicago. Victor will put Joe Reichman to work on some new recordings April 2 in Chicago.

Harry James is getting the number in his hand to 19, extra four men all playing string instruments. A special arrangement of "El El" for Columbia recently called for the extra men and it sounded as good to James (that he decided to keep them on). Decca's New York studios had Sister Rosetta Tharpe and the Mill North Trio on recording sessions this week. The Tharpe got did "Oh, When I Come to the End of My Journey," "Sit Down," "Stand by Me," and "Something Within Me."

Xavier Cugat will soon record a new rumba for Columbia called "Guaracha No. 2." It was written in 15 minutes by Rene Morales, band leader at New York's La Conga Club.

Johnny Messner is signing up with Decca this week and will start recording immediately in New York.

Another switch of companies was made by the Sam Donahue band—from Okeh to Bluebird.

Una Mae Carlisle, hot colored songstress, has just completed four new Bluebird sides.

Fred Yeffer, Chicago music publisher, believes the music machine operators should brush up on what this boogie woogie stuff is all about. He is putting out a book on the subject, written by Sharon Pease.

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

## In the Mailbox

B. Thompson, of Des Moines, Ia., says he is anxious to see someone do a recording of "Wells Up, America," which he says is becoming popular around Des Moines. Due to consistent plugging by the U. S. Marine Band.

Ben Sheldhamer Jr., one of the writers of the hillbilly ting-waver, "I'll Be Back in a Year, Little Darlin'," writes that both the Bluebird and Okeh recordings of the number are getting some play around his home town of Allentown, Pa., and that he is contacting operators there to get them to try it out.

## Canadian Communiques

An operator in Winnipeg, Man., reports that in the locations he has around army air schools he has filled up the machines with records of Benny Goodman's Trio. Only trouble is, he says, that he cannot get enough of 'em to please the new air pilots.

At No. 33 Service Flying Training School, a few miles south of Moose Jaw, Sask., the boys are Bing Crosby fans, and the singer's records are "nixed" to death. Most of the lads at this school are from England, so evidently are catch-

ing up on their Crosby tunes mixed during the past year on the other side.

## This and That

Enric Madriguera was worried for a while last week that his planned South American vacation cruise wasn't going to come off because all reservations have been taken for several weeks ahead. But the very same day the newspaper came out with headlines that Hitler had a job in these waters, and immediately Madriguera was reassured with calls from the best lines, asking if he still wanted to go. Most of the others had canceled their reservations. Gray Gordon has written a new theme tune, but hasn't a title for it yet.

## 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:

### CHICAGO:

Little Sleepy Head, Lawrence Welk.

Many of the bandman's records hit territorially thru the Midwest. Many one-nighters and theater dates in this section of the country are the answer. Altho the fans is not understanding, it is enough for Chicago operators that the label bears Welk's name.

### KNOXVILLE, TENN.:

Until Tomorrow, Sammy Kaye.

Operators here are looking upon this recording as a discovery for their machines. It has been around awhile, but overlooked until now. Tune is on the sentimental ballad order, similar to "I Love You Truly." Kaye's version of it has sold it to patrons of many locations around here.

### BURLINGTON, VT.:

Walkin' Thru Mocking' Bird Lane, Charlie Barnet.

Barnet's popularity swings toward the Eastern Seaboard, so it is not surprising that this record should be doing operators some good here. It is not a real new one, but servicemen are scraping the bottom of the barrel these days in an effort to freshen up their slipholders. As a result, they occasionally find something which ordinarily would have been overlooked, and then find that it has some lure after all.

### DENVER:

You Forgot About Me, Bob Crosby.

This orchestration was taken from Bob Crosby's movie, *Let's Make Music*. It's an ASCAPer, so hasn't had an air workout, but in this city it is one of the upper-ranking records for the operators. Wider distribution of the movie may boost it in other areas, or just the ray of the Crosby band may coax the customers' nickels.

## Oklahoma City

OKLAHOMA CITY, Okla., March 23.—Dealers and operators throughout Oklahoma visited the showroom of the Sonora Novelty Company here during National Seeburg Demonstration Week. T. O. Wolfe, manager, announced.

Among the coin machine men who saw the new models were Bob Lester, Bryce Martin, Louis Jacobs, I. L. Robertson, Dennis Reese, R. E. Messman, Virgil Rigg, L. K. Weston, N. H. Hickman, J. H. Largent, S. P. Welch, W. B. Atkins, W. E. Rice, Jack Cook, C. M. McDonald, R. B. Gooch, and Jack Coll.

Oklahoma City operators and distributors give the national defense program credit for an increase of coin machine business. The Wurlitzer office here reports business "almost too good." Rock-Ola representatives say, "Business on the rise." The Seeburg distributor adds: "A definite upturn."

Charles Gibbs, Tulsa operator, has added 20 machines, giving him about 50 in all.

Charley Ghastain has joined the ranks of Oklahoma City operators. He has about 20 locations.

I. D. Sanders, formerly employed by Operator W. B. Atkins, has joined Jack Coll, another local operator. Atkins has extended his operations to the Southwest, reaching into the territory around Pampa, Valley and Ada.

Ben Hutchins, Lawton, and W. A. Field, Enid, recently purchased new Wurlitzer equipment.

Walter Pierce, traveling trouble-shooter, stopped off for a day in Oklahoma City last week and reported good business in Oklahoma and Kansas. "Too good," he commented. "There aren't enough of the new machines that need fixing."

Recent visitors at the Prock & Hobbs office here were Jack Nelson, Chicago, general sales manager for Rock-Ola, and Hans Von Reydt, regional sales manager from Dallas. Also here was George Prock, president of Prock & Hobbs, who because ill shortly after leaving and spent several days in bed at his home in Dallas.

O. A. Helderis, sales manager for Miller-Jackson, Inc., Columbia Record distributor for Oklahoma, has recovered from his sprained ankle.

## FLASH!

NOW ON  
DECCA RECORDS

"The Champagne Music" of

# LAWRENCE WELK

AND HIS ORCHESTRA

WATCH FOR FIRST RELEASES NEXT MONTH

ADDITIONAL MONEY-MAKERS IN THE CLASS OF  
"MARIA ELENA," "ANNABELLE," Etc.

REMEMBER IT'S WELK ON DECCA FROM NOW ON!

Greetings  
to all my friends  
attending the  
NORTHWEST SHOW

Hello and Good Wishes to the  
NORTHWEST COIN MACHINE SHOW

from

# EDDY HOWARD

COLUMBIA RECORDS

WATCH FOR MY LATEST RECORDINGS OF

"My Sister and I"

"Do I Worry"

"You Lucky People You"

"I Forgive But Can't  
Forget You"



GUESTS OF COX VENDING COMPANY, Salisbury, N. C., at a showing of Wurlitzer 1941 phonographs. Left to right: Mrs. D. R. Hinkle, Winston-Salem, N. C.; R. B. Johnson, Durham, N. C.; T. B. Goode, Charlotte, N. C.; and L. A. Wilson, Newland, N. C. Standing beside the phonograph is Mrs. R. H. Johnson, of Durham. Hundreds of operators who were guests of the firm were enthusiastic over the 1941 models made by Wurlitzer.

# On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 12)

**VAUGHN MONROE** (Bluebird B-11070)  
*Rooming With the Moon*—PT, VC. Re-  
 quently Yours—PT, VC.

Monroe, despite his nervousness as a record artist, has knocked out some highly popular disks of late, and in the A side here he has another likely entrant, if for no other reason than that it's the band's theme song heard by so many potential disk buyers on the air. A distinctive introduction, a good ballad, and Monroe's superior baritone and band, plus the theme angle, should push this one into the higher brackets. Reverse is a light rhythm tune with a different lyric idea, and one that, as sung by the leader and Marilyn Duke, has plenty of appeal.

**TINY HILL** (Okeh 6073)

*Lady of the Evening*—PT, VC. *That's My Weakness Now*—PT, VC.

Hill dips way down in the files for a pair of oldies that once would have been *Hit Parade* leaders if there had been a *Hit Parade* in those days. Side A is one of the loveliest melodies and lyrics penned by Irving Berlin, and while the advantages it offers an ark are slightly lost on Hill, he does a fairly effective job, with Erwin Rempel singing a nice if undistinguished vocal. Reverse is on the waxy side, but it's dance, and Hill's second vocal chorus is designed to feature brief solo hits from the band boys. It's bright, if pretty old-fashioned, stuff, and has what it takes to be big in the territories where this ark is popular.

**WILL BRADLEY** (Columbia 35994)

*Boogie Woogie Congo*—PT, VC. *I Need Somebody To Love*—PT, VC.

Another job of boogie-woogie comes from the Bradley band with this release, although this time the idea behind it was dragged in from left field, and actually there's not much eight-beat rhythm throughout the side. First half is more conga than boogie, and it winds up in more or less conventional swing style. Ray McKinley does his usual entertaining drawing of the wodge. Mattematte changes the pace for a slow, waxy ballad which serves to introduce Terry Allen on wax as the new Bradley vocalist. He leads off the side with a nice vocal.

**HILDEGARDE** (Decca Set No. 208)

*Lady in the Dark*—Three-record album. This will probably be one of Decca's best-moving packages of the next few months, inasmuch as the Gertrude Lawrence show from the score of which these songs have been drawn is one of Broadway's biggest current hits and one of the most talked-about productions of the season. Hildergarde's interpretation of the tunes is good, and the mixed

chorus on *Jenny* (a double-sided disk) helps to make this one the best of the lot.

**WOODY HERMAN** (Decca 3643)  
*Blue Flame*—PT, VC. *Fur Trappers' Ball*—PT, VC.

With Herman becoming increasingly popular among diskophiles, this newest double should have no trouble whatever selling itself. *Fur* is the new theme song Woody has been using since having been forced to drop *Blue Prelude* on the air as a result of the ASCAP-radio war, and *Fur Trappers' Ball* is the non-ASCAP version of the Herman band's noted *Woodchoppers' Ball*. In the latter case, it's too close to *Woodchoppers* to cause special comment on its own, but Herman has done it on the air a great deal lately, which should help sell the record. Side A, as with all identifying signatures put on wax, is a casual, for sales. Slow, provocative, and lowdown, it's blues playing at its best.

**FATS WALLER** (Bluebird B-11078)  
*Shorty's Bred*—PT, VC. *Mammoth*—PT, VC.

James Melton, long linked with *Shorty's Bred*, would never recognize his favorite performing piece in Waller's version. This is a slam-bang, wild interpretation of the light classic, hot, funny, and a little suggestive in spots. The small Waller band screams it out at the end, and Fats' inimitable stinging and remarks lend spice throughout. Flip-over has little in its favor, except some Waller pyrotechnics on a Hammond organ. No vocal on this side.

**LARRY CLINTON** (Bluebird B-11076)  
*It's Not Time To Fall in Love*—PT, VC. *Blind Date*—PT, VC.

This seems to be national theme-song week on records. Clinton has been using the A side original as his air signature for the past several weeks, and that, as in the case of all the other recorded themes, is certain to help sales here. Slow tempo, sweet scoring, and Peggy Mann's fine singing make a very listenable side, far superior to the reverse which is hid down by a weak song. Only excellent brass work compensates here.

**HORACE HEIDT** (Columbia 36006)  
*Friendly Tavern Polka*—PT, VC. *Broadway Caballeros*—PT, VC.

An eye-arresting title in the case of side A makes this a possibility for coin phonograph consumption. Actually, the number is not a "lavern" tune, but it's a pretty fair melody, it has a good vocal by Jerry Bruen and a chorus, and it contains another superior Frankie Carle piano hit. Competition some goes from Latin rhythms to swing and back

again, and ends up as a nice all-around job. Larry Cotton has one of his customarily effective vocal linings.

**MARIE GREENE** (Columbia 36007)  
*Carnations*—V. *Intermezzo*—V.

Miss Greene and her Merry Men quartet deliver the first vocal version of one of the most beautiful melodies current—*Intermezzo*, which was used as musical background for the Leslie Howard movie of some months ago. A number of people know the song because of having seen the picture; getting it in its vocal form should appeal to many of them. Miss Greene does a lovely piece of work on it, and also on the A side song. Shading, phrasing, diction, and arrangement are all good throughout both sides.

**JAN GARBER** (Okeh 6076)

*Autumn Showers*—W, VC. *To Be Continued*—PT, VC.

Garber's sweet style is utilized on a pair of inconsequential tunes that would hold down many a band whose capabilities take in more territory than do Jan's. Both sides are soft, in medium tempo (waits for the first side, regulation fox trot for the reverse), and each has a Lee Bennett vocal. Latter's heavy voice doesn't fit into the sugary Garber technique too well.

**BING CROSBY** (Decca 3636 and 3637)  
*It's Always You*—V. *You Lucky People*  
*You—V. Forget Dangerous—V. Birds of a Feather—V.*

Sales, of course, are guaranteed here. Not only is anything Crosby makes invariably popular, but these four tunes comprise the score of his forthcoming movie, *Road to Zanzibar*, and Bing's own versions of the songs he does in his pictures have always been leading record lights over music counters and in automatic phonos. These four should be no exception and, if anything, should be a little bigger sellers than most because they happen to be good numbers. On the two lighter and more rhythmic items here—*Lucky People* and *Birds of*

Here's That  
 Band Again

## DICK JURGENS AND HIS ORCHESTRA OKEH RECORDS

A Parade of Hits  
 On the Way

WATCH FOR RELEASE DATES

"My Sister and I"

"Pardon Me for Falling in Love"

"Talking to the Wind"

"Morning on the Farm"

"A Little Old Church in England"

"Let's Make Love Again"

"Chicka-Chicka-Boom-Chick"

A Salute  
 to the  
 NORTHWEST SHOW



## BARRY WOOD

CBS "YOUR HIT PARADE"

VICTOR RECORDS

- ★ 27369 "These Are the Things I Love"
- "Talking to the Wind"
- ★ 27352 "Little Old Church in England"
- "Because I Love You"

★ BARRY'S BEST BETS



THE FOUR MODERNAIRES, vocal group featured with Glenn Miller's orchestra, pay a visit to the Shaffer Music Company showrooms in Columbus, O., where they enjoyed one of their recordings reproduced on a Seabury phonograph.

IT'S TOMMY TUCKER TIME

"Spring Special!"

**TOMMY TUCKER'S**

FOUR LEAF CLOVER HIT!

"THAT OLD SWEETHEART OF MINE"

OKEH RECORD No. 6023

THE PAGLIACCI OF THE PIANO AND HIS ORCHESTRA

**Joe REICHMAN**

Presents Another Nickel Catcher!

**AFRAID TO SAY HELLO**

**NUMBER TEN LULLABY LANE**

VICTOR ★ 27357

★ ORDER THIS VICTOR HIT FROM YOUR DISTRIBUTOR TODAY!



a feather—Crosby is as entertaining as always, and on the ballad he does his usual fine job of romantic warbling. These disks will sell themselves.

#### DUKE ELLINGTON (Victor 27356)

*Blue Jerry*—PT. *Jumpin' Punkins*—PT. Side A is far too funeral to have any sort of general appeal; in fact, its opening bars are more than a little reminiscent of the *Funeral March*. It's typical Ellington mood music that for once is too moody and dingy-like. The reverse is brighter, but its commercial appeal

is lost in the complexities and virtuosic jazz outpourings of the Ellington crew.

#### JOE REICHMAN (Victor 27357)

*Afraid to Day Hello*—PT. VC. *Number Ten Lullaby Lane*—PT. VC.

Reichman continues the good work he has been doing since debuting on this label several weeks ago. His piano is still very much in the foreground, which is precisely the way it should be. Joe plays excellent piano, and nothing is calculated to sell his disks better; Maxie Shaw is a little too hard-voiced,

but that's the only fault on otherwise musically and commercially right ideas.

#### TEDDY POWELL (Bluebird B-11082)

*That Old Gang of Mine*—PT. VC. *Bluebird Boogie Woogie*—PT.

This is by far the best platter that Powell has turned out since he started recording for Bluebird recently. A vast improvement on previous sides, he contrasts the sentimental side on the A side with the slight-but jazz item on the reverse, and does a highly effective job on both types of tune. The Albert Ammons boogie melody on side B is clean and precise, it has fine drive, excellent ensemble and solo performances, and in toto should give this band a new lease on life. Ruth Gayler stars on the other side, singing a good vocal that takes up most of the three minutes.

#### ENRIC MADRIGUERA (Victor 27355)

*Intermezzo*—Instrumental. *A Media Luz*—Tango.

Madriguera treats *Intermezzo* to a violin solo, using his band only as background for his expert fiddling. This is not a dance record, being more in the nature of a concert recital than a pop record release. Enric does some excellent things with the lovely melody, and for the reverse turns the spotlight on himself again for a familiar tango. His extremely high register bowing at the end of this side is particularly noteworthy.

#### BENNY GOODMAN (Columbia 36021)

*It's Always You*—PT. VC. *You Lucky People*—PT. VC.

Goodman adds his own versions to those already released of those Bing Crosby picture ditties, and as might be expected, produces some typically fine arrangements of them. Helen Forrest is also on hand for two of her expert vocal choruses, and while neither side offers anything startlingly unusual either musically or vocally, each is highly capable and commendable.

## Minneapolis-St. Paul

MINNEAPOLIS, March 22.—Everybody in the coin machine line here is talking about the third annual Northwest Coin Machine Show. From all appearances the Radisson Hotel, show headquarters, will be packed with coinmen March 28-29. Jobbers promise many surprises in cooperation with the various manufacturers.

Mr. and Mrs. Theodore Bush, Acme Novelty Company, are en route home from a Florida vacation. Following a stop-off at Acme's Milwaukee office, they will be back in time for the show.

Ken Willis, Acme salesman, was storm-bound in North Dakota for several days early this week. Oscar Truppan, firm sales manager, bucked his way into town in the face of heavy gales on the way back from Wisconsin Monday.

Operators who braved the storm to get into the Twin Cities and look over equipment were Ted Glyner, of Hudson; Marty Perrall, Grand Rapids; Ray Flynn, Oskok; Rubie Werrell, Almar; Roy Pease,

Breckridge; George Shalicky, Montevideo; E. D. Lloyd, Mendota; Bill Hattestad, Cottonwood; Ollman Hanson, St. Peter; Elmer Peterson, Hastings, and Cassebeer and Norberg, of C & N Novelty Company, St. Peter.

Sam Taran, major-domo of Mayflower Novelty Company, and his wife are expected back from a Florida run-up tonight.

Over at Silent Sales Company finishing touches are being made to the remodeling job in time for show opening. Bill (Sphinx) Cohen says he has plenty of surprises up his sleeve for the boys at the show. Keeney's Wildfire and Genoa's new game are in and getting plenty of play, Cohen added.

N. L. Nelson, of LeBeau Novelty Company, is back at his desk, a bit wobbly after a 10-day sledge with flu. Meanwhile, Archie LeBeau skipped out for a fast trip thru neighboring territory.

Jonas Beister, Henry H. Greenstein, and Sid Levin, Hy-O Amusement Company, are set for a big show business on Seeburg phonos, they report. His so far has been exceptionally good, with prospects growing brighter daily.

Charles Thour, Minneapolis operator, is back from the Mayo clinic, where the medics gave him a clean bill of health.

Harry Lerner is installing new Seeburg phonos in his Walgreen drugstore locations. About 40 wall boxes are going in with the installation. Another Seeburg load-up was that of Jack Ravine, of United Machines, Minneapolis operator. He contracted for 20 units at Hy-O this week.

Isadore Truppan, Minneapolis operator, observed his 53rd birthday at his home this week.

Acme Novelty reports Jennings new console free-play Silver Moon has arrived and is going hot.

## Detroit

DETROIT, March 22.—Bud Saure, of A. P. Saure Company, reports that pin games are selling well to operators in up-State Michigan.

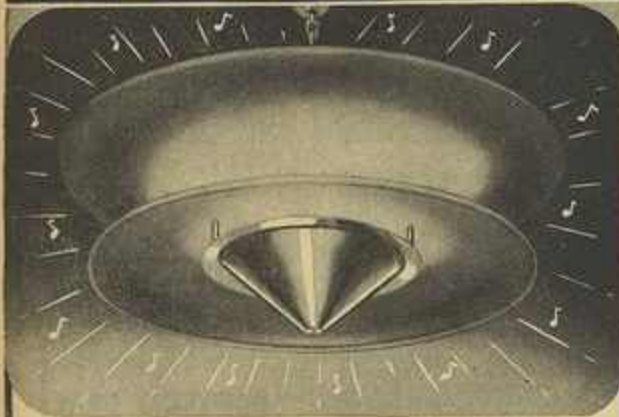
Philip Berman, formerly in the Champion Automatic Music Company, is establishing his new company, the Ross Music Company, at 15721 Livernois Avenue.

O. H. Feinberg, vending machine salesman, is away on a month's business trip.

United Music Operators, Detroit's music men's association, has adopted a new schedule of semi-monthly meetings, to be held the second and fourth Tuesdays of every month at the Fort Wayne Hotel.

James Ashley, Detroit distributor for the Buckley Music System, reports a growing demand for installation in all parts of Detroit.

# MODERN TESTED IT . . . APPROVED IT . . . NOW DELIVERS IT!



# ILLUMITONE

1. IT'S AN EXTRAORDINARY SPEAKER BAFFLE!
2. IT'S A BEAUTIFUL GOLD COLORED LIGHTING FIXTURE!
3. YOU SUSPEND IT FROM THE CEILING . . . IT SPREADS SOUND EVENLY THROUGHOUT THE ENTIRE ROOM!
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Castillo and Lena Horne—and you have  
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**THE GANON CONGA**—Conga
- 33995 **I, VI, VI, VI, VI, VI**—Samba  
**CHICA CHICA BOOM CHIC**—Samba
- 33944 **IN CHI - CHI - CASTERANO** — Rumba  
**LET'S STEAL A TUNE FROM OFFERBACH**—Beguine
- 33933 **I HEAR A Rhapsody**—Beguine  
**MARIA MY OWN**—Beguine-Rumba
- 33923 **ORCHIDS IN THE MOONLIGHT**—Tango  
**TENTATION**—Tango
- 33902 **SWING CONGA**—Conga  
**CUBA LIBRE**—Conga
- 33872 **CUATRO VIDAS**—Beguine  
**EGUALE CIRCO AL PIANO**—Mexican Tuba
- 33867 **TWO DREAMS MET**—Beguine  
**A MILLION DREAMS AGO**—Beguine
- 33821 **KASHIMIRO LOVE SONG**—Beguine-Rumba  
**IN A PERIL MARKET**—Beguine-Rumba
- 33730 **MAMA INEZ**—Rumba  
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- 33729 **MAKE IT ANOTHER OLD FASHIONED, PLEASE**—Beguine  
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# Record Buying Guide

**TRADE SERVICE FEATURE**  
Billboard  
**An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators**

## GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

**There'll Be Some Changes Made.** This is the first change of the several that have finally been made in the coin phono picture during the past week. After a period of several weeks during which not much happened—when records seemed to settle into one groove and remain there without moving much one way or the other—this oldie at last jumps into this section, the "Coming Up" classification receives a few newcomers, while several other steady ones in that category start slipping behind. **MONNY GOODMAN\***, **VAUGHN MONROE\***, and **TED WESBROS\*** are running close together on *Changes Made*, all three disks enjoying equally excellent popularity.

**French.** (11th week) **ARTIE SHAW, WOODY HERMAN\***.  
**I Hear a Rhapsody.** (8th week) **THE KING CABOSBY\*, CHARLIE BARNET\*, Stardust.** (8th week) **ARTIE SHAW, TOMMY DORSEY.**  
**I Give You My Word.** (6th week) **EDDY DUCHIN\*, MITCHELL AYERS\*.**  
**High on a Windy Hill.** (3d week) **JIMMY DORSEY\*, SAMMY KAYE\*, VAUGHN MONROE\*.**

## COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**It All Comes Back to Me Now.** As remarked above, finally there are a couple of new numbers coming along to challenge the leaders, and a couple of the ones that have carried along in this section without reaching the very top have started the downhill course. This particular one has been pretty good of late, and this week it shows even more progress. **GENE KRUPA\*** and **HAL KEMP\*** are divided on it, either record playing to very profitable returns.

**New San Antonio Rose.** Also going along to extremely satisfying profits is this one, in both the **THE KING CABOSBY** and the **BOB WILLS** versions. This has had an odd career in that it started well, then bogged down, and now is finally coming into its own again.

**Tonight.** A more or less similar course has been followed by this lovely Latin melody. After showing disappointing progress for a couple of weeks, it at last is stepping out and carving a gratifying niche for itself along the phono network. **GENE KRUPA\***, **JIMMY DORSEY\***, and **XAVIER CUGAT\*** are carrying its banner in the machines, their phono favor varying slightly and in the order named.

**Anapola.** This was a "Possibility" last week, and this week it displays amazing strength by leaping into this section, and in no uncertain terms. The speed with which it has caught on is definitely surprising, not because the song doesn't deserve it—it emphatically does, inasmuch as it's one of the most beautiful melodies to be revived, as a result of the ASCAP-radio war—but because of the remarkable unanimity expressed about it by operators all over the country. **JIMMY DORSEY\*** and **SAMMY KAYE\*** have the only two records here so far.

**Boogie Woogie Bugle Boy.** Out of the score of the Universal picture, *Back Street*, comes this latest music machine item. The **ANDREWS SISTERS** have the disk that is beginning to get noteworthy attention from operators and phono patrons alike, which isn't too surprising considering the fact that the singing sisters do it in the movie, currently playing around the country in neighborhood theaters. **WOODY HERMAN\*** has a record that is also beginning to catch on nicely.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

**Yes, My Darling Daughter.** (11th week) Weakening fast now, **GLENN MILLER\*, DINAH SHORE, BENNY GOODMAN\*.**

**You Walk By.** (9th week) Starting to ease off, **TOMMY TUCKER\*, BLUE BARRON\*.**

**So You're the One.** (8th week) Ditto, **EDDY DUCHIN\*, HAL KEMP\*.**

## POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

**Dancing in the Dark.** It will not be surprising to see this **ARTIE SHAW** recording hop into the "Coming Up" classification in another week. It's going along to constantly increasing attention, which by next week should be widespread and unanimous enough to warrant it a place in the section above this.

**I, Yi, Yi, Yi, Yi.** Another very likely looking candidate for hit honors is this song from *That Night in Rio*. The **ANDREWS SISTERS** version of it is already starting to make its presence felt in the phono, and it's almost sure to turn into something fairly big.

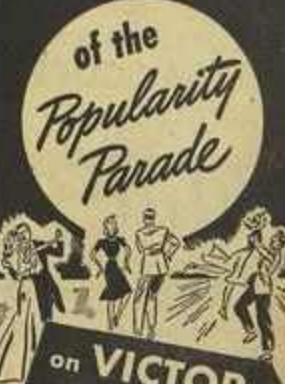
**Dolores.** Slipping into the machine picture this week is this movie tune, from the film which features **TOMMY DORSEY, Las Vegas Nights. It's Dorsey's recording that is beginning to call a bit of attention to itself, and because of the picture itself, the excellence of the Dorsey disk and the catchiness of the melody and lyric, this has a good many possibilities for future success on the coin phonographs.**

**Oh, Look at Me Now.** Another **TOMMY DORSEY\*** that is equally catchy and ear-arresting and that is meeting with favor wherever it is now being played. Thus far it's on only scattered machines, but it's likely to spread around, and operators who haven't got it now would do well to keep an eye on it during the next several weeks.

**I Dream I Dwell in Harlem.** A potential **GLENN MILLER** disk is this, and one or two operators have already reported a fair measure of success with it. It's hard to tell at the moment just how far it will go—there have been Miller records that started off nicely and then died before real hitdom was achieved—but it has its chances.

\* Indicates a vocal chorus is included on this recording. Double-acting records are purposely omitted from this column.

# Pace Setters



on **VICTOR**  
and  
**BLUEBIRD**  
RECORDS

- VICTOR POPULAR RELEASE NO. 416**  
**LIST PRICE 50c**
- 27258 "We Could Have Been Beautiful Music"  
"These Things You Left Me"  
Wayne King
  - 27259 "Everything Happens to Me"  
"Whatcha Know, Just?"  
Tommy Dorsey
  - 27260 "The Way Old One"  
"Toy Piano Blues"  
Joe Getchman
  - 27261 "It's a Move and a Biddle for Me"  
"Montage, the Terrible"  
"Suing and Suing with Sammy Kaye"

- BLUEBIRD "POPULAR" RELEASE NO. 322**  
**LIST PRICE 35c**
- B-11088 "Number Ten Lullaby Lane"  
"For All Time"  
Dinah Shore
  - B-11085 "Just Plain Talk"  
"Right on a Rainbow"  
Vaughn Monroe
  - B-11086 "Breakfast for Two"  
"Shadows in the Night"  
Freddie Martin
  - B-11087 "Worried About You"  
"Bliss, Bliss"  
Tommy Dorsey
  - B-11088 "My Sister and I"  
"Slow Down"  
Bob Chester
  - B-11089 "The Way Old One"  
"Two Hearts That Pass in the Night"  
Taddy Poccill
  - B-11090 "Sahale"  
"There, I've Said It Again"  
Benny Carter
  - B-11038 "Blondie's Banquet"  
"Flower of Whiskoy"  
Harry's Tavern Band

- BLUEBIRD RELEASE NO. 322**  
**OLD FAMILIAR TUNE—LIST PRICE 35c**
- B-8552 "Way Far Down in the Valley"  
"You'll Be Mine"  
Otis and Eleanor
  - B-8493 "Farewell Kenosha"  
"Old Covered Bridge"  
Morris Brothers (Wiley & Zeka)
- RACE**
- B-8494 "Don't You Lie to Me"  
"Anna Lee Blues"  
Tampa Red
  - B-8495 "It's Recently"  
"Did These Blues"  
The Four Clefs

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—VENDOR OPERATORS  
**NO BAD DAYS WITH  
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Shows 10-15 TRU VUE FILMS in third dimension—Color—Sound—Night Clubs—Children's SPECIAL—Baby Road, Earl Carroll's Revue and others. A real profit maker for your location! Still Meets with Dept. Film, 75¢. Complete View-a-Scope, including Battery and 3 Films, only \$29.95 each. Rush your order to

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5 " Stewart McGuire ... 12.00  
9 " Stewart McGuire ... 32.50  
7 " Du Grenier ... 45.00  
1/2 Deposit — Balance C. O. D.

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## ASCO WEEKLY SPECIALS

VENDORS		LUG GUNS	
12 Royal	10.00	12 Quin	\$7.48
12 1/2 lb. cap.	\$1.00	12 Counter Games	
12 1/2 lb. cap.	1.00	12 Totalizer	\$8.00
12 1/2 lb. cap.	2.48	12 Gum	10.50
12 1/2 lb. cap.	2.00	12 1/2 lb. cap.	9.98
12 1/2 lb. cap.	2.00	12 1/2 lb. cap.	13.50
12 1/2 lb. cap.	2.00	12 1/2 lb. cap.	22.00
12 1/2 lb. cap.	2.00	12 1/2 lb. cap.	17.50
12 1/2 lb. cap.	2.00	12 1/2 lb. cap.	18.50
12 1/2 lb. cap.	2.00	12 1/2 lb. cap.	4.95
12 1/2 lb. cap.	2.00	12 1/2 lb. cap.	1.00
12 1/2 lb. cap.	2.00	12 1/2 lb. cap.	1.00

ASCO, 140 ASTOR ST., NEWARK, N. J.

## SPECIALS!!! WHILE THEY LAST

Northwestern Deluxe 1 & 2 of 5000	\$3.95
Stewart McGuire 1 & 2 of 5000	3.50
Stewart McGuire 1 & 2 of 5000	3.50
Burt's 2 of 5000	3.95
All Types Machines, Wanted, Write for List of Other Specials.	

75WAY VENDING MACHINE CORP.  
4329 W. 42nd St., New York City

**SILVER KING**  
\$5.50 Each in lots of 10

ONE OF THE 150 MODELS



5 lb. TIME  
"SILVER" PAYMENT  
KING," PLAN ON  
\$6.50 SILVER  
10 at KINGS,  
\$5.50 NOW.  
LOW AS  
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MONTH

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## Ohio Supreme Court To Review Cigarette Price-Fixing Case

Vending machine operators and tobacco retailers hope to win reversal of lower court decision—New Jersey court upholds validity of such contracts

COLUMBUS, O., March 22.—Efforts of vending machine operators and tobacco retailers proved successful here when the Ohio Supreme Court decided Wednesday (19) to review the Lucas County Court decision involving fair trade practices in which Leo Hayes sought to enjoin the Lane Drug Company, Toledo, from selling cigarettes at 15 cents a package in violation of alleged agreements. Common Pleas Court granted an injunction restraining the Lane Drug Company from cutting price on cigs, but the Appellate Court reversed the decision, holding that the contracts between wholesalers and retailers stabilizing the price of cigarettes were void because, in fact, they were agreements between jobbers to fix prices and not between the jobber and retailer. The retailer, the court said, had no choice but to sign the agreements in order to handle the cigarettes.

TRENTON, N. J., March 22.—Chancery Court here upheld the legality of contract between tobacco wholesalers and retailers seeking to stabilize cigarette prices under fair trade resale price maintenance laws. In handing down its decision the court said: "I do not believe that there is any point in the defendant's contention that the title of the fair trade act, which reads, 'An act to protect trade-mark owners, distributors, and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguished trade-mark brand or name,' protects only trade-mark owners and that a wholesaler is without the purview of the court." This opinion "was directly contrary" to that arrived at in Ohio. "Tobacco interests here expect to have to fight an appeal from out-of-state advocates."

## Baltimore

BALTIMORE, Md., March 22.—Demand for Davall's 21" has been so terrific that it far exceeds the supply," states Irvin Blumenfeld, head of General Vending Service Company.

E. L. Sawyer, trading as the Baltimore Coin Machine Company, has opened a record shop under the name of the Charles Record Shop on the lower floor of his building.

L. C. Cate and R. M. Cate, brother operators, report business steadily on the upswing. The lack of new machines in the quantities desired is hurting business somewhat, they point out.

The Maryland Novelty Company has a well-rounded operation, including music boxes and games of all kinds. "Business is fine," states Michael Bendor, proprietor.

A 25 per cent increase in business over last year is reported by Louis Karangelis, manager Dixie Vending Machine Company. This, he added, includes both games and phones. Wall boxes, he pointed out, are one of the big factors for the increase.

Installation of 13 candy vending, nut, and gum vending machines, several drink vending machines, and several ice-cream vendors is scheduled for the Fifth Regiment Army recreation center. The recreation center is to be placed at the disposal of the some 25,000 service men scheduled to be camped at Fort George G. Meade and other near-by army posts. Coin-operated music boxes may also be installed.

## Coming Events

Northwest 1941 Automatic Amusement Machines Exhibit at the Radisson Hotel, Minneapolis, March 25 and 26. Sponsored by Minnesota Amusement Games Association and Minnesota jobbers.

Premium Show at the Palmer House, Chicago, April 28 to May 2. (See The Billboard at Booth 13.)

American Federation of Musicians' Convention, Seattle, Wash., June 9.

Bottled Carbonated Beverage Week May 11 to 17.

1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia, November 10 to 14.

Maryland Bottlers' State Convention, Baltimore, March 24.

Ohio Cigarette Vending Association meeting at Hotel Gibson, Cincinnati, April 8.

## Offer Vender for Canned Fruit Juice

CLEVELAND, March 22.—A coin-operated canned fruit juice dispenser is ready for the public after a year of supervised service in different localities, according to head of Kan-o-Juice Dispenser Company, Cleveland.

The unit delivers a choice of six chilled juices, has a sanitary opener, and will deliver one or two straws. It measures 76 inches high, 41 inches wide, and 17 inches deep. Capacity is 180 cans of 5½ to 6 ounces. There is an opening in the upper left-hand corner into which empty cans may be deposited and hidden from view.

## Bottlers' Meet Set For Philly in Nov.

PHILADELPHIA, March 22.—The 1941 meeting of the American Bottlers of Carbonated Beverages will be held here November 10 to 14. Edward Wagner, president of the bottlers' association, declares: "The gathering will bring to Philadelphia more than 6,000 owners and operators of bottling plants throughout the country."

"The latest census reports of the government show that in 1939 soft-drink plants averaged production valued at \$812,118. In the 4,504 plants covered, those having production less than \$5,000 were not included."

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 4 Ball Gum Vendors & 5000 Ball Gum & 500 Piece Ball Gum . . . . . \$45.00  
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**Machines Only**  
 Less than 25 \$6.49 Ea.  
 Less than 100 \$11.25 Ea.  
 100 or More . . . \$9.85 Ea.  
 Model 40 Nut Vendors  
 Less than 25 \$11.45 Ea.  
 Less than 100 \$10.25 Ea.  
 Over 100 . . . \$9.50 Ea.

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*At the N. Y. Cigarette Mfrs. Assn. Banquet*

**EDITOR'S NOTE:** Deadlines made it impossible for the following notes to be published in last week's issue.

Harry Kolodny enjoys a good rumba number. . . . . Irving Edwards, that plumpish operator from Beacon, N. Y., had a big time when they cut down the balloon decorations. . . . Mr. and Mrs. Joe Cola had a swell time bursting balloons with a lighted cigarette. . . . Les Strong, investigator for the city treasurer's office, was on hand with Mrs. Strong and sons camera. Last year Les made a lot of pictures when no one was looking. . . . John Regan, chief investigator of the same office, is still on his milk diet. . . . Others at the event from the treasurer's office were Joseph M. Aimee and Jack Lutsky. Jack made a lot of friends among CMA operators last June when he attended the outing at the Berkshire Country Club, Wingdale, N. Y.

With the banquet now a matter of history, the boys have started talking about the outing. . . . Sam Malkin forgot business and attended the occasion. He spent quite a bit of time on the dance floor. . . . Helen Whitman came to New York all the way from Asbury Park to attend the banquet. It was her first and she reported a swell time. . . . Bea Tanner was a guest from Washington. She was seen dancing with Sam Malkin. . . . Harry Zink says he hasn't missed a CMA banquet yet. . . . Mr. and Mrs. Bernard Rosen drove down from New Rochelle for the affair. He served on the entertainment committee. . . . Among the out-of-town visitors was Sam Abrams, secretary of the Ohio Cigarette Vendors' Association, who came to attend the Interstate meeting. He said he was glad to talk to the operators here and get some inkling as to how they conduct their business. He's looking forward to the big meeting in Cincinnati April 15. . . . Mrs. John L. Gross was high in her praise of the floorshow. . . . Mrs. Paul Sydell reported that she enjoyed every minute of the evening. . . . Sarta Herrera, Spanish entertainer, drew rounds of applause for her performances.

Mr. and Mrs. Henry H. Bailton were attending their third banquet. . . . The young lady with Mr. and Mrs. Ray Harrison was Marie Mathias. She was accompanied by Maurice Fine. . . . Mr. and Mrs. Edward Beresh motored down from Stamford. . . . Sam Yolen's presence was unusual because of the lack of typical Yolen antics. This year he had no magicians to help, as he did at the CMA of New Jersey banquet. . . . Speaking of New Jersey, the State was well represented by James Cherry, CMA manager. He was accompanied by Agnes Weaver. . . . Mr. and Mrs. Moe Mandell were on hand greeting friends. . . . Aaron Gochin also there but didn't have much to say. (We're quite sure it was Aaron.) . . . The lady who boompaded the floor was Genevieve Wentworth. . . . Mr. and Mrs. Martin Crivy took advantage of the gathering to meet friends. He's looking forward to the annual outing now. . . . Friends of Martin Berger were worried when he didn't show up on time. . . . Matthew Forbes actually sat at a table and enjoyed the affair. Last year he was here and there, working like a Trojan.

Bill Peck wouldn't let a little thing like a tonsillectomy keep him away. Despite some second-degree burns suffered when his car caught fire, he was on hand. The boys were glad to see him. . . . Friends were congratulating Anthony Mason on being re-elected president of Interstate. . . . John Sharnow continues to have a big time at every CMA banquet. He reports that the boys haven't seen anything yet. Probably has references to the CMA of New Jersey ban-

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quest at the Newark Athletic Club April 6. . . . Perry Wachtel was seen talking some of the boys about a new cigarette machine. . . . Sam Silverman was around renewing acquaintances. . . . Mr. and Mrs. Charles Stange were among those from Jersey as were Mr. and Mrs. Edward Diastick. . . . Ed Dingley came up from Philadelphia. . . . Florence Kaplan and Shirley Denver had a lengthy conversation about some matter of importance. . . . Bob Hawthorne got a big hand when he announced that the band would play an extra hour.

**Cleveland**

CLEVELAND, March 29.—After a bout with the flu, Arline Wappner, assistant secretary-treasurer of the Cleveland Phonograph Merchants' Association, is back on the job.

Sanford Levine, Atlas Music and Novelty Company, finds many opportunities to install remote-control equipment. Many operators are in the mood for spring cleaning, he states, and want to brighten up their places with new phonographs.

Yes! My Darling Daughter, the hit record of the month, is going over in a big way. Another hot favorite is Amopolis as played by Jimmy Dorsey. Dave Kostel, branch manager of Mills

Automatic Merchandising Corporation, has a new and attractive private office.

Sam Abrams, secretary of the Ohio Cigarette Vendors' Association, represented that body at the two-day meeting of the Cigarette Merchandiser's Association in New York March 14 and 15.

It will be tough on the ladies if Bill H. B. 943 introduced into the Ohio Legislature becomes a law, as it makes it a felony to sell cigarettes to females. Representative Kaech, of Summit County, the sponsor, has also introduced Bill H. B. 421 that would increase the tax on cigarettes from 7 to 9 cents per package of 20.

The program for the meeting of the Ohio Cigarette Vendors' Association Sunday, April 6, at 2 p.m., at the Gilson Hotel, Cincinnati, is practically complete. Reports will be made on the Wage and Hour law, Unfair Cigarette Sales Act, Anti-Slug Bill, and other important matters.

Of interest to all Ohio cigarette vending machine operators is a ruling by the Wage and Hour Administration that operators' employees are exempt from the law if they buy their cigarettes from a wholesaler within the State and do not in any way engage in interstate business. A letter to this effect has been received and is on file at Ohio Cigarette Vendors' Association headquarters in Cleveland.

The showing of the new Seeburg models held at Hotel Carter by Joe Nemish, Acme Phonograph Company, was well attended by operators from greater Cleveland and other Ohio towns. The company also had a showing at its Toledo offices. P. R. Crawford, field supervisor from the factory, attended.

**USED VENDORS**

- SHOWE ARISTO-CRAT 6, Col. 150 \$18.50
- 15 BUREAU, Bldg. Col. 14 \$5.00
- 10 SNACKS, 3 Col. 14 Peanut Vendors, Ea. 7.95
- 10 E. & M. Combination 10-50 Blue Proof Nut Vendors, Ea. 5.00

**D. ROBBINS & CO.** 1141-B DENVER AVE. BROOKLYN, N.Y.

# Sidelights

## on the NEWS OF THE WEEK

This decision was directly contrary to that handed down in the Appellate Court in Ohio a few months ago when the judge ruled that such contracts, not participated in by the owner or the manufacturer, are not within the intent of the Fair Trade Laws. The Ohio Supreme Court, however, decided last Wednesday (18) to review the decision. Detailed story will be found in the merchandise machines section of this issue.

### State To Pay Operator . . .

An 11-man jury brought in a verdict of \$300.50 in favor of an Oklahoma misdo operator against State Commissioner of Public Safety and six of his deputies in the Common Pleas Court. Award was made as payment for remote control boxes smashed in an six-winding liquor raid last year in Tulsa.

### Cigarette Facts . . .

Sales of cigarettes during 1940 climbed higher than ever before. In 1940 production ran about 180,000,000, compared with 172,000,000 in 1939. Federal Excise Tax, which advanced from \$3 to \$9.20 a thousand July 1 as part of the new defense taxes, hit the sales rise of the 10-cent brands. This tax, amounting to one-half cent a package of 20, was more than the 10-cent brands could absorb, and passing it on to the consumer has resulted in some loss of sales, as smokers switched to slightly higher priced products. Gamble and Lucky Strips wound up about even in the popularity race, with Chesterfields, Philip Morris, and Old Golds running in that order.

### Report on Candy Manufacturers . . .

According to a recent report of the Federal Trade Commission, 12 leading candy manufacturers in 1939 reported sales of \$107,407,021, which represents 65.3 per cent of the industry's total volume. Remainder was split up amongst the other 1,193 manufacturers. Average sales of the 12 leaders topped the million-dollar mark, while those of the others amounted to only \$90,000.

## New Orleans

NEW ORLEANS, March 22.—With the phonograph remote services combined for the system, New Orleans gets its second wired book-up this week when the United Music Company places 34 tables into operation. The firm is headed by George Brennan, president of the local music operators' association; Dan Cohen, Pleasure Music Company, and Andy P. Monte, A. M. Amusement Company. A second system is planned for the near future for Negro locations. This service will be in charge of Mrs. Smith,

with nine girls to be employed on the day and night staff. Equipment to be used includes that of J. P. Seeburg, Rock-Ola, and the Betty System.

With a Civil District Court judge here Tuesday restraining anyone from interfering with or setting skill games when there is no award, New Orleans expects to see pinball games back on location before the week is over. Out since the fall of 1940, dozens of restaurants and cafe operators have announced their inability to stay in business without the machine attraction.

A shipment of 1941 Wurlitzer remote control equipment is due in this week at the J. H. Peres Amusement Company, Wurlitzer distributor for Louisiana, and will move out immediately for locations, according to J. H. Peres, head of the firm.

Bill Christmas, former Orleanian, spent a couple of days in town this week and reported heavy patronage for pin games in Houston, where he is now associated with Stelle & Horton.

Among new pin games due to arrive soon at the display rooms of the Dixie Coin Machine Company here are Billy's Blue Grass, Silver Skates, and Mystic; Stoner's Ump; Exhibit's Sun Beam, and Kenney's Wild Fire. Nick Carbajal, head of the firm, looks for a good demand for all of the machines, in addition to marked interest already being shown in a floor sample of Mills new three-ball console.

Alvin Merhige, of the New Orleans Coin Machine Exchange, has returned from a trip to Southwest Louisiana, where he found a good demand for O. D. Jennings' machines.

With eight branches now under his care, R. N. McCormick, Southern sales manager for Decca Distributing Corporation, is rushing these days. He reports the biggest March business for Decca records in the firm's history, with all branches sharing in the improvement.

## Houston

HOUSTON, Tex., March 22.—A South Texas showing of the 1941 model Seeburg phonographs and other automatic operating equipment was held March 1 to 8 at the Houston office of Electro Ball Company.

A social hour followed by luncheon at Ben Milam Hotel was enjoyed daily. Branch Manager Allen McQuibae was in charge of the showing and was assisted by A. A. Sage, sales; Fred French, service, and Mrs. Hitch, secretary.

A luncheon meeting for Houston music men was given February 26 by Sam Ayo, Lester Hearn, and Clyde Atkins in a room provided by R. & A. Distributing Company, Spaghetti and meat balls, with plenty of beer and several cases of champagne, were enjoyed by all.

The champagne was the treat of a guest, Arthur Olson, manufacturer of Perno Point needles.

H. M. Crooke, R. & A. Distributing Company, reports business with a number of Rio Grande Valley operators, including Lance Harris and Poco Betancourt, San Benito; Eddie Greer, Hartington, and R. Garcia, Brownville.

Buater Ayo, service manager for R. & A., spent several weeks in the Valley installing Packard wall boxes.

Raymond Williams, general sales manager for Commercial Music Company, Wurlitzer distributor, reports excellent business for its San Antonio office. Out-of-town operators calling at the branch over a week-end included Lance J. Harris, San Benito; Jack Knight, Uvalde; Victor Cornelius, Abilene; Wright Styles, Austin; Victor Galda, Yorktown; Dick Durban, Kingsville; Cristofal Pehelez, Ocala.

Arthur J. Olson, owner and manufacturer of Perno Point needles, visited in Houston for three days. Allen McQuibae, Houston branch manager, attended a conference of Electro Ball Company branch managers March 3 at the Adolphus Hotel, Dallas.

A. C. Dulcan, assistant manager of RCA Manufacturing Company office in Dallas, attended last music men's social meeting here.

P. H. Bogin, of New York Specialties Supply Company, is on his first visit to Houston.

Charles Snyder, roadman for the Mills Novelty Company, has been spending

considerable time here. He visited at the South Coast Amusement company office.

Other visitors who have dropped in during the past few weeks were Mirra Ladocker, Corpus Christi; C. H. Beaumont, Wallace; C. E. Berry, Corrigan; H. E. Duncan, Victoria, and A. J. Comeaux, Lake Charles.

Harold W. Dally, manager of the South Coast Amusement Company, went to Corpus Christi and San Antonio last week on business.

## Industry Factions Cause Difficulties

CHICAGO, March 22.—Several recent occurrences are examples of what divisions within the trade itself may do to injure the industry.

It has often been said that each section of the industry should be careful to avoid promoting any idea or making any statements that would injure any other section of the trade.

In a hearing before a legislative committee in Maryland a proposed tax on phonographs was being opposed, and in some of the statements made there were very unfavorable references to the pinball games business.

The best legislative policy for the industry, and one which we have strongly recommended in our bulletin, "Suggestions on Legislation," is that the industry welcomes a license system on amusement games and that the industry opposes a tax on phonographs as separate units.

All members of the industry should familiarize themselves with this general policy and with the arguments in favor of it so that there will be no situation in which one division of the trade gave testimony unfavorable to any other division of the trade.

A second instance of unfavorable testimony happened recently in Nebraska. A spokesman for scale operators is reported by newspapers to have told the legislative committee that it should get busy and tax all the other types of coin machines in Nebraska rather than tax scales. The newspapers quickly grabbed this testimony and made much of it, saying that there are at least 25,000 untaxed coin machines in the State, such as phonographs and amusement games, which could be taxed at a considerable sum.

It is reported that legislators immediately began considering a State tax on phonographs, and now the music operators in a whole State have to worry until the Legislature comes to an end.

These are two important and very recent instances which show what divisions within the industry itself can do to injure the trade. Our purpose is to harmonize the three main divisions of the industry as much as possible, especially in legislative matters.

During the recent disturbances in New Orleans operators were considerably divided among themselves; but a recent report gives the encouraging information that unity is about to be regained in the organization.

## Pennsylvania

WILKES-BARRE, Pa., March 22.—Lockswana County Court Grand Jury ignored charges against six Carbonate, Pa., merchants arrested for maintaining pinball machines.

In an Old Home Town daily comic cartoon by Stanley, syndicated by King Features Syndicate, Inc., there is a picture of a music box in a luncheon room, with the character, Grandpappy Oals Windpenny, citing the fact that, "In my neighbor's luncheon room he has a musical pansake griddle that loses off 12 cakes without changing the needle—two cakes with every turn for a nickel—he built it himself." Maybe that's an idea for the music machine manufacturers.

## ★ EVERY ROUTE NEEDS SOME

Here are seven good reasons why this candy bar machine will make profits for you . . .

### LOW PRICE

\$49.95 (Discount of \$2.00 per machine for cash). This unbelievably low price makes this machine the easiest to buy—the quickest to show profits.

### VARIETY

Tastes different varieties can be vendied—more than enough to satisfy every taste—so much variety as is met by many candy stores.

### DISPLAY

Two's varieties are dramatically displayed. Candy is bought as impulse. Prominent display tends to insure that impulse. . . . Makes more buyers.

### SIZE

Requires a minimum of space in the location. Only 43 inches high, 11 1/2 inches wide, 12 inches in depth.

### SERVICING

Easier and quicker servicing saves money. Entire loading area is available when wide job door is open. Same size door on other size machines entry coin mechanism.

### SIMPLICITY

The simple, trouble free mechanism is easy to understand. Last moving parts mean less to wear out or give trouble.

### PERFORMANCE

We invite you to inquire about these machines. Ask your operator who has them. We will tell you, just as we do, that these machines are PERFECT in performance.



\$43.50  
ON TIME

F. O. B. HAVERHILL  
Cash discount of \$1.00 per machine.

ARTHUR H.  
**DUGRENIER**  
INCORPORATED  
15 Hale Street  
Haverhill, Mass.

LOOK

IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

## Pepsi-Cola Nets \$22.45 Per Share; Sales Rise 42 Pct.

BALTIMORE, March 22.—With 1940 domestic sales up 42 per cent over the 1939 total, Pepsi-Cola Company and subsidiaries earned consolidated net profit of \$5,821,853, or \$22.45 a share, against \$4,070,478, or \$18.78 a share, in the preceding year, Walter B. Mack, Jr., president, has announced.

Consolidated operating net profit before federal and Canadian income and excess profits taxes was \$9,520,582, against \$8,982,602, an increase of 6 per cent.

Mack disclosed that officers of Pepsi-Cola and of Loft, Inc., its parent, have been working on a new merger plan which will be submitted to stockholders in the near future if the tax and other problems can be worked out satisfactorily.

During the year the company's franchised bottlers increased to 415 from 400, Mack said, estimating that franchised bottlers spent \$6,800,000 for new equipment and plant improvements.

Total current assets at the end of 1940 were \$6,369,246, against current liabilities of \$3,435,108. A year earlier the figures were \$5,091,034 and \$1,908,705 respectively. Current assets included cash of \$2,461,426 and inventories of raw materials and supplies of \$3,204,198. A year earlier total inventories were \$1,607,022.

Referring to supplies, Mr. Mack said that there was little likelihood of any major changes in basic costs in 1941 since the company has sufficient materials to last for some time to come.

## More Small Coins In Circulation

WASHINGTON, March 22.—Per capita circulation of money in the United States is now \$2.72, a rise of \$1.29 over the same period for last year. Minor coins, pennies, nickels, and dimes account for \$184,247,000 of the money in circulation. These coins are those which forced mints into 24-hour production recently, an emergency measure attributed to the demand of coins for use in coin machines.

There is a total of \$191,842,000 in minor coins in existence. Almost all of this is now in circulation. The total of all money now in circulation is \$8,768,819,000.

## Increased Consumption May Boost Sugar Quotas

WASHINGTON, March 22.—With sugar stocks decreasing, indicating that consumption is running ahead of estimates on which experts base sugar marketing quotas, officials of the Agriculture Department have stated that it was possible sugar quotas might be enlarged by 200,000 tons or more.

Total quotas for 1941 would allow the delivery of \$45,811,100 worth of raw sugar by domestic, offshore and foreign producers entitled to share in the American market under the 1937 Sugar Control Act.

Price advances have accompanied the apparent increase in consumption.

Aside from increasing supplies, an increase in quotas could be employed, officials said, to prevent an "excessive" price advance to the disadvantage of consumers.

Officials of the Agriculture Department sugar section declined to state, however, whether they had any immediate plans to enlarge quotas. An increase at this time, it was said, might involve the question of whether 1941 beet sugar planting allotments should be expanded.

## Northwest Biz Ahead of 1940

MINNEAPOLIS, March 22.—Business conditions in the Twin Cities and surrounding area during the month showed a decided upswing, with coin machines moving at a pace far ahead of the same period a year ago.

One of the principal reasons for this brisk activity in the increased play received by the machines was because of the influx of army men into the Twin Cities. With Post Shelling one of the induction points for selectees, and with the Minneapolis Army temporary headquarters for National Guardsmen, Minneapolis and St. Paul are overrun by khaki-clad men who spend their weekend leaves in the two cities.

Another significant development during the past month has been the heavy increase in used equipment sales. Old phonos, free play and novelty games, and the like have been snapped up.

Remote control music accessories showed a decided upward spurt in the past month with many installations being recorded. Another important addition to coincide was the delivery of Panoram movie machines.



# WE'RE PREPARING SOME IMPORTANT FACTS!

Beverage Venders "made good" in 1940!

That may not be news to some manufacturers, distributors and operators, but it will be for all the others when they read the record—see what was accomplished—and study the facts and figures that will appear in the special Beverage Vender Section of the Spring Special. They will immediately realize the tremendous possibilities offered by this comparatively new development in the coin machine field.

Beverage Venders spread far and wide into many varied types of locations in 1940—will appear in many more new and different kinds of locations in 1941. Beverage Venders are definitely offering the coin machine trade one of its greatest opportunities. Be sure you get a copy of the important Spring Special issue—get the facts about this money-making opportunity.

Manufacturers, distributors and supply firms—write for the complete story about this important Beverage Vender issue. You want your business to go forward in 1941, and it will if you take advantage of the many benefits this section offers advertisers. Get the details about editorial contents, pictures of your machines, regular and special distribution plans. Write today.

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25 Opera Place

Cincinnati, O.



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Please enter my subscription to The Billboard, for which I inclose

\$5 for one year, 52 issues.

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Name ..... Occupation .....

Address ..... New ..... Renew .....

City ..... State .....

## Wrigley Stock Nets \$4.11 Per Share

CHICAGO, March 22.—William Wrigley Jr. Company reports consolidated net income for 1940 of \$8,226,648, or \$4.11 a share, comparing with \$6,569,976, or \$4.33 a share, for the preceding year.

Consolidated net earnings for the last year, unaccounted for \$8,597,795, from which there were deducted writedowns of items that have been pending over a period of years amounting to \$311,149, leaving the figures stated above.

Philip K. Wrigley, president, reported to stockholders that as the regular dividend of \$3 a share was paid during the year, as well as extras of 50 cents a share in July and of 35 cents in both November and December, making a total of \$4 a share for the year or \$7,365,656, an excess of net earnings equal to \$1,232,139 remained over dividends paid, which was added to earned surplus. Additions and deductions in the year, reflecting adjustments of back taxes and other items, resulted in a net decrease of \$192,038 in this account.

"We experienced the highest level of sales in the company's history during the year, and by continuing to improve our product, together with sustained vigorous sales and merchandising efforts, we feel that this upward trend will continue," Wrigley stated.

## Five New Coin Firms Granted N. Y. Charters

ALBANY, N. Y., March 22.—A group of five newly organized vending machine enterprises have been granted charters of incorporation by the secretary of state.

The list includes the following:

Bell Music System, Inc., Brooklyn. Automatic coin music device. Capital \$20,000. Stockholders: Bertha Cohen, Ethel Light, and Marion Pitcher, 60 Court Street, Brooklyn.

Electric Merchandisers, Inc., New York. Vending machines. Capital 350 shares preferred stock at \$100 and 50 shares common no par. Stockholders: Abraham E. Paley, Joseph Friedberg, and Jeanette C. Friedberg, New York City.

Midway Vending Machine Corporation, New York City. Capital 200 shares of stock. Stockholders: Harry L. Jessop, Leonard C. Jessop, and Thelma Chalkin, New York City.

Irwin Vending Corporation, Buffalo. Beverage vending machines. Capital \$65,000. Stockholders: Dudley L. Irwin Jr., C. Hazel Glauert, and D. Ramsey Wheeler, Buffalo.

Five Boro Buckley Sales, Inc., Lynbrook, N. Y. Vending and amusement machines. Capital 100 shares of stock. Shareholders: Joseph Orsen, Fred Durr, and Charles Bergemann, Lynbrook, N. Y.



R. (BUDY) GREENBAUM assumes the position of general sales manager of the Packard Manufacturing Corporation, according to an announcement from Homer Capehart, head of the firm. Greenbaum previously served the firm as Eastern sales manager.

## Kiss Tester Novelty Makes Bow on Coast

LOS ANGELES, March 22.—A machine that tells your kiss is produced by Money-Maker Machines Company. After two years of improving and checking, the unique machine is amazing at bars, arcades, bowling alleys, and other amusement spots, firm heads say.

The Kiss Tester is a colorful, all-metal machine that gives a lot of action during play. Two figures in small hearts jump together in embrace in large center heart, as the player gets the answer to how his own kiss registers.

During tests at Bimini Plunge in Los Angeles and amusement spots on the beach, as well as dance halls, it is claimed volume of play brought crowds and big revenues. "The greatest novelty out in years," say the manufacturers, "and a machine that works with a precision that eliminates all servicing except collections."

## Stresses Importance Of Export Trade

CAMDEN, N. J., March 22.—J. M. Regottax, export sales manager of the RCA Manufacturing Company, in summing up activities of 1940 and looking ahead, stresses the importance of the Latin American market to United States trade in radios, phonographs, and records.

"The past year," said Regottax, "brought about many shifts in the currents of American foreign trade. As a result Latin America has reached a new importance. This change did not find

American business unprepared. The American exporter knows the highways and byways of Latin America; American capital, science, and industry have been contributing to the welfare of the Southern continent for many years before the spotlight focused popular interest on that area of the world.

"This interest on the part of the public has been internationally beneficial. New forces have come into play. New governmental agencies are leading a hand in helping to overcome the problems of international trade that fall under government control in one country after another.

"In 1941 these new forces and agencies will gradually develop inter-American trade relations to a point where they will greatly compensate for the war conditions in other parts of the world. In doing this our Latin American trade will benefit our home economy, while at the same time American products and services will help meet the daily needs of our Southern neighbors and serve the cause of mutual understanding.

"American products have an established reputation for quality. In many fields they are pre-eminent; even at higher costs they are able successfully to compete either with inferior home-made products or with European products. In many cases American manufacturers have had to compete with government-subsidized European industries. The predominance of American merchandise therefore is a tribute to the United States business man and testifies to his skill and understanding in dealing with his Spanish-speaking fellow man."



## ROLL A PACK

The NEWEST, most fascinating COUNTER CIGARETTE DISPENSER device! ROLL A PACK has REAL action which gives you REAL SURPRISE, 100%—2—3—CLICK—CLICK—CLICK, makes \$66 for YOU! ROLL A PACK is not only a clever GAME, but its BEAUTIFUL, STREAMLINED DESIGN and COLOR COMBINATION will be WELCOMED by EVERY location in your territory.

ROLL A PACK has a beautiful solid natural wood cabinet. ROLL A PACK's mechanism is PRECISION made and of the finest materials available, all of which are Plated or Enamelled.

ROLL A PACK is not just another Counter Game. It is Entirely NEW and DIFFERENT! It took many months to develop ROLL A PACK. A TESTED, PROVEN, QUALITY Counter Game low in price that will stand up and EARN BIG PROFITS FOR YOU DAY AFTER DAY!

ROLL A PACK can make you MORE MONEY on Locations than any other Counter Game yet devised. Give YOUR share of these great PROFIT PRODUCTIONS AT ONCE! NOW! BUY THEM BY THE CASE! ROLL A PACK LOOKS RIGHT—WORKS RIGHT—and is PRICED RIGHT!

Simple ROLL A PACK JUST \$12.50

CASE OF 4 ROLL A PACKS ONLY \$45.00

Buy ROLL A PACKS by the Case and SAVE YOURSELF \$5.00

All orders require 1/3 certified deposit, balance C. O. D. Contact your nearest distributor or write direct!

**VICTOR VENDING CORP.**  
571 W. GRAND AVENUE, CHICAGO.



These triple-headed used games will more than give you your money's worth! Don't be satisfied with less than the best—and these can't be beat!

FOUR ROSES	\$66.50	ROTATION	\$29.50
ZOMBIE	63.50	POWERHOUSE	38.50
METRO	58.00	BIG CHIEF	53.50
LEADER	56.00	CADILLAC	36.00
ARMADA	49.00	SPORT PARADE	74.50
GOLD STAR	52.00		
ANABEL	39.50		
CROSSLINE	41.50		
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SAVE MONEY! CONSULT US BEFORE BUYING  
1/3 WITH ORDER, BALANCE C. O. D.

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"Amazing How It Collects Coins"

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Spot this Moneymaker Machine in Bars, Bowling Alleys, Arcades, Swimming Pools, Amusement Centers, Shows, Local Profits. Write for low price!

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1715 N. Mariposa, Los Angeles, Cal.

Cash, Music, Cigarette, Scales, Arcade Machines.

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89 Thames St. Newport, R. I.

ELEVEN MILLS FREE PLAY SLOTS LEFT

\$87.50 Each

178 Depot, Babylon C. O. D.

COIN OPERATING SALES CO.  
1624 Main Ave. SAN ANTONIO, TEXAS

# CORRECTION

the price on

# PIKE'S PEAK

is quoted incorrectly in the ads of  
DIXIE SALES CO. and  
RICHARD JOHNSON AMUSEMENT CO.  
on Page 85 of This Issue.

The correct price on this machine is

## \$32.50

# Play Boosting Stunts

An increasing number of sound merchandising ideas were developed by progressive music machine operators to increase play on their machines—herein are reviewed the outstanding stunts of 1940

By MAYNARD REUTER

**MUSIC** merchant is a term commonly used today to designate a music machine operator. It would be more forceful and explicit, however, if that term were changed to music merchandiser—for that is what every progressive operator must be today to keep all his spots at top earning power.

Not so long ago the music machine was relied upon to do the job of selling its wares all by itself. Manufacturers, to help operators realize as much revenue as possible, constantly built more eye-appeal into their machines. But, as always happens, the public became used to the appearance of the modern phono. Quick to sense the fact that something more than the machine itself was needed to bolster play on machines, the more progressive operators have devised various plans and stunts to meet this condition.

During the past year an increasing number of sound merchandising ideas being used by operators have come to light. The outstanding ones have been compiled and set forth in this article. They are examples of what operators are doing to increase play on their machines.

## Write-a-Title

Undoubtedly the most ambitious promotion designed to boost patronage of phonos during the year was the "Write-a-Title" contest sponsored by the International Association of Automatic Electric Phonograph Owners, under the direction of E. C. Steffens, president of the group. Contest centered around a nameless recording made by Jack Russell and his orchestra. Operators entered the contest by placing one of these records on each phonograph they had on location. A supply of entry cards was left with the location owner along with appropriate advertising matter. Patrons would deposit a coin to hear the nameless record, write a title and then mail it to be the association headquarters in Chicago. Sixty-two prizes amounting to \$1,000 were distributed to winners. Competent board of experts declared Charles Morris, of Columbia, Mo., winner of \$500 first prize. Operator and location owner also shared in the prizes. Contest ran thruout the month of March. According to Steffens, the contest idea proved a real booster of phonograph play wherever tried. The contest was short-lived because of the expense, but it proved to be an interesting and unusual promotion plan.

## It Pays To Advertise

Jack Maloney, of Panther Novelty Co., Fort Worth, Tex., is a firm believer in advertising, not only to increase play on his phonos but to get locations. Believing that a live-wire location owner wants to hitch 'up' with a live-wire operator, Maloney makes use of billboards, road signs, newspaper ads, and school and fraternal papers to publicize his firm. His newspaper ads usually advertise his locations, "where 'such and such' record may be heard for only a nickel on a Panther Novelty Co.'s sweet-tone automatic phonograph." In addition, Maloney prints up individual music programs for his spots. Easel-backed posters placed atop the machine as well as on counters and tables are used to call attention to special new hit records in the machines. Window posters and wall cards are also used. "It pays to advertise" is a creed with Maloney and he points to the fact that his firm is one of the most successful of its kind in Texas as proof of what allegiance to this creed has done for him.

Joe Brilliant, of Brilliant Music Company, Detroit, uses spot announcements over local radio stations to advertise services offered by his firm and reports they not only help acquire new locations but have built up a good party rental business.

## Movie Exploitation Tie-Ups

Tie-ups with theater owners whereby operators plug feature songs in currently appearing or coming attractions at local movie houses have spelled excellent publicity and increased play on machines for many operators. Typical is the case of Labe Dobkin, Camden, N. J., operator. "I have found that movie-house managers are only too glad to co-operate in any tie-up that will exploit the songs of a picture coming to their houses," he writes. "Such a tie-up entails placing a machine in the lobby to play the recordings of the film tunes. In return for this trouble I usually manage to place a sign on the machine plugging my firm and calling attention to my near-by locations where patrons can hear the songs from the picture all over again." To complete the tie-up, Dobkin places signs on his machines urging people to see the picture and listen to the songs from it on the phonograph.

Several other operators, while not actively tying in with the promotion of pictures coming to their towns, report they've found it worth while to place records of hit tunes from pictures in locations near theaters.

## Doubling Up on Records

A stunt of Arthur Cohen, Philadelphia operator, is being used to good advantage by many operators. "I have found," Cohen states, "if a song is hot I can profitably place more than one version of that song in a machine and both records will get a good play. Sometimes I use a vocal version and an orchestral version of the same song. Other times a sweet and a swing version. Sometimes two swing versions are used, one by a colored band, another by a white orchestra. I found extra profits by putting both the Andrews Sisters' and Glabe's records of 'Beer Barrel Polka' in each of my machines. I scored similar hits with Charlie Barnet's and Count Basie's versions of 'Cerokee' and Miller's and Hawkins' recordings of 'Tuxedo Junction.'"

Another idea, similar to Cohen's, is the "battle of music," used to good advantage especially when two bands are currently popular in a locality or when two well-known bands are scheduled to make personal appearances in the town at the same time. By loading up the machines with an equal quantity of each orchestra's recordings and fashioning some attractive "which do you like best?" posters and cards, extra play has been generated. Of course, such promotion won't work everywhere. Key spots must be chosen.

## College Tie-Up

One Midwestern op made an effective tie-up with the college newspaper in his town. The newspaper conducted a student poll seeking to discover what leading orchestra the student body wanted for its prom. Students were advised to "listen and compare the leading bands on the music machines in the following locations," and there followed a list of campus hangouts in which the operator had machines. Atop each machine was placed a pad of ballots which students could fill out after "sampling" the bands. Of course, the machine was filled with recordings of the most popular bands. Tie-up proved to be well worth while both from a financial and a publicity standpoint, the operator reported.

## Bulletin Board

Morris Lerner, Philadelphia operator, uses bulletin boards in his best locations to promote interest in records in his machines. "I use a small

## Front Line Specials

Greenleaf Columbia Clg. Recs. G. A. \$34.50	Wills Juorno Parade Free play \$30.00
Wills Chevy Bell So. Play; perfect \$32.00	Brothman Liberty, Sr. 17.50
Greenleaf Int'l. new case of \$1.00	

Bally Dark Horse . . . \$110.00	Bally Sport Special . . . \$80.00	Bally Gold Cup Complete \$82.50
Bally Grand Stand . . . 60.00	Bally Arrowhead . . . 10.00	Bally Sport Page . . . 75.00
Exhibit Gong . . . 25.00	Exhibit Truck Record . . . 75.00	Wills 1-2-3 1940 Model \$4.50

### MISCELLANEOUS EQUIPMENT

Kenny Anti-Aircraft . . . \$69.50	Bally Rapid Fire . . . \$115.00	Keenick Ten Pin . . . \$64.50
Walnut cabinet . . . \$69.50	Chicken Gun Console . . . \$4.50	David Hunter Bowling \$4.50
Bank's World Series . . . 48.50	Exam Ten Strike . . . \$4.50	Exhibit Baseball Hi-Guns . . . \$9.00
Exhibit Victory . . . 25.50	Western Baseball, with . . . \$5.50	Exhibit Hi Ball . . . 35.00
Exhibit World Expo . . . 43.50	music player . . . \$5.50	Pacific Baseball . . . 99.50
Bally Bulls Eye . . . 52.50	Rocky Ten Pin \$16 34.50	

Write for closest price on New Games. Also write for price on the latest Free Play Games—Slupper, Seven Up, Metro, Champs, Stars, Lullaby, Flitzer, Broadway, Stratifier, All American, Big Chief, Formation, Respector, Four River, Zomba, Anabel.

Terms: 1/3 Deposit—Balance C. O. D.

## MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE. (Armitage 1434) CHICAGO, ILL.

## CLOSE OUTS

THIRTY-FIVE NEW JENNINGS BARREL ROLL FREE PLAY UNITS WITH NEW DELAYED ACTION RELAYS IN ORIG. CRATES SPEC. \$95.00

15 NEW JENNINGS BARREL ROLL WITH NEW DELAYED ACTION RELAYS REGULAR MODEL NEW IN ORIG. CRATES SPEC. \$85.00

2 Kenny Air Raider Gun, very clean. . . \$115.00	2 Kenny Ten Strikes, perfect and clean. . . \$39.00
2 Kenny Gun, . . . 42.00	25 Stewart-McGuinn 16-80 Empire Model Pistol Match. . . 3.75
2 Bally Bull-Eye Gun, Each . . . 30.50	25 Adams 16 Six Column Octagon Gun Machine, . . . 4.75
2 Bally Rapid Fire Gun, perfect, Each. . . 125.00	25 Uneda Pak 52 Gum and Mini Vendors in Stand, . . . 15.00
2 Western Free Play 1929 Model Baseball, . . . 48.50	5 1940 Model Wills 1-2-3 Animal Reel, perfect, almost new, Spec. . . 74.50
2 Kenny Anti-Aircraft Gun, Black Cabinet, . . . 40.00	10 Bally Alaya, perfect, clean, . . . 17.50
2 Exhibit Visualizer, Steel Model, Spec. . . 40.00	1 Rockwell Ten Pin, Special . . . \$48.00
1 Exhichon Metal Typex, Factory Record-driven, . . . 100.00	
1 Bally Dark Horse, Late Model, . . . 115.00	

Write for prices on new BALLY RAPID FIRE, NEW KENNY AIR RAIDER GUNS, NEW MYSTICOPE BRYFFIGHTER GUNS

We are distributors for KIM RICHY BOMBER, SHIMMIE BAYFING PROVOYER, EXHIBIT TOMMY GUN, KENNY TEXAS LEAGUER, GET OUR PRICES ON SAME. Write for complete list of Used Machines, also list of Free Machines and Prices.

1/3 DEPOSIT—BALANCE C. O. D. 419 MARKET ST. PHILADELPHIA, PA.

## K. C. NOVELTY COMPANY





## Guilfoyle Joins Western Products

CHICAGO, March 22.—Western Products, Inc. has announced the appointment of Roy Guilfoyle as an official of the organization. He will participate in the management of the company with Jimmy Johnson, it was stated.

Guilfoyle comes to Western with a background of many years of executive management experience in the coin machine industry. In assuming many of Johnson's former duties in connection with the operation of the Western factory, he leaves Johnson free to devote time to trade contracts and to the development of new coin machine ideas, it was stated.

Said Guilfoyle: "Jimmy and I are already working together like old teammates. We've got the ball rolling, and Western will soon announce a new line of tables and other coin-operated devices."

## Ray Target Gun Rookies' Pet Fun

CHICAGO, March 22.—At least two good publicity breaks were given to ray target machines in newspapers Sunday, March 16.

The Chicago Sunday Times used an attractive illustration of soldiers and their girl companions playing a ray target gun at an army camp. The illustration was used in a two-page article describing social conditions in and near army camps.

The Baltimore Sun, on the same day, used a two-column illustration of two soldiers playing a ray target gun in a news report on what soldiers do for amusement.

It is apparent that newspapers recognize target games as an important type of amusement device for soldiers and their friends who visit the camps.



ORCHESTRA LEADER LARRY CLINTON congratulates Bob Dunlap, Seaburg official, on the photograph firm's new creation of ear level tone projection. "Love listening to the real thing," Clinton says.

## Fourteen Supreme Courts Approve Fair Trade Laws

WASHINGTON, March 22.—Supreme Courts in 14 States have upheld the validity of fair trade laws, the Temporary National Economic Committee was told in the NAB's comprehensive reply to Chairman Arnold's recommendations that the Tydings-Miller Fair Trade Enabling Act be repealed.

As a significant portion of the lengthy brief, the legislative and judicial history tabulation shows that Supreme Courts in both Illinois and California upheld the legislation in 1936. It was those decisions which were sustained later in the same year by the United States Supreme Court.

Other States in which the fair trade laws have been upheld by the highest courts include Oregon, New Jersey, Wisconsin, New York, Maryland, Pennsylvania, Ohio, Illinois, North Carolina, South Carolina, South Dakota, Connecticut, and Michigan.

The 44 fair trade States, the dates when their fair trade laws became effective and the dates when they were upheld by the Supreme Court, as reported by the NABD in its brief filed by Rowland Jones Jr. follow:

State	Effective Date	State Supreme Court Decision
Calif.	Aug. 14, 1931	1936—Upheld
Conn.	Jun. 7, 1933	1939—Upheld
N. J.	Mar. 12, 1936	1937—Upheld
Wash.	Mar. 20, 1936	1937—Upheld
Wis.	May 3, 1936	1937—Upheld
N. Y.	May 17, 1936	1939—Upheld
Mo.	Jun. 1, 1935	1939—Upheld
Penn.	Jun. 5, 1935	1939—Upheld
Iowa	Jul. 4, 1935	1940—Upheld
Ill.	Jul. 8, 1935	1936—Upheld
R. I.	May 5, 1936	
Va.	Jun. 18, 1936	
Ohio	Jul. 8, 1936	
Ia.	Jul. 20, 1936	
Tenn.	Feb. 14, 1937	
Ariz.	Feb. 23, 1937	
Mont.	Feb. 23, 1937	
N. M.	Mar. 2, 1937	
Kans.	Mar. 4, 1937	
Ga.	Mar. 4, 1937	
Nev.	Mar. 8, 1937	
Colo.	Mar. 10, 1937	
N. C.	Mar. 22, 1937	1939—Upheld
Miss.	Mar. 30, 1937	
Ky.	Apr. 16, 1937	
Neb.	Apr. 23, 1937	
S. C.	Apr. 23, 1937	1939—Upheld
Wyo.	May 1, 1937	
Idaho	May 5, 1937	
Utah	May 11, 1937	
W. Va.	May 23, 1937	
P. D.	Jun. 3, 1937	1941—Upheld
Pa.	Jun. 5, 1937	
Ark.	Jun. 7, 1937	
Conn.	Jul. 1, 1937	1937—Upheld
N. D.	Jul. 2, 1937	
Maine	Jul. 23, 1937	
Okl.	Aug. 9, 1937	
N. H.	Aug. 10, 1937	
Mass.	Aug. 26, 1937	
Mich.	Oct. 29, 1937	1941—Upheld
Miss.	Apr. 7, 1938	
Ala.	Feb. 17, 1939	

## Baltimore Coinmen Profit From Defense Boom

BALTIMORE Md., March 22.—Baltimore is fast becoming a boom city, due to the large volume of defense contracts local concerns have been awarded. More than \$370,000,000 in defense contracts have been awarded to some 150 concerns. These contracts have resulted in an employment increase of more than 13,000 workers.

All of this has boosted business in the coin machine field. Indications are that Baltimore will experience one of its best business years.

## German Coinman Longs for Peace

CHICAGO, March 22.—Mutual trade interests are among the greatest forces making for peace and friendship among nations. The Billboard received a letter March 15 from a former member of the coin machine industry, a German citizen, who expresses the hope of entering the coin machine business again "when the war is over." The letter was dated January 19.

We publish the letter in full but omit the name of the writer.  
"To the Editor:

"Without the pleasure of being personally acquainted with you, I take the liberty of soliciting your often tried kindness to give me some information about the production of the American coin machine industry. I tested models of amusement machines (table games, rifles, slot machines, etc.), and reports from the latest coin machine exhibitions. Please send me several consecutive issues (coin machines) of The Billboard. If possible, also illustrations (photos) of the latest machines.

"Before the war is ended it is not possible that I subscribe to The Billboard, but then I will give you several big advertising orders for a Continental coin machine syndicate which I lead.

"Also please give me the addresses of the following companies: Buckley Manufacturing Company, Pacific Amusement Company, Scientific Machines Corporation, and the address of Mr. Ken C. Snyers, the editor of the 600,000 Patent and Invention section of the amusement machine section of The Billboard. If you now have connected with the former French coin machine journal, Revue de l'Automatique, please give me the address.

"Is there existing a year book or directory of the American coin machine industry. Please give me information."

**ROLL A PACK**  
The NEWEST, most fascinating COUNTER GAME BETTE DICE GAME device ROLL A PACK has REEL action with 12 REELS. It's REAL SUPERB. It's 1-3 CLICK-CLICK means 65 for YOU! A Simple ROLL A PACK Just \$12.50. One of 2 ROLL A PACKS. Only \$45.00. Send them by the CASE and SAVE yourself \$5.00. All orders require 100¢ P.O. D. 6121 Leno Ave., Cleveland, Ohio.

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**IN NEW ENGLAND IT'S TRIMOUNT FOR VARIETY AND VALUES IN COIN MACHINES**

TRIMOUNT COIN MACHINE CO.  
1200 Washington St., Boston, Mass.

Send for List!

**WANTED FOR CASH**

Mills Four Balls, Mills Brown Fronts, Keane 1938 Track Times, One Ball Cattle-Track Track Records (automatic cash pay), One Ball Grand National (automatic cash pay), One Ball Grandstands (automatic cash pay).

BOX D-49, The Billboard, Cincinnati, O.

**5 EVANS TEN STRIKE BOWLERS**

Late Model 1931 Five Play \$12.50 Each. New 1937 11-3 Model. Balance C. O. D.

**AUTOMATIC COIN MACHINE COMPANY**  
800 Poydras, New Orleans, La.

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

**THE CREAM OF LATE MODEL REPLAYS!**  
Perfectly Reconditioned  
Refinished Like New

<b>BALLY</b>	<b>OHIOGARD COIN</b>	<b>GENCO</b>	<b>Low Star</b> ..... \$34.50
Attitude ..... \$59.50	Disc ..... \$40.50	Mr. Crisp ..... \$50.50	<b>GOTTLEB</b>
Crusade ..... \$45.50	Ray ..... \$45.50	Tomahawk ..... \$39.50	Big Show ..... \$38.50
Breakfast ..... \$25.50	Home Run ..... 25.50	Big Legion ..... 42.50	Big Star ..... 38.50
Noontime ..... 114.50	Polio ..... 42.50	Blonde ..... 44.50	Shooting Stars ..... 32.00
Vacation ..... 42.50	Fox Hunt ..... 42.50	Bandwagon ..... 42.50	<b>MILLS</b>
Sport Swirl ..... 25.50	July ..... 57.50	Big Train ..... 32.50	1-2-3 (1940) ..... \$49.50
Genie Model 97.00	All American ..... 62.50	EXHIBIT	<b>STONER</b>
Gold Cup ..... 49.50	Smurf ..... 44.50	London ..... 44.50	Star Shot ..... \$47.50
Dark Horse ..... 124.50	Oh Bye ..... 24.50	Zentile ..... 50.00	Star Shot ..... \$47.50
	Year Club ..... 27.50	Shooting Star ..... 34.50	Star Shot ..... \$47.50
	Comedian ..... 25.50	Pyton ..... 39.00	

**CLOSEOUT! BRAND NEW PHONOGRAPHS. WRITE FOR MODEL AND PRICES!**

<b>PAYTABLES</b>	<b>CONSOLES</b>	<b>BELLS</b>
Ticket & Record Game ..... \$91.50	Bob Tail, P.O. .... \$92.50	Blue Fronts ..... \$42.50
Grand National ..... 77.50	Jumbo Parade, P.P. .... 97.50	14 and 10 ..... 35.50
Handstone ..... 59.50	Ray's Truck ..... 44.50	Radio-Tone ..... \$21.50
Pennsylvania ..... 57.50	Excess 1940 Ten Balls ..... 84.50	50 ..... 24.50
Santa Anita ..... 124.50	Five Play ..... 44.50	50 ..... 24.50
Sport King ..... 124.50	Sammy Ticket A ..... 44.50	50 ..... 24.50
Barry Time & Color ..... 37.50	Patent Game ..... 147.50	50 Patent Game ..... 27.50
Gold Medal (Baby) ..... 37.50	Lucky Lines ..... 124.50	100 Patent Game ..... 27.50
Wood Star ..... 39.50	Track Time, 1938 ..... 75.50	250 Cherry Ball ..... 55.50
1-2-3, Fruit of Atom ..... 39.50	Super King, Gracchi's 58.50	Colombia J.P. Factory Robot ..... 47.50
<b>A.B.T. Five &amp; Sixes</b> ..... \$24.50	<b>COUNTER GAMES</b>	<b>SALL Drow 50</b> ..... \$14.50
<b>A.B.T. Shoot P. Green</b> ..... 15.50	High Stake, 4 W. .... 9.00	Rolling 50 ..... 6.50
Ball Game, 4 Way ..... 7.50	Counter King (Mills) ..... 10.50	Rolling 50, 50 ..... 6.50
Single 16 Ball ..... 6.50	Lucky Star, 4 W. .... 15.50	Patent ..... 12.50
Clustering House ..... 6.50	Lucky Seven, 6 ..... 9.50	Score, 14, 6 ..... 6.50
David Dime, 12 ..... 10.50	Monty, 12, 6 ..... 19.50	249, 50 ..... 6.50
David Dime, 4 way ..... 7.50	Wycliffe, 6 ..... 12.50	Tri-Yon, 14 ..... 25.50
Double Dime, 4 way ..... 7.50	Wycliffe (Packaging) 54 ..... 5.50	Tot, 12, 6 ..... 6.50
Fruit King (Mills) ..... 10.50	Wycliffe (Packaging) 54 ..... 5.50	West Point Ball ..... 47.50
Grand Star, 6 C. .... 12.50	Wycliffe, 6 Fruit ..... 6.50	Zephyr, 50, Fruit Roll ..... 6.50
Grupper (1937) ..... 8.95	West Seal, 4 Way ..... 6.50	

TERMS: 1/3 Down, Balance C. O. D.

**Atlas NOVELTY CO.**  
2200 N. WESTERN AVE., CHICAGO, ILL.  
ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT] OFFICES [ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH]

FRIENDLY PERSONAL SERVICE

**RUBBER PARTS FOR PIN GAMES**

<b>A-1 Small Line Rubber</b>	<b>A-4 Large Quad Rubber</b>	<b>A-7 Rubber Gate Glass</b>
Rings ..... \$1.00	See Rings ..... 2.00	Pods ..... 3.00
A-2 Long Line Rubber	A-3 Extra Large Quad	A-8 Suction Countermach.
Rings ..... 2.00	Star Rings ..... 3.00	new 1941 ..... 3.00
A-11 Extra Large Line Rubber Rings	A-6 Rebound Rubber	A-9 Suction Glass (new)
..... 3.00	Rebound ..... 2.00	1937 Type Ball ..... 5.00
A-3 Small Quad Line Rubber	..... 2.00	A-10 Rubber Plugger
See Rings ..... 1.00	..... 1.00	100 (175 all games) 3.00

DEALERS LISTED FOR FURTHER INFORMATION

Write for our complete Price List on Parts and Supplies for Coin Operated Machines

Yours, C. O. D., F. O. B. Chicago

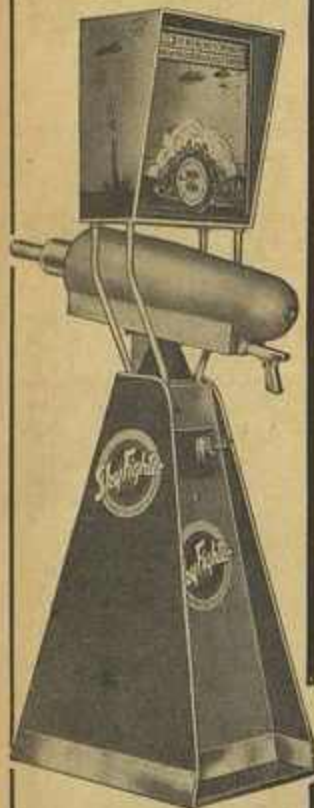
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**FOR PERSONAL  
PREPAREDNESS!**



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TRADE MARK  
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Other Patents Pending



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MUTOSCOPE REEL CO., Inc.**

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**BUY NOW  
FROM YOUR  
NEAREST  
MUTOSCOPE  
DISTRIBUTOR**

## Stoner's Ump Hails Baseball Season

CHICAGO, March 22.—Spring is in the air; summer is just around the corner. To millions of Americans weary of war news and zero temperatures, election promises, and income taxes, the biggest event in their life is the return of baseball. Whether they're NATIONAL or American League rooters, the fans will soon be on the cry in full force.

"Stoner's newest game, Ump, capitalizes this swing to the season's sport, America's most popular game," says Stoner officials. "For Ump has been designed to offer the natural appeal of baseball thrills, plus exciting high score, skill shots, and special award plays. There are seven ways to win."

"Ump has a dynamic action field. It challenges the skill of the fans from start to finish, always gives them an even chance, yet never is too easy.

"Operators have recognized the natural appeal of the game," says C. R. Adelberg, sales manager of the Stoner Corporation. "Their orders tell us that they are enthused and that Ump is doing a first-class job for them on their locations. Our factory is straining every effort to keep up with orders. We've got a hit on our hands, as they say in the show business! Ump has caught!"

## Defense Boom Ups Machine Demand

CHICAGO, March 22.—With defense appropriations being spread over all the country and with more people at work there is a consequent rise for locations for coin machines," declares Harry Heimen, sales manager of National Coin Machine Exchange, Chicago.

"In the coin machine industry this condition is bringing about an improved demand for new as well as used equipment. Anticipating this upward swing, we have built our floor stocks to a point where we have one of the largest and finest displays of reconditioned machines.

"When a coin machine operator needs a game, he wants it fast. For that reason we've constantly improved service until we believe we're tops in making speedy shipment."

## Business Rush Has Allied on the Run

CHICAGO, March 22.—With his time completely taken up supervising incoming merchandise and outgoing machines, Sam Kleinman, Allied Novelty Company official, takes time out to report that Allied is doing the largest volume of business in company history.

"Indications are that the current period will far exceed fondest hopes," he declares.



SYMBOLIZING GEARED-UP PRODUCTION in the coin machine industry is this latest model electric welder recently added to D. D. Jennings & Company factory to help keep abreast of orders.

# THE BILLBOARD'S SPRING SPECIAL

WILL HAVE  
**EVERYTHING**

★ 100% circulation among regular coin machine operators when they are looking for new and used equipment for their summer locations.

★ 100% circulation among outdoor concessionaires when they are looking for new and used equipment for pinball, digger and arcade concessions on carnivals, in amusement parks and at resorts.

★ 100% coverage among foreign coin machine operators who, in spite of the war, purchased over \$1,000,000.00 worth of new and used equipment from America during the last 12 months.

FOR **RESULTS**  
ADVERTISE IN THE

## SPRING SPECIAL

FORMS CLOSE APRIL 3

**RUSH YOUR COPY TODAY**

THE BILLBOARD PUBLISHING CO.

25 Opera Place

Cincinnati, Ohio

## Sees Operators' Need for Unity

To the Editor:  
I am in complete harmony with the facts expressed by Walter Hurd, of The Billboard, in his recent editorial entitled "Foundations." The facts are pertaining to a national organization for operators.

I can readily recall the past when too many selfish motives were in evidence among the several national organization attempts, when the affairs, as they usually do, fell into the hands of self-styled leaders and agitators. As Mr. Hurd said, "The national conventions were times of discussion and useless argument."

The past two years the industry has enjoyed the best of harmony, success, and happiness under the leadership of a number of strong local groups: Coin Machine Industries, Inc., the Automatic Phonograph Manufacturers' Association, and the National Automatic Merchandising Association. The three mentioned organizations are managed by two outstanding business executives, James Gilmore, who heads Coin Machine Industries, Inc., and C. B. Darling, who manages the Automatic Phonograph Manufacturers' Association and the National Automatic Merchandising Association. Nowhere and in no way could better national headquarters be set up to assist all local op-

erator groups than are now afforded by these already existing organizations. Of course, there can be improvements, and both Gilmore and Darling stand ready and willing to co-operate with operator organizations all over the country.

I see no reason for nor anything to be accomplished by bringing to life again the once-existing discord and ill feelings among our present successful and growing industry.

### Expresses Agreement

"I am in agreement that whatever national headquarters are set up for an operators' association should always work in co-operation with the three manufacturers' associations for the rapid establishment of our industry.

"I had occasion to discuss this matter with several New York distributors who are in accord with the idea in general, but feel that the time is not opportune for the launching of an association for operators until the distributors have an opportunity to discuss their problems nationally.

"It is, however, gratifying to note that an effort is being made and that operators and operator associations are conscious of the need for close harmony, and toward that end may I offer my services to you in this endeavor to achieve this result."  
TOM MURRAY.

it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

THE PEAK MONEY-MAKER of 1941

**\$32.50**

5-Ball Counter Skill Game  
Orders filled in order of receipt.  
1/3 Deposit

**GERBER & GLASS**  
914 Diversey Blvd., CHICAGO, ILL.

IT'S 100% LEGAL

it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

THE THRILL GAME OF 1941

Variable playing speed, within a time-limit, gives novel playing thrills to this grand new 5-Ball counter game. "A TWIST OF THE WRIST" controls balls and movable 3-dimensional playing field. 100% legality demonstrated in any territory. EARN PEAK PROFITS from your \$29.50 investment.

**DIXIE SALES COMPANY**  
883 Union Ave., Memphis, Tenn.

IT'S 100% LEGAL

it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

100% LEGALITY ASSURED

IT'S FUN TO PLAY

or Purchase Price Refunded SKILL and amusement features of Pike's Peak will stand any legal test anywhere. Earn wonderful profits from thousands of locations now closed to other coin games. Its playing thrills are unequalled, its re-play profits reach an all time PEAK. Find out what a steady income your \$29.50 investment will buy.

**RICHARD JOHNSON AMUSEMENT CO.**  
28 Morris St., Charleston, S. C.

IT'S 100% LEGAL

# PIKE'S PEAK

Hit of 1941



100% legality assured or purchase price refunded. Skill and amusement features of PIKE'S PEAK have stood severe legal tests anywhere. Thousands of PIKE'S PEAK now making money for their owners in territories closed to other games. It will pay you to investigate our 10-day free trial offer.

See Your Nearest Distributor.

Made by

**GROETCHEN TOOL CO.**  
130 N. UNION ST.  
CHICAGO, ILLINOIS  
WEST COAST OFFICE: John Kagan  
972 1/2 So. Meams Drive  
Los Angeles, Cal.

**\$32.50**  
Price Subject to Change Without Notice

# PIKE'S PEAK

**SOLD ON**

- ★ 10 DAYS' FREE TRIAL
- ★ TIME PAYMENT PLAN
- ★ LIBERAL ALLOWANCE ON TRADE INS

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it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

THE THRILL GAME OF 1941

IT'S FUN TO PLAY

Uses entirely new playing principles requiring utmost skill and timing. Its "Repeat-play-profits" reach an all time PEAK—it's the profit wonder of '41.

Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$32.50 it's a bargain, 100% legal everywhere.

**H. G. PAYNE CO.**  
212-214 Broadway, NASHVILLE, TENN.

IT'S 100% LEGAL

it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

THE THRILL GAME OF 1941

IT'S FUN TO PLAY

WRITE—WIRE—PHONE

Exclusive New York Distributor

**MIKE MUNVES CORP.**  
593 TENTH AVE., NEW YORK  
All Phones: Bryant 9-6677

Sample **\$32.50**

QUANTITY BUYERS WRITE FOR PRICE!

IT'S 100% LEGAL

## THE BASEBALL PROFIT-ACTION THRILLER!

**LEAGUE LEADER**

**9 WAY SCORING ACTION!**

**IMMEDIATE DELIVERY!**

**BUMPERS! ROLL-OVERS!  
HIGH SCORE! 75 OR  
MORE REPLAYS!**

YOU'LL SUCCEED WITH  
**Success Mfg. Corp.**  
2528 W. WASHINGTON BLVD. CHICAGO, ILL.

WE ARE MAKING  
VOLUME SHIPMENTS  
on  
**NIGHT BOMBER**  
Order Now!

**Another Southern Buy . . .  
SEEBURG SHOOT THE 'CHUTE with base, \$79.50**

**HUNDREDS OF FREE PLAY GAMES**

**\$12.95 each and up**

Every one a top money maker in first-class working order!

MANY LATE MODEL GAMES AND GUNS CANNOT BE ADVERTISED, BUT WE HAVE PREPARED A BIG, NEW LIST FEATURING THESE EXTRAORDINARY SOUTHERN VALUES AND A COPY IS READY FOR YOU NOW! GAMES! GUNS! PHONOGRAPHS!

Write For It Today!

**SOUTHERN AUTOMATIC MUSIC CO.**

312 W. Seventh, Cincinnati, O.    542 S. 2nd St., Louisville, Ky.    531 N. Capitol, Indianapolis, Ind.    425 Broad St., Nashville, Tenn.

**MACHINE CLOSEOUTS**

**3 BALL FREE PLAY**

All American	\$60.00
Star	65.00
Seven Up	65.00
Atterdale	65.00
Breakout	65.00
Penetration	64.50
Polo	35.00
Cadillac	37.50
Big Top	37.00
Wipe Out	25.00

**1 OR 5 BALL, F. P.**

Best Special	\$80.00
Record Time	85.00
Dark Horse	104.50
1-2-3, 1940 Model	74.50
1-2-3, 1939 Model	64.50
Gold Quest	85.00
(Above Games with Light or Base)	

**LEGAL EQUIPMENT**

Air Riders	\$125.00
Raid Fire	105.00
Anti Sprink. Swam	52.00
Anti Sprink. Bk.	28.25
Chickin Saws, with Base	40.00
Top Strike	40.00
War, 500, Kentucky, Stagnant	132.50

All the above machines are thoroughly reconditioned and ready to operate. These machines are not available. We are Michigan distributors for J. M. Keeler Co., H. O. Evans & Co., Chicago Game Machine Co., and International Amusement Co. Michigan territories, write for prices on all new games.

**ROBINSON SALES CO.**

3100 GRAND RIVER AVE.

DETROIT, MICH.

**Official Bulletin  
Makes Fair Report**

WASHINGTON, March 22.—The Legislative Reference Service of the Library of Congress issues bulletins listing bills presented to the various State Legislatures; also a bulletin summarizing legislative trends in the State Legislatures.

It is interesting to note the number of bills relating to gambling that were introduced in the various States during 1939. Report No. 3 covers the legislative trends in the State Legislatures during that year. The editors of this report made no reference at all to bills relating to coin machines. That is very significant in view of the fact that a number of such bills were in State Legislatures during 1939. Most of the bills mentioned in this bulletin relate to bingo, lotteries, bank nights, and other prize stunts.

The section of the bulletin relating to these bills is as follows: "New Hampshire H. 307 sought to forbid 'all advertising pertaining to gambling in any of its forms.' Whereas operating a raffle or other lottery is rated a misdemeanor by West Virginia S. 115 (Laws S. 25) anyone maintaining a 'policy' or 'numbers' game, or possessing a ticket or renting premises for its maintenance is guilty of a felony.

"The new anti-lottery law of Arkansas (H. 518, Laws No. 209) prohibits 'gift concert tickets.' Bank nights or prize drawings at theaters and places of amusement would have been outlawed under Pennsylvania H. 753, legalized under Massachusetts H. 1901, taxed 10 cents per ticket by Iowa H. 383, and authorized on permit fee of \$100 by Pennsylvania H. 411. New Hampshire H. 6 proposed a State commission to supervise bingo or banno, and Pennsylvania H. 359 proposed to license 'radio or bingo games of chance.' Connecticut adopted S. 277 (Laws S. 229) under which a municipality, on petition of 5 per cent of the electors, shall permit bingo games sponsored by 'a charitable, civic, educational, fraternal, veterans' or religious organization; volunteer fire department, or grange.' New Jersey and New York adopted constitutional amendments legalizing pari-mutuel betting on horse races during the year. New Jersey in a June election, New York in November. Kansas S. 140, Pennsylvania H. 13, and Texas H. 247, proposed regulation of horse races with pari-mutuel wagering permitted. California A. 883 and Michigan H. 124 propose licensing of wagering agencies. Dog racing with pari-mutuel system of betting was proposed in Maine No. 853, Ohio H. 693, and Pennsylvania H. 180. The governor vetoed a Maryland bill (S. 290) declaring that the anti-gambling law did not apply to bridge 'when no charge is made by the person on whose premises the game is played,' saying 'if it is not unlawful, then there is no necessity for this measure. Furthermore, if it is unlawful, then it would seem the better practice to have a State-wide measure legalizing the game.'



**ABSOLUTELY  
—LEGAL—**

Coin-operated Picture Machine. Exhibits pictures in third dimension. 6 different shows in each machine. Hundreds of extra pictures FREE. Open new spots. Hot, spots open in closed territory. Easily located anywhere. Fast earning power. ALL PROFIT. Write for quantity list prices and particulars about starting a route.

**L. B. KLUGH COMPANY**

715 Arch St., Zanesville, Ohio

**CLEVELAND COIN MACHINE  
FREE PLAY SPECIALS**

**\$10**

Big 6, Super Six, Supercharge, Major, Bubble, Spotters, Stop & Go, Chiefs, Contact, All Stars, Thriller, Cowboy, Davy Jones, Bang, Chevro.

**\$15**

Lucky, Lucky Strike, Score-champs, Bowling, Red Hot, Big Show, Champions, Bating Champ, 4-5-6, Pick-Em, Triumph, Oh Boy, Vegas, Airport, Soap.

**\$20**

Mr. Chips, Big League, Big Town, Follies 1940, Punch, Converted President, Derby Days, Across the Board, Akarbons, Fairgrounds, Congo.

**\$25**

Sexy, Jelly, Home Run, Daughboy, On Deck, Sizzles, Cadillac, Glamour, Bally Beauty, Land-slides, Yacht Club, Double Feature, Wings.

SPORT SPECIALS \$85.00 Dark Horses \$95.00  
1-2-3 Top Hat  
Blue Grass .120.00 F.P. . . . . 30.00  
Gold Cup . . . . . 55.00  
Half Deposit—Balance C. O. D.

**CLEVELAND COIN MACHINE EXCHANGE**  
2021-2025 Prospect Ave., Cleveland, Ohio

**WANT TO BUY**  
1938 TRACK TIMES AND  
SUPER TRACK TIMES  
BROWN PACE'S RACES (30 to 1)  
BAKER'S RACES  
(Mention Serial Numbers and Latest  
Cash Values)  
CHROME VEST POCKET BELLS (5c Play)  
WE BUY, SELL AND EXCHANGE  
2147 Louis St.  
ST. LOUIS, MO. OR CALL DOWNEY CO.



JOE DEIDBICK, of Chaska, Minn., hands over a check to Jake Nilso, of the Mayflower Novelty Company, for a large order of Deva's "21" counter game.

**Coin Machine Operators  
WANTED**

... We have a list of excellent Amusement Parks who have asked us to install Penny Arcades. If you can invest \$3,000 up (terms can be arranged) we will turn over one or more of these leads to you, equip the entire arcade for you, and guide you in its proper operation. For full details write or wire TODAY.

**International Mutoscope Reel Co., Inc.**  
44-01 11th St., Long Island City, N. Y.

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

# Lucky Strike

**NEVER BEFORE SUCH PLAYER APPEAL!**

Real bowling action with all its thrilling excitement and suspense! 3 Stop-on jacks. **LOWEN JACKPOT PUNCHES OUT COMPLETELY \$25.00** (see award, plenty of other big awards); a raft of consolation; 115 alternate Brilliant color and flashy design. 1890 Series.

**No. 1890 LUCKY STRIKE**

**30c PLAY—Special Think—Top Ticket Profit—Average \$41.00**

**ASK AT ONCE FOR LATEST CIRCULAR. JUST OFF THE PRESS. SHOWING 74 NEW GARDNER PROFIT-PULLERS!**



E. P. WINKEL, advertising manager of O. D. Jennings & Company and sales manager of the firm's beverage dispenser division, appears able to keep his good humor despite press of two jobs.

### Annual Gathering of Moore Employees Slated

PORTLAND, Ore., March 22.—Managers and other employees of Jack E. Moore's far-flung Western empire will gather for their fourth annual convention at Multnomah Hotel here March 28 and 29.

Moore expects about 45 delegates from Portland, Seattle, Spokane, Salt Lake City, and San Francisco to convene for discussions on new merchandises, selling methods, and company policies. At a banquet in the hotel ballroom on the second night awards will be made to members for outstanding achievements with the company.

George Jenkins, factory representative of Bally, and Dan Donahue, of Seeburg, are expected to attend the banquet.

**GARDNER & CO.** 2397 ARCHER CHICAGO, ILL.

# FREE-PLAY BELL BIG GAME

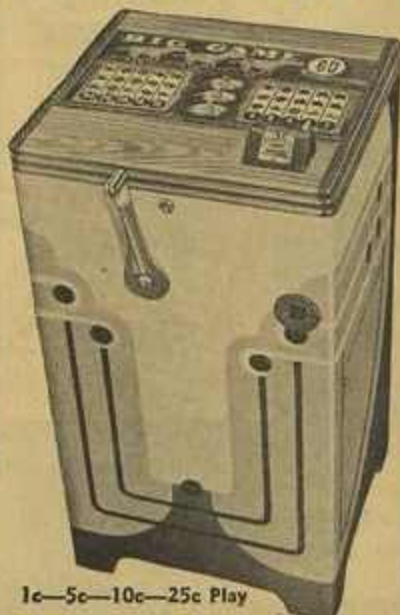
## NEW BIG GAME

This is a Free Play Game with no payout

- ★ With the famous Watling Bell mechanism
- ★ With a meter to register the amusement score

FURNISHED WITH ANIMAL HEAD STRIPS OR FRUIT REEL STRIPS

- ★ Weight 42½ In.
- ★ Width 22 In.
- ★ Depth 23½ In.
- ★ Weight 134 Lbs.



1c—5c—10c—25c Play

ALSO BUILT WITH MYSTERY CASH PAYOUT, 3-5, ETC., WITH TOKEN JACKPOT AWARD

Write for circulars and prices

Made Only by

## WATLING MANUFACTURING COMPANY

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1859—Tel. Columbus 2770

Cable Address, "Watlingite", Chicago

## STOP DALLYING! START RALLYING!

Your PROFITS with **Daval's '21'**

The greatest counter game money-maker in all history! Real 21 action according to "Hiale". The one machine that will top profits over the top in any of your sections! **HUSH UP YOUR ORDER NOW!**

SAMPLE \$19.75 CASE OF 4 \$72.50

"WE ENDORSE ONLY THE BEST"

### BANNER SPECIALTY CO.

1530-32 PARRISH STREET, PHILADELPHIA, PA.  
1508 FIFTH AVENUE, PITTSBURGH, PA.

You can ALWAYS depend on JOE ASH — ALL WAYS

In Stock—Ready For Immediate Delivery

Stratoliner	Vulva	Almond	Red, White and Blue
Duxie	Zombie	Mary	Blue
Sun Beam	Leader	My Year	A n n Horseshoe of Other Games!
Big Stars	Four Roads		

BEST PRICES IN TOWN! WRITE, WIRE OR PHONE!

### ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2036

## BUD LIEBERMAN Says

THESE FREE PLAY GAMES HAVE PROVED THEIR EARNING POWER... HERE THEY ARE AT ROCK-BOTTOM PRICES!

Gold Star ... \$57.50	Gladiator ... \$34.50	Short Special ... \$95.00
Leader ... 62.50	Landlady ... 34.50	Scott Page ... 60.00
Zombie ... 62.50	Outlaw ... 34.50	Grand Stand ... 85.00
Big Chief ... 64.50	Powerhouse ... 34.50	Dark Horse ... 120.00
Mine ... 62.50	Slyline ... 37.50	Round Time ... 105.00
All American ... 65.00	Vacuum ... 25.00	Seven Up ... 72.50
Stratoliner ... 80.00	Bude Ranch ... 47.50	Through ... 9.70
Bank Wagon ... 48.50	Prize ... 35.50	Jumbo Parola ...
Duke ... 37.50	Blowoff ... 35.50	P.O., Use new 04.50

One-Third Deposit, Balance C. O. D.

SEE BUD FOR THE NEW GAMES OF ALL LEADING MANUFACTURERS

831 W. WASHINGTON ST. CHICAGO, ILLINOIS  
JUST A STONE'S THROW FROM THE SHERMAN!

"Every Deal Personally Handled by Bud."

## WRITE OR WIRE TODAY

For our Complete List of High-Grade Reconditioned Free-Play Games, etc. Also for our New Deal on New Games which will save you plenty of money.

### AUTOMATIC SALES CO.

203 Second Ave., No., NASHVILLE, TENN.

CREATED BY AMERICA'S OUTSTANDING STYLIST

# ROLL-A-PACK

A NEW COUNTER GAME DISTINGUISHINGLY STYLED

EASTERN 350 MULBERRY ST. NEWARK, N. J.

SAMPLE \$12.50 CASE OF FOUR \$45.00 (SAVE \$5.00)

EXCLUSIVE DISTRIBUTORS JOBBERS, WRITE FOR PRICES

OPERATORS  
"IN THE KNOW..."  
KNOW THAT  
**GENCO**  
MAKES  
THE  
**MONEYMAKERS!**



ART GARVEY, assistant sales manager of Bally Manufacturing Company, and B. D. Lazar, well-known distributor of Pittsburgh and Philadelphia, discuss Silver Skates play features during Lazar's recent visit to Bally factory.

## Robbins Able To Supply Hole-in-One

BROOKLYN, March 22.—"Having anticipated the shortage of aluminum and other raw materials, D. Robbins & Company made up a large quantity of their Hole-in-One games so that they could maintain their present low schedule of prices," reports Dave Robbins. "In listing our Hole-in-One counter skill game with ball gun venders, we are offering excellent value. However, when our present stock of several hundred games have been sold, we shall be compelled to add to the selling price."

## Winnipeg Trade Is Making Good Gains

WINNIPEG, Man., March 22.—A survey of coin machine trade activities here shows that the industry is moving ahead in good shape.

In the music field there is one operator with 150 machines, another with 75, and a third with 50. There are three phonograph distributors covering this area, representing four manufacturers. Ray target machines are doing espe-

cially well. One operator has 75 targets in one location; another has 10 targets in smaller towns.

A Toronto firm has placed candy venders in theaters here. There are a few bottled beverage venders in offices and camps. The slug problem is serious with venders here.

There are four arcades in resort spots in the province. Games are banned by legal authorities.

Restrictions on imports have cut coin machine business considerably.

## STERLING BARGAINS

Bally Rapid Fire Submarine Gun	\$33.50
Wills Junior Parade, F.P., with New Coin Head	27.50
Wills Vest Pocket Ball	27.50
Bally Hooped Vender	32.50
Great Lighty Light-Up Play	31.50
Pass Race, Brown Cabinet, with Display, 35 to 1 Odds	30.50
Bally Golf Course	28.50
Junior Good Luck Console	28.50

Terms: 1/3 Deposits, Balance C. O. D.

Write for our complete list of Used Machines.

**STERLING NOVELTY CO.**  
609 E. Broadway, LEXINGTON, KY.

## THE FLEET'S IN

IT'S  
DOTS AND DASH  
FOR READY  
CASH



## SUPERIOR PRODUCTS

14 North Peoria Street,  
Chicago, Illinois

THE FLEET'S IN... Signals a return to bigger profits... Navy symbol tickets... "Hit the Deck" (repeats 4 times) and last punch in each large panel each receives one punch in Battle-ship... Navy Seals contain 5 seals which average \$7.50 per seal, with top award of \$25.00... 1000 holes... 5¢ Per Seal... Takes in \$50.00 Total average payout \$26.00... Total average profit \$24.00... Extra Book.

## Western's 100% Skill Money Maker . . . MAJOR LEAGUE BASEBALL

THE ALL-TIME CONSOLE FAVORITE FOR  
BIG PROFIT OPERATION EVERYWHERE!

See Your Distributor Today or Write . . .

WESTERN PRODUCTS, INC.

325 W. North Ave.  
CHICAGO, ILLINOIS

**WIBIPPE** Price Plus Guaranteed Satisfaction

**ALL A-1 RECONDITIONED  
READY TO OPERATE**

<b>COUNTER GAMES</b>	<b>J. O. U. (Dice)</b> . . . 5.50	<b>Scissors Race Horse</b> (By Actor) . . . 12.50
A.S.T. Model F. Top . . . \$50.00	16 . . . 12.50	Scissors Race (Dice) . . . 4.00
Set . . . 3.50	Jacker Wild . . . 5.00	Scout Rally (Dice) . . . 5.00
Bally Quarter Game . . . 2.50	King Hit or Six Dice . . . 4.50	Three Jacks . . . 2.50
Beat It (Dice) . . . 4.00	Lite-Pack (94 . . . 10.00	Truck Race . . . 4.00
Ball Ball . . . 5.00	Elec. . . 10.00	Vest Pocket Ball . . . 28.00
Beep (147) . . . 7.00	Eye . . . 3.00	Wall P. Ball (80) . . . 28.00
Brandy (Dice) . . . 4.00	Willy Tinkles . . . 3.00	Gold (No Motor) . . . 28.00
Check-o-Day (Dice) . . . 4.00	Northwestern Box . . . 3.00	Vest Pocket Ball (Blue-Gate) (With Motor) . . . 37.00
Check-o-Snake (14 . . . 4.00	Match Vender (14) . . . 4.00	Winn-Snake 116 . . . 6.00
Clasovita . . . 6.00	Nugget . . . 3.00	Clasovita . . . 6.00
Covering House (1014) . . . 3.50	Old Age Pension (Lite Row) (Dual) . . . 8.75	<b>LEGAL EQUIPMENT</b>
Chicago Club House . . . 3.50	Old Age Pension (New) (Dice) . . . 11.75	Bally Ball Eye . . . 37.50
Chicago Vendor (14) . . . 10.00	Pay Or (Dice) . . . 4.00	With Ball . . . 37.50
Early Wicket 36 Kites . . . 3.50	Penny Pack (Red-Blue) (New) . . . 12.50	Bally Alley (1940) . . . 10.50
Early Race . . . 3.50	Penny Pack (16 Green) (Reconditioned like New) . . . 7.50	Four Rings . . . 17.50
Diino-Magic . . . 4.00	Real Book (16 Green) (Like New) . . . 5.00	Scout Tee Works (90 Dial) . . . 34.00
Double Boy (184) . . . 5.00	Real Book (16 Green) (Like New) . . . 5.00	Scout Tee Works (Black) . . . 42.50
Drop Penny Rate (154) . . . 2.50	Real Target (Blue-Red) . . . 3.00	Keweenaw Anti-Aircraft (Brown) . . . 64.50
Ear Drum (14) . . . 6.00	Real Target (Blue-Red) . . . 3.00	Rocky Top Pin (100 Dial) (Rocky Top Pin) . . . 42.50
Getrich Triple . . . 10.00		
Garpoons . . . 10.00		
Greenwich . . . 4.50		
Greenwich Liberty (12 or 16) . . . 10.00		
Hold Nite (184) . . . 3.50		
Hold & Draw . . . 4.50		

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.

**QUALITY SERVICE**

**THE HOUSE OF "GOOD WILL"**

Creditor . . . \$38.00	60-in-Liner . . . \$65.00	Gallic . . . \$27.50
Leader . . . \$2.50	Star . . . 75.00	Red Hot . . . 24.00
Gold Star . . . 45.00	Scout Parade . . . 72.50	Scout Tee Works . . . 37.50
Commodore . . . 13.50	Scout Tee Works . . . 15.00	Four Rings . . . 17.50
Home Run . . . 19.00	Dupe Beach . . . 28.00	Retention . . . 28.00
All Games Reconditioned and Used Free Play Games. Terms: 1/3 Deposits—Balance C. O. D.		

**AMBASSADOR VENDING CO. 789 CONEY ISLAND AVE. BROOKLYN, N.Y.**





YOU CAN ALWAYS  
DEPEND ON

Chicago  
Coin GAMES

FOR HIGHEST EARNING  
POWER AND LARGEST  
RESALE VALUE!

They're made better  
to start with!



JOBBERT MEETING IN LOS ANGELES ASSOCIATION office found this group attending. Left to right: Herman Cohen, Carley Robinson, Phil Robinson, Max Sanders, Herb McClellan, Charley Washburn, Irving Bromberg, Moe Mohr, Paul Layman, and Harry Kaplan. In the foreground are three employees of the Associated Operators of Los Angeles County, Inc., Mollie Simon, Shetty Knell, and Ross Bissinger.

## Movie Machine Firm Opens in Buffalo

BUFFALO, March 22.—A new corporation has just been formed here under the name Pictorettes, Inc., to engage in the manufacture and marketing of coin-operated movie machines. The equipment is said to be the newest and most improved sound-on-film idea on the market, and formal announcement concerning the official Western New York premiere showing will be made shortly. Machine will be sold to operators direct without franchise tie-ups of any kind, officials state.

Officers of the corporation include J. Mason Chesbro, president; Carl Silverstein, secretary and treasurer, and Joseph J. Anzalone, vice-president. Offices and display rooms are set up at 43 Allen Street. Norton J. Smith is in charge of the engineering department. The Pictorettes machines are the result of eight years extensive research, it is said.

The Pictorettes organization will produce four types of sound-on-film machines. It is stated, each designed to fit a particular need. "Just for example," it was mentioned, "the Pictorettes Junior will offer moving pictures in conjunction with any standard phonograph. Machine is placed on top of a music box, and can be connected with the phonograph in a few minutes. Patrons select their favorite record and get an up-to-date news release free, with both local and world-wide newsreels available.

"Another surprise will be the Pictorettes Master, which is said to boast sound control, thus enabling carnivals, amusement parks, and arcades to place batteries of them in one room with no interference."

Plans are under way for production of pictures and machines, firm reports.

meet the swiftly growing demand. We found it necessary to put Wild Fire thru on a doubled production line," said Ryan. "From the beginning the game has been setting records in all locations where it is operated. Word of its powerful appeal has spread almost instantly from Coast to Coast.



COME AND GET 'EM  
FROM HARRY PAYNE!

**CUB**  
3 Best Cigarettes  
Play with Coin  
Dividers and 2  
Separate Cigarette  
Boxes. 14 or 16  
or 100.  
Sample  
\$13.95  
Case of 6  
\$75.00

**ACE**  
3 Best Poker or  
Jeux Wild Play  
with Coin  
Dividers and 2  
Separate Cigarette  
Boxes. 14 or  
16 or 100.  
Sample  
\$14.95  
Case of 6  
\$80.00

H. G. PAYNE CO.  
312-314 Broadway, Nashville, Tenn.

## Gottlieb Praised By Penn Operator

CHICAGO, March 22.—Lauding the earnings and player appeal of Gottlieb games on his location, an operator from Pennsylvania recently reported to D. Gottlieb & Company his approval of the firm's games.

Stating that a check-up revealed that Gottlieb games were the most popular on location, the operator stated, "My spots like your games for their snap, pep, and action. I would like to have an all Gottlieb game route.

"Such sincere and loyal praise," say officials of Gottlieb, "is an indication of the reception our machines are getting everywhere. And we don't base our statement on praise alone—an attestation or orders and reorders are the proof."

## Wildfire Nationwide Hit, Reports Keeney

CHICAGO, March 22.—Wild Fire, latest Keeney pin game release, has leaped into preference among operators the nation over, it is reported by William J. (Bill) Ryan, sales chief for J. H. Keeney & Company.

"After only a few days of production, the facilities allotted to Wild Fire in our big new factory proved inadequate to

## SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

Amstel	\$32.50	Dixie	\$29.50	Rotation	\$22.50
All American	\$9.50	Fortuna	\$2.50	Roller Derby	\$7.50
Big Leap	17.50	Fantasy	14.50	Stratoliner	\$9.50
Blonde	22.50	Jack Pot	22.50	Sloop	17.50
Bandwagon	42.50	Gold Star	42.50	Super Six	14.50
Circle Seven	17.50	Loop 100	33.50	Triumph	14.50
Cross Line	37.50	Lumber	40.50	Wood Demon	37.50
Castles	27.50	Melrose	37.50	1/2 Doz. With Order, Bal.	C. O. D.
Double Feature	17.50	Powerhouse	32.50		

SAVOY VENDING CO. 651 ATLANTIC AVE.  
BROOKLYN, N.Y.

### TWO NEW HITS!

"NEW COMBINATION"  
640 HOLES SLOT  
AND DICE TICKETS  
Takes in \$42.00  
Average Payout . . 19.89  
Profit . . \$22.11  
A THICK BOARD  
SNAPPY LOOKING

"BLACKOUT"  
780 HOLES  
TIP TICKETS  
Takes in \$39.00  
Average Payout . . 19.09  
Profit . . \$19.91  
BEAUTIFUL 3-COLOR  
PRODUCTION

GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

### BADGER BARGAINS

PHONOGRAPHS	AMUSEMENT MACHINES
Sebring 1939 Classics	Keeney Air Riders
Willy 1940 Classics	Round-Pins
Wurlitzer 600 Keyboards	Keeney Anti-Aircraft Game
Wink-Or-De-Luxe	Wally Ball's Eye
Willy Music Themes	Clifton Game, with Base
Sebring Gramos	Rock-Or-Ten Plus
Rock-Or-Standard	Rock-Or-World Series
Sebring Gramos	Western Baseball
Sebring Gramos	Navy's Baseballs
Wurlitzer 816, 818, 819	Billy Allen, 1940 Model
	Tennis, 1/2 Doz. Bonus With Order, Balance C. O. D.

OUR NEW 1941 CATALOG JUST OFF THE PRESS  
Our 32 Page Catalog Contains Hundreds of Reconditioned Machines, Substitutes, Accessories, and Parts. Most Complete Coin Machine Catalog Ever Offered. Don't Fail To Send for Your Free Copy Today.

**BADGER NOVELTY COMPANY**  
2548 N. 30TH ST., MILWAUKEE, WISCONSIN

**WANTED!!**

PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST, QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-28, CARE THE BILLBOARD, CINCINNATI, O.



YOU'LL "FALL FOR" BALLY'S NEW

## Silver Skates

Already smashing collection records—thanks to clever new combination of HIGH-SCORE . . . FUTURITY BUILD-UP . . . SPOTTEM-SKILL! Now in volume production for immediate delivery. Get SILVER SKATES from favorite distributor today—and cash in quick!

NOW IN PRODUCTION!

Silver Skates . . . Kentucky . . . Blue Grass . . . Defender . . . High Hand . . . Royal Draw . . . Big Top . . . Holly Baby. See your distributor today or write to factory for complete details.

REPLAY OR NOVELTY



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS



"COLORFUL NIGHT BOMBER, Success Manufacturing Company game machine, has more than the usual amount of eye-appeal," declares Claude A. Kirk, director of sales for the firm. Doris Simpson, above, agrees with him as she plays the machine.

## Chicago Coin Expands Facilities

CHICAGO, March 22.—Sam Wolberg, executive of the Chicago Coin Machine Company, has announced that an expansion and improvement program involving equipment and other factory facilities has been launched.

"The purpose of the improvement program is to achieve the highest degree of production efficiency," said Wolberg. "Although we are now operating at the greatest volume in our history, the games we plan for the future will require even larger, faster production lines. The finest equipment is being installed as rapidly as delivery will permit in both of our large factory buildings. Each of the various departments connected with the production of games is being enlarged."

According to Sam Gensberg, co-official of the organization, special effort is going into the improvement of the Chicago Coin experimental laboratories. "The heart of any company that seeks to improve its products is the experimental shop," declared Gensberg. "We have the finest designing minds in the industry and we are providing them with the most elaborate quarters and finest tools so that we may continue to serve operators as we have in the past—with better, more profitable games."

the company's newest equipment at the show. Among the machines on display will be Sun Beam, current novelty and replay game, and the Bicycle Trainer, top arcade machine.

Exhibit's sales manager, John Christ, will attend the show, it has been announced.

## F-A-S-T-E-R PROFITS

CHAMPION  
FRUIT-REEL BELL

Here is the ultimate in take-a-penny—the extra flash, thrill, excitement that puts CHAMPION in the BIG-MONEY league. TWO automatic payouts—without mystery award on all winning combinations plus GOLD-WARD JACKPOT on three bars.

No nit-and-mite method of owing Gold-Ward. CHAMPION utilizes the full fascination of the jackpot principle.

Compatible Penny or Nickel, Open or Corncobed Payout, Larger, higher fruit symbols, New stop-proof coin chute.

Make more money—Fast-Start with CHAMPION!

Order Today—Immediate Delivery!  
WEST COAST OFFICE: John Kagan  
975 1/2 So. Stearns Drive  
Los Angeles, Cal.

GROETCHEN  
130 N. UNION CHICAGO

## Counter Game Keeps LeVine Busy

CHICAGO, March 22.—"They're storming for faster delivery," reports Harry LeVine, Gerber & Cassa special representative. "And there'll be no let-up in orders for Pike's Peak."

"We've got a winner that's got everything. In fact, it's so good that any location without Pike's Peak is passing up sensational earnings and traffic draw."

"I've stopped in at several locations and had the privilege of witnessing what every coinman dreams of. Pike's Peak had 'em coming back again and again. I'm on my way to spread the good news around some more of my territory."

## Exhibit Hails Northwest Show

CHICAGO, March 22.—Commenting on the forthcoming Northwest Coin Machine Show, John Christ, sales manager of the Exhibit Supply Company, declared: "The Northwest Coin Machine Show is an annual event which attracts country-wide attention and draws coin machine men from seven States. It is indicated that the show this year will be bigger and better than ever before. The sponsors, Minnesota Amusement Games Association and Minnesota Jobbers, cannot be praised too highly for their fine work."

"The Mayflower Novelty Company, St. Paul, Exhibit's distributor, will display

HARLICH'S  
SUPER  
MAMMOTH  
SENSATION

A WHOPPER IN SIZE!  
A KNOCKOUT FOR PROFITS.  
BIGGEST TICKET EVER OFFERED IN A PUNCHBOARD



No. 1390-SM 5c A Play 1390 Holes  
Takes in \$65.00 Average Payout \$30.94  
Also available in 1-inch Jumbo Thickness  
WRITE FOR NEW FOLDER NG-412

HARLICH MFG. CO. 1413 W. JACKSON BLVD., CHICAGO

Calling all SAN FRANCISCO for  
DAVAL'S "21" SAMPLE \$19.75  
CASE \$72.50  
OF 4

"GREATEST MONEYMAKER IN ALL HISTORY"

GOLDEN GATE NOVELTY CO. 540 TURK STREET SAN FRANCISCO, CAL.



Here's That Terrific  
LUCKY  
STRIKE  
CIGARETTE  
SOURTHER  
2.25 & 1.12  
Mail Gun Voucher, Now! Has  
never a rival!  
New brand of  
being opportunity,  
from our  
10 weeks (190-  
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Spring is in the air—and we're cleaning houses with drastic reductions on thousands of free-play games. Look over this list of money-saving specials and make your selection at once! If the game you want is not listed—write us. We have it!

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## MODERN AUTOMATIC EXCHANGE, INC.

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## Washington State Legislature Passes Tax on Pin Games, Bells, Salesboards; Kills Phono Levy

OLYMPIA, Wash., March 22.—Closing of the State Legislature here, March 15, found members agreeing that their interests had been dealt with fairly by both houses. A State license was passed on pinball games, salesboards, and bell machines, which are permitted here in private clubs. Bill is now awaiting Gov. Arthur B. Langlie's signature. Furthermore, the Legislature showed a deep understanding of the earning power of various types of coin-operated equipment by killing a suggested tax on phonographs.

This State has long been recognized as having made the greatest progress along the road to the levying of intelligently and fair taxes on coin-operated equipment. In 1939 a measure to license games was passed by both houses, but

voted by the former governor. This move resulted in cities throughout the State setting up licensing plans for pin games. Today 119 of the 221 cities and towns in the State have licenses of various types permitting the operation of games.

### Cities Oppose Levy

At the beginning of the just-closed legislative session, Governor Langlie requested the Legislature to investigate the possibilities of a tax on coin-operated machines to raise money to help meet the record \$276,000,000 budget. Investigation that followed was one of the most thorough and fair ever conducted by a law-making body. The State tax commissioner was summoned before a legislative committee to describe in detail the money-making abilities of the various types of games. He gave his opinion as to what taxes each type of equipment could bear and why. Officials of various cities where games operate under a license plan also were called in to testify. Throughout the hearings the attitude on the part of the lawmakers was one of helpful co-operation. It was evident that they were seeking to set a just tax and not a discriminatory one.

The Association of Washington Cities opposed the State levy on the grounds that the State should let the taxing of coin-operated machines up to the cities, since a State levy would cut into revenue already being received by most cities. To show clearly the importance of this income the Association prepared a detailed survey showing the license rates and revenue derived from skill games in 119 cities. Surray was the most detailed of any ever made of pin-game operations in any State.

In spite of this opposition, however, the games levy was passed. Since the governor himself asked for the tax, it's taken for granted that he will sign the measure.

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A miniature size "blackjack" game with coin divider and two separate cash boxes. It is 3c or 10c play.

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Liberal allowances on your old Greater Games. Let us know what you will trade.

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Stoner's  
**UMP**

7 exciting ways to win!

High score appeal and fascinating skill shots. Big special Home Run award. Everybody's thinking baseball. Cash in on UMP this season. It's a hit!

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**\$109.50**

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Leader	.....\$32.00	Pacemaker	.....\$35.00
Short Parade	..... 67.50	BIG TIME	..... Write for Price
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### OTHER FAST SELLERS

1025 Hols. F-5280, Wonder 3 Bar Jackpot at	.....\$2.73
1200 Hols. F-5275, Harcus at	..... 3.92
800 Hols. F-5270, Pocket Dice at	..... 1.89
720 Hols. F-5255, Pocket Jack at	..... 1.86
600 Hols. F-5305, Royal at	..... 2.12

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Keeney's tilt in one unit machine gun de luxe!

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## Royal Appointed Sub-Distributor

ELIZABETH, N. J., March 22—Joe Ellen, of Manhattan Distributors, New York, announced this week that Royal Distributors, of Elizabeth, has been appointed sub-distributor in Northern New Jersey for Wurlitzer music machines.

Dave Stern, of Royal, a widely known salesman, is enthusiastic over the appointment and predicts the firm will secure many orders. "We know music

machines and the music machine market thoroughly," Dave declared. "and we know this machine is tops. We expect to contact our prospects personally in the near future and I am sure we will secure many orders."

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BURNHART (RIP) GLASGOLD (right), sales manager of Arthur H. Du Grenier, Inc., poses in front of a Champion cigarette machine with Morris Hankins at the opening of the new building housing the Hankins Smoke & Cigarette Company in Atlanta.

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A Ball of Gum is vended in front of a realistic Golf course, with a WATSONING Golf Club constructed by player. Genuine Ball is required to make a Hole in One. All Holes are recorded. Wins a ball of gum for each money. Operates 100 Balls.

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REAR OPERATOR MACHINES: 2 Separate Cash Boxes and Discs; Features Coin Through-Door Divider  
Model 15-9-21, 15" x 21" x 16" Available in 800, 200, 100, 50, 25, 10, 5, 2, 1, 1/2, 1/4, 1/8, 1/16, 1/32, 1/64, 1/128, 1/256, 1/512, 1/1024, 1/2048, 1/4096, 1/8192, 1/16384, 1/32768, 1/65536, 1/131072, 1/262144, 1/524288, 1/1048576, 1/2097152, 1/4194304, 1/8388608, 1/16777216, 1/33554432, 1/67108864, 1/134217728, 1/268435456, 1/536870912, 1/1073741824, 1/2147483648, 1/4294967296, 1/8589934592, 1/17179869184, 1/34359738368, 1/68719476736, 1/137438953472, 1/274877907136, 1/549755814272, 1/1099511628544, 1/2199023257088, 1/4398046514176, 1/8796093028352, 1/17592186056704, 1/35184372113408, 1/70368744226816, 1/140737488453632, 1/281474976907264, 1/562949953814528, 1/1125899907629056, 1/2251799815258112, 1/4503599630516224, 1/9007199261032448, 1/18014398522064896, 1/36028797044129792, 1/72057594088259584, 1/144115188176519168, 1/288230376353038336, 1/576460752706076672, 1/1152921505412153344, 1/2305843010824306688, 1/4611686021648613376, 1/9223372043297226752, 1/18446744085944453504, 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**Youths Apprehended  
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POTTSVILLE, Pa., March 22.—Four youths March 12 pleaded guilty here to manufacturing and passing counterfeit 6-cent pieces and were jailed in default of \$500 bond each. They were Jacob Reed, 20; Galen Kintzel, 19; Roy Donator, 18, and Melvin Heinbeck, 18, all of near-by Paradise. Five others, ranging in age from 13 to 16, were arrested on similar charges and sent to the Detention Home, pending Juvenile Court action. Judge placed youths on parole, as federal government did not prosecute the youths.

State Motor Policeman Edward Gundel charged the nine youths made crude coins with lead taken from old battery plates and used them in pinball and music machines.

**Father of Feitler Passes**

CHICAGO, March 22.—Adolph Feitler, father of Edwin Feitler, head of Gardner

& Company, Chicago salesboard manufacturing firm, died recently in California. Members of the trade extend sympathy to the Feitler family.



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| Light<br>Dial<br>Ear<br>Penny<br>Trumpet<br>Chorus | Compost<br>Old Bill<br>Fantasy<br>Compost<br>Zig | Reefline<br>Gem<br>Reverend<br>Golden Gate<br>High Life |
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173 Desmet—Salome C. O. D.

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COIN MACHINE COMPANY**  
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**Coinmen Preview  
Baker's Salute**

CHICAGO, March 23.—"Previews of Salute by our Eastern distributors inspired many enthusiastic comments," states Harry Hoppe, vice-president of Baker Novelty Company.

"Location tests have proved the opinions of the wisest coinmen in the business to be fact. Salute is first in appeal, first in location acceptance, and first in profits. With such a background, it is only logical to believe that Salute will lead the game parade.

"Our production lines are still in swing on Big Time and by the time this reaches print sample shipments on Salute will be on their way to all of our distributors. We expect Salute to be as great a number as Big Time, one of the best games that has been offered to the trade this year. This is substantiated by the fact that the continual flow of orders are still keeping us in production on this money-maker."

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<b>AUTOMATIC PAYTABLES</b> Grand National 222.00 Pace Maker 87.50 Grand Stand 72.50 Hawthorne 87.50 Tinseltown 86.50 Gold Medal 64.50 Winner 70.50	<b>CONSOLES</b> Kaiser Triple Entry, 1930 314.50 Brown Pass Race 89.50 Bill Time, 1938 71.00 1938 Truck Time 79.50 Kentucky Club 49.50 R. H. Trust, Time 29.50 Gallop-a-Dollars 38.50 Ray's Trust 28.50 3200 Field (daily) 27.50	<b>PHONOGRAPHS</b> Sedgwick Classic 119.50 Wurlitzer 500 149.00 Wurlitzer 600A, Bug Print 137.00 Wurlitzer 415 84.50 Rock-Ola De-Luxe, 1939 135.00 Rock-Ola Standard, 1939 127.00 Rock-Ola Wizard, 1938 Model 84.00
	<b>LEGAL EQUIPMENT, TEN STRIKES, GUNS, ETC.</b> Kaiser Anti-Armory Gun, Blast. Gob. 67.00 Kaiser Anti-Armory Gun, Brown Gob. 74.50 Sedgwick Jail Bird 72.50 Sedgwick Quikshot Gun 45.00 Rock-Ola Ten Pins 49.50 AST Target Model P, Yellow Cabinet 12.50 Bally Rapid Fire 109.50	

Terms: 5% Deposit, Balance C. O. D.

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CENTER KNEW IT -  
WURLITZER KNOWS IT, TOO**



Rockefeller Center built the "Sidewalk Superintendents' Club" in recognition of the public's desire to see things work. It provided an unobstructed view for excavation observers during the construction work.

THAT'S WHY  
**VISIBLE RECORD  
CHANGERS**  
MULTIPLY THE EARNING  
POWER OF WURLITZER  
PHONOGRAPHS

Only  
**WURLITZER**  
AUTOMATIC PHONOGRAPHS  
HAVE  
**VISIBLE RECORD  
CHANGERS**



Action attracts attention. That's why stores put live demonstrators in their windows — why Rockefeller Center built the "Sidewalk Superintendents' Club." And that's why Wurlitzers have Visible Record Changers.

People like to see as well as hear these fascinating instruments in action. They stand entranced as each gleaming tray leaves the record stack, swings over, comes to rest, plays and returns to its proper place in the stack.

They pay to play the phonograph over and over just to watch it work.

Only Wurlitzers have this valuable feature. It's one of many exclusive reasons why Wurlitzer Phonographs get more play — stand first in earning power.

The Rudolph Wurlitzer Company, North Tonawanda, New York.  
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Can.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

AUTOMATIC **WURLITZER** PHONOGRAPH