

The Billboard

The World's Foremost Amusement Weekly

SEPTEMBER 6, 1941

15 Cents

Vol. 53, No. 36



*Groom
Dick 60*

DICK TODD

Bluebird Records

Featured on the
"Vaudeville Theatre"
Sponsored by Rinso-Spry
Saturdays—NBC Red
Network

Management:
William Morris Agency

HAL HAVILAND

“Young Gentleman of Magic”

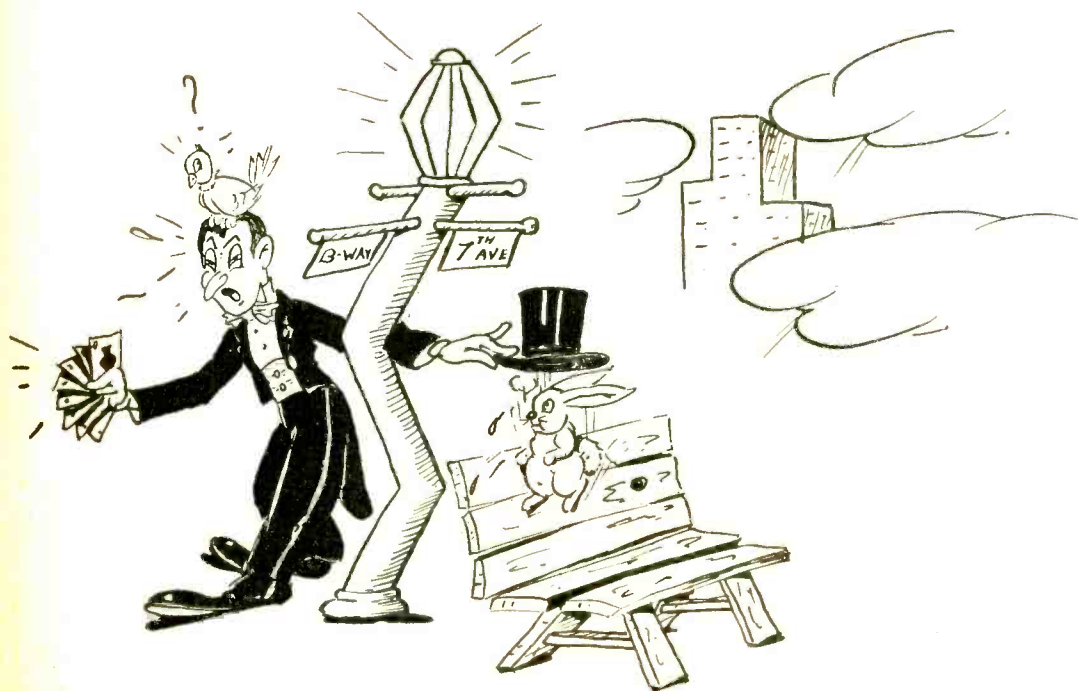
presenting

**A MAGIC-
COMEDY SKETCH**

entitled

“IN THE PARK”

(ORIGINAL MATERIAL WRITTEN AND PRODUCED BY HARRY L. CLAPHAM)



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●

PERMANENT
MAIL ADDRESS
THE BILLBOARD
1564 BROADWAY
NEW YORK CITY

FILMS USE MORE VAUDERS

"Ice-Capades" Plays To 100,000 in 27 Days, an AC Record

ATLANTIC CITY, Aug. 30.—Ice-Capades ice show, closing its five-and-a-half week run Monday (1), has already broken box-office records at Convention Hall. No attraction in the 12-year history of the Auditorium has ever played to as many paid admissions as has the ice show.

Official figures for the first 28 days, from July 25 to August 21, released by the Convention Hall management, show that the ice revue played to 101,873 persons. Compared with last year's total attendance of 83,000 for a 45-day run, and with 10 days' attendance to be added to the released figures. Convention Hall management figures that the show will near the 150,000 mark this season.

Veteran showmen claim the figures clearly indicate the unprecedented popularity of ice revues in general and the Ice-Capades in particular. Box office is scaled at 85 cents, \$1.10 and \$1.65.

Show's 1941 edition closed Wednesday (27) with the Ice-Capades of 1942, same cast for show that will take to the road, breaking in the following night (28) to finish out the local run.

Ind. State Off To Record Start

INDIANAPOLIS, Aug. 30.—From every angle the 89th renewal of Indiana State Fair, August 29-September 5, seems headed for new records, it is apparent from trend of the first two days.

Right down the line, from attendance to midway business, substantial increases over last year, a record year, are being registered. Opening day brought 10,757 paid admissions, against 9,318 for the 1940 opening. Saturday saw 29,151 pay their way in, against 22,114 last year. Saturday figures, however, fail to give a true picture of the crowd, since thousands were admitted free because of participation in Youth Day events and because no admission is charged after 5 p.m., a rule that obtains the first three nights.

E. Lawrence Phillips, Johnny J. Jones Exposition, reported the take for his 15 shows and 21 rides running about one-third ahead of last year. Midway is larger, with new rides and Clyde Beatty's Circus getting the biggest play. General Manager Phillips was host to 115 at a press dinner August 27 in Golding's Restaurant on the fairgrounds. Entertainment followed the dinner. WLS Barn Dance, with 12,000 paid admissions, set a record.

11 Pa. Counties Closed to Kiddies

HARRISBURG, Pa., Aug. 30.—Pennsylvania's Department of Health today ordered medical directors of 11 counties to "arrange for immediate closure to children 16 years and under thruout your county to all pleasure parks, public parks, county fairs, picture houses, swimming pools, skating rinks, Sunday schools and church services, and any other places where children may congregate" because of an infantile paralysis epidemic in those districts.

Counties affected are Dauphin, Cumberland, York, Lancaster, Lebanon, Franklin, Adams, Schuylkill, part of Northumberland, Cambria and Montgomer.

In Harrisburg municipal authorities raised the age limit to 18 years on public congregation bans.

In Millersburg, the Farmers' Fair and Poultry Show, scheduled for September 11-13, was canceled by the fair association.

CNE Runs Ahead Of 1940 Figures

TORONTO, Aug. 30.—Canadian National Exhibition, August 22-September 6, passed its half-way mark with total attendance of 1,025,000 for eight days, gaining to date 115,000 over last year.

Frolexland grosses are running better than 50 per cent over last year despite rain tonight. All attractions were taxed to capacity. Aquacade took the lead on opening day and holds the same position. Oriental Follies and Circus Side Show are tied for second position. Bob Lee's Arctic Girls scored the best day of the season, hitting \$700. One Funhouse did \$300 in a single day. Grandstand is breaking records, according to Charlie Ross, manager. Tonight's performances were halted 30 minutes due to rain.

Tuthill-NBC Talent Deal Depends On Gov't Okay; Personnel Stays

NEW YORK, Aug. 30.—Sale of NBC Artists' Service to Daniel S. Tuthill, reported by NBC men as signed, sealed and delivered yesterday, was denied by Mark Woods, NBC vice-president. Woods, who stated that the deal would have to wait until Tuesday, at least. Meanwhile, it became known that an obstacle to consummation of the deal had developed—and that NBC felt it needed the permission of the Department of Justice to go thru with the deal. Dan Tuthill could not be reached for comment.

As the situation now stands, NBC figures to rid itself of management of talent and to retain program properties, including Fibber McGee and Molly, Vic and Sade, Information Please, etc. This was indicated weeks ago in *The Billboard* by NBC Exec Frank Mullen, who further stated that NBC figured that talent was a headache, but would continue to hire talent and produce programs for sale. Sidney Strotz this week confirmed that NBC still held to the idea of ridding itself of management contracts but retaining program properties.

History of the negotiations for the sale has included bids by Music Corporation of America, William Morris Agency, James Saphier and other agents. Strotz was also mentioned as a possible buyer, and so was George Engels, chief of the NBC concerts division. One personality who remained in the background thru-

Abbott-Costello Hit Helps Trend To Using More Vaude-Cafe Talent; Skelton To Get Big MGM Build-Up

HOLLYWOOD, Aug. 30.—Night club-vaude performers, especially comedians and singers, are getting more attention from the film studios than at any time in years. The success of Abbott and Costello has made studio talent scouts look more closely into the night club-vaude-burly fields for comedians. The rise of Bob Hope as a first-class b.o. magnet and the growing film acceptance of vaude comedians such as Red Skelton and Milton Berle and of vaude-trained singers like the Andrews Sisters have made the studios more conscious

of the night club-vaude-burly field than ever before.

Among the night club-vaude people signed by Hollywood during the past few weeks have been Gil Lamb, comedian, for Paramount for one picture and op-

425,569 Take in Iowa State Fair

DES MOINES, Aug. 30.—Iowa State Fair, August 22-29, closed with the fourth highest attendance in its 87-year history, only 10,000 short of an all-time record. Final attendance figures were 425,569, which compared with 360,599 last year and the all-time high of 435,385 in 1929. Other higher marks were 430,176, 1927, and 430,907, 1938.

Closing-day attendance was a disappointment to officials, with only 37,129 attending auto races and Children's Day, and marked the first day that attend-

286,686 New Record Gate for Ohio State

COLUMBUS, O., Aug. 30.—Ohio State Fair, August 23-29, had total paid attendance of 286,686 as compared with 225,000 in 1940 and largest paid attendance of 258,086 in 1939. In addition 75,000 free admissions were granted to women and children on special days.

Grandstand broke all records, besting the previous high when Hagenbeck-Wallace Circus in 1931 grossed about

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League To Ask Equity Members to Rescind Ban on Exclusive Clause

NEW YORK, Aug. 30.—Claiming that elimination of the exclusive service clause in the basic agreement between Actors' Equity and the League of New York Theaters is "fattening the picture and radio industries," League will bring its appeal to Equity members September 26 and ask them to revoke their "mandate."

Negotiations between the producers and actors for a new basic agreement have been going on for about a month. A committee from the League appeared before a recent Equity council meeting to argue for the restoration of the exclusive service clause. Council told the producers that the membership voted for its elimination and it is only they who can rescind it.

Reilly's argument is that legit. if this clause is wiped out of standard contracts, will be subordinated by radio and motion pictures, which, he said, "is a sad state for so dignified a profession as the theater." He also said that legit can be deprived of talent too soon.

Actors, however, say that this is the old wheeze for tying them up at relatively small salaries, and if their services do become desirable to radio and motion pictures, they can't take advantage of

out was Frank M. Chapman, manager and husband of Gladys Swarthout. Chapman stated yesterday that he once was interested in the bureau financially, but of late has been taking a part in the negotiations only in an advisory capacity. Chapman's opinion is that the deal calling for transfer of the bureau to Tuthill provides for retaining a "substantial" part of the personnel. Queried as to what disposition would be made of George Engels, Chapman said that "consideration has been given," and that Engels would stay with NBC as a member of the company. In Chapman's opinion, Engels did not personally hold contracts with the concert artists.

Owing to fact that NBC Artists' Bureau is not a corporation, artists opposed to the transfer of their management can get out from under this deal. NBC freely admits this, and Mark Woods earlier indicated that price reductions would have to be made in the event some artists wished to cut loose. Artists' bureau contracts include Dorothy Lamour, Yvette, Dinah Shore, Graham McNamee, Gail Page, Barbara Jo Allen, Don McNeill, Ted Steele, Cliff Nazarro, Southernaires, Deep River Boys, and a batch of announcers and script writers.

Concert artists under contract include Kirsten Flagstad, Lauritz Melchior, Sergei Rachmaninoff, Fritz Kreisler, John Charles Thomas and Gladys Swarthout.

the build-up because they are tied down to exclusive services.

Appearance of a League spokesman before an Equity meeting itself is revolutionary, because they have always been closed in the past.

Michigan State Fair Ahead of '40 Marks

DETROIT, Aug. 30.—Michigan State Fair, August 27-September 7, opened far ahead of last year, aided by favorable weather in contrast with rain last year, and advanced opening date to Wednesday instead of Friday. First day's paid attendance of 10,170 compared to 6,550 last year. Total attendance the first three days was 76,608 paid, with an estimated 45,000 Saturday.

Midway with Hennies Bros.' Shows grossed 15 per cent over last year's opening day, with average increase for first four days likely to be around 40 per cent.

According to Harry Hennies, rides and shows are dividing increased business about equally. Concessions are lagging, (See MICHIGAN STATE FAIR page 31)

Veloz-Yolanda Booking Concerts Direct; MCA Out?

LOS ANGELES, Aug. 30.—Veloz and Yolanda and Music Corporation of America have apparently split after an association of more than seven years.

Veloz and Yolanda reveal they have personally booked their 1941-42 national concert appearances and have decided not to tie themselves down under an exclusive booking contract. Hereafter they will hold themselves open to any agency for bookings in all branches of show business.

Larry Barnett, of the Beverly Hills MCA office, said news that his firm and the dance team had split was idle gossip. He added that his office was at this time booking them on a nationwide tour.

Veloz said that five weeks ago he started George M. Gatts, personal manager, out to book dates. The team and Gatts have arranged for 91 concert performances in 53 cities between October 9, 1941, and January 18, 1942. Itinerary begins in Pasadena, Calif., and contract of this date was secured and turned over to MCA, Veloz said. MCA will collect 15 per cent on this date.

Other dates following Pasadena include eight performances each at the Hanna Theater, Cleveland, and American Theater, St. Louis; six in Detroit and four in Buffalo; three each at the Chicago Civic Opera House; Davidson Theater, Milwaukee; English, Indianapolis; Colonial, Akron; Park, Youngstown; Hartman, Columbus, O.; two performances each at the Paramount, Omaha; Garrick, Duluth, Minn.; Auditorium, St. Paul; Lyceum, Minneapolis; Keith, Grand Rapids, Mich.; Parkway, Madison, Wis.; Coronado, Rockford, Ill.; Orpheum, Springfield, Ill., and one each in 33 other cities as far east as Wheeling, W. Va., on the first half of their tour. Bookings will continue thru May, 1942.

DICK TODD

(This Week's Cover Subject)

DICK TODD is the All-American boy grown up. He is 27, 5 feet 11, weighs 185 pounds, has flaming red hair and clear blue eyes and the kind of shoulders that made him one of the best tackles McGill University gridiron ever turned out.

He was born in Montreal and made his first leap to musical fame in 1922, when he outsang the rest of the young fry in Montreal to get the lead role in a home talent show.

Deciding on a career as civil engineer, Dick entered McGill University. His excellent physique soon had the athletic coaches out-bidding each other for his services, and he highlighted the football, baseball, hockey and wrestling teams at various times during his four-year sojourn.

Shortly before his graduation Dick began to have his doubts about engineering as a career. He worked his way across the continent, singing for his supper when he had to, plowing, washing dishes, etc., until he made his way back to Canada. In Montreal he approached the program director of a radio station and requested an audition. This was eminently successful, and Dick went on to fame and fortune as Canada's romantic young baritone before heading for the U. S. A.

By the time he had made a couple of appearances on the Magic Key of RCA and had sung his songs with Larry Clinton's orchestra, he had a fan following that would do credit to any top-notch radio voice. A pair of movie shorts for Paramount and an almost endless list of song recordings for Bluebird have only served to establish what the studio officials thought back in Montreal—Dick Todd has a great baritone voice.

He is currently starred on "Vaudeville Theater" over the NBC-Red network every Saturday morning. His Bluebird records are national best sellers, and a recent theater tour was so successful that he'll be booked for another just as soon as he can spare the time from the studios.

Raps Cops for Pinching Strips At Drum, Miami

MIAMI, Aug. 30.—Bob Fredericks, amusement editor of *The Miami Herald*, charged local authorities with "discrimination" in his column Thursday, August 28. Coming on the heels of a raid on the Drum Club, in which four girls were pinched for indecent exposure, Fredericks said: "Tuesday night another detail of shock troops descended upon the Drum in Coral Gables and arrested four girls for 'indecent exposure.'"

"The girls were what might be called strip dancers, except that they didn't go all the way. They didn't go nearly as far as Sally Rand at the Latin Quarter this winter, and later at the Olympia Theater. Nor was there any such display of nudity as has been featured at Bouche's Villa Venice for several winters; and certainly nothing to compare with the licentious exhibitions of several other clubs here, where the girls not only strip to the skin, but hustle male customers for cash offerings the while."

Wirtz Plans New Fall Icer

NEW YORK, Aug. 30.—Arthur Wirtz, co-producer with Sonja Henie of *It Happens on Ice*, has arrived here from Chicago to line up talent for a new Center Theater ice show which he and Miss Henie plan to present in October or November. According to Wirtz, the new show probably will be more elaborate than *It Happens on Ice* but will not bear the same title.

The Center's current spec, which will hit its one-year mark October 10, grossed in excess of \$24,000 for the week

"Dancing Circus" Starts in L. A.

LOS ANGELES, Aug. 30.—Dancing Circus, something new in the entertainment line, got off to a good start week ago last when George T. McCarthy, manager, opened the new 10-acre amusement tract to the public. Spot is laid out like a circus and has a permanent seating capacity of 1,000, which can be raised to 2,500 if the occasion warrants. About 1,500 people attended the opening.

Spot has policy of dancing Tuesday to Saturday, with a variety show on Sunday. Monday will feature boxing matches. Drawing the bulk of trade from Camp Haan and March Field, less than 10 miles away, admission is 50 cents for men and 35 cents for women, with soldiers admitted for half price. Within the "circus" are lunch stands, concessions, and other spots, including a Penny Arcade operated by Fred Reilly.

Show opening night included Gordon Henderson's 13-piece orchestra, featuring Little Miss Penny as vocalist; Southern Sisters, acro dancers; Johnson and Johnson, jugglers; Stein and Dean, comedy dancers; Hanes Twins, singing team; Jack Stacy, comedy unicycle act, and Art LaRue, clown. Show was well received.

M. Austin King handles publicity.

"Ice" Road Tour Opens

ST. PAUL, Aug. 30.—With two Minnesota skaters in the cast, *Ice-Capades of 1942* will have the premiere of its road tour in the Auditorium September 4 to 21.

Gopherites starred in the production are Robin Lee and Lois Dworoshak.

ending August 23, with the biggest Wednesday business since Lincoln's Birthday.

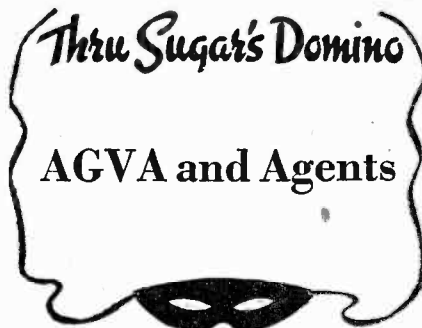


ARTIE SHAW'S new band has five ex-leaders in it—something that would no doubt scare most leaders. They are George Auld, Ray Coniff, Jack Jenney, Lee Castaldo and Hot Lips Page. . . . Like a regular show, the 4,000-square-foot Bond Building Wilson sign will change policy. It will change from black and white to multicolor at night, beginning September 6. And the cartoon portion of the sign changes program once a month, too. . . . Singer Joey Nash philosophizes about radio Hellos: There are on-the-air Hellos and off-the-air Hellos that constitute a sort of Crossley rating around Radio City, but the coldest Hello, he says, is the no-sponsor-wants-you hello. . . . Jack White is in on a guarantee and percentage deal at the Club 18, with Freddie Lamb being the owner.

REPORTS that the Beachcomber will reopen soon recall the closing night of the spectacular, heavily publicized run of Carmen Amaya. Amaya's father was worried that night. He confided to Dorothy Kay, the p. a. who handled the great publicity job, that "Poor Carmen; she didn't get any publicity." To this day Miss Kay hopes he was kidding. . . . One of our staff members last week gave the librarian in charge of the New York Public Library theatrical files a complimentary copy of *The Billboard*. A few days later he received a formal letter from the library trustees thanking him for the "gift." . . . P. A. Dorothy Ross is going to be a mother soon again. . . . Duell, Sloan & Pearce will publish in October Sean O'Faolain's book, *The Great O'Neill*, which is not about Eugene, but rather about Hugh O'Neill of the 16th century. . . . A recent letter from one of our readers carries this exotic letterhead: "Izmael Calderon, Boxing Promoter, Owner of the Most Foremost Night Clubs, Garden Paradise and Jungle."

ONE of the big talent agencies in town has installed big high-backed chairs in its reception room so that greased-hair actors, leaning back in the chairs, will not be able to smudge the delicately colored walls. . . . Last week *The Billboard* staff men had an argument over the correct definition of "cheeseecake" photos. So we called up the pic editors of *Life* and of the *Mirror* for expert opinion. Decision: "Cheeseecake" applies to leg art and not to nude poses necessarily. . . . There was a lovely sunset over Times Square Wednesday night, and one Broadwayite looked up and sighed, "Just like those skies in the technicolor pictures."

MILT SAMUELS, press director for KGO-KPO, San Francisco, visited New York for a few days last week. . . . Albert N. Williams, formerly a director at NBC, has left to join the Council for Freedom. . . . Henny Youngman, after a road tour with *Meet the People*, will go into the Shuberts' *Passing Show*. The Shuberts, incidentally, have okayed his doubling into night clubs while touring with *People*. . . . Billy DeWolfe is another comedian headed for a Shubert build-up. They've signed him to a three-year contract, but no show has definitely been set for him yet. . . . Paramount, to celebrate the 60th birthday of Cecil B. DeMille, sent out to film editors thruout the country hunks of what purported to be his birthday cake. Very good cake, too.



UNIONS, like government, are as strong as their enforcement or policing power. If the American Guild of Variety Artists, after it succeeds in ridding itself of certain parasites, expects to get anywhere it will have to build up its police arm to an extent far greater than was that of the American Federation of Actors at its best. It was foreordained that the AFA should not make great progress because it did not have behind it the sincere and wholehearted support of the other actors' unions. Despite the fact that it seems pretty well established that its sister unions in the Four A's will not permit the AGVA to attain anywhere near the power of the AFA within union councils, the fact remains that the AGVA can, in the beginning anyway, achieve some sort of standing because of the financial stake in its immediate welfare of the unions that put up the money to start the organization going. The AGVA can go places if properly administered and, we repeat, if it throws the angle boys out of its house, especially in the hinterlands wing.

From the standpoint of building up AGVA in the booking end of the business we have yet to find an agent of any standing at all who does not hope for a strong organization of variety and cafe actors. Yet the legitimate, busy and financially successful agent does not look with kindness at the present AGVA set-up for many reasons. Principally, the substantial agent looks upon himself as a goat. He is a goat because he is made to toe the line due to the character of the spots in which he books or to which he sells acts. Not only that. The agent of substance is limited in his activity by agreements with AGVA. The small-town agent with whom he frequently is forced to compete in selling acts to, or buying acts for, spots spread all over the country is out of the reach of the AGVA's short and weak police arm. He gets away with murder, to put it bluntly. He need not restrict his commission take so far as the AGVA is concerned. He can engage in many practices that the agent who is ited up in a knot by AGVA may not. In effect, what AGVA has done along these lines is to hinder the agent or booker who builds and feeds actors with work and premits agents out of its jurisdiction, because of improper policing, to make a farce of its booking regulations.

There is no way of determining with mathematical certainty how many AGVA acts lose jobs as a result of the condition here described. But all of us know it is happening. And it is not a healthy condition. AGVA should be more sympathetic and practical in its handling of the situation. It should either concentrate on organizing the provincial spots that mar the booking picture or it should relax on its commission stipulations, regardless of present commitments with agents' associations.

But the actor should not be put in the middle. To help the agent and hurt the actor at the same time is not the solution. In any course that is mapped out there should still exist by all means a ceiling on how much commission an actor should be required to pay any and all factors that enter the booking picture. Regardless of what rules AGVA promulgates and how extensively it organize in the booking field, there will still be chiseling and evasion. As to how much of this goes on depends on the strength of the AGVA and the respect (See *SUGAR'S DOMINO* on page 27)

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press noon Monday.

Member of Audit Bureau of Circulation.



ASCAP Return to NBC Delayed as NAB Looks Again

NEW YORK, Aug. 30.—Return of ASCAP music to the National Broadcasting Company has been somewhat delayed, owing to changes in the proposed NBC-ASCAP pact suggested by the executive board of the National Association of Broadcasters, which met here Wednesday.

Changes desired involve renewal of the pact at the end of the nine-year period, and clarification of phrasing regarding payment at the source for music on commercial transcriptions. The advertiser must pay for music on the waxes. On renewals, pact calls for settlement by arbitration. NAB objects to this.

ASCAP, it is understood, has okayed the suggested changes and its attorneys will revise contract accordingly. NAB exec committee gets another gander at the contract Wednesday (3). Through the NAB sessions, representatives from Columbia Broadcasting System were present, and belief is that CBS will sign with ASCAP shortly after consummation of the NBC deal. Mutual Broadcasting System still does not know whether it will get a retroactive rebate for its use of ASCAP music at fees higher than those to be paid by CBS.

Altho the major chains will probably have ASCAP music soon, ASCAP is expected to have a long pull in signing contracts with stations for use of music on local time. With stations getting chain or clearance-at-the-source music plus music on wax it is believed that some of the die-hards will figure they can do without ASCAP music on local programing.

Ice Show Hypo Seen in Newest "Sports" Combo

ATLANTIC CITY, Aug. 30.—Added impetus to ice show bookings this season is anticipated as a result of a newly discovered composition, sports ice, by Ben B. Green. According to the inventor, who tested it here, sports ice will provide an excellent surface for ice skating and thus permit theaters and auditoriums that have no ice equipment to present skating shows.

Sports ice was tested here before news-reel cameramen last week by cast of the *Ice-Capades*, a special rink of the new composition being constructed on the beach and banked with cakes of real and machine-made snow. Thermometer hit around the 90s during the test. Skaters claimed it was the finest surface other than ice itself that has ever been devised.

The new composition was made up in blocks, eight feet by four, and with each block weighing approximately 160 pounds. The "ice rink" was 24 feet square. Green claims that the sports ice will withstand temperature up to 100 degrees.

Freeman to Hollywood

SAN FRANCISCO, Aug. 30.—Reuel Freeman, in charge of band bookings for MCA, was shifted this week to Hollywood, where he will represent MCA in movie negotiations. He has been succeeded here temporarily by Ken Howard, of Stafford & Howard, Oakland, Calif.

Earl Bailey, Pacific Coast manager of MCA and head of the Hollywood office, is here until a permanent successor to Freeman has been named.

WANTED IMMEDIATELY!
Stageshows, Ice Shows, New Attractions, Units of any type, Sport Shows, Tabs, Legitimate, Concerts, Magic Shows to play in any or all of more than 30 theatres and auditoriums now available to me, all within 300 miles of Dayton, O. NOT A BOOKER—but a promoter handling all phases of the advance work myself. Will contract direct or with bookers.
Address: **BOX 265, TROY, OHIO**

CORNEASE
25c means **HAPPY FEET**
At Drug Stores OR YOUR QUARTER BACK
or Postpaid from CORNEASE, 71 Renwick, Newburgh, N.Y.

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

RUSSELL SWANN—magician now at the Drake Hotel, Chicago, should be ripe for a spot in a musical comedy or a revue, as he has been developing steadily into an ace comedian who does magic. His magic is becoming more and more merely a vehicle for comedy effects, and his comedy patter and bits are clever and show him up as a good comedian. He should make a refreshing comedian for a show and should also be considered for radio, as he can handle lines very well. For television, obviously, he should be perfect.

For FILMS

MARLIN HURT—veteran radio performer in Chicago, who has the appearance and ability to make good on the screen. He is the Dick of the Tom, Dick and Harry trio, working on several programs, and is the most active in the act. He sings and works in several dialects, including that of a woman with a high-pitched voice. Has an abundance of personality that should click big with the femme trade. When caught at a recent audience show at WGN, Chicago, he dominated the entire proceedings.

For RECORDINGS

THE TUNE TOPPERS—new four-piece instrumental quartet (bass, trumpet, accordion and guitar) at Rogers' Corner, New York. Boys are loaded with solid musicianship of unusual quality and should become one of the top "little bands" shortly. Altho still comparatively new, this outfit should be a good bet for recordings, especially of the hot variety. With some more polishing they should be okay for vaude, too.

Olsen Spot 11G In Last 10 Days; Option to October

DETROIT, Aug. 30.—Detroit's novelty outdoor spot, the Casino Gardens, operated by George Olsen, drew a normal 12,000 in the last full week of its regular show, starring Ken and Roy Paige, and held it over for three days to close Sunday night (24). Total business for the 10 days was about 20,000 admissions, a gross of around \$1,000.

Spot was dark Monday and Tuesday, and was slated to reopen under direct management of the Michigan State Fair, with admissions cut from 55 to 50 cents (including tax) in order to allow use of turnstiles. Similar type of show was to be presented by the fair, with Olsen's band holding over.

Olsen has an option to reopen when the fair closes September 7, until the first of October, but may not exercise it if weather conditions do not permit.

Legit for Bridgeport

BRIDGEPORT, Conn., Aug. 30.—The Klein Memorial, municipally operated auditorium, a 1,500-seater, will try a season of legitimate productions, three of which have already been booked in, according to Al Shea, who will sponsor the season. Bookings include *Life With Father*, *Arsenic and Old Lace* and Katharine Cornell in *The Doctor's Dilemma*.

Hamid-AGVA Feud Temporarily Off; Signing Promised

NEW YORK, Aug. 30.—While George Hamid remains on the unfair list of the American Guild of Variety Artists because of his refusal to sign an AGVA contract, hostilities have been temporarily halted because of the "assurance" that Gerald Griffin, national executive secretary of AGVA, has received from Samuel Gumpertz, general manager of Hamid's Million-Dollar Pier in Atlantic City, that a contract would be signed.

According to Griffin, Gumpertz made a "definite promise" that he would meet with the Pier board of directors and that a union contract would be signed, to go into effect next season. Griffin also indicated that Hamid would get together with the union after Labor Day, and that he told the union he would sign if the various fair secretaries gave their okay. Griffin said this was "preposterous."

Griffin said that Hamid has been telling him one thing, and other people other things, but always harked back to AGVA that "I'll get together with you later on." Griffin also took issue with several statements that Hamid made to *The Billboard* in Ottawa, Can., last week.

Hamid in that statement had pointed out that by his signing an agreement with AGVA, performers gains would be of a "negligible nature" and that Hamid performers are paid above minimum. Griffin said that this was only true for a minority of the performers Hamid employs, and that he (Griffin) has letters from performers who describe Hamid as a "slave-driver."

And where Hamid said he had invited organizers to come into Hamid shows and sign members, Griffin said this, too, was an imaginative figment, because "I've written repeatedly to Hamid," said Griffin, "asking for this very thing and the only reply I could get from Hamid was that 'We have nothing to talk about.'"

Furthermore, said Griffin, AGVA didn't expect Hamid to organize his shows for AGVA. Hamid's charge that thrill performers do not come under AGVA jurisdiction, Griffin said, requires "further definition."

Griffin also charged bad faith on Hamid's part by quoting Hamid as saying to Vito Melfi, director of AGVA's outdoor organizing drive, that if Barnes-Carruthers were signed to an AGVA contract, he (Hamid) would follow suit.

No Seat Tax for Drive-In

FRANKFORT, Ky., Aug. 30.—Under a ruling made by A. E. Funk, assistant attorney general, a proposed "drive-in" theater in Louisville will be exempt from the State's theater seat tax. The opinion said, "The Legislature evidently did not realize that there was a possibility that such a performance or picture show might be given in the open, where the patrons drive into a lot, remain in their automobiles, and enjoy the performance. Since the performance is not in a building, and there are no seats, there would be no way to arrive at the tax per seat per annum."

The tax is 20 cents a seat annually, with a minimum charge of \$10.

Transit Strike Did Not Hurt Detroit Business

DETROIT, Aug. 30.—Business in local night spots appeared practically unaffected by the four-day transit strike which tied up all local street cars and busses. Better class spots were obviously not dependent upon street car trade.

With the neighborhood spots, the strike hurt very little except to decrease "progressive" parties and keep the patrons concentrated in one spot longer.

Theater patronage downtown was off around 15 per cent for the first few days.

Actor Faction in S. F. Wants AFL Charter for AGVA

SAN FRANCISCO, Aug. 30.—AGVA local has threatened to bring disciplinary action against Stephen Shepard and Buddy O'Brien, said to be leaders of a dissenting group of members known as the Actors' Betterment Committee. The committee has been in bitter dispute with both the local and national AGVA headquarters over policies of autocratic control and mismanagement.

The committee is seeking to induce the American Federation of Labor to grant an international charter to AGVA, now an affiliate of the Four A's.

Declaring that AGVA is now operated on "undemocratic principles" because of domination within the Four A's by the Screen Actors' Guild, O'Brien said if the variety entertainers' organization had its own charter it would have a "free hand" to better the conditions of its members.

O'Brien began firing charges against the national office some months ago, latest being a complaint sent to Gerald Griffin, executive secretary, demanding an unequivocal accounting of a \$70,500 debt which the national office is alleged to have contracted from the Screen Actors' Guild for organizing purposes. He also claims a recent election of national board members was improperly conducted.

Vince Silk, secretary of the local, said he would call a board meeting to see what action could be brought against the two leaders. He claimed the committee as a "disgruntled group of malcontents." He claims the committee has "no backing and no support." O'Brien said his group numbers nearly 600 members.

Yiddish Shows for Philly

PHILADELPHIA, Aug. 30.—Town's foreign language population, for many seasons without its own theater, save for scattered indie bookings, will again have a Jewish playhouse. Dave Kantor, former stage manager for the Catherine Littlefield ballet troupe, has leased Town Hall for 30 weeks, starting the season September 23 with a Yiddish stock company. Following the initial week, will operate only Fridays and Saturdays, save for holidays, with Celia Adler and Ludwig Satz heading the home cast.

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25,653 RADIO EMPLOYEES

Average Wage at Nat'l Chains Is \$63.17; \$43.54 Average at Reg'l Chains, Stations; FCC Analysis

WASHINGTON, Aug. 30.—Broadcast employment and pay roll data released by the Federal Communications Commission shows 25,653 persons employed full or part time in broadcasting. Statistics, released for the convenience of the industry because of pending labor negotiations, cover employment in all broadcasting stations, three national chain companies and six regional networks. It is expected that radio executives, labor conciliators and union leaders will follow the figures for reaching wage scale agreements.

Average wage for all full-time employees at stations and regional chain offices proved to be \$43.54 for the week beginning October 13, 1940. National chains, however, maintained an average of \$63.17 for their employees. Part-time workers made an average \$22.47.

In the nation's 765 commercial stations there were 2,197 executives, 3,469 operating personnel, 2,596 announcers, 1,803 staff musicians and 1,561 outside salesmen employed full time. Other duties involved in broadcasting, which included office personnel, writing, etc., employed another 6,258. Part-time work as staff musicians was given to 733, and as other artists to 1,650.

Salaries

Average pay at the stations for production was \$40.26; writers, \$32.43; an-

nouncers, \$34.53; staff musicians, \$48.01, and other artists, \$44.76. At the major networks, however, the scales were higher, as follows: Production, \$62.56; writers, \$57.99; announcers, \$61.86; staff musicians, \$111.92, and other artists, \$45.01.

From other information available at the FCC it was learned that the radio industry pays out about 52 per cent of all its expenditures for pay rolls and professional services, roughly in the neighborhood of \$53,000,000 per year.

By national regions the average pay for all employees engaged in broadcasting approximated \$48 for the Northeastern and Great Lakes regions, \$46 for the Pacific, \$37 for the Midwest, \$36 for the Mountain States, \$34 for Southeastern sections and \$32 for the South Central area. Northeastern stations had 4,895 persons on their pay rolls, while the Great Lakes region employed 4,190.

Midwest pay rolls covered 2,400 workers, Southeastern stations had 2,472 employees, South Central broadcasting embraced 1,220 persons, and 798 were working for the Mountain States outlets. The Pacific Coast offered employment to 1,830.

All of these figures apply to full-time workers unless otherwise stated.

Radio in Reverse

PHILADELPHIA, Aug. 30.—Rupe Werling's *The World's Worst Program* on WIBG, where anything and everything goes, has added a "Chisel Department" to its early morning stanzas. While other programs give things to the listener, the *World's Worst* calls for the listeners to do the giving.

Since he inaugurated the "chisel" feature a fortnight ago, Werling has managed to finagle listeners into sending him cookies, fudge, fancy pastries, seven packages of cigarettes and two packs of gum.

MBS Petitions FCC; Time Respite Assured by FCC

WASHINGTON, Aug. 30.—Mutual Broadcasting System has filed petition with Federal Communications Commission requesting amendment of FCC's regulations regarding option time and term of affiliation contracts. Oral argument before the commission will take place September 12. Chain regulations regarding affiliation contracts, maintenance of more than one network by a single organization and other matters will not take effect until the Mutual petition—and others which may be filed—are disposed of.

In addition, assurances were given licensees that time, beyond the respite due to the MBS petition, would be given to permit readjustment to the new rules when they are decided.

Nat'l Defense Shuffles WCAU Men; Philly Hit

PHILADELPHIA, Aug. 30.—The national defense left gaping holes in both the exec and announcing staff at WCAU this week. Half-dozen members of the station were called to duty. Topping the list is Dr. Leon Levy, WCAU prexy and a director of CBS, for duty as lieutenant-in-charge of the radio division of the Fourth Naval District. Secretary-Treasurer I. D. Levy will look after the station's operation.

Chief engineer John G. Leitch left for Cape May, N. J., where he is lieutenant commander in charge of communications at the naval base. George Lewis takes over. From the announcing staff, John Franklin ordered to active service as army lieutenant at Fort Eustis, Va.; George Thomas, to Camp Croft, S. C., and Jack Guinan, drafted. Gil Newsome and Joe Bolton replacements. In addition, Eddie Peyton, of the maintenance staff, was drafted.

Earlier in the summer WCAU announcer Lew Fisher, a reserve ensign, was called to the submarine base at New London, Conn., and Allen Muncy became a lieutenant at Pearl Harbor, Hawaii.

Armed forces also called up two others in local radio. Chet Geise, WHAT chief engineer, sent to the Panama Canal Zone. Robert Connolly acting chief until his return. Archie Sichel, WIBG engineer, at Fort Meyers.

Advertisers, Agencies, Stations

Philly Ork to MBS

NEW YORK, Aug. 30.—Philadelphia orchestra, under direction of Eugene Ormandy, will broadcast a series of 26 Friday afternoon concerts, starting October 3. Broadcasts will begin at 2:30 p.m. and will be heard in their entirety, originating from Academy of Music in Philadelphia. Series is exclusive with MBS. Details completed by Earl McDonald, manager of Philadelphia Orchestra Association, and Adolph Opfinger, program service manager for Mutual.

Whispering Smith on WMCA

NEW YORK, Aug. 30.—"Whispering" Jack Smith, starting Monday, September 8, will be sponsored on WMCA by Stuart Brooks, Inc., distributor of Red Cross Shoes. Smith will be heard twice daily, warbling at 11:55 a.m. and 6:20 p.m., Mondays thru Fridays. Programs five minutes each.

Williams Boys on WLW Staff

CINCINNATI, Aug. 30.—The Williams Brothers, male quartet, ranging in age from 13 to 22, have joined the WLW staff, coming here from Chicago where they put in a year on WLS. The lads are heard at 8 a.m., Monday thru Fridays, on the Griffin *Time to Shine* program over WLW. The Williams boys, who hail from Wall Lake, Ia., got their start on WHO, Des Moines, several years ago.

Red Evans' Dilemma

NEW YORK, Aug. 30.—Red Evans, ocarina virtuoso and warbler on so many musical spots, has always had a yen for an air show of his own. So when he received a call from a sponsor to audition for a show on WNEW he hotfooted over—despite fact that he was to have been married on the day of the audition. Sponsor has been persuading Red to take it easy and postpone his marriage until show gets into shape.

Red, chafing at the delay, feels that this "show must go on" tradition can be carried too far—what with an impatient fiancée egging him on.

FLASH: At press time it was learned Red Evans got under the wire. He's married. Sponsor still must hear one more audition before deciding on the air show.

NEW YORK:

BOB CONSIDINE, sports writer for the *Daily Mirror*, signed for a nightly program, Mondays thru Saturday, 7:45-8 p.m., on WNEW beginning September 2. . . . Strauss Stores Corporation sponsoring Sydney Moseley, WMCA news commentator, for a five-a-week series, Tuesday thru Saturday, 10:50-11 p.m. starting September 2. . . . Harper & Bros. will publish Norman Weiser's *Writers' Radio Theater, 1940-'41*, September 15. . . . American Chic Company has renewed Don Goddard for 17 weeks on his 7:30-7:45 a.m. news period on WEA, Monday, Wednesday and Friday. Badger & Browning handled. . . . California Fruit Growers' Exchange, thru Lord & Thomas, returns Hedda Hopper's series to CBS September 3, Monday, Wednesday and Friday, 6:15-6:30 p.m. . . . Ed East's *Kitchen Quiz*, sponsored by White Rose Tea, daily, 8:50-9 a.m., returns to WJZ September 15. . . . Jerome C. Robinson added to the sales staff of WWRL, Woodside, L. I. . . . Welch Grape Juice Company, for the ninth consecutive year, has renewed its contract for *Dear John* on the NBC-Blue network. H. W. Kastor & Sons handled. . . . Weed & Company appointed national sales rep for WAYS, Charlotte, N. C., station. . . . Cuticura Soap announcements renewed over WHN by Potter Drug and Chemical Corporation, effective September 1. Atherton & Currier the agency.

CHICAGO:

THE Joseph Schlitz Brewing Company is sponsoring a new series of Monday thru Friday five-minute news commentary programs over WMAQ, with Henry Cooke as commentator. Set thru the McJunkin Agency. . . . Columbia Bedding has contracted for a series of 43 one-minute announcements on WMAQ between September 15 and September 30, also 12 announcements on WENR for the same period. . . . Ralston-Purina Company renewed its contract for the *Tom Mix Ralston Straight Shooters* program, which will return to the air September 29 over 65 NBC-Blue network. . . . Howard Wiley, member of the NBC production staff in New York since 1932, has joined the Chicago staff, replacing A. D. (Archie) Scott, who has been transferred to NBC in Hollywood. . . . R. E. Jeffers, director of public relations for the Russell M. Seeds Company, has prepared a book of exploitation ideas for *Captain Flagg and Sergeant Quirt*

for stations airing the show. . . . Arch Farmer, former night editor of WBBM, has been named news editor under J. Oren Weaver, director of news and special events. William Costello, director of farm service, has been added to the news and special events staff as a writer and editor. . . . The William Morris office is handling the sale of two WGN shows, *The Great Gunns* and *Tom, Dick and Harry*. . . . George Bolas, assistant sales promotion manager of NBC central division, has resigned to join the radio department of Blackett-Sample-Hummert on September 8. Ted MacMurray, member of the NBC production staff, also resigned, effective September 15, and will devote his time to free-lance directing. He will handle the *Tom Mix* and *Lone Journey* serials. . . . *Wishing Well*, heard last season as a 15-minute show on WGN, returned to the air Monday (25) as a half-hour morning show sponsored by Carson, Pirie, Scott, large department store. Stack-Goble, agency handling the program, also has sold it to the Golden Rule store in St. Paul, where it will be heard over KSTP.

LOS ANGELES:

LEW FROST, assistant to the vice-president of NBC-Western Division, on a vacation tour of the Northwest. . . . Dorothy Waknitz, of the NBC press department, is on vacation. . . . Floyd Wettland, control relief engineer at NBC, is on a three-week vacation and is driving to his home in Portland. . . . Henry Gerstekorn, National Advertising Service manager, left Hollywood recently for vacation at Lake Arrowhead, LaJolla, and Del Mar. . . . Hal Rorke, of CBS-KNX publicity department, is back at his desk following a vacation of two weeks. . . . At KHJ Stewart Garner was promoted to the transcription department. His former place as head of the mimeograph department will be taken by Don Chapman. Chapman's former duties as chief usher will be taken by Robert Content, whose routine as parking lot attendant will be taken over by William G. McKee. . . . Archie Scott, NBC Chicago producer, will replace Ted Sherdeman, NBC Hollywood producer, who goes to Young & Rubicam as producer and writer of *Silver Theater*. NBC writer Dave Elton will take over *Latitude Zero*, formerly produced under the guidance of Sherdeman. . . . Henry Myers, NBC field engineer, in Hollywood on vacation from the East.

MARK FINLEY, press director of KHJ-Mutual Don Lee, has returned from a

B&W Renews Two on NBC

CHICAGO, Aug. 30.—The Brown & Williamson Tobacco Corporation has renewed two of its NBC-Red network programs that employ much free-lance talent. *Wings of Destiny*, aired Friday, 9-9:30 p.m. CDST, over 82 stations, has been renewed for another year, effective October 3, and *Plantation Party*, heard Wednesdays from 7:30 to 8 p.m. over 83 stations, starts another year's contract September 24. B. & W. also sponsors two other NBC-Red network shows, *Uncle Walter's Dog House* and *College Humor*. All originate in the Chicago studios and are handled by the Russell M. Seeds Company.

KYW's Live Talent Sked

PHILADELPHIA, Aug. 30.—Return of Clarence Fuhrman as musical director of KYW, NBC-Red station here, on Tuesday (5) marked the return of live talent assignments. Maestro has had the studio band at Cape May, N. J., since the start of the summer. Effective with the return of the tootlers, station is fashioning 10 live talent shows for weekly feeding to the NBC networks. Most of the stanzas were on the network before, with the first of the new shows set for Wednesdays. Tagged *We Present*, show features voices of Roger Williams, Bonnie Stuart and a quartet, along with Fuhrman's music.

Charles Miller to WING

LINCOLN, Neb., Aug. 30.—Charles Miller, program director of the Central States Broadcasting System's sister stations here, KFAB and KFOR, resigned last week to become program director of WING in Dayton, O. Miller was CSBS's chief special events man for this area. No successor was immediately named. Jane Tucker, KFAB-KFOR home economist, has also resigned to accept a Chicago position outside the radio field.

45,000-mile air trip into the Yukon. . . . Consumers Credit Company has signed for 50 broadcasts over K45L for 100-word announcements from August 12, 1941, to August 11, 1942. Erwin, Wasey & Company handled the deal. . . . Los Angeles Downtown Business Men's Association will plug Downtown Dollar Day by means of six 150-word participations, three in Art Baker's Notebook and three in KFI Bridge Club over KFI from September (See ADVERTISERS on page 8)

5-MINUTE PROGRAM RUSH

Radio Talent

New York By JERRY LESSER

CHICK VINCENT, who is subbing as director on *Pepper Young's Family*, has plenty on the ball. He has injected new life into the program. VINCENT is still a young man-with-ideas, and a big agency with dramatic shows might do well to grab him. . . . We thought **CHARLES LAUGHTON** missed giving a great performance last week on **NORM CORWIN'S Job** by using his trick aspirates thru-out the show instead of saving them for the final scene. . . . **MA CORBETT'S Fight Camp** fades from the air after next week's show. This series can make a comeback if cut to a 15-minute period. Packs plenty of wallop. . . . **LILLI VALENTY** starts a new role on *The Goldbergs* this week, that of a French refugee mother. . . . **BENNETT KILPACK** became lost in the White Mountains during his vacation and inquired for lodging for the night at an inn. The lady of the place said she'd have to ask her husband, Mr. Keene, "and he isn't the tracer of lost persons," she appended. "You're right, there," said **BENNETT**, "because I am." . . . **MARGO DEE** will leave radio to become the wife of **FRANCIS J. KUNKEL**. They will live in Pittsburgh.

DON BALL, assistant commercial editor of CBS, and **TOM MOORE**, **ARTHUR KLEIN'S** associate in the talent agency business, have written a song you're bound to be hearing soon, called

Love Came Along. Just learned that **FREIDA SHELTON**, whom we heard and liked on **WINS** recently, had sung in opera in both Germany and Italy before the war. She has a beautiful contralto voice. . . . Probably the loudest, zaniest and funniest show we have heard was the tryout of **JACK WHITE**, **PAT HARRINGTON** and **FRANKIE HYERS** in a *Free for All* over CBS the other night. These lads, assisted by the lovely singing of **JOAN EDWARDS**, provided the nucleus of a mighty fine show, ably aided by **RAY BLOCK'S** orchestra. . . . **BURT RAEBURN**, current at the Taft Hotel, is a triple-threat man. He has been labeled "the most televised face in radio," averaging 5 to 10 television engagements per week. A capable actor and dancer as well, he also has many Broadway productions to his credit. . . . **MARTHA MEARS**, radio singer, has been signed for *Call Out the Marines*, which **RKO** starts this week. . . . **DON BERNARD**, director of *Meet Mr. Meek*, which returns to the air October 8, received a multiple birthday gift August 19 from one Sheila O'Shane. It was seven thoroughbred Irish setters, sired by **DON'S** blue-ribbon setter, *Knights-croft Irish Lancer*. Sheila O'Shane happens to be an Irish setter, too, owned by Don, but Don considers it very thoughtful of Sheila to present him with the litter on his birthday.

Chicago By NAT GREEN

A NEW early morning show featuring **LOISE MASSEY** and the **WEST-ERNERS** will be launched October 6 over the NBC-Red network. The quarter-hour shot, 7:45-8, Mondays, Wednesdays and Fridays, is sponsored by Groves Laboratories (Bromo Quinine) and handled by the Russell M. Seeds Company. . . . **OWEN VINSON**, producer of *That Brewster Boy*, new Quaker Oats show, is taking over production duties on *Knickerbocker Playhouse*, formerly produced by Joe Ainley. Vinson has opened an office, Owen Vinson & Company. . . . September 19 is the date for the transfer of *Mary Marlin* from Chicago to New York. . . . *Romance of Helen Trent* enters its ninth year on CBS September 23, and four of its personnel, **VIRGINIA CLARK**, producer **BLAIR WALLISER**, **MARIE NELSON**, and **LAWRENCE SALERNO** are still with the show. . . . **HUGH STUDEBAKER** has taken over the part in *Road to Happiness* formerly played by **ART KOHL**, who has gone to Hollywood for radio and picture work. Role played by Kohl in *Story of Mary Marlin* was taken over by **DE WITT MCBRIDE**. . . . **BILLY REPAID**, WGN newscaster, is one of the busiest men in radio, with a schedule that keeps him busy from 7 a.m. until after 11 p.m. and calls for at least half a dozen broadcasts a day.

TOM MCKNIGHT will be production head on *Sherlock Holmes* when it returns to the air this month. . . . **MARJORIE HANNAN**, of *Bachelor's Children*, vacationing in New Mexico. . . . There's talk of changing writers on *Scattergood Baines* when that show resumes in November. . . . **FRAYN UTLEY**, CBS woman commentator, has adopted three French children and they're now on their way to this country. . . . **NINA KLOWDEN** pinch-hitting in *The Bartons* for **JANE WEBB** while Miss Webb is convalescing from an appendectomy at St. Joseph Hospital. . . . **ROBERT DUANE** is playing the part of Dr. Frazier in *Road of Life*. . . . **PHILLIP HEYWORTH** and **HERBERT CLARK** will appear in the premiere of *That Brewster Boy*. . . . New CBS *Stepmother* cast additions include **BETTY HANNA**, **JONATHAN HOLE**, **BUTLER MANDEVILLE**, and **BILL WATERMAN**. . . . When **HENRY BUSSE** opens at the Edgewater Beach Hotel this week, he will have with him a new protege, 17-year-old **LEE EDWARDS**, Detroit school boy whom he regards as a comer. Edwards will be heard in Busse's NBC broadcasts. . . . **WALTER PATTERSON**, emcee and soloist on the new *Musical Millwheel* series which starts September 11 on the NBC-Blue network, is the author of several published songs.

Hollywood By SAM ABBOTT

CLIFF ARQUETTE, NBC actor, is the new Honorary Mayor of Sherman Oaks, Calif. . . . **ORSON WELLES**, who inaugurates his new CBS broadcasts for Lady Esther September 15, has a turtle he is entering in turtle derbies. Turtle named Mercury. . . . **FRANCES LANGFORD** will join Bob Hope's Pepsodent program when the NBC comedian returns to the air September 23. **SAM HAYES**, NBC's Sperry newscaster, returns to the air September 1 after an absence of three weeks. He underwent a tonsillectomy. **CLINTON TWISS**, NBC chief announcer, substituted. . . . **FLETCHER WILEY**, KNX-CBS commentator, estimates that he has broadcast 9,500,000 words during his seven years on the air. . . . **DON AMECHE**, NBC star on the *Kraft Music Hall*, is currently working

in 20th-Century Fox's *Confirm or Deny* with Joan Bennett. . . . **CARLTON E. MORSE**, NBC author-director of *One Man's Family* and *I Love a Mystery*, is back after a vacation in the Pacific Northwest and Canada. . . . **KOX MANNING**, KNX-CBS news broadcaster, has just completed his assignment as narrator for Warners' forthcoming film *Perils of the Jungle*, to be released in September. . . . **JOHN LAING**, KFI-KECA staff announcer, and **KATRINA KNAFELZ**, secretary in the auditing department, recently announced their marriage. . . . **ELLIOTT LEWIS**, NBC actor heard on *Best of the Week*, *This Is Judy Jones* and *Latitude Zero*, is back on the air minus his tonsils. . . . **ANDY DEVINE** will join *Al Pearce and His Gang* when they begin their nationwide CBS broadcasts October 3.

New Uses for Radio

MINNEAPOLIS, Aug. 30. — The switchboard girl at **KSTP** here, working away with her lines the other morning, minding her own business, was nearly knocked off her seat by a caller who asked for the weather forecast "for tomorrow."

"I want to wash my corset," said the caller, "and if it's going to rain, I can't."

Philco Tele in Comm'c'l Debut

PHILADELPHIA, Aug. 30. — Town's first commercial tele broadcasts will start Monday (1). **W3XE**, experimental station operated since 1932 by Philco Radio & Television Corporation here, was granted a 60-day commercial license by the FCC. For 15 hours a week flying photos will be transmitted over an approximate 25-mile radius from Philco's 230-foot transmitting tower. Programs will include mostly playlets, variety shows and newsreels. In addition, mobile tele unit will pick up athletic events, parades and public meetings.

Present power of station is 3,000 watts, but will be stepped up to 10,000 watts, according to chief engineer David Grimes. E. N. Alexander is station manager. Paul Knight comes in from **WPEN** here as announcer. Philco, since 1926, has been on the air a total of nearly 6,000 hours with studio programs and special events.

At present there are an estimated 400 television receivers in the area, most of them Philco's own experimental sets.

CHICAGO, Aug. 30.—To acquaint the public with the possibilities of tele and to pave the way for regular broadcasts, **Balaban & Katz** will inaugurate complete tele demonstrations September 8 from the mezzanine floor of the Chicago Theater.

Shows will be under supervision of **William Eddy**, chief engineer of the B. & K. television station **W9XBK**, and his staff. A stage has been constructed on the mezzanine, with receivers on each side, and theater patrons will be televised.

Larain Dunn, who was "Miss Television" at the New York World's Fair, will be hostess. Demonstrations are to be given daily from 11 a.m. to 11 p.m.

AFM Eyes NBC's Latin American Net; Scale Seen

NEW YORK, Aug. 30.—While **John F. Royal**, NBC exec, is lining up Latin American stations for NBC's Pan-American network, the American Federation of Musicians is watching growth of the network patiently and is likely to open negotiations for a scale covering short-wave broadcasts to those countries soon.

"As soon as they get enough stations," said one exec at **Local 802** this week, "you can be sure that we will propose a scale and open negotiations for same."

NBC expects **John F. Royal** back from his 20,000-mile trek this week and believes he will have a batch of Brazilian and Argentinean stations, as yet unannounced, for the net which already includes 14 Central American outlets and 21 Mexican outlets.

Dedicatory ceremonies for the Pan-American net are expected to be held by NBC on or about September 18. International Division will shortly try to sell the net to current sponsors on the Red and Blue nets and expects to work up a rate card soon.

MCA Sells Ginny Simms

CHICAGO, Aug. 30.—**Ginny Simms**, vocalist with **Kay Kyser's** band, has been sold to **Kleenex** for a weekly five-minute network commercial to originate in the CBS studios in Hollywood, starting September 19. Show will be piped 9:55 to 10 p.m. New York time and will be known as *Short and Sweet With Ginny Simms*. Deal has been set by **MCA** here.

Miss Simms will continue as vocalist on **Kyser's Lucky Strike** show.

Overloaded Spot Biz Is a Factor; Fear FCC Action

NEW YORK, Aug. 30.—Script organizations report a terrific and somewhat sudden increase in stations' requests for short scripts suitable for five-minute live programs to be sold as packages. While five-minute programs are by no means new, sudden yen for such programs by stations is characterized by scripts orgs as one of the most notable programming developments of the year, and one which is directly traceable to the fact that station schedules are overloaded with spot announcements, with stations fearful lest the Federal Communications Commission crack down with a ruling that excessive use of spots is detrimental to operation in the public interest.

According to **Joe Koehler**, of **Script Library**, recent requests by stations for the short scripts number between 200 and 300—these requests coming from all parts of the country. Many stations are already using them, including **WFIL**, Philadelphia; **WMAN**, Mansfield, O.; **WICA**, Ashtabula, O.; **WTRY**, Troy, N. Y.; **WBOC**, Salisbury, Md.; **KGGF**, Coffeeville, Kan.; **WESX**, Salem, Mass.; **KFRU**, Columbia, Mo.; **WFMJ**, Youngstown, O.; **WIBX**, Utica, N. Y.; **KHUB**, Watsonville, Calif., and **WBNS**, Columbus, O.

These five-minute programs are generally slanted for performance by one or two people, with light comedy and screwball material most in demand. Many of the stations writing for material ask for scripts similar to those used by **WOR**—**Mutual's Henry Morgan**.

Attitude of stations loaded up with spots is that they are trying to give the advertiser what he wants and therefore must keep pace with the increasing use of spot announcements by national advertisers. This partially accounts for the rush of recorded shows especially designed to accommodate spots. Some station execs, however, freely admit that the spots, particularly those which are scheduled for definite time periods, play havoc with schedules and prevent proper coverage of special events in addition to hurting entertainment value of the station's programming. Some stations, of course, will make every effort to clear time in the event that spots conflict with an outside pick-up.

Some of the stations going in for five-minute programs are doing so with the idea in mind that these programs can do two things: (1) Help keep the station in the good graces of the FCC, and, (2) attract advertisers because the slim time and talent budget, while more than a spot announcement, is still very reasonable.

Demand for five-minute programs is also being noticed by some of the transcription companies. Associated, for instance, is planning a canned series currently.

Another recent development in stations' use of scripts is directly traceable to the draft, which has reportedly caused a turnover in approximately 20 per cent of the stations' personnel. Hiring of new people, according to script orgs, has resulted in a demand for experimental and idea scripts as against the old tried and true formulas.

WICC To Go Mutual

BRIDGEPORT, Conn., Aug. 30.—**WICC**, city's only radio station, a spoke of the Yankee network, will become a full-time **Mutual** outlet at the expiration of its present contract with **NBC** July 15, 1942. The station for the past four years has been carrying both **NBC-Blue** and **MBS** programs. Previously, it was a **CBS** outlet for several years.

Telecast's Charter

ALBANY, N. Y., Aug. 30.—The **Telecast Productions, Inc.**, New York City, a newly formed radio broadcasting station, was granted a charter of incorporation today by the secretary of state. The company is capitalized at \$50,000. The promoters and stockholders are **Myron Zibel**, **E. A. Freeman**, and **William Sherman Greene Jr.**

802, AFRA Mull Clamp on Use Of Warblers on Record Shows

NEW YORK, Aug. 30.—Musicians' union and American Federation of Radio Artists are mulling ways and means of clamping down upon radio stations' use of live singers on record programs. Situation came to the fore when a member of Local 802, American Federation of Musicians, lodged a complaint recently with William Feinberg, secretary of the local, squawking over the fact that Station WOV's Dick Gilbert makes use of his tonsil equipment to accompany recordings of name bands broadcast from the station. Local 802 wants live musicians to accompany the singer.

AFRA holds jurisdiction over radio singers, and Feinberg last week wrote to George Heller, pointing out that live talent had suffered greatly from the incursions of mechanization, and that this development of having singers warble along with recordings was detrimental to interests of talent. Heller this week answered Feinberg, stating that AFRA would be willing to cooperate in the matter with the musicians' union but felt that the situation merited national action thru the AFM rather than local action. Heller also points out that, in his opinion, the mere stopping of Dick Gilbert or one or two other people from performing on such programs would not cure the evil—which is essentially that of the unregulated use of recordings on the air. AFRA, however, is perfectly willing to get together with 802 and AFM execs to work out a possible solution, preferably on a national scale. AFRA, inci-

dentally, does not have a contract with WOV.

Whether James C. Petrillo, AFM prexy, would try to work with AFRA on the problem is a moot question, owing to Petrillo's run-in with AFRA's affiliate, the American Guild of Musical Artists, on the matter of jurisdiction over concert soloists. AFM, too, has always maintained a solo course in its organizational activities, steering clear of other unions—this despite the existence of a "reciprocal" pact with the stagehands' union.

Trautman Writer-Producer For Horace Heidt Program

PITTSBURGH, Aug. 30.—Horace B. Trautman, promotion and continuity director for WWSW, will leave next week to become writer-producer of the Horace Heidt commercial broadcasts. Ollie O'Toole, Heidt announcer, is WWSW alumnus.

Angle is that Trautman was tentatively slated for writing niche in Heidt outfit last year, but supposedly lost chance when local newspaper columnist prematurely reported dickerings. Then, when Heidt crew played Stanley few months ago, Trautman wrote and produced broadcast for station featuring maestro, but didn't talk business. Couple weeks ago, localite received wire from Heidt, and job was okayed after interviews with Stack-Goble bigwigs in New York and Heidt manager.

ADVERTISERS

(Continued from page 6)

10 to September 12. Deal was direct. . . . Over same station deal was set for 14 50-syllable announcements to be used as scheduled from September 10 to September 13. Deal also direct. . . . New business over KECA includes deal set with United Service Bureau for 65 quarter-hour programs, *Musical Clock*, five-a-week, from August 25 to November 21, in the interest of employment, set thru Allied Advertising Agency, Inc.

PHILADELPHIA:

FRANK MURRAY, former U. of P. football star, will take a flier in radio this month as a football forecaster for WCAU, joining Taylor Grant in a new series of grid sustainers. . . . William B. Ricketts made chief of the F. Wayland Ayer Foundation at N. W. Ayer here. . . . WIBG contributing quarter hour of Doug Arthur's participating *Danceland* daily show to the Marine Corps recruiting service. . . . Benedict Gimbel Jr., WIP prez, appointed local defense fire warden. . . . John Fell, after being hospitalized for several months, back on the KYW announcing staff. . . . Wettlin agency gets the Blenheim Silk Hosiery account. . . . WPEN takes advantage of lack of late newspaper editions Sundays by upping its news periods for that day. . . . Dale Carnegie's test show for International Correspondence Schools starts September 18 on WCAU. . . . James F. Coyle upped from the sales staff, after 15 years, to assistant commercial manager of WCAU. . . . W. Lawrence LePage, of *The Bulletin* staff, inaugurates a new series of aviation programs on KYW. . . . Adams Clothes, heavy radio user, switches its account to the Harry Ditman agency.

FROM ALL AROUND:

LARRY KEATING, for the past five years with NBC, San Francisco, has been transferred to the web's Hollywood studios. He was replaced by Douglas Gourlay, of KDYL, Salt Lake City. . . . Band leader Muzzy Marcellino is now doing a vocal stint on KGO-KPO, San Francisco. . . . KSFO (San Francisco) has a weekly remote from Moffett Field, army basic training base for aviation. . . . John K. Chapel, KROW (Oakland) newscaster, is on a lecture tour of Central America and the Western United States. . . . John L. McClay, former manager of WBAB, Atlantic City, has enlisted in the armed forces. . . . Trevor Beggs, announcer at CJRM, Regina, into the Royal Canadian Air Force as an instructor. . . . Pat Flaherty, formerly with WOAI, San Antonio, has joined the announcing staff of KPRC, Houston. . . . Renwicke Cary, radio ed of *The San Antonio Light*, is pinch-hitting as the sheet's Sunday and theatrical critic. . . . Both KMAC and KONO, San Antonio, are now on full-time schedules.

Program Reviews

EDST Unless Otherwise Indicated

"Forecasts 10 and 11"

Reviewed Monday, 9-10 p.m. Style—Dramatic, comedy, variety. Station—WABC sustaining (New York, CBS network).

Columbia's continuing *Forecast* series, taking the spot vacated by the summer-vacationing Lux Radio Theater, appears to have developed into a more finished two-part unrelated program.

As far as the first half hour inning is concerned, this is undoubtedly due to the fact that the August 25 program suggestion came from Alexander Woollcott in the form of *Three Wishes*. "Wishful Woollcott's" first desire is *People*, which turns out to be a rousing satire of George S. Kaufman's skit, *If Men Played Cards as Women Do*, enacted with all the barbs of impersonated womankind by Moss Hart, Franklin P. Adams, Frank Sullivan and Russel Crouse, all Woollcottian favorites. They don't play cards. Do you get the idea?

Town Crier's second selection is *Voice*, and it would be hard to improve on baritone Paul Robeson as choice. He was fed in from the West Coast. Entry 3 is *Players*, and in this the talent is absolute tops—Alfred Lunt and Lynn Fontanne in an abridged scene from Act 3 of Maxwell Anderson's *Elizabeth the Queen*. No greater handling of dialog has ever been done on the air.

Critic Carl Van Doren uses elegant prose in introducing the stanzas (like "Corpulent Cinderella" for Alec), but his reading of Kenneth Robinson's poem, *American Laughter*, did not register. Script by George Faulkner, direction by George Zachary, lyrics and music by Irving Graham and orchestra of Lynn Murray. This is intelligent adult entertainment.

Second 30-minute chore is a breezy, well-timed variety layout starring Tony Martin and Bert Lahr, with vocalist Linda Ware and Dave Rose's orchestra. Martin sings, Lahr gags with him, Ware warbles *Daddy* and gags with Lahr, Rose and ork come thru with a musical breather, Lahr socks over a beauty parlor skit, and Martin and Ware offer the concluder with a four-minute arrangement of *Perfidia*. It's conventional variety but competent and should not lack sponsor appeal. This one originated from Hollywood, with script by Sam Perrin, direction of Herb Polesi and general production by Charles Vanda. It's Columbia's "annual series of ideas earmarked for future reference." Next *Forecasts* on the shelf bring the weight on Negro talent. Leonard Traube

The Missus Goes a-Shopping

Reviewed Wednesday, 6:15-6:30 p.m. Style—Man-in-store interview. Sponsor—John Morrell Company. Station—KDKA (Pittsburgh).

Maybe the sponsor thinks listeners like nothing but commercials. This woman-in-the-store version of the man-on-the-street interview is strictly uninteresting.

It's 15 minutes of Bob Shield asking women in a store "heavy, heavy what hangs over?" The answer is "Morrell's Easy-Cut Ham." Spice on the show is Shield asking the women for sparkling information, such as their names, where they live, and "are you married?" Then each interviewee guesses weight of the ham evidently hanging over their heads. Correct guesser wins the ham. But then, the audience gets ham, too. Mort Frank.

"Around the Hub"

Reviewed, Wednesday, 4-4:15 p.m. Style—Interviews. Sustaining on WEEI (Boston).

If you listen to Jay Wesley for a few minutes you can easily see why he is one of the most popular sportscasters and quizzers on the local air lanes. Wesley conducts this show spasmodically, generally doing interviews. On show caught he was interviewing a couple of racket guys in their haunts—the tennis courts.

Interview with the tennis players sounded like ordinary conversation between a couple of guys. He makes no attempt to quiz his guests but simply asks such questions as he thinks the public is interested in. The net results

is a sensible interview shot that is really informative.

Wesley is well-adapted to this type of interview because of his knowledge of sports. The questions tossed were the type that most tennis fans wonder about from time to time—such as "how do you know, when playing doubles, when to leave the ball alone and let your partner get it?"

In addition to this shot Wesley is a sports commentator. Either way he's worth listening to.

He has a ready charm and personality that are quickly apparent, and an easy, flawless manner. And, which is most important, he sounds like your next door neighbor trying to get some dope on a subject that interests him. Mike Kaplan.

"Kaleidoscope"

Reviewed Thursday, 8-8:30 p.m. Style—Dramatic. Station—Sustaining on WBRE (Wilkes-Barre, Pa.).

"Four le Patrie" was the third in WBRE's "Kaleidoscope" series. The show was an original story by Ted Claybourne, program's writer and producer. A vet of 12 years of radio, Claybourne has written a good story and produced an excellent show. With but one or two exceptions, cast was worthy of network recognition.

The story concerned itself with the trials of two French girls in America at the time of the outbreak of the first World War in 1914. Yvonne and Celeste Maurier are bereft of their brother, Jules, who was called to the colors of the fatherland. There is a direct comparison between this story and current happenings. Altho the tale runs the gamut of grief and despair, Claybourne managed to spring a surprise ending. Mit Miller.

Wrigley's Bernie Show

CHICAGO, Aug. 30.—A new quarter-hour variety show headed by Ben Bernie and band and sponsored by the William Wrigley Jr. Company, will make its debut Monday (1) from Station WCAU, Philadelphia, then will move to Chicago and WBBM for the rest of the series. Bobby Brown produces the show, which is heard from 4:45 to 5 p.m. CDST; Walter Preston directs and Bernie emcees. The Wrigley company sponsors two other shows, *Dear Mom* and Gene Autry's *Melody Ranch*.

Comment

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

Treasury Hour, sponsorship of which will be taken over by the Bendix Company September 30, presented a very entertaining program last Wednesday, 9-10 p.m. on CBS. But the entertainment value was in no way traceable to the work of Milton Berle, who this fall begins a series for Ballantine's on the Mutual network. Berle will have to do better for Ballantine's. If he does not, the outlook is none too rosy. He emceed the *Treasury Hour* stint, besides doing a session of solo gagging and a sketch with Beatrice Kay. *Gay Nineties* warbler. Effect was that of Loew's State coming to radio—and not very good Loew's State either. Most of the opening gag sessions fell flat. The session with Miss Kay had quite a lot of laugh value, but most of it was due to Miss Kay's excellent delivery.

Program also presented Columbia's *Gay Nineties Revue*, with Miss Kay, Joe Howard, Al Goodman ork. Ray Block choir, and the Elm City Four; Robert Weede, Met Opera baritone, and the Quiz Kids. *Gay Nineties Revue* was as enjoyable as ever, with its satiric treatment of old tunes. Weede strictly terrific in an aria from *La Traviata*, and remainder of show okay.

Berle, however, needs sharper material. Paul Ackerman.

Resourceful Ross!

CHICAGO, Aug. 30.—Norman Ross, who has a flock of programs on local stations, discovered he had a real problem on his hands when he found that his new Swift & Company show, to go on the air soon, ends at 8:30 a.m., which is the time he goes on the air for a coffee company. First show will be on WBBM, the other on NBC, and the studios are half a mile apart. Not to be stumped, Ross rented a studio of his own in the Merchandise Mart, where NBC is located. He will pipe his Swift show to BEM, then broadcast the coffee show from the same studio, as he would not have time to make the trip upstairs to NBC. This over, he will have five minutes to dash upstairs for his Northwestern Railroad broadcast at 8:45.

ORKS STILL IN SS MESS

Lang-Worth To Enter Pop Music Publishing Field

NEW YORK, Aug. 30.—Lang-Worth Feature Programs, Inc., transcription company, will shortly enter the popular music publishing field. According to Ralph C. Wentworth, Lang-Worth exec, company is now in a very favorable position to do this, inasmuch as it has about 20 name bands lined up to cut disks and can be assured of plugs thru station subscribers of its transcription library service.

Lang-Worth's subscribing members now total some 270 stations, assuring a saturation of plugging in certain key areas. Company has been buying tunes for years, some of them in unpublished manuscript form, and has a total of 800 copyrights as a starter. All published material, according to Wentworth, will be recorded by name bands for the library service.

Lang-Worth in the past has acted as agent for songwriters, mostly in the way of lining up writing talent for Broadcast Music, Inc.

Lang-Worth is the second transcription company within the past year to eye the pop publishing field. Associated Music Publishers some months back announced its intention of publishing pops, but AMP is not new to the publishing business. The North American Company, parent of AMP and Muzak, functioned as a publisher of serious works long before the formation of Muzak and the library service. Angle was to make Muzak, to a certain degree, independent of outside copyrights.

Dorsey Breaks Own House Record at Lake Compounce

BRISTOL, Conn., Aug. 30.—With 4,499 paid admissions at \$1.10 per person in the till, Tommy Dorsey broke his own house record for Lake Compounce by more than 600 people on Sunday's (24) one-nighter.

Band had been given terrific build-up, and promotion stunts included free records, pix, autographs, etc. Dorsey tried to buy a ticket to himself in order to bring attendance to 4,500, but was told that wouldn't be fair.

HERSHEY, Pa., Aug. 30.—Tommy Dorsey grossed \$2,845.20 at Hershey Ballroom Wednesday (20), when he drew 2,990 at \$1.10 for dancers and 55 cents for spectators.

Dances for Ambulances!

NEW YORK, Aug. 30.—The British-American Ambulance Corps, in collaboration with the American Federation of Musicians, will stage "Dances for Ambulances" in 740 cities.

Music will be furnished by unemployed members of AFM locals, paid scale for the jobs. First dance will be in New York Yankee Stadium, October 13, and will be called "Name Band Jubilee." Nobody has been signed for Stadium job yet.

Sanders Does a \$945 Gross For Archer's Chermot Ball

OMAHA, Aug. 30.—Joe Sanders and his orchestra opened the fall season for Tom Archer's Chermot at Omaha Saturday (23), with 1,260 dancers paying 75 cents each for a \$945 gross.

The spot had been shuttered for the last six weeks.

Masters' \$1,053 at Hershey

HERSHEY, Pa., Aug. 30.—Frankie Masters' band drew 1,442 paid admishs, at 85 cents for dancers and 40 cents for spectators, at Hershey Park Ballroom on Saturday (23), grossing \$1,053.65.

Charlie Spivak is booked for Hershey Ballroom Saturday, September 6, and Artie Shaw Saturday, September 13.

Youngman Has To Produce a Strad Or Face the --

PHILADELPHIA, Aug. 30.—Tired of playing "fiddle, fiddle, who's got my fiddle?" Allan Fielding, Club Ball maestro, has enlisted the aid of the musicians' union to help him find the missing Strad. According to Fielding, as contained in complaint entered with the local musicians' union, comedian Henry Youngman dropped in at the club last October, while being in town for a club date, and borrowed Fielding's fiddle for his act.

Youngman claims that he returned the instrument, giving the box to Jim Fettes, local band booker, who in turn gave it to the nitery's doorman to turn over to Fielding. And the doorman, in turn, claims that he gave the fiddle to "a guy with a tux" inside the spot, figuring him to be one of the headwaiters. Thus far, no one with a tux has owned up to getting the fiddle to return to the maestro. And since a robbery at the club earlier in the month caused Fielding to lose his relief Strad, he's hollering for his first instrument.

Fielding brought complaint to Jack Rosenberg, prez of New York's Local 802, who told the maestro to file his charges with the local union. And that's what he has done. Says he doesn't want to know anything about "a guy with a tux." All he wants is Youngman to bring back his fiddle.

Shep Fields Pops \$1,809 Into the Till at Ottawa

OTTAWA, Aug. 30.—Shep Fields' band drew \$1,809 in one-night stand at the Auditorium Tuesday (26). Gate was the largest since appearance in 1938 of Guy Lombardo at same location.

Clare M. Brunton, Auditorium manager, said gate was above expectations. Fields was the third name band to play the location this summer, and one or possibly two others will be booked before hockey season opens.

Prices were \$1 and \$1.25 and attendance was 1,800.

McCune Pulls 13,500 at Totem

AUBURNDALE, Mass., Aug. 30.—Bill McCune, playing his first engagement at the Totem Pole Ballroom in Norumbega Park here, equaled the Saturday (23) night record of 3,700 dancers at \$1.35 per couple for \$2,497.50, and set a six-day gross of \$9,113.

At \$1.35 per couple, McCune drew 1,100 Monday, 1,500 Tuesday, 2,000 Wednesday, 2,400 Thursday, 2,800 Friday and 3,700 Saturday for a total of 13,500 dancers.

MARINETTE, Wis., Aug. 30.—Casino Ballroom, formerly the Blue Ribbon Casino, opens near here tomorrow with Russ Williams ork.

Gas Rationing Hits Orks With Private Cars; Ickes No Help

WASHINGTON, Aug. 30.—Eastern gas rationing regulations are posing a new problem for ork leaders doing their traveling in private cars. Dean Hudson and ork, currently at the Summit Club, Baltimore, was one of the first to feel the pinch. Leader doubles between the Summit and here, where he has a sponsored morning air shot over the NBC Blue. To transport the sidemen and equipment, Hudson uses his own autos and a 1½-ton panel truck. Gas stations in the area have refused to classify Hudson's cars as commercial, and mixed reactions are passed out on the truck.

Leader called Harold L. Ickes, Secretary of the Interior, to get a clarification, but was told by one of his assistants that nothing much could be done at the moment. Ickes' spokesman did say, however, that there was a possibility of

What's the Moral?

PITTSBURGH, Aug. 30.—While Lou Breese was bemoaning the loss of his \$1,000 diamond ring he lost while swimming at Kennywood Park here last summer, little George Pow Jr. was walking around with the sparkler on his finger, thinking it was worth 10 cents or thereabouts.

It wasn't until the Pows had dinner with some friends who knew diamonds, that they realized what the ring was worth. Someone then remembered the ads which appeared in the local papers offering a reward for the ring. The Pows paid a visit to Breese this week backstage at the Stanley Theater in Pittsburgh and turned the ring over to Breese. Breese introduced the kid from the stage and gave him a wrist watch as a reward.

Report N.Y. Post Behind Sale of U. S. Rec. Studio

NEW YORK, Aug. 30.—The U. S. Record Company studios have been sold, reportedly to a new combine which operates in close touch with the promotion department of *The New York Post*. The new firm is called Musical Arts Recording Studios, Inc.

Paul Sarazen, head of Publishers' Service Company, Inc., with offices in the N. Y. Post Building, is said by employees of the record studios to be head of the new outfit. Sarazen, who helped direct *The Post's* previous venture into the classical record field, disclaims connection with the new enterprise and refers inquiries to Jack Benjamin, formerly Roxy's assistant, who appears to be in charge of production at the studios. Studio employees, however, refer business inquiries to "our business offices" and Sarazen in the Post Building.

Officials of American Federation of Musicians say that no application for a recording license has been made by Musical Arts. They do say, however, that they have received one complaint to the effect that the N. Y. Philharmonic has already cut some disks for the new company.

Figures on the studio sale are unknown.

New Chi Office for Zucker

CHICAGO, Aug. 30.—Stan Zucker Agency opened new quarters in the Loop, with Cole Keyes in charge. The local staff has been augmented to service locations, one nighters and club dates.

Lee Stone is in charge of cocktail units, while Bob Watkins joins the office Monday (1) to handle out-of-town locations. Don Roth is in charge of one nighters.

Int. Rev. Office Has Not Changed SS Branch Rules

NEW YORK, Aug. 30.—Band leaders are finding themselves involved deeper than ever in the Social Security and unemployment insurance muddle, despite the American Federation of Musicians' more recent attempts toward a straightening out of these problems with the Bureau of Internal Revenue at Washington. Road orks are finding different interpretations of the SS tax ruling thru-out the country and are having a tough time keeping their books straight, some of 'em paying off in some spots, but the locations paying off in others. Al Donahue ran into a snag during a recent six-day run at Roy Gill's Totem Pole, Auburndale, Mass. Gill claimed he had been told by the SS district office that he did not have to pay the sidemen's one per cent, as the employer, because he (Gill) was not technically such. Donahue's manager, Frank Walsh, says he is holding the coin in escrow, rather than sending it to Washington, until he knows what's what.

AFM still figures it is in a good position to win its point of having every location owner designated the employer and liable for the tax. Union spokesman said this week that the standard form job contract now in use is depended upon to hold up in any future court decisions on the matter. Meanwhile, the AFM is trying to get the SS Board to instruct all of its district offices to follow an interpretation on the SS situation handed to Sam Ansell, AFM attorney, by the Internal Revenue office a few weeks ago. This left the leader in the clear.

District SS offices say they have nothing further to go on than the original SS ruling, and that under this they treat each band case separately. One district SS spokesman in New York said this week that many angles condition each location where an ork plays. For example, he stated, should an operator hiring a band request certain dress, tunes, etc., of the band, that puts him more in the category of an employer than an op who just tells the maestro to do whatever he wants.

Whole mess is due to come to a head soon because of a big accumulation of controversial cases where neither the leader or the operator is footing the SS bill. The government will soon be insisting on its money, and among the leaders, ballroom ops, promoters, hotel and nitery managements, somebody will have to kick in.

Unemployment insurance is proving another headache to sidemen. No way has been figured out yet where a tootler loosing his job in Shoelace, Ariz., but having his home in New York, can connect up with the unemployment coin. Dansant ops are squawking on this score, too, claiming they see no reason for having to pitch in unemployment insurance for an ork that probably plays their spot once in 12 months.

Pauley's Turnpike, Omaha, Begins Fall Policy Sept. 13

LINCOLN, Neb., Aug. 30.—Blue Barron's gross at the Turnpike Casino here Saturday was \$810, paid by approximately the same amount of people at 85 cent advance and \$1.10 at the door. This isn't much better than average for this spot.

R. H. Pauley will reinstate regular policy at the Turnpike beginning with Lou Breese September 13, the first weekend back in town for some 5,000 college kids. Pauley will follow with names when he can get them and fill the in-betweeners with lesser known brands of music.

Margolis Fronts Own Ork

NEW YORK, Aug. 30.—Charles Marlow, who as Chuck Margolis played trumpet with several name orks, has formed his own band and has signed with the William Morris Agency for bookings.



The Billboard

MUSIC POPULARITY CHART

WEEK ENDING
AUGUST 29, 1941

SONGS WITH MOST RADIO PLUGS

Following are the 15 songs with the most plugs on MBS and on NBC and CBS. Due to the MBS-ASCAP contract, Accurate Reporting Service, source previously for all plug data, now lists only WOR plugs, having temporarily dropped NBC and CBS from its recapitulation. MBS listings below, therefore, are supplied not only by Accurate's daily reports, taking in plugs between 5 p.m.-1 a.m. for week ending Thursday, August 28, but also by recapitulations furnished by the MBS logs. NBC-CBS totals are furnished by the office of Research-Radio Division, College of the City of New York, including broadcasts from 8 a.m.-1 a.m. daily for week ending Friday, August 29.

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

MBS PLUGS

Position Last This Wk. Wk.	Title	Publisher	Plugs
2	1. KISS THE BOYS GOODBYE (F)	Famous	25
4	1. I UNDERSTAND	Feist	25
7	1. JIM	Kaycee	25
3	2. DADDY	Republic	21
4	3. AURORA	Robbins	19
4	4. GREEN EYES	Southern	18
5	5. THINGS I LOVE	Campbell	14
4	6. YOU AND I	Willson	13
—	6. I GUESS I'LL HAVE TO DREAM THE REST	Block	13
—	7. TATTLE TALE	Santley-Joy	12
1	8. GIVE ME YOUR ANSWER	Mills	12
—	8. UNTIL TOMORROW	Republic	12
—	9. ANGELS CAME THRU	Remick	11
—	9. HARBOR OF DREAMS	Miller	11
—	10. I'LL BE WITH YOU IN APPLE BLOSSOM TIME	Broadway	10

NBC-CBS PLUGS

4	1. 'TIL REVEILLE	Melody Lane	46
3	2. GREEN EYES	Southern	40
3	3. I GUESS I'LL HAVE TO DREAM THE REST	Block	35
—	4. JIM	Kaycee	32
1	4. TIME WAS	Southern	32
3	4. YOU AND I	Willson	32
2	5. YOURS	E. B. Marks	29
5	6. I WENT OUT OF MY WAY	BMI	26
7	7. IT'S SO PEACEFUL IN THE COUNTRY	Regent	21
—	8. LAMENT TO LOVE	Roe-Krippene	20
8	9. MARIA ELENA	Southern	19
—	9. THINGS I LOVE	Campbell	19
—	10. UNTIL TOMORROW	Republic	18
4	11. INTERMEZZO (F)	Schuberth	16
9	11. YES, INDEED	Embassy	16

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Gaiety Music Shop; Sun Radio Company. Bridgeport, Conn.: Howland Dry Goods Company; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc.; Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store, Downtown Record Shop, Alex A. Gettlin. Washington: George's Radio Co., Inc. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Pitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

POSITION Last This Wk. Wk.	Title
1	1. GREEN EYES —JIMMY DORSEY
3	2. YOURS —JIMMY DORSEY
6	3. MARIA ELENA —JIMMY DORSEY
—	4. YOU AND I —GLENN MILLER
2	5. DADDY —SAMMY KAYE
5	6. YES, INDEED —TOMMY DORSEY
8	7. PIANO CONCERTO —FREDDY MARTIN
9	8. BOOGLIE WOOLIE PIGGY —GLENN MILLER
4	9. BLUE CHAMPAGNE —JIMMY DORSEY
—	10. LET ME OFF UPTOWN —GENE KRUPA

EAST

POSITION Last This Wk. Wk.	Title
1	1. Green Eyes —Jimmy Dorsey
—	2. You and I —Glenn Miller
—	3. Boogie Woogie Piggy —Glenn Miller
3	4. Daddy —Sammy Kaye
8	5. Time Was —Jimmy Dorsey
2	6. Blue Champagne —Jimmy Dorsey
10	7. Let Me Off Uptown —Gene Krupa
5	8. Yes, Indeed —Tommy Dorsey
4	9. Maria Elena —Jimmy Dorsey
6	10. 'Til Reveille —Kay Kyser

MIDWEST

1	1. Yours —Jimmy Dorsey
2	2. Green Eyes —Jimmy Dorsey
3	3. Daddy —Sammy Kaye
—	4. Maria Elena —Jimmy Dorsey
—	5. You and I —Bing Crosby
—	6. 'Til Reveille —Bing Crosby
7	7. Piano Concerto —Freddy Martin
6	8. You and I —Glenn Miller
—	9. Yes, Indeed —Tommy Dorsey
8	10. This Love of Mine —Tommy Dorsey

SOUTH

POSITION Last This Wk. Wk.	Title
1	1. Yes, Indeed —Jimmy Dorsey
4	2. Green Eyes —Jimmy Dorsey
3	3. Yours —Jimmy Dorsey
5	4. Maria Elena —Jimmy Dorsey
8	5. Blue Champagne —Jimmy Dorsey
2	6. Daddy —Sammy Kaye
7	7. Boogie Woogie Piggy —Glenn Miller
9	8. 'Til Reveille —Bing Crosby
6	9. 'Til Reveille —Kay Kyser
—	10. Daddy —Joan Merrill

WEST COAST

3	1. Piano Concerto —Freddy Martin
1	2. Green Eyes —Jimmy Dorsey
—	3. You and I —Glenn Miller
4	4. Yours —Jimmy Dorsey
—	5. Let Me Off Uptown —Gene Krupa
—	6. Maria Elena —Jimmy Dorsey
—	7. Cowboy Serenade —Glenn Miller
—	8. You and I —Bing Crosby
—	9. Yours —Xavier Cugat
10	10. Adios —Glenn Miller

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL

POSITION Last This Wk. Wk.	Title
4	1. 'TIL REVEILLE
2	2. YOU AND I
3	3. DADDY
1	4. MARIA ELENA
7	5. GREEN EYES
5	6. YOURS
6	7. INTERMEZZO
13	8. HUT-SUT SONG
14	9. DO YOU CARE?
8	10. THINGS I LOVE
12	11. YOU ARE MY SUNSHINE
—	12. I WENT OUT OF MY WAY
9	13. BLUE CHAMPAGNE
—	14. I'LL BE WITH YOU IN APPLE BLOSSOM TIME
1	15. PIANO CONCERTO

EAST

POSITION Last This Wk. Wk.	Title
1	1. You and I
4	2. 'Til Reveille
3	3. Daddy
8	4. Green Eyes
10	5. Do You Care?
13	6. I Went Out of My Way
5	7. Yours
11	8. Blue Champagne
9	9. Hut-Sut Song
—	10. Kiss the Boys Goodbye
12	11. I Guess I'll Have to Dream the Rest
15	12. You Are My Sunshine
6	13. Things I Love
14	14. It's So Peaceful in the Country
7	15. Intermezzo

MIDWEST

4	1. Daddy
3	2. 'Til Reveille
1	3. Maria Elena
11	4. Intermezzo
5	5. You and I
7	6. Things I Love
2	7. Yours
6	8. Green Eyes
15	9. Hut-Sut Song
8	10. Kiss the Boys Goodbye
10	11. You Are My Sunshine
—	12. Do You Care?
—	13. I Went Out of My Way
—	14. The Band Played On
12	15. I Understand

WEST COAST

POSITION Last This Wk. Wk.	Title
4	1. 'Til Reveille
1	2. Maria Elena
3	3. Daddy
2	4. You and I
5	5. Intermezzo
6	6. Green Eyes
9	7. Yours
—	8. You Are My Sunshine
7	9. Things I Love
8	10. Piano Concerto
11	11. Hut-Sut Song
13	12. Blue Champagne
10	13. Do You Care?
15	14. I Went Out of My Way
—	15. Until Tomorrow

SOUTH

1	1. Maria Elena
4	2. You and I
7	3. 'Til Reveille
5	4. Intermezzo
3	5. Yours
9	6. Green Eyes
6	7. Daddy
—	8. Hut-Sut Song
12	9. I'll Be With You in Apple Blossom Time
—	10. Do You Care?
—	11. Boogie Woogie Piggy
11	12. Things I Love
10	13. Kiss the Boys Goodbye
—	14. Yes, Indeed
—	15. I Understand

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

- MARIA ELENA. (13th Week) Jimmy Dorsey, Wayne King, Tony Pastor.
- DADDY. (13th Week) Sammy Kaye, Andrews Sisters.
- GREEN EYES. (7th Week) Jimmy Dorsey.
- GOODBYE DEAR, I'LL BE BACK IN A YEAR. (5th Week) Horace Heidt.
- 'TIL REVEILLE. (4th Week) Kay Kyser, Bing Crosby.
- YOU AND I. (3d Week) Bing Crosby, Glenn Miller, Kay Kyser.
- YOURS. (1st Week) Jimmy Dorsey.

COMING UP

- KISS THE BOYS GOODBYE. Bea Wain, Tommy Dorsey.
- YES, INDEED. Tommy Dorsey.
- BLUE CHAMPAGNE. Jimmy Dorsey.
- I GUESS I'LL HAVE TO DREAM THE REST. Glenn Miller, Tommy Dorsey.
- BOOGLIE WOOLIE PIGGY. Glenn Miller.
- COWBOY SERENADE. Kay Kyser, Glenn Miller.
- I DON'T WANT TO SET THE WORLD ON FIRE. Tommy Tucker, Horace Heidt.
- MA, I MISS YOUR APPLE PIE. Guy Lombardo.

Orchestra Notes

Of Maestri and Men

JOHNNY LONG is tentatively set to follow Jimmy Dorsey at Frank Dailey's Meadowbrook at Cedar Grove, N. J., in December. A previous commitment which Long must fill at Roseland Ballroom, New York, will have to be shoved ahead before the maestro is definitely set at Meadowbrook. . . . **SONNY KENDIS**, Stork Club, New York, baton wielder, was given a set of engraved cuff links by Lieut. Comm. Walter Winchell. Occasion was Sonny's performance aboard U. S. S. North Carolina. . . . **WILL BRADLEY** is ticketed for four weeks at Chicago's Hotel Sherman, beginning September 6. . . . **PAUL WHITEMAN** goes into the New Commercial Hotel, Elko, Nev., September 6. . . . **MEREDITH BLAKE** takes over Mary Ann Mercer's femme chirping chores with Mitchell Ayres' crew. Mary Ann's new commercial air spot triples her ork salary. Blake gal was with Gray Gordon. . . . **JACK TEAGARDEN** follows Milt Herth Trio into Syracuse Hotel, Syracuse, N. Y., September 19. . . . **EDDIE SOUTH** leaves New York's Cafe Society Uptown after more than a year to open at the Capitol Cocktail Lounge, Chicago, September 13. . . . **RON PERRY** ork now in its 17th week at La Guardia Airport, New York. . . . **DEAN HUDSON** has switched gal vocalists, Frances Colwell replacing Ruthie Vale. Miss Colwell was with the band in its University of Florida days. . . . **GENE KRUPA**, with Jimmy Millone added as fifth sax, opens at the Palladium, Los Angeles, September 12 after a tour of Northwest. . . . **JOHNNY MESSNER** qualifies for "Mr. McAlpin" title. Leader and crew start fifth consecutive season at New York Hotel McAlpin September 9. . . . **DEL COURTNEY** draws an indef run at the Stevens Hotel, Chicago, beginning September 13. . . . **ABE LYMAN** penciled for two weeks at Peabody Hotel, Memphis, starting September 5. . . . **CLYDE LUCAS** will be at the Benjamin Franklin Hotel, Philadelphia, for three months, starting September 19. . . . **DICK WILSON** society ork will hold forth at new Cafe Bagatelle, New York, starting September 4.

Atlantic Whisperings

CARMAN CAVALLERO, closing at Ritz-Carlton Hotel's Merry-Go-Round mid-September, jumps to Washington to locate for the fall season at the Carlton

Hotel. . . . **LEO ZOLLO**, closing late in the month at Philadelphia's Benjamin Franklin Hotel, goes out on his maiden barnstorming tour for MCA. . . . **VINCENT RIZZO** takes over at Peacock Gardens, King of Prussia, Pa. . . . **JAKE COE QUARTET**, coming in from Chicago's Blackhawk Cafe, make their Eastern bow at Martinique Cafe, Wildwood, N. J. . . . **Swing and Sway** **GEORGE ARNOLD'S** Way is the offering at Hillside Hotel, Allentown, Pa. . . . **CHANNING BARRON'S** Blue Notes set until late fall at Rocco's Villa Sunset near Blairstown, N. J. . . . **BEN EATON** locates at Abington Country Club near Scranton, Pa. . . . **AL FRANCIS** with Sue Mitchell, one-time **WOODY HERMAN** chanteuse, at the Palm Room of the Penn-Atlantic Hotel, Atlantic City. . . . **BOB POPE'S** Grooverneers first-time it at Hotel Senator Rendezvous, Philadelphia. . . . **BERT ESTLOW** making the Miss America Pageant music in Atlantic City this week. . . . **WALLY SPOTTS** for the Moonlight Terrace dancing at South Mountain Manor, Wernersville, Pa. . . . **DON RENALDO**, up from the Texan towns, locates at Flanders Grille, Philadelphia.

Coast Cacophony

PAUL WHITEMAN, on the West Coast for the Burns and Allen radio show, is set to open at Florentine Gardens December 1. . . . **OZZIE NELSON** opens at Casa Manana, Culver City, Calif., September 2. **TED WEEMS** follows. . . . **DAVID MARSHALL** soon closes at Florentine Gardens, Hollywood, for a series of one-nighters along the Coast. . . . **HENRY BUSSE** is set to follow **PAUL WHITEMAN** at the Palace in San Francisco. . . . **PAUL PNDARVIS** opens at the St. Francis in San Francisco September 9. . . . **JIMMY GRIER** moves into Florentine Gardens September 8. . . . **NAT BRANDYWINE** is set for Ciro's, Hollywood, October 15. . . . **RUDY VALLEE** plays the Los Angeles Automobile Show October 11 to 19. . . . **CARL RAVAZZA** followed **CHUCK FOSTER** at the Biltmore Bowl.

New England Circuit

BOBBY BYRNE opened a New England tour with a successful stand at Lake Whalom, Fitchburg, Mass. . . . **ARTIE SHAW** returns to New England this week with a 32-piece crew. First stop is the Hampton Beach Casino, with Kimball's Starlight in Lynnfield; Lynnhurst, Marlboro and Canobie Lake Park, N. H., following. . . . Preceding Shaw at Canobie will be **JIMMIE LUNCEFORD**. . . . **MAL HALLET** drawing crowds on his current tour, with one-nighters at Hampton Beach, Kimball's, Old Orchard Beach, Me.; Weir's, Lake Winnepesaukee, N. H.; Barre, Vt., and Bedford Grove, Manchester, N. H. Mal is also scheduled for the Lifeguards' Ball at Easton Beach, R. I. . . . **HARRY JAMES** follows Bill McCune into the Totem Pole Ballroom in Norumbega Park, Auburndale, Mass. Spot will soon abandon one-week bookings to become a location. . . . **RED ROBERTS** opened a New England swing at the Riverview in Neponset, Mass. . . . **DICK ROGERS** at the Ritz-Carlton Roof in Boston. . . . **SAM DONAHUE**, back in this territory again, opened at Arcadia Ballroom in Gardner, Mass. . . . **CHARLES ST. CLAIR** and his orchestra doing one-nighters around Boston. . . . **KEARNEY-KALLANDER** band still going strong at the Hampton Beach Casino. . . . **BILL McCUNE** played a one-nighter at the Hofbrau in Lawrence, Mass., when the Totem Pole was closed because of Sunday restrictions. . . . **MUGGSY SPANIER** returning to New England next week, will open at Fieldston-on-the-Atlantic in Marshfield, Mass. . . . **BASSETT WALSH** at Dorgan's Old Harbor House. . . . **HARDER DOWING** in for a series of one-nighters. . . . **BEN YOST'S VARSITY EIGHT** were featured with Bill McCune at the Totem Pole. . . . **Dol Brissette** at the Totem Pole. . . . **AL STARITA**, long a favorite here, at Paragon Park in Nantasket, Mass. . . . **FLETCHER HENDERSON** booked for Old Orchard Beach. . . . **LES HITE**, gaining popularity in New England, scheduled for the Inn Pavilion at Shelburne, N. H., and the Lynnhurst in Marlboro, Mass. . . . **FATS WALLER** begins a series of one-nighters in New England September 5.

CORRECTION: Give Me Your Answer, which should have been listed as No. 1 among the MBS plugs on the Music Popularity Chart last week, was erroneously titled *I Give You My Answer*.

ASCAP Banging Away at Philly Delinquents; Starts 10 Suits

PHILADELPHIA, Aug. 30.—With the ASCAP-radio situation nearing a clearing of its muddled state, ASCAP is now firing its guns against the niteries in this territory. As a result of the BMI situation, nitery ops have turned a deaf ear to ASCAP-license notices, some operators even forbidding bands and singers from using the Society's music. However, ASCAP investigators, checking up in the area the past week, found the Society going into the U. S. District Court here, entering judgments by default in two instances in the name of the Society, and 10 new suits at one time on charges of violation of song copyrights, filing in the name of publishers. Judgment of \$750, and counsel fee of \$100, for Gene Buck, as president of ASCAP, was entered by Judge Welsh against S. Goldberg and M. Kinstick, and a similar judgment of \$500, and counsel fee of \$100, against James Smith. New suits, filed by local law firm of Conlen, LaBrun & Beechwood, include: Leo Feist vs. Park Casino; Santly-Joy-Select vs. Park Casino; Shapiro, Bernstein vs. Anna and Clarence Fix, trading as Fix's Restaurant; Chappell vs. Fix's Restaurant; Robbins vs. David Civallo; Crawford vs. David Civallo; Irving Berlin vs. D. Silivynas; Irving Berlin vs. William J. Falls; Santly-Joy-Select vs. Daniel Goldberg; Irving Berlin vs. Mattie Jones. Meanwhile, local association of tap and tavern ops is continuing its tie with BMI. They were advised, in a statement from BMI headquarters, that there will be no fear about "supplying their patrons with enjoyable music without

signing an ASCAP contract." At present time BMI fees to taverns are non-existent. When BMI is ready to license such spots, radio group says "they will be so reasonable that they will be an incentive and not a deterrent to the offering of 'live music.'" BMI says that it owes an obligation to tavern musicians and hopes time will never come when tavern ops will have to fire the tootlers because they can't afford to pay for the performing rights of the music.

Byrne's \$1,138 One-Nighter

BRIDGEPORT, Conn., Aug. 30.—With prices upped again for this engagement to 77 cents, Bobby Byrne did okeh, drawing a crowd of 1,479 persons at Pleasure Beach Ballroom Sunday (24), chalking up a gross of \$1,138.83. On his last appearance in this city at the Ritz Ballroom May 25 he drew 1,186 persons, and with admish there at 75 cents, he drew a gross of \$889.50.

DUKE DALY

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

MANAGEMENT
GENERAL AMUSEMENT CORP.

To All My Friends:

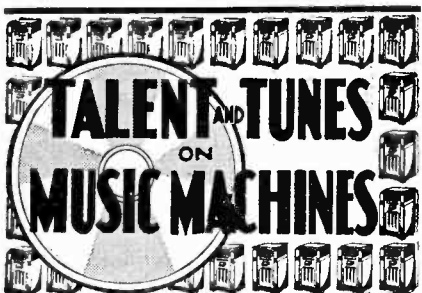
I am very happy to announce that I am now associated with the publishing firm of

WELLS MUSIC COMPANY

Woods Bldg., 54 W. Randolph St., Chicago

Right now we are working on these songs: "I FORGIVE BUT CAN'T FORGET YOU"; "YOU'RE THE SUNSHINE OF MY HEART"; "WHAT IS IT ABOUT YOU". Let me hear from you and I'll rush them right along.

Regards,
AL BEILIN



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LAST SEASON WE GAVE YOU . . .

AMAPOLA — CHANGES MADE YOURS—TWO HEARTS THAT PASS IN THE NIGHT

NOW WE TOP THEM WITH . . .

THE COWBOY SERENADE A GAY RANCHERO IT'S YOU AGAIN FROM ONE LOVE TO ANOTHER SOMETHING NEW

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On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines.

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

HORACE HEIDT (Columbia 36306)

I'm a Little Teapot—FT; VC. *My Heart Runs After You*—FT; VC.

INTRIGUING to the imagination of the youth of the land, always quick to pick up a catch-phrase, especially if it's on the silly-dilly side, one can very readily visualize all the youngsters exchanging salutations with such an inanity as "I'm a Little Teapot—Tip Me Over and Pour Me Out." And if such be the case, it can stem from Heidt's A side of this toothsome twosome.

Continuing to bring the unusual to his waxed couplings, Heidt introduces a new novelty, and a delightful one, that should carry on where his *Hut-Sut Song* leaves off. Side is given over practically entirely to Ronnie Kemper to sell in song. And he has an easy time of it, both singer and background music catching the spirit of the song, giving it a pert and punchinello twist. Tune itself takes root from the nursery rhymes, making it surefire for the catching to be contagious.

Completing the couplet is a new ballad beaut, a worthy addition to the music catalogs. Gets mostly lyrical expression, the two choruses split between Donna and her Don Juans and Larry Cotton, and both in good voice.

The "Teapot" tune is the one that packs potency for the phono operators. The novelty needings riding the crest of song popularity, Heidt's entry is plenty strong to start a new wave. It's a natural for the coke and sundae parlor fans, and the fanciful title is teaser enough to draw them to the phonos. Kemper's singing gives the ditty a high drollery, and its future appears as bright as "Three Little Fishes," "Hut-Sut" and other predecessors that enjoyed long life on the phono network.

TOMMY DORSEY (Victor 27566)

Blue Skies—FT; VC. *Back Stage at the Ballet*—FT.

ECHOING back to the *Marie* pattern of song stylizing, Tommy Dorsey gives the Irving Berlin classic such treatment. True to the already established tradition, a heavy driving intro quiets for Tommy's velvet trombone for the opening chorus, with the ensemble bridging it over to silky sliding for the last eight bars. The band boys in swing choir formation, Frank Sinatra sings the second chorus. Ziggy Elman's powerhouse horn picks it up, his trumpet hitting the ceiling notes, with Joe Bushkin's piano for the middle refrain leading up to the all-out band finish.

The Berlin classic lends itself very easily to such treatment, but falls down when stacked against the high mark hit by the *Marie* and *Who* honeys. Instead of having the boys sing appropriate song titles, arranger Sy Oliver has had a set of five lyrics for the original wordage in the manner first originated by Don Redman. However, the combination of Irving Berlin's lyrics and Sy Oliver's improvisation is not a happy one and not as striking as Dorsey's earlier efforts.

The *Ballet* companion (B side) is a dainty instrumental show piece penned by Hugh McKay. Opus stems from the *Canadian Capers* school of jazz, with rippling triplets for the theme. Dorsey gives it intermittently a classical and solid interpretation, with the maestro sliding out the triplets as smoothly as the whole notes for the sweet songs.

It's the "Blue Skies" side that arrests the attention of operators, primarily because it gives Dorsey in the style he made famous with "Marie." Not that the side is as impressive as its forerunners, but the interest in such interpretations is already well established with the Dorsey fans, who are just as loyal to the phonos.

ANDREWS SISTERS (Decca 3960)

The Boogie Woogie Piggy—FT; V. *The Nickel Serenade*—FT; V.

BOOTH tunes fit the stellar singing style of the Sisters as June with moon. And the gals make the most of it for both sides. Vic Schoen has arranged the tunes to advantage and directs the accompanying orchestra to provide the fitting setting, both sides taken in a medium tempo. For *Boogie*, the girls are more restrained, keeping close to the text.

Of greater interest is their *Nickel* needling. The tune itself is a Frank Stanton-Del Sharbutt adaptation of the Axel-Remark standard, for many years identified as theme music for Little Egypt dances featured at peek shows on carnival midways. Set in a minor key, it relates of the romance of a soldier boy and his maid, inspired by the spending of a nickel to play a tune on the music box. Gals sing the opening chorus; then riff it with reckless abandon with the band, singing it in unison with the trombone rider to make a striking effect. Band takes over for half of the final chorus with the girls stepping in to finish it out.

The lead established by Glenn Miller for the "Piggy" platter will be most difficult for the girls to overtake. The "Nickel" side, however, gives the gals the first inning and more than an even chance to build a big phono appeal. The title is framed expressly to catch the nickel trade. While there has been any number of music-box anthems brought forward—and in vain—this entry offers more than merely a title. The tune itself is a familiar refrain, the lyrics make good song sense. And most importantly, the Andrews Sisters give it a good and commercial expression.

TONY MARTIN (Decca 3879)

Don't Take Your Love From Me—V. *If It's You*—V.

The soulful singing of Tony Martin makes for a recorded heartthrob for both sides. In the least, that's the way his voice must fall on feminine ears. The A side gives the vibrant pipes of Martin for Harry Nemo's new ballad, on par with the pashy interpretation Tony imparts to all his tunes. He sings the first chorus, lets the orchestra directed by David Rose get started on the second chorus and then breaks in to finish it out. Both sides set in the slow tempo and follow the same pattern in arrangement. The B side is from *The Big Store* screen show, which has Martin singing the same song.

While all of Martin's song selling create the desired atmosphere in phonos located at the classrooms and smarter cocktail lounges, the "If It's You" side rates special operator attention. Not that it's more distinctive than Martin's other efforts, but rather because of

his association with "The Big Store," the Marx Brothers' picture, in which Martin is featured the song.

(See ON THE RECORDS on page 69)

On the Air

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

By HAROLD HUMPHREY

Boyd Raeburn

(Chez Paree, Chicago, NBC-Red Network, Tuesday (26), 11:30-12:00 midnight)

JUST a nice remote of the average type with nothing to add particularly to the raft of others. The Raeburn ork dishes it out in a swingly style with most of the program filled with current pops. A sprinkling of new stuff was dispensed which helped to liven things up a bit. Maestro sandwiched in more numbers in the half hour than usual and did show judgment in their pacing. Hal Derwin vocalized many of the choruses, doing a so-so job on delivery, but showing up with a good pair of pipes. Announcing job done by the staff spieler was slovenly and irritating, which makes the second time in as many weeks that this criticism was directed at an NBC gabber in Chicago—it may be the same guy.

Instrumentally, this ork sounded much better in some spots than others.

Don Pedro

(Rhumba Casino, Chicago, NBC-Red Network, Wednesday (27), 12:05-12:30 a.m.)

MOST of the heavy duty here was carried by the maestro himself, singing many of the vocal choruses, and swinging out frequently on his fiddle. Entire shot packed a lot of sock, ork having good arrangements to work on, and doing a good job with them. Library was evenly split between the Latin stuff and the pops, and each was handled in its proper tempo and idiom by the lads in the band.

Pedro's piping on both the Spanish and English lyrics is standout, as is his fiddle work. Band has a lot of lift on all of its tunes and showed some showmanly instinct in presenting the remote. Sample was the closing number, *A Bicycle Built for Two*, sung in ensemble and given a real lilt instrumentally.

On the Stand

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

Bob Chester

(Reviewed at Hotel Astor, Roof, New York)

THE Chester ork is built from the ground up, and solidly. Outfit has everything to make it a well-grooved swing dish, and its danceability quotient is 100 per cent. Some of the arrangements give the six-piece brass section too much rein and the boys blast off the lid with a gusto that would be more appropriate in a send-me-den than in this hotel room. On the ballads and more tightly arranged swingers, however, the band has genuine balance, with the four reed and three rhythm sections putting in their digs, and everything coming out in swell shape.

Band has an ease and lilt with all the tempos, be they ballads, boogies, or hot senders. Boys put a real drive behind all of these, too. Chester works his tenor sax into most of the arrangements, but as one of the reeds rather than a ride-chorus man. Maestro works hard, has an infectious personality, and keeps the band on its toes.

Song department is very capably handled by Betty Bradley and Bob Haymes. Gal has a soft voice, good delivery, and good looks. Haymes does a nifty bit of ballad piping, with a clear tone and straightforward style.

By all of the measuring sticks, here is an ork which should soon find itself higher up the ladder than it has in the past couple of years. *Humphrey.*

The Tune Toppers

(Reviewed at Rogers' Corner, New York)

New instrumental quartet that is getting some attention in New York has everything in its favor—talent, personality, and a natural flair for showmanship—but no teamwork. If they can overcome acting like individual soloists and get together into a co-ordinated unit, where their major interest is in the success of the quartet and not the momentary thrill of standing out, their continued success will be assured.

Their chief drawback is that, with the exception of the guitarist, Leo Lita, each tries to outdo the other in a bid for attention, resulting in a meaningless musical jumble. They also knock themselves for a loop in presentation. Lita does a straight job at the guitar, playing with plenty of finesse; Joe Di Lalla is a wiz at the accordion and sings a nice song, but constantly mugs and throws himself around; Nick Drago, only a kid, plays a barrel-house trumpet with too much blast and effort, and Whitey Potcher plays as good a hot bass and with as much showmanship as his top name contemporaries, but plays with his back to the audience so that he can dig his bass licks into a side mike planted on the stage.

Disorganization is the only thing wrong with them. They are a terrific

bunch of musicians, only lacking the polish of working together. As it stands, they pull off some good comedy effects and have the base of good arrangements, but don't make the most of their talent and opportunity. With a closer integration they should be completely socko. *Zatt.*

Joe Ricardel

(Reviewed at Claremont Inn, New York City)

Joe Ricardel, better known to the Hit Parade listeners as the author of *The Wise Old Owl*, which drew the No. 1 spot for many weeks, has a tuneful combo of six pieces (including himself) that hits a high spot in dance rhythms and good projection for a small crew.

Band is built around Ricardel's versatility, doubling on the fiddle, xylophone, trumpet and clarinet and, in addition, does all of the arrangements. He also carries the vocals, with the rest of the boys pitching in with background chirping and choral work.

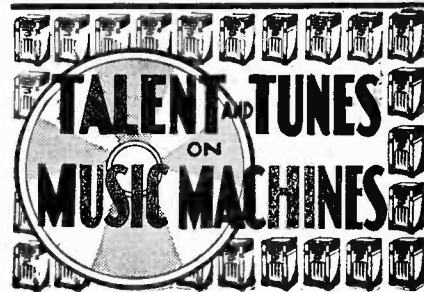
Instrumentation has no brass, except for the leaders occasional doubling on the trumpet. (Riverside Drive residents, adjacent to Claremont Inn have gotten out injunctions, in the past, restraining the noise; even the mike has to be shut off after 11 p.m.) Rhythmers include piano, drums, bass, accordion, sax, and all of Ricardel's shiny stuff.

Library is well stocked with pop material, waltzes and Cuban melodies. Band is especially proficient at Latin rhythms, giving them the tone, tempo and pick-up of a Cuban band. Comic novelties, too, are part of the band's forte. *Zatt.*

Tony Lopez Sues Slapsie

MIAMI, Aug. 30.—Tony Lopez joined the parade of creditors of Slapsie Maxie's Frolics Club when he filed a claim for \$1,345.56. In his appearance paper filed in Federal Court he said the sum was for unpaid services of himself and his ork at the club last season.

Tony Lopez ork is current at the Pad-dock Club, Miami Beach.



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

This year every important record artist will again be represented.

Have you made your reservation?



New Policy Brings Big Name Bands to Philly Country Club

PHILADELPHIA, Aug. 30.—Town's closest approach to a Meadowbrook Country Club, as provided in the New York area, will be introduced at the Brookline Country Club. Operating Thursday nights only for the start, suburban retreat will bring in a steady parade of the top names, beginning September 11 with Artie Shaw and his 32-piece crew, with Eddy Duchin set for the second dance promotion on September 18. Box office will be scaled at a \$1 for both dates.

Country club was taken over earlier this summer by Jimmy Martin and Johnny Cavanaugh, who branched out into dance promotion after operating the Swing Club, a giant local jitterbug parlor. Ideally situated to draw from both the city and the wealthy school trade, operators eventually hope to develop country club into a full week stand.

Spot is well established for summer dancing, main ballroom being used extensively for club and school dances. For the colder months, new operators have installed a new heating system to make winter dancing just as acceptable. Bands will be booked thru Carl Bubeck, head of the Orchestra and Entertainment Agency of Philadelphia.

Things Looking Up For ASCAP in Pitt

PITTSBURGH, Aug. 30.—Night club and theater licensing is slightly ahead of last year at this date for ASCAP, District Manager Bill O'Brien reveals upon return from the Poconos where he licensed the summer resorts "in greater number than last year, with all the old ones and some new."

Two local radio stations, Indie WWSW and MBS's WCAE, are ASCAP licensed, and KDKA is reported to be willing as soon as NBC straightens its situation with ASCAP. A half dozen stations in smaller cities within 50 miles of Pittsburgh are also said to be willing to sign, but O'Brien claims that his office is holding off until the network settlement can fix terms upon which he can work without worrying about future pact changes.

His office employs two men and two girls besides himself and handles business said to total six figures annually.

ASCAP Elects Five New Board Members

NEW YORK, Aug. 30.—Results of the ASCAP board of directors election announced this week (26) found seven board members re-elected and five new members installed.

New directors in the writer division will be Richard Rodgers, L. Wolfe Gilbert and Geoffrey O'Hara. O'Hara is ticketed for a year's term, the other two for three years each. Writers re-elected to the board are Deems Taylor and Otto Harbach, three years, and Oley Speaks, one year.

A. Walter Kramer and Dick Murray are the new directors in the publishers' division and are slated to serve one and three years respectively.

Walter S. Fischer, Jack Robbins and Jack Bregman will continue as publisher directors for three more years, and Gustave Schirmer will be back for two.

"Shoot the Likker . . ."

PHILADELPHIA, Aug. 30.—Local quarters of the musicians' union will soon be more inviting for the membership. Clubrooms have always provided beer on tap for the boys. But now union aims to bring in the hard stuff. Exec board passed resolution calling for the union to apply for a regular liquor license.

Since union is chartered, Local 77 will be in line to get a club license, which calls for no closing hours and no Sunday barriers for the biters. Apart from providing added revenue for the union, boys are hoping that musical jamborees will be developed on Sunday nights, as featured by some locals in other cities.

Music Items

Publishers and People

ROBERT PERLMAN, advertising and publicity director for the E. B. Marks Music Corporation, has been drafted. His place will be taken by Oliver Henning.

Jewel Music, currently affiliated with SESAC, is expected to join ASCAP within the next few weeks.

Martin Tenney, son of Harry Tenney, has joined the staff of La Salle Music, a Southern Music subid.

Frankie Carle's new album has been released by Columbia.

Roy Sterling, formerly a partner in Jewel Music, has struck out for himself as the Avalon Music Publishing Company. First effort is *Where Has My Little Heart Gone?*, penned by Myer Alexander, Claude Reese and Fred Patrick.

The score of the forthcoming Hal Roach film, "All American Co-Ed," will be published by Green Bros. & Knight. The pic, starring Frances Langford and Johnny Downs, will be released late this month. Songs, authored by Charley Newman and Walter Samuels, include "I'm a Chap With a Chip on My Shoulder." "The Farmer's Daughter" and "I'm Up at the Crack of Dawn."

Songs and Such

TOMMY'S MOUSTACHE, a hit in South America, has been introduced here by Vincent Lopez. English lyrics are by Milton Leeds, who wrote *Perfidia*.

I Wish I Had a Sweetheart, published by Doraine Music, will be waxed by Guy Lombardo on Decca.

Raise the Window Down and Struttin' in the Straw, new Joe Davis publications, have been recorded for Decca by Lawrence Welk.

Babs Stuart, of the Smoothies, has penned a tune called *Let Us Make Love Today*. Randy Brooks and Rufus Smith, of the Art Jarrett ork, collaborated.

A new Mack Gordon-Harry Warren score, written for 20th Century-Fox's *Week-End in Havana*, will be published by Bregman, Vocca & Conn, Inc.

Two new novelty songs, *You Can't Lose a Bass Drum*, by Hugo Rubins, Charles French and Arthur Terken, and *Old Fashioned Cloak*, by French and E. P. La Freniere, have been published by Roy Music.

Bobby Warren, writer of No. 10 *Lullaby Lane* and *City Called Heaven*, flew to Cincinnati to furnish Jane Froman's piano accompaniment when she opened at the Beverly Hills Country Club.

Joe Myril's composition, "Autumn Nocturne," published by Advance Music, is slated for a big build-up. Tune will be introduced by Les Brown on a Sunday broadcast and other orks are expected to follow suit in rapid order. Myril wrote "Five o'Clock Whistle."

Philly Pickings

JIMMY LITTLEFIELD, who gave up a baton-waving career some years ago to become a Virginia gentleman farmer, came to town last week to place his new tune, *The Air Corps Song*, with Tin Pan Alley Music Company.

Joe Venuti set to introduce, via the disks, *Since I Set Eyes on You*, penned by Joe Charles and Ed Selecto.

Johnny Farrow, one of the Three Lads and a Lassie quartet, last with Tony Pastor, has penned *Strange Obsession*.

New Disk Division Set at Wm. Morris

NEW YORK, Aug. 30.—William Morris agency is getting set to handle all of its recording artists under one division, headed by Ira Steiner. Besides working on all disk contracts, Steiner will continue to pilot the promotion and publicity department in the office here.

New set-up is designed to give greater attention to servicing and securing recording contracts for William Morris artists. Heretofore each artist's wax deal was handled by whatever department the artist was booked thru. At the present time agency has about 15 orks holding disk contracts with the various wax makers.

"Coldly, Professionally . . ."

The editorial reprinted below appeared August 22 in The New York Herald-Tribune. Not only is it a plug for the coin phonograph, but, as the reader will note, The Herald-Tribune writer was evidently thumbing thru the pages of The Billboard for his material. "Coldly, professionally, analytically," the editorial says, "as is their duty and right, the purveyors of these ephemeral folk songs weekly measure the popular approval that they win. What is going strong? What is coming up? What songs get the most radio plugs? What is the score in sheet music and the retail record stores?"

"Going Strong" and "Coming Up" are The Billboard's classifications in its Record Buying Guide. Radio plugs, sheet music and retail record store sales are charted each week in The Billboard's Music Department. In other words the "purveyors" which The Herald Tribune mentions are the staff members of The Billboard who weekly measure the popular approval of the tunes thru the media of radio, coin phonographs, music stores, etc.

Boogie Woogie Woo

(From The New York Herald-Tribune Editorial Page, August 22, 1941)

FROM ocean to ocean, from the Gulf to the Great Lakes, countless juke boxes bright with glamour lights, stirring the hearts and the feet of youth in roadside dance halls, seaside casinos, short order restaurants, excursion boats, small-town bars—where not among the places of entertainment of the folk—pour in a Niagara stream the popular music of the American people. Last spring it was *Amapola* that charmed a fortune of nickels out of the pockets of lumberjacks and cowmen on payday night; of defense workers having a late snack at the Greek's after overtime; of soldiers who had just signed the pay roll; of boys piling out of cars with their girls for a beer or two at Gil's diner or Ted and Ruth's place. Now it is *Maria Elena*, *Daddy* and the *Hut-Sut Song* that magnetizes nickels in every city ward and every joint in Montana and Alabama.

Coldly, professionally, analytically, as is their duty and right, the purveyors of these ephemeral folk songs weekly measure the popular approval that they win. What is going strong? What is coming up? What songs get the most radio plugs? What is the score in sheet music and the retail record stores? Like insects on a June night fluttering in a headlight beam, the comic and the sentimental hits swirl about, rise and fall, drop and pass, as the fickle heart of the amusement public continuously changes. But so it was in the days of Stephen Foster; and some of these songs blared today on the radio and the juke, like his no doubt, are alive with the unpretentious immortality of popular song that speaks the language of the heart with the accent of genuine folk song.

T. Dorsey, Fields Hypo Celoron Gate

CELORON, N. Y., Aug. 30.—Altho the Celoron Park Pier Ballroom didn't stick to a steady name band policy as in previous years, the result for the past weeks has been okay. After a lapse of about two weeks in name bands, management brought in Tommy Dorsey and Shep Fields.

Tommy Dorsey, on the bandstand August 21, drew a good 3,000 patrons, despite upped prices and cool weather, and nearly duplicated the all-time record-setting crowd of well over 3,000 last year by Glenn Miller. Ducats \$2.50 and \$3 a couple, and accounted for a marvelous gross take of \$4,150. Early buyers, 700 pairs, spent \$1,750, while the gate took in \$2,400 accumulated by 800 couples.

Two days later, August 23, Shep Fields came to the Pier and, despite very little advertising, due to closeness of Dorsey date, attracted 1,250 persons. With no advance tickets and admission at a low \$2 per couple, gross still hit \$1,250.

Future dates include Jack Teagarden, Kay Kyser and Horace Heidt. Pier is managed by "Shag" Day and H. Waterman.

House band is Lyle Carlyle, and talent for nightly floorshows is handled exclusively by Ray S. Kneeland, Buffalo

Goodman Shatters Chi Sherman Record

CHICAGO, Aug. 30.—Benny Goodman broke the attendance record at the Sherman Hotel's Panther Room during his five-week stay ended Thursday (28), by rolling up an estimated total of 35,000 patrons. He played a six-day week, in

accordance with the AFM regulation, and most nights averaged 1,200 jitterbugs.

Goodman surprised the local trade, which has been predicting the exit of swing for a couple of seasons. During his recent appearance at a Grant Park free open-air concert, the maestro attracted 50,000 fans, despite a rain.

Arcadia, Detroit, Folds Up

DETROIT, Aug. 30.—Detroit lost one of its oldest amusement landmarks when the Arcadia Ballroom closed Sunday (24).

Spot, which has housed the biggest names in the band world, has been operated in recent years as a second-string ballroom by the Graystone management under direct management of Job Mitton. It is to be converted into a roller rink.

Astor Opening New Room

NEW YORK, Aug. 30.—A new dining, dancing room to be called the Columbian Room, will be opened in the Hotel Astor about September 22. Setting and atmosphere will be along patriotic lines. No ork is set for spot yet. Opening will take place after roof closing.

Present plans call for no cover, no minimum.

Alvino Rey Gets Pic Job

NEW YORK, Aug. 30.—Call for a pic assignment at RKO, for which he must report September 15, has caused cancellation of several weeks of Alvino Rey's vaude tour. Dates affected are the Earle, Philadelphia, September 12; Strand, Brooklyn, September 19, and the Hippodrome, Baltimore, September 26. Music Corporation of America was handling the tour.

The Four King Sisters, touring with Rey, were similarly affected.

FREE! IMPORTANT INFORMATION ABOUT RECORDS AND MUSIC MACHINES

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

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

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

A

Alberto, Don: (El Chico) NYC, nc.
 Alexander, Van (Arcadia) NYC, b.
 Alpert, Mickey (Cocoanut Grove) Boston, nc.
 Angelo: (Bill Bertolotti's) NYC, nc.
 Arturo & the Caballeros (Ohio) Youngstown, O., h.
 Ashford, Lois (Jiggs) NYC, nc.
 Austin, Gene (Village Barn) NYC, nc.

B

Baker, Jimmie (Oklahoma State University) Stillwater 2-6.
 Barker, Art: (Warwick) NYC, h.
 Barnett, Charlie (Casa Manana) Culver City, Calif., h.
 Barnett, Arne: (Harry's New Yorker) Chi., nc.
 Barras, Louis (Moulin Rouge) NYC, nc.
 Barrett, Hughie (Tavern-on-the-Green) NYC, nc.
 Barrie, Dick (Donahue's) Mountainview, N. J., nc.
 Basie, Count (City) Birmingham, Ala., 3, a.
 Basile, Joe (Fair) Dunkirk, N. Y.; (Fair) Madison Sq. Garden, NYC 8-13.
 Becker, Bubbles (Totem Lodge) Averill Park, N. Y., h.
 Beckner, Denny (Ramona Pavilion) Dowagiac, Mich., b.
 Bernie, Ben (Earle) Phila., t.
 Bestor, Don (Baker) Dallas, Tex., h.
 Bostic, Earl: (Armando's Summer Terrace) NYC, re.
 Bowman, Johnny (Gibson) Cincinnati, h.
 Bradley, Pete (Barry's Inn) Albany, N. Y., nc.
 Bragale, Vincent (Congress) Chi., h.
 Brandwynne, Nat (Versailles) NYC, nc.
 Breese, Lou (Zoo) Cincinnati 29-Sept. 1, p.
 Brown, Les (Lob Cabin) Armonk, N. Y., ro.
 Buckwalter, Junior, & Girl Marimba Band: Lancaster, Pa.; Sassamansville 7-13.
 Bunts, Howard (Main Street) Detroit, nc.
 Burke, Mary, & Her Rhythm Girl Ork (Hotel Stanwin) Pittsfield, Mass., b.
 Burns, Cliff: (Marlinton Inn) Cincinnati, nc.
 Busse, Henry (Chermet) Omaha 3, b; (Val-Air) Des Moines 4, b; (Edgewater Beach) Chi 5-8, h.

C

Callistri, Gino (Kennedy's Inn) Binghamton, N. Y., nc.
 Calloway, Cab (State-Lake) Chi 29-Sept. 4, t; (Palace) Canton, O., 5-7, t.
 Calvert, Oscar: (Casa Marta) NYC, nc.
 Camden, Eddie (Shadowland) St. Joseph, Mich., b.
 Canavaro, Ray (Club Royale) Savannah, Ga., nc.
 Canay (Rumba Casino) Chi., nc.
 Cappello, Joe (Jimmy Kelly's) NYC, nc.
 Carlyle, Lyla (Swiss Gardens) Holgate, O., nc.
 Carroll, Irv: (Stempky's) NYC, re.
 Carson, Bill (Stockton) Trenton, N. J., h.
 Caswell, Ozzie (Rainbow Room) NYC, nc.
 Chester, Bob (Astor) NYC, h.
 Chiesta, Don (Ye Olde Cellar) Chi., h.
 Clarke, Buddy: (Park Central) NYC, b.
 Clemente: (Rainbow Room) NYC, nc.
 Conde, Art (White Horse) Westbury, L. I., N. Y., r.
 Conniff, Ray (Nick's) NYC, nc.
 Courtney, Del (Lyric) Indianapolis 29-Sept. 4, t.
 Craig, Carvel (Del Monte) Del Monte, Calif., h.
 Crawford, Dick (The Dome) Mandan, N. D., nc.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Curbelo, Fausto (Ben Marden's Riviera) Fort Lee, N. J., nc.

D

D'Amico, Nick (Essex House) NYC, h.
 Daly, Duke: (Playland) Rye, N. Y., p.
 Danders, Eddie: (Del Shore) Chi, b.
 Davis, Johnny (Scat (Elitch's Gardens) Denver 2-6.
 Dawn, Dolly (Roseland) NYC, b.
 DeLeon, Pedro (Palmer House) Chi, h.
 Dengler, Carl (Hotel Manitou, Manitou Beach) Rochester, N. Y., h.
 Dennis, Dave (Hurricane) NYC, nc.
 Devoldi, Don: (El Morocco) NYC, nc.
 DiPietro, Eddie (Bristol Casino) Bristol, R. I., nc.
 Donahue, Sam (Coral Gables) E. Lansing, Mich., b.
 Dorsey, Tommy (Paramount) NYC, t.
 Durant, Eddie (Palladium) Hollywood, Calif., h.
 Durival, Gus (Big Charlie's) Albany, N. Y., nc.

E

Eddy, Ted: (Iceland) NYC, nc.
 Ellis, Joe (Corra & Irene's) NYC, nc.
 Emma, Pete (Lake Side) Albany, N. Y., h.
 Engel, Freddy (Day Line Boats) Albany, N. Y.
 Ernie & His Norsemen: (Castleholm) NYC, re.
 Ernie, Val: (La Rue) NYC, nc.

F

Farber, Burt: (Netherlands Plaza) Cincinnati, b.
 Felton, Freddie (Brooklyn's) Albany, N. Y., h.
 Feminine Notes Five: (Radio Francks) NYC, nc.
 Fields, Irving (Child's Paramount) NYC, c.
 Fischer, Darrell (Deer Head Inn) Lansing, Mich., ro.

Orchestra Routes

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

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



Fisher, Freddie (Lantz's Merry-Go-Round) Dayton, O., nc.
 Fisher, Mark: (5100 Club) Chi, nc.
 Flora, Jimmy (Pennsylvania) NYC, h.

G

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

H

Hampton, Lionel (Sherman) Chi., h.
 Haney, Myron: (Child's Spanish Gardens) NYC, re.

Howard, Wyatt (The Ranch) Seattle, nc.
 Hummel, Bill (Spinning Wheel) Murphysboro, Ill., nc.
 Hutton, Ina Ray (Castle Farm) Cincinnati 6, nc.

J

James, Jimmy (Beverly Hills) Newport, Ky., cc.
 Jarrett, Art: (Blackhawk) Chi, nc.
 Jerome, Henry (500 Club) Atlantic City, nc.
 Jurgens, Dick (Aragon) Chi, b.

K

Kay, Herbie (Fair) Rantoul, Ill.; (Nicollet) Minneapolis 8-13, t.
 Kay, Sammy (Strand) NYC, t.
 Kaye, Georgie (Hollywood Restaurant) Bridgeport, Conn., nc.
 Kendis, Sonny: (Stork) NYC, nc.
 Kent, Peter: (New Yorker) NYC, h.
 King, Teddy (Skyvue Club) Pittsburgh, nc.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John (Fefe's Monte Carlo) NYC, nc.
 Kirk, Andy (Famous Door) NYC, nc.
 Knight, Bob: (Pierre) NYC, h.
 Kole, Shelley: (Butler's Tap Room) NYC, nc.
 Kolker Bros. (Piccadilly) Baltimore, nc.
 Korn Kobblers (Flagship) Union, N. J., nc.
 Kramer, Ted (Lawrence) Trenton, N. J., re.
 Kraemer, Howard (Cold Springs) Hamilton, Ind., h.

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

Hardcastle, Bert (Chez Paree) Denver, nc.
 Hardy, Dick (Rudd's) Albany, N. Y., nc.
 Harris, Ken (King & Prince) St. Simon Island, Ga., h.
 Harris, Phil (Palace) Youngstown, O., t.
 Harrison, Ford: (St. Moritz) NYC, h.
 Hart, Joey (Chanticleer) Madison, Wis., nc.
 Haywood, Eddie (Village Vanguard) NYC, c.
 Heath, Andy, & His Music (Park Hotel) Plattsburgh, N. Y., nc.
 Heatherton, Ray (Biltmore) NYC, h.
 Heckscher, Ernie (Mark Hopkins) San Francisco, h.
 Henry, Hal (Figueroa) Los Angeles, b.
 Hernandez, Frank (Rendezvous) Alexandria, La., nc.
 Herold, Lou: (Bal Tabarin) NYC, nc.
 Hoff, Carl (Blue Gardens) Armonk, N. Y., nc.
 Holst, Ernie: (El Morocco) NYC, nc.
 Howard, Ralph (Lido) Texarkana, Ark.-Tex nc.

Kristal, Cecil (Wagon Wheel) Saginaw, Mich., nc.
 Kurtze, Jack (Nightingale) Sturgeon Bay, Wis., c.
 Kyser, Roy (Club Charles) Baltimore, nc.

L

Lande, Jules: (Ambassador) NYC, h.
 Landis, Marty (Rainbow) Wildwood, N. J., c.
 Lane, Eddie: (Bossert) Brooklyn, h.
 Lang, Lou: (Sheraton) NYC, h.
 Laporte, Joe: (Old Rumanian) NYC, nc.
 Lear, Jerry, & Jiggs Jackson (Ibach's) Wilmington, Del., c.
 Leon, Senior (Don Julio's) NYC, nc.
 Leonard, Hal (Walled Lake) Detroit, b.
 Lilly, Gerry E. (Smitty's) Pennsylvania, N. J., c.
 Long, Johnny (New Yorker) NYC, h.
 Lopez, Vincent (Taft) NYC, h.
 Lucas, Clyde: Beckley, W. Va., 3; (Granada) Bluefield 4, t.

Bands on Tour—Advance Dates

JOE REICHMAN: Lakeside Park, Denver, Sept. 2-14.
 COUNT BASIE: City Auditorium, Birmingham, Ala., Sept. 3; City Auditorium, Albany, Ga., 4; Township Auditorium, Columbia, S. C., 5; Memorial Auditorium, Raleigh, N. C., 8; City Armory, Charlotte, N. C., 9; New Albert Auditorium, Baltimore, 12; Renaissance Ballroom, New York, 14.

Rochester, N. Y., Sept. 3; George F. Pavillion, Johnson City, N. Y., 12; Oriental Ballroom, Gallitzin, Pa., 13; Meyers Lake Park, Canton, O., 14; Warner Theater, Morgantown, W. Va., 15; Ritz Theater, Clarksburg, W. Va., 16; Majestic Theater, Johnstown, Pa., 17; Stanley Theater, Pittsburgh, 19 (week); Adams Theater, Newark, N. J., 26-28.

HENRY BUSSE: Chermet Ballroom, Omaha, Sept. 3; Val Air Ballroom, Des Moines, 4; Edgewater Beach Hotel, Chicago, 5-8; Palace Theater, Fort Wayne, Ind., Oct. 30-Nov. 2; Palace Hotel, San Francisco, 29 (week).

EARL HINES: Elks Lodge, Los Angeles, Sept. 4; Civic Auditorium, San Jose, Calif., 6.

INA RAY HUTTON: Smoot Theater, Parkersburg, W. Va., Sept. 3; Warner Theater, Morgantown, W. Va., 4; Ritz Theater, Clarksburg, W. Va., 5; Castle Farm, Cincinnati, 6.
 CLYDE LUCAS: Beckley Theater, Beckley, W. Va., Sept. 3; Granada Theater, Bluefield, W. Va., 4.
 VAUGHN MONROE: Sports Arena,

CATS AND A FIDDLE: Apollo Theater, New York, Sept. 5 (week).

TED LEWIS: Colonial Theater, Dayton, O., Sept. 5 (week); Palace Theater, Cleveland, 12 (week); Palace Theater, Columbus, O., 26 (week).

LEONARD KELLER: Stratford Theater, Chicago, Sept. 6-7.

PAUL WHITEMAN: New Commercial Hotel, Elko, Nev., Sept. 6 (week); Show Box, Seattle, 17-26; Palace Hotel, San Francisco, Oct. 2.

WILL BRADLEY: Capitol Theater, Washington, Sept. 11 (week); Brookline Country Club, Philadelphia, 19; Sunset Ballroom, Carrolltown, Pa., 20; Savoy Ballroom, New York, 21; Meyers Lake Park, Canton, O., 23; Palace Theater, Akron, Nov. 7-10; Palace Theater, Youngstown, O., 11-13.

DAVE MARSHALL: Pasadena Civic Auditorium, Pasadena, Calif., Sept. 12-13.

HARRY JAMES: Tobacco Festival, South Boston, Va., Sept. 5; Potomac River Boat, Washington, 6; Keith Theater Roof, Baltimore, 7; Narragansett Pier, Providence, 9; Armory, North Adams, Mass., 10; Riverside Park, Springfield, Mass., 11.

FRANKIE MASTERS: Tobacco Festival, South Boston, Va., Sept. 5; Ocean Casino, Virginia Beach, Va., 6; National Theater, Greensboro, N. C., 8; Armory, Bennettsville, S. C., 10; Palmeter Theater, Columbia, S. C., 11; Twin City Club, Winston-Salem, N. C., 12.

Lunceford, Jimmie (West Side Park) Berwick, Pa., 3, b; (Olympia) Pittsburgh 4, p; (Auditorium) Dayton, O., 5; (Casa Loma) Charleston, W. Va., 6, b; (Meyers Lake) Canton, O., 7, p; (Joyland) Lexington, Ky., 8, p; (Auditorium) Columbus, O., 9.

M

McCall, Len (Topper) South Merchantville, N. J., c.
 McCoy, Clyde (Peabody) Memphis, h.
 McCune, Will (Cavalier Hotel Beach Club) Virginia Beach, Va., 25-Sept. 14.
 McGrane, Don (Club Royale) Detroit, nc.
 Makula, Juan (Villa Venice) Chi. nc.
 Malneck, Matty (St. Francis) San Francisco, h.
 Manchoito (Rumba Casino) Chi. nc.
 Manuelo, Don (Blue Mill) Deatur, Ill., c.
 Marshall, David (Florentine Gardens) Hollywood, Calif., nc.
 Marconi, Pete (Caravan) NYC, nc.
 Martel, Gus: (St. Regis) NYC, h.
 Martel, Paul (Arcadia) NYC, b.
 Marti, Frank (Piping Rock) Saratoga, N.Y., nc.
 Martin, Dave: (St. George) Brooklyn, h.
 Martin, Joe (Walley's Gay '90s) Albany, N. Y., nc.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Masters, Frankie (Stanley) Pittsburgh, t.
 Maya, Froilan: (Havana-Madrid) NYC, nc.
 Melvin, Jack (Pine Point Planet) Newburg, N. Y., nc.
 Meroff, Benny (Madison) Mansfield, O., 2-3; (Palace) Lorain 4; (State-Lake) Chi, 5-11, t.

Miller, Glenn (Palace) Albany, N. Y., t.
 Miller, Ted (La Salle) Battle Creek, Mich., h.
 Miller, Russ: (Jack & Bob's) Trenton, N.J., nc.
 Millinder, Lucky (Savoy) NYC, b.
 Mills, Dick (West Side) Rochester, Ind., h.
 Milton, Dick (Ray's Place) NYC, re.
 Minor, Frank (Red Mill) NYC, nc.
 Moijica, Leon (State Fair) Salem, Ore., 1-7.
 Monroe, Vaughn (Canadian Natl. Exhn.) Toronto 4-6.
 Morales, Noro (Arrowhead Inn) Saratoga, N. Y., nc.
 Morand, Jose (Lido) Lido Beach, L. I., N. Y., nc.
 Morgan, Russ (New Kenmore) Albany, N.Y., h.
 Morris, George: (Armando) NYC, nc.
 Morrissey, Harry (Beachcomber) Boston, nc.
 Morse, Burton (Riverside Park) Phoenix, Ariz., b.
 Munro, Hal (South Shore) Chi, cc.
 Murphy, Francis (Stuart's Gardens) Albany, N. Y., nc.

N

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

O

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

P

Pablo, Don (Palm Beach) Detroit, nc.
 Panchito (Versailles) NYC, nc.
 Pancho (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Parfury, Joe: (Belmont Plaza) NYC, h.
 Parodi, Wilbur: (Le Montparnasse) NYC, nc.
 Pastor, Tony (Canadian Natl. Exhn.) Toronto 2-3; (Earle) Phila 5-11, t.
 Patterson, Pat (Club Frolics) Albany, N.Y., nc.
 Paulson, Art (New Yorker) NYC, h.
 Pedro, Don (Rumba Casino) Chi, nc.
 Penman, Blondy (Puritan Klub) Mendota, Ill., nc.
 Perry, Ron (Kitty Hawk Room) La Guardia Airport, NYC, re.
 Peters, Freddie (Orchard Grill) Albany, N. Y., nc.

Q

Petit, Emil (Ambassador East) Chi, h.
 Pfaff, Hal (Stamp's Cafe) Phila, c.
 Pietrack, Irving (Woodland Villa) Kauneonga Lake, N. Y., h.
 Pineapple, Johnny (Kitty Hawk Room) La Guardia Airport, NYC, re.
 Poppe, Art (Bamboo Bar-Dutch Tavern) Jacksonville Beach, Fla., nc.
 Prager, Col. Manny (Biltmore) Dayton, O., h.
 Prussin, Sid: (Diamond Horseshoe) NYC, nc.

Quartel, Frank: (Colosimo's) Chi, nc.

R

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

S

Sanabria, Juanito: (Havana-Madrid) NYC, nc.
 Saunders, Hal: (St. Regis) NYC, h.
 Sawyer, Billy (Red Fox) South Merchantville, N. J., ro.
 Schafer, Jack (Casino Royal) Washington, nc.
 Shaw, Maurice: (Chateau Moderne) NYC, nc.
 Shepard, Eddie: (Park Casino) Phila, nc.
 Sherr, Jack (Club Ball) Saratoga, N. Y., nc.
 Shevlin, Pat (Evergreen Casino) Phila, nc.
 Slegel, Irving (AMF) Medford, Wis., b.
 Sims, Paul: (Cabin) Cleveland, nc.
 Sissle, Noble: (Diamond Horseshoe) NYC, nc.
 Sless, Alvin (Gerard's) Albany, N. Y., nc.
 Smith, Bob (Knotty Pines) Alameda, O., nc.
 Smith, Russ: (Rainbow Grill) NYC, nc.
 Socarras (The Plantation) Long Branch, N. J., nc.
 South, Eddie: (Cafe Society Uptown) NYC, nc.
 Spierer, Harold: (Park Lane) NYC, h.
 (See ORCHESTRA ROUTES on page 27)

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"The Clock Struck the Ninth Hour"

(Will-o-Way Theater)
DETROIT, MICH.

Operetta with music and lyrics by Celia Irene Merrill. Dramatized by William Way Merrill from a story by Israel Zangwill. Directed by William Way Merrill. Orchestra directed by Celia Irene Merrill. Cast includes Edward A. Ferguson, Joseph Victor Laderoute, Hugh Davies, Doris Bull, William Tripp and Barbara Jane Smith.

This production is in modified fairy-tale style, telling of the lovesick tailor apprentice, Leibel, who goes to the marriage broker, Sugarman, and discovers he wants the master tailor's daughter, Rose, after all. The father's unwillingness to give a suitable dowry without haggling, and the reactions of the parties, carefully balanced by the broker, who wants to assure his fee, until they are wed at the last minute, make the whole plot.

Characterization is very broadly written, as is the humor, which may militate against successful Broadway production. Dialog is, of course, subordinate to the music.

Music is in the modern style, with unfamiliar tone combinations that make it difficult for the singers. There is a basically pleasing lilt to most of the numbers, tho a musically well-conceived unaccompanied *Evening Chant* is marred by repeating the unfortunate syllables, "Ki-Yi-Yi." There are some musical novelties, such as the overture opening with a trio for two oboes and fife, and a four-voice fugue, titled *Boot and Shoe Manufacturer's Daughter*, in which only two parts are sung. These will please the musically educated, but may make popular appeal difficult.

Laderoute, the tenor, is excellent, alone and in duet with Davies, baritone, in the aforementioned fugue, and a joyful *You Never Know*, which probably has the best chance of survival apart from the opera. Doris Bull, contralto, has a nice voice, effective in a quiet *Evening Song*, but rendered ineffective much of the time by the writing of two principal parts for tenor and contralto, with no soprano part. Ferguson does a Weber-and-Fields stage Hebrew in the only non-singing part. Mixed chorus of eight is used. H. F. Reeves.

"Sorrow for Angels"

(Cambridge Summer Theater)
CAMBRIDGE, MASS.

A new play in three acts by George Batson. Production supervised by Ruth Chatterton; staged by Wylie Adams; settings by Andrew Mack. Cast includes Wilson Lehr, Marjorie Peggs, Robert E. Perry, Helen Gillette, Ruth Hermannsen, Robert Wilcox, Nina Wentworth, Ruth Chatterton, William Mendrek, Barry Thomson.

This is the second play from the pen of the erstwhile busboy, George Batson, whose success story was dutifully carried by the press. It was selected by Miss Chatterton as a possible vehicle for her on Broadway. Much has been said about the talents of the playwright and of the merits of his play.

Somebody is making a mistake. *Sorrow for Angels* is an old, old story. It has been told before—and more skillfully. The plot, as much as can be remembered 24 hours later, concerns a mother who skips off with another guy to escape from the stereotyped life of a typical wealthy New England family. She marries the guy. After 18 years, most of which time the o. g. has been dead, she returns for a look at the daughter, who seems to be on the verge of following in her mother's footsteps. The ex-husband is again entranced. So are a handful of visitors, including one with whom the errant mother was on pretty good terms in Dublin. In a melodramatic effort to save her daughter, at the behest of the father and his virginal sister of some 50-odd, the mother bares her soul. The daughter then runs off and marries the guy anyway, leaving her fiancée a trifle bewildered. In between you are treated to what is supposed to be a picture of wealthy New Englanders with "family," rogues, impressionable young girls, tycoons with a glint in their eye, radicals turned good to get a good job, and sons who don't like their wealthy parents because they are Democrats. The last, of course, is a real sin in New England.

Filled with a slightly corny philosophy, a lot of characters who are strangely unbelievable and a few mentions of

Freud, this play has absolutely nothing to offer except to Bostonians. Any play which contains profanity, suggestions of sex life and references to arrested development, plus a plug for solid Republicanism, will be a solid smash in Boston. Unfortunately, audiences in few other cities show a predisposition to giggle hysterically at any mention of sex.

For general release, this remains nothing more than a new, and yet trite, method of saying an old idea. The title, incidentally, comes from Tennyson's line—"Sorrow for Angels and Triumph for Devils."

There is a remote possibility that Miss Chatterton has succeeded in something hitherto undreamed of by anyone, namely, discovering another Saroyan. What can be readily ascertained, however, is that another play has been written by another embryo playwright, burning to deliver a message. But the message is clouded and the thoughts dull.

There is, unfortunately, little that can be said of the script. It lacks originality and sparkle.

Less can be said of the acting. By comparison, Miss Chatterton turns in an earth-shaking performance. In plain hard fact, however, she delivers a routine reading of a more or less routine part, calling for subtlety at times and highly melodramatic hysteria at others. This is far from being her best work. Dennis Reardon, as the house guest, makes the most of his lines. Robert E. Perry, as the ex-husband, managed to deliver a careful and meritorious delineation. Helen Gillette, as the daughter, seems to have trouble keeping her hands from flying and her voice from racing. Ruth Hermannsen, as the maiden aunt, turns in a good portrayal of a stereotyped character. The rest were on the stage. Mike Kaplan.

Behold, We Live

(Cape Playhouse)
DENNIS, MASS.

A play in three acts, five scenes, by John Van Druten. Presented for the first time in America by Richard Aldrich. Staged by Arthur Sircom; settings by Eugene Fitch. Cast includes Gertrude Lawrence, Robert Wallsten, Edwin Gordon, Murial Williams, Barry Jones, Philip Merivale, Francis Russell, Ethel Morrison and Effie Shannon.

This new offering from Van Druten is a more or less psychological drama, telling of the metamorphosis of a woman after ridding herself of her husband. The play opens on an unusual note, with the heroine being threatened by a revolver in the hands of the husband. From there, the plot thickens, but still nothing happens to wake up a sleeping audience.

Sarah Cazenove is having a helluva life married to Tono, an interior decorator. She meets Gordon Evers, who dissuades her from suicide. Evers and Sarah fall in love. His wife, fearing loss of her social position, refuses to grant a divorce, so Sarah becomes Evers' mistress. He dies as a result of an operation

and, ostensibly, Sarah goes on alone.

Structurally, the play is a typical Van Druten offering. What it has to say could be said in a much simpler vein—and in much less time. There are many lines which could be eliminated. It has very little to offer for Broadway.

From the seat given this reviewer, it was possible to see only half the stage, which made the torture only half as bad as it might have been. Despite the fact that it was caught after a week of rehearsal and a week of presentation, blow-ups were frequent. There was too much emphasis placed on mannerisms by the respective characters and too little on acting.

Gertrude Lawrence, in the role of Sarah, manages to give a convincing portrait of a high-school girl acting her first role in the school play. She muffed her lines and seemed anxious to get the play over with in order to rush to the lobby to autograph pictures for charity, which she finally succeeded in doing. Phillip Merivale, who appeared to have bogged down in the first act, managed to revive himself sufficiently in the second and third acts to deliver a clear characterization of Evers. Effie Shannon turned in a great performance as Evers' mother, and Murial Williams, Barry Jones and Ethel Morrison contributed good supporting jobs.

Highlight of the play is a scene in which Sarah, Evers and his mother blow soap bubbles for no apparent reason. It was entertaining, however, and served to take the curse off the show.

For Broadway, considerable cutting will have to be done and the play will have to be bolstered with top-name draws. Mike Kaplan.

"Lend an Ear"

(Playhouse)

COHASSET, MASS.

A new revue. Sketches, music and lyrics by Charles Gaynor. Presented by Mrs. Alexander Dean and Frederick Burleigh. General direction by Frederick Burleigh. Musical numbers staged by Dorothy Fox. Musical arrangements by Louise Sparks. Settings by David Langworthy. Cast includes Sheila Barrett, Norma Shea, William Eythe, Jere McMahon, Shirley Brown, Esther Coryell, Tony Albert, Edward Hunt, Walter Appler, Paul Owen, Madelyn Ward, Dorothy Fox, Nolan Harrigan, Juanna Donahue, Carl Betz, Malcolm Weinstein and others.

Mrs. Alexander Dean and Frederick Burleigh, of the South Shore Players, went out on a limb to present a new musical revue whipped up by a triple-threat man hitherto virtually unknown in professional circles. Their faith in the author, Charles Gaynor, was more than justified. Bidding on this will probably begin any minute for it is the sprightliest, gayest review presented in some time.

Gaynor displays an exceptional talent, banging out catchy tunes and lyrics and side-splitting sketches with hardly a miss. A few rough spots must be polished off and one or two numbers must come out and others added. But all in

all, it is the most important contribution to the musical revue field in a great while.

Almost every sketch is sure-fire. The songs are light and some seem destined for popularity. It will be a sad day if this piece is not produced. The theater could use more shows of this kind—and it can certainly use Gaynor's talents.

The cast is almost as amazing as the author. With the exception of Sheila Barrett and Dorothy Fox and a few members of the regular group of South Shore Players, several members of the cast are non-pros.

These talented youngsters, most of them from Carnegie Tech, sing, dance and carry on with the poise and ability of professionals.

Sheila Barrett is the star. Aided by the sparkling material provided by Gaynor, she turns in one of her most amusing performances to date. Whether she is doing a take-off on *Lady in the Dark* or impersonating Tallulah Bankhead, she clicks solidly. Her funniest bit is as the wife in the English drawing room comedy, part of a trilogy showing the Eternal Triangle as it is presented in French farces in the cinema and as the English perform it.

Dorothy Fox, who directed the dance routines, appears in some amazing number with Tony Albert and William Eythe, and scores solidly as a solo dancer. She also takes a fling at comedy in the Eternal Triangle trilogy, and does well.

Among the Carnegie Tech group, a pert little miss named Norma Shea all but walks away with the show. Pretty and capable, she shows a flair for singing, dancing and comedy—and does all well. While her voice is by no means terrific, she can sell. Others who show amazing talent are Jere McMahon, an exceptionally fine young dancer; Shirley Brown and Paul Owen, who handle vocals. Others, like Tony Albert, alternate between singing and dancing and never fail to please.

A young apprentice from the South Shore Players, Malcolm Weinstein, shows, in a three-minute bit part, that he has a definite flair for comedy.

One of the funniest sketches ever offered anywhere is Gaynor's take-off on a musical comedy of 15 years ago. He has overlooked no detail. The jazzy talk of the middle '20s—the collegiate dances and the simple-minded plot—all are included and it makes for a smash number. Another sure-fire number is a hick sextet singing the novelty song, *Between the A. & P. and the Old Messervy Place*. And there is a strong Latin number in *Santo Domingo*.

This revue is not only crying for presentation, but it bears the stamp of a rising young writer who should go far. Mike Kaplan.

"The King's Maid"

(Bass Rocks Theater)

GLOUCESTER, MASS.

A new play in two acts by Ferenc Molnar. Presented by the Bass Rocks Theater by arrangement with Oscar Serlin. Staged by Serlin; setting designed by Ralph Alswang and executed by William F. Schoeller. Cast includes Teresa Wright, Marilyn Erskine, Sam Jaffe, Leslie Bingham, Karl Malden, Duane McKinney, Edward Raquello, Arthur Marlowe, William Hughes, Jack Daley, Gilbert Squillace and Juliette Lengdon.

Ferenc Molnar's first play since arriving in this country as a refugee 18 months ago is a story of Europe in the present-day chaos of love, intolerance and religion. It is a curious mixture, not properly proportioned, altho skillfully woven together.

The King's Maid is the story of an impoverished Jewish peddler who has fled the horror and persecution of the Polish ghetto and seeks refuge in a cheap lodging house in the Carpathians in Northern Hungary. Here, in this two-act play which encompasses one short evening, he meets Anna, the convent-raised, deeply-religious servant girl. She reads to him from the New Testament and he voices love for Jesus. He urges her to read more for he is in need of solace, having turned away from his daughter. Anna's drunken fiancée, whose child she is soon to bear, interrupts to take Anna to a party. When Rosenbaum begs her to stay, the drunkard strikes the sickly old man a fatal blow. The daughter arrives and the little maid is once more reading from the New Testament to the again-unconscious peddler as the curtain falls.

Basically this is a one-act play and does not carry well thru two acts. It (See *SUMMER TRYOUTS* on page 16)

League Leads Fight To Head Off Bill for 15 Per Cent Tax Increase

NEW YORK, Aug. 30.—In an attempt to halt an increase in amusement taxes from 10 to 15 per cent, voted by the Senate Finance Committee in Washington Thursday, the League of New York Theaters is pushing a campaign to organize producers, managers, actors and theatrical unions into a protest group to beat the measure before it reaches the floors of the Senate and Congress.

James F. Reilly, LNYT executive secretary, sent telegrams yesterday to all members of the Senate Finance Committee pointing out three reasons why the tax to raise \$72,500,000 will hurt the theater and still not be productive of the anticipated amount to the national treasury.

Telegram pointed out that in 1939 government collected \$19,000,000 in amusement taxes; \$21,000,000 in 1940, and \$70,000,000 in 1941. A 50 per cent increase, Reilly said, will lessen the 1942 figure considerably. Secondly, Reilly

pointed out, there are some States and even localities that have taxes additional to the 10 per cent and that this increase would jack up amusement taxes in some quarters as high as 25 per cent. Last, that the theater was done wrong by after the last war when the 10 per cent tax was revoked for everything but legit and film admissions over 40 cents and, instead of being called a war tax, was tabbed an amusement tax. Reilly said on this point that 75 per cent of the gross of the motion picture industry comes from admissions under 40 cents which were non-taxable.

Meeting is being held Tuesday evening (2) at the Hotel Edison to plan further action. Meeting is being called by the National Association of Legitimate Theaters and invitations were wired to the unions.

New York and traveling shows were also wired by the League to protest the measure.

Loop Plans Take Form

CHICAGO, Aug. 30.—With the new season near at hand, three shows are definitely set for September openings, with another next-month arrival on the tentative schedule.

John Golden will take the lead with two productions, the road company of *Claudia*, opening at the Selwyn September 15, and the dramatization of Somerset Maugham's *Theater*, beginning September 29 (house not set).

The Erlanger reopens October 13 with *Louisiana Purchase*, and the four original stars—Victor Moore, William Gaxton, Zorina, and Irene Bordoni—are promised. The theater also has several Guild shows which will keep it lighted for weeks.

The Grand Opera House is being refurbished and will join the local parade in the fall under the operation of the Hamlin estate, G. Eldridge Hamlin in charge. He has appointed John A. Schreiber manager and has dispatched him to New York on a booking trip. United Booking Office will furnish the attractions. First show at the Grand will be the revival of George Bernard Shaw's *Doctor's Dilemma*, with Katharine Cornell, opening October 20.

Billie Burke in a revival of *The Vinegar Tree* is tentatively scheduled to come into the Auditorium September 8 for an indefinite run. The theater's last tenant was *Life With Father*, which stayed for a record-breaking 66-week run.

Loop's only summer fare, *My Sister Eileen* at the Harris, starts its 28th week Monday (25). It is scheduled to close September 27 and moves to the Davidson Theater, Milwaukee, the following night.

Providence Seats on Sale

PROVIDENCE, Aug. 30.—Metropolitan Theater box office has opened advance sale of seats for *Hold On to Your Hats* and *Doctor's Dilemma*, the shows not booked until September 22 and early October. Jolson musical will be first revue in city in three years, and should do well in one-night stand.

Metropolitan reopens tonight with its policy of last season, playing weekends only, using name bands surrounded by vaude acts and single film feature. William Brown again will manage house. Tommy Reynolds initial band booking.

10G for Ann Arbor Season

DETROIT, Aug. 30.—Closing week of the seven-week season for the Michigan Repertory Players at Lydia Mendelssohn Theater, Ann Arbor, under the direction of Valentine B. Windt, drew about 4,300 admissions, for an estimated gross of \$2,200, the highest of the season. Production was the Gilbert and Sullivan opus, *The Gondoliers*, the only musical of the season.

Preceding week's production, *Hobson's Choice*, drew about 2,600 admissions, bringing total gross for the seven weeks to an estimated \$10,500.

Duluth Legiter To Pic

DULUTH, Minn., Aug. 30.—For a sum reported at \$100,000, Ben Berger, movie house owner, has taken over the Lyceum Theater and office building and will turn this city's oldest legit house into a 15-cent third-run movie grind.

The Lyceum has housed some of America's outstanding actors and vaudevillians. After the World War the house went burly for several years, then back to legit.

"Joy" 7th Week 12G

LOS ANGELES, Aug. 30.—Duke Ellington's show, *Jump for Joy*, turned in a \$12,000 gross for its seventh week's run at the Mayan Theater here.

Air-Cooled Barn

DETROIT, Aug. 30.—The Will-o-Way Theater, Detroit's only cowbarn venture of the past two seasons, has installed a special air-conditioning system. The house was opened in a modern barn used for apple storage the rest of the year and had an air-control unit used for the regular apple crop.

First season the house got by with this, but it proved unsuitable, and additional control was required for human occupants. The manager's comment was, "We found apples and hams couldn't be kept cool the same way."

Green Play May Bow on Stem, Am Spots Simultaneously; Other Art Boys Eye Set-Up

PITTSBURGH, Aug. 30.—Paul Green is writing a play that will be premiered in 41 community theaters simultaneously with its Broadway opening, according to executive secretary Barclay Leatham of the National Theater Conference.

Production rights for the show will be granted as part of the NTC plan to encourage new plays. William Saroyan and Thornton Wilder are also reported to be considering writing plays for NTC-sponsored production in community and college theaters. Forty scripts have been received by the NTC new plays department.

Supported by a five-year \$55,000 grant from the Rockefeller Foundation, the National Theater Conference has placed 55 directors and technicians in the past two and a half years and secured royalty productions on a number of plays for inland consumption.

Youngstown Hopes For Best Since '25

YOUNGSTOWN, O., Aug. 30.—Youngstown's road-show season should be the best since 1925, says Jack Hynes, manager of the Paramount and Park theaters.

The opening show, October 11, will be Ed Wynn and the New York cast in *Boys and Girls Together*. In November Al Jolson in *Hold On to Your Hats*. A number of other attractions have been contracted, but dates are not yet set.

Ethel Barrymore is coming in *The Corn Is Green*, her first appearance here since 1932. Eddie Dowling, in *Time of Your Life*, has been penciled in, and Alan Dinehart and Lyle Talbot will be seen in *Separate Rooms*. The new edition of the *Ziegfeld Follies* has tentatively been booked for early December, and *My Sister Eileen* also is likely to come here. There is a possibility, too, that *Tobacco Road* may return for its fifth engagement.

Minne Legit House Saved

MINNEAPOLIS, Aug. 30.—Possibility that the Lyceum Theater, home of legit under management of Leo Murray, would be wrecked because of high taxes has been averted thru compromise arrangement made between Northwestern National Bank & Trust Company here, trustee for the owners, and the Hennepin (Minneapolis) County board of commissioners.

With a total of \$150,000 taxes accumulated during the past 10 years due on the edifice, the trustees offered \$75,000 for settlement of the claim. The bank pointed out the property had not earned sufficient revenue to meet its taxes, asserting that while taxes for the last five years amounted to \$75,000, total revenue of the property during that time was but \$58,000.

By a vote of four to one, with Commissioner I. G. Scott voting against it, the board agreed to accept the compromise offer.

Early Pittsburgh Season Looms

PITTSBURGH, Aug. 30.—Earliest Nixon season in years will open September 15 with Katharine Cornell in *Doctor's Dilemma*.

Sam Nixon, owner of the Nixon Building, has arrived from Philadelphia to replace Harry Brown, veteran theater manager who is still unlocated despite offers to manage roadshows.

The change was instituted by the Pittsburgh Theaters Corporation, Erlanger-UBO firm headed by Marcus Neymann and Leonard Bergman.

Hold On to Your Hats, Meet the People and *Boys and Girls Together* will follow Cornell on consecutive weeks. Last year the season didn't open until the third week in October.

Penciled in are *My Sister Eileen, Panama Hattie, Louisiana Purchase, Arsenic and Old Lace, Pal Joey*, the perennial *Tobacco Road, Ziegfeld Follies, Johnny Belinda, The Corn Is Green*, return engagement of *There Shall Be No Night* and *Watch on the Rhine*.

In 22 weeks last season the Nixon grossed approximately \$350,000.

The city will have a second downtown legitimate house in November, for the first time in years, when the Harris Senator is converted from pictures to flesh for two weeks of *Life With Father*.

Barry, Pitt, Sold

PITTSBURGH, Aug. 30.—Assessed at \$387,000, the Barry Theater has been sold by the Metropolitan Life Insurance Company to Pitts, Inc., for less than \$200,000, the Real Estate Company of Pittsburgh has announced.

Now an exploitation motion picture house, the Barry was formerly one of the city's three legitimate theaters and after that a stock and vaudeville house under the name of the Pitt. It was erected by the Kenton Theater interests and later acquired by the Shuberts before being taken over by the insurance company.

Manager Manuel Greenwald said that the deal includes an understanding for continuance of the status quo between Pitts, Inc., a group of New York investors, and the Skirball Brothers, who operate the theater under the name of the Varsity Amusement Company.

"Foot" Bows in New Haven

NEW HAVEN, Aug. 30.—*Best Foot Forward*, the new George Abbott musical, will have its first performance in the Shubert Theater here, beginning September 11. Presentation of the show will mark the opening of the 1940-'41 theater season for New Haven and first operation of the Shubert under the new management, Yorkhaven Enterprise, Inc.

Morris A. Nunes, head of Yorkhaven Enterprise, said that many productions aimed at Broadway will have their openings here during the coming season. Also, he said, sked will include Al Jolson's *Hold On to Your Hats* and Katharine Cornell's *Doctor's Dilemma*.

Cowbarn Notes

Leon Janney has been signed to play the lead in the tryout of a new comedy by Dorothy Hall called *Yesterday's Tomorrow*, which will be presented at the Pine Grove Theater, Cambridge Springs, Pa., for a week beginning September 1. . . . *Bertha, the Typewriter Girl*, old-time meller, is the final attraction at the Boothbay Playhouse, Boothbay, Me. It opened Monday (1). Sherwood Keith is directing. . . . The Cape Playhouse, Dennis on Cape Cod, Mass., this week is presenting Tallulah Bankhead in *Her Cardboard Lover*. Supporting cast includes Harry Ellerbe, Fred Keating, Viola Frayne, Ralph Kellard and Stephan Eugene Cole. . . . The Peterborough Players, Peterborough, N. H., housed *Murder in the Red Barn* for the week of August 27. Cast includes John Stearns, Howard Fischer and Robert Courtleigh. Bertrand Mitchell directed. . . . Guy Palmerton is featuring a revival of the Buddy DeSylva musical *Queen High* at the Lake Whalom Theater, Fitchburg, Mass., this week. . . . *Rope*, with Russell Conway, plays at the Theater in the Dale, New Milford, Conn., for four days, beginning September 3. . . . Jean Muir and Sanford Melsner are presenting *Rufus and His Wife*, new comedy by Julius J. and Philip G. Epstein, this week at the County Theater, Suffern, N. Y.

BROADWAY RUNS		Performances to Aug. 30 Inclusive.	
	Dramatic		Opened Perf.
Arsenic and Old Lace (Fulton)		Jan. 10---	267
Claudia (Booth)		Feb. 12---	230
Corn Is Green, The (National)		Nov. 26---	319
Life With Father (Empire)		Nov. 8 '39--	758
My Sister Eileen (Biltmore)		Dec. 26---	284
Separate Rooms (Plymouth)		Mar. 23 '40	601
Watch on the Rhine (Beck)		Apr. 1---	175
Musical Comedy			
New Hellzapoppin (Winter Garden)		Dec. 11 '39	720
Panama Hattie (46th St.)		Oct. 30---	350

SUMMER TRYOUTS

(Continued from page 15)

has been said that an attempt will be made to make two acts out of the first act. This would simply mean the audience could make a choice of one of two points to make a hurried departure.

It seems hardly probable that, in this day and age, a Broadway audience will pay \$3.30 to hear the Bible read to them. For that is all the play contains. The readings are many and varied and all are aimed at the playwright's conclusion that any quiet, simple, dignified person who lives a life filled with love for fellow man is a true Christian at heart regardless of his religion.

This is definitely a propaganda play. It cries out against persecution and intolerance and preaches the value of love for fellow man.

Sam Jaffe, as Rosenbaum, delivers one of the finest performances of his notable career. With little real meat in his lines, Jaffe yet manages to make real this strange little character who shakes off the beliefs in which he has been brought up and comes to feel the worth of another religion. Without Jaffe's beautifully paced performance which drives home the perplexity of the little peddler torn between two fires and struggling to retain his simple, quiet dignity, the play would fall apart.

Teresa Wright, as the Testament-reading maid with a religious mania, is at times guilty of over-acting. There is little for her to do save read with conviction from the Testament. In her few lines that have no religious import, she goes a shade too far in her delineation.

Among the lesser characters Marilyn Erskine scores as a precocious youngster who is infatuated with the maid's drunken fiancee. Leslie Bingham turns in a moving performance as the rooming house landlady, and Edward Raquello is properly harsh and hasty as the police lieutenant. Karl Malden does a good job as the drunken assailant of the peddler, while Duane McKinney, burdened with lines out of keeping with the play's mood, managed to give credence to an unbelievable part. Juliette Langdon, with just a bit to take care of, plays the daughter to perfection.

The Kings' Maid is not a halfway play. It will either be Serlin's biggest hit or his biggest flop—probably the latter.

Mike Kaplan.

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Studios Comb Vaude-Cafes for Comedians, Singers, Personalities

(Continued from page 3)

tion for a year; Judy Clark, singer with Ray Heatherton band at the Biltmore Hotel, for Republic's *Marines on Parade*, starring Al Pearce and Gang; Joan Merrill, singer, for a long-term RKO-Radio contract; Lorraine and Rognan, comedy dancers, for Paramount, reporting to the studio next week, and Corinne Mura, night club-vaude singer, for RKO-Radio on a term contract starting with the film *The Marines Are Ready*.

Never before have film moguls been more generous with their bank rolls employed to find new talent in the vaude, nitery and burly fields. And, surprisingly enough, the standard acts are not swept off their feet any longer with an ordinary offer of a movie pact. The act able to secure sufficient employment in theaters and night clubs investigates the worth of the contract thoroly before accepting it.

Typical of the attitude of a number of the better performers is Joan Merrill, singer, who recently signed with RKO. Earlier this year she was given a movie contract by Columbia and rushed from New York to Hollywood to appear with Rudy Vallee and Rosemary Lane in *Time Out for Rhythm*. The film turned out to be a poor second rater and Miss Merrill's contract resulted in only five weeks' work. When RKO approached her with a contract offer, she requested more detailed information before signing. And here are some of the concessions the studio granted her: a dramatic coach was dispatched to Chicago to train her for her first film (and when she reaches New York Thursday to open at Ben Marden's Riviera, another coach will be on hand to continue the work); definite information about her first picture, as to budget and cast, was given her as well as an advance outline of her part.

Red Skelton is getting a big MGM build-up because of his work in *Whistling in the Dark* and is being advertised by MGM as its "New Star." Skelton will make *I'll Take Manila* next for MGM after completing *Panama Hattie*. Abbott and Costello, with three Universal hit films to their credit, return to Hollywood soon to make *Ride Em, Cowboy* with the Andrews Sisters, Ella Fitzgerald and the Merry Macs, and also *Keep 'Em Flying* with Martha Raye, Carol Bruce and the Andrews Sisters. The Andrews girls' three films with Abbott and Costello and their one with the Ritz Brothers have put them on the map as film names and enable them to play vaude and one-nighters at double their last-year salary.

Milton Berle returns to Hollywood next week to work in *Rise and Shine* for 20th Century-Fox. He, too, is getting a steady build-up by his studio. Simone Simon, after an extensive vaude tour, is back in films and will make *Call Out the Marines* for RKO.

Carol Bruce, a night club singer who made her name in the Broadway musical *Louisiana Purchase*, is going to get a big build-up from Universal in her film debut in *This Woman Is Mine*.

MGM is planning better roles for Ray Bolger, a product of vaude-musical comedy, and is also feeding better roles to June Preisser, formerly of Cherry and June Preisser, of vaude and musical comedy.

Warner is pushing Jimmy Durante, who last worked for MGM. Because of his good work in *The Man Who Came to Dinner*, Warner is spotting Durante in *You're in the Navy Now*, which will also be the first picture for Phil Silvers under his new Warner term contract. Silvers is from burly, vaude and musical comedy. Joan Davis, former vaude comedienne, has also been assigned to this film.

Columbia recently signed Janet Blair, former vocalist with the Hal Kemp band, and spotted her in *Three Girls About Town* and is giving her a feature role in *Blondie Goes to College* next month.

Jackie Gleason, night club comedian now on the Warner lot, was slated for *You're in the Army Now* but was withdrawn last week and given a role in *Bridges Built at Night*. Jane Frazee, singer formerly of the Frazee Sisters, is establishing herself at the Universal lot and her next role will be in *Nobody's Fool*, starring Hugh Herbert.

Ice skater Dorothy Lewis, who built herself a night club reputation, is co-featured with Jerry Colonna in Republic's *Ice-Capades*, film on ice skating

which used practically the entire cast of the *Ice-Capades* ice revue. Phil Silvers and Gus Schilling, former burly comics, are in the picture too.

Mary Martin, a Broadway product, made a solid impression in *Kiss the Boys Goodbye* for Paramount and is slated for *New York Town*, which co-features Fred MacMurray. Eddie (Rochester) Anderson, whose last film was *Kiss the Boys Goodbye* and who sold himself thru the Jack Benny films and the Benny radio shows, is working vaude until a studio call. His latest is *Birth of the Blues*, to be released next month.

Judy Canova is another former vaudevillian turning out a lot of films, mostly B pictures for Republic. Frances Langford, originally from vaude, has been getting her share of film assignments, her latest being *Swing It, Soldier* for Universal.

Joan Leslie, 16-year-old Warner starlet who clicked in *Sergeant York* and who will make *The Male Animal* next, is really Joan Brodell, formerly of the Brodells, a vaude dance act.

Ethel Waters will have a lead role in RKO's *Syncopation* to go into production next month. Martha Raye, from vaude, is still making good at the Paramount studios.

Other former vaudevillians who have become established as picture names are Bob Hope, Dorothy Lamour, Jack Benny, Alice Faye, Eleanor Powell, Judy Garland, Bing Crosby, Ken Murray, Beverly Roberts, Ruth Terry, Bill Demarest, Jerry Colonna are among those from vaude and musicals who get frequent film assignments.

Monogram is putting out *Six Boom Bah*, with Grace Hayes and Peter Lind Hayes featured. Weaver Brothers and Elviry, for years vaude standards, are still turning out B pictures for Republic, their newest to be *Mountain Moonlight*.

Desi Arnaz is being called back by RKO-Radio to do *Street Girl*, which will feature Ray Bolger. He started in night clubs, later switching to musical comedy. Cobina Wright Jr., night club singer, is getting her second 20th Century-Fox assignment, *Small Town Deb*, to be released October 3.

Carmen Miranda, who played night clubs-vaude after her hit in *Streets of Paris*, returns to the 20th Century-Fox studio to work in *Week-End in Havana*, which will feature Alice Faye.

Olsen and Johnson are still in Hollywood working on their *Hellzapoppin* for Universal. Martha Raye will be co-featured. George Givot, vaude comedian, and Armida, singer, have grabbed a spot in *Piasta*, a Hal Roach film for United Artists release.

Rags Ragland is in Hollywood now working in MGM's *Panama Hattie*.

The Lane Sisters have become entrenched in Hollywood, with Priscilla Lane getting the most assignments from Warner. She will be in *The Male Animal*, now shooting, and in *New Orleans Blues*.

Marlon Martin, night club showgirl, is free lancing and working mostly for Columbia in shorts. The Condos Brothers, Connie Boswell, Hal LeRoy and Gertrude Niesen are among vaude personalities that are called quite often

John Murray Anderson Opens Own Film Vet Cafe Show in Wilshire

LOS ANGELES, Aug. 30.—The Silver Screen, a musical glamorama of the movies from 1906 to 1941, will open at Wilshire Bowl Theater-Restaurant in Wilshire Center September 10. Show is being produced by John Murray Anderson. Restaurant will be under direction of K. L. Loeb.

Show will feature Gitta Albar, Clara Kimball Young, Betty Blythe, Nick Lucas, Bryant Washburn, Tom Patricola, Clyde Cook, Al Herman; the Original Keystone Cops, including Chester Conklin, Hank Mann and Snub Pollard; the Manganis, including Don Kent, Bob Stone and Jimmy Alexander; the Rosebuds, including Vashti and Cynda Glenn. Spot has selected six show girls, all over six feet, and 10 dancing girls. Others set for the opening include Eddie Edie, Betty Compson, Grace Poggi and Igor and Jack Holland.

Music for the show was written by

"Bath and . . ."

ATLANTIC CITY, Aug. 30.—What's in a name, muses Joe Moss, operating Bath and Turf Club here this summer. Moss, who has operated top niteries for many years, relates the oddest incident in his career which happened here the other night. A would-be patron, coming into the club, pointed to the "Bath and Turf Club" electric sign outside, and asked if the nitery host furnished salt water baths.

Cass Daley Big At Bowery; Name Pull Continues Up

DETROIT, Aug. 30.—Strong evidence that night club patronage is going up is furnished by a report of attendance at the Bowery, mass-entertainment spot, for the past four weeks as furnished by Frank Barbaro, manager.

Following Willie Howard, who had a disappointing 6,500 admission week, Gus Van drew nearly 9,000 to start the attendance figures upward.

Surprise of the past few weeks has been the high figures run up by names that are relatively new here, while standard headliners continued to draw a slightly lower following.

Beatrice Kaye, star of radio's *Gay Nineties* show, drew one of the Bowery's heaviest records of the past year, 12,000 patrons on the week. Barbaro attributes her drawing power to radio. Fifi D'Orsay followed in a repeat here and drew 11,000. Cass Daley followed last week, pulling 13,000, close to the house record, and is being held for a second week. High figure last week was partly attributed to special promotion for the seventh anniversary of Barbaro's management of this spot.

to fill specialty spots in film musicals. Miss Boswell's latest was in *Kiss the Boys Goodbye* for Para.

Betty Hutton, who had been appearing in *Panama Hattie* in New York, left Wednesday to return here to work in Paramount's forthcoming musical, *The Fleet's In*.

Rufe Davis has done a lot of picture work and more recently has been working on the Republic lot. Chic Johnson's daughter, June, has been on the Republic payroll the past year also.

Cass Daley will make her first Paramount film next month, with Gil Lamb and Eddie Bracken cast in the same picture.

Most film contracts handed out to vaude people are for one film and options which sometimes extend for several years. The studios feel they are not losing much on a one-film trial and may gain a lot if that particular performer surprises with a strong performance. Vaudevillians who can handle lines and photograph well have the best chance of building up into film names. Specialty people, such as singers and dancers, are usually limited to one or two feature pictures and occasional shorts.

Chi AGVA Will Raise Class C Spots Sept. 8

CHICAGO, Aug. 30.—The American Guild of Variety Artists here will up the weekly minimums of Class C spots and cocktail lounges starting September 8, it is revealed in a letter signed by Jack Irving, local AGVA rep, and mailed to some 90 night clubs, over 500 cocktail bar operators and to members of the Entertainment Managers' Association of Chicago. Irving says the increased costs of living expenses necessitate such action at this time.

New minimums are \$50 for emsees (a new classification); \$35 for singles; \$80 for teams; \$25 for chorus girls, and \$30 for bar singers and entertainers. The present Class C minimums are \$18 to \$20 for chorus girls, and \$25 to \$30 for principals, depending on the number of shows.

Class B and Class A minimums will remain the same, according to Irving. Class B lists principals at \$50, chorus girls at \$35 and bar singers in those niteries \$35. Class A scale is \$75 for principals and \$40 for chorus girls.

Lynch in 5th Jam With Liquor Board

PHILADELPHIA, Aug. 30.—State Liquor Board nicked Jack Lynch, operating the Hotel Walton Roof, for the fifth time in less than three years. This time liquor suspension, effective Monday (2), is for 100 days, the longest suspension the board has ever meted out. Nitery's license is under the name of Evan Burroughs Pontaine, who will compromise the order with \$1,000, representing \$10 a day, and continue operations.

Lynch's spot was cited for Sunday sales and entertainment, and permitting dancing after hours when sale of liquor is prohibited. First time, in July, 1939, he shelled out \$600; in January, 1940, \$900; in January, 1941, \$900, and last May, \$600.

Hartford Shows to Play for Army Base

WINDSOR LOCK, Conn., Aug. 30.—Manager Rudy Frank, of the State Theater, Hartford, has made arrangements with officers at the new army air base to bring the State stagershow each week to the base theater.

The first show was given Sunday (24) and one will be given each Sunday. Phil Harris and his orchestra, Patricia Kay, Ames and Arno, Paul Winchell, and the Billingtons were on the program, which played to a packed house of officers and men. The shows are given without charge to the soldiers, and the management takes care of transportation and incidental expenses. Performers donate their services.

Army Center a Big Break for Nitery

ALEXANDRIA, La., Aug. 30.—Because of favorable situation among a cluster of army camps—Beauregard, Livingston, Polk and Claiborne—a new club here, the Rendezvous, is finding prosperity swift and sudden.

With the army's presence pushing up the population from 25,000 to 100,000, acts are being booked in for two weeks. Floorshow uses one team, two girl singles, a swing vocalist, and combination singer-emcee. Talent is supplied by MCA.

Geo. Immerman's New Spot

NEW YORK, Aug. 30.—George Immerman, who operated Connie's Inn in Harlem for 11 years, is now running the Four Star Grill in Flushing, Long Island. The spot uses colored entertainment.

Spokane Only Full Week

SPOKANE, Wash., Aug. 30.—A new policy at the Coeur d'Alene Hotel's Dutch Mill makes it the only local spot offering full-week floorshows.

Vernon Reynolds is new musical director. Herb Sutherland is publicity agent; Walter Hunt, manager, and Ruth L. Goetz, owner.

Hollenden Hotel, Vogue Room, Cleveland

Talent policy: Dance band and floor shows at 8 and midnight. Management: Richard T. Marsh; publicity by A. A. Landis. Prices: No cover; minimum, weekdays, \$1.50; Saturdays, \$2; dinners, \$1.75 and up; drinks from 35 cents.

The opening bill for the fall and winter season is short and sweet and snappy, which was wholeheartedly approved by the guests. There are only three acts, and all of them above the average. This is the first venture in the show-direction department by the "stand-by" band leader of the Hollenden, Sammy Watkins, and the reaction of the first-nighters proves he did a swell job.

Sammy emceed and opened his new show with the dance team Glover and LaMae, who are well known to night club patrons in these parts. They had their usual poise as they performed the difficult whirls, twirls, twists and lifts in their tango, and the two well deserved encores of South American dances in the modern manner. Their outfits were of gray-blue, black and yellow, trimmed here and there with black sequins and leatherized ribbons.

The second act was Alice Kenedy, a very attractive gal with an engaging smile and a fetching "come hither wink." Put over Minnie From Trinidad and encores, *The Man I Love*, *The Last Time I Saw Paris* and *Ain't You Ashamed?*

Edna Sedgewick, the "tapping whirlwind," closed the show with three tap dances, aided by a nice smile, a sheer dress and well-formed pins.

Jean Loach sings and plays the accordion during the cocktail hour and among the tables between the shows.

Oscar A. Bergman.

Hotel Continental, Sky-Hy Lounge, Kansas City, Mo.

Talent policy: Dance and show band. Management: R. E. McEachin, manager; Jake Conner, maitre d'hotel; Johnny Sandusky, publicity. Prices: No cover or minimum; admission, 50 cents per person weekdays, 75 cents Saturdays.

Opened originally for the summer only, the management has decided to keep open the Sky-Hy Ballroom and Cocktail Lounge for the fall and winter. Spot is located 22 stories above the ground, but is completely enclosed. Title has been changed from Sky-Hy Roof to Sky-Hy Lounge.

Entertainment and dance music are being furnished by Charlie Fisk and orchestra. This band is swingiest outfit to be booked at this swank spot since its inception, and has attracted a great deal of young trade, altho bulk of business continues to be of the older variety. The Fisk ork is youngish but dishes out excellent sweet-swing. The crew has dropped at least a third of its library for this engagement, being too long on the swingers. Outfit cuts pops neatly, all scores being specials and penned on a Harry James or Charlie Spivak kick, since maestro Fisk plays a great deal of lead or solo horn.

Show features neat versions of *All of Me* and *I Surrender, Dear*, torchy ballads as chirped by pretty blondish Virginia Coon, daughter of late Carleton Coon, co-leader of Coon-Sanders jazz band. Puts over numbers in excellent style.

Whitey Wilkerson scat-sings *Maria Elena*, introducing a lot of Calloway gibberish which seemed to amuse the crowd. Then the entire band offers an



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Night Club Reviews

ensemble vocal of Daddy and Fisk and Wilkerson cut up with grotesque make-up. Show closes with a swing original, *Nameless Moods*, a bit of Ellingtonia which hits the groove.

Not used in the show but featured with the band is Johnny Whaley, pianist, who sings a few ballads.

This spot gets a 15-minute remote every night over local Station KCMO. Bob Locke.

Town and Country, Milwaukee

Talent policy: Show and dance band; shows twice nightly. Management: Jerry Klein. Prices: Dinners from \$1 up; no cover or admission charge.

Customers appear mightily pleased with the current offering at this nitery a few miles north of the city.

Not the least of the applause goes to Bebe Sherman, newest of the red-hot mamas, whose torrid songs rated high here. With her pipes and tunes she need take a back seat for nobody.

A neat figured miss, Louise Locano, turns in striking exotic dancing. Her movements are pleasingly smooth and sinuous. She is ope of the better performers in her line to make an appearance in these parts.

There's no drop in the temperature when Inez Gamble goes into her South Sea Island dance. Pretty and with showmanship, she put herself across.

For comedy, the bill relies upon Sweet and Lowe, a pair of laugh provokers, aided by Sammy Sweet, emcee, who handles the show in good fashion.

The entire bill has plenty of punch and flavor. Acts are furnished by Dick Pritchard.

Solly and his orchestra provide the music for dancing and the entertainment. It's a smooth-sounding aggregation that sets well with the audience.

H. C. Brunner.

Ainsley Hotel, Rainbow Roof, Atlanta

Talent policy: Show and dance band; floorshow twice nightly.

Benny Strong, featuring rumbas and congas which the customers liked, presents a hard-working, pleasing band. For the remainder of the summer at least the policy has been changed to offer a floorshow in addition to the band's novelty acts.

Charles and Nadine are the featured act. The show is modest, with the bulk being carried by Strong and his boys. The gown Nadine wears to introduce the show is all but modest. It made the customers sit on the edge of their seats while she did a tap in black lace, tight and revealing gown.

Mary Lou, Strong's cute doll-face singer, gives two vocals on each show. Charles sings and Nadine team to do several fine dances. Ben Ribble, of the orchestra, contributes a double-voiced rendition of *Daddy*. Ben himself adds comedy to the show and emsees it.

The Strong orchestra is proving very popular here. It is a smooth organization of young, good musicians and is booked solid the next 12 months. Strong makes friends easily, working hard to make everyone have a good time.

This first attempt of the management to provide a floorshow was well received. In the past only individual acts like Sally Rand and Sophie Tucker have been booked. Lee Rogers.

Rogers' Corner, New York

Talent policy: Continuous entertainment; no dancing. Management: Joe Rogers, owner. Prices: Luncheon from 35 cents in Coffee Shop; dinner from 85 cents in Rendezoo Room; drinks from 25 cents.

Business has considerably improved at Joe Rogers' emporium, the proof of it being in a heavy dinner patronage and a steady flow of customers at the bar in the Rendezoo Room. Rhumba Room has been completely shuttered, thereby eliminating dancing, but the patrons here seem to be satisfied with just eating and watching a show on the raised stage behind the bar.

Artists take their turns at the mike every half hour, with Muzak filling in during the lulls. Current bill has the Tune Toppers headlining (see On The Stand, Music Dept.), plus Julia Gerrity and Barbara Leeds on the song assign-

ments and Patricia Kingsley tapping out the piano rhythms.

Julia Gerrity, a red-hot mama type, goes in there punching with pop tunes. She could do much better with special material more to her type, or even pop songs with a hot bounce. She has a personality for less conventional numbers. Miss Kingsley gives her piano backing and a solo session of her own. Miss Leeds, an attractive brunette and well gowned, rendered a string of pops, nervously. Tune Toppers, instrumental quartet, kicked the gong around for a solid half hour. Sol Zatt.

Ritz-Carlton Hotel, Merry-Go-Round, Atlantic City

Talent policy: Dance band, from 7:30-9 and 10-2 weekdays, 5-7 session on Saturday and Sunday. Management: Max Malamut, proprietor-manager; John L. Sullivan, assistant manager; Bill J. Wright, captain; Sally Sloane, press agent; Music Corporation of America, booker. Prices: Dinners from \$1.25; lunch from 75 cents; drinks from 60 cents; no cover, no minimum.

One of the Boardwalk's favorite places, this hotel basement grill room gets a big play. A regular merry-go-round bar in the center of the sunken dance floor dominates the room with tables and booths terraced on an upper level. Takes carousel seven and a half minutes to spin around and the informal and carefree atmosphere associated with riding the wooden ponies marks the character of the room.

Apart from the sipping and snacking attributes of the room, it's all the more inviting because of the dance incentives dispensed by Carmen Cavallaro. Band of nine is built around the maestro scintillating piano artistry and the musical appeal is directed to the smarter set, emphasizing the musical comedy tunes and Latin lullabies. Fiddler Bernie Martin and guitarist Don Rodney voice the lyrics. Bandstand borders a corner of the polished floor.

Patronage here is partial to a piano-playing maestro, in view of the fact that Nat Brandwynne held musical court here for the past three summers. Cavallaro's keyboard wizardry coupled with his pleasing personality and youthful enthusiasm, leaves nothing to be desired.

Merry-Go-Round uses local combos in the off-season months.

M. H. Ordenker.

Samovar, Montreal

Talent policy: Dance band, and floorshows at 9 and 12:30. Management: Miss E. Goodstone, proprietor; Carl, manager and producer. Prices: Dinner from \$1.50; minimum \$1 weekdays, \$2 Saturdays; drinks from 50 cents.

Easily the longest established night spot under the same management here, the Samovar has held to its Russian gypsy atmosphere for 17 years.

Producer-Manager Carl has kept its tone consistent with a policy of two or three outside acts set off by singers and dancers drawn from Slavs here. Excellent food has always brought a good local following which, along with the American tourist trade, has kept business pretty regularly in the black. Decorations are of old Slavonic legends.

Current 40-minute show features Zita Zalipskaya, a ballerina formerly with Mordkin, and opens with her making an impressive entry to interpret Rimsky-Korsakoff's *Flight of the Bumble Bee*. Interesting ballet. More down to earth was her later piece out of Caucasian folklore. Good expressive dancing and effective costumes won the crowd for her.

Youry Youiloff and Betty Yoder got over an engaging pair of personalities in Cossack and Hungarian numbers. Their stepping was spirited and gay, and their enjoyment of their work was contagious.

A Yugoslavian songstress, *Blancha*, sang with charm and a refreshing individual style. Began with *Frenesi*, then *Parlez-moi d'Autre Chose*, in accents reasonably close to the original. But the one that had the customers most attentive was an appealing little Yugoslav folk song.

A deft toe number was performed by Eileen Read, a comely young entertainer with a nice catalog of taps. Her use of the enticing gesture bolsters lively footwork.

Tricks on violin strings were played by Cornelius Codolban in a novel act. His pop and light classical renderings with and without bow were well re-

ceived. Able accompaniment was by Luis Horvath.

The whole troupe turned out for a gypsy choir finale, with Carl himself leading off with the Russian *Cabman Drive Me to a Gypsy Inn*. Blancha's brisk *Hurry Along Troika* and the ensemble's *A Little Gypsy Was Born* closed a pleasing show.

Samovar seats a comfortable 300 about a medium-sized floor.

Jack Norton and band play the production and offer smooth dance music. Carl does a good emsee job.

P. C. Newman.

Abe and Pappy's, Dallas

Talent policy: Colored band for show and dancing; continuous entertainment. Colored revue twice week nights and three times Saturdays and holidays. Management: Abe Weinstein and A. C. (Pappy) Dolsen. Prices: Admissions, 33 cents weekdays and 44 cents Saturdays; dinners, \$1 up.

This downtown club, located between the Adolphus Hotel's Century Room and Baker Hotel's Terrace, caters to medium spenders and catches the overflow crowds from both hotel clubs. Draws capacity crowds Saturday nights.

Club sticks to colored revue, with Don Purcell's ork playing the show and dance sessions. The song and dancers, Uncle Willie and Patsy, are exceedingly clever youngsters, 9 and 8 years of age. Pappy Dolsen, their coach, started them out as club entertainers at the tender ages of 5 and 6, and keeps them under his management. They do a clever melange of tap, songs and chatter, with Willie clowning while Patsy dances or sings. Willie is a knockout emsee, too.

Maestro Purcell got a good reception with several pop tunes. The Magandis, dance trio in Egyptian costumes, worked hard in a swiftly paced dance that pleased. Lou Owens, billed as Aunt Jamama, is 300 pounds of hot-cha dancer. Did a couple of pop tunes very acceptably. Alberta Hunter, clever blues singer just returned from England, is an artist at giving that risque touch that stays within the censor's restraint. Her *Basin Street Blues* and *He Was My Man* got repeated applause.

A conga, joined in by the crowd, with Pappy Dolsen calling time, was used to keep the patrons in good cheer.

Frank W. Wood.

Isbell's Show Lounge

Talent policy: Continuous entertainment from 9:30 p.m. Management: James Isbell, manager. Prices: Drinks from 35 cents.

This is one of three cocktail lounges being operated by the Isbell-Helsing Enterprises. Two more are slated to open in the fall. Both names are well known in the restaurant business here and their branching out into the bar entertain-

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ment line is indicative of its current popularity.

Frank J. (Tweet) Hogan, former band leader, has been appointed director of entertainment, and he has been spotting an average of two to three acts in each room. Musical combos and singers can get an average of 6 to 10 weeks touring this circuit.

Talent line-up here includes a cocktail trio, harmony team, emcee and pianist. The Ascot Boys, comprising Chuck Ikerd on steel guitar, Arland Randall on bass and accordion and Andy Nelson on Spanish guitar, dish out tunes in regulation style. They are winding up a six-week stay and will next move into Helsing's in the Loop.

Jane and Jeanne Williams harmonize on pop tunes but presently are far too weak for a spot where noise is continuous. They look like high school sophomores and are cloaked in a mantle of innocence. Make a cute appearance, tho, and perhaps that is the reason for their presence.

Terry O'Toole introduces the acts. Jimmy Cassidy, veteran pianist around here, accompanied the Williams Sisters when caught. He also works afternoons. He is being followed this week by Don Fielding.

Entertainment is presented on a small elevated stage behind the bar. The setup is modern and very attractive.

Sam Honigberg.

Sherman Hotel, Panther Room, Chicago

Talent policy: Dance band; shows at 8:45 and 11:30. Management: Ernest Byfield and Frank Bering, operators; Howard Mayer, publicity. Prices: Dinner from \$2; minimum \$1 except Saturdays (\$2).

Lionel Hampton, the colored expert on the vibraharp and drums, followed his former boss (Benny Goodman) into this jitterbug temple Friday (29), and judging by the opening night's biz, Messrs. Byfield and Bering will have no cause for worry over this booking for the next four weeks. Hampton is a showman, both as a personality and musician, and the band behind him (comprising 15 men and a vocalist) pumps out the stuff that turned this room into one of the most profitable after-dark emporiums in town.

The 50-cent coke drinkers put the stamp of approval on this new attraction via fancy footwork patterns on the elevated dance floor. Most of the tunes are out of the boogie woogie catalog, dished out in powerful Hampton orchestrations.

And the show only emphasizes the swing-dispensing talents of the group. But the kids have to be content to watch the proceedings from their tables. The band puts new meaning to such titles as *Bugle Call Rag*, *Moon Glow*, *Give Me Some Skin* and *Jack the Bellboy* (featuring Hampton on the drums).

A couple of extra Negro acts are spotted: Billie Holliday, ballad singer, and the Two Zephyrs, comedy dancing act. Rubel Blakesley, the band's vocalist, doubles as emcee, but he takes his assignment entirely too serious and mixes into his introductions too many flowery

adjectives. Patrons find him more at home strutting on the floor in the *Skin* novelty.

Miss Holliday is typical of a number of colored vocalists who interpret tunes of the day in a low, drawn-out voice for added effect. This correspondent didn't find her selections (*Jim, Love for Nobody Else* and *Them There Eyes*) too impressive.

The hit of the floor entertainment is the entertaining dance work of the Two Zephyrs. They open with a musical washboard specialty and go into their slow-motion game of craps interpreted with good dance control work and finally a speedy and tricky dance exit. Went big.

Carl Marx, the clown entertaining all over the room, goes into his fifth year next month. Sam Honigberg.

Breakers Hotel, Irvin Wolf's Ship-Deck, Atlantic City

Talent policy: Continuous musical entertainment from 9, daily cocktail sessions. Management: Max Malamut, hotel proprietor; Irvin Wolf, Ship-Deck manager; Morton Schwartz, press agent. Prices: Food a la carte, drinks from 50 cents; no cover.

Duplicating the music bar click of his Hotel Senator Rendezvous in Philadelphia, Irvin Wolf has transformed this basement room into a veritable ship deck. Provides the atmosphere of night-living in a luxury liner.

Entertainment, all along intimate lines, emanates from behind the sipping post. It's a continuous roundelay of music and song on the swiny side. For the torrid tunes, spotlight centers on the University Trio, instrumental and vocal threesome, playing accordion, guitar and bass. Accordionist Tony D'Amanzo also solos.

For a change of musical pace, the Beale Street Boys, foursome of sepia harmony boys, delight with plantation, spiritual and ballad songs. Bob Davis is in the lead for the character ditties.

Completing the cycle is Pearl Williams, portly gal who pipes hot, sweet, and spicy to her own pianology.

Wolf's having a large following among theatrical folk, makes the Ship-Deck a favorite haunt for show people. "Celebrity Nights" are staged Sundays.

M. H. Orodenker.

Gray Wolf Tavern, Masury, O.

Talent policy: Show and dance band; floorshows at 9:30, 11:30, and 1:30. Management: Pete Meyers Jr. Prices: Drinks from 25 cents; dinners from \$1; 25 cents amusement charge Saturdays and holidays, upped slightly when special attractions are played; no cover or minimum.

One of few niteries offering floorshows the year around. Peak industrial plant operations in the Mahoning Valley has helped this spot substantially in recent months, with business the best in some time.

There are plenty of laughs and good entertainment in the current show. Pete Meyers Jr., who took over only re-

cently, is proving a good showman, using excellent judgment in selection of talent. Current bill is well balanced. Roger and Sprice achieve success by literally rolling the folks under the table with laughter. They are exceptionally funny and clever. Dexter and Company give a class in ventriloquism that has its humorous angles as well.

Al Douglas is an entertaining emcee, while the pretty Manhattanettes dance their way into favor. Their neat wardrobe is an asset and their precision amazing.

Lee Leali and his orchestra, the most popular band ever to play the spot—their long time engagement proves that—remain in the band shell.

Rex McConnell.

Iroquois Gardens, Louisville, Kentucky

Talent policy: Show and dance band 9:30 until 2 a.m. Management: William Snider, manager and proprietor; William Whittson, publicity; John King, chef. Prices: Cover \$1.50, dinner \$1.50.

Snider's Iroquois Gardens has played top bands for past 25 years, opening each year on Derby Eve.

Joe Venuti and his orchestra and Patti, LaVerne and Maxine Andrews played here Saturday, August 23, and drew about 1,800 customers. While the Andrew Sisters' act is nothing new to most patrons, it never went over better than it did here.

Joe Venuti and his boys dished out good dance rhythms, and if Snider continues to produce this kind of show he will go right along having a sellout.

The Garden will in all probability run thru the winter. Snider has about completed arrangements for orchestra and floorshow for the cold months. Jimmy Richards and Dale Stevens are booked and will close the season for Iroquois Garden. Art Frew, of General Amusement Company, Chicago, does the booking.

Frank A. Greene.

Apartment Sues Niterly

WILDWOOD, N. J., Aug. 30.—Injunction was sought against Ship Ahoy niterly by the Ship Ahoy Apartments, half mile away, which claimed its peace was disturbed by patrons seeking out the cafe.

The confusion was caused, it was claimed, by a sign on the niterly exactly like that on the apartments. Vice-Chancellor Sooy told the niterly to have the color scheme of its sign changed within 24 hours.

Definition

NEW YORK, Aug. 30.—George Jessel has embodied in his routine a definition of radio quiz shows to end all definitions.

"A quiz show," says Jessel, "is a radio program where the sponsor won't give any money to actors and musicians, but would rather give it to some shlamiel for remembering his name."

Diamond and Borde Join Forces in Chi

CHICAGO, Aug. 30.—Billy Diamond, veteran booker here, and his staff will join the Al Borde booking office by September 15. Firm will retain the title of Central Booking Office. Coming over with Diamond are Dick Hoffman, who will continue to book the Tower, Kansas City, Mo., and will also handle one-nighters, and Lucille Ballantine, who will be in charge of club dates.

Borde states that Diamond will have charge of the office during his monthly trips to New York, where he expects to set his vaude units for Eastern dates. Johnny King, of the Borde staff, will continue to service cafe accounts.

Diamond is the former booker of the Oriental, Chicago, now operating with straight pictures. He says that in addition to three Borde shows (*Funzafire*, *Ada Leonard* all-girl revue and *Screwballs of 1942*) he will again book the revised edition of Antonio Scibilia's *Waikiki Nights*.

Abbott-Costello Asking 15G a Week

ATLANTIC CITY, Aug. 30.—While Eddie Sherman, personal manager of Bud Abbott and Lou Costello, is asking \$15,000 a week for theater dates for the comedy team, or 50 per cent of the gross, and bookings are plentiful, boys will have to pass up the vaude gravy. Picture commitments call them back to Hollywood. However, team, which used to draw down \$60 a week in burlesque, will put in a three-minute personal appearance at the California State Fair in September, for which they will get \$3,000.

Loss of theater dates causing no grave concern to the comedy team. As Costello says, "There's nothing in it but a lousy fortune."

17 CONSECUTIVE WEEKS

As Featured Act at the COLLEGE INN, HOTEL SHERMAN, CHICAGO, with Charlie Barnet . . . Cab Calloway . . . Jimmy Dorsey . . . Benny Goodman

COLEMAN CLARK KING OF TABLE TENNIS

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Different! Sensational! Outstanding!

BOOKED SOLID thru 1941-1942

This is the act that has been held over for smash-engagements in such top-spots like RAINBOW ROOM, Rockefeller Center, New York — 8 Weeks PALMER HOUSE, Chicago — 11 Weeks BEN MARDEN'S RIVIERA — 4 Weeks

STANLEY, Pittsburgh—Week of August 15th

LYRIC, Indianapolis—Week of August 22nd

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STEEL PIER in ATLANTIC CITY to SEPT. 11th

Opening Sept. 12th BEVERLY HILLS COUNTRY CLUB — Newport, Ky.

Personal Mgt. EDDIE SMITH, 1501 Broadway, N. Y. C.



Bookers Fight AGVA in Minn'p's; Claim It Doesn't Represent All; Principals' Scale \$27.50 to \$50

MINNEAPOLIS, Aug. 30.—Twin City bookers are planning an association to deal with the Minneapolis-St. Paul local of the American Guild of Variety Artists, they indicated, following a meeting Friday (22) with Ted Brown Aich, local AGVA executive secretary, and his negotiations committee.

At the meeting in Andrews Hotel, with nine of 15 invited bookers represented, Aich presented the AGVA scale and distributed blank franchise agreements for their signatures, setting Monday (25) as deadline.

Bookers, led by Florence Reinmuth, Glyde Snyder and Ed Fleck, protested they were "being rushed" at a time when they were busiest. They asked additional time.

Aich balked, alleging several unnamed bookers had been making wild accusations against his personal reputation. Bookers, however, remained adamant, whereupon AGVA consented to extend the deadline to September 3.

Wage scale calls for principals in Class A hotels and private clubs, \$50 weekly, and chorus members, \$35; Class A cafes, \$35 for principals and \$27.50 for chorus; Class B cafes (neighborhood), \$27.50 for principals and \$25 chorus; \$10 per night for single act in Class A house for less than weekly run; \$7.50 per night for Classes A and B.

Banquets, \$7.50 for principals and for chorus girls doing specialties; \$5 for chorus girls, to include not more than one four-hour rehearsal, with additional rehearsals at the rate of 50 cents per hour for each girl; Smokers, \$10 for em-

see, \$7.50 for chorus girls and principals.

Chorus girls living in Minneapolis and working in St. Paul, or vice versa, are to receive an extra 50 cents, while girls in shows lasting more than three hours will receive an additional \$1 per hour or fraction thereof.

Minimum scale for Twin Cities theaters is \$10 net per person per day for principals and specialty artists and \$7.50 net per person for chorus, when show does not run for a minimum of seven days; \$7.50 net per performance for a single act, and \$5 net per person for more than one person in act for performers engaged for a single show on any one day.

Booker Snyder, of Snyder, Cavanaugh office, says: "We want to make sure that AGVA represents all performers. Aich will not provide us with a list of AGVA acts until we sign."

U. S. Novochordist In Rio de Janeiro Contract Dispute

RIO DE JANEIRO, Aug. 23.—Connie Loyce Gentry, U. S. performer, was taken out of the show at the Casino Urca after working four days. Disagreement arose over the artist's capabilities of playing the Novochord and the type of numbers played. A Novochord was brought in from New York and installed in the Urca as an added feature to the regular show.

On the fourth day Francisco Maria de Souza, local agent who contracted artist for the Urca, offered a settlement which the artist refused, stating she had auditioned a number of times for the George Colston Agency in New York, which represents Souza, that the agency issued contracts accordingly, and that she expected to be paid. Artist appealed to the U. S. consul office for aid.

Artist sailed for New York on the S. S. Argentina August 13 and, just before sailing, stated that a satisfactory settlement on balance of contract was made.

NEW YORK, Aug. 30.—George Colston could not be reached at his South American Attractions office here for comment.

Carroll Promises To Pay Extra in Chi AGVA Tiff

CHICAGO, Aug. 30.—Earl Carroll and the American Guild of Variety Artists have been in a verbal battle here this week, while Carroll's *Vanities* unit filled a 36-show week at the State-Lake Theater. The AGVA contract with the house calls for extra pro-rata pay to all chorus girls and performers earning less than \$500 a week working more than 30 shows a week. The contract also state that, in the case of a package show or unit bought by the house, the owner of show has to live up to the AGVA agreement.

Carroll at first couldn't see that, but later in the week met with Jack Irving, AGVA rep here, and promised to pay the extra money during show's run at the Palace, Cleveland, next week (29-September 4). Irving notified the chorus girls (about 24) that unless that money is paid them in Cleveland by Wednesday (3) they are not to open with the show in Toledo Friday (5). The girls are on a \$40 a week salary and each is entitled to an extra \$5 for the State-Lake engagement.

According to Irving, all acts making less than \$500 are also entitled to that extra compensation if they will reveal to the AGVA office their exact salaries. Acts making \$500 or over do not get any extra compensation unless they appear in more than 36 shows a week.

Carroll asked for extra time to pay the additional money, claiming that all pay checks are made out in his Hollywood office.

DICK MAHN, secretary to Charles W. Koerner, general manager of RKO theaters, left New York for Boston Friday (29) to attend the christening of his son.

Club Talent

New York:

DANNY WHITE now in his 18th week at Iceland. Show has been changed seven times since he started. Will appear soon on a NBC television program.

TUNETOPPERS, current at Rogers' Corners, have been booked for the Paramount Theater, date not set. . . . THE DARLING FAMILY had an accident recently at the Bradley Hotel, Astoria, L. I., when Grandma Darling slipped and broke her arm when she ran out to the mike. Finished the act and was then taken to St. John's Hospital.

Chicago:

KAY, KATYA AND KAY pick up a fortnight at the Edgewater Beach Hotel October 10, to be followed by the DeSylva Twins for a similar period. Both acts will work with Wayne King's band.

GRACE WALTERS, pianist, is now emceeding at the Showboat here.

PAUL ROSINI returns to the 885 Club September 12. Set by Harry Santley of the Phil Tyrrell office. . . . NAN BLAKSTONE filed a voluntary petition in bankruptcy here Tuesday (26), listing liabilities at \$10,556.09 and assets at \$75. . . . RALPH COOK returned to Harry's New Yorker Wednesday (3) for five weeks and options. . . . RUSSELL SWANN held over at the Drake until September 15, followed by Dale Evans, singer, set for a fortnight.

EDDIE SOUTH returns to the Capitol Lounge next Sunday (14). . . . GALI GALI will stay on with the new Rumba Casino show for 11 days.

Boston:

MURIEL DANIELS has returned to the Westminster Roof Garden. . . . SAM LEE opens at Ort's Grill. . . . MAGICIAN KEITH CLARK featured at the Cocomat Grove. . . . LENNY FITZ again held over as emcee at the International Cafe. . . . LEE STEELE has discarded his tap shoes to produce stagershow at a local theater. . . . BRETTEA YOUNG is featuring a musical quiz at the Penguin in Nahant.

Philadelphia:

LOS OJEDA making her first-time bow at Weber's Silver Lake Inn. . . . GIL GALVIN DANCERS close at Club Ball and step into rehearsal for the new *Hands Across the Bridge* musical sponsored by the Mexican government. . . . MAXINE LOOMIS back in town, this time at Flanders Grille. . . . LAMARR AND MARTIN make their local bow at Evergreen Casino.

Atlantic City:

DIANA FONTANE and Valeyne Hague added to Babette's, with Consuela Flowerton coming in next week. . . . WALTER WALTERS opens at Gables Inn. . . . O'HALLORAN SISTERS playing a return at Wyoming Cafe. . . . DOROTHY BLAINE closes a nine-week run at the 500 Club September 4.

Hollywood:

SLIM AND SLAM have opened at 331 Club in Los Angeles. . . . THE DEMARCOS are at Ciro's. . . . AMANDI AND LETA moved into the Trianon in Southgate following their Biltmore Bowl engagement. Bob Ellis is also featured at the Trianon.

Here and There:

NADINE AND CHARLES, after four months of theater dates, have been signed to work the Dinkler chain of hotels in the South. They are current at the Tutwiler Hotel, Birmingham, after two weeks at the Ansley Hotel, Atlanta. . . . HELEN KANE, the boob-a-doo gal, headlines the new show at the Glenn Rendezvous, Newport, Ky., opening September 5. . . . THE POLMAR GIRLS are the new dance line at the Primrose Club, Newport, Ky. . . . NEW SHOW at the Piccadilly Club, Baltimore, has Mickey Strauss, emcee; Dolores Raymond, Jerrie O'Brien, Ann Jordan and Mack Barron.

NILS AND NADYNNE, dancers, are at the Wolverine Hotel, Detroit, until September 2. . . . GUIDO AND DREME, dancers, switch from Club Ringside, Mansfield, O., to the Casanova Club, Detroit, week of August 25. . . . JOAN COLLETTE is a holdover at the Bowery, Detroit. . . . AL CORTEZ was at Lennie's Waverly Inn, Milford, Conn., until Labor Day. . . . TED AND ETHEL WALKER

new at the Palomar Supper Club, Vancouver, B. C., for four weeks. . . . LARRY WEEKS, juggler and baton twirler, held over at the Chateau, Rochester, N. Y. . . . ZEDRE DE LA CONDE, formerly dancer at the Havana-Madrid, New York, is now in Hollywood working in the film version of *Panama Hattie*. . . . GEORGE NEGRETE, Mexican night club singer, has been signed by Hal Roach for the film *Fiesta*, a forthcoming short musical feature, in Hollywood. . . . HELEN MORGAN goes into the Music Box, Seattle, Wash., September 29 for three weeks. Set by Harry Greben, Chicago. . . . BOBBY VERNON, accordionist, is filling a seven-week engagement at the Milwaukee Athletic Club, Milwaukee. . . . CIRO RIMAC and show set for the Colonial Inn, Singac, N. J., for four weeks, starting September 5. . . . DORRAINE AND ELLIS to the Roosevelt, New Orleans, August 28 for four weeks. . . . ZERBY AND WIERE signed for the Earl Carroll vaude unit after their 365 Club, San Francisco, date. . . . CARLO LEVINS heading the show at the Dorr Club, Jefferson, Mich. . . . NANCY HEALY back at the Cocomat Grove, Boston, for MISS ROSE MARIE (formerly Baby Rose Marie), now working in army camps, has been held over for the second week at Camp Dix, N. J. . . . STONE AND VICTOR have closed their summer run at Haines Falls, N. Y., and will play fair dates beginning September 8 at Roanoke, Va. . . . LEW FOLDS, juggler, has been booked into the Casino Theater, Toronto, after he closes at Waldameer Park, Erie, Pa. . . . RAY ENGLISH is emcee on a fair unit for Ernie Young, out of Chicago.

Milwaukee Vaude Outlook Is Poor

CHICAGO, Aug. 30.—Local bookers are not too optimistic about the vaude situation in Milwaukee for the coming season. The Riverside, now dark three weeks, is not expected to reopen with a combo policy. Both Warners and Fox have approached the Riverside owners with straight picture deals.

The Fox Palace there is getting its first stagershow in years Friday (5) with the opening of George White's *Scandals* for a week. Nothing else is penciled in. It is expected that an occasional attraction will play the Palace or the Wisconsin, but it will have to be a sure money-maker before it will be considered.

Sands Show Opens In Rio de Janeiro

RIO DE JANEIRO, Aug. 30.—Cocabana Casino here opens tonight with Jack Cole and His Dancers, the Lane Brothers, Fernando Alvarez, and a line of American girls. Show is booked for eight weeks by Hal Sands, of New York, with Midge Fielding handling the girl numbers.

New presentation replaces that of Eddy Duchin's band, which ran for 10 weeks. Sands' show is set for eight weeks and options.

Nina Korda Odd Booking

NEW YORK, Aug. 30.—Nina Korda, booked originally by Hal Sands at the Copacabana, Rio de Janeiro, has concluded six additional weeks at Santos, Brazil, and has been signed for four weeks at the Casino Atlantico, Rio de Janeiro.

Booking is odd, this being the first time American talent was booked into an opposition casino within so short a time.

It's Bergen's Party

DECATUR, Mich., Aug. 30.—They tossed a big welcome celebration for Edgar Bergen, native son, here Wednesday (20) and Bergen himself paid for the party.

The affair was staged in the city square, with the high school's brass band playing away and Bergen shaking hands with all the home town folks. In addition to Charlie McCarthy, Bergen brought Paul Sydel and Spotty and the Cappy Barra Boys, flesh acts, who entertained between speeches.

Pitt's AGVA Ups Scale in Niteries; Claims 600 Members

PITTSBURGH, Aug. 30.—Pay scales for AGVA acts go up September 1, in some cases 100 per cent higher than two years ago before talent became unionized here, according to AGVA rep, Nat Nazzarro.

In Class A spots single will receive \$60 net, chorines \$31.50. Class B sites will pay \$40 net to singles, \$27.50 to chorines. Before AGVA, many Class B niteries paid as little as \$20 weekly for singles. Class C spots will pay \$35 weekly for two shows nightly, extra pro rata for more than two appearances. In the Class D sites scale will be \$27.50 for five-day week, two shows nightly.

Banquets and chartered clubs must pay \$7 person net minimum, plus transportation, up to 40 miles out of Pittsburgh, \$8 person plus transportation in radius up to 85 miles, above \$8 past 85-mile radius.

Beer-garden scale will be \$6 net for one-nighters, \$17.50 for three-night stand, \$22.50 for four-nighters.

Nazzarro claims 600 members for local and that only about 25 district entertainers are non-AGVA.

Golden Unit for Canadian Arenas

NEW YORK, Aug. 30.—Lawrence Golden is assembling a unit to play dates in Canadian arenas and auditoriums. Talent line-up consists of Clyde Lucas ork, the Jansleys, Arthur Blake, Marcella Clair, Linda March and Bockus Brothers. Unit is tabbed *Broadway Revels*.

Opening date is at the Arena, Montreal, September 7, for eight days. Will follow at the Auditorium, Ottawa, for two days. Other dates are being set.

ACTS, SKITS, GAGS MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW. \$10. 60 RED HOT PARODIES. \$1. 120 GAGS and JOKES. \$1. 48 Comic RECITATIONS. \$1. 36 BITS and BLACKOUTS. \$1. 10 FUNNY MONOLOGUES. \$1. 10 New TALKING SKITS. \$1. E. I. GAMBLE, Playwright, East Liverpool, O.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains. Operating Equipment.

SCHALL SCENIC STUDIO, Columbus, O.

Magic

By BILL SACHS

GALI-GALI is currently showing his nifties at the Rumba Casino in the Windy City. . . . **AL DE LAGE** and Company, now on their fourth week at Breakers-by-the-Sea, Rochester, N. Y., are being held over until the end of the season. DeLage says he has some good theater dates lined up for the winter. . . . **CHARLES A. LEEDY**, humorist, magician and columnist on *The Youngstown (O.) Daily Vindicator*, made his 22d annual appearance before the Youngstown Rotary Club August 20 with a series of imitations of old-time stage favorites. Leedy is a member of the International Brotherhood of Magicians. . . . **W. J. POLHUNI** (William Powell), who started out in May on his first summer tour in years, was forced to cancel his dates recently when he suffered a stroke. He is now recuperating at his home in Laingsburg, Mich. . . . **TED WARD** postulates that he's still mystifying 'em at Hutchens' Museum, Plymouth, Wis. He's framing a new act to play niteries this fall and winter. . . . **MARQUIS THE MAGICIAN** jumped the gun on the season by opening two weeks ahead of schedule with an eight-day run in Flint, Mich., for the Gus Sun office, beginning last week. Little Johnny Jones is piloting Marquis this season. . . . **REMIGIUS B. WEISS**, friend of the late Harry Houdini and internationally known for his exposure of fake spiritualistic mediums, is seriously ill at the Philadelphia General Hospital. He is 89. . . . **DR. ARTHUR MARCUS** is set for the new fall revue opening next Monday (8) at Jack Lynch's Walton Roof, Philadelphia. . . . **ORSON WELLS** makes his debut as a magician Wednesday (3) at the California State Fair, Sacramento, where he appears as added feature for the one night. . . . **PRINCE BUDDHA**, appearing on fairs with the Edna Deal-Ray Shute show, sustained a shoulder injury and three broken ribs in an auto crash recently while en route to St. Louis from the Urbana (Ill.) Fair. His props were undamaged, but his car was a wreck. Buddha is splitting this week between the Augusta, Ill., and Hartford, Ky., fairs. He's set with the Deal-Ray unit until October 7. . . . **JOE JACKSON**, tramp bicyclist, whose comedy pantomime has been highlighted in vaude for nearly half a century, is no mean magician. We saw him pour out some great impromptu magic at a cocktail session at the Neil House, Columbus, O., one night last week that had a lot of smart guys gaga.

PERCY ABBOTT'S Eighth Annual Get Together to be held in Colon, Mich., this week (4-6) is expected to attract some 400 magi. The public will be invited to the shows to be given at the Colon Opera House Friday and Saturday nights, with the following slated to participate in the program: Bill Williston, Loring Campbell, L. Raymond Cox, Vin Carey, Bob Hummer, Clarence Slyter, H. Adrian Smith, Al Saal, Eldon Nichols, Russ Walsh, Don Sweet and others. Thursday night will be given over to Razzle Dazzle Night, with Howard Strickler in charge of all activity. . . . **VANTINE AND CAZAN** breezed into Cincinnati Monday of last week (25) from Harlan, Ky., where they played a one-nighter the day before for a coal company celebration. They visited the magic desk Monday afternoon and that evening hit out for the fair at Princeton, Ill., where they played four days under the Gus Sun banner. . . . **HEANEY THE MAGICIAN** wires his confirmation on the story we carried here recently concerning his acquisition of the Howard Thurston show properties. He says the money involved in the transaction is known only to Jane Thurston and himself. Heaney says he is establishing new headquarters in Chicago and will begin his season in September. . . . **DON GREENWOOD** and **Thelma** are finishing a two-week return engagement at Club Como, Buffalo, after winding up six weeks at Clayton Casino, Thousand Islands, N. Y. Greenwood is still featuring *Par-Optic Vision*, with Thelma doing her own line of magic. . . . **PLATO AND JEWEL**, after seven weeks of vacation and work at Jack o'Lantern Lodge, Eagle River, Wis., and a week of muskie fishing, have taken to the road again. . . . **HOWARD BROOKS**, the "magical jester," is emceeding the floor-shows at the Hotel President's Round-the-World Room, Atlantic City.

Vaudefilm Grosses

Labor Day Boosts Broadway Grosses; Para Headed for 70G; Strand SRO

NEW YORK.—Labor Day week-end brought a bright spot to the Broadway box offices, with Paramount, Strand and Music Hall doing standee business and the others anticipating a good take from the visiting firemen. The three houses have especially strong shows.

The Paramount (3,664 seats; \$37,000 house average) has been doing socko business with Tommy Dorsey's band carrying the stage bill (with Jack Gilford and the Condos Brothers) and polishing off \$28,000 for the first three days. House expects Dorsey to hit \$70,000 for the week. It's all Dorsey's gross, picture, *Aloma of the South Seas*, being a smeller. Final week of *Kiss the Boys Goodbye* and Claude Thornhill's band with Jerry Colonna on stage yielded a good \$45,000.

The Strand (2,758 seats; \$33,500 house average) opened Friday to SRO business all day, with *Dive Bomber* on the screen and Sammy Kaye's ork on stage. House should collar \$50,000 for the opening week. Last stanza of *Bad Men From Missouri* and Eddie (Rochester) Anderson plus Clyde Lucas ork grossed \$25,000, which is not so hot.

The Roxy (5,835 seats; \$36,000 house average) opened to average business Friday featuring two stage holdovers, Don Arres and Archie Robbins, and Gloria Gilbert, new. *Wild Geese Calling* is the pic, which should account for \$35,000 for the opening stand.

The Music Hall (6,200 seats; \$84,000 house average) packed away a smashing \$113,000 for the first week of *The Little Foxes* and the Three Swifts and Tip, Tap and Toe on stage. Gross should even exceed that next week because of the visitors to New York for four days. Current bill will run another three weeks, at least, according to the house. MH played to 101,037 during the first four days of the run.

Loew's State (3,327 seats; \$22,500 house average) opened one of their standing

two-week bills, *The Harvest Moon* Ball winners, emceed by columnist Ed Sullivan, with Johnny Burke added, and should do well with about \$25,000. Picture, *Shepherd of the Hills*, will change, however, after first week. Last week's bill headed by George Jessel, with *Caught in the Draft* as cinema fare, did a fair \$20,000.

Brooklyn Strand instituted a new vaude policy Friday (29) with Vaughn Monroe, Dinah Shore, Lorraine and Rogan and the Nonchalants on the opening bill. House played to standee business all day. Price range is 30 and 50 cents weekdays and 40 and 55 cents week-ends.

Jan Garber Nifty 13 1/2G in Ind'p'lis

INDIANAPOLIS.—Jan Garber did \$4,000 more than on his last trip here for the week ended August 28 at the Lyric (1,892 seats). His gross this time was a sparkling \$13,500. The remarkable upturn is due in part to the fact that business at the Lyric the last five weeks has been better than usual, partly the result of a run of unusually popular shows. With Garber and his band were Herman Hyde and Sally Burrill, the Whitson Brothers and Lloyd and Willis. Pic was *Ice-Capades*.

Abbott-Costello Big 30G in Boston

BOSTON.—Bud Abbott and Lou Costello, headlining the opening bill of the fall vaude season at the 3,212-seat RKO-Boston, drew a fine \$30,000 for their week stand ended Thursday (28).

Comedians failed to approach record because house decided against raising the standard admission price, inasmuch as it was the first stage presentation this year. Abbott and Costello were in on a guarantee and percentage deal.

Also appearing were Bea Wain, Lucienne and Ashour, Johnny Woods and the Six Willys. Pic, *Lady Scarface*.

DC Expects Big Labor Day Week

WASHINGTON.—Labor Day visitors are figured to increase grosses at local theaters, both F Street combo houses expecting big boxes. Loew's Capitol for week ending September 4 is featuring on stage Paul Haakon and Patricia Bowman, with Fague Springman, Jimmy Edmundson, Diamond Brothers and Rhythm Rockets. Film, *Life Begins for Andy Hardy*, brings estimates up to \$23,000. Last week *Dr. Kildare's Wedding Day* did \$18,700.

Warner's Earle for week ending September 5 believes that *Dive Bomber* will do a hefty \$21,000. Gus Van, the Arnolds and Roxyettes are on stage. *Here Comes Mr. Jordan* last week bettered expectations, turning in \$19,500.

Marcus Show Draws 30,000 in 3 Weeks In GR Park Theater

GRAND RAPIDS, Mich.—A. B. Marcus show, *International Revue*, was booked into the Ramona Park Theater at Ramona Park here for three weeks, closing August 21, the first time this park theater has been opened in six years. Total admissions were reported around 30,000 for the three-week stand. Show opened a bit slow, but was selling to near capacity by the second week.

Marcus is an old-time favorite in Grand Rapids. Under the arrangement Marcus leased the theater for the period. Effect upon park attendance was beneficial, with theater patrons going into the park to spend at intermissions and after the show.

Final night's show was a festival event, with noisemakers and special celebration, billed "For Adults Only," and 2,000 paid admissions, altho seating capacity is 1,500, with several hundred turnaways. Show used five to six acts and revue background, Comedian Sparkey Kaye became a top local favorite.

Holiday Biz Big in Chi; Alvino Rey, Tom Harmon 45G; Cab Calloway 21G

CHICAGO.—Labor Day week-end crowds are responsible for the soaring grosses this week. It goes without saying, however, that the attractions in the combo houses played their part in drawing some of the crowds away from competitive Loop theaters featuring straight pictures.

Chicago (4,000 seats; \$32,000 house average) started on a five-shows-a-day schedule Friday (29) with its new stage bill featuring Alvino Rey and band and Tom Harmon, football hero. Jack Benny in *Charley's Aunt* has been held over a third week, and altho still a good box-office bet it is not furnishing the support of a new picture. Week-end crowds will help this combo to a fine \$45,000 week.

Last week, ended August 28, the Chicago chalked up a big \$41,000 session with Horace Heidt and band and the second week of *Charley's Aunt*. Both attractions share in the credit for this take.

State-Lake (3,700 seats; \$15,000 house average) is headed for a big \$21,000 week of August 29 with Cab Calloway's band unit on stage and the British comedy film *Three Cockeyed Sailors*. Calloway is always a good bet in this house, and the added holiday appeal plus the timeliness of the movie theme share honors for this healthy total.

Week ended August 28, the State-Lake grabbed itself a big enough \$20,000 with Earl Carroll's *Vanities* and *Dance Hall*. The credit belongs to Carroll.

Buffalo Back to Flesh; Weather An Aid to Biz

BUFFALO.—Current week looks like a winner, aided by extra Labor Day biz, cool weather and good attractions.

The Buffalo (seating capacity, 3,500; house average, \$11,500 for pix only) is back on an impressive vaude schedule, after holding off flesh for most of the summer. House has just completed a successful week, using a policy of combining a local band and local radio stars with an array of name acts. Standby band problem was thus eliminated and budget kept far below that of former set-up of name bands plus name acts. For week ended August 28 the Buffalo hauled in a swell \$15,200. Bill featured Bob Armstrong's WBEN radio orchestra and stars of *International House* radio show, Three Treys, Vera Holley and Tiny Schwarz. Name acts sharing the spotlight were Ray and Trent, the Rossillanos, Gil Maison and Billy De Wolfe. Pic was comedy, *Whistling in the Dark*, starring Red Skelton. Current week ending September 4 offers *Aloma of the South Seas* plus *The Parson of Panamint*, with \$13,000 expected.

Name band policy will be resumed at the Buffalo September 5 when Jimmy Dorsey's band comes to town. Acts set so far are Joe and Jane McKenna and Bill Bailey. *Charlie's Aunt* and *A Man Betrayed* (week ending August 14) brought \$15,000, best film grosser all summer. Period ended August 21 brought in a pleasing \$13,700 with *Manpower* and *Ringside Matzie*.

The 20th Century (seating capacity, 3,200; house average for straight film bookings, \$6,500) has been foregoing flesh budgets, but expects to resume in fall. Strong pix have somewhat made up gap. Current offering, *Citizen Kane*, which started off with a bang August 28, getting a neat \$2,000. First week expected to do \$13,000.

Week ended August 27 was below average with \$5,500, with revival of *Mata Hari* and *Navy Blue and Gold*. Week ended August 20 went above usual film take with gross of \$7,000, garnered by *My Life With Caroline* and *Bullets for O'Hara*.

Calloway Summer Tops in Philly

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) enjoyed its best week of the summer, ended Thursday (28), with Cab Calloway and an all-sepia revue holding forth. In spite of the competing attractions provided by the conventioning Veterans of Foreign Wars in town, house hit a fat \$22,000. Homl Coles, and Paul, Slim and Eddie, with Avis Andrews, Cozy Cole and Chu Berry from the band, rounded out the bill. Screen offered little help in *The Parson From Panamint*.

New bill opened Friday (29), with Ben Bernie's band and Brenda and Cobina, promises to do even better. Show opened big and, with a Sunday midnight show added, points to heavy \$26,000 for the Labor Day week. Don Saxon and the Bailey Sisters from the band, and Bob Ripa and the Hudson Wonders support. Screen fills with *Whistling in the Dark*.

BILL McILWAIN, house manager of the Lyric, Indianapolis, will go on the Schine Circuit pay roll September 5 when he takes over similar duties in a Schine house in Syracuse, N. Y.

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Paramount, New York

(Reviewed Wednesday Evening, Aug. 27)

House management will have no problem this week figuring what is the draw for what promises to be a socko b. o. gross. Without sarongs, Tommy Dorsey and his ork, Jack Gilford and the Condos Brothers pitch in to make one of the most well-knit stage bills seen here in a long while. With a fresh sarong in every scene (count 'em), Dorothy Lamour in Paramount's *Aloma in the South Seas* falls utterly to cope with one of the stupidest stories (?) to come out of Hollywood, ever.

From the time the pit is buzzed and to *The Star-Spangled Banner* at the finale, the T. Dorsey gang handles one of the sweetest band shows ever staged. Pacing, library choice and general all-around showmanship comes off as "old hand" stuff to this group. A hunk of stomperoo five opens up proceedings, then the nifty Dorsey arrangement of *Yes, Indeed* is poured out, with Jo Stafford and trumpeter Chuck Peterson singing a chorus. Miss Stafford's pippings are a delight here and later in the show.

Condos Brothers knock off their now standard hoofing. Boys are tops at the precision tap work, and of course the individual flashes for the double wing stuff. Buddy Rich, Dorsey's diminutive drum-beater, is coaxed from his perch for a round of comedy tap bits with the Condos duo. Crowd lapped it up.

TD's featured femme thrush, Connie Haines, sang *Kiss the Boys Goodbye* and a honey of an arrangement of the oldie, *I Can't Give You Anything But Love*. Gal puts it all over most of her competition. Ziggy Elman and his horn solo *Eli Eli* and his own number, *And the Angels Sing*. All of the old Elman push was back of both, and so were his fans. Ork's next number featured drummer Rich doing a weird original titled *Not So Quiet, Please*. His tub-thumping is tops, but suffers from the fact all orks playing along the stem now feature their hide men, and with the evening audiences the idea is wearing thin.

Jack Gilford makes his first Paramount appearance, coming by way of the legit musical, *Meet the People*, and Cafe Society nitery. He will soon have to think about grabbing some new material, but his stuff was sock here, anyway. Did his slow-motion mimicry, movie monolog satire and finished with the garbleroo piping of *Empty Saddles*. All good comedy and well received.

Frank Sinatra and the Pied Pipers were featured in the ork's next set. Sinatra singled for *Without a Song* and *This Love of Mine*, latter backed with Dorsey's and three of the other slip-horners. Sinatra's dramatically pashy vocalizing is exceptionally saccharine; goes over with a bang. *I Guess I'll Have To Dream the Rest* was sung by Sinatra and the Pipers, then Sinatra closed with a burlesque arrangement and lyrical parody of *South of the Border*, which was good and just the right touch at this point.

Entire ork sang a sweet rendition of Dorsey's theme *I'm Getting Sentimental Over You*, then closed with the Pipers, Sinatra and Miss Haines chirping a patriotic ditty, *Free for All*. This is TD's seventh Paramount date, and house was packed last show opening day.

Mitchell Ayres ork, Bob Evans and the new musical quartet, the Tune Toppers, will make up the next attraction.

USO ork took up a coin collection at each show. **Harold Humphrey.**

Strand, Brooklyn

(Reviewed Friday Evening, August 29)

Vaude here, after running straight pictures for more than two years, turned

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Vaudeville Reviews

the house into a jive chamber on its initial day. SRO house was hysterical with applause and at the same time an abusive and heckling an audience as could be found at a prize fight. Vaughn Monroe, in addition to being a suave band leader and showman, proved himself practically a genius in handling the crowd.

Monroe does a beautiful job as a personality boy and was backed up by his band with sparkling arrangements, smooth co-ordination and showmanship. The big handsome boy from Boston killed the females with his appearance, personality and effortless singing.

Monroe's thrush, Marlyn Duke, wasn't in very good form with renditions of *Yours and There'll Be Some Changes Made*. Gal worked much too hard and appeared to be straining to achieve a throaty blues effect.

First turn was the Three Nonchalants performing a slick set of roughhouse acrobatics. The little guy carries the comedy end with extreme competence to a sure-fire show-stopping finish.

Out of the sax section came Ziggle Talent to perform novelty vocal and was so tremendous that he was kept on for three numbers. He did *Boogie Woogie Piggy*; *Sam, You Made the Pants Too Long*, and *I Can't Dance, Got Ants in My Pants*. Talent has a dynamic comedy style, mugs with showmanship. They were still applauding when the band broke into its next number.

Monroe's vocal of *Donkey Serenade* was smooth and tasteful, and followed with *Pagliacci* with a corking band arrangement. During band numbers musicians show versatility with solos.

Most unfortunate was Dinah Shore who took the most abuse, but brought some of it on herself by encouraging some rowdies. She was overly made up and her hair was not becoming. Due to heckling, she broke down while singing *Jim and Yes My Darling Daughter*. Her singing and personality are warm and selling, but the house gave her the business.

Last act, Lorraine and Rognan, did their comedy knockabout act skillfully. Gal, starting off with the dog around her neck, is a riot. Her comedy, with her partner giving able straight work, kept them continuously punching.

House broke down completely when a couple of players from the Brooklyn Dodgers were yanked up on the stage. The band's closing number, *Intermezzo*, was a fine, sweet job.

Pic, John Barrymore's *World Premiere*. A weakie.

Fall vaude policy calls for a four-day stagershow (Friday to Monday). Next attraction is Ella Fitzgerald's band, with the Ink Spots, to be followed by Tony Pastor, Tommy Tucker, Sammy Kaye and Cab Calloway. **Sol Zatt.**

State-Lake, Chicago

(Reviewed Friday Afternoon, August 29)

Wild rhythms hold the boards this week, with Cab Calloway and his septia syncopators furnishing the stage bill. Cab has some very good entertainers in his outfit and they whoop things up at a furious pace, but it's a question whether an entire bill of this sort is as effective box office as a more varied offering of vaude would be. Calloway is a local favorite, and there were plenty of folks at the opening show. With a three-day holiday week-end, house should do much better than average. Picture, *Three Cockeyed Sailors*, is good comedy material.

Cab is much in the picture at all times—singing, grimacing and going thru his hi-de-ho antics with an abandon that is contagious. Swings off with *Minnie the Moocher*, then after a hot medley by the band, sings *I See a Million People*, and follows up with the crazy number, *Boogie Woogie Piggy*. Otto Eason on for a session of novelty tap dancing that is great stuff. Working on rollers, Eason goes thru fast and intricate steps with amazing facility, and finishes with a stair

dance with a running step finale that brings riotous applause.

Calloway back for a couple of novelty vocals, *Geechie Joe* and *Yes, Indeed*, then the band swings to the melodic side, with Avis Andrews singing *In the Still of the Night* and *The Man I Love*. She has a pleasing voice except for a metallic twang that creeps in occasionally, and she receives a nice hand.

Cozy Cole, drummer, and Chu Berry, tenor sax, are featured thruout the band's numbers. They are also in the five-man combo known as the Cab Jivers—sax, bass, drums, guitar and vib—whose *Stomp'n' at the Savoy* and other numbers, most of 'em plenty hot, brought big hands. The Six Harlem Boys and Girls and Paul, Slim and Eddy contribute to the pandemoniac entertainment with their song and dance antics. Show goes at a fast pace thruout and seems to be just what the swingsters want. **Nat Green.**

Roxy, New York

(Reviewed Friday Evening, August 29)

Fair variety layout. Altho no terrific names, bill has balance and represents good booking by Jesse Kaye. Pic, *Wild Geese Calling*. Business looked average when caught.

Show is emceed by a holdover, Archie Robbins, throwing gags between acts and doing a turn later with Stan Ross. Robbins is a likable comic with fair material. Most interesting, tho, was his duo with Ross—mimicking pix and other personalities. Ross, in stogy costume, did the motions, gestures and facial mimicry, with Robbins supplying the voice. This dual treatment lends a novel touch to what would otherwise be an ordinary turn.

Gloria Gilbert, toe dancer, first act following production number by the Gae Foster line. Miss Gilbert's whirling turn is impressive. Wonderful control and timing netted a good hand.

Raymond Wilbert, juggler working with hoops, opens with straight juggling, which becomes increasingly intricate as act goes along. Some of punchiest items include deft rolling and jumping the hoops on strands of cords and clever routine in which the hoops are rolled over the stage and return. Skill par excellence here. Eight of the Foster girls in background to handle props and add a dressy touch.

Don Arres, Latin American warbler who has been appearing over WOR, is held over from last week's show. Plenty of melody in Arres's delivery, combined with sound choice of tunes, including *Aurora*, *Lady of Spain*, *Marie Elena*. Arres had to beg off, passing the buck to emcee Robbins.

Arnaut Brothers in a novelty comedy turn strong on panto and hoke effects. Open with nut fiddle routine, one playing and the other contributing a mysterious echo from off stage. Punch of turn is their bird session. Wear feathered caps and tails here and indulge in various twittering bird noises, plain enough so that the audience can get the drift of the "conversation." Socko business. **Paul Ackerman.**

Chicago, Chicago

(Reviewed Friday Afternoon, August 29)

A very slow show, despite the good talent on hand. Alvino Rey and the King Sisters top the bill, supported by the Ghezzi and the Colstons. Tom Harmon, last season's football hero, is an added box-office attraction. Bookers are chiefly at fault for this layout. And, too, the selections of the band numbers tend to slow up the proceedings still further.

This correspondent caught the Rey-King Sisters' attraction at the Biltmore Hotel, New York, some months ago when they displayed many speedy and flashy numbers which are absent from this scene. No reason, for example, why the opening session should not be a more lively one, followed as it is by the hand-balancing work of Paul and Nino Ghezzi.

A distinct highlight, nevertheless, is Rey's fine work on the electric steel guitar, which is made to do everything but talk. Whatever he lacks in showmanship as an emcee he makes up on that instrument.

Bill Sheldon, baritone, comes on for one song following the opening band turn and doesn't start to smile until it is time to take his bow. The Ghezzi are as strong as usual with their hand-balancing and acro feats executed smoothly and with expert salesmanship. The upside-

down jitterbug dance is still a great novelty.

Tom Harmon was booked in to bolster the interest at the box office, having played the preceding night (28) at Soldier's Field here in the Bears-All Star football game. In newspaper interviews he admitted that he was not an actor and he was right. The guys who wrote the puns for him ought to be thrown for an 80-yard loss, as they do him more harm than good. When he sticks to football talk, answering questions of Guy Savage, local sports announcer, the act is bearable. But such is not the case when he participates in a kissing bit with Lorraine Dunn or when he sings off key.

The Rey boys next do their operatic version of *Five o'Clock Whistle*, which netted some scattered laughs, followed by the Colstons, who repeat three of their comedy dances. The girl, cute and talented, is given a free hand here and she commands attention with her eye-appealing work. The man executes some strong tricks between bits of tomfoolery, bolstering the applause register.

The King Sisters in the closing session prove an entertaining harmony act. The girls work well together, delivering successively *Java Jive*, *I Understand, Always* (in a novelty vein), *Hut-Sut Song* and *Tiger Rag*. Appearance is neat. Close show with *Nightly Night*, the boys assisting vocally in the background.

On screen, Jack Benny is impersonating *Charley's Aunt* for the third week. Biz good second show opening day.

Sam Honigberg.**Earle, Philadelphia**

(Reviewed Friday Evening, August 29)

This trip finds Ben Bernie in rare form. Moreover, around him revolves a highly entertaining show, and the pews were plenty packed at late supper show caught.

Apart from the stellar specialists, both from the band and from standard vaude circles, a large measure of the success for the diverting hour is the result of Bernie's own good-natured and easy-flowing gift of gag and gab. The old matistro is still the master—and a benevolent one—when it comes to spreading around the showmanship stuff.

Gets it started at a fast pace, his band of 13 taking the downbeat for *Dark Eyes* in a swing setting, as are all the other orchestra interludes. And until his sign-off signature, Bernie never allows a dull moment to barge in.

Obviously musical craftsmen, band beats it out for *Anvil Chorus*, *Fraidy Cat* and a medley of familiar band themes. Standout selection is *Fraidy Cat*. Sung by the boys in the band, it's a delightful novelty ditty being introduced by Bernie, with plenty of promise of becoming the "cat's meow" in song circles. Maestro is promoting a sing contest for the song, with \$25, \$15 and \$10 going for the best vocal renditions tendered by the cash customers on closing night.

Show gets a decided lift from the lunacy of Brenda and Cobina, the glamorous goons of the air waves. Exaggerated get-up makes the mad man-hunters hard on the eyes, but the rantings they first brought to the radio is the stuff that makes for show-stop here.

Supporting acts prove just as socko in their own departments. The Hudson Wonders, gal duo, are as ever dandies for individual and collective acrobatic dance doings, and the uncanny rubber-ball balancing and juggling of Bob Ripa counts for just as much on the click.

Vocal department from the band is also plenty strong. Don Saxon, youthful and engaging baritone, goes over big for his singing of *Old Man River* and *Yours*. And the Bailey Sisters, Sue and June, score handsomely with their harmony stylizing for *Lil Abner*, wherein the maestro also goes hillbilly; *The Man Who Comes Around*, replete with its spicy trimmings, and for the recall, *Java Jive*.

Screen shows *Whistling in the Dark*. **M. H. Orodener.**

Lyric, Indianapolis

(Reviewed Friday, August 29)

It must be a great personal satisfaction to Charles M. Olsen to hear the Lyric audiences laugh the loudest and applaud the hardest for a pure and simple vaude act in the last show he is presenting before turning his theater over to new operators at the end of the week.

The act which takes the play away from Del Courtney and his orchestra is Ted and Art Miller. They stop the show as no show has been stopped in these parts for months. They do it with

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an act that is simpleness itself—patter and a few songs. Their jokes are something that Joe Miller may have discarded. That makes no difference, however, for the boys have perfect delivery and perfect timing. The result is an hilarious uproar which has the audience clamoring for more and refusing to be satisfied until the two do another bit. They are blue-ribbon entertainment.

Courtney's orchestra, a newcomer here, is a well-knit organization that leans to glee club singing. Except for the opening, *Swinging the Blues*, and the cleverly contrived close (Courtney and all the musicians sneak off the stage, leaving the drummer to carry on alone) with *Marie*, all the other numbers are implemented with vocalizing by the members of the band. The tunes thus performed are *Daddy*, *The Hut-Sut Song*, *The Object of My Affections*, *Deep Purple*, *Mama's Goin' Goodbye* and *War Chant*, for which there is an especially good rhythmic arrangement. The band is mostly on the sweet side but can play swing in good style.

Joe Martin, one of the vocalists, is superb when he sings *Maria Elena* slowly and tenderly with his fine voice. The other vocalist is Dick Dildine, whose songs are *I Went Out of My Way* and *Blue Champagne*.

Also noteworthy in the band is Bob Noonan's work on the electric organ. His first solo, *Churchmouse on a Spree*, got a heavy hand. Encore was *Star Dust*, likewise heavily applauded.

Other acts include the Stadlers, exceptional dancers who are at their peak in an interpretation of *The Wedding of the Painted Doll*, which features amazing acrobatic dancing, and Evers and Dolores, whose tight-wire dancing is sure-fire stuff.

Pic is *Three Sons O' Guns*. House fairly well filled first show.

H. Kenny Jr.

RKO-Boston, Boston

(Reviewed Friday Evening, August 29)

For the second week of the new vaude policy, this house has come up with another smash show. Poor screen fare detracted a trifle from the show value.

Opening goes to the Six Honeys, three and three, who go thru their now familiar acro and tap routine. Working quickly and surely, they get a great hand with their snappy routines and smart acro stunts. They make a neat appearance and have little difficulty winning over the crowd. A smash opener.

Gil Maison, who acts as emcee, working with his trained monk and a couple of dogs, keeps up a steady stream of patter that enlivens the act and keeps the crowd interested. The monk's antics at the mention of Frank Buck are a sure hit, and Maison makes the most of it.

Billy Gilbert, sneezing comedian, comes dressed in apron and chef's hat to go thru a cookery routine that is very good. Works with Mrs. Gilbert, and altho some of the material bogs down toward the end, makes a neat impression. Also sings a few songs to the delight of the crowd. Finally begged off.

Adrian Rollini Trio offers several pop numbers. With Rollini at the vibes, accompanied by a bass and a guitar, this outfit manages to sound unbelievably good and gives out with arrangements that make it sound like an eight-piece crew. Called back for three encores, they finally have to beg off.

In next-to-closing is the featured Gypsy Rose Lee, who comes out beautifully gowned to chant-talk the private story of the stripper. Accompanying her patter with the slow undress routine which won her fame, she has the crowd entirely on her side. She broke up a bit at the audible gasp of some femme in the front row, but aside from this offered a smooth, workmanlike routine. Her personality made it easy for her to overcome the eagerness of the crowd for a regular strip routine. Off to a great hand.

Frank Libuse and Company offer 12 minutes of pure slapstick fun that had the house in the aisles. Libuse mauls the piano and the flute, while stately Margot Brander manages to take everything thrown at her and still keep singing. Libuse makes a terrific closing for this fine show. His clowning is excellent and the act was probably the best liked on the bill.

Show runs 71 minutes, with never a dull moment. Pic, *Private Nurse*, a stinker. Business, great. Mike Kaplan.

State, New York

(Reviewed Thursday Evening, Aug. 28)

The *Daily News'* annual Harvest Moon Ball promotion reaches its usual climax

here, with the winners making their two-week appearance on the stage. The Thursday opening here followed immediately after the finals at Madison Square Garden that drew 20,000.

Ed Sullivan, *News* syndicated columnist, again emsees the bill and introduces the winners, who take up 23 minutes to show their stuff. He does a smooth, straight job. The youngsters are okay as amateurs, of course, but when you remember the professional teams with fancy spins and lifts, these exhibitions become dull.

Jack Williams and Adele Rolleri, King and Queen of the contest, do a tango and it's a flashy, nice affair. The colored Lindy Hoppers, closing the contestant group are, of course, the liveliest of the bunch. Winners are Rebecca Bruner and Bill Dotson, with Mae Miller and Walter Johnson, and James Outlaw and Alyce Pearson, runners-up, also on.

Lola Talty and Odd Hagen Foss go a genteel Viennese waltz, aided by Sullivan's spiel about their being the "human interest story" of the contest. Mary Catunna and Angelo Ragone's conga was the showiest routine in the lot. Runner-up conga team (Irene Vlachos and Ricardo Seijo) did a novelty rumba that brightened up the proceedings. Elsebeth Schroeder and Pepe Diaz did a peppy rumba, and Betty Carson and Sal Dico slipped in a graceful fox trot.

Professional portion of the bill opens with Robbins Brothers and Margie doing rubber-body acrobatic dancing, working in trios, duos, and solos by the girl. Pinwheels, flips, backflips, leaps and tap mix for a fast novelty session that builds up to a sock climax.

Ann Lester, in gold lame gown, opened singing an *I Want My Momma* parody to applause, and then switched to a slow, torchy, quavering ballad, *I Understand*. Encored with a Scotch accent to swing *Annie Laurie*. Has a smooth contralto and is a veteran at selling.

Third spot, preceding the Harvest Moon winners, goes to Johnny Burke, who is still spiling about the first World War. His squeaky voice and misfit uniform provide the right setting for his monolog about a draftee caught in the army. Audience laughed continuously at the old-and-new gags.

Harvest Moon winners will hold over, with Benny Fields heading the new acts and the new film being *Blossom in the Dust*.

Film this week is *Shepherd of the Hills*.

Paul Denis.

Strand, New York

(Reviewed Friday Evening, August 29)

A three-week show that got off to an SRO opening. Sammy Kaye's band on stage and *Dive Bomber* (Errol Flynn and Fred MacMurray) in technicolor. The film is topical and beautifully done, and Kaye's band is especially hot now due to its *Daddy* record.

The pit band is well presented and lighted, with Kaye emseeing pleasantly, the band's several soloists winning applause, and with the two outside acts clicking. Billy De Wolfe, making his Broadway vaude debut, is a solid click. De Wolfe comes just before the band's sure-fire *So You Want to Lead a Band* stunt, and he really hit hard with his sight and talk comedy, including impressions of females, eccentric dancing, contortionists and satires. Had to beg off. Looks like the comedy find of the vaude season.

The Callahan Sisters, young and cute, win applause with their tap, slide, acrobatic precision dancing. Appear a second time, this time in prettier costumes, for a nice tap to gypsy music. Definitely one of the better tap teams around.

The Kaye band makes a fine showing. Its production numbers and novelties are well suited for the stage. The music stands are lighted to spell out Kaye's name, the men are youngish and neat, and the band produces a surprising number of entertainers. Band set-up of four reeds, four brass, twin pianos, bass, drums and guitar provides for a balanced, full performance. Opener is *Aurora*, with Three Kaydets singing nicely. Tenor Marty McKenna warbles *Hawaiian Sunset* sweetly.

Maury Cross, sax man, swing-sings *Give Me the Music Makers* for applause, following it up with hot sax, fiddle and cornet solos. He seems to represent the band's concession to the jitterbugs. Arthur Wright tenors romantically *Until Tomorrow*, a pleasant ballad. Band then goes into gypsy medley, dimming lights for the Callahan Sisters tap routine and then blacking out for a luminous routine in which the 15 band men manipulate disks into formations. Applause-winning novelty.

Tommy Ryan, on to applause, displays

a wide-range sweetish voice in the excellent oldie, *I've Got You Under My Skin*, with glee club backing. Effective. And then the band, in ensemble, sings its biggest recording hit, *Daddy*, and resumes after De Wolfe's act for Kaye to pull the amusing *So You Want to Lead a Band*.

Next show has Eddy Duchin's band and *Navy Blues*.

Paul Denis.

Olympia, Miami

(Reviewed Saturday, August 23)

A year ago the Olympia had no vaude. Summer business showed satisfactory increase over year ago, and vaude is here to stay. House features radio quiz Tuesdays and vaude Wednesdays thru to Saturdays, with pix only Sundays and Mondays.

Deserving plaudits go to Harry Reser ork, who can be depended upon. Reser, formerly with the Cluquot Club Eskimos, has band dishing out a pleasing boogie woogie novelty, with Eddie Makins at the piano taking the bows. Rudy Huff's expert electric steel guitar is a decided asset. Harry Reser ork included Coburn Clark, Moe Seltzer, trumpets; Roy Maxon, trombone; Pete Dominick, Walter Singleton, Art Hedley, saxes; Earl Vettle, bass; Rudy Huff, guitar; Jim Elliott, drums, and Makins, piano.

Curtain raiser was Iris Karyl, a dark-eyed dainty miss, tapping out two pleasing novelties. Got along famously with a tap called *Rachmaninoff in Swing*, in a bitty costume that set her figure off to advantage. Very satisfactory.

Ginger Dulo's bellowing histrionics cause no furor. Pert, young and swinging at the hips to attract attention to the perfection of her figure, she sang *My Darling Daughter* in French and Spanish, finally selling it with a (See *Vaudeville Reviews* on page 27)

Boston Vaudeville Shows Life Again; Met After 3 Years

BOSTON, Aug. 30.—Contracts were signed this week for the resumption of stage presentations soon at the Met, 4,200-seat de luxe house of the M&P chain. Bookings probably will be made from New York. Except for a spot booking of Bob Hope 14 months ago, there have been no stage presentations at the Met since it began double-features three years ago.

The RKO-Boston, 3,212 seats, went back to vaude last Friday (22) with Abbott.

The Gayety, 1,200-seat house of the E. M. Loew chain, changed its vaude policy this week to miniature musicals with a cast of 30 to 40 persons. Lee Steele is producing. Featured in the first bill under the new policy were Raye Reed, Stanley Fisher, Jackson and Burt, Nan and Henry, Hahn and Denegre, White and Stanley, and the Dancing Debs. Pix were *Strawberry Blonde* and *The Great Swindle*.

Many neighborhood houses also going in for spot bookings, while others are using split-week vaude.

AFM To Negotiate For Philly Local

PHILADELPHIA, Aug. 30.—New contract for the musicians' union with Warner's Earle Theater is expected to be negotiated by the national American Federation of Musicians officers, dealing directly with the circuit's home office in New York. It is understood that local union here has reached a stalemate with circuit chiefs here, and AFM is stepping in to forestall closing of the house if new contract is not effected.

Present contract expires September 28. Union is insisting on present conditions calling for a 28-piece pit crew. House, only one in the center city section with stagershow, uses practically name bands exclusively and is understood seeking to cut down the pit crew to 14 men.

Open at Casino Urca

RIO DE JANEIRO, Aug. 25.—Theslof and Taylor, and Deval, Merle, and Lee, standard U. S. turns, opened at Casino Urca August 15, and Kenneth and Norris, acrobatic duo, August 29.

B-K Houses in Chi Line Up Big Names; Try for Artie Shaw

CHICAGO, Aug. 30.—Judging by the coming attractions set for the Balaban & Katz Chicago and State-Lake theaters here, no limit has been set on flesh buying budgets. The policy of these houses for the new season will call for box-office shows, with the price a secondary factor.

Last week Earl Carroll's *Vanities* came into the State-Lake for \$6,500, which is between \$2,000 and \$3,000 above the cost of an average S-L show. The gross, however, more than made up for the tilted show cost. House grossed \$23,000 for the week, which is nearly \$8,000 above the average take.

The entire month of September will see expensive shows at both houses. State-Lake started the month yesterday with Cab Calloway's band unit, to be followed by the *Funzaftre* unit (week of September 5), George White's *Scandals* (week of September 12), Gypsy Rose Lee and acts (week of September 19) and Lionel Hampton's band revue (week of September 26). The Chicago has two two-week shows for September, starting with Skinnay Ennis's band and Rosario and Antonio (5-18), and concluding with Jimmy Dorsey's ork (19-October 2).

Negotiations are now under way to bring Artie Shaw's 30-piece band into the Chicago week of October 10. If set, it will be Shaw's first theater date in this city.

Cincy AGVA Signs Icer

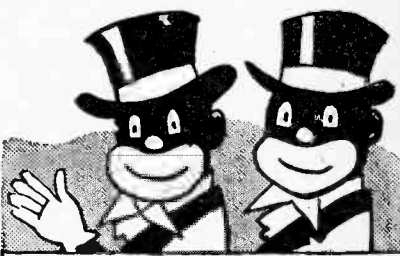
CINCINNATI, Aug. 30.—Bob Edwards and Al Buckler, executive secretary and president respectively of the AGVA here, Monday (18) signed the chorus and principals of the *Star-Spangled Ice Revue*, which opened the following night at Hotel Netherland Plaza, to Guild membership. Negotiations were between Edwards and Buckler and Fran Fredericks, of Fredericks Bros. Music Corporation, which handles the icer, and Henry A. Kalchheim, of Chicago, Fredericks Bros.' attorney.

Under the new contract the icer chorines, who had been receiving their hotel room plus \$44 less 10 per cent per week, will be paid \$60 less 10 per cent and their room, with the principals scaled at not less than \$75 plus room. In addition, all members will receive their transportation back to the point of origin when the show closes.

Edwards and Buckler also succeeded in obtaining from the agency a cash bonus and transportation back to St. Paul for the members of the *Cavalcade on Ice* Company, which closed at the Netherland Plaza Monday night. Total bonus paid the troupe was \$175, with each of the four chorines coming in for \$30.

Yost for AC Film?

ATLANTIC CITY, Aug. 30.—Ben Yost and His Varsity Singers, in their fifth successive season at Steel Pier here, may jump to Hollywood for a spot in the new Bud Abbott-Lou Costello picture, *Ride 'Em, Cowboy*. Eddie Sherman, personal manager of the comedy team, handling the Yost picture deal.



AMERICA'S SNAPPIEST Minstrel Shows

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

A
 Albins, The (Edgewater Beach) Chi, h.
 Amaya, Carmen (Chez Paree) Chi, h.
 Ames & Arno (Palace) Youngstown, O., t.
 Ammons, Albert (Cafe Society Uptown) NYC, nc.
 Andrea, Andre (Colosimo's) Chi, nc.
 Annette (Bill Bertolotti's) NYC, nc.
 Arnaut Bros. (Roxy) NYC, t.
 Arnolds, The (Earle) Washington, t.
 Arras, Don (Roxy) NYC, t.
 Ashburns, The (Rainbow Grill) NYC, nc.
 Atkinson, Betty (Colosimo's) Chi, nc.
 Aviles, Chico (Penthouse Club) NYC, nc.

B
 Baker, Phil (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Baldwin & Bristol (Riverview Beach) Pennsylv., N. J., p.
 Barclay, Dick (Bal Tabarin) NYC, nc.
 Barrett, Beverly (Jack & Bob's) Trenton, N. J., nc.
 Barrie, Grace (State) Hartford, Conn. t.
 Barry, Prince & Clark (Club Charles) Baltimore, nc.
 Berry, Mimi (Stork Club) NYC, nc.
 Billingtons, The (Palace) Youngstown, O., t.
 Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.
 Bongor, Art, & Andrillita (Mainliner) Des Moines, Ia., 8-24, nc.
 Boreo, Emile (St. Moritz) NYC, h.
 Bowman, Patricia (Capitol) Washington, t.
 Brenda & Cobina (Earle) Phila, t.
 Bronte, Ann (Iceland) NYC, re.
 Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis., h.
 Brown & Wilson (Roosevelt) Gallitzin, Pa., h. (Corkins Grill) Lewistown 8-13, nc.
 Bryant, Betty (Versailles) NYC, nc.
 Burke, Johnny (State) NYC, t.
 Byrd, Muriel (New Yorker) NYC, h.

C
 Callahan Sisters (Strand) NYC, 1-18, t.
 Carey, Betty (Park Central) NYC, h.
 Carla & Fernando (St. Moritz) NYC, h.
 Carlisle, Una Mae (Edison) NYC, h.
 Carlos & Corita (El Chico) Pittsburgh, nc.
 Carr, Billy (606 Club) Chi, nc.
 Carroll, Rita (Jack & Bob's) Trenton, N.J., nc.
 Carroll, Terry (Queen Mary) NYC, re.
 Carter, Lee (Jack & Bob's) Trenton, N. J., nc.
 Carver, Zeb (Village Barn) NYC, nc.
 Charles & Barbara (Mayfair) Boston, nc.
 Cheneval, Mildred (Diamond Horseshoe) NYC, nc.
 Chevalier, Yvonne (Savoy-Plaza) NYC, h.
 Chords, Three (Maryland) Cumberland, Md., 4-6; (Columbia) Erie, Pa., 8-10; (Park) Meadville 11-12.
 Christensen, Chris (Glenn Rendezvous) Newport, Ky., nc.
 Clair, Marcella (Cora & Irene's) NYC, nc.
 Clare & Arena (Beverly Hills) Newport, Ky., cc.
 Clark, Billy (Gay '90s) Brooklyn, re.
 Clefs, Three (La Salle) Battle Creek, Mich., h.
 Cody, Kay (Biltmore) NYC, h.
 Colstons, The (Chicago) Chi, t.
 Colonna Jerry (Stanley) Pittsburgh t.
 Comfort, Vaughn (Jimmy Kelly's) NYC, nc.
 Conchita & Larri (French Monte Carlo) NYC, nc.
 Condos Bros. (Paramount) NYC t.
 Conrads, The (885 Club) Chi, nc.
 Cook, Ralph (Harry's New Yorker) Chi, nc.
 Cordova, Antonio de (El Chico) NYC, nc.
 Costello, Diosia (Rumba Casino) Chi, nc.
 Covarro, Nico (Bal Tabarin) NYC, nc.
 Craven, Ruth (Royale) Detroit, nc.
 Creos, Carlos (Biltmore) NYC, h.
 Cross & Dunn (Chez Paree) Chi, nc.

D
 Dacita (Rainbow Room) NYC, h.
 Daley, Cass (Bowery) Detroit, nc.
 Dalton, Jack (Here's How) Chi, nc.
 Daniels, Billy (Kelly's Stable) NYC, nc.
 Daniels, May (Jack & Bob's) Trenton, N. J., nc.
 Darnell, Donna (606 Club) Chi, nc.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 DeCruz, Netha (McVan's) Buffalo, nc.
 Deering, Juanita (Rainbow Room) NYC, nc.
 Delahanty Sisters (100 Club) Phila, nc.
 Dell, Lilyan (Iceland) NYC, re.
 De Leon, Delores (Havana-Madrid) NYC, nc.
 DeMarco, Joe & Jackie (White House Inn) Warren, Pa.: (LaConga) Erie 8-13, nc.
 Dennis & Sayers (Latin) Lowell, Mass., c.
 DeSimone, Cheena, Dancers (Hipp) Baltimore 28-Sept. 3, t.
 DeWolfe Billy (Strand) NYC t.
 Diamond Bros. (Capitol) Washington, t.
 Doraine & Ellis (Roosevelt) New Orleans, h.
 Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.
 Douglas, Dorothy, & Spark Plug (Clark's Oasis) Buffalo, nc.
 Doyle, Eddie & Amy (Gene's Inn) Watertown, N. Y., re.
 Drigo & Diana (Rendezvous) Alexandria, La., nc.
 Duke, Al (Airway Cafe, opposite Airport) Cleveland, c.
 Dumont, Marie (Crisis) NYC, nc.
 Duncan, Midget Jackie (Edwards) Jamestown, N. Y., h.
 Dutton, Laura Deane (Rainbow Room) NYC, nc.
 Dyer-Bennet, Richard (Ruban Bleu) NYC, nc.

E
 Edmundson, Jimmy (Capitol) Washington, t.
 Estes, Del (Club Minuet) Chi, nc.

F
 Farrar, Marianne (Bill Bertolotti's) NYC, nc.
 Farrell, Jimmy (Leon & Eddie's) NYC, nc.
 Faye, Frances (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Fernandez, Jose (Rainbow Room) NYC, nc.
 Fitchette, Jack (Jerry's) St. Paul 1-11, nc.
 Foley, Bernice (Golden Dragon) Wildwood, N. J., nc.
 Fontana, George (Diamond Horseshoe) NYC, nc.
 Ford, Don & Jane (Bismarck) Chi, h.
 Forrest, Loretta (Jack & Bob's) Trenton, N. J., nc.
 Forsythe, Christine (Chez Paree) Chi, nc.
 Frakson (Waldorf-Astoria) NYC, h.
 Froman, Jane (Beverly Hills) Newport, Ky., cc.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE OF THE BILLBOARD

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

G
 Galvan, Gil, Trio (Club Bali) Phila, nc.
 Gardiner, Madeline (Brown Derby) Chi, nc.
 Garrick & Eloise (Manitou) Manitou Beach, N. Y., h.
 Gary, Bill (Chez Paree) Chi, nc.
 Gaston (French Monte Carlo) NYC, nc.
 Gaynor, Betty (Yacht Club) Phila, nc.
 Ghezzi, Les (Chicago) Chi, t.
 Gilbert, Gloria (Roxy) NYC, t.
 Gilford, Jackie (Paramount) NYC, t.
 Glover & LaMae (Hollenden) Cleveland, h.
 Gomez & Minor (Arrowhead Inn) Saratoga, N. Y., nc.
 Gray, Gary (Rolling Green) Saginaw, Mich.; (Nan-Joe's) Port Huron 8-13, nc.
 Greco (Rumba Casino) Chi, nc.
 Grey & Harlowe (Golden Dragon) Wildwood, N. J., nc.

H
 Haakon, Paul (Capitol) Washington, t.
 Hadley Dancers (Bismarck) Chi, h.
 Hager, Clyde (Diamond Horseshoe) NYC, nc.
 Hagar, Valyne (Wivel's) NYC, re.
 Hale, Henry (French Monte Carlo) NYC, nc.
 Hall, Cliff (Cat & Fiddle) Cincinnati 1-7, nc.
 Hamory, Ernest (Forrest) NYC, h.
 Hardman, Glenn (Lincoln) NYC, h.
 Harmon, Tom (Chicago) Chi, t.
 Haroldson, Anne (New Yorker) NYC, h.
 Harrington, Pat (18 Club) NYC, nc.
 Hart, Toni (Biltmore) NYC, h.
 Harvest Moon Winners (State) NYC, t.
 Hayden, Tommy (Wivel) NYC, re.
 Hays, Virginia (Essex House) NYC, h.
 Healy, Nancy (Touraine) Boston, h.
 Hiser, Phil (New Yorker) NYC, h.
 Hoffman & Kay (Colosimo's) Chi, nc.
 Hoffman Sisters (Casanova) Detroit, nc.
 Holiday, Billy (Kelly's Stable) NYC, nc.
 Hollenbeck, Loren (Music Hall) NYC, t.

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

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

K
 Johnson, Fred (Show Club) Chi, nc.
 Jones, Owen (Leone's) NYC, re.

L
 Johnson, Fred (Show Club) Chi, nc.
 Jones, Owen (Leone's) NYC, re.

M
 Kaaihue's Hawaiians (Roosevelt) Pittsburgh, h.
 Kahler, Jerry (Town House) Los Angeles, h.
 Kaimus, Bee (Leon & Eddie's) NYC, nc.
 Karyl, Iris (Dempsey-Vanderbilt) Miami, Fla., h.
 Kay, Dolly (Harry's New Yorker) Chi, nc.
 Keen, Linda (Famous Door) NYC, nc.
 Keller, Dorothy (Casanova) Detroit, nc.
 Killam, Peter (New Yorker) NYC, h.
 King, Charles (Diamond Horseshoe) NYC, nc.
 King, Carol (Glenn Rendezvous) Newport, Ky., nc.
 King Sisters (Chicago) Chi, t.
 Klapp, Jimmie, & Royal Knights (South Music Hall) Lima, O., nc.
 Kretlow Dancers (Harry's New Yorker) Chi, nc.
 Krupksa, Daria (Music Hall) NYC, t.
 Kuties, Keyboard (Sawdust Trail) NYC, nc.

N
 LaMarr, Barbara (Spivy's Roof) NYC, nc.
 Lambot, Edith (Bill Bertolotti's) NYC, nc.
 Lane, Beverly (606 Club) Chi, nc.
 Lane, Larry (Jack & Bob's) Trenton, N.J., nc.
 Lang, Wilson (Park Central) NYC, h.
 LaRue, Bobbie (Maxime's) Hollywood, Calif., nc.
 Lassen, Sigrid (Rainbow Room) NYC, nc.
 Laurant, Robert (Moulin Rouge) NYC, nc.
 Lemmo, Jerry (Arcadia Grill) Canton, O., nc.
 Lester, Ann (State) NYC, t.
 Lester & Irmajaan (Golden Gate) San Francisco, t.
 Lind, Della (Diamond Horseshoe) NYC, nc.
 Lit, Evelyn & Bernie (Pirate's Den) Baltimore, nc.
 Lolo & Ramon (St. Moritz) NYC, h.

O
 O'Connell, Alice (Lincoln) NYC, h.
 Oldfield, Emmett, & Co. (Hipp) Baltimore, t.
 Olsen & Shirley (Hurricane) NYC, nc.
 Orr, Henry J. (Paramount) La Salle, Ill., nc.
 Ortega, Belen (Havana-Madrid) NYC, nc.
 Osta, Teresita (El Chico) NYC, nc.
 Overman, Wally; Canton, O.
 Owen, Guy (New Yorker) NYC, h.

P
 Padilla Sisters (El Chico) NYC, nc.
 Parker, Adrienne (Leon & Eddie's) NYC, nc.
 Parr, Mildred (Colosimo's) Chi, nc.
 Passer, Rolf (Rainbow Room) NYC, h.
 Paulson, Lehua (Lexington) NYC, h.
 Pedro & Rafael (Fair) Dixon, Ill.
 Penton, Kay (Hurricane) NYC, nc.
 Phillips, Jackie (Club Frolics) NYC, nc.
 Pickard, Roy (Fair) Hughesville, Pa.
 Pickert & Ross (Biltmore) NYC, h.
 Pine & Foster (Glenn Rendezvous) Newport, Ky., nc.
 Price, Sammy (Cafe Society Downtown) NYC, nc.
 Princess & Willie's Hawaiians (Burton) Allegany, N. Y., h.

R
 Rae, Jimmy (Troadero) Henderson, Ky., nc.
 Ramirez, Carlos (Palmer House) Chi, h.
 Ramon & Lucinda (Havana-Madrid) NYC, nc.
 Raydon & Rogers (Maple Grove) Harrisburg, Pa., nc.
 Raye & Naldi (Palmer House) Chi, h.
 Renee & Root (Bali) Miami, Fla., nc.
 Rhythm Rockets (Capitol) Washington, t.
 Rice, Sunny (Stanley) Pittsburgh, h.
 Richey, Jean (Blackhawk) Chi, re.
 Richman, Harry (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Ried & Mack (Avalon) Ottawa, Ont., Can., nc.
 Riley, Joan (Park Central) NYC, h.
 Rimacs (Hipp) Baltimore, t.
 Ring, Ruby (State) Hartford, Conn., t.
 Rios, Aida (Havana-Madrid) NYC, nc.
 Ripa, Bob (Earle) Phila, t.
 Robbins, Archie (Roxy) NYC, t.
 Robbins Bros. & Margie (State) NYC, t.
 Robbins, Gall (Blackhawk) Chi, nc.
 Roberta (Casanova) Detroit, nc.
 Roberts, Dixie (Famous Door) NYC, nc.
 Roberts & Co. (Crosby) Crosby, N. D., 3-4, t.
 Rochester (State) Hartford, Conn., t.
 Rodrigues, Aida (Havana-Madrid) NYC, nc.
 Rollickers Trio (Nightingale) Sturgeon Bay, Wis., c.
 Rollini, Adrian, Trio (Jack Dempsey's) NYC, re.
 Rooney, Pat (Glenn Rendezvous) Newport, Ky., nc.
 Rosario & Antonio (Palmer House) Chi, h.
 Rosette, Belle (Village Vanguard) NYC, c.
 Ross, Stan (Roxy) NYC, t.
 Russell, Lynn (Bill Bertolotti's) NYC, nc.

S
 St. Clair & Durand (Zimmerman's Hungaria) NYC, nc.
 Sanschl, Lorraine (Palmer House) Chi, h.
 Schenk, Al (Kaliners') Phila, nc.
 Scott, Hazel (Cafe Society Uptown) NYC, nc.
 Sedley, Roy (18 Club) NYC, nc.
 Seiler, Jay & Lou (Beverly Hills) Newport, Ky., cc.
 Sevilla, Anita (El Chico) NYC, nc.
 Sexton, Al (Sawdust Trail) NYC, nc.
 Shanley, Robert (Music Hall) NYC, t.
 Shea & Raymond (Stanley) Pittsburgh, t.
 Shepard, Ed (Jack & Bob's) Trenton, N.J., nc.
 Sherman Bros. & Tessie (Swan Club) Phila, nc.
 Smith, Rollin (Hickory House) NYC, nc.
 Son & Sonny (Sherman) Chi, h.
 South, Eddie (Cafe Society Uptown) NYC, nc.
 Spear, Harry (Latin Quarter) Boston, nc.
 Spencer, Kenneth (Cafe Society) NYC, nc.
 Springman, Fague (Capitol) Washington, t.
 Stephanie & Craig (Casanova) Detroit, nc.
 Stewart, Jacqueline (Sutton) NYC, h.
 Stone, Al (Kitty Davis) Miami Beach, nc.
 Street, Christeen (Lincoln-Douglas) Quincy, Ill., h.
 Sullivan, Ed (State) NYC, t.
 Sullivan, Joe (Sutton) NYC, h.
 Sullivan, Maxine (Congo) Detroit, nc.
 Sumner, Helen (Ivanhoe) Chi, re.
 Swann, Russell (Drake) Chi, h.
 Swifts, Three (Music Hall) NYC, t.

T
 Tatum, Art (Cafe Society) NYC, nc.
 Theodore & Denesha (Cal-Neva Lodge) Lake Tahoe, Calif., h.
 (See ROUTES on page 62)

Niesen, Georgie (Madison) Baltimore, nc.
 Nils & Nadyne (Wolverine) Detroit, h.

THE NONCHALANTS

Now appearing at
 Empire Room, Palmer House, Chicago
 Dir. MCA

O
 O'Connell, Alice (Lincoln) NYC, h.
 Oldfield, Emmett, & Co. (Hipp) Baltimore, t.
 Olsen & Shirley (Hurricane) NYC, nc.
 Orr, Henry J. (Paramount) La Salle, Ill., nc.
 Ortega, Belen (Havana-Madrid) NYC, nc.
 Osta, Teresita (El Chico) NYC, nc.
 Overman, Wally; Canton, O.
 Owen, Guy (New Yorker) NYC, h.

P
 Padilla Sisters (El Chico) NYC, nc.
 Parker, Adrienne (Leon & Eddie's) NYC, nc.
 Parr, Mildred (Colosimo's) Chi, nc.
 Passer, Rolf (Rainbow Room) NYC, h.
 Paulson, Lehua (Lexington) NYC, h.
 Pedro & Rafael (Fair) Dixon, Ill.
 Penton, Kay (Hurricane) NYC, nc.
 Phillips, Jackie (Club Frolics) NYC, nc.
 Pickard, Roy (Fair) Hughesville, Pa.
 Pickert & Ross (Biltmore) NYC, h.
 Pine & Foster (Glenn Rendezvous) Newport, Ky., nc.
 Price, Sammy (Cafe Society Downtown) NYC, nc.
 Princess & Willie's Hawaiians (Burton) Allegany, N. Y., h.

R
 Rae, Jimmy (Troadero) Henderson, Ky., nc.
 Ramirez, Carlos (Palmer House) Chi, h.
 Ramon & Lucinda (Havana-Madrid) NYC, nc.
 Raydon & Rogers (Maple Grove) Harrisburg, Pa., nc.
 Raye & Naldi (Palmer House) Chi, h.
 Renee & Root (Bali) Miami, Fla., nc.
 Rhythm Rockets (Capitol) Washington, t.
 Rice, Sunny (Stanley) Pittsburgh, h.
 Richey, Jean (Blackhawk) Chi, re.
 Richman, Harry (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Ried & Mack (Avalon) Ottawa, Ont., Can., nc.
 Riley, Joan (Park Central) NYC, h.
 Rimacs (Hipp) Baltimore, t.
 Ring, Ruby (State) Hartford, Conn., t.
 Rios, Aida (Havana-Madrid) NYC, nc.
 Ripa, Bob (Earle) Phila, t.
 Robbins, Archie (Roxy) NYC, t.
 Robbins Bros. & Margie (State) NYC, t.
 Robbins, Gall (Blackhawk) Chi, nc.
 Roberta (Casanova) Detroit, nc.
 Roberts, Dixie (Famous Door) NYC, nc.
 Roberts & Co. (Crosby) Crosby, N. D., 3-4, t.
 Rochester (State) Hartford, Conn., t.
 Rodrigues, Aida (Havana-Madrid) NYC, nc.
 Rollickers Trio (Nightingale) Sturgeon Bay, Wis., c.
 Rollini, Adrian, Trio (Jack Dempsey's) NYC, re.
 Rooney, Pat (Glenn Rendezvous) Newport, Ky., nc.
 Rosario & Antonio (Palmer House) Chi, h.
 Rosette, Belle (Village Vanguard) NYC, c.
 Ross, Stan (Roxy) NYC, t.
 Russell, Lynn (Bill Bertolotti's) NYC, nc.

S
 St. Clair & Durand (Zimmerman's Hungaria) NYC, nc.
 Sanschl, Lorraine (Palmer House) Chi, h.
 Schenk, Al (Kaliners') Phila, nc.
 Scott, Hazel (Cafe Society Uptown) NYC, nc.
 Sedley, Roy (18 Club) NYC, nc.
 Seiler, Jay & Lou (Beverly Hills) Newport, Ky., cc.
 Sevilla, Anita (El Chico) NYC, nc.
 Sexton, Al (Sawdust Trail) NYC, nc.
 Shanley, Robert (Music Hall) NYC, t.
 Shea & Raymond (Stanley) Pittsburgh, t.
 Shepard, Ed (Jack & Bob's) Trenton, N.J., nc.
 Sherman Bros. & Tessie (Swan Club) Phila, nc.
 Smith, Rollin (Hickory House) NYC, nc.
 Son & Sonny (Sherman) Chi, h.
 South, Eddie (Cafe Society Uptown) NYC, nc.
 Spear, Harry (Latin Quarter) Boston, nc.
 Spencer, Kenneth (Cafe Society) NYC, nc.
 Springman, Fague (Capitol) Washington, t.
 Stephanie & Craig (Casanova) Detroit, nc.
 Stewart, Jacqueline (Sutton) NYC, h.
 Stone, Al (Kitty Davis) Miami Beach, nc.
 Street, Christeen (Lincoln-Douglas) Quincy, Ill., h.
 Sullivan, Ed (State) NYC, t.
 Sullivan, Joe (Sutton) NYC, h.
 Sullivan, Maxine (Congo) Detroit, nc.
 Sumner, Helen (Ivanhoe) Chi, re.
 Swann, Russell (Drake) Chi, h.
 Swifts, Three (Music Hall) NYC, t.

T
 Tatum, Art (Cafe Society) NYC, nc.
 Theodore & Denesha (Cal-Neva Lodge) Lake Tahoe, Calif., h.
 (See ROUTES on page 62)

DRAMATIC AND MUSICAL

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

Hellzapoppin (Curran) San Francisco.
 Jolson, Al, in Hold On to Your Hats (Shubert) Boston.
 Mr. Big (Bushnell Aud.) Hartford, Conn., 6.
 Mr. Wookey (Ford) Baltimore.
 Meet the People (Cass) Detroit.
 My Sister Eileen (Harris) Chi.
 Tobacco Road (Biltmore) Los Angeles.
 Two-Story House (National) Washington.
 Wynn, Ed, in Boys & Girls Together (Mosque) Newark, N. J., 5-6.

ICE SHOWS ON TOUR

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

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

Holliday, Billie (Sherman) Chi, h.
 Hope, Joan (Brown Derby) Chi, nc.
 Horn, Rudy (Casanova) Detroit, nc.
 Horne, Helena (Cafe Society Downtown) NYC, nc.
 Houston, Bob (New Yorker) NYC, h.
 Howard, Bunny (Park Central) NYC, h.
 Howard, Joe E. (Diamond Horseshoe) NYC, nc.
 Howard, Johnny (885 Club) Chi, nc.
 Hudson Wonders (Earle) Phila, t.
 Hyers, Frankie (Club 18) NYC, nc.
 Hymans, Marjorie (20th Century) Phila, nc.

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

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

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 CLAUDE H. LONG, 305 Woods Theatre Bldg.,
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Jardiniere, Mile. (Brown Derby) Chi, nc.
 Jean, Loulie (Fefe's Monte Carlo Beach) NYC, nc.
 Jimmie & Dick (Station WAB) Bangor, Me.
 Johnson, Pete (Cafe Society Uptown) NYC, nc.

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Advance Bookings

SHIRLEY DEANE: Glenn Rendezvous, Newport, Ky., Oct. 3, two weeks.
 DALE EVANS: Drake Hotel, Chicago, Sept. 16, two weeks.
 JOE E. LEWIS: Chez Paree, Chicago, Oct. 10, 11 weeks.
 RAY BOLGER, Andrews Sisters,

Johnny Long band: Paramount Theater, New York, Oct. 29 for two weeks.
 GEORGE WHITE'S SCANDALS, Harris and Shore, Charlie Kemper: State-Lake, Chicago, Sept. 12 week.
 FUNZAFIRE UNIT: Stanley, Pittsburgh, Oct. 17 week; Earl, Philadelphia, Oct. 24 week.

"Five Big Acts . . ."

DETROIT, Aug. 30.—Vaudeville-starved downtown Detroit had a new eye-stopper this week when Lester Burk, manager of the diminutive Blackstone Theater No. 2, hung out signs, "Five Big Acts of Vaudeville." This little house has no genuine stage facilities, and a closer inspection of the signs showed the line, in very small type, "on our screen." Exploitation was a plug for a Universal short subject film featuring a series of vaude acts.

LA Follies Calls Unfair Rival Use Of Follies Name

LOS ANGELES, Aug. 30.—The suit brought by the Follies Theater against the Aztec Theater, in which a temporary injunction was granted restraining the latter from using the word Follies, was taken under advisement here Wednesday by Judge Clarence Hanson. Follies Theater was granted the temporary restraint order August 19 when the Aztec advertised *World's Fair Follies*. Suit also named Harry Wenzler and Harry Farros. When the hearing was held, Wenzler said he had assumed full charge of the Aztec.

The Follies, thru its attorney, Russell Parsons, charged that the Aztec was guilty of unfair trade practices by advertising *World's Fair Follies* and featuring the word Follies, which, the complaint said, was about three times larger than the other words. Follies attorney pointed out that Dalton Brothers, owners, had spent in excess of \$100,000 in the last five years advertising the show and that last year about \$30,000 had been paid in taxes. Advertising campaigns had placed a value on the title, it was pointed out. Harry Wenzler, represented by Rosen & Wolpin, attorneys, said that the word Follies was descriptive and was based on the French word meaning revue. It was also pointed out that the name is not copyrighted. *World's Fair Follies* was the title for the particular show and not the theater. Current show is *Gay Paree Frolics*.

Pitt Burly Starts; 42-Week Gross Last Year Was \$300,000

PITTSBURGH, Aug. 30.—Casino opens tomorrow midnight with interior renovations, its first Hirst-Schuster show and increased admission prices.

Box-office hike moves daily price scale to 40 cents minimum, 55 cents 12:30 to 6, 75 cents evenings. Saturday and Sunday midnight, 55 cents will be minimum, top will be \$1.

Theater redeccorating includes new carpeting, cleaning, some painting and a general once-over at cost of \$10,000.

Opening bill, *Silk Stocking Revue*, features stripper Patricia Perry, comics Bob Ferguson and Max Coleman, straights George Corwin and Mary Murray, singer Conny Ryan, dancer Natasha, team of Bab and Babette, and vaudevilian Jimmy Leeds.

Eight usherettes supplant boy ushers because of draft contingencies. Gals will be garbed in slacks and sweaters.

"Biggest year ever" is expected by George Jaffe, Casino owner and one of Hirst combine partners. Last year Casino gross exceeded \$300,000 in 42 weeks, according to estimate.

Staff will include Abe Jaffe, house manager; Dick St. Martin, assistant manager, and Frank Shenkel, publicity. Ed Shafer, manager here the past few years, will go to another Hirst house, probably the Lyric in Bridgeport, according to George Jaffe.

Eight-piece band headed by Luke Riley comprises Peter Savorgna, George Behr, William Mervis, Mike Hickley, Robert Poland, S. LaPerteche, and Johnny Marino. Union scale for musicians is \$90 per man, leader \$125.

Backstage crew will include Phil Doyle, Charles Manchen, John Burke, Art Tucker, Ben Drob, Gus Gustafson, Joe Murphy, Bill Wallace, Harry Levine and Andy Doud. Union scale gets \$110 for props and electrician; \$90 for others.

STAN EARLY is back in the East after eight months in West Coast theaters. He's set for the Hippodrome, Baltimore, September 4 week. . . .

Casts for Fall Openings in 12 Key City Houses

NEW YORK, Aug. 30.—Shows on the Midwest and Hirst circuits, as booked thru the Phil Rosenberg office:

Garrick, St. Louis, week of August 22: Binder and Rosen, James Coughlin, Chick Hunter, Lee Trent, Cleo Canfield, Lovey Stacey, Margie Kelly and Beverly Lane. August 29: "Bozo" Snyder, Billy Fields, Harry Levine, Holly Leslie, Marsha Blue, Jack and Adele Martin, Parker Gee, Louise Rogers and Chiquita Garcia.

Howard, Boston, week of August 23: Stinky and Shorty, Billy Wallace, Saunders and DeHaven, Jack Lyons, Margie Dill, Cleo Florenz, Stella Mills, Leona Thurston, Charlie Bristol, Mona Lees and Pavell and Marylea. August 31: Slat Taylor, Benny Moore, Bert Grant, Danny Morton, Ermaine Parker, Lorraine Lee and Georgia Sothern. Dancer to fill.

Gayety, Washington, week of August 24: Sachs and Kennedy, Bobby Vail, Wen Miller, Denny Lyons, Margie Lyons, Joyce Breazelle, Gloria Dahl, Diane Johnson, Vicki Welles and Nathane Bros. August 31: Billy Hagan, Fields and Georgie, Joe Forte, Ted Blair, Arleen Moody, Pearl Mylie, Patricia Morgan, Hinda Wassau and Sidare and Kaye.

City, New York, week of August 30: "Peanuts" Bohn, George Lewis, Billy Crooks, Joe Lyons, Leona Lewis, June Taylor, Mickie Dennis, Dian Rowland and a dancer to fill.

National, Detroit, week of August 29: Jack Diamond, Harry (Shuffles) LeVan, John D'Arca, Charles Schultz, Ethel DeVeaux, Madeline Lewis, Alynne Payne, Ann Valentine and Mae Brown.

Grand, Canton, O., week of August 29: Looney Lewis, Bobby Faye, Jimmie Francis, Eddie Yubel, Erma Vogelee, Lamee Lane, Lillias Cairns, Dian Raye and Clayton and Phillips.

Gayety, Cincinnati, week of August 29: Billy Ainslee, Joe Freed, Floyd Hallicy, Ned Walsh, June Marshall, Diane Shaw, Myrna Dean, and a singer to fill.

Empire, Newark, N. J., week of August 31: Jack Tiny Fuller, Garrett Price, Harry Jackson, Buster Lorenzo, Frances White, Dorothy Sevier, Nadine Marsh, Marian Morgan, Eleanore Padova and the Sheldons.

Globe, Boston, week of August 30: Eddie (Nuts) Kaplan, "Monkey" Kirkland, Walt Collins, George Kaye, Margie Dale, Alice Jewell, Marie Cord and a dancer to fill.

Casino, Pittsburgh, week of August 31: Bob Ferguson, Max Coleman, George Corwin, Conny Ryan, Mary Murray, Patricia Perry, Natasha, Bob and Babette and Jimmy Leeds.

Gayety, Baltimore, week of August 30: Dusty Fletcher, I. B. Hamp, Cecil Alexander, Charlie Harris, Larry Norman, Jim Baskett, Lora Pierre, Gertrude Beck, Betty Coette, Toni Mitchell, Fran Lewis and Renee.

Star, Brooklyn, week of August 31: George Murray, Bert Carr, George Schiller, Danny Tucker and Zonia DuVal. (This opening is in doubt due to License Commissioner Paul Moss's denial last week of a license to reopen Labor Day week-end.)

First Two Hirst Units for Tour

PHILADELPHIA, Aug. 30.—Irving Selig and Harry (Hello Jake) Fields head the first two units to play the Izzy Hirst burly wheel after first weeks at the Troc here. Selig show, starting out Monday (1), includes "Boob" McMannus, first time in many years for the comic on the Hirst Circuit, Dian King, Ann Smith, Elaine Cotton, George Rose and Regina, with a dancer to fill.

Fields unit, opening Monday (1) at the Troc here, will have Jo-Ann Corez, Marcelita, Bolson and Blue, Pinto and Della, Brownie, Dudley Douglas and Mel Bishop.

With the chorine shortage acute, units are going heavier for standard vaude acts, most of them set thru local Harry Biben office.

From Burly to "Burlesque"

PHILADELPHIA, Aug. 30.—Following in the historic footsteps of Ann Corio, Georgia Sothern made her straight stage bow Tuesday (26) with the Deer Lake Theater, summer strawhat, at near-by Orwigsburg, Pa.

She is taking the lead, appropriately enough, in *Burlesque*.

Milwaukee Fox Try; 4-House Circuit Girls Theater Set As "Burly Farm"; Schuster Booking

MILWAUKEE, Aug. 30.—Fox's Palace, whose stagshows have been few and far apart since the old Orpheum Circuit dropped it, has booked George White's *Scandals* week of September 5.

Charles Fox opens his Empress September 12, with burlesque until October 3, when he is slated to open his Girls Theater on the site of the darkened Alhambra, the Empress reverting to pictures. The Girls Theater will use girly shows.

Greenville Burly 4 a Night, 55-70; Near 2 Army Camps

GREENVILLE, S. C., Aug. 30.—The Heaton's State Theater is now presenting burly revues labeled *Follies Sensations*. Nat (Art) Litchfield, veteran vaude unit producer who has had girly shows with carnivals, is producer. Cast includes Red Rankin; Alva, alligator boy; Malinga Long, television girl; Helen Rogers and Company, tap dancers; Ray and Moss and Newton and Howard, comedy teams, and Bud and Margie DeFore, ballroom dancers.

Martha Noriga is headline strip, with Jean Calvert, Louise Allen and LaRenee and Her Dance of Temptation, and Yvonne, exotic semi-nude dancer, completing the bill. Ruby Heaton has Charmettes, a line of 16 girls in the chorus. Archie Royce's ork is in the pit, with Tillie Tarantino the singer. Shows, four nightly, Monday to Saturday from 6 to 11:30. Last show Saturday

CHICAGO, Aug. 30.—A new burly circuit of four houses has been formed as a sort of burly farm to develop talent for the larger houses of the Midwest and Hirst circuits.

In the circuit are the Avenue, Detroit; Grand, Youngstown, O.; Gayety, Akron, and the Empress, Milwaukee. Principals will play each house two weeks. Milton Schuster is booker.

Object of the circuit is to provide houses where performers of promise can be observed by representatives of the Midwest and Hirst circuits, who are looking for new talent for their houses.

"Burlesque is growing in popularity," declared a circuit representative, "and to maintain a healthy growth new talent must be developed and the standards of shows must be constantly improved. The formation of this small circuit, where new ideas can be tested, should help us to develop better talent all along the line."

night plays to men only. Local law decrees that all nudes must remain stationary, with no dancing. Five concessions are in the lobby.

Prices, 55 and 70 cents plus tax. For the last Saturday night, 85 cents with tax. George (Maxie) Dean is concession manager. Mostly in attendance are army boys from Fort Jackson at Columbia, S. C., and from Camp Croft, 30 miles away. Other soldiers from army camps near by.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MANYA DEL RAY, dancer, just closed six weeks at the Club Nilo, San Juan, Puerto Rico, from which she writes: "Like it so well here going to open a place of my own, as you don't need a license and rum is only 30 cents a quart. Now doing one-nighters in clubs and theaters." . . . JESSICA ROGERS was guest starred at a local theater in her home town, Tampa, Fla. Also labeled the "Wow" girl in current *Beauty Parade*, a new mat that also pictured Charmaine, Pat Paree, Lois DeFee, and Ann Corio. . . . PATRICIA O'DARE, daughter of Nestor Thayer, old-time burly show manager now a radio executive, is playing the camp circuit in her own act, "A Soldier's Goofy Girl Friend." Also writing songs and poetry. . . . CHET ATLANT, singer at the Gayety, and his family are vacationing in Swan Lake, N. Y. . . . LUBA MEROFF, daughter of Benny Meroff, designing most of the wardrobe for dad's unit, *Funzaire*.

UNO

PHILADELPHIA:

RUBE BERNSTEIN set back the re-opening of the Shubert to September 12, with Sam Bushman again to handle publicity. . . . FLORENZ added at Carroll's, with Carrie Finnell holding over for four weeks. . . . JULES ARLISS, manager of the Troc, back from an Atlantic City vacation. . . . ELEANOR PADOVA, Irving (Blinkey) Selig, George Rose, and Mel Bishop, newcomers to the Troc, with Vicki Welles, Alice Jewell, Ermaine Parker, and Slat Taylor holdovers. . . . MING TOY and Jean Flosette at Smart Spot, Haddonfield, N. J., and Marion Martin at the near-by Twin Cedar Inn, Clementon.

MIDWEST:

ARTHUR CLAMAGE is visiting Cincinnati and Indianapolis, supervising the opening of the new season in those cities. . . . PEACHES STRANGE has opened at the Grand, St. Louis, with the Roxy, Cleveland, to follow. . . . CHARMAINE is being featured at the Rialto, Chicago, this week. . . . MARION MORGAN and Buster Lorenzo spent three days in Chicago renewing friendships before departing for the East to open on the Hirst and Midwest circuits. . . . BOBBIE MORRIS is opening on the Midwest and Hirst circuits Friday (5) at the National, Detroit. . . . JOE DERITA and Harry Miners, now vacationing, will open on the Midwest Circuit September 12. . . . DIANE RAY featured opening week at the Grand, Canton, O. . . .

AFTER A LONG STAY at the Steel Pier, Atlantic City, Ryan and Benson are opening on the Midwest and Hirst circuits. . . . FRANCES MORGAN, sister of Marion Morgan, is visiting in Detroit before opening on the Midwest Circuit.

ATLANTIC CITY:

JUNE VAN joins the cast at Applegate Tavern, with Gwen Marlowe holding over. . . . BOBBY MORRIS and Happy Hyatt taking in a second week at the Globe Theater, with Marlene and Delores Green the femme leads for the Natalie Cartier production. . . . INA LORRAINE newcomer at Eddie Kravis's Paddock International.

DIXIE SULLIVAN leaves Club Nomad for a 30-week tour on the Midwest wheel. . . . BOBBY MORRIS heads show at the Globe Theater. Morris was a member of the Steel Pier Modern Minstrels here earlier in the season.

FROM ALL AROUND:

CLIFF COCHRAN, comedian, left Cincinnati Monday (1) to join Jimmy Walters' burly at the Gayety, Akron. He will divide the comedy with "Bimbo" Davis. . . . NATIONAL, Louisville, is reported opening soon with a stock show. . . . MACK FERGUSON is doing straights with the stock burly at the Empress, Detroit.

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\$8 Single, \$10 Double, Without Bath
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\$15.00 per week for 3 in one room

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HOTEL CLARIDGE
BROADWAY AND 44TH STREET
In the Heart of Times Square
New York City

Wolcott's Tenter Passes 55th Week

GREENWOOD, Miss., Aug. 30.—F. S. Wolcott's Rabbit Foot Company, presenting the *High-Brown Follies of 1941*, began its 55th week under canvas with its engagement here last Monday (25). The Wolcott day and dated here with the Famous Georgia Minstrels and, despite the opposition, pulled more than 1,300 payees. The big top was pitched at Legion Field, a mile from town.

Manager Wolcott recently purchased a new top, 70 by 160; new parade uniforms and new stage costumes. Hosea Sapp leads the 12-piece band, with Sweetie Walker, Freddy Jones, Jimmy Warren and Emmett Crosby looking after the comedy. The company numbers 30 people, including a 12-girl line.

The Wolcott tent enters Arkansas September 8 to play its established route in that section. Business has been satisfactory all season, according to M. L. Frisbie, of the show. Frisbie says that Wolcott plans on launching his Huntington's Minstrels early in September.

Wrights Laud Gosh Tactics

Pulaski, Va.

Editors *The Billboard*:

Recently while visiting the defense section of Virginia, we came upon a small tent show. After paying our way in, we found the tent packed to capacity, and after a big candy sale, a clever showman made an extraordinary announcement. And what do you think he was advertising? Not his own show, but he spent 10 minutes boosting his opposition—the Cole Bros.' Circus and the *Silas Green From New Orleans* show. He highly praised his opposition and did a grand job in an expert way.

This man, Byron Gosh, is to be highly complimented for his clean methods in boosting his opposition and deserves the large crowds he is drawing. If his methods were followed by other showmen, the people in the small towns would be better show-goers.

We are now retired after having spent 25 years in show business.

MR. AND MRS. HOWARD WRIGHT.

Whittier Meets Cronies At Old Troupers' Reunion

Editors *The Billboard*:

I attended the Old Troupers' reunion at Friendship, N. Y., August 7, where I contacted three of the members of Vreeland Minstrels who were with it the season of 1890 with myself—George Dunbar, baritone soloist; Ernest Phillips, bass, and Homer Pitts, interlocutor.

Also met Tommy Madden, the old-time clown. He was with me with Sparks & Allen's Circus in 1891 and with Bob Huntington's Circus in 1894 and 1895. Another I met was Bobby DeRue, of DeRue Minstrels, who was with me on Welsh Brothers in 1902.

Ted Middaugh, the dean of the association, was unable to be present on account of illness. A good crowd attended and the organization is growing. The ubiquitous professor was conspicuous by his absence. H. H. WHITTIER.

Al Pinard Under Knife

SPRINGFIELD, Mass., Aug. 30.—Al (Weedy) Pinard, well known in tent show, minstrel and circus circles, was operated on for a hernia last Saturday (23) at Mercy Hospital here. The last two years Pinard has been managing State Gardens, a refreshment stand on the Boston-New York Highway here. Friends may write to him to his home, 573 State Street, this city.

Peoria Good to Billroyans

PEORIA, Ill., Aug. 30.—Billroy's Comedians set up on the Prospect Road grounds here last Sunday and Monday. Several hundred were turned away Sunday night, despite a heavy rain and threatening wind. Monday gave the show another good house. Show moved into Indiana at Terre Haute September 2.

WANTED

People for Platform Medicine Show at once. State all in letter. Long season and early opening in South. People in all lines write. You get it here every Saturday night.

RAY SMITH

714 Flynn Avenue ALVA, OKLA.

SEND IN YOUR ROUTES

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

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

Cooper's Showboat Heading Southward

WINONA, Minn., Aug. 30.—Capt. Al Cooper's Dixie Queen Showboat has tied up here for a limited engagement after six weeks in Minneapolis and St. Paul. This is the first floating theater to appear in Winona in years and a successful run is anticipated. From here the boat will head down the Mississippi River. Favored by good weather, the Dixie Queen has recently been enjoying good business.

Clarence Auskings, who closed recently in advance of the George C. Roberson Players in Galesburg, Ill., is now serving in a similar capacity with the Dixie Queen.

Big Wind Levels By Gosh Canvas

NEWBERN, Va., Aug. 30.—A freak windstorm blowing at 40 miles an hour hit the By Gosh Tent Show here early this week, five minutes after the opening, causing considerable damage to the top, but no injury to the patrons.

The storm, which raged for 10 minutes, leveled the top, but no stakes were pulled or poles broken. The show resumed the following night, using sidewalls only. It was the hardest wind to hit here in 25 years.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Contestants Left Stranded As Hilo Contest Folds Up

CINCINNATI, Aug. 30.—From the West Coast came the sad news this week of the sudden closing of the Hilo, Hawaii, contest and the stranding there of a number of contestants.

The contest, made up largely of contestants who appeared in the recent Honolulu show, got under way under a small tent in Hilo July 30 to about 500 people. It was soon after that the promoter is alleged to have skipped out and returned to the States, leaving the contestants sitting on the lot. Some of the contestants had sufficient money to get home on, but others didn't.

Among those stranded in Hilo were Maxine Lang, Bill Steele, Margie Bright, Stan West, Margie Shean, Porky Jacobs, Patsy Ryan, Mickey Britton, Margie Van Raam, Joe Van Raam and Rella Finney. Maxine Lang arrived here Wednesday (27) on the Matsonia. She will remain here until her husband, Billy Steele, succeeds in working his way back.

CHUCK PAYNE, veteran walkie emcee who aired the recent Riverside Stadium contest in Washington over WINX, is now employed by the American Automobile Club in the capital city. He also entertains nightly at the Uptown Restaurant there. George Woodbridge, erstwhile trainer, is also working for the AAA in Washington.

STAN WEST, who appeared in the recent Carl Holt contest in Honolulu, is trumpeting and emceeding with his own six-piece ork at the Rendezvous in Waikiki, Honolulu.

STILL GOING in "Pop" Dunlap's contest in Brooklyn, Md., are Joe Rock and Jennie Bush, Billy Willis and Ruthie Carroll, Dale Thorpe and Elizabeth Linder, Johnnie Reed and Anne Pruitt, Hughie Hendrixson and Helen Caldwell, Johnny Bowman and Opal Ferdig, Itsy

Rep Ripples

LOYD CONNOLLY, of Connolly and Radcliffe, well-known repsters, was a visitor at the rep desk Monday of last week (25) while in Cincinnati for a week's engagement at the Cat and Fiddle. . . . POLLEY COMEDY COMPANY, A. R. Polley, manager, is reported enjoying satisfactory business in Dent County, Missouri. . . . TENBROKE'S TEXAS SHOW is currently in Hunt County, Texas, presenting pix and a flesh bill, *The Old State*, by E. F. Hannan. Years ago Manager B. Tenbroke operated Tenbroke's Tent Players in Kansas and Missouri. . . . DON MARLOWE, formerly on the Majestic Showboat, is winding up a two-weeker at the Vogue Theater, Detroit, as emcee. . . . CHARLES (DOM) WILLIAMS took time off from his duties as singing bartender at Stone's Gay 90s, Columbus, O., Monday of last week (25) to visit old friends in Cincinnati. . . . BENNY WULKOTTE has quit as leading man with the Bryant Showboat in Cincinnati to join up with Del Staton's orchestra at Gene's Cocktail Lounge, Fargo, N. D. Benny, who was on the Bryant craft five seasons, recently completed work on an album of river songs. One of the numbers, *River Serenade*, has been selected by the Huntington (W. Va.) Civic Symphony for early presentation. . . . MANUEL'S TENT SHOW, Manuel Remala, manager, is getting a satisfactory play in El Paso County, Texas, with vaude and pix.

BOB WHITE, of the former well-known stock and rep team of Henley and White, was the victim of a grand surprise last week when his sister, Mrs. William Ford, of Houston, popped into Cincinnati to visit him. They hadn't seen each other in 31 years. Mrs. Ford inquired of her brother at a Cincinnati police station and the coppers kindly consented to haul her out to the White home in a police car. *The Cincinnati Post* sent out a reporter for a story and photo. Mr. and Mrs. Bob White (Nellie Henley) are operating a restaurant in a Cincinnati suburb. . . . HARRY ROLLINS, formerly with the Billroy Comedians, opened last Friday (29) with a Midwest Circuit burly show in St. Louis. . . .

Bachrach and Jackie Martin, Phil Rainey and Joann Leslie, and Bill Harris and Minnie Ferenzi, and Marvin Hobaugh and Pete Trimble, solos. Treadmills are still in effect.

"POP" MILLER, former contestant in Ray (Pop) Dunlay walkies, was at the recent Harvest Days' Celebration at Midvale, Utah, pitching novelties on the street and on the C. C. McDermond Shows' lot. Our informant says he's looking swell and that he is still the same old spry kidder.

MARGIE VAN RAAM was married to a Honolulu boy during the recent Carl Holt derbyshow there and it is reported that she may make her home in that city.

JOHNNY CROWDER and wife, Roma Terry, are residing in Los Angeles, where Johnny is holding down a good job out of the business. Also holding down a good position in L. A. is Ray Passo, husband of Eileen Thayer, and brother of Jimmy Passo. Both the Crowders and the Passos are expecting a visit from that long-legged bird in February.

MICKEY THAYER JR. is entering junior college in Los Angeles this fall.

CLIFF REAL, derbyshow emcee, is appearing nightly at Club So-Ho, Chicago. He cracked the amusement page of *The Chicago Herald-American* August 23 with a swell likeness of himself.

BILL TODD, former Leo Seltzer contestant who walked in the Middle West and East from 1934-'36, is now managing a magazine crew in the Chicago area, reports Al Thomas, who says he has been working with Todd all summer. Thomas is anxious to know of Joe Solar, Velma Lane, Shirley Shelton, Florence Lett, Betty Marshall, Francis Martin, Al Burke, Jack Duvall and Helen Hawkins are still active in the field.

BILLROY'S COMEDIANS day and dated the George Roberson Players at Galesburg, Ill., August 26, where the latter troupe is playing a three-week stock run. Both shows enjoyed good business and there was much visiting between the members of both companies. Al Pitcaithley, of the Billroyans, indulged in a gabfest with Dick Shankland, Janet Reese, Bud and Pat Rowley and Joe Hagerty, of the Roberson opry, that ran thru most of the night. . . . CLARENCE AUSKINGS writes to correct an item which appeared here in last issue. In the item we referred to a Jack Primmers as advance man for the Roberson-Gifford Players. Auskings, who has just closed as advance with the Roberson-Gifford show to take the advance for the Dixie Queen Showboat, says there was no Primmers on the RG advance, but says that Harry Primmers and wife recently closed with the show at Beaver Dam, Wis. Primmers, Auskings says, was a canvas helper, and his wife was on tickets on the front door.

Philly Agents Split On Licensing Issue

PHILADELPHIA, Aug. 30.—New State licensing law for theatrical agencies threatens to boomerang against long established agents who championed the law. A split in the ranks of the Entertainment Managers' Association, indie org of agents here, is imminent.

Because of the new State restrictions, cafe bookers feel that their interests would be best served without being linked with the club bookers.

2 Phila. Clubs In Liquor Jam

PHILADELPHIA, Aug. 30.—For the seventh time, Louis Tomasco Jr., operator of the College Inn, had a run in with the State Liquor Board on the usual charges of permitting Sunday liquor sales and entertainment out of hours, and was slapped with a 100-day license suspension order. Carroll's Cafe also drew a 100-day suspension, but is appealing to the courts.

Books Gal Under 18; Loses Liquor License

HARRISBURG, Pa., Aug. 30.—Immediate enforcement of Pennsy's new law prohibiting the employment of talent under 18 years of age in night spots has resulted in 30-day suspension of liquor permit of Charles R. Swanson, Kersey Inn, Kersey, Pa.

Fort Wayne House Leased

FORT WAYNE, Ind., Aug. 30.—Mrs. Clyde Quimby, president of Quimby Theaters, has signed a new 25-year lease for the Paramount Theater, first-run house here. Negotiations were made between Mrs. Quimby and Edgar H. Kilbourne, president of Loop Realities, Inc., owner of the Paramount.

Merrill, Wis., Club Opens

MERRILL, Wis., Aug. 30.—Club Modern has been opened near here by James Agostine. The nitery is finished in an ultra-modern masonite fashion. Features Miss Margo, songstress.

OPENING SOON COLISEUM WALKATHON in Chicago

SID COHEN, 23 E. Jackson Blvd. WATCH FOR DATE

Wanted: Eddie Rittenhouse, contact Sid Cohen in Philadelphia, Pennsylvania.

CONTESTANTS!

Cicero, Ill., Friday, Sept. 12th Accommodations start Wednesday, Sept. 10th. Oldtimers, come on! Join the "Banner Show of the Year" with an oldtimer. Up to \$1750.00 in cash prizes! Write

EUGENE "RED" LEINEN

Annetta Hotel, Cicero, Ill.

Non-Theatrical Films

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

Fight Looms on "Medicine Show" Levy on Free Films

Merchant-sponsored shows subject to \$1 a day tax—Indiana operators and merchants band together to fight legislation—injunction is asked

WABASH, Ind., Aug. 30.—Litigation started in Circuit Court here will be watched closely by roadshowmen thruout Indiana and other States. The trouble began as the result of a recent ruling of the attorney general's office at Indianapolis that free motion picture shows staged by advertisers or by others are "wagon shows" and as such are subject to a tax of \$1 a day. A fine of \$50 for each day a show is given and the \$1 fee not paid is also stipulated in the new ruling. The law involved was passed in 1917, at which time there were no free movies such as now used. Originally the law was intended to apply to medicine shows. According to records, the first of the non-theatrical, merchant-sponsored shows was produced in Wabash County, Indiana, in 1925 by Earl Scott, of North Manchester, and Leroy Dennis, of Wabash. This type of show has today become a nationwide enterprise.

A suit has been filed in the Wabash Circuit Court against James Given, treasurer of Indiana; James Bricker, Wabash County treasurer, and Lee Sailors, county auditor, asking an injunction and declaratory judgment to prevent collection of the \$1 a day tax from operators of merchant-sponsored shows which are shown in half a dozen places over the county each week. The petitioners in the action include Dennis Film Bureau, film rental bureau; Bromley Chevrolet Sales, Rogers Wright, Earl Scott, Clarence Crouch, Hugh Singer, Howard Gaunt, Russell Hughes, all of Wabash, and George Morgan, of Peru, Ind.

Deputy Attorney-General Joseph O. Hoffman, in a letter to Dennis, stated: "I have been informed that these collections are being made pursuant to the provisions of Chapter 219, Acts 1937, Section 1, providing license fees, among others, as follows: 'To exhibit any wagon show, \$1 per day.'

"Wagon shows have been construed to mean any exhibition which is hauled around for exhibition purposes from place to place," the Hoffman letter stated. But the suit makes the point that an automobile used to transport film from town to town cannot be termed "a wagon." The plaintiffs in the action further hold that if the ruling of the attorney general were upheld, it would be necessary to collect the \$1 a day fee from college glee clubs, 4-H clubs and all others who provide any sort of entertainment and travel by auto.

Seemingly the only question to be determined by the local court is whether a wagon is a wagon no matter how much modernizing it may have had, or regardless of whether horses are being used. The injunction action was begun when Dennis received the attorney general's letter, which stated that a member of his staff had been assigned to handle collection of the tax and would be in Wabash in a few days to go over the matter.

According to Dennis, during the last three sessions of the Indiana Legislature the Indiana Theater Owners' Association is said to have proposed bills to cripple the non-theatrical shows, but each time the measures were defeated. In a brief resume of the situation Dennis pointed out that there are 550 theaters in the State. There are also about 3,000 business men who are supporting the non-theatrical free shows, and it has been estimated that more than 3,000,000 people attended these shows in Indiana alone this year, according to Dennis.

The Dennis Film Bureau is the only exchange in the State furnishing films for the merchant-sponsored shows. The firm has been named a party in the suit because it sponsors two shows in the community, one at the Earle's lodge and the other at the Century School. Other shows are given by operators who are among the petitioners. Advertising reels will be taxed the same as ordinary entertainment pictures should the State contention be upheld, it is reported.

The final outcome of the present court action will have an effect in other States where the same or similar statutes are in force.

Pa. Censor Halts "Aunt" Reissue

PHILADELPHIA, Aug. 30.—The 16mm. silent version of *Charley's Aunt*, with Syd Chaplin in the title role, scheduled for showing at the Ye Old Time Theater here, is being examined by the Pennsylvania Censor Board. The board halted the showing since it had not given its official sanction for release.

There is no question of banning the film, it is reported. However, a member of the board explained that approval to run the film would be granted after certain suggestions to cut designated scenes had been complied with. The film had been offered for review prior to showing, as is the custom, but the board insisted on changes before it would grant final approval.

The local theater was opened two months ago by Barnard Sackett. Its policy features the showing of 16mm. releases of old-time movies.

New and Recent Releases (Running Times Are Approximate)

SING, AMERICA, SING, released by Nu-Art Films, Inc. The first of a new series of one-reel community song films produced and directed by Jack Kemp. This series is not to be confused with animated or cartoon productions, as it contains talented performers accompanied by outstanding orchestras. Audience participation is invited in singing American melodies familiar to all, including *Casey, Home on the Range, Daisy, Love's Old Sweet Song, and America*. Running time, 10 minutes.

CONVENTION GIRL, released by American Trading Association. A seven-reeler featuring Rose Hobart, Sally O'Neil, Herbert Rawlinson, and Isham Jones and his orchestra in a fast drama of night life in Atlantic City. A behind-the-scenes story that tells what happens when the out-of-town boys drop in. Running time, 63 minutes.

CLUB DE FEMMES, released by Brandon Films, Inc. This is a French dialog film with English titles. In the star role is Dannielle Darrieux. This light drama was adapted from a story about the problems of girls who live in a modern women's club. Running time, 85 minutes.

EVERYTHING IS RHYTHM, release by Astor Pictures Corporation. A six-reel musical comedy featuring Harry Roy and his band, with a cast of stellar entertainers. Nine new songs are introduced in this production for all tastes—from swing to spirituals. Romance, pretty girls, and comedy are also offered. Running time, 56 minutes.

KINGDOM FOR A HORSE, released by Post Pictures Corporation. A one-reel sound film portraying all types of horses. The family Old Dobbin tells the story of his high and low-born relatives—the blue-ribbon high-stepper, polo ponies, race

horses, trotters, jumpers, bucking bronks and even the almost extinct fire horse—all pass in review in an entertaining manner. Running time, 10 minutes.

FRAMED FOR MURDER, released by Astor Pictures Corporation. A seven-reel romantic murder mystery with thrills and suspense. Wallace Ford, June Clyde and Fuzzy Knight are featured. Running time, 61 minutes.

Cutting It Short

By THE ROADSHOWMAN

Robert L. Alston, roadshowman operating in Jersey, has built up additional income by offering stage lighting services. Where his film program forms only a part of the entertainment and live talent is used in conjunction, he offers complete stage lighting facilities. He reports that this branch of his business has made it possible for him to secure additional bookings for his film programs.

VAUDEVILLE REVIEWS

(Continued from page 23)

swing version. Other travails included a parody on *Everything Happens to Me* and *Solitude*. Only redeeming feature was her rendering of *Solitude*.

Glen Pope got warm applause from a cold house for his pouring a glass of milk into a waterproof paper bag which then exploded at the touch of a lighted match. His Chinese string trick, with the audience guessing the solution, was dragged out too long. His sleight-of-hand with cigarette and thimbles was good, but would have been better had he cut the time in half. More tricks in faster time would improve the act.

Will Ahearn spins ropes, doubles as emcee and his gags are as humorous as a splinter in a wooden leg. In the wind-up, does a fair Cossacksky aided by his partner, Gladys, who spins a fair rope.

Roscoe Ates closed the show with two good violin solos, *Chicken Reel* and *Mighty Like a Rose*. Partner, Barbara Ray, contributed little more than pulchritude to the act. Ates, stuttering pic comic, made weak attempts to be funny, but really brought the house down with his violin solos.

Fair crowd when show caught. Pic was *Barnacle Bill*. Harry B. Kind.

RKO Palace, Cleveland

(Reviewed at Noon, August 29)

The opening vaude bill for the Palace's new season is Earl Carroll's *Vanities*. The unit brought 'em out and packed 'em in clear to the walls. The picture is *Parachute Battalion*, a perfect build-up for the vaude.

The chorus opened with a weak ensemble number, with little or no life. Same slow tempo is carried on thru their other ensemble scenes.

The audience reaction was big for Buster Shaver, with Olive and George, for their excellent precision dancing and keen personalities. Second best receptions went to Wiere Brothers, whose comedy and dancing ranks them away up front, altho the turn seems to be a little too subtle for the average vaude house. Third audience choice were the Slate Brothers, very good comedy acrobatic dancers, but lacking in appreciative wit.

Jeanne Devereaux gave the crowd every whirl, twirl and pirouette in the book, and altho the applause was spotty it was good to know that some of the audience appreciated real talent.

But after all, there are plenty of gals in the show, and each one a feast for the eyes. Oscar A. Bergman.

SUGAR'S DOMINO

(Continued from page 4)

both actors and booking men have for its authority.

We would be ready for retirement if we had a dollar for how many actual violations take place during the average year of salary and commission rules laid down by the American Federation of Musicians. Yet from a comparative standpoint the AFM is highly successful in enforcing its rulings. This is because the AFM is adamant and powerful. It hews to the line and doesn't hesitate to throw the book at violators when they are discovered. And musicians, bookers, and agents and spot owners are well aware of this. That's what the AGVA will have to do before it expects to make real progress. It is not an easy job by any means, but the AGVA can accomplish it if it purifies itself of all unwholesome elements and if it can in

some way (it's up to AGVA's leaders to worry about how to do it) get the full co-operation of its sister unions. There is a revival of flesh about to take place without the slightest shadow of a doubt. In view of this the sooner the AGVA gets started going the better for the actor, who will be the one to benefit from all of this in the end.

ORCHESTRA ROUTES

(Continued from page 14)

Spivak, Charlie (Lincoln) N. Dartmouth, Mass., 5, p; (Hershey) Hershey, Pa., 6, p; (Ritz) Bridgeport, Conn., 7, b; (Central) Passaic, N. J., 10-16, t. Stamois, Spiros (L'Aligon) Chi, re. Stoeffler, Wally (Riley's Lake House) Saratoga, N. Y., ro. Stolzenberg, Ray (KATE) Austin, Minn. Stower, Jules (18 Club) NYC, nc. Strand, Manny (Earl Carroll's) Hollywood, Calif., nc. Strickland, Don (Bartlett's Beach) Jackson, Mich., p. Strong, Benny (Washington) Jacksonville, Fla., h. Sylvio, Don (Bertolotti's) NYC, nc.

T

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

V

Varrol, Tommy (Club Ball) Brooklyn, nc. Varzos, Eddie (Biltmore) Providence, R. I., h. Viera, Al (Ivanhoe) Chi, r. Vincent, Jimmy (Ten Eyck) Albany, N. Y., h.

W

Wagner, Perc (Carlisle) Allentown, Pa., c. Walsh, Jimmy (Casino Gardens) Ocean Park, Calif., b. Wasson, Hal (The Plantation) Grand Rapids, Mich., nc. Weeks, Anson (Legion) Rapid City, S. D., 5, b; (Legion) Lead 6, b; (Auditorium) Pierre 8; (City Hall) Chamberlain 9; (Auditorium) Moberge 12. Weems, Ted (Keith) Grand Rapids, Mich., 3-6; (State) Kalamazoo 7-9, t. Welch, Bernie (Majestic) Lima, O., until Oct. 18, t. Welk, Lawrence (Trionon) Chi, b. Wendell, Connie (Ace of Clubs) Odessa, Tex., nc. Werner, Johnnie (Club Alicia) Detroit, nc. Whitehead, Jack (Bath & Surf) Atlantic City, nc. Williams, Claude (Kelly's Stables) NYC, nc. Williams, Griff (Palmer House) Chi, h. Wilson, Teddy (Cafe Society Downtown) NYC, nc.

Y

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

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BIZ SOARING AT BIG ONES

BG Gets Record Crowds at Iowa

Gate far ahead of last year
—Bill King wins talkers' contest

DES MOINES, Aug. 30.—With record-breaking crowds on hand, receipts of the Beckmann & Gerety Shows, midway attraction at Iowa State Fair, August 20-29, exceeded any previous year for the shows here. Co-Owner Barney S. Gerety said that it was the largest gross on the midway at any time and added that receipts were at least 20 per cent ahead of 1937 and 1938, and far ahead of last year, when rain curtailed attendance. Good weather was a big aid this year.

Business started out 15 per cent ahead of 1940 for the first two days, when attendance held pace with last year, but with the gates clicking off an all-time (See IOWA BIG FOR BG on page 30)

Lawrence Kutztown Biz Shows 40% Hike

KUTZTOWN, Pa., Aug. 30.—Lawrence Greater Shows' stand at the Kutztown Fair here, their first of the season, wound up last Saturday night with a 40 per cent increase in business over last year despite rain on Tuesday, Children's Day. Shows came in here after concluding a still date season, which was far ahead of last year, Scott Walton, of the shows, reported.

E. L. Bordner, fair manager, said the gate receipts topped all previous years. Among visitors were Ed Scholl, president Allentown (Pa.) Fair; Mr. Morris, concessions manager Reading (Pa.) Fair, and Dr. William D. Weiss and party from New York. Dr. Weiss is a brother of Mrs. Lawrence.

Ex-Showman With British Line Goes Thru Two Raids

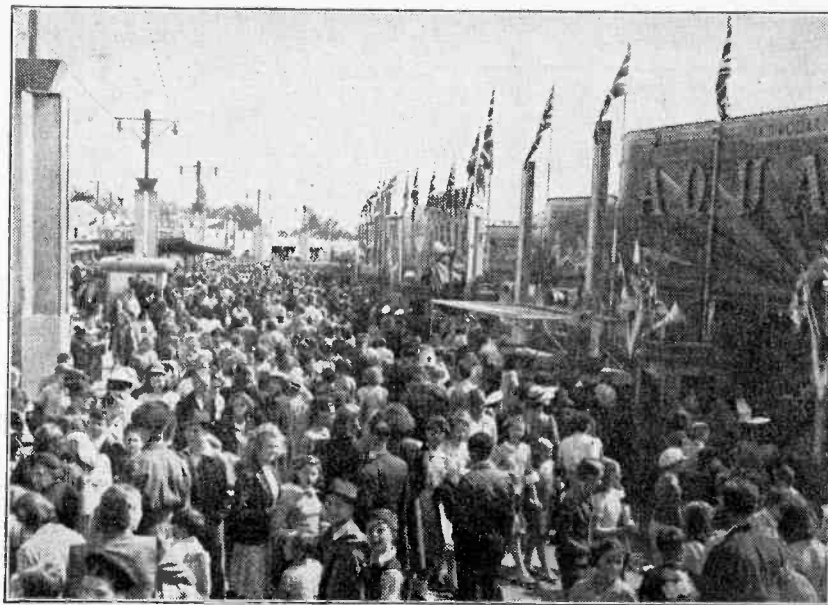
NEW YORK, Aug. 30.—L. B. (Coast-to-Coast) McGregor went thru a harrowing set of air raids while in Liverpool and says the "Jerries" can keep that sort of fun at home. He wants no part of it. McGregor, former concession agent with many midways, has been for six months fourth engineer on the S. S. Empire Surf, owned by Saint Steamship Company, London, and came to town while the steamer is temporarily berthed in Boston. He said the ship would sail soon "for some port in the United Kingdom" and mentioned that carnivals are not operating in England due to blackouts, air raids, etc.

"Can't go into detail on the raids, but take it from me they were something," McGregor said.

Twin Brothers, Eh?

WHEN PAUL REMOS and his midgets, who took part in the opening night revue in front of the grandstand at Minnesota State Fair, St. Paul, August 23-September 1, were wandering about the Royal American Shows' midway Saturday afternoon (23) before their show, they were stopped by a Twin Cities newspaper reporter and photographer.

Looking at the midgets, the reporter said, "My, my, twin brothers, eh? How old are you?" With a twinkle in his eye, Lester, one of the midgets, spoke up and said, "Four and a half." "Are you from Minneapolis or St. Paul?" the reporter inquired. Stanley, the other midget, replied, "No, New York." Whereupon Remos said that he had brought the little boys all the way from New York to see the fair. The photographer took a shot of Remos and the "four-and-a-half-year-olds," and the picture made the front page of one of the Twin City Sunday morning papers, to the great glee of all the performers at the fair.



HERE'S A PORTION of the huge crowds which packed J. W. (Patty) Conklin's Frolexland, midway attraction at the Canadian National Exhibition, Toronto, on Children's Day, August 25, despite rain which lasted until 2 p.m. Attendance on the day was estimated at 156,000, a dip of 28,000 under last year's figure of 174,000 for the same day when good weather prevailed. Photo by Len Humphries.

Warns of Cash Deals, Federal Priority on Future Equipment

NEW YORK, Aug. 30.—Carnival owners, independent contractors, concessionaires with purchasing power and others on the current or future buying market had better provide for their equipment needs immediately or there is a reasonably good chance that they will not get it. They should be prepared to put up 100 per cent cash in transactions involving equipment in which parts are vital to national defense, and if their require-

ments are not considered "essential" they may be left out in the cold whether they have the dough on the line or not.

This is the warning sounded by Art Lewis, owner of the shows bearing his name, as a guide and reference for his colleagues who are contemplating general purchases. Lewis encountered details of the various restrictions when he came into town this week to complete (See LEWIS ON PRIORITY on page 30)

Crafts Troupers Killed in Crash

LOS ANGELES, Aug. 30.—Jack Sheehan, truck driver and mechanic's helper, and Charles Tobin, ride helper, were killed near here early Wednesday morning when the Rocket ride truck on Crafts 20 Big Shows broke while shows were coming over the treacherous ridge route from Bakersfield, Calif., to Los Angeles and rolled down an embankment. The cab burst into flames and Sheehan was burned to death. Tobin died later from injuries sustained when he was thrown from the cab.

Owner Orville N. Crafts set the damage to equipment at \$3,000, which was covered by insurance. Tractor was destroyed by fire. Rocket was damaged, but was repaired by Thursday night and sent to San Diego.

Army Beckons WM Showfolk

OTTAWA, Ont., Aug. 30.—J. D. Judy, owner Harlem Paradise Show on World of Mirth Shows, which played the Central Canada Exhibition here August 18-23, feared on the closing day that the Canadian army would wreck him. Two of his men enlisted at the recruiting depot on the fairgrounds and there was talk of his band joining up. He finally prevailed on recruiting officers to refuse additional enlistments of his men until after the fair closed. Horace (Dum-Dum) Garner, singing, dancing and talking comedian, and Jerry (Hot Lips) Bates, sax player, joined from Judy's show, and other World of Mirth showfolk who enlisted during the exhibition included Ellis Lee Maddox, tractor driver, and J. Mawhinney, member of the train crew.

Over Coffee Cups at CNE

By WALTER HALE

TORONTO, Aug. 30.—Eager photogs were on hand to snap the Duke of Kent during his visit to Kiddie-Land, arranged by Elwood A. Hughes, CNE general manager, and the Conklin publicity department had planned a coup. After a two-hour delay, during which time said public relations bureau gnawed to ruin a dollar manicure, His Majesty arrived—but not on foot as had been expected. Instead, the handsome duke was whisked by the miniature rides and mechanical circus in a touring car. A couple of the shutter clickers scored for good pictures, but J. W. (Patty) Conklin, the Canadian Carnival King, had departed after remarking, "I'm a busy man myself."

GEORGE A. HAMID, producer of grandstand revues extraordinary, was

about Frolexland at the helm of his latest colossal car during the Sunday layoff. Gazing about him in half-pretended awe, he remarked, "Just think—I knew this Patty when." Trigger quick, Patty parried with, "Yes, but I was never an acrobat." The two then went for a resplendent spin, living inspirations to youths who would be showmen. Hamid, however, started at the top. (He was topmouther in an Arab tumbling act).

WHEN Patty gave Aquacade, the Sam Howard-Alfie Phillips water show, an additional thousand seats for the CNE date, there were two schools of thought among the sages who profoundly analyze the whys of all money-getting attractions. The left-wingers were of the (See TORONTO GOSSIP on page 31)

WM Topples Ottawa Marks

Midway gross is up 35 per cent over previous stand—Kids' Day big

OTTAWA, Ont., Aug. 30.—Providing the midway at the Central Canada Exhibition in Lansdowne Park here, August 18-23, for the 12th time, World of Mirth Shows chalked up a 35 per cent increase in business over the former high midway gross established by them in 1939. General Manager Max Linderman said that each year's results have shown an increase and this year the hike was attributed to more rides and shows than when organization last played Ottawa and to the wartime prosperity of Canada's capital.

Shows, whose visit here marked the first trip into Canada by a large American carnival, were in full operation early Monday, Children's Day, and grosses surged to more than 50 per cent above the previous high for the day. (See WM HIGH IN OTTAWA on page 30)

Monroe Ork Inked For SLA Toronto War Show Benefit

TORONTO, Ont., Aug. 30.—Midnight, September 5, has been set as the date for the Showmen's League of America sponsored benefit show for the Canadian War Charities in the Coliseum at the Canadian National Exhibition here. Elwood A. Hughes, CNE manager, will be general chairman and emcee. Music will be provided by Vaughn Monroe's band, with acts from George A. Hamid's grandstand revue and the various Frolexland attractions being incorporated to provide the entertainment.

The Evening-Telegram, currently conducting a tremendous campaign for the British War Victims' Fund, will receive 25 per cent of the proceeds, with The Toronto Daily Star, promoting money for the Red Cross, getting an equal amount. Remainder will be donated to other worthy charities, under a special charter granted League President Frank R. Conklin by the Canadian government. There is already more than \$15,000 in the general fund, the money being accrued during the Edmonton Exhibition.

J. W. (Patty) Conklin, manager and producer of Frolexland, will be in charge of the event. Walter Hale, Conklin press agent, is handling publicity. Joseph L. Streibich, League secretary, will be active, as will Frank D. (Doc) Shean.

Hennies Starts Well At Detroit Opener; Kids' Day Date Set

DETROIT, Aug. 30.—Hennies Bros.' Shows opened at Michigan State Fair here August 27 to a record first-day crowd. All rides and shows worked to excellent results and an estimated half million attendance is expected for the 12-day run. Midway location has been switched this year to the southeast corner of the fairgrounds, but there was sufficient space for everything to set up.

Shows came in from a successful stand in Racine, Wis., while Harry W. Hennies, George Westerman and Jack Grimes were in a week in advance to make the necessary arrangements for Nate Worman, lot superintendent. Manager Ralph Clawson has arranged with Bernard J. Youngblood, fair secretary-manager, to institute a Children's Day this year, and it will be held the day after Labor Day. Special advertising and billing have been arranged for.

Raleigh Davidson, for many years chief electrician with the Ringling-Barnum circus, has been placed in charge of all Diesel plants. His brother, Dave, has been given charge of the concessions stock department.

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Slightly used, good as new, tan color. Seven feet high, \$19.00 per hundred feet; eight feet high, \$22.00. Twenty thousand feet to be sold. Half deposit with order.
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230 Main Street Cincinnati, O.

JOHN R. WARD SHOWS WANT

Minstrel Show People, Musicians, Teams, fast-stepping Chorus Girls, Piano Player, Pee Wee Cheatum, wire Billy Wilson, Athletic Show Manager and People. Have complete outfit for Snake Show. Want Manager for same. Want Acts for Sideshow, Talkers, Grinders and Ticket Sellers. Place Concessions, Mouse Game, Nail Joint Agents. Robert Hauser, wire or come on. Ride Help in all departments who drive semis, Artists and Sign Painter. Tex Stuart, wire. Place Canvasman. Long season. Best Southern Fairs. Address all replies:
Kankakee, Ill., this week; then Arcadia Valley Fair, Ironton, Mo.

ERIC B. HYDE SHOWS WANT

For Assembly and Devine Sts. Lot, Columbia, S. C., and balance of season, a few Wheel Concessions that will work as instructed. Furnish Spain in charge. Also Lead Gallery, Photos and other legitimate Concessions. Can place Performers and Musicians for Minstrel Show. All address:
ERIC B. HYDE, MGR., COLUMBIA, S. C.

RALPH R. MILLER WANTS

Italian Casters for Plaster Factory. All winter's work. Shop now open at Baton Rouge. G. G. Varpl, Nannie, wire address. Can use Ride Men, Country Store Wheel Agents. Join now; get preference all winter's work. Concessions all open except Diggers. Can use Truck Drivers and Ride Men at Philadelphia, Penn., this week. All wires: **BATON ROUGE, LOUISIANA.**

BARKOOT BROS.' SHOWS WANT

Three sensational Free Acts and two Clowns to join Sept. 9th, Alma, Mich. Can place three high-class Shows to join at once. Want strictly Merchandise Concessions of all kinds. Want Ride Help who drive semis. Address per route: Saginaw, Mich., Sept. 3rd to 8th; Alma, Mich., Mardi Gras, on streets, Sept. 10th-11th-12th; Gladwin (Mich.) Fair, Sept. 15th to 20th.

FIREMEN'S CELEBRATION

SEPTEMBER 8. IN HEART OF TOBACCO MONEY.

Want legitimate Concessions of all kinds. NOTE: No Coupon Store, no Wheels or Gypsies. Manager for Snake Show and Mickey Mouse Show. Want Ferris Wheel Foreman. Fair Secretaries, have two open weeks. Gordonsville, Virginia, this week. Wire or write **SOL NUGER or ROCCO.**

VIRGINIA GREATER SHOWS

ROCKINGHAM COUNTY FAIR

HARRISONBURG, VA., WEEK SEPT. 15TH
Want Rides, Shows, Concessions that don't conflict. This is the biggest Fair in the whole Shenandoah Valley. Right in town. Wire, write

BARNEY TASSELL UNIT SHOWS

This week, Winchester, Va., city parking lot in town; week Sept. 8th, Orange, Va., back of Postoffice in town.

PCSA To Honor Chipman

LOS ANGELES, Aug. 30.—Harry Chipman, vet showman, will be honored by the Pacific Coast Showmen's Association at its September 8 meeting. Meeting is in line with club's summer policy of honoring old-time showmen and quizzing them regarding their experiences.

IOWA BIG FOR BG

(Continued from page 29)

record crowd on Sunday and large crowds continuing thruout, grosses shot far ahead of previous years. All shows and rides did near-capacity business, with Ferris Wheels and the Whip leading the rides. A new Fly-o-Plane was added on Wednesday with Pete Kortez in charge of operations. Abner K. Kline, of Eyerly Aircraft Company, supervised erection of the ride.

The Des Moines Register and Tribune gave the midway plenty of publicity, with Zorima, Ice Revue and Casa Rumba shows coming in for some large pictorial space.

Station WHO held a talkers' contest Saturday afternoon, with all talkers doing their bit in one-minute discourses. Judges, selected by Fair President Mullin, awarded first prize to Bill King, Hollywood Monkey Show talker. He was presented with a medal in the form of a megaphone, donated by the Master Craftsmen Corporation.

Tuesday night the shows entertained 40 newspapermen at a cookhouse dinner, served by Jimmy Ardill, his chef and waiters. Guests included Jean Wallace, daughter of Vice-President Henry A. Wallace. After the dinner the entire party toured the midway. Messrs. Beckmann and Gerety were congratulated by the group on their attractive midway. Bill Naylor handled the party, assisted by Guy West.

LEWIS ON PRIORITY

(Continued from page 29)

a deal which will give his outfit eight 60-kw. Diesel light plant units beginning with the '42 season. He said such an

order is typical in that specifications are sent to the Office of Production Management in Washington, and the Priorities Division of the OPM studies them to determine if the material ordered is absolutely essential to the purchaser without substitution. He described this procedure as an "essential rating." Lewis also said ops will find cash demanded in 99 out of 100 cases.

Lewis's deal is the first in a series to develop an all-Diesel midway in 1942, when his org will start out from new permanent winter quarters in Norfolk, Va. Lewis up until now has used the Army Base there for quarters, but that is unavailable for obvious reasons. A seven-acre property has been purchased and quarters will be built there from the ground up. Lewis also stated that Col. Charles B. Borland, city manager, has already issued a license to his show to open in Norfolk "for a consecutive period of years," and Mayor Davis of South Norfolk has granted a permit to make that town his second stand next year.

WM HIGH IN OTTAWA

(Continued from page 29)

Hike was partially due to an increase in prices, as all units went for a minimum of 10 cents, a 50 per cent increase over established Kids' Day prices. Policy was put into effect to offset war taxes and current exchange on Canadian money. First 200 children to enter the grounds on Monday were presented with free souvenirs by Linderman. Linderman said that the organizations encountered no trouble entering the country.

Local date marked the shows' first fair of the season and followed 16 weeks of still dates in the United States. Because midway space was reduced and surrounding exhibition buildings were not being used for exhibition purposes, the midway layout was the same as on still-date stands. However, with all rides in the center and shows forming a horse-shoe around them, the midway layout was more attractive than the ordinary spread out set-up on fairgrounds. To open the fair season, almost all shows and rides were freshly painted and many sported new fronts. Show train arrived August 17 from Portland, and opened the following morning at 9 a.m. On opening and closing days children were admitted free to grounds and midway did land-office business on both occasions.

D.S. DUDLEY SHOWS WANT

Legitimate Concessions that don't conflict. Shows with own outfits. Girls for Girl Show. Dependable Ride Help, must be sober. Denison, Texas, Labor Day Celebration, one day only, Sept. 1, City Park, Walters, Okla., Fair, Sept. 2 to 6; Waurika, Okla., Fair, Sept. 8 to 13; Blooming Grove, Texas, Fair, Sept. 15 to 20; Quinlan, Texas, Fair, Sept. 22 to 27; Lone Oak, Texas, Fair, Sept. 29 to Oct. 4; Paducah, Texas, Oct. 6 to 11; Littlefield, Texas, Oct. 13 to 18; Levelland, Texas, Fair, Oct. 20 to 25; O'Donnell, Texas, Oct. 27 to Nov. 1; Post, Texas, Nov. 3 to 8; Rude, Texas, American Legion Armistice Celebration, Nov. 10 to 15.
D. S. DUDLEY, Mgr.

WANT J. F. SPARKS SHOWS

Will book any good Shows with outfits complete. Need Chorus Girls and Musicians for Minstrel Show. Drome Riders or will book Motordrome complete. Sell exclusive American Palmistry; no Gypsies. Sell exclusive Candy Floss and Candy Apples. Book all legitimate Concessions except Bingo and Photos. Need Second Man for Spitfire, one that drives Semi preferred. All replies to **J. F. SPARKS, Oneida, Tenn.,** this week; then the big one, Maryville, Tenn.

PAN AMERICAN SHOWS

WANT

Manager with talent for Athletic Show, Talker and Girls for Hula Show, Agents for Skillo and Roll Downs. Concessions of all kinds for Austin, Indiana, Tomato Festival, this week; American Legion Celebration, Washington, Indiana, next; then Maxville, Kentucky, Fair; with other good spots in the cotton country to follow.

BUFFALO SHOWS

VETERANS OF FOREIGN WARS
FREE STREET FAIR

OGDENSBURG, N. Y., SEPT. 9 TO 13

Held in the Market Place, exactly in the center of the business district. The first and only Carnival in the city this year. Want legitimate 10-cent Concessions. Long list of Street Fairs and Celebrations to follow. This week, Hemlock, N. Y.

TENTS-BANNERS

Buy Now and Avoid Disappointment
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4862 North Clark Street, CHICAGO, ILL.

CAN PLACE HAWAIIAN SHOW

Have Complete Outfit. 10 MORE FAIRS.
Wire
GREATER UNITED SHOWS
Holdenville, Okla., this week

WANTED

FOR STEWART COUNTY FREE FAIR

Dover, Tenn., Sept. 3-6
CONCESSIONS: Popcorn, Pitch Til Win, Fish Pond, Hoopla, Scales, Shooting Gallery. Also Agents for Rat Game, Ball Game, Bingo, Penny Pitch. Six more Fairs to follow. Out until Christmas.

W. E. Page Amusement Co.
Dover, Tenn., Sept. 3-6

ACTS WANTED

FOR

NATIONAL HOME SHOW

Week September 15, Pensacola, Florida. Address **REAL ESTATE BOARD, Care of Chamber of Commerce.**

FAIRS--JOIN NOW--FAIRS

Cloud County Fair, Glasco, Kansas, this week; Mitchell County Fair, Beloit, Kansas, next week; then West Texas. Want Ride Help, Foreman, Second Man, Wheel and Swing, Grind Shows, Cookhouse, Lead Gallery, Striker, Scales, Novelties.

GRAND UNION SHOWS

WANTED

For Des Arc, Ark., 12 County Stock Show, week of Sept. 15; Des Arc, Ark., and Fulton County Fair, Salem, Ark., one Flat Ride, 25%. Will place any clean Show, 30% Concessions. Stock, \$10 on the line; Grab, \$15; General, \$20. Do not wire, come on. No racket, must be clean. No rags wanted. Big Joe Neal, the country gentleman, come on. Henry Dotty and wife, can place you. Real proposition. Address **DAVE COOPER, Business Mgr. GOLDEN ARROW SHOWS** as per route, P. S.—Fair Secretaries, we have what you want. Come, look us over. Two weeks open in October, one in November.

WANTED

PALMYRA, N. J.

OCT. 8 TO 13

AMERICAN LEGION FAIR

Ferris Wheel and Legitimate Concessions of all kinds. Using Billy Ritchie's Water Circus. Featuring Herr King Swift in 117 ft. Fire Dive as Free Attraction. **JOHN KEELER, Manahawkin, N. J.,** Sept. 2 to 6.

I WILL PAY \$10.00

To the First Party who can give me the present address of
**ROBERT LEE (or)
ROBERT LEE BENNINGTON**
Address: **LEE WIRTH, care Billboard, 390 Arcade Bldg., St. Louis, Mo.**

WANTED AT ONCE

Talker and Girls for Girl Show. Have complete outfit.
LAWRENCE GREATER SHOWS

Mt. Ranier, Md., this week.
Fairmont, No. Car., next week.

FUZZELL'S UNITED SHOWS

Want capable Athletic Show Manager, must be sober and reliable. Linden West wants Girls. Dorothy, Silvia, Betty, wire. Audubon, Ia., Fair now; Slater, Mo., Fair next; then eight Arkansas Fairs.

BOB COLEMAN

WANTS

Caller and Counter Man for Bingo to join at once. This week, London, Ky.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

LABOR DAY no misnomer on midways!
 CHARLES E. (DOC) FOSTER, veteran trouper, is residing in Washington, D. C.

SIG ANDERSON has his well-flashed tattooing layout working to good results on West's World's Wonder Shows.

MR. AND MRS. JOE KIPLINGER have booked their photo gallery with the Magic Empire Shows.

AFTER several weeks' absence, Fred Riner has returned to W. E. West Shows as Merry-Go-Round foreman.

FAMOUS Last Words: "I'm sorry we didn't stay in that territory."

AFTER five seasons with the World of Mirth Shows, Earl Thomas is now managing the Clover Bar, Chicago.

AFTER a successful still-date tour with the Art Lewis Shows, Joe and Ruby Kane are playing a string of fair dates independently with their ball games.

MRS. W. E. WEST recently sold her bingo stand to Eli Cooper, who has booked the unit on the W. E. West Shows for the rest of the season.

SOME old-model riding devices are worth more now as scrap iron than they were as rides two years ago.

FOLLOWING a good tour with the Art Lewis Shows, Jim and Margaret Buccini spent a week's vacation with their parents in Rochester, N. Y., before joining Royal American Shows.

FORMERLY with the Gang Busters attraction at New York World's Fair and World of Mirth Shows, Patricia Cherrington is now at the Brown Derby, Chicago, James A. Crowley reports.

DUDE BREWER, agent for the Johnny J. Denton Shows, returned to the organization at Celina, Tenn., with a number of Georgia fair contracts, Johnny J. Denton reports.

GATE & Banner Shows stayed so long in one spot that the employees started calling it the park instead of the lot.—Milo McGoof.

MEMBERS of the Golden Belt Shows are mourning the loss of Rosie, monkey attraction on R. N. Menge's Side Show with the organization, who died at Montezuma, Ind. A pet of the shows, Rosie was two and a half years old.

ANYONE KNOWING the whereabouts of relatives of Rastus Jenkins, colored comic on Wallace Bros.' Shows, who died in Paris, Ill., on August 20 are requested to contact James L. Reed with the Wallace contingent, immediately.

HOWARD INGRAM, lot superintendent of the Art Lewis Shows, who has

Figure Ferret

A GROUP of concessionaires were warming up in a hotel lobby, cutting up the past season's big money. Said one, "I grossed over 15 grand last season, but the high privileges ate it all up." Said a second, "Why, that's chicken feed! My books show a gross of 36 grand on the season, but long jumps, high living and big privileges left me without any profit." Said a third, "I really believe my grosses on the season will go down in history as tops. According to my books, I grossed over 100 grand. High wages to help, big concession footage, high price of stock and the high living rate left me holding the bag." "You call that a big gross?" came in a fourth, "Hell, I had that topped before the fairs started but, like the rest of you, the unreasonably high overhead knocked me off." "Pardon me, pardon me," butted in a stranger. "I am the auditor for this hotel. The boss wants me to work on your books. He thinks that, no matter how perfect one is, he might make a mistake. He wants to help you and thinks that perhaps I may find just one town that will show a profit so that he can collect this week's room rent."

season if you spend all your time getting even.—Cadmus.

"BRIGHT LIGHTS EXPOSITION" blew the opening night in Stoystown, Pa., to rain, but the rest of the week was fair," F. A. Norton pencils from Confluence, Pa. "A midday was in the center of town with 3 rides, 3 shows, and 23 concessions."

BOB KEENER, who has had his lead gallery and photo galleries with R. H. Wade Park Attractions for several weeks of Western Pennsylvania firemen's conventions, closed with the shows at New Galilee, Pa., to play fairs and celebrations.

MRS. SARAH BULEY closed a successful season with Byer Bros.' Shows with her fishpond. She arrived in Kennett,



THESE MEMBERS of the advance staff of West's World's Wonder Shows posed for this photo while en route from Moline to Peoria, Ill. Mike Conti (right) is special agent and formerly was with Rubin & Cherry and Johnny J. Jones expositions and Beckmann & Gerety and World of Mirth shows. This year is his fifth with West. Bob Buckler (left) is in his first year as press agent with the organization.



FORMER Ferris Wheel and Merry-Go-Round foreman on W. S. Curl Shows, Robert Guthrie is now a sergeant over the mortar section of Company C, 166th Infantry, 37th Division, Camp Shelby, Miss. After closing with the shows in 1940 Guthrie resigned from the Ohio National Guard at London, O., and enlisted in the army for a three-year hitch last October.

ONE way to help the business is to stop calling it a racket while conversing with locals.

MRS. BOB (VERA) HANCOCK, who has been with Dee Lang's Famous Shows, all season, left to join Phil Little's concessions at Minnesota State Fair.

LEONARD H. WHEELER, grandson of Pop and Mom Wheeler, well-known trouper, is with the 48th Bombardment Squadron, Tucson Air Base, Tucson, Ariz.

VISITORS on Arthur's Mighty American Shows' midway at Weiser, Idaho, included Mr. and Mrs. Robert King and Mr. and Mrs. Joe Krug and their agents.

"IMPOSE Curb on Time Buying," reads a headline, "Doesn't look as tho we'll get that new car and trailer.—Annie Fay.

JOINING Arthur's Mighty American Shows in Weiser, Idaho, with their cook-house recently were Mr. and Mrs. Lloyd Carlson.

BETTY PFEIFFER, Rock Island, Ill., is spending her summer vacation with her parents, Mr. and Mrs. Fred Bolis on W. E. West Shows.

PATSY SRADER, of Anderson-Srader Shows, closed in Stockton, Kan., and will leave soon for Los Angeles, where she will continue her schooling at the University of Southern California.

been confined in Naval Hospital, Philadelphia, for the last three weeks, advises that he will return to the shows at Leighton, Pa.

PATRON asked a Ferris Wheel ticket seller, "How far do you ride for a dime?" "About three miles," was the answer.

FORMER TROUPER, Virginia Campbell, midget, was the guest of the Cole Bros. Circus at Chattanooga, Tenn. She also was hostess to a number of her friends with the circus at her home in Georgia.

STILL DOING magic and the blow off with his Unborn Show with Art Converse's Side Show on West's World's Wonder Shows is Frank Zorda. He reports the season has been a successful one so far.

PAT AND EVELYN TEMPLETON, after a successful tour of Western Canada, with J. W. (Patty) Conklin Shows, dished out frozen custard at Iowa State Fair, Des Moines, and have a string of State fairs booked for the rest of the season.

YOU'LL find it tough to get ahead on the

PENNY PITCH GAMES
 Size 48x48", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-16-20-24- and 30 number Wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$5.00
 100-Player Complete 7.25

SEND FOR CATALOGUE.
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.
 124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES
 1941 ASTRO READINGS ALL COMPLETE

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
 Analysis, 3-p., with Blue Cover. Each .09
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 Samples of the 4 Readings, Four for 25c.

No. 1, 34-Page, Gold and Silver Covers. Each .80
 Wall Charts, Heavy Paper. Size 28x34. Each 1.00
 Gazing Crystals, Oulja Boards, Planchettes, etc.

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Polcy.
 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15c.

HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.

ZODIAC F. T. CARDS. Pack of 35z Graphology Charts, 9x17. Sam. 5c; per 1000 \$6.00

MENTAL TELEPATHY. Booklet, 21 P. 25c

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise.

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 19 West Jackson Blvd. CHICAGO
 Instant Delivery. Send for Wholesale Prices.

POPPING CORN
 SKY-HIGH Brand MID-HYBRID 341 Dwarf, Hull-less, a GENUINE HYBRID produced by us, assures you maximum returns. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hull-less. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Cartons, Cones, Bags, Salt, also Salted in the Shell and Fresh Roasted Peanuts. Write for latest price list.

MIDLAND POP CORN CO., Minneapolis, Minn.

HUBERT'S MUSEUM Inc.
 228 W. 42d Street, NEW YORK CITY.
 WANT FREAS AND NOVELTY ACTS OF MERIT AT ALL TIMES
 State salary and all details in first letter. Open All Year Round.
SCHORK & SCHAFFER

GREAT SUTTON SHOWS
 WANT for NINE Fairs and Celebrations in Southeast Missouri and Arkansas. We have the cream of the cotton country. Want Shows and Concessions of all kinds. Will furnish tents and fronts for Girl Shows, Snake Shows or any Single Pit Attraction. Address all wires to

GREAT SUTTON SHOWS
 ALBION, ILL., FAIR, September 1st to 6th

B. and H. Amusement Co.
 Wanted — Wanted — Wanted
 Experienced Chair-o-Plane Foreman, Man and Wife for Serpentina Show. 50-50. This show stays out all winter. Have six weeks in Tobacco Belt, then Fairs. Stock Concessions, ten dollars. Contact W. E. HOBBS, Pamplico, S. C.; then Olanta.

GIRLS WANTED
 For Posing and Dancing Shows. Experience not necessary. Salary \$20.00. Wire

FRANK TEZZANO
 Care Keystone Shows, Oakland, Maryland

WANTED
 GIRL SHOW AND TWO OTHER SHOWS
 SEPTEMBER 22-27
 Disabled American Veterans, Inc.
 HARRY MISTROFF, Chairman
 627 West Pittsburgh St., Greensburg, Pa.

STORED ENERGY
 "Pep" for full-time, full-load operation is instantly available with the new V-Belt Model ELI Power Unit. Reserve Power is a protection to your rush-hour profits. Write for additional information.

ELI BRIDGE COMPANY
 Builders of Dependable Products
 N. West Street Jacksonville, Illinois

POPCORN
 Peanuts, Cartons, Bags, and all Popcorn Supplies. We buy and sell new and used Popcorn and Peanut Machines. Complete line of Vending Supplies. Send for Price List Today.

MOSS BROS. NUT CO.
 Philadelphia Dept. B Pittsburgh

TILLEY SHOWS WANT
 Legitimate Merchandise Concessions of all kinds for Dixon, Ill. Fall Festival, on streets, Sept. 8 to 13; Galva, Ill. Corn Carnival, on streets, Sept. 15 to 17; Chillicothe, Ill. Fall Festival, in City Park, Sept. 18 to 20. Two other Street Celebrations to follow. We hold exclusive.
 Address: Sandwich, Ill.

WANTED
SHOWS & CONCESSIONS
 FIREMEN'S STREET FAIR, NEVADA, OHIO
 Aug. 3rd to 6th
 On Main Street. No Exclusive. Come On.
PLEASURELAND SHOWS

RAWSON, OHIO
 Street Fair and Homecoming on the Main Street, Aug. 9-13.
WANT SHOWS AND CONCESSIONS
 Rides booked.
ROSS FELLERS, Rawson, Ohio

WHIP FOR SALE
 12 Cars. Can be seen in operation. Painting and mechanically good. First \$1,500 takes it. Snow Ice Machine for sale. Used 2 weeks. First \$25 takes it.

CHARLES GERARD
 2815 Newtown Ave. Astoria, L. I., New York

Mo., recently and will place her son, Jerry, in school there. She advises that they enjoyed a farewell dinner with Mr. and Mrs. Bill Carner, who visited them at Kennett, recently.

EVEN in these good times, when the public may not be over-interested in an attraction, a fast dime will beat a slow quarter.—Dime Jam Johnson.

GERALDINE GERARD cards from Glens Falls, N. Y.: Claudette Claude, Cetlin & Wilson Shows, jumped in here from Easton, Pa., for a visit with me which I appreciated very much. I was with Keystone Modern Shows early in the season, but returned to my home here for a much-needed vacation."

ANYONE KNOWING the whereabouts of Joseph Sherman, former concessionaire, is asked to have him contact his wife, Mary Hipple Sherman, former girl show operator, at her home, 6950 Maple Street, N. W., Washington, D. C. Mrs. Sherman recently suffered two paralytic strokes and is in a serious condition.

MANY who have been winter troupers down yonder could sympathize deeply with Easterners who are troubled with the gasoline shorts.—Oscar the Ham.

K. E. SIMMONS letters from Crawfordsville, Ind.: "While attending Illinois State Fair, Springfield, I met Governor, Dwight H. Green; W. V. (Jake) Ward, fair manager; R. A. Drysdale, Moon Laird and Joe Bevans. Also enjoyed a visit with Ray Marsh Brydon while at Parke County Fair, Rickville, Ind."

LINE-UP of Lew Alter's Side Show on Penn Premier Shows includes Stella Mae, three-armed girl; Donald Duck Boy; Jimmy Shuster, frog boy; Captain Bob, sword swallower; Madame Clair, mentalist; Rammy Sammy, Magician; Dubletta, two-headed baby; Zita, electric Chair, and Loi Joy, Chinese escape artist.

CORRESPONDENCE between the boss and the g. a., who is in bad over booking a larry, right now might be called high tension wires.—Whitey Cooks.

ROBERT (BOB) HANCOCK was in St. Louis last week to visit his physician, who has reset his broken leg, and reports that the leg is knitting nicely. Bob planned to go on the road late this month, but his doctor advised him against it. He is living with relatives in Cairo, Ill.

COOKHOUSE OPERATORS of note, Mr. and Mrs. Michael Roman closed a successful season with Cetlin & Wilson Shows recently and are now vacationing in Maine, where they will remain until after Labor Day, when they will open their road stand in New Jersey. Buenos Dixon, who is vacationing in Surrency, Ga., will return as headwaitress.

DIXIE'LL soon be calling. It'll soon be overcoat weather. Hope we can make up for the bad still ones before the barn.—Oscar the Ham.

MAJOR LITTLE and his troupe were dinner guests of Charles Richmond and family at the latter's home near Macon, Ga., recently. Guests included Major Little, Mr. and Mrs. L. C. Bateman, Dean Bateman, Otto Schreck, Raymond Nox, Chung Lee, and Billy Austin. Little's group is trouping this season with the No. 2 Unit of Byens Bros.' Shows.

A MEMBER of Arthur's Mighty American Shows, Dorene Dyke was tendered a dinner party at the Washington Hotel, Weiser, Idaho, by her husband in cele-



TAYLOR TROUT, now a resident of Hollywood, Fla., recently became a member of the Ancient Arabic Order of the Nobles of the Mystic Shrine of Mahi Temple, Miami. Widely known in outdoor show circles as a former trouper and performer, he has been active for some time as a promoter of special events.

bration of her birthday. Guests included Martin and Dolores Arthur, Allen and Fay Fine, Ruth and William Groff, Patricia O'Brien, Joe and Alice Blash, Phyllis and Violet Walker, and Ethel Henry.

WHILE a unit of the Texas Exposition Shows was playing Oswego (Kan.) Fair recently, Helen James and other women members of the unit made a trip to the grave of Margaret Sherman, where they arranged three separate and permanent floral decorations. Mrs. Sherman was the wife of C. E. Sherman, formerly of Dodson's World's Fair and Alamo Exposition shows.

YES, Horace, this is a family show and there are 40 members of the family here now, with more expected in the near future.—Egbert Ironbender.

NOTES from Texas Exposition Shows by an executive of the organization: Van Dyke Brothers, Twin Ferris Wheel operators, left at Columbus, Kan., to make a number of fair and celebration dates. Mississippi Valley Fair, Davenport, Ia., was a red one and all rides, shows and concessions did business. Hubert Hall had one of best weeks of the season so far with his streamlined bingo stand.

"VALDA LA MAR'S Side Show and Girl Show had a good week at Sigourney, Ia., recently, Tobin Sterling tells from New Virginia, Ia. "Darene Rivers (Ari-Zona) was called home to Des Moines because of illness and was replaced by Buddie Lu Verne. Darene plans to return soon. I presented Valda with a new living trailer here."

WHILE working Detroit recently, Jack Hamilton (The Great Knoll, high act) renewed acquaintances with Jimmie Martin (The Great Martini, magician), who was Knoll's schoolmate and first aerial partner. They met last fall in Detroit on the Sunbrock Show for the first time in 30 years. Hamilton says he also spent a pleasant visit with Charles Ziegler.

QUERY: If the g. a. contracts an important fair and the manager does not confirm the contract, who is to blame if the show is rousted out of the date?—Six Syllable Webster.

CHARLES KYLE, co-owner, Ace Amusements, letters from New Haven, Conn.: "Shows provided the midway at the Royal Arcanum Grand Council National Convention at Virginia Beach, Va.; American Federation of Labor State Convention at Boston, and the Grange Field Day at Athol, Mass. Season has been a successful one so far, altho a few rough spots have been encountered in the route."

AFTER playing celebrations in New England with his Side Show, James Thompson joined Dick's Paramount Shows and business has been satisfactory so far, he reports. Line-up includes Edith Thompson, front; Dewey Meadows; George White, tickets; Captain Gillen, sword swallower; Twisto Ford, human corkscrew; Hadgi Ben All, fire eater; Orva, mentalist; Grace Stewart, Mary

Bosset, Helen White, illusions; Pete Williams, broom illusion. Posing girls are in the annex.

FRANKIE BLAND, advance agent for Bee's Old Reliable Shows, and Henry W. Fleer, editor of *The Democrat-Sentinel*, Waverly, Tenn., were guests of Harry Chipman, brigade agent, and James M. Beach, contracting agent, of Wallace Bros.' Circus, recently in Lexington, Ky., while the Bee Shows were playing the Colored Fair there. Beach and Bland were contracting agents last year for Floyd King's Museum.

"RETURNED to my home here recently after visiting several shows in Illinois and Kentucky," cards Rupert Anderson from Hartford, Ky. "Had a pleasant visit with Harry Patterson, advertising agent with Great Lakes Exposition Shows, who with a crew of three is handling all outdoor advertising for the Ohio County Fair. The Great Lakes combo is one of the best billed shows I've seen this season."

THESE side shows are doing a world of good work. The Lord's Prayer on a pinhead, Palestine Holyland pennies and postage-stamp bibles—and all for a dime.—Cousin Peleg.

W. C. KAUS, manager, of the shows bearing his name, has been released from the Main-General Hospital, Portland, Me., and is back on the midway because of the fact that he's still weak and trying to follow his doctor's orders. He says, however, that he plans to take a more active part in the business in a few weeks. Kaus says his numerous showfolk friends were very thoughtful and generous during his hospitalization period.

TED C. TAYLOR, of Funland Shows, pens from Baltimore: "Stand at Essex, Md., for the week ended August 23, under Stemmers Run Sports Center auspices, resulted in good weather and business. Phil Delano joined, and Pott's Havana Nights topped shows. L. H. Travis's new Mouseland Circus clicked, and this still date topped some of our fair dates. Capt. Ted Townsend, free act, (See *MIDWAY CONFAB* on page 61)

EVANS' DICE WHEEL

A Sensational Money-Maker! Popular! Flashy! Fast!

Beautifully Designed Extra Durable! Perfectly Balanced Uniform Percentage!

WHEELS OF ALL KINDS!
 Merchandise Wheels, Paddle Wheels, Horse Race Wheels, etc.; Shooting Galleries, and everything for the Midway. Send for Free Catalog.
H. C. EVANS & CO.
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MAKE \$50.00 A DAY ON CANDY FLOSS

Start a business of your own, make real money at any place of amusement with **CANDY FLOSS**, get one of our highly efficient machines now. Four models to choose from, sturdily built, easily operated. Prices to suit you. Write TODAY.
ELECTRIC CANDY FLOSS MACHINE CO.
 202 Twelfth Ave., So. Nashville, Tenn.

Loop-o-Plane — Octopus —
 Rollo-o-Plane and Now
NEW FOR 1941
THE FLYOPLANE

Top money rids on Crafts 20 Big Midway. Ultra modern. Greatest performance. Another Eyerly money maker.

EVERLY AIRCRAFT CO. SALEM, ORE.
 ABNER K. KLINE, Sales Mgr.
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POPCORN

Yes, we have a big stock of large South American high popping ratio popcorn. Single bags \$6.25, five bag lots \$6.00 per cwt.
 Ours is the most complete line of Popcorn Supplies, everything from Machines to Bags. Send for price list today.

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DEE NOT THE LARGEST . . . BUT THE CLEANEST

★ LANG'S FAMOUS SHOWS ★

DEE LANG, Mgr.

CAN PLACE TO JOIN NOW OR AS PER THE FOLLOWING FAIRS:

Huron, So. Dak., Sept. 1-6	McKinney, Tex., Sept. 22-27	Hope, Ark., Oct. 13-18
Spencer, Iowa, Sept. 8-13	Mt. Pleasant, Tex., Sept. 29-Oct. 4	Gilmer, Tex., Oct. 20-24
Memphis, Mo., Sept. 15-18	Center, Tex., Oct. 6-11	Conroe, Tex., Oct. 27-Nov. 1

LEGITIMATE CONCESSIONS, also Concession Agents for Ball Games and Slum Stores.
 Entertaining Fat People for Fat Show, or will book Fat Show and furnish outfit with panel front for same. Will also furnish complete outfits for New and Novel Shows. Can place several good Talkers and Grinders.
 Can place for **COLORED MINSTREL SHOW**, to join now or as per route: Musicians, Comedians and Tap Dancers. Dave Stratton, wire. CAN PLACE HIGH-CLASS FREE ACT FOR FOLLOWING FAIRS: MT. PLEASANT, TEX.; CENTER, TEXAS, AND GILMER, TEXAS.
 ALL ADDRESS: DEE LANG'S FAMOUS SHOWS AS PER ABOVE ROUTE AND DATES.

South Kent County Fair

GRAND RAPIDS, MICH.—FOUR DAYS, BEGINNING SEPTEMBER 10.

Can place Independent Shows of all kinds, also legitimate Concessions; reasonable rates. Especially want large Cookhouse. Frozen Custard, Diggers, Mouse Game, Pan Game and other Percentage Concessions. Several other Fairs to follow. Address

W. G. WADE SHOWS

Medaryville, Ind., This Week.

But No Soap

MEMORY. Scene: A day coach on a carnival train. Time: Just before departure at 9 a.m. Slowly the village marshal walked thru the car. Behind him followed a local woman. As they walked down the aisle they looked over everyone closely. When they came to a seat occupied by a girl performer the town woman stopped the marshal, exclaiming, "That's her. I'd recognize her in a million. Yep, that's the girl!" "Where your bag?" asked the law. The girl meekly pointed to the rack overhead. "Get it down and open it up," ordered the weak limb of the law. After ransacking the bag, the "respected" local woman alibied, "I'd just swear she took it. I'm positive I left it in the dresser drawer when she checked into the room. It was a nice washrag."

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Aug. 30.—Admitted to membership at the special board of governors meeting on August 27 were B. H. Barnard, Angelo Tassistro, Chester W. Ware, William B. Greco, Art W. Martin, Harry W. Hartzog, Lew Hamilton, Solomon Potasky, Sam Howard, Alf Phillips, George W. Schilling, Charles F. Roe, Murray Polans, Ralph Goldstone, Jack Blumberg, Joseph Miles, Charles J. McBride, Frank W. Harrison, Harold Becker, C. Y. Busk, Jule B. Mahl, W. Roy McCurdy, Melvin L. Harris, Frank E. Flanagan, Leroy Crandell, Clifford B. Scott, William E. Thompson, Ernie O. Woodward, Edward E. Wall, George W. Regan, Jack Guertin, Charles H. Vogle, George L. Crowder, John F. Duffy, George Brooks, Louis Fulgona, James E. Strates, J. H. Owens, Lowell Bazinet, Harry Minash, Kenneth Blake, Sam Wilner, B. W. McCrary, W. H. Rice, Ross Wray, Ray B. Crozier, George K. Nitz, Herman Carson, Ray Balzer, William McCloskey, William O. Perrot, Maury Brod, Earl H. Parks, William B. Smith, Steve F. Handing, Jack Klein, William A. Rogers, William Meyers, Cecil Meyers, J. W. Allyn, Earl L. Maddox, P. J. McLane, William E. Saunders, Sam Stein, Mark Ellman, Joe Apell, Harry Levin, Robert E. Lee, John A. Hill, Pete Kling, Norman F. Livermore, Robert Hughey, T. Dwight Pepple and John D. Sheesley. Honorary membership was voted to Jack Arenz. Neil Webb and Bernie Mendelson are still hugging the 100 mark in applications and September 1 will find both safely over the mark.

Dan Odom visited and was accompanied by Father Flannagan and John Vaughan, of Pittsburgh. D. (Zuckie) Zeller visited, as did Lee Sloan. Dave Tennyson was in town for a few days. Ray Oakes has his concessions at Ottawa, Ill., for Labor Day. Sam Bloom and

H. P. LARGE SHOWS

Want for Findlay, Ill., Homecoming, Sept. 1-6; Chandlerville, Ill., American Legion Picnic, Sept. 8-13; then south for the winter. Good opening for Diggers, Cook House or Grab. Want legitimate concessions of all kind. Want Shows with own outfit. Can use Ride Help in all departments. George Christian no longer with this show. Will pay cash for Little Beauty Merry-Go-Round. Want to buy Wurlitzer Band Organ. **H. P. LARGE.**

McMAHON SHOWS WANT

Loop-o-Plane Foreman. Concessions that work for ten cents. Webster City, Iowa, this week; Boone, Sept. 6 to 13; Jefferson Fair, 15 to 18.

WANT—For Central Virginia's Largest Fair SIX COUNTY AGRICULTURAL FAIR

6-Days—Nights-6
SEPTEMBER 8 THRU 13—LYNCHBURG, VA.

Can place CONCESSIONS of all kinds, including Wheels, Grind Stores, Ball Games, Novelties, Palmistry, Shooting Gallery, Photos, Hooplas, Fish Pond, Eats, Drinks, Candy Floss, etc. **PITCHMEN, DEMONSTRATORS**, write or wire Concession Manager. **SIX COUNTY AGRICULTURAL FAIR ASS'N**, 311 People's National Bank Building, Lynchburg, Va.

W. C. KAUS SHOWS, Inc.

WANT FOR WOODSTOCK, VA., WITH TEN BONA FIDE FAIRS TO FOLLOW IN THE BEST INDUSTRIAL AND FARMING SECTION OF THE SOUTH AND ENDING ARMISTICE DAY. Want Ferris Wheel Foreman. Will book Whip or Silver Streak. All kinds of Grind Stores as Penny Arcade, Long and Short Range Shooting Gallery, Photos, Bowling Alley, Ball Games, Scales, Guess Your Age, Pitch-Tilt-U-Win, Cig. Gallery, Novelties, Candy Floss, Frozen Custard, Ice Cream or other Concession of that type. Any Walk-Through or Illusion, Unborn, Side Show or anything new or novel with own equipment will book at very low percentage. What have you? For Minstrel Show, George Baldwin wants attractive Singer, also two Sax Players. William Fair and Maurice, write, Write or Wire All Communications to **W. C. KAUS**, Hughesville (Fair), Penna.

WANTED

Motor Drome; Minstrel Show with Band, white or colored; legitimate Concessions not conflicting, Lead Gallery, etc. Other Shows, Side Shows, etc.

THE FAIR

Schuylkill County Fair Grounds, Cressona, Pa.

SUNSET AMUSEMENT CO. WANTS

Legitimate Concessions—Penny Arcade, Ball Games and Independent Shows for the following Missouri Fairs: Holt County Free Fair, Mound City, Sept. 9-13; Palmyra Street Fair, Palmyra, Sept. 15-20; Saline County Free Fair, Marshall, Sept. 23-27; Carroll County Free Fair, Carrollton, Sept. 30-Oct. 4; Smile Days, Excelsior Springs, Oct. 6-11; Kansas City Street Fair, Kansas City, Oct. 13-18. Can use Percentage except Marshall and Carrollton. Address all wires or mail to **BOX 350, EXCELSIOR SPRINGS, MISSOURI**

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

Max Brantman left with M. J. Doolan for a four-day spot at De Pue. Larry Kranz, Triangle Poster Corporation, came in for a visit. All applications to receive benefit of the fee of \$20 must be sent into the League postmarked not later than August 31, 1941. New fee is \$35; that is, \$25 for initiation fee and \$10 for dues. A number of members attended services for the late Clarence M. (Doc) Haring, who died suddenly in Chicago.

Some delinquents are still sending in their dues. It is not too late for others who may be in arrears. Better attend to it at once.

Ladies' Auxiliary

Members were shocked to learn that Past President Mrs. Cleora Helmar met with a serious auto accident, which will keep her at her home for some time. Messages of cheer will be greatly appreciated by her. Sister Mrs. Charles T. Goss has traveled extensively thruout the Middle West, visiting members and friends on shows this season. Past President Nan Rankine is in Detroit, playing the fairs there. Sisters Norma Lang and Mrs. Noble Fairly are busy these days on Dee Lang's Famous Shows. President Mrs. Joseph L. Streibich, Secretary Janette Wall and Sister Edna O'Shea visited Mighty Sheesley Midways in Hammond, Ind., and with the co-operation of Sister Frieda Rosen several applications were received. They spent enjoyable evening in Sister Minnie Pounds' cookhouse. Those present were President Mrs. Joseph L. Streibich, Mrs. Edna O'Shea, Janette Wall, Frieda Rosen, Minnie Pounds, Mrs. Ernest Motley, Mrs. Dorothy Sheesley, Mrs. Stella Ackley, Mrs. Martha Flannigan, Mrs. Mendelsohn and Inez Dollie Cooper. Ladies were entertained royally by Sister Minnie Pounds. Past President Mrs. Lew Keller was seen on the lot of Mighty Sheesley Midway recently. Dues are coming in splendidly. Do not forget yours. The 1942 dues are due and payable September 1. Letters were received from Sisters Judith Solomon, president Missouri Show Women's Club, St. Louis; Mrs. A. J. Weiss and Norma Lang. A board of governors' meeting will be held in the rooms at the Sherman Hotel, and new applications will be voted on and membership cards will be sent out. Be sure to send your books on the luggage and radio awards to Chairman Phoebe Carsky, 1329 Independence Boulevard, Chicago, Ill.

Ladies' Auxiliary

Applications for membership were received this week for Mrs. Marion Allen, proposed by Sister Hilda Bergen, World of Mirth Shows; Mrs. Thelma Taylor, Mike Prudent Shows, proposed by Vice-President Edna Lasures, and Mrs. Mazie Atkins, Mighty Monarch Shows, proposed by Sister Patricia Lewis. Sister Jean Mason is now Mrs. Buddy Luck. While on the subject of weddings, there was another double wedding on Art Lewis Shows recently and another member was one of the participants, Sister Bertha Perdue having been married to Ben Cohen, also of Lewis Shows. Sister Bess Hamid letters from Toronto that the penny drive is receiving enthusiastic response on every hand and will probably be in a position to take care of 500 kiddies at Christmas. Bess has paid visits to O. C. Buck, World of Mirth and James E. Strates shows. She says she will have a list printed of contributors to the Midge Cohen Fund for Orphans and Poor Kiddies to be posted on the bulletin board. Members are reminded to send in contributions for the rummage sale to be held in October.

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., Aug. 30.—On August 17 these members motored to Sedalia, Mo., for the opening of Missouri State Fair and to visit the World of Today Shows: Norris B. Cresswell, Slim Johnson; C. G. McGinnis, Secretary; Kenneth Green, Chester Levin, Mr. and Mrs. Cliff Adams and son, Jimmie; Mr. and Mrs. Henry Mansell, and Betty Tomlinson. On August 20 the World of Today Shows held a benefit show for the club and officers and members of HASC are deeply indebted to the management of the grandstand attractions, who contributed talent for the show. Club members in attendance included Brother and Mr. Chester I. Levin, Harry Altschuler, Slim Johnson, Mr. and Mrs. Neal Walters, and Mickey Humphries. Sunny Bernet represented the Showmen's League of America and Brother Altschuler the HASC. Brother Levin contributed two Gladstone bags, proceeds from which were added to the jackpot. Brother Denny Pugh made a sizable donation

Pacific Coast Showmen's Assn



623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Aug. 30.—Monday night's meeting honored John Backman, vet showman, who has been in the business since about 1885. Backman entered show business when he was 16 years old as a fire eater with the Gilchrist Shows. He later had Backman's Glass Blowers and Backman's Comedians. Harry LeMack presented him with a cake. Other highlights of the meeting were the welcoming of new members and entertainment provided by Brother Joe Horowitz. New members included Tony Bernardi, L. P. Brady, E. D. Kramer, Joe H. Gardner, Lawrence J. Benner, Malcolm D. Jones, Clyde Rawlings, Eugene A. Rojas, Robert Archie Mills, J. B. Graham, George Edward Webster, Robert King, Council Raiford, Joe A. Williams, James Edward Wright, W. R. Shepherd, James A. Banks, Francis J. Chambers, Joseph Gelb, Robert Murdock, Lewis Glassman, Jimmie Whitaker, Robert L. Belles, Boyd N. Blair, Frank H. Johnson, Charles L. Shultz and Harry A. Gilman. Reinstatements included Arthur Windecker, Earl Graham, E. L. Blakeslee, and Lewis Glassman.

Communications were read from Walton dePellaton, J. W. (Patty) Conklin, C. F. Zeiger, John Branson and Professor Morrell. Mike Krekos wired that a check for \$400 was being sent for the Cemetery Fund. Entertainment was provided by Peggy Eflin. Danny Conway and Calvin Hendricks. Brother Horowitz was emcee. Harry Hargraves put the banquet tickets on sale, and Pop Ludwig was named treasurer, with Lloyd Nay as auditor. Penny Parade netted \$7.50, bringing the total to \$189.63. John Backman won the weekly award and then gave the \$5 to the Cemetery Fund. This was augmented by \$20 that John Ward brought from Venice Pier.

Members who were welcomed back to the meetings included Prof. Lincoln C. Morrell, Thomas Hughes and Dutch Schue.

Ray Johnson presented the club with a parchment copy of the Constitution of the United States. Sammy Dolman, who leads the membership drive with 36 new members, presented Bill Keller and Otto Paul Frank, from Mission Beach. Walter Hillig talked briefly about Long Beach, and William Johnansen told of his first experience in show business in Michigan. Nick Saad, novelty concessionaire, and Major I. W. Larimore were introduced, and Hort Campbell presented Dale Petross. Fred Crosby said that he will leave for Honolulu about September 25. Charlie Phillips leaves soon for Pomona, Calif., to assist R. E. Oleson.

Ladies' Auxiliary

Out-of-town members present at the August 25 meeting were Rose Clark, Fern Chaney, Maxine Ellison, Cora Miller, Ethel McDonald and Sis Dyer. All officers were present and attendance totaled 29. Letters from Fern Chaney, Rosemary Loomis, Anne Stewart, Lucille King, Nina Rodgers and Clara Zeiger were read. Six applications for membership were received, and a new member, Goldie McCoy, was introduced by Babe Miller. Chaplain Minnie Fisher won the bank night award, while the door prize, donated by Alice Jones, went to Maybelle Bennett. Books for the Australian basket have been sold and award will be held soon.

Jessie Campbell and Mora Bagby received a big hand for their party on August 12, from which \$22 was realized. September 8 meeting will have Nina Rodgers and Rose Clark as hostesses, each having donated \$5 for refreshments. All members are urged to attend. Past presidents are requested to send in their write-ups and pictures immediately, as the deadline for the memorial book is October 10. Don't forget, dues are due and payable September 1.

and the event was highly successful.

The Banquet and Ball Committee, under Chairman Art Brainerd, reports that rapid strides are being made in making preparations and publicizing the annual event, which will be held on New Year's Eve at the Hotel Continental. Working in conjunction with this committee is the special Events Committee, which expects an overflow crowd during the week preceding the Banquet and Ball. Ladies' Auxiliary also is making preparations for its Tacky Party.

What Is Unfair Competition?

By LEO T. PARKER, Attorney at Law

(Continued from last issue)

A slogan is not a trade-mark, but it may be the exclusive property of the persons who first adopts it. This is true because he is the originator. Of course, a person never is legally the owner of a slogan, trade-mark, or other thing unless his name is associated with the same. For example, in a recent case (156 S. W. 767) a company expended money and advertised a certain slogan, intended later to disclose his name. Since the advertiser had not at any time associated his name with the slogan, the court held that anyone could use it and not be liable for unfair competition, saying: "Unfair competition proceeds upon the theory that the words or phrase employed has by long use in connection with the goods or business of a particular trade come to be understood by the public as designating the goods of business of that particular trader."

Register Your Trade-Mark

Registration of a trade-mark is obtainable in the United States Patent Office for any new name or symbol of a product if it is sufficiently different in all respects from marks previously registered so that use of the same will not interfere with the established business of the rightful owner of the mark, and also so that purchasers are not likely to be confused by similarity of the two marks.

A trade-mark, unlike a patent, issues for 20 years and may be renewed indefinitely every 20 years. A patent issues for 17 years and cannot be renewed. It should be remembered that a trade-mark is a name, mark, or other distinctive symbol which relates to merchandise to which it is affixed. In other words, the purpose of a trade-mark is to establish the mark in the minds of the buying public so that the quality and kind of merchandise the mark represents shall be known to them. It is not the name of the manufacturer of a product. The latter is a trade name.

For illustration, in the leading case of *Company vs. Trainer*, 101 U. S. 51, the court said: "Everyone is at liberty to affix to a product of his own manufacture a symbol or device and thus secure for himself the benefits of increased sale by reason of any peculiar excellence he may have given to it. The

courts will protect him in its exclusive use, either by the imposition of damages for its wrongful appropriation or by restraining others and compelling them to account for profits made on a sale of goods marked with it."

Distinctive Features

As previously explained, altho no trade-mark is registered, one may apply to the courts for protection against a competitor making unfair use of its trade name, marks, literature, advertisements, or other material. Also this is a common law right open to everyone, altho no copyright is obtained. In fact, any act by which a competitor is assisted in obtaining business or contracts for sale of merchandise by directly or indirectly appropriating another's good will, publicity, or reputation is unfair competition, if the public is deceived. Of course, if the public is not deceived no liability may arise. Therefore, altho many trade-marks and slogans cannot be registered, competitors are liable under unfair competition laws if unfair methods are utilized to gain profits and deceive the public.

Copyright Law

A copyright issues for 28 years and may be renewed for a second 28 years. An important phase of the copyright laws is that a person may be liable for copying another person's copyrighted work from memory in the same degree as were the copyrighted work, booklet, or the like is directly copied. For illustration, in *Edwards vs. Deutsch Company*, 15 F. (2d) 35, the higher court said: "One may copy from memory. It is not necessary to do such act that the copied article be before him at the time. If the thing covered by a copyright has become familiar to the mind's eye, and one produces it from memory he copies just the same, and this may be done without conscious plagiarism."

On the other hand, infringement of a copyright must be connected with the actual copying of the copyrighted work. If two persons expose the same negative or write the same descriptive circular independently of each other, neither is liable for infringement of the copyright owned by the other.

While a copyright is intended to protect the author or originator of the thing copyrighted, yet he must adhere to the law to obtain this protection, otherwise he cannot obtain damages for the infringement. For example, a trade-mark differs from a copyright in that a trade-mark cannot be registered until after it has been used by its originator, but a copyright must be published or used first with the copyright notice thereon before it can be registered. Use of the work without the notification invalidates the copyright. Moreover, the copyright laws provide that the notice of copyright shall consist either of the word "Copyright" or the abbreviation "Copr.," accompanied by the name of the copyright proprietor, and if the work be a printed literary, musical, or dramatic work, the notice shall include also the year in which the copyright was secured by publication.

If the thing copyrighted is a book, catalog, pamphlet, or the like, the person who intends to obtain a copyright must imprint on page one the notification: "Copyright 1939, by (name of author here)." This notification must be printed in a single line, otherwise the copyright notification is void and the copyright is automatically forfeited. However, as above explained, altho a copyright may be void, an unlawful user may be liable under the unfair competition laws, providing the use is fraudulent and the public is deceived or likely to be deceived.

(The author has given an outline of the law, and in a succeeding article will confine discussion entirely to the law involving unfair competition.—Editor.)

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

By STARR DE BELLE

Odds, Mo.

Week ended August 30, 1941.

Dear Editor:

We have heard so many arguments regarding "laying the odds," "One good one makes up for two bad ones," "Don't cross a bridge until you come to it," "Don't waste energy when it's dull but keep your pep for the good ones," "Save the light bill on bad nights," and "Big jumps don't mean a thing unless you are going to a proven one," that the office decided to try out these and many more midway slogans. Like most shows, we have with us many of the boys who are in-the-know. Most of them have deteriorated mentally, financially, and physically, but they still agree among themselves that their arguments are sound.

This spot was highly touted and ideal to settle the saying, "A long jump to a proven good one." The jump here, 500 miles, put the show in town one day late. The show unloaded late Monday night, which threw everything on the lot by Tuesday morning. Knowing that "haste makes waste," the bosses gave orders to leave the show down until patrons arrived, in order to see whether the crowd would be big enough to make it worth setting up for. At 7 p.m. the lot was packed and jammed and setting up started at fever heat. On Wednesday the midway was set to open, but because of a sudden rain the show was kept dark.

The rain killed the "One good one makes up for two bad ones," forcing our philosophers to switch to "If one good one makes up for two bad ones," then "The odds are 3 to 1, by forcing one good one to make up for three bad ones." We saved the light bill that night. On Thursday a small crowd braved the mud to visit the midway. Slogan, "Keep your pep for the good ones," was used and worked out wonderfully. Everybody co-operated and left

the lot fresh for the next day's work and slogan.

Friday was recognized as slogan day. The cookhouse used "Eat, drink and be merry." Underneath was "No Cuff." The side show, long known for its cleanliness, used "Have you a little fairy in your home?" Underneath was "Help Wanted." The Girl Show used "Eight under 80." The Posing Show posted theirs, "We have advanced from the No. 3 wringer in the drying room to Art. Be happy." It being pay day, the office posted "Money Isn't Everything." The older sages resented the younger generation's slogans and decided to teach the upstarts a lesson. Up until now they had proven that every one of their cracks held up. Calling a meeting, which all attended, they voted to parade their wisdom before the midway.

Marching from the front to the back end, each carried a banner with such slogans as "Showmen Are Born, Not Made." The carrier of that one didn't go far but dropped out due to hunger. Next came "Forty Years With It and for It." On account of his shoes not having soles the carrier was forced to fall out at the first turn of the midway. The slogan, "I Am Giving My Entire Life to the Midway," brought some applause, but when no one tossed a dime in his hat, the carrier threw the board thru the office wagon window. Friday wound up with plenty of slogans and slogan bucking, but no money.

Saturday arrived and so did the crowd. The slogan for the day was "If it ain't red, we'll make it red." The theme song was *Whoa, Red! Whoa, Red!* and was sung all over the lot. The last slogan got the show out of town. At tear-down time the sages of the midway, tired after a long night of stomach sticking, gathered around a mulligan to create new words of wisdom for our next stand.

MAJOR PRIVILEGE.

NEW MEXICO STATE FAIR

Albuquerque—8 Days, Starting Sunday, September 21—The Southwest's Greatest Fair.

Want Kid Rides, also a few more Major Rides, Shows with or without your own outfits, Penny Arcade, Concessions that work for Stock, Free Act, prefer High Pole. Wire as per route list.

C. F. ZEIGER UNITED SHOWS

FRISK GREATER SHOWS

WANT FOR LONG SEASON OF SOUTHERN FAIRS PLAYING THE COTTON SECTION. RIDES: Roll-o-Plane, Pony Ride or any Ride that does not conflict. CAN USE A FEW MORE SHOWS AND CONCESSIONS. WANT RIDE HELP IN ALL DEPARTMENTS. MERRY-GO-ROUND FOREMAN. Those that can drive Trucks given preference. Talker and Dancer for Girl Show. Address as per route: FAIRMONT, MINN., SEPT. 3-6; COON RAPIDS, IOWA, SEPT. 8-12; MARSHALLTOWN, IOWA, SEPT. 15-19.

L. J. HETH SHOWS

Want now for Southern Fairs: Shows—Girl Show, have complete outfit for same. Concessions—Exclusive Cookhouse and Grab Office issues Brass. Help—Experienced Wheel Operator. Answer
JOE J. FONTANA, Central City, Ky.

NEW WAYNESBURG FAIR . .

Waynesburg, Pa., Sept. 9-12. Four Days and Nights. County owned and operated. Want Bingo, Cookhouse, Pop Corn, Ice Cream, Ball Games, Photos, Bowling Alley, Darts, Hoop-Las, or any legitimate Concessions working for Stock. Can place Shows with own outfits. Will book or buy Roll-o-Plane and Octopus. Wire or write C. D. HOWARD, Mannington, W. Va., week Sept. 1-6, or AMBROSE BRADLEY, Waynesburg, Pa.

WANT---PAGE COUNTY FAIR, LURAY, VA.---WANT

SEPTEMBER 8-13
COURIER-RECORD FAIR, BLACKSTONE, VA.
SEPTEMBER 15-20
Concessions of all kinds. Wheels, Grind Stores, Ball Games, American Palmistry, Guess Your Weight and Age. Eats, Drinks. SHOWS: Have opening for Glass House, Fun House, Life Show. Want Workingmen in all departments, Girls for Revue and Posing Show, Colored Performers and Musicians. Salaries paid from office. Address:
BANTLY'S ALL AMERICAN SHOWS, PORT ROYAL, PENNA.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

Anyone Knowing the Whereabouts of

DR. JOHN FISHER

"UNBORN SHOW" OPERATOR

Please wire me information collect. Same will be appreciated.

DEE LANG'S FAMOUS SHOWS

DEE LANG, Mgr., Huron, So. Dak., this week; Spencer, Iowa, next week.

CAN PLACE

HIGH-CLASS PROMOTION MAN for new deal fairs. Must understand all details. Also place sober, reliable Man for Special Agent, one who understands what it is all about. Concessions of all kinds. Long list of fairs. Place Fun House or Glass House, Shows with own outfits. Ride Help who can drive semis. Need Roll-o-Plane Foreman. No boozers. Everybody address: AL WAGNER, Hartford, Ky., this week; Sheffield, Ala., next week. Bona fide fairs from now on, then as per route.

WANT

Good, reliable, sober Wheel Operator and Merry-Go-Round Operator. Altona, Ill., Sept. 2 to 6. Good wages to right men.

WM. HOFFNER

GIRLS - - GIRLS

For Girl Show, Hula, Strip Tease, Rhumba, etc., with or without experience. Top salary. Also Ticket Seller with Wife Dancer. Wire F. W. MILLER, Rantoul, Ill., Sept. 1 to 3; Le Roy, Ill., Sept. 4 to 6.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$18.50. Remaining cards, \$5.00 per 100. No. 140 - Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6x7.

LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Automatic Bingo Shaker. Real Class ... \$12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ... 1.25

Lightweight Lappards, 6x16. Per 10050
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000 ... 1.25

3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M ... 1.50

Postage extra on these sheets.

Bingo Card Markers, in strips, 25,000 for 1.25

Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

PENNY ARCADE MACHINE SACRIFICE
16 Popular Pieces—\$225.00 Cash
1 Mills Punching Bag, 1 Simplex Metal Typer with 3 Rolls Aluminum, 1 Exhibit Football Kicker, 1 Exhibit 12 Slot Horoscope, 1 Exhibit 12 Slot Color of Eyes, 1 Bally Bumper Bowling Game, 1 Striking Clock, 1 Junior Basket Ball, 3 '41 Model Holly Gripps, 2 Jennings Penny Flip Machines, 1 Jennings Rockaway, 1 Bingo Game, 1 Pinco Game.
Will ship upon receipt of Money Order in full.
A. N. RICE 2501 Worthington Ave. LINCOLN, NEBR.

WRITE SIOUX TIRE & BATTERY CO.
SIOUX FALLS, S. D.
Buy on Our Easy Terms.

CHICAGO PITTSBURGH
"TRIANGLE'S BEST" BY COMPARISON
MADE IN U.S.A. ATLANTA
Main Office - TRIANGLE POSTER PRINTING CO. OF PITTSBURGH

SECOND-HAND SHOW PROPERTY FOR SALE
\$5.00 New Government Fibre Desk Trunk, Iron Bound with Lock. Worth \$30.00.
Every Concession Man should have one. Limited Supply. Ship Anywhere.
WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia, Pa.

NEW SENSATIONAL
Original Side Show Freak Illusion
Light weight. Cost less than a double sawbuck.
RUSH letter, sure money maker. Particulars free.
ABBOTT'S, Colon, Michigan
World's Largest Illusion Builders

CARNIVAL WANTED
FOR DANIEL BOONE DAYS FALL FESTIVITY, BOONVILLE, MO., OCT. 9-10-11. A Big Celebration and Big Opportunity for Good Carnival. Carnival can show full week Oct. 6th. Contact immediately:
HERMAN ZUZAK, Chairman, Boonville, Mo.

WANT CONCESSION AGENTS
For Roll Downs and Slum Skillos, Outside Help for Wheels, also Sticks. Have twelve weeks of Southern Fairs where you work every week. Sober, capable people only. **HARRY WEBB**, Central City, Ky., week of Sept. 1st; Woodbury, Tenn., week of Sept. 8th.

J. E. KAUS WANTS
Ferris Wheel, Merry-Go-Round and Loop-o-Planes Foreman. Playing still dates and fairs after Labor Day by Sept. 6. Address:
J. E. KAUS, Carolina Beach, N. C.

WANTED
Independent Shows, Rides and Concessions for Stillwater Fair, Sept. 9th-12th; Perry Celebration, Sept. 13th-16th; Pawnee Fair, Sept. 17th-20th. **H. T. FREED, DAILEY BROS. SHOWS**, this week, Hydro, Okla.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

Direct From the Lots

James E. Strates

Hamburg, N. Y. Week ended August 23. Auspices, Erie County Fair. Business, excellent. Weather, fair.

This fair proved the surprise date of the season so far. Event drew the largest crowds ever to visit here, and business on the midway revealed an increase of 35 per cent over any previous year. Fair association gave good co-operation, and well-flashed midway presented an attractive appearance. Shows and rides reported their best week of the season so far. Nancy Miller and Joe Sciotino shows topped shows, and Bill Brown's Rocket led rides. Every show front from front to rear end of the midway is neonized, as are the six light towers. New power sprinkling wagon proved a valuable asset and grounds were kept well sprinkled. Mr. and Mrs. Jack Nelson joined the Midget Revue. Whitey Rogers handles the front. James Strates Jr. was under a doctor's care all week but he has recovered. The Indian Village, under direction of Edith Starling, and O'Brien's Wild Life Exhibit were located off the midway but chalked up good grosses. J. C. Weer's new Fly-o-Plane arrived too late to be erected and was shipped to Syracuse, N. Y.

"SKY" PUTNAM.

Gold Medal

Menominee, Wis. Six days ended August 21. Auspices, Dunn County Free Fair. Business, very good. Weather, fair.

Opening Saturday was good, and Sunday was excellent. Rest of the week also proved good. Pierson's cookhouse and bingo closed here and were replaced by Robert's cookhouse and Mike Rosen's bingo. Caroline Holt's novelty jewelry, and other concessions are doing well. Barney Lamb has added two girls to his Expose, three freaks to his Oddities, and two ponies to his Pony Express. Many jackpots were cut up by members of Lewis Bros.' Circus and this organization. Fair board, with Bob Pierce as secretary, co-operated. Miller's Battlefield is still holding its own, while Roy Rosier with the new Woman Show is giving all a hard fight for top gross honors. Stelman's Thrill Show still going strong, with Frenchy Frenzel doing a good job on the front.

HARRY E. WILSON.

O. C. Buck

Malone, N. Y. Week ended August 23. Location, fairgrounds. Auspices, Jefferson County Fair. Business, excellent. Weather, fair.

Shows pulled in from Gouverneur, N. Y., around 9 a.m. Sunday and the midway was in the air by 4 p.m. All rides were running by 6 p.m. Shows and rides obtained good play that night. Over 3,000 children started the Jefferson County Fair off to a swell week's attendance on Monday. They swarmed the rides and the kid shows, with Gangler's Circus and Winnie's Side Show obtaining their biggest day's gross on the season so far. Concessions, shows, and rides felt the increase of business during the week. Many visitors were on hand from the World of Mirth and the King Reid shows. Mr. and Mrs. L. Harvey Cann stopped over to check on their popcorn and grab stands, departing later for Burlington, Vt. Mr. and Mrs. Frank Bergen visited with Mr. and Mrs. Bucky Allen, corn game operators. Dick Richardson, ahead of Lucky Teter, was busy all week getting his attraction ready for the Saturday engagement.

LON RAMSDALL.

Arthur's Mighty American

Weiser, Idaho. Six days ended August 23. Location, West Court at Second Street. Auspices, Weiser Fall Festival. Business, fair. Weather, rain. Pay gate, 10 cents.

Rain marred activities here. Friday, with over 3,000 on the midway, a storm struck at 10 p.m. and it continued for the rest of the night. The first two days it rained continuously. Saturday night drew the largest crowd despite threatening weather. Festival Committee, under Ernie Traxler, former vaude trooper, co-operated. All of the circus acts were featured in two parades. William Groff and agents left here to play a series of fairs. Special Agent William Martini

wrecked his car en route to Caldwell, Idaho, but escaped with minor injuries. Women's bowling meet was won by Doreene Dyke and Phyllis Walker, while the Pacific Coast Showmen's Association's award went to Violet Walker. Augmenting their concessions here were Jack Dyke, William Groff, Jack Elliott, Joe Barth, and Speedy Olson. Richard Kohler returned from a trip to Los Angeles. Mr. and Mrs. Allen Fine made a trip to McCall, Idaho. Mr. and Mrs. Everett Butler entertained relatives all week. Denny LaMarr departed for the Vancouver Fair. Guests of the management during the week were Charles Laurenson, Caldwell Rodeo; Harold White, New Plymouth Fair; Harold F. Logue and Bernard Anderson, Ontario Rodeo; J. Pierson and R. L. Wilson, Washington County Fair, Cambridge, Idaho, and Thomas C. Jones, Halfway Rodeo. Several of the showfolk visited the Evergreen Shows at New Plymouth Fair, which is operated by Mr. and Mrs. R. C. Spallenger, Spokane, Wash. Joining the ride crews were Stewart Lyle, John Olson, Rolland Davey, Jack Phillips, and Charles Smith. Mr. and Mrs. Vic Davis spent two days visiting the shows and then left for the Vancouver Fair. Jack Dyke purchased a new semi. Ticket sellers who now act as mistresses of the marquee and ride ticket boxes are Retha Butler, Violet Walker, Grace Gotch, Fay White, Della Davey, Nancy Donzell, Ethel Henry, Mrs. John Donzell, and Hester Ford. Paul Billmire and Henry Brown built new ticket boxes for the rides.

WALTON DE PELLATON.

Great Sutton

Bridgeport, Ill. August 25-29. Auspices, Lawrence County Fair. Business, good. Weather, rain one day.

Circus move from Vienna, Ill., found shows on the lot Sunday afternoon and crowds gave rides, shows and concessions good play until 8 p.m., when rain cleared the midway. Tuesday, Kid's Day, brought patrons from the surrounding cities and communities, and crowd was estimated at over 15,000. Doc Zanders' Rolloplane proved popular. With the rest of the week providing big results for shows, rides and concessions, Manager Sutton reported the week was one of the best of the season so far.

Vienna, Ill. August 18-22. Auspices, Johnson County Fair. Business, good. Weather, fair.

Monday night here gave shows one of their best openers of the season. With a free gate crowd was estimated at over 9,000. Betty John's Circus Side Show was well received. Kid's Day, Tuesday, drew a big crowd of children in the afternoon, and attendance increased that night until all did near-capacity business, Thursday, the big day, gave shows their largest single day of the year.

F. M. SUTTON JR.

Golden Belt

Monroe, Ill. Four days ended August 25. Auspices, Monroe County Fair. Business, fair. Weather, fair.

Shows arrived on time, but since fair did not open until Thursday and town was small, shows did not open until Wednesday night. Thursday, the first day of the fair, brought little business, as did Friday. Saturday, with Jimmie Lynch's Thrill Show in front of the grandstand and Art Kassell's orchestra at the dance hall, drew a big crowd, and all rides, shows and concessions did good business. Sunday, with threatening weather, was only fair. Charles O'Neill and Mr. Carter, of the fair, co-operated. Many showfolk went to Chicago on visits and to purchase stock. One more week in these parts and shows make their first jump down country.

EDITH CROWE.

Bee's Old Reliable

Lebanon, Ky. Week ended August 23. Location, fairgrounds. Auspices, Marion County Fair. Business, fair. Weather, fair.

Move here from Columbia, Ky., was made in good time and shows opened early Monday night to a small crowd. On Tuesday business picked up, and Wednesday, official opening of the fair, saw a big crowd on hand. Friday night, with an automobile giveaway, drew the largest crowd. Business tapered off somewhat on Saturday. Fair officials co-

operated. Mr. and Mrs. Charlie (Blackie) Jett closed here, and Tom Cash accompanied them home. Mr. Sarge closed with his rat game, and E. J. Rogers left with his ice-cream stand. Mrs. D. F. Saunders and son, Douglas Franklin, who have been working concessions for several weeks on the shows, returned to Lexington, Ky., where Douglas will enter school. Virginia McLemore, daughter of Mr. and Mrs. Leonard McLemore, went to Jackson, Tenn., where she is preparing to enter school. Visitors included W. W. Owens, Walter Stephens, and officials of the New Taylor County Fair Board, Campbellsville, Ky.

R. FELTON ROBERTSON.

Penn Premier

Meyersdale, Pa. Week ended August 23. Location, fairgrounds. Business, good. Weather, fair.

Altho rain marred Monday's opening, good weather prevailed the rest of the week and shows' first fair date proved a winner. Local papers were liberal with space and complimented Omer Lloyd Serfass on the clean and attractive appearance of the midway. Lew Alter's Freaks came in for some special stories. Special photos were taken of the Dream Girls, of which Jack Montague is manager, and of Paradise Valley, managed by Bob Redman. Arthur Lourie has charge of the fronts of both attractions. Felicia Gerringer was hostess at a special luncheon in the cookhouse after the shows closed Thursday night. Mr. and Mrs. Roy Means have taken over the photo gallery, and Dutch Whiteside joined here with the cookhouse and 10 concessions. Sensational Eatons were popular. Ma and Pa Groves' Reptile Show clicked.

CHARLES GUNDERMAN.

L. J. Heth

Henderson, Ky. Week ended August 23. Location, old fairgrounds. Business, fair. Weather, rain one day.

This town was selected at this time of year because of its easy accessibility for moves to Illinois fairs. Dade Park race meeting was in session and showfolk with a flair for betting went out to the park each afternoon. Arthur Petty, friend of show people, was a nightly visitor. Billy Pitzer stated this was his 17th engagement here under the Heth banner. Octopus topped rides, and Charles Wren's Motordrome took show honors. George Harris paraded streets daily with his Minstrel Show band. Numerous showfolk made daily shopping trips to near-by Evansville, Ind. Cliff Steele came down from Princeton, Ind. L. J. Heth left on a brief trip to Birmingham, and Joe Fontana is ailing with hay fever.

H. B. SHIVE.

Virginia Greater

Falls Church, Va. Week ended August 23. Auspices, American Legion Post. Business, good. Weather, good. Pay gate, 10 cents.

Everything was ready to go here Sunday night after a short move from Silver Springs, Md. Ferris Wheel and Doc Venner's Classical Poses topped the attractions. Mr. and Mrs. Bartholomew joined with grab stand. Big crowds on Saturday night resulted in all working to near-capacity business, with the concessions going until 2 a.m. Sunday. Shows were located three blocks from the main part of town and sponsors gave good co-operation. Rocco Masucci and General Agent Murray left on a business trip. Sol Nuger, bingo operator, enjoyed



a visit from friends from Winchester, Va. Mr. and Mrs. Teddy Baker, Mr. and Mrs. Ken Davis and Nuger spent two days in Baltimore and Washington. Eddie Bearfield purchased a new car, and Mr. and Mrs. Ken Davis were presented with a Persian kitten by members of the American Legion Post here. Whitey Davis, electrician, World of Fun Shows, visited. James Walker, canvasman, was called home because of his mother's illness. Mr. Dorner is doing a good job of announcing the Ken Davis free act. Henry Revoir served a jungle feast at the bingo stand and guests included Mr. and Mrs. Rocco Masucci, Joe Clonan, Sol Nuger and Mr. and Mrs. Ken Davis.

KEN DAVIS.

John H. Marks

Elkins, W. Va. Week ended August 23. Location, old fairgrounds. Auspices, American Legion Post. Business, poor. Weather, some rain.

Date was the last still date of the season and business was bad for shows and rides, but the main gate got a heavy play Friday and Saturday nights. Heavy rain Monday transformed the lot into a muddy lake, but the crew soon remedied that and had the lot dry and comfortable most of the week. Everybody put finishing touches on equipment. *The Inter-Mountain News*, local daily, co-operated, and Jimmy Wilverding, business manager, and Bob Bush, city editor, were nightly visitors. About 100 children from the Odd Fellows' Orphanage were guests of Owner John H. Marks Saturday afternoon. Chet Dunn's Rolloplane, Octopus and Kid Ride were liberally patronized. Auto Speedway, under direction of Charles E. (Dutch) Leister, well. Sam Crowell's Spitfire clicked. Sam formerly was concession manager for the Ringling-Barnum and Downie Bros.' circuses. Art Gordon's Hollywood Swing Revue is clicking. His line-up includes Dixie Douglas, Margie Lee Dewitt, Ginger Davis, Juanita Joslin, Sandra Lynn, Helen Ritchie, Moki Hanna and Dorothy Dean. Henry Sussman is chief electrician, and Johnny Douglas and

Henry Wray are on the ticket boxes. Capt. George Thompson, trainer of the John Robinson Elephants, rejoined the shows here. WALTER D. NEALAND.

Patrick's Greater

South Tacoma, Wash. Week ended August 23. Auspices, American Legion Post. Business, good. Pay gate, 10 cents.

Shows opened on time Monday to good crowds. Altho shows were the fifth in here this season, pay-gate attendance totaled 20,000. Francis Knowles left with his ride to join Miller Shows. Ed Evans returned with his dog and pony act. Capt. Eric Vanderwald came on with his lion act. Bill Groff joined with five concessions and cookhouse, coming here from Arthur's Mighty American Shows. Tom Bailey's Girl Show led that department, with Cecil Bezely's Artist and Model Show second. Mrs. Huggins, Huggins Model Shows, visited.

Everett, Wash. Week ended August 16. Auspices, Junior Chamber of Commerce. Pay gate, 10 cents.

Shows arrived on time from Toppenish, Wash., and were ready to open Monday, but rain held up opening until Tuesday. Pay-gate attendance did not come up to expectations, altho spending was good. Trucks were overhauled here, with a new motor going in the Merry-Go-Round truck. Don Merrideth is now lot and ride foreman, replacing Fritz Heinkel. PEGGY BAILEY.

Buckeye State

Mammoth Springs, Ark. Week ended August 23. Location, City Park. Auspices, Annual Soldiers, Sailors and Marines' Reunion. Business, good. Weather, ideal.

All shows and rides did good business here. New Minstrel Show top arrived and opened Monday night. It presents a good spread and the seating capacity is larger than the old top. Mrs. Gertrude Brown has been released from the hospital and expects to join the shows soon. James Frances has charge of the Girls from Bagdad, which clicked here. Peggy Lamon still operates the diggers. A Mechanical City joined to good business. Murray's Penny Arcade, in charge of Orville Williams, continues to click. Earl Sterling, Reunion secretary, and committee co-operated. Stand at Ellington, Mo., under Reynolds County Free Fair auspices, for the week ended August 16 gave good weather and fair business.

Goodman Wonder Show WANTS

For outstanding garden spots, such as Wichita, Kansas (downtown); Pittsburg, Kansas (mines all working); Oklahoma State Free Fair, Muskogee; Little Rock, Arkansas (50,000 soldiers in camp).

Fat Show, Midget Show or any other money-getting Show, with or without equipment. (This is a railroad show and we furnish wagons.) Outstanding Freaks, best of salaries paid by office. Girls for Gay Paree Revue, Photo Gallery, Candy Apples, Floss Candy, American Palmistry. WIRE, as time is short.

MAX GOODMAN, President, Lincoln, Nebraska, this week; then Wichita.

WANT---SHOWS AND CONCESSIONS---WANT

FOR 5 CLASS "A" LOUISIANA FAIRS—"ALL MONEY SPOTS"

MONKEY SHOW, SIDE SHOW, SNAKE SHOW, OR ANY HIGH CLASS SHOWS EXCEPT GIRL SHOW. COOK HOUSE AND STOCK CONCESSIONS ONLY.

Logansport Fair, week of Sept. 22nd; Mansfield Fair, week of Sept. 29th; Tallulah Fair, week of Oct. 6th; De Ridder Fair, week of Oct. 13th; Sulphur Fair, week of Oct. 20th; Lake Charles Pioneer Days Celebration, 14 days starting Oct. 27th.

Bill Pink, wire—Sam Weiner, wire.

PARK AMUSEMENT COMPANY

Address: CLIFF LILES, Mgr., Texarkana, Ark., Sept. 3 to 14.

MINER MODERN MIDWAY SHOW WANTS

For the following Fairs and Celebrations: Ball Games, Pea Pool, American Palmistry, Frozen Custard, Mug Joint, Wheels, Color Game, Rat Joint, Fish Pond, Duck Pond, Eat's and Drinks. Shows of all kinds with own outfits. Can also use two more Ride Men who can drive semis. McClure, Pa., Bean Soup and Home Coming, Sept. 11th-12th-13th; Newville Fair, Newville, Pa., week of Sept. 15th; with six other good Street Fairs to follow.

Address: R. H. MINER, Danville, Pa., all this week.

FAIRS
8

WALLACE BROS.' SHOWS WANT

FAIRS
8

Chairplane Foreman, Merry-Go-Round Foreman, Help on all Rides. SHOWS—Mechanical City, Big Snake, Dancers for Girl Show, Mind Reader, Tattooer, Half and Half, Working Acts for Side Show, Musician and Performer for Minstrel. Long season. Can place the following Concessions—Ball Games, Palmistry, Pop Corn, Frozen Custard, Cigarette Gallery, Fish Pond, Grab Joints, Pea Ball, Pan Joint, Slum Bowling Alley. WANT FREE ACT to join Sept. 8 at Obion County Fair, Union City, Tenn.; Humboldt, Tenn., this week; Union City, Sept. 8th to 13th.

WANT---HELLER'S ACME SHOWS---WANT

For Crisfield, Md., Sept. 1-6; Cambridge, Md., 8-13, and Big Old Home Week, Sharptown, Md., 15-20, for City Commissioners, endorsed by Chamber of Commerce, the biggest doings on Eastern shore. WANT Wheels, Coupon, Diggers, Long and Short Range Shooting Galleries, Pitch to Win. Concessions of all kinds except Bingo, Pop Corn. Everything works. Want Geek, Girl Show, Show with or without outfits, Talkies, Ride Help of all kinds, Chairplane Foreman, Truck Drivers and Mechanic. Show out till Thanksgiving. McCuen Mind Reading Act, get in touch with me. Geo. Hill wants Agents for Bingo, Ball Game and Penny Pitch. Long season. Have for sale 10-Wheel Chevrolet Truck with Loop-o-Plane, Lindy Loop and Whip, all stored in New Jersey, or will exchange for other Show Property. This Show carries three (3) Free Acts proper: Peter Van Lane, Sand Artist; Winnie and Dolly, High Pole Swinging and Trapeze Act; also Capt. Frank Vogt, High Fire Act and Water Circus. All address: HARRY HELLER, Crisfield, Md.

KEYSTONE MODERN SHOWS WANT

For long route of Southern Fairs legitimate Concessions of all kinds except Bingo and Cookhouse. Want to join on wire Ferris Wheel Foreman for Twin Wheels, Merry-Go-Round Foreman, Semi and Truck Drivers and experienced Ride Help. NO DRUNKS. Best of treatment and good wages. Address:

Oakland, Md., this week; Front Royal, Va., Fair, week of Sept. 8 to 13.

CENTRAL AMUSEMENT COMPANY WANTS

For good string of Fall and Winter Fairs, beginning Whitakers Tri-County Fair, Whitakers, N. C., week Sept. 15th to 20th, with nine more Carolina Fairs to follow, then Florida. We will be out all winter. We never close. Rides: Tilt, Octopus, Ride-o, Twister, Loop, Roll-o-Plane, Silver Streak, Kiddie Ride or any Ride not conflicting. Shows: Girl Show, Ten-in-One, Minstrel, Animal, Illusion, Dog and Pony, Monkey, Snake or any Show that can get money. Concessions of any kind that operate for not over ten cents. Bingo, Photo, Duck Pond, Pitch-Til-Win, Diggers, Arcade, Pea Pool, Rat, Grab, American Mitt (no Gypsies), Ball Game, Hoop-La, Penny Pitch, Candy Floss, Novelties, Pennant, Lead Gallery, Pop Corn, Dart, Bowling Alley, Seatas or any Grind Concession. Want one more good Free Act. All contact SHERMAN HUSTED, Murfreesboro, N. C., week Sept. 8th to 13th; then Whitakers, N. C. P.S.: Want to hear from the following people: Ben Gross, Gee Barton, Howard Levan, Prof. Vidalla, Jack Coddling, R. A. Gordon, Pearl Shields.

"NOTHING LEFT BUT FAIRS"

JOHNNY J. DENTON'S SHOWS

Van Buren Co. Fair, Spencer, Tenn., This Week

Want Grab Joint. Sell X on Sno Cone, Pop Corn. All legitimate Concessions open except Bingo, Photos and P. C. Want Kiddie Rides. Tommy Jones, answer. Independent Showmen with transportation, come on; good proposition. Minstrel Show People, all useful Carnival People. Long season assured.

TIVOLI EXPOSITION SHOWS

Want Shows of merit with own equipment and transportation. Also legitimate 10¢ Concessions of all kinds. Greenfield, Mo. (Centennial), this week; Lebanon, Mo., next week; then the big ones: Fayetteville, Clarksville, Batesville, Russellville, Mena, Paris, all Arkansas Fairs, and others pending.

Wire or Write H. V. PETERSEN, Mgr., as per route.

INTERNATIONAL CONGRESS OF ODDITIES

WANTS TO JOIN AT ONCE

The best acts of all kinds suitable for world's greatest assemblage of strange people. Feature Freaks, Novelty Acts, Musical Troupes, real Inside Lecturer. We pay the best, feed and furnish the best of sleeper accommodations. All address: Now, Du Quoin, Ill., State Fair; week Sept. 8, Fall Festival, Kennett, Mo.; Sept. 15, Firemen's Street Fair, Hayti, Mo.; Sept. 22, Cotton Carnival, Blytheville, Ark.; Sept. 29, Houston, Texas; then the big one, Oct. 4 to 19, Texas State Fair, Dallas. Replies to

ARTHUR HOFFMAN, Gen. Mgr.; RAY MARSH BRYDON, Gen. Rep., or J. J. STEVENS, Prop.

COVINGTON, VIRGINIA, FAIR

Sept. 9th to 13th, Inclusive, Covington, Va.

Kaus Exposition Shows, Inc., on the Midway. Can place legitimate Concessions of all kind, including Ball Games, Eat and Drink Stands, Palmistry. No exclusive except Bingo. Kitty Holt, wire Tillie. Can use experienced Ride Men in all departments. All address: A. J. KAUS, THIS WEEK, DUNBAR (CHARLESTON), WEST VA.; NEXT WEEK, COVINGTON, VA., FAIR, WITH LEXINGTON, VA., TO FOLLOW.

TOM'S AMUSEMENT CO., INC.

Wants for Circuit South Georgia Fairs, opening Sept. 29th. Concessions all open, no "hike" in privilege. Croc good, plenty of money, as prices are high. SHOWS: 10-in-1, Hilarity, Minstrel, Hawaiian, Snake, Monkey or any good Grind Show. Earl Backer, wire. All with me last season come on. Those contracted with me for this season get in touch with me. RIDES: Tilt and Octopus. Want one more Free Act. TOM'S AMUSEMENT CO., INC., TOM RICH, Owner-Manager, Richland, Ga., Sept. 2-6. Permanent Address: Bainbridge, Ga.

WANTED AT ONCE

ELECTRICIAN

Foreman for Loop-o-Plane. Harry Zimmerman, Shorty Wilson, wire.

WALLACE BROS. SHOWS, Humboldt, Tenn.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

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

Array of Acts Contracted For Milwaukee Legion Meet

MILWAUKEE, Aug. 30.—Between 35,000 and 40,000 American Legionnaires, personnel from New York office of Schenley Distillers' Corporation who are members of Schenley Post No. 1,190, New York, and special guests are expected to witness Pan-American Night, to be staged in the outdoor arena in Juneau Park here during the organization's annual convention.

Last year members of the post sponsored the successful *Cavalcade of Stars* during its convention in Boston.

Joe Bren, Hollywood producer, is in charge of the show. Running over three hours it will include 17 acts around which a Latin-American theme will be built. Performers will include the Cresses, Buddy Carr Duo, Royal Rollers, Huzzars, Cretanos, Flying Melzoras, and Appolos. Stage ensembles, vocal groups, and several noted aerial acts will be included in the program.

Ohio Expo, Home-Coming Good, Netting Big Profit

MINERVA, O., Aug. 30.—The 18th annual Minerva Exposition of Progress and Home-Coming on August 18-23 was the most profitable in years, eclipsing any previous celebration held here. Rain curtailed attendance Monday night, but each successive session registered larger crowds. On Saturday thousands jammed the midway until early Sunday morning. Rides did record business, as did shows

the last half of the week, and concessions all got money.

Committee adhered to its policy of holding Democratic and Republican nights, with prominent speakers on the program. Entertainment included band and accordion concerts, novelty acts, pageants and grange plays, and J. R. Malloy Circus acts, the Malloys, Roman rings; Nancy Darnell, aerialist, and Tinker Toy and His Pals. Great American Eagles, high cyclists, climaxed each night's program. Commercial and industrial show was free. Celebration was shifted this year from Minerva Park to City Park.

Midway included five Seccalum Park rides, Speedy Babb's Wall of Death, J. R. Malloy's Circus, Mulholand's Mummy Show and Rubber Face Robinson's Pit Show, Larry Fallon's 14 stores; Doc Smith, pan game; T. D. Berry, striker and lead gallery; McCausland's floss; Von Black, popcorn and grabstand; Jack Mullane, soft drinks; Akrim's pennants; Bentley's photos; Lester Rodgers, peanuts; Baker's cookhouse, and Fisher and Graham, badges.

O. Home-Coming Sets Mark

VALLEY CITY, O., Aug. 30.—All previous attendance records were shattered at the Firemen's Home-Coming and Street Fair here on August 22-24, Saturday night's session attracting an estimated 10,000, with Sunday almost as big. On the main street was the midway. Nightly awards were made. Free act stage offerings were Tom and Betty Watters, tight wire; Phil and Bonta, perch, and Miss Shaw, trapeze, set by C. A. Klein's Attractions. J. R. Edwards brought in two rides which grossed well. Others on the midway were Rupert Otterbacher, seven stores and popcorn; Bob Keener, photos and lead gallery; Frank's novelties; Alice Taylor, high striker; Mrs. Al Conner, floss; Bill Scholer, cane rack; six stores operated by firemen, and an auxiliary-operated grabstand. Portable dance pavilion was popular. Weather was ideal. Earl Arnold was general chairman, with Ray Speed and Harry Yost in charge of privileges.

Acts at Canadian Contests

LAKE WILLIAM, N. S., Aug. 30.—At the Guides Meet here on August 7-13, a floorshow was added attraction. On the program were Billy Reid and His Hawaiian Serenaders; Mary and Florence Venedam, singers and dancers; whip-crackers and ropers; Texas Rose Kenyon and Tex McCoy, Western songs; Mexican knife throwers; Bruce and Adams, tap and comedy dancers; Charlotte Guy, accordionist, and Alex Ross, Scotch comic and emcee. Toby Ritter was in charge. Outdoor events included tree chopping, log rolling, canoe tilting, and paddling and swimming races. Meet was under auspices of the Lake William and Sherbrooke Sporting Club, Barss Corner, N. S.

Motor City Signs Ind. Fete

LYNN, Ind., Aug. 30.—Motor City Shows have been contracted for the five-day Centennial Home-Coming here on streets under auspices of the Chamber of Commerce and volunteer fire department, reported General Agent R. S. (Bob) Bremson. Arrangements have been made for a saddle horse show, rodeo, pulling contests, draft horse and colt show, home economics and farm products exhibits, band concerts, parades, contests, free attractions and centennial relic display.

Ohio Annual Clicks Heavily

GROVE CITY, O., Aug. 30.—Sponsored by the Business Men's Association, 11th annual Home-Coming on August 17-20, proved one of the most successful in history of the sponsor, said John Goebel, president. Gratziano and Carlin's rides, shows, and concessions were on the midway, and there were free acts and street dancing daily. There were photographic, flower, and quilt shows and contests. Weather was okeh thruout, with average nightly attendance estimated at 5,000.

Sunbrock Sells Interest In Soldier Field Show

CHICAGO, Aug. 30.—Larry Sunbrock, original promoter of the Soldier Field rodeo and thrill show first held last fall and which will be repeated tomorrow and Monday, has sold his interest in the show to Tom Harmon, Michigan football hero, according to Dick Bergen, of WLS Artists' Bureau, who, with George Ferguson, is interested in the show.

Ferguson and Bergen are conducting the show, all contracts being signed by them. With Sunbrock out of the picture, the requirement that \$5,000 in cash be posted by August 28 to guarantee salaries of acts has been waived by AGVA.

Shorts

BRIGHT LIGHTS Exposition Shows have been booked for the six-day fall festival in Somerset, Pa., under sponsorship of Veterans of Foreign Wars Post, reported A. P. Ringler, quartermaster.

VARIED bill was booked for the fourth annual National Potato Picking Contest in Barnesville, Minn., on August 31-September 1, under auspices of the Booster Club, reported Paul Jacobson. Features included Claude Shafer, bal-

loonist and parachute jumper; fireworks; Jimmie Janousek, fat boy, and Red Royer's orchestra for dancing. Contracted thru Minnesota Amusement Exchange were Lee and Lew, roller skaters; John Utter, magician; Virginia Gershwin, contortionist, and Bozo Mason, clown cop. Arrangements were also made for drills by the Eagles' Drum and Bugle Corps, ball game, parade, and contests.

J. R. EDWARDS said his attractions have been contracted for the first annual five-day Brewster (O.) Firemen's Home-Coming and Fall Festival. There will be free acts, contests, and special events.

HOME-COMING in Freeport, O., on August 22-24 ended successfully and will be made an annual. Happy Attractions furnished rides, shows, and concessions. Bernice Weese, trapeze, was nightly free act. Pet parade highlighted the Saturday program, and there were contests with merchants' awards. Walter Kirk, State grange master, spoke Friday.

QUEEN'S Canadian Fund for British air raid victims received \$1,000 from the recent Annapolis Valley Apple Blossom Festival, Kentville, N. S.

MIDWAY and free acts will be featured at the annual four-day Junction City (O.) Home-Coming, said Eugene Clark, chairman.

Agricultural Situation

Condensed Data From August Summary by U. S. Department of Agriculture, Washington, D. C.

WITH the rate of industrial activity already by far the highest in the history of the country, more people working at nonagricultural occupations than ever before, and defense expenditures still increasing, domestic market prospects for most farm commodities continue good. For 1941 as a whole the general level of prices received by farmers may be nearly 20 per cent above 1940. Most favored by price increases will be producers of meat animals. Least favored, growers of fruits and miscellaneous crops.

On the other side of the ledger, rapidly rising farm wage rates and advancing costs for the things they buy were making farmers discount their gains in prices and income. Prospective income from farm marketings is the largest in 12 years, but farm wage rates and other costs also are higher. And the rise in prices received as compared with prices paid has still only partially corrected the disparities of recent years. The response to the government's call for greater production of dairy and poultry products under the food-for-defense program has been favorable, but still larger gains in output are needed. Feed grain and hay supplies—needed for the larger production—are plentiful, perhaps the largest in 20 years.

DEMAND GOOD

Altho improvement in the domestic demand for farm products since the defense program was inaugurated a little over a year ago has been fairly gradual, the cumulative effect for the entire period has been substantial. This is indicated by large increases in income from marketings and in prices received by farmers in recent months as compared with corresponding months in 1940. Since agricultural production has increased only slightly and exports have been small, it is evident that most of these rises are due to expansion in domestic demand and to new legislation affecting prices.

Industrial activity has advanced sharply since April, and is expected to average around 25 per cent higher in 1941 than in 1940. The rate of activity is already by far the highest in the history of the country, more workers are employed at nonagricultural occupations than ever before, and defense expenditures are still increasing. The demands of consumers and defense needs are expected to continue to exert pressure on industrial facilities thru the remainder of the year and longer.

Substantial purchases of foodstuffs under the food-for-defense program have added directly to the demand for livestock, livestock products and some other farm commodities, and the domestic demand for some products has been increased because of the difficulty of securing competitive imported commodities. This is particularly true of fats and oils. Higher governmental loans on 1941 crops have been anticipated in

market prices of affected commodities. Taken together, these various influences plus a strong speculative and storage demand situation have resulted in marked strength in prices of farm commodities in recent months.

Industrial plants under construction since the defense program was inaugurated will come into increasing operation during the last half of the year, furnishing a market for products of other plants, but the increases in production for defense will be offset at least in part by forced reductions in output of some nonessential products because of inadequacies of materials. However, the effect of diversion of materials from consumer to defense items will be to increase the proportion of total buying power available for purchase of food and clothing, and the net result probably will be continued improvement in consumer demand for farm products.

FARM LABOR

The largest July 1 demand for farm labor since 1920 was reported by crop correspondents, but farm employment and the available supply of labor for work on farms were the lowest of record for that time of the year. Thru sharp increases in farm wage rates operators are still able to secure about as many hired hands as were being used a year earlier, but the pull of improved employment opportunities among the non-agricultural occupations has resulted in a substantial decline in the number of family workers employed at farming occupations. The Agricultural Marketing Service reports that the draft on able-bodied farm men for the defense industries and the army has been sufficient to bring old men out of retirement to again become active farm managers. It is also reported that "farmerettes" are again making an appearance. That farmers are solving their labor difficulties without any visible effects on output is indicated by the latest report of the Crop Reporting Board, indicating probable new high records of both crop and livestock production in 1941.

PRICES UP

The index of prices received by farmers for their products rose from 112 in mid-May to 118 in mid-June and advanced to 125 by mid-July. An improving domestic demand situation, purchases of food under the food-for-defense program, the effects of farm loan rates on prices, and strong speculative and storage demand all contributed to these price rises. The index of prices paid by farmers has also continued to rise, but at a considerably slower rate than the gain in prices received. Prices farmers are getting for their commodities are on the whole about one-third higher than a year ago, compared with an increase of only around 6 per cent in prices paid for commodities which they purchase.

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Wallace Cancels Several Spots on Account of Polio

HUNTSVILLE, Ala., Aug. 30.—Although splendidly billed in this booming defense city, Wallace Bros.' Circus did not fill its engagement. Day before date *Huntsville Times* ran a front-page story saying show had canceled its Alabama bookings because of infantile paralysis.

Spots canceled included Corinth, Miss.; Florence, Ala.; Huntsville, Gadsden, and several other cities already billed, as well as a Labor Day special engagement in Columbus, Ga.

The show remained in Kentucky and is playing a dozen more engagements in that State, according to information received here.

Polack Sales in L. A. Above Expectations

LOS ANGELES, Aug. 30.—Advance ticket sales for Polack Bros.' Circus, to be staged in Shrine Auditorium September 13 to 20 under auspices of Al Malakah lodge, are exceeding expectations.

Merchants are giving good co-operation to the sale of the tickets for the under-privileged children with the result that more than half of the 10,000 tickets have been sold.

Show will present a special performance for the patients of the Orthopedic Hospital September 12 and later, probably Monday (15), another performance will be given at General Hospital.

Publicity is being handled by Hammond Beale, assisted by Sam Cohen. Cliff McDougal is handling special tie-ups, and Carl H. Sonitz is promotion director. Circus has tie-up with street car company and Pacific Electric trains for banners on the side of the cars.

Show moves from here to Long Beach at the completion of the date. Shows there under auspices of the combined Masonic lodges in the municipal auditorium.

Army's Show Draws 20,000 at Camp Lee

CAMP LEE, Va., Aug. 30.—Twenty thousand soldiers and civilians streamed into the midway, gaped at cages in the menagerie, and lined the sawdust hippodrome track at Thursday's two performances of Camp Lee's Combined Circus and Thrill Show, first full-fledged circus ever presented by the army.

Generals rubbed elbows with day-old selectees, often coming out second best in the scramble for vantage points, as the 15 displays of the program drew roars of approval from the packed audience in the big top.

More than 2,000 soldiers were involved in producing the show, conceived and presented entirely by selectees and enlisted men under the supervision of Staff Sgt. Brace Conning, of the Camp Morale Office.

Every job, from lion-taming and wire-walking to side-show barking and popcorn vending, was handled by soldiers, many doubling for a day in the same roles they played in civilian life. Girls from near-by Hopewell and Petersburg served as Venuses and Salomes in the grand spec to lend a touch of feminine grace to the preliminary parade.

Feature attraction was a wild animal act with four lions under whip and pistol blasts of Corp. Merritt E. Mathers, of the Quartermaster Replacement Center, formerly a professional animal showman. The lions, along with Mose, a 70-year-old camel, and other animals were conveyed to the show from Dr. Mather's jungle farm in Mason City, Ill.

Other four-footed stars were high-jumping horses, show ponies and trick mules, "drafted" from near-by stables, estates and riding schools. The hundreds of costumes used in the opening spec, *Parade of the Planets*, and the paraphernalia in the grand finale were assembled with the help of civilian organizations in towns thruout the surrounding area. Seats were borrowed from post theaters, and the 43,000 feet of canvas used was all adapted from military tenting.

Acts included motorcycle riders who plunged thru flaming tunnels, tight wire artists, acrobats, trampoline bouncers, trick and fancy roping, and a chariot (See *ARMY SHOW DRAWS* on page 58)



CORPORAL JOHN C. MCGEE, formerly of Barnett Bros.' Circus, who is now a driver in the Royal Canadian Ambulance Medical Corps. He is stationed somewhere in England.

Big Show Breaks Records in Denver

DENVER, Aug. 30.—Turnaways were the order for matinee and night showings August 22-23 of Ringling-Barnum here. Advance sale was reported the largest for any show ever to play the city, and according to Henry Ringling North, was the biggest advance sale, the biggest one-day sale and the biggest audience the show has ever had on the road, breaking an attendance record on Friday held by Milwaukee for 20 years.

John Ringling North, who had been to Washington and New York on business, joined here with Mrs. North. Visitors included Mrs. E. Kenneth Hoyt, former owner of M'Toto, who was "wed" to (See *RB BREAKS RECORD* on page 58)

British Circus Club Formed

LONDON, Aug. 30.—An organization whose purpose will be to "uphold the cause of British performers in their efforts to combat unfair competition from artists of axis nationality and any future invasion of foreign acts" has been formed under the title of British Circus Ring.

Membership is open to all circus fans, artists and personnel. Members will be expected to create a better understanding between British performers, personnel and the general public and to give assistance to all British circuses. Sponsors of the organization say they wish to work in agreement with the Circus Fans' Association, and the Variety Artists' Federation has endorsed the club.

Bernard Harris, recently resigned from CFA, has been appointed president, with W. T. Bateman as his deputy. Alfred Hurd, representative of Variety Artists' Federation in the Bristol area, is the first secretary.

Polio Ban Hurts Cole, Russell at Chattanooga

CHATTANOOGA, Aug. 30.—First visits to this city resulted in disappointing business for Russell Bros., Friday (22) and Cole Bros., Saturday (23). Russell drew about 200 for the matinee and 900 in the evening. Cole fared better with about 400 for the matinee and 6,000 at night.

Both shows were new to circus-goers here, but attendance was undoubtedly affected by the order of Dr. F. O. Pearson, director of the city-county health department, which placed a ban on circuses. Sunday newspapers carried front-page stories announcing the cancellation of the circuses as a precaution against the spread of poliomyelitis. However, the ban was lifted Monday (18) and a new order substituted which affected only children under the age of 12. The papers did not give the same prominence to headlines about this change and many people did not learn that the circuses would be permitted

Cole Will Again Use Fairgrounds in Louisville for WQ

SPRINGFIELD, Ill., Aug. 30.—Cole Bros.' Circus will again winter at the fairgrounds in Louisville, Ky., according to information received here by Fred B. Donovan, local CFA, who has been endeavoring to have Illinois State Fair Manager William V. Ward permit the Cole show to winter at the State Fairgrounds.

Donovan was advised this week by Manager Zack Terrell that a contract for wintering the show at the Kentucky State Fairgrounds has been signed. He had sought to winter the circus here, but difficulties in the State's set-up precluded any possibility that it would be possible, at least this year.

Billposters' Meet Has Heavy Program

DETROIT, Aug. 30.—Convention of the Billposters and Billers' International Alliance, slated to open at the Fort Shelby Hotel here September 8, may run four days instead of three because of business coming before the body. Outstanding in importance is likely to be the organization problem, with plans to be made for extending activities, particularly in the field of distributors.

The alleged activities of the Printing Pressmen, another AFL union, to organize distributors are likely to be a principal subject of discussion, since jurisdiction over this craft was taken over some seasons ago by the billposters.

A number of changes in national officers are felt to be likely because of reported opposition developing to some of the incumbents. This situation does not apply to President Leo Abernathy, but there were speculations that his decision to run for sheriff in his home town, coupled with a resignation from his draft board for that reason, might cause a withdrawal from active service.

Principal speaker will be Frank X. Martel, president of the Detroit and Wayne County Federation of Labor. C. C. Blessed, president of Walker & Company, is to be presented with an honorary membership at the opening session.

Arrangements here are being handled by a committee headed by Michael Noch, with an extensive program of entertainment for the ladies under a committee headed by Mrs. Mat Kobe.

Barr Bros. Doing Well

JEROMESVILLE, O., Aug. 30.—Barr Bros.' Circus, with new canvas and three new trucks, had a big day Sunday (24) at Ottawa, O., sponsored by the firemen. Larry Duane is still featured in the concert, and Mr. and Mrs. Don Mack are back with the show after playing fairs.

FIRST circus to play in Wildwood, N. J. this season was Hunt's on August 27, under American Legion of Cape May County.

Troupership Here

KNOXVILLE, Aug. 30.—A spirit of true troupership is still alive with the big tops.

When Russell Bros.' Circus exhibited here recently Mrs. Pauline Webb made public a telegram she had just received from Ray W. Rogers, of the Wallace Bros.' Circus. Rogers had learned of the Russell blowdown and he telegraphed to offer free use of a big top and other tents stored in the Wallace winter quarters at York, S. C.

The Russell show had already obtained another big top a few days before Knoxville, and the generous offer from Rogers was declined, with thanks.

King Planning Show for 1942

DETROIT, Aug. 30.—Plans for a new circus to take the road next season under the title of the King Bros.' Circus are under discussion here. Backer of the enterprise is Allen E. King, formerly well known for his lion taming act, who has been in this city for several years. King's associate will be his brother, Thomas V.

Actual building is now under way here, King says, but details of plans will not be known for at least another month. King has taken legal steps to register and protect the title, and headquarters are at 121 Selden Avenue.

Lone Ranger, Inc., Files an Appeal Against Cox, Powell

SPARTANBURG, S. C., Aug. 30.—According to Wilbur D. White, federal clerk of court, a notice of appeal has been filed by the Lone Ranger, Inc., a Michigan corporation, against D. C. Cox, doing business as Wallace Bros.' Circus, and Lee Powell, individually and jointly, following dismissal of the plaintiff's suit against Cox and Powell by Federal Judge Cecil C. Wyche, of Spartanburg.

As noted, Lone Ranger, Inc., had sought to restrain Cox, Wallace Bros.' Circus, and Powell from using the name of "The Lone Ranger" of the talking pictures in regard to Powell, who is allegedly billed as a star performer by the circus.

Judge Wyche ordered the Michigan corporation to pay attorneys' fees and court costs totaling \$750 in the case, which will now be reviewed before the United States Circuit Court of Appeals.

Davidson Joins Hennies

DETROIT, Aug. 30.—Raleigh Davidson, for many years chief electrician with the Ringling-Barnum circus, has joined Hennies Bros.' Shows and has been placed in charge of all the Diesel plants with the organization. He started work August 27 when the show opened at the Michigan State Fair. His brother Dave has been given charge of the concession stock department.

Showmen's Club Fair Prevue Fun Frolic

WOOSTER, O., Aug. 30.—F. Beverly Kelley, director of radio on the Ringling-Barnum circus, and Jerome T. Harriman, formerly with the advance of the Big Show and now at Summit Beach Park, Akron, have been invited to participate in the program at the Fair Prevue Fun Frolic of the Charles Siegrist Showmen's Club at the fairgrounds here September 8.

Large delegations from Canton, Akron, New Philadelphia, Dover, Alliance, Youngstown and other district cities are expected to attend the affair. Clarence Smith, Cleveland cookhouse operator, will have charge of the banquet. A show and other entertainment will follow a prevue of the fair attractions.

BILLY (RAGS) MACK, clown tramp, appeared at the Chinese Moon Festival, Los Angeles, and the Venice Mardi Gras, Venice, Calif. He is working with Bernie Griggs, George Perkins and Mel Henery, and will open with the Polack Bros.' Circus in Los Angeles September 23 for eight days.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

JIM CURRY is playing picnics around Pittsburgh.

MR. AND MRS. FRED SIMON have visited every circus in New York State the past summer.

WALLACE BROS.' Circus lost four stands in Kentucky because of infantile paralysis.

CHARLES SPARKS spent several hours at the Butler (Pa.) County Fair, renewing acquaintances with members of the Art Lewis Shows.

SIXTEENTH ANNUAL REUNION of the Cody family, descendants of William F. Cody (Buffalo Bill), was held August 18 and 19 in Salem, Mass.

DON MACK, clown with Barr Bros.' Circus, has left to play fairs. He was recently in Columbus, O., visiting Fred Pfening Jr., formerly with the Barr Show.

HERMAN CHEPLUCK is doing his high act as a feature at the Green Lantern Tavern, Highway 81, San Antonio, Tex., which he and his wife operate.

HUFFY HOFFMAN and Lee Smith, clowns with the Cole show, will work the Sears-Roebuck store, Nashville, commencing November 14.

JOE BAKER, clown, is playing dates in the Northwest. He saw Patrick's Greater Shows at Mount Vernon, Wash., and Rubin & Cherry Exposition at Bellingham.

HARRY K. LOWNDS, who resigned as assistant chief usher with Ringling-Barnum when it played Madison, Wis., is in a serious condition in Mayo Clinic, Rochester, Minn.

BILLY PAPE won a bet from Gene Hamid at the Clearfield (Pa.) Fair by performing a running ground forward somersault over the hood of an auto. Distance covered was 14 feet.

BILLY BAILEY, clown cop, has been playing park dates out of Cleveland since the Sparton Bros.' Circus closed. He is now at home in Memphis and will play the rodeo at the fairgrounds there.

VEO D. POWERS advises he is now working parks and theaters with Curly

Miller and His Plow Boys, performers on Station WWVA, Wheeling, W. Va. Curly recently purchased two trained horses from Sparton Bros.' Circus.

LA VERNE HAUSER, former equestrienne and animal worker, was given a surprise house warming at her home in Manchester Highlands, Los Angeles, upon her return from a vacation and business trip. Highlight of the evening was the presentation of her Gold Flying Wings.

THE FIRST circus to play Norfolk, Va., two days was not Cole Bros., as was reported in this column recently. A reader made this correction, saying that Parker & Watts Circus was the first to play Norfolk two days, being there August 14-15, 1939.

JAMES D. WATTS, former candy butcher with M. L. Clark & Sons Circus, now postmaster at Bear Spring, Tenn., was a visitor on Wallace Bros.' Circus in Mayfield, Ky. He spent much time with Manager Ray Rogers, O. C. Cox and Lee Powell. Business was good.

FRANK KINDLER, Circus Fan, and Willard Gehrenbeck, of the Circus Model Builders, were surprised when Mr. and Mrs. Sverre O. Braathen, of Madison, Wis., visited them in St. Cloud, Minn., recently. The Braathens brought with them 200 colored slides of the Big One taken at Oshkosh, Wis.

PROF. GEORGE J. KELLER, State Teachers' College instructor at Bloomsburg, Pa., had a good week at the American Legion Fair, Emmaus, Pa., with his wild animal circus. Feature attraction is a blackout in tent and arena while he remains among the animals without protection of gun or whip.

MAJOR FELIX, returning to England from Benson's Wild Animal Farm, Nashua, N. H., spent a season with Bertram Mills Circus, and is now in charge of wild animals at Goddard's Zoo-Circus, Primley, Devon. He succeeded Bert Pinder in presenting the elephant, Comet. Felix's eldest boy, 16, is a trumpeter in the Royal Artillery.

DENVER HAS replaced Milwaukee as the best circus town in the country, according to a recent item in *The Denver Post*. Splendid co-operation was given the Ringling-Barnum show when it recently played Denver, the paper using its offices for advance sale of tickets, as well as giving plenty of space to circus stores.

POLACK BROS. and the Big Show are having a "bidding war" in Los Angeles, according to word received from William H. Lange. Last "battle" of this kind was in 1926 when Sells-Floto followed the 101 Ranch Wild West Show. Polack show is making its first indoor appearance in the city. It played Huntington Park under canvas in 1935.

CHEERFUL GARDNER has gone Hollywood. He was recently seen wearing blue slacks with shirt to match on the Paramount lot where he is making *Jungle Mate* with Dorothy Lamour. He was visited there by S. L. Cronin, Arthur Hopper, Allen Lester and Paul Eagles. Paramount needs more elephants and plans to borrow them from the Ringling show when it plays Los Angeles.

ART LIND, circus clown and nitery comic who has been resting at the Spivak (Colo.) Sanitarium, visited the Ringling-Barnum dressing room August 22 in Denver. He renewed many old acquaintances in clown alley and had visits with Merle Evans, Henry Kyes, Frank Galbraith and Harper Joy. Joy will join clown alley for two weeks during his vacation.

JIMMY CONNER, of the Conner

troupe, greeted Harry James, band leader, when he appeared recently at Meyers Lake Park, Canton, O. Conner and James trouped together with Christy Bros.' Circus in 1929 and 1930, James playing first trumpet in the band, directed by his father, and doing a contortion act in the concert, according to Conner.

EDDIE DELOY and Billie Maxwell, old tab performers who are now operating an eatery and amusement parlor in Carthage, Mo., recently visited Kay Bros.' Circus and renewed acquaintances with Manager William Ketrov, Bryan, Billie Woods, Mother Lee and others. They enjoyed the program, especially Harold Barnes, who "does more jitterbug on the silver cord than most of them do on the ground."

CONCERNING last week's inquiry on leapers by Doc Waddell, Alfred J. Meyer writes: "John Worland, who died a few years ago, was probably the daddy of all leapers. He made several perfect triple somersaults. Chad Wertz, Joe Belmont, Sam Rhinehart, Bob Stickney, William Showles and Dan O'Brien were among the celebrated leapers in the latter '80s and early '90s. Gene DeKos died at Boston in 1934 while trying a triple."

MR. AND MRS. DAN KENNEDY, Lawrence, Mass., recently made a steamship tour of the Eastern cities and caught the Cole show at Norfolk, Va. They had planned on seeing Russell Bros. at Richmond but were fortunate when they changed their plans and went to Washington instead. The day they had planned on seeing the Russell show was the day of the blowdown. Kennedy reports that 6 of every 10 windows in Norfolk had Cole paper in them.

H. R. BRISON writes from Fredericksburg, Pa., that Bell Bros.' Circus is in its second week in Pennsylvania. He also advises that Fredericksburg is the home town of Dan and Stella Pomeroy, old-time med show operators, and that Mrs. Pomeroy's mother is the oldest woman in the county. Recent visitors on the show were John T. McCaslin, Baltimore booker, and the advance of Beers-Barnes show. Donald Hankins delivered a new public-address system to the show.

ALFRED J. MEYER, photographer of Long Branch, N. J., writes: "After spending several days visiting Hunt's Circus in Eastern New Jersey, I must say that Charlie Hunt has a great show—new marquee, new canvas over four poles and a very good side show. Surrounding himself with such acts as Buck and Rose Steele, William F. Walleit, the Levines, the Rezekes, Dan Mitchell, the Drews, Powells, Hazel Williams and featuring Professor Bank's band, Charlie Hunt does himself proud this year."

READING (Pa.) Eagle, in its August 24 issue, carried a story on the passing of Luken's Gymnasium, for many years famous as an "acrobat factory." Among the circus and carnival acts developed there were the Four Bards, Four Readings, Four Londons, Four Melvins, Red-clay and Duffin, Revel and Berry, Four De-Homans, Flying Gordons, Aerial Lloyds, Delmore and Lee, Weitzel and Berger, Three Trayers, Sherman and Fuller, Marlo and Aldo, John Taylor, Paul Meinholtz, and many bareback riders, clowns, equilibrists and jugglers.

CHARLES R. MILBAUER, of Newark, N. J., writes that one of the highlights of his vacation to Pennsylvania was catching Bell Bros.' Circus at Jonestown, August 23. He spent two hours looking over Sam Dock's collection of old lithos, programs, heralds, etc. He enjoyed the program, especially the talking clowns which he says are very scarce in the metropolitan areas. He recently received a card from Herb Scheffel, the circus artist, advising that Bob Matthews and the wire-walking lion, King Tuffy, are stationed at Millington, N. J., on Captain Phifer's animal farm.

DOC WADDELL conducted a remembrance service at Columbus, O., August 24 for Dr. Fred N. Bonine, well-known eye specialist, who passed away in Niles, Mich., August 22. In his memory, Waddell said: "He was a friend to showfolk, the sporting fraternity and to all mankind. He touched his 'clay' to many sightless eyes and sight came. He was strong and good, a faithful soul, ever above the earthly ways of hate and wrong. No problem in his professional line ever arose with which he could not cope. His monument is the Light of Truth shining in the Lamp of Hope."



With the Circus Fans

By THE RINGMASTER

President **FRANK H. HARTLESS**, 2930 W. Lake St. Chicago
 Secretary **W. M. BUCKINGHAM**, P. O. Box 4, Gales Ferry, Conn.
 (Conducted by **WALTER HOHENADEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 30.—Mr. and Mrs. James L. Shuster, Grand Rapids, Mich., arrived home after a five weeks' vacation, which started with Shuster's attendance at the Circus Fans' convention. They went to Rochester and Castle Point, N. Y.; Saddle River and Ridgewood, N. J.; Philadelphia; Ocean City, N. J.; Washington, and then back to Detroit. They picked up their sons in Detroit and the family took a cruise to Duluth and back.

Robert W. Waltt, Richmond, Va., writes that he caught the circus and thrill show staged by the soldiers at Camp Lee, Va., August 21. Before an audience of 20,000 soldiers and civilians, they staged a show that was unique and fascinating.

Robert Wareing, CFA of Chicago, while on his way to Shelter Island, Conn., made a short call on the Buckinghams at Gales Ferry, Conn., August 25.

Mr. and Mrs. Frank H. Hartless, Mr. and Mrs. Burt L. Wilson and his mother, of Chicago; Dr. and Mrs. Tom Torney and Mr. and Mrs. W. L. Jackman, of Madison, Wis., were dinner guests of Mr. and Mrs. W. H. Hohenadel on Sunday (24).

George C. Comfort, CFA of Moline, Ill., had as his guests at Wallace Bros.' Circus at Peru, Ill., his brother John, Dr. Peterson, and Carl A. Muttie. They were guests of Ray Rogers in the cookhouse for lunch and attended the night show and report that the show did a turn-away business.

George H. Barlow III, writes that again this year he staged the Quaker Lakes Carnival, which took on the motif of a county fair. They had band and stage acts, several of which had formerly been with circuses. The Pucta Brothers put on two acrobatic and tumbling numbers. These people were formerly with Walter L. Main and Gentry Bros.' circuses. They had a horse show, harness races and all that goes to make up a county fair.

Sverre O. Braathen, of Madison, Wis., writes: "Mrs. Braathen and I caught the Ringling show in Milwaukee, Oshkosh, Madison and Rockford. Had a delightfully cool day in Oshkosh, where the show played to two turnaways. Dr. and Mrs. Conley, of Park Ridge, Ill., were on the lot all day in Oshkosh, completing their collection of pictures. The Big Show also played to turnaway business in Madison and the day was a delightful one. Sumner A. Peterson came over from Atwater, Minn., and Charles Frye from St. Paul, and were on the lot all day."

William H. Judd, of New Britain, Conn., showed colored movies of the Big One taken on the Hartford lot this season at the New Britain Fresh Air Camp for boys on August 5. There were about 100 present to enjoy these interesting pictures.

CFA G. Wylie Overly, of Mount Pleasant, Pa., popular bank cashier of that town, was in Chicago during a part of the engagement of the Big One and joined clown alley for 10 performances and presented his famed Lamp Post gag. An interesting story of him appeared in *The Chicago Daily Tribune* August 6 and in the same issue a picture of him in and out of character.

Fred W. Schlotzauer, of Oquawka, Ill., states that he had a big day with the Ringling show at Burlington, Ia. It was an ideal day and, for a Saturday, business was big—a very good matinee and about a two-thirds house at night. He saw the second, third and fourth sections come in and was on the lot all day. Saw both performances from the seats. A. T. Sawyer spent the afternoon in the backyard and saw the show at night.

L. W. Poarch Jr., of Petersburg, Va., spent the day on the lot of Cole Bros.' Circus when it showed there August 15. He saw both performances and was a guest of Col. Harry Thomas in the cookhouse, where he met Florence Tennyson, Victor Robbins and others.

Members of Henry Kyes Tent No. 31, Springfield, Ill., will elect permanent officers at a meeting September 4.

FLYING LECLARES

Will open in Los Angeles, Calif., with **POLACK BROS.' CIRCUS** Sept. 13th and will remain with the show the entire winter season. This is the **THIRD CONSECUTIVE YEAR** with the show.

PERMANENT ADDRESS:
 809 W. Jefferson St., Bloomington, Ill.

WALLACE BROTHERS CIRCUS ANNEX

Wants Acts for balance of this season and next. Inside Man who does Punch and Colored Musicians. Can use Acts for concert at Boston and Philadelphia Shrine Circus. Slim Collins, wire. Address: New Albany, Indiana, 3; Jasper, Indiana, 4; Mt. Carmel, Illinois, 5; Harrisburg, Illinois, 6.

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ATTENTION - - NOTICE

PRODUCERS—ACTS—AGENTS

THE ST. LOUIS POLICE RELIEF ASSOCIATION IS MAKING PREPARATIONS FOR THEIR ANNUAL BENEFIT SHOW WHICH IS TENTATIVELY SET TO BE HELD IN ST. LOUIS FROM APRIL 15 TO 28, 1942, INCL.

This notice is given with the intention of having any competent producers or acts, and reputable agents having acts to book, to communicate with the office of the secretary and submit their proposals for consideration. **NOTE TO PRODUCERS:** On Thursday, Sept. 18, starting at 10:00 a.m. Producers will be given the opportunity to state their proposals in person. Meeting will be held in Room 605, Police Headquarters.

Address All Communications to **THOMAS MOLLOY**, Sec., **ST. LOUIS POLICE RELIEF ASSOCIATION**, 1200 CLARK AVE., ST. LOUIS, MO.



Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry
Street, Reading, Pa.)

READING, Pa., Aug. 30.—The CMOA now has three members serving in the army. In order that these fellows may continue to enjoy the benefits of this association while serving, the officers of CMOA have agreed to issue free, paid-up dues cards to each of those now serving and also to those who may be called or enlist in any branch of the service later on. This ruling is to stand until further notice.

Charles Doelker, Harrisburg, Pa., and Mr. and Mrs. Russ Warner, Reading, Pa., went to Marietta to catch Bell Bros.' Circus but they found they were a day ahead of the show. However, they went back over the Bell route, and caught the show in Mount Joy, Pa., where they had quite a long chat with Sam Dock.

Frank Updegrave and family caught Beers-Barnes at Boyertown, Pa., and took in the night performance. Russ Warner also caught the show at Boyertown and visited with the LaBelle Ray Troupe. Russ and Mrs. Warner also caught the show at Birdsboro, Pa. They report a very good show which is playing to straw houses almost every night.

DAYTON, O., Aug. 30.—First meeting of the CMOA, Region 3, will be held in this city tomorrow. Bob Danner, Muncie, Ind., is president, and those attending will be George Graf, Peru, Ind., considered an ace in this line, and others from points as far away as Harrisburg and Reading, Pa.

Dressing Room Gossip

COLE BROS.—Big news of the week is, of course, the joining of Jack Dempsey. He joined at Bluefield, W. Va., and he still has that certain magnetism that he has always had. I think he is without a doubt the most real and regular person I have ever met. No wonder they call him the idol of millions. That title sure fits him to a T. Miss Lucy rejoined after being out of the program for four weeks with three broken ribs. Al St. Clair, headwater, had a big day recently. He was visited by his wife, baby daughter and family. Also visiting this week were Frank Shepherd, Tex Orton, George Myers, Elizabeth and Ernestine Clark, all from the Russell show. A bouquet of roses to Mayme Ward for the way she handles statues and the ballet. Incidentally, Mayme Ward tells me she was recently divorced from Mel Smith.

Senor Juan Lobo, besides being a very good all-round cowboy, is also a very fine guitar player and singer of his native Mexican folk songs. One of the quietest persons on our show and one of the very few lady clowns in this country is Mrs. Charles Baker. Steve Saline, cossack, suffered a painful injury to his knee while trick riding. Al Mann, one of the better trick riders in our Wild West, is now working one of the seal acts and doing a very nice job. We had so much gravity at Johnson City that Harry McFarlan could hardly blow the whistle and we had to guy our buckets out in the dressing room. Nice letters from Mrs. Tom Gregory, Mr. and Mrs. Sverre O. Braathen, Clarence A. Kachel and Juanita Hobson, who is visiting Homer Jr. on the West Coast. Birthdays this week—Marion Knowlton and Miss Lucy. Had a nice visit from Frank H. Board at Bluefield. A bear walked in our dressing room recently and stopped

CAMPEL BROS.' CIRCUS WANTS

White and Colored Musicians on all instruments, organized Band or Leaders. Acts doing two or more. Romig Rooney, write. Elephant Animal Men, Candy Butchers, Ticket Sellers, Boss Canvasman, Legal Adjuster, Sterki, Frenchy Moore, Reno, if at liberty write. Want Hawaiian and Oriental Dancers. Will buy Domestic or Wild Animals that are broke. Want Agent with car. Bill Posters and Lithographers. Thayer, Mo., Thursday; Hardy, Ark., Friday; Batesville, Saturday.

at Maurice Marmolejo's trunk. Maurice is still looking for that bear.

One of the grandest lots this writer has ever been on was Chattanooga. We showed in a park as level as a billiard table. It was a treat to go to the lot. Ernie White had the time of his life when we played Chattanooga, Ernie's home town. Ida was on the lot all day visiting her many friends on the show, as was Madeline, Ernie and Ida's daughter. They gave a real Southern dinner from fried chicken to sweet potato pie at their home to the following performers: Bert and Corinne Dearo, Emmett Kelly, Ethel Freeman and yours truly. The way they all tackled that chicken, me included, I felt sorry for the horses at that night show. Thanks, Ida and Ernie White. Had a very interesting letter from Dr. L. C. Holland, and thanks, Doctor, for the swell pictures you sent me of Jack Dempsey refereeing the fight Otto and I do. One of the longest broadcasts I have ever known was given by the show at Chattanooga. Two and a half-hour broadcast to all the kiddies that are shut-ins. They started with the broadcast outside, then took it inside and gave the whole show, and that lasted over two hours. FREDDIE FREEMAN.

Circus Historical Society

WICHITA, Kan., Aug. 30.—Ken Amadon, CHS, and Dr. E. N. Olzendam, CHS, both of Manchester, N. H., visited John T. Benson's Wild Animal Farm, Nashua, N. H., where they met and talked with Eddie Jackson, CHS; Mabel Stark, Mr. Benson and Jimmie Heron. Spent a pleasant afternoon looking at Eddie Jackson's collection of photos. Ken recently purchased eight model circus wagons and a Pullman car to add to his miniature circus. Doc has joined a riding club and expects to ride in the hundred-mile Vermont Trail ride.

Poodles Hanneford troupe and the Flying Melzoras played Edgewater Park, Detroit, recently.

Fifty years ago Adam Forepaugh Shows were at Des Moines July 20; Boone, Ia., July 21, and Sioux City, Ia., July 22.

Barnum & Bailey played Wichita, Kan., in 1888 to an afternoon crowd of 18,000 and 15,000 at night. It also played Hutchinson, Winfield, Emporia and Ottawa, all in Kansas. Features were a troupe of Japanese jugglers, talking seals, a trained zebra, an artificial lake of real water with Capt. Paul Boynton, "The Aquatic Marvel"; a troupe of Arabian dancing girls, a real wild Moorish caravan and a genuine tribe of wandering Bedouins. Jumbo's skeleton was exhibited in the side show. Tickets for adults were 50 cents; children under nine years, half price.

Walter L. Main Answers Doc Waddell on Leapers

Editors *The Billboard*:

Note Doc Waddell desires information about leapers. I never heard of anyone doing a triple over horses or elephants. Before my time George Batcheller was a great leaper and later was a partner with John B. Doris in a circus known as the Great Inter-Ocean. I saw this circus in 1881, a fine one-ring affair, with 17 cages, 1 elephant and 1 camel.

In 1877, with W. W. Cole Circus, I saw William H. Batcheller, no relation to George, do a double somersault over 18 horses, but some were neck to neck.

In 1889 Dan O'Brien was principal leaper with Barnum & Bailey. O'Brien was with my circus several seasons, leaving in 1899, and in San Francisco he did a double over four elephants, one standing on a tub. In 1894 Joe Artressa did doubles over three elephants and two horses with the Main Circus daily. In 1882 the Four Waltons, acrobats, all did doubles over two elephants with the Main Show, and for many years the late George Bickel, clown, did a twisting somersault over horses and elephants, opening an umbrella as he turned.

I carried leaps with wagon shows over 50 years ago and John LaRue did doubles over several horses.

It's a question if the circus isn't slipping in some ways. I've seen several shows the last few years featuring leaps, but no one doing doubles. When I was a kid I could do a single to the seat but never to the feet, so I gave up the idea of ever being an acrobat.

WALTER L. MAIN.

HERBERT A. DOUGLAS, fan of West Chester, Pa., recently caught the Mills Bros.' Circus at North East, Md., and had a very enjoyable visit with Jake and Jack Mills, Floyd King and Charlie Robinson.

The Corral

(Communications to 25-27 Opera Place,
Cincinnati, O.)

HOUSTON FAT STOCK SHOW and Livestock Exposition has canceled its annual rodeo and fair, originally set for February 6, because of unsettled world conditions.

RUSK COUNTY Rodeo and Horse Show Association, Inc., Henderson, Tex., has filed application for a charter to hold a fair and rodeo in that city annually. Incorporators are W. V. Stroud, Ned Hawthorne and F. H. Markey.

INITIAL San Bernardino National Rodeo will be held in the recently completed \$500,000 National Orange Show stadium on September 6-7, William Starke, secretary - manager National Orange Show, announced last week. Stadium's seating capacity totals 10,000 and plans are under way to make the rodeo an annual one under the same management as the National Orange Show.

ELMER (HAPPY) SANKY was adjudged the champion bronk rider at the Overland Trail Round-Up in Sterling, Colo., August 20-21. Frank Pearson was runner-up, with Kenneth Beach, third, and Harold Piper, fourth. Other winners were: Calf Roping—Clyde Brown, Jim Wilkerson, Laurence Davis, Shorty Matlock. Bulldogging—Tom Coleman, Jim Wilkinson, George Hinkle, Melvin Dikeman. Brahma Steer Riding—Harold Piper, Frank Pearson, John Elfig, Frank Quirk.

Bareback Bronk Riding—John Elfig, Glen Bamford, Jess Like, Eike Bohlander. Stock was furnished by J. L. Case. Arena judges were Morris Laycock and Jim Wilkinson. Mrs. John Jordan and Mrs. Lyle Cottrell were timers. John Jordan announced and L. H. Smith was program committee chairman and arena director.

ANNUAL Burke (S. D.) Rodeo, August 22-23, under Commercial Club auspices, played to good crowds on both days. Clay Anderson was rodeo chairman and arena director, and Gus Obermire provided the stock. Eddie Herman announced. Winners: Saddle Bronk Riding—First day, Roy Correll, Alvin Wright; Ernest Abold and Lynn Frost split third. Second day, Roy Correll, Charley Fellows, Ernest Abold. Bulldogging—First day, Melvin Bell; Wallace Andrews and Jack Smith split second; Roy Correll. Second day, Roy Correll, Verne Whitaker, Red Hammerschmidt. Calf Roping—First day, Claude Sully, Melvin Bell, Wallace Andrews. Second day, Verne Whitaker, Claude Sully, Melvin Bell. Wild Cow Milking—First day, Verne Whitaker, Charley Fellows, Gus Obermire. Second day, Verne Whitaker, Gus Obermire. Red Hammerschmidt, and John Sully, of Burke, were the judges.

ROSS MEEKS won the Bronk Riding title at the successful Dubols (Wyo.) Rodeo August 2-3. Other results were: Bronk Riding—First day, Jimmy O'Neal, Vern Meeks, Ross Meeks. Second day, Kid Roberts, Ross Meeks and Jimmy O'Neal split second. Finals, Ross Meeks, Kid Roberts, Dutch Olson. Bareback Bronk Riding—First day, Buster Edmo, Phil Arnett, Pat Kniffin. Second day, Ab Cross, Wilson Irwin and LeRoy Griswold split second. Finals, Ab Cross, Buster Edmo. Calf Roping—First day, Jim Laycock, Jim Wilkerson, Dutch Olson. Second day, Lawrence A. Hays; Justin McCarthy and Jimmy Wilkinson split second. Finals, Jim Laycock, Lawrence A. Hays.

Bulldogging—First day, Dutch Olson, Bill Vaughn, Morris Rielly. Second day, Morris Rielly, Dutch Olson, Bill Vaughn. Finals, Morris Rielly, Dutch Olson. Wild Cow Milking—First day, Maurice Laycock, Billy O'Neal. Half-Mile Race, Martin Christian, Junior Stoll. Cowgirl Race, Lenora Bybee, Betty Farlow. Wild Horse Race, Tommy Smith, Dutch Olson, Fritz Peterson. Free For All Race—First day, Dutch Olson, Mrs. Stalnaker, Martin Christian. Second day, Dutch Olson, Fritz Peterson, Tommy Smith.

Ada Firemen's Rodeo Draws

TOPPED by a crowd of 11,000 the second night, attendance at the seventh annual, Ada (Okla.) Firemen's Rodeo, August 14-17, soared to an estimated 40,000 for five performances. Attendance was 8,000 above last year, when the highest single performance crowd totaled 9,000. Honored guests included Gov. Leon Phillips and Representative Lyle Boren. Contracted performers included

Chester Byers, trick roper, and Don and Gene McLaughlin, juvenile ropers. In a special event, Lorrain Dyer, Vaughn Craig and Tad Lucas did bronk riding on a non-competitive basis. Pete Adams announced. Final winners were:

Calf Roping—Clyde Burk, Leo Branman, Everett Shaw, Toots Mansfield. Bronk Riding—Leo Murray, Frank Finley, Milt Moe; George Yardley and Texas Kidd Jr., split fourth.

Bulldogging—Roy Ross and Tom Horgan split first; Eddie Curtis, Louis Brooks. Steer Roping—King Merritt, Toots Mansfield, Ike Rube, Clyde Burk. Brahma Bull Riding—Hoyt Heifer, Dale Adams, C. J. Shellenberger, Huey Long. Louis Brooks won the all-round cowboy award.

Chi Stadium Rodeo

ARTHUR M. WIRTZ, executive vice-president of the Chicago Stadium, announces that a competitive rodeo will be held in the Stadium this fall. Prizes amounting to \$18,000 will be offered. Event is sponsored by the Rodeo Association of America, and Wirtz states that many top cowhands who took part at the Pendleton Roundup, Cheyenne Frontier Days, Oregon Stampede, and the Salinas and Reno rodeos have filed entries for the Stadium rodeo.

Colorado Springs Rodeo Big

DESPITE heavy rains for four of the five performances, the Colorado Springs (Colo.) Rodeo at Penrose Stadium, August 14-17, drew 45,000 patrons, resulting in a gross of \$35,000. Wallace Beery, move star, appeared at each performance, as did the noted Barbara Moffett. Other attractions included Sid Franklin and his troupe of Mexican fighting bulls and matadors, Lloyd Shaw's Cheyenne Mountain School Dancers, and Ray and Maidie, trick ropers. George Mills, with his Brahma bull, clown, and Leo J. Cremer directed the show.

Results: Calf Roping—First day, Buck Eckols, Robert Meeks, Gordon Davis, Jack Skipworth. Second day, Buck Eckols, Hugh Bennett, Homer Pettigrew, Leo Huff. Third day, Jim Snively, Juan Salinas, Ralph Bennett, Buck Eckols. Finals, Buck Eckols, Leo Huff, Jack Skipworth, Tony Salinas. Steer Wrestling—First day, Homer Pettigrew, Charlie Colbert, Tom Coleman, Shorty Matlock. Second day, Hugh Bennett, Homer Pettigrew, Mickey McCrorey, Dub Phillips. Third day, Hugh Bennett, Ralph Stanton, Hank Mills, Shorty Matlock. Finals, Homer Pettigrew, Hugh Bennett, Mickey McCrorey, Dub Phillips.

Bronk Riding—First day, Paul Carney, Gerald Roberts, Bill Sievers, Al Fletcher. Second day, Doff Aber, Paul Carney, Bart Clennon, John Jordan. Third day, Bill Sievers, Alvin Gordon, John Jordan, Elmo Walls. Finals, Paul Carney, Doff Aber, Bill Sievers, Alvin Gordon. Brahma Bull Riding—First day, Jim Like and Gerald Roberts split first and second; Andy Gibson and Buttons Yonnick, split third and fourth. Second day, Smoky Snyder, Jim Jackson, Buttons Yonnick, Albert McEuen. Finals, Buttons Yonnick, Gerald Roberts, Smoky Snyder, Buck Killough.

Wild Cow Milking—First day, Laurence Davis; Gordon Davis, Shorty Matlock and John Pogue split second and third. Second day, Leo Huff, Hugh Bennett; Homer Pettigrew and Royce Sewalt split third. Third day, A. J. Pettigrew, John Pogue; Sig Faircloth and Shorty Matlock split third. Fourth day, Laurence Davis, Hugh Bennett; Royce Sewalt and Gordon Davis split third. Fifth day, A. J. Pettigrew, Leo Huff. Finals, Laurence Davis, Hugh Bennett. A. J. Pettigrew, Leo Huff.

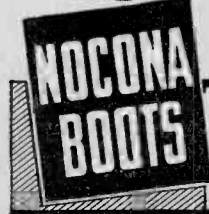
Amateur Bronk Riding—First day, Ed Heller, Earle Hale; Everett Doane, Sam Doile, Colorado Kid, Dude Ball and Bud Hainer split third and fourth. Second day, Sam Doile, Earle Hale; Ed Heller, Everett Doane, Colorado Kid, Dude Ball and Bud Hainer split third and fourth. Finals, Earl Hale, Ed Heller, Bud Doile.



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CNE UP 46,000 ON FIRST 5

Rain Takes Fall Out of Kids' Day

Spec plays to capacity in front of grandstand — Frolexland biz is big

TORONTO, Aug. 30.—Attendance at the Canadian National Exhibition here, August 22-September 6, was up 46,000 over last year for the first five days with a total of 640,000. The only decrease so far was on last Monday, Children's Day, when rain in the morning and part of the afternoon caused the gate to slide off 18,000 under last year's. Comparative figures:

	1940	1941
Friday	44,000	58,000
Saturday	211,000	217,000
Monday	174,000	156,000
Tuesday	79,000	93,000
Wednesday	86,000	116,000
Increase on day	30,000	
Increase on year	46,000	

Exhibits are in great numbers, all space having been taken, with exhibits from Great Britain in the lead and using more space and creating more interest than heretofore. United States (See CNE UP ON FIRST 5 on page 55)

Ottawa Beats '39 With Rain

OTTAWA, Aug. 30.—The 54th annual Central Canada Exhibition here, suspended in 1940, had total attendance officially announced at 247,704 on August 18-23. This was 16,859 more than the 1939 figure and was achieved despite rain two afternoons and two nights. Increase in attendance was attributed to a wartime boom in Ottawa and a considerable jump in population. Comparative attendance:

	1941	1939
Monday	69,500	64,419
Tuesday	23,366	27,115
Wednesday	49,009	36,741
Thursday	31,574	33,205
Friday	25,239	27,175
Saturday	49,016	42,190

Totals

247,704	230,845
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With buildings occupied by soldiers since the outbreak of war, it was necessary to stage the exhibition entirely under canvas and in half the original space. No less than 125 tents were erected on (See OTTAWA BEATS RAIN on page 45)

Sedalia Put Over Big as Green Bows Out as Secretary

SEDALIA, Mo., Aug. 30.—The 41st Missouri State Fair here on August 17-24 had total paid admission of 222,112, an increase of 3,338 over 1940. This was established despite the fact that there were three days of heavy rain. Officials are convinced that with average weather all previous records would have been shattered. Rain caused one night show to be canceled and one afternoon of harness racing to be called off. It is estimated that the final day's attendance was cut 50 per cent because of a down-pour, altho the gate was 35,000.

While grandstand sales have not been fully checked, they are expected to exceed those of last year, even with the one night show and afternoon show called off. Greatest attendance damage was done on Sunday, final day, when rain be- (See SEDALIA GOES OVER on page 55)

SOMERSET, O.—Directors of Perry County Agricultural Society elected J. R. Underwood president and set dates for the 1941 Somerset Pumpkin Show. He succeeds O. T. Van Sickle. Others elected were vice-president, Kelson Melick; secretary-treasurer, John Stalter; field manager, Frank Sweeney.



H. BERNARD KELLEY, president and secretary of Franklin County Fair, Malone, N. Y., who reported the 1941 annual there one of the most successful in the 90-year history of the agricultural society. Some records were made, altho war conditions apparently cut down the usual heavy attendance of Canadians. The other H. B. Kelley of fairdom is Harry B. Kelley, secretary of Michigan Association of Fairs and of Hillsdale County Fair, Hillsdale, and a department head at Michigan State Fair, Detroit.

Milwaukee's New Gate Peak Is 676,288

MILWAUKEE, Aug. 30.—A new attendance mark of 676,288 was set by the 91st Wisconsin State Fair on August 16-24. (See MILWAUKEE'S PEAK on page 45)

Fire Damages Montana Plant

MISSOULA, Mont., Aug. 30.—Fire of undetermined origin caused a stampede of hundreds of spectators on Friday during progress of Western Montana Fair and Rodeo, August 20-23. Flames swept the crowded bleachers and spread rapidly to stock buildings, scattering livestock over a wide area. Twenty-one automobiles-housed in a stock building were destroyed, a tepee village erected by Flat-head Indians was razed and other buildings were damaged. Several people were treated for cuts and bruises.



SOME IDEA OF THE RECORD CROWDS that attended Wisconsin State Fair, Milwaukee, this year may be gained from the accompanying picture, taken on opening day, Saturday, August 16. There were about 15,000 autos on the grounds, and the day's attendance reached 102,612. On the following day, Sunday, August 17, the attendance mark reached more than 122,000 and the auto parking limit was reached at 1:30 in the afternoon.

Senate Group Retains Exemption From Gate Tax; Non-Profit Events

Represents victory for Government Relations Committee of International Association of Fairs and Expositions—passage of legislation would have jeopardized some

NEW YORK, Aug. 30.—On Tuesday the Senate Finance Committee, which has been concerned for months with new tax legislation, especially income and corporation levies, announced that it had decided to restore the exemption held by agricultural fairs on gate admissions. An unfavorable report by the Washington group would have taxed fair gates 1 cent on each 10 cents of admission. It was but 12 days ago that the Government Relations Committee of the International Association of Fairs and Expositions, headed by Charles A. Somma, general manager of Virginia State Fair, Richmond, appealed to the Senate group for retention of the exemption during a hearing which lasted only 10 minutes. This protest was followed by a detailed brief filed by Somma's committee and which outlined the reasons why fairs should not be subject to the proposed tax.

Ohio's Biggest Mark Is Made

OHIO STATE FAIR, Columbus, August 23-29. Win H. Kinnan, secretary and attraction superintendent. John Yoder, concession superintendent. Gate admissions: Adults, day, 50 cents; night, 25 cents; children, day or night, 25 cents; autos, day or night, 25 cents. Grandstand: Adults and children, day or night, 50 and 75 cents. Amusements booked on percentage. Grandstand booker: WLW Promotions, Inc. Midway: F. E. Gooding Amusement Company. Horse racing: Five days.

COLUMBUS, O., Aug. 30.—Ohio's 91st annual State Fair broke all records for attendance and premiums here on August 23 to 29, said Manager Win H. Kinnan, and is indicative of reasons for midway and concessionaires' reports that takes were up from 15 to 25 per cent over any previous year.

Day-by-day paid attendance announced up to Thursday: Saturday, 28,090, a gain of 5,933 over 1940; Sunday, 63,763, a gain of 22,446; Monday, 19,239. (See Ohio Chalks Record on page 45)

Detroit Places IA Ushers

DETROIT, Aug. 30.—All IATSE ushers and usherettes at Michigan State Fair here this week were placed under negotiations directed by Roger M. Kennedy, IA vice-president and business agent of Detroit Local 199. A total of 123 men and 20 girls at the fair are IA members in the new Local B 179, which has about 800 members, mostly ushers, doormen and candy girls in theaters here. Details were in charge of Paul Williams, acting president and business agent of the new local, who was spending most of his time on the grounds.

Wirth Asks "Czar" Ickes for Relief From Gas Curfew

NEW YORK, Aug. 30.—Declaring that his business has been "seriously injured" because performers have been late in arriving at their fair engagements due to limitations on gas, Frank Wirth, head of Frank Wirth Booking Association, this week wrote to Harold L. Ickes, petroleum co-ordinator, urging an exception for such acts.

Wirth said that "these performers travel by truck and auto" and in most cases are obliged to move at night because they generally close their engagements Saturday night and start out the same night for the next town in which they are scheduled to appear. He also said that the trucks or autos are usually inactive during the entire week of their engagement.

"Due to the curfew on gas and in fairness to these performers, we respectfully ask that some consideration be given to the various acts to enable them to travel overnight and complete their jump (which might be, three, four, or five hundred miles) and start their engagement on time. Could not a special permit be issued in these instances? We ask that you give our request immediate consideration and we can assure you that no advantage would be taken of the permit, if granted. It is simply that we desire to have these artists appear as per contract on time in the towns in which they are scheduled to appear."

Dallas Fair Walkout Ended

DALLAS, Aug. 30.—Dallas labor unions and State Fair of Texas settled a dispute over 100 per cent union labor for construction of the livestock arena and Ice Sports, Inc.'s new ice rink at Fair Park on Wednesday. Construction started anew on Thursday. Building trades crafts, AFL affiliates, had walked out on August 21 when their demands for use of all union labor at Fair Park were not accepted by the fair management. Walkout threatened completion of the livestock arena in time for the 1941 fair. Fair Secretary Roy L. Rupard said rebuilding would be completed in time.

NEWBERRY, S. C.—Newberry County Fair Association elected Henry T. Cannon secretary to succeed James P. Moon, who resigned to devote his full time to his business.

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

"Busiest Man in Canada"

THE August 30 *Liberty* magazine has a story by Jack Mosher titled *The Busiest Man in Canada*. We thought it might be referring to the premier or perhaps the governor-general or some big shot like that; or even J. W. (Patty) Conklin, originator of localized midways in the neighbor country to the north. But no—it's about a friend and colleague of Patty's, none other than Elwood A. Hughes (the A stands for Alexander), general manager of the Canadian National Exhibition.

The top man at CNE would be very busy indeed if he did nothing else but work during the fair itself. With Hughes it's a 52-week job, which should make him one of the busiest men in the world, if you ask us. Mosher's description of Hughes is pointed: "A dapper, hard-working little gent, weighing in at 140 and looking like a character out of Charles Dickens."

Hughes is quoted as saying that one of the secrets of CNE success is price—"admission is the same two bits it was when the thing started 63 years ago." He said a mouthful. "Carnival flavor" is also a contributing factor. They had organized carnivals at CNE up until a few years ago when Conklin was asked to develop a Frolexland, which has been successful ever since. Yet the grandstand show, instead of being subordinated, gets bigger every season. It must follow that the stand program plays second fiddle to no other entertainment department.

Let's give a cheer or two to the talent agents, who are seldom or never praised. What with delivering acts under such difficulties as the draft and gasoline rationing, their work is cut out for them.

Frank Wirth reports that Walton (N. Y.) Fair hung up attendance marks. His stand acts were Alf Loyal's Dogs, Julia Sam and Seal, Jules and Clifton; Hank, Rube and Leaf; Novelle Troupe, Dobas Troupe and Welby Cooke Pony. "Opposition" thrillcade, Lucky Teter, also broke records, Wirth said. At Cortland, N. Y., his *Thumbs Up* revue had the biggest Wednesday night in fair's history. Surrounding acts were Guice Troupes, Miacahua, Laddie Lamont, Tebor's Seals, Emerald Sisters, Spring Garden Band, and emcee Jerry Toman. Jimmie Lynch Death Dodgers appeared two days and Walter Stebbins' midget auto races were staged for first time in Cortland. At Afton, N. Y., rain cut into the gate, but Wednesday was a big day. Captain Dan Fox, of State Troopers, visited and renewed his multitude of friendships. Brookfield, N. Y. (current) has booked Suicide Hayes for an additional day to give the unit two days.

Rutland (Vt.) Fair will be celebrating its centennial four years hence. But this year's Rutland bill reads like the 100-year marker is current. Can you imagine the type of program Will Davis will provide in 1941!

Lagasse Amusement Company played North Adams under the K. of C. with an Al Martin-booked free circus that consisted of Malett and daughter, high rigging; Shaller's Four Beauties of the Air, Flying LaMars, Diving Gordons and the Great Siegfried in his snowless skijump. St. Mary's Parish, Pittsfield, Mass., celebrated its silver jubilee by staging a lawn party with free acts that included Siegfried and Sol Solomon's Water Show, which came direct from North Conway, N. H., maiden fair of banker Harvey D. Gibson and manager Joe Upchurch. These two turns gave Father McMahon opportunity to capitalize on the fact that they were presented at the New York World's Fair. At Northampton, Mass., Lagasse will have Siegfried and a thrill unit.

Don Kelly, of WLS, informs that National Barn Dance, broadcast from Wisconsin State Fair at Milwaukee on opening night, drew over 12,000 paid admissions, breaking all bow-night records. Previous week, at Illinois State Fair, Springfield, show played to 7,000. Barn Dance is feature of opening night at Indiana State Fair, Indianapolis, where it lured 11,000 in 1940.

Irish Horan's Jimmie Lynch Death Dodgers pulled big at Taneytown, Md., on opening Sunday, giving afternoon and

night shows. Contract will repeat in '42. Two shows were also given at Altamont, N. Y., where secretary Roy Peugh began to mull a return date for next year. Sunday and Tuesday performances are carded for Essex Junction, Vt.

According to unit tub thumper Houston Lawing, Bill Horton, who hails from Norwalk, Conn., provided about 5,000 natives with the acme in thrills at Danbury Fairgrounds while doing his dive bomber crash. Horton's car is regularly scheduled to crash into the side of a parked auto after catapulting from the end of an elevated rampway. But he overshot his mark and the car plunged over the parked machine, nose-dived onto the track and looped end-over-end for three complete loops without Horton suffering the slightest injury. Show was bought by Stuart McLean, promoter of midget auto races.

Another Horan-Lynch click is Harry Woolman, trick motorcyclist, who teams up with Bonnie Walker in this chore. Dodgers have provided their program with cycle stunts such as the aerial criss-cross, the suicide leap thru a flaming hoop and the double firewall crash.

A trade report says that Sacramento theaters, which normally anticipate a 40 per cent drop in revenue during the California State Fair, expect an even sharper decline this year. Fair's big name attraction, booked on a stagger basis, include Harriet Hilliard and Ozzie Nelson (three days), Abbott and Costello and Gene Krupa band (one day), Sacramento Symphony Orchestra and Susanna Foster (one), Orson Welles and Ray Noble band (one), Gene Autry and Charlie Barnett band (one), Vera Vague and Barnett (one), Kay Kyser band (one), Tony Martin and Dave Rose band, one day.

Generalities

Butler, Pa., drew big crowds to its stand bill which included International Rollos, Dixon Brothers, Billy Pape and Conchita. (See GRANDSTAND on page 45)

Vancouver Opening Up 10,432 in Rain

VANCOUVER, B. C., Aug. 30.—Despite an afternoon drizzle that turned into a downpour at night, attendance the first day of Canada Pacific Exhibition here, August 25-September 1, topped 1940's opener, also rainy, paid gate of 44,155 representing an increase of 10,432.

Robert L. Lohmar, general manager of Rubin & Cherry Exposition on the midway, was pleased with the way crowds patronized attractions in the rain. He said business was better the first day than was the case last year. Lack of midway space is a drawback. Some attractions were left on the train, while others had to be cut down, but Exhibition Manager S. C. McLennan said the situation will be remedied next year, plans calling for removal of Roller Coasters and an industrial building. Some attractions were not in operation Monday, Children's Day, because of bad weather and late arrival of the train. Those that were open found it hard to get children's business because of high admission taxes. Tuesday Manager Lohmar set a lower price for kids for remainder of the fair. Rain pelted down the second afternoon, but skies cleared at night and attractions did business.

Visitors Monday included J. C. McCaffery, general manager Amusement Corporation of America; Percy W. Abbott, manager Edmonton (Alta.) Exhibition; E. L. Richardson, former manager of Calgary (Alta.) Exhibition; Don Sampson, *The Star-Phoenix*, Saskatoon, Sask., and Bruce Peacock, Regina, Sask.

Fair opened with a three-mile parade stressing "All Out for Victory," with floats of a military flavor and military units participating. Official opening was held in a fair building because of the rain, Premier T. D. Pattullo officiating in place of C. D. Howe, munitions minister, who could not attend. Opening luncheon, attended by 317, was held in the Hotel Vancouver. President John Dunsmuir was chairman and guests included Premier Pattullo, Mayor J. W. Cornett, members of city council, defense department officers, officials from near-by cities, rose queen of Portland, Ore., and girl drill teams from Bellingham, Wash.,

and Victoria, B. C. Livestock classes, with the exception of horses, were well filled, with cattle entries exceptionally good. Other exhibits were up. Daily twilight running races were set for the grandstand. First-day race crowds were down because of the rain.

Shaffer Readies Defense Exposition for New York

NEW YORK, Aug. 30.—With three weeks to go, Almon R. Shaffer, managing director, is winding up the heavy detail on the Civilian and National Defense Exposition, scheduled for Grand Central Palace here under sponsorship of Defense Expositions, Inc., with proceeds halved between USO and Office of Civilian Defense.

All four floors of Palace will be occupied with about two-thirds of exhibits provided by the government and the balance by defense industries. Shaffer directed a similar layout in Cincinnati a few weeks ago.

Due to a general ignore by potential exhibits and the public, projected "New York County Fair" at Madison Square Garden has been canceled out. It had been carded for September 10-20.

Malone Annual Big Success

MALONE, N. Y., Aug. 30.—Despite the fact that the war kept the usual large crowds of Canadians from attending Franklin County Fair here on August 18-23, the 90th annual had gate receipts and concession and entry fees far in excess of marks of previous years and it was one of the most successful in history, said H. Bernard Kelley, president and secretary. Concessionaires reported much better takes than in recent years. Friday's rain was the hardest ever experienced by the fair. O. C. Buck Shows had a week of excellent business on the midway. Lucky Teter's Hell Drivers and George A. Hamid attractions provided grandstand entertainment for thousands.

Greenup's 90,000 Is Best

GREENUP, Ill., Aug. 30.—Estimated attendance of 90,000 at the 1941 53d annual Greenup-Cumberland County Fair was largest in association history, reported Secretary Preston Jenuine. There were running races the first day, mixed harness and running races four days, and Kidd's motorcycle contests on closing day. Night attractions included Duke of Paducah on opening night, followed by Renfro Valley Barn Dance. Boyle Woolfolk Agency supplied a two-day stage-show featuring Marvin Dale's orchestra, Neiss Trio, Nelson Sisters, Wright and Vivian, Jim Valdare, Hubert Dyer and Margie, and Al Calvin. W.D.Z. on Parade was closing night attraction. Of 11 shows presented, nine were sellouts. Great Lakes Exposition Shows reported good business on the midway.

STOKESDALE, N. C.—Prospects are promising for the first annual fair to be held here, with a free gate, by Stokesdale Merchants' Association, at which there will be agricultural exhibits, rides, and fireworks. Premium book showing liberal awards is being prepared. J. O. Richardson is general chairman and A. D. Early, secretary and treasurer.

Sioux Empire Sets 75,000 Gate Mark; Attractions Draw

SIOUX FALLS, S. D., Aug. 30.—Third annual community-sponsored Sioux Empire Fair here, August 18-24, shattered all attendance records and an approximate 3 per cent gain in gate receipts was reported by Secretary John F. White.

Emerging as a full-fledged event of State fair caliber, the annual drew nearly 75,000 during its six days and seven nights, and receipts from all departments were expected to total over \$50,000.

Single-day attendance figures soared to a record high on Wednesday, stimulated by the visit of Gov. Harlan Bushfield and championship CSRA auto races conducted by Al Sweeney and Gaylord White, of National Speedways. Grandstand crowd of 5,300 saw Emory Collins race to top honors. Barnes-Carruthers Americana played Monday night thru Saturday to capacity audiences. WLS Barn Dance was closing night feature. Secretary White, who managed South Dakota State Fair, Huron, for 13 years, credited A. E. Selden, "The Stratosphere Man," and Vittorio Zacchini, "human cannon ball," for the heavy gate. They were presented as feature free attractions on the midway. Jimmie Lynch and His Death Dodgers were headlined on Tuesday and Sunday afternoons, with harness racing billed for Thursday and Friday. Horse races paid out for the first time in three years. Goodman Wonder Shows were on the midway.

Selden THE STRATOSPHERE MAN

World's Highest Aerial Act!

Nothing else like this thrilling, sensational attraction—WRITE OR VISIT TODAY FOR COMPLETE INFORMATION AND OPEN TIME. Permanent Address—

Care of THE BILLBOARD, CINCINNATI, O.

WANTED

For WAYNE COUNTY FAIR, Honesdale, Pa., September 24-27—Day and Night. Legitimate Concessions, Penny Arcade, Hoop-La, Scales and others. Not too many of one kind allowed. Write for space.

R. W. GAMMELL, Secy.

CONCESSIONS—SHOWS WANTED For

Hoopston, Ill., Annual Sweet Corn Festival
Sept. 15-16-17-18.

Concessions of All Kinds. No Gifts. Act Immediately for Choice Locations. Come and Get Your Winter Bankroll.

TOMMY SACCO THEATRICAL MART
162 No. State St. Chicago, Ill.

HUSTREI TROUPE AND FOUR OSSANIS

HIGH WIRE - - - HIGH LADDER

BOTH ACTS OPEN FOR BOOKING ON OCTOBER 1, 1941.

TWO OF THE MOST SENSATIONAL ACTS FOR THE PRICE OF ONE.

Week September 1—Lincoln, Neb.
Week September 8—Spencer, Iowa.
Week September 14—Open for Booking.
Week September 21—Oklahoma State Fair, Oklahoma City, Okla.

All offers to MRS. M. HUSTREI, General Delivery at the Above-Mentioned Fairs, or care of Barnes & Carruthers, 121 N. Clark St., Chicago, Ill.

WANTED FOR MONTPELIER STREET FAIR---Sept. 9-13, 1941

Cook House, Fish Pond, Pitch-Till-U-Win, Scales, Guess Age, Blanket Wheel, Frozen Custard, Digger, Photo Machine, Grind Store, Candy Floss, Palmistry, Freak Show, Girl Show, Athletic Show, Fun House, Motor Drome, Bingo on percentage.

GARL D. WALKER, Concession Secy., Montpelier, Indiana

Minn. Moves Toward Tops

ST. PAUL, Aug. 30.—At the 82d annual Minnesota State Fair here on August 23-September 1, Secretary Raymond A. Lee said that, with continued good weather, this year's fair was due to break the 750,000 attendance mark. More than 57,000 exhibits, a record number, were on display. Opening-day attendance figures were 58,863, as against 29,630 in 1940 and 61,636 on the best opening day in 1938. The 25-cent "Everybody Pays" gate, in which this fair pioneered, was maintained.

Sunday, with hot weather and despite threatening showers, saw a new attendance record set for the fair's first Sunday with 69,406. Previous high opening Sunday gate was 62,103 in 1937. Rain played havoc with attendance on Monday, Children's Day, cutting turnstile figures to 56,230 and forcing officials to call off the night grandstand show. But the Monday turnout was the best the fair has had in several years, officials pointed out. Previous high for Children's Day, usually not on a Monday, was 99,458 in 1939.

On opening night over 30,000 filled the grandstand for the show, which included, in addition to Edgar Bergen and Charlie McCarthy, Ted Weems and His Beat-the-Band Orchestra; Perry Como, baritone; Red Ingle, comedian; Elmo Tanner, billed as Whistler's Mother's boy; Jean Browne, songstress; Buster West, goofy gob; Paul Remos and His Wonder Midgets; Lois Wolner and Her Eight Singing Commanders, and Selden, "the Stratosphere Man." Entire opening show was booked by Music Corporation of America, first time MCA had staged a complete program at the fair. Only Selden is working at the fair thruout the entire period.

Grandstand Program Varied

Acts in *The State Fair Revue of 1941*, nightly in the grandstand, were booked by Barnes-Carruthers, with M. H. Barnes in charge of production and Al Sheehan, of WCCO, Minneapolis-St. Paul, station,

superintendent of attractions. Night grandstand program, beginning at 6:30, was launched by a concert by Minneapolis Working Boys' Band, Allen Abbott conducting. St. Paul Post, No. 8, Drum and Bugle Corps, followed. Al Melzora's organ music preceded actual opening of the revue for which Izzy Cervone and his band played. Opening is Piccadilly Lane, production number, featuring a 36-girl line, followed by the Victoria Group, six-person bike act, and Youman Brothers, instrumental comedy trio. South American Way, production episode, is a salute to Latin America. Next, across the stage, are the Four Frandos, Eight Comerons and Four Los Rancheros, all teeter board. New Yorkers are a mixed singing octette. Calgary Brothers' comedy goes over big.

Production number, Springtime, is followed by Irene Vermillion and Company, acrobatic, and Gordon's Racketeers, dog act. Park and Clifford are expert hand balancers. Across the stage again are the Flying Melzoras, Five Herzog Sisters and Roberto Trio, comedy trapeze, followed by Durbar-Eris Troupe, high rigging act; Lorenzo Vickin, center rigging and breakaway pole number; Four Franks, and Selden, the Stratosphere Man. Jack Markey is emcee. Finale is the number, *Salute to U. S. A.*, with national defense playing prominent part in the revue. Displays are staged by Thearle-Duffield Fireworks Company. Each night a 1941 Buick automobile is given away in front of the grandstand.

Ostermaier's Horses are presented with the Horse Show in the Hippodrome. Grandstand show was well received by an audience, estimated at from 25,000 to 30,000 for the opening night Sunday. Acts in the revue take part in afternoon programs in conjunction with auto racing before the grandstand. In auto racing on Saturday, Gus Schraeder set a new world's record for the half mile in time trials in 23.7, as against his old record of 24.44 made in 1940.

RAS Triples on Opener

On the midway the Royal American Shows, playing the fair for the seventh consecutive year, were on the way to a new record here, according to Carl J. Sedlmayr, president of the Amusement Corporation of America and general manager of RAS, and Elmer C. Velare, secretary of ACA and business manager of RAS. The carnival tripled the 1940 opening-day gross, officials said. By Sunday afternoon, indications were that gross receipts would be from 40 to 60 per cent over 1940, with good weather breaks.

Other fair features include two Thrill Days, one on Friday and the other scheduled for Labor Day, National Defense and Children's Day program, 4-H Club demonstrations, \$5,500-prize horse-race days Tuesday and Thursday, first official Minnesota State Fair trotting and racing program over the new half-mile speedway, Statewide band tournament, National Percheron Show, Horse Show in the Hippodrome, hobbycraft show, auto races, Mother-singers' presentation, dog show, sheep shearing contest, pie baking contest, barn dance show. In the Thrill Day programs, "Blitzkrieg Battle of the Skies," with tri-motor plane, gliders and parachutes, are Danny Fowle, aerial stunting; Jess Bristow, dive-bombing at 400 miles an hour; Verna Turner, girl parachutist; automobile flame plunge, catapult crash, steepchase and roll-over crash.

Henry J. Lund, with a quarter of a century of experience, continues as fair publicity director.

Algona's Gate, Grandstand Up 30, 20% Over '40 Marks

ALGONA, Ia., Aug. 30.—Despite a complete rain-out on Sunday, when Jimmie Lynch's Death Dodgers were featured, Kossuth County Fair here on August 16-20 was the most successful in several years, gate showing a 30 per cent gain and the grandstand a 20 per cent rise, said Secretary E. L. Vincent.

Monday and Tuesday harness races drew good crowds, while Wednesday auto races staged by Racing Corporation of America and supervised by John A. Sloan drew the largest grandstand crowd in history. Gus Schraeder, one of 17 dirt-

track drivers taking part in seven events, lowered the State record for a half mile and equaled the world's record of 24.44. Barnes-Carruthers acts went over big. They included Carell and Rosa, rope spinning and whips; Great Hoffman, comedy juggler; Hank Sieman and Archie, vent act; Ernie Wiswell and Company, comedy Ford; Demitri's Bears; Four Windsorettes, acrobats; Five Herzog Sisters, trapeze; Maxellos, Rislley, and Red Carter, who received commendation for his work as emcee. Thearle-Duffield fireworks, featuring patriotic and 4-H Club numbers, were supervised by James Marchetta.

Special attractions were Boy Scout court of honor, milkmaid contest and society horse show. Exhibits as a whole were largest and best in years, especially in 4-H Club departments.

Opening Day Gate Mark Set By W. Va.; Attractions Big

LEWISBURG, W. Va., Aug. 30.—Opening Monday after a cloudburst, West Virginia State Fair here, August 25-30, drew its largest first-day crowd in history, reported Walter D. Nealand, member of the John H. Marks Shows on the midway.

Business the first day on the midway was 30 per cent above the same day in 1939, the last time the Marks Shows played the fair, and frequent showers Tuesday failed to keep spending crowds away, tho the lot was soggy. There were 14 shows and 16 rides on the midway, illuminated by five Diesel light units and six 60-foot towers, with neon and fluorescent effects. Grandstand shows received heavy patronage. Gus Sun Agency furnished 12 acts and the revue, *Let Freedom Swing*, with cast of 30 and emceed by Gus Sun Jr. Acts included Poodles Hanneford and Company, equestrians; Silvers Johnson, comedy Austin; Flying Rockets; Teeter Sisters, aerialists; Wells Brothers' Trio, comedy horizontal bars; Six Cordovas, teeterboard and whirling dervish turns; Kee and Tuck, jugglers, and Faith Hope and Zingo, horse act. Ohio Display fireworks closed the shows. Fuller's sound system was used. Yates D. Smith's Superba Band gave daily concerts and played grandstand shows.

Ed Blake, newspaperman and a fair director, announced acts and got big publicity layouts in newspapers of nearby towns. Midway announcements were made by Nealand. Other attractions scheduled were horse, dog, and cattle shows, and Home-Coming, Children's, and All-State days, with State officials present. Fair officers are J. B. Sydenstricker, president; Ross H. Tuckwiller, vice-president; C. E. Boone, treasurer, and W. L. Tabscott, secretary.

Ohio Annual Is Successful

WELLINGTON, O., Aug. 30.—Sponsored 85 years by Wellington Agricultural Society as an independent fair, the annual held here August 19-21 as Lorain County Fair attracted about 19,000 paid admissions and was one of the most successful on record, officials said. Debt-ridden Lorain County Fair, after years of reverses, was not held last year and its plant in Elyria, O., was dismantled. The Wellington society last April assumed the charter and name of Lorain County Fair. On the midway this year were five A. W. Gooding rides, Eggleston's Monkey Show, Otterbacker's five stores, Bauer's Penny Arcade, and Eddie Weekly's cookhouse. Grandstand drew capacity crowds nightly with acts set by C. A. Klein Attractions. Races also were heavily patronized. Concessionaires reported good business, and rides got top money.

Kutztown Pulls Over 30,000

KUTZTOWN, Pa., Aug. 30.—The 66th annual Kutztown Fair, August 18-23, had attendance well over the 30,000 mark and Secretary Claude L. Bordner said the management was satisfied with public response. Children's Day, Tuesday, was the only day on which weather conditions interfered, and children were admitted free on Friday as a result. Extremely large night attendance, compared to somewhat slim afternoon crowds, was taken as an indication of better business conditions, most people obviously being employed. First presentation of *Band Box Revue* Monday night before the grandstand attracted nearly 1,000. On closing night the show played to a capacity crowd. Victor's Band also appeared each afternoon and night. Midway, featuring Lawrence Greater Shows, had good night crowds.

Gate, Stand Marks By Lax Inter-State

LA CROSSE, Wis., Aug. 30.—Except for a chilly opening day, ideal weather conditions prevailed during the 51st annual La Crosse Interstate Fair on August 12-16, termed by Secretary-Treasurer Joseph J. Frisch the most successful in history from the standpoint of attendance, entertainment and exhibits. Paid attendance was 32,071, representing an increase of about 25 per cent over the 1940 mark, and grandstand crowds totaling 17,095 represented an increase of over 100 per cent.

Secretary Frisch attributed the increase in grandstand business to the high caliber shows presented, Barker Bros.' Combined Rodeo and Circus for four days and nights, Illinois Fireworks Company displays on four nights, harness races on two afternoons, Jimmie Lynch's Death Dodgers on closing afternoon and WLS Radio Jamboree that night, the last two named drawing capacity crowds. The Barker unit also played to near sellout crowds.

Draft-horse department had 95 entries, largest in over a decade. Swine and sheep barns were crowded and there were exceptional farm product, fruit, and flower exhibits. New concrete exhibit building, three-room structure erected with co-operation of the WPA, was open. Its one wing was assigned to 4-H Clubs, the other containing the women's department. Center room, equipped with stage, is used for auditorium purposes. Both departments were crowded and the Auditorium was used for merchants' displays and 4-H demonstrations. The 4-H Club filled its barn to overflowing with calves, pigs and lambs, some being placed elsewhere. Open-class exhibitors received checks before leaving. La Crosse County exhibitor checks were sent a week later.

Around the Grounds

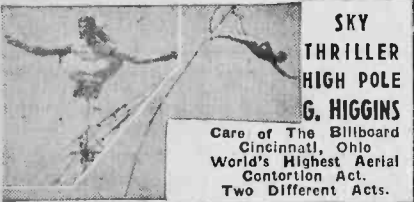
GREAT BARRINGTON, Mass.—Great Barrington Fair Association, meeting at the Barn Club, Sheffield, Mass., voted to eliminate charges for admission to the grandstand. Only a general admission charge to grounds is planned for the 1941 fair here. Endy Bros.' Shows will be on the midway. Game concessions will be operated for the first time by the fair association. Representatives of the association attended a recent meeting of the State Racing Commission and it is expected the usual six-day pari-mutuel license will be granted.

PUYALLUP, Wash.—When advance tickets for the 1941 Western Washington Fair here went on sale thruout the State on August 15, J. M. Jones, treasurer, in charge of the sale, predicted it would be outstanding because of the grandstand show lined up and the outlook for one of the biggest attendances in years. Officials anticipate a new attendance record. In 1936 the fair set a high mark of 291,000.

SHAMOKIN, Pa.—New sound system recently placed in operation by Sound Industries, formerly known as Voice of the Sky, is booked until late September for fairs and celebrations, reported Don H. Tinley, who has had sound equipment on the road for the past eight years.

HUTCHINSON, Kan.—KFH Radio Barn Dance will be on the midway of the 1941 Kansas State Fair here. Replacing the big tent that covered the dance floor last season, KFH is building a novel big red barn as setting for its attraction, featuring KFH Ark-Valley Boys. Nearly 4,000 square feet of floor space will be provided for modern and old-time square dancing. This will be the second year that KFH has covered the fair, using several broadcasts daily from studios on the grounds.

DANBURY, Conn.—For the 72d annual Danbury Fair new buildings and equipment have been added to take the place of some buildings destroyed by fire last winter. Usual pacing and trotting races (See Around the Grounds on page 58)



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HIGH POLE
G. HIGGINS

Care of The Billboard
Cincinnati, Ohio
World's Highest Aerial
Contortion Act.
Two Different Acts.

THE DEARBORN COUNTY FAIR BOARD

wishes to thank Mr. Floyd Gooding, all Horsemen and Concessioners who helped us hold the best Fair we ever held. You had faith in us and we shall not forget you in the future.

DEARBORN COUNTY FAIR
LEONARD HAAG, Sec., Lawrenceburg, Ind.

WANTED

Rides, Entertainers for Free Acts and Concessionaires

FOR MANISTEE COUNTY AGRICULTURAL SOCIETY

Sept. 17-20, Incl.

GEO. D. WALKER, Secy., Bear Lake, Mich.

WANT CARNIVAL

For Big County Fair, Oct. 13-18
Six acre fairgrounds, free electricity, water
and privilege.

YAZOO NEGRO FAIR ASSN.
R. J. PIERCE, Sec., Yazoo City, Miss.

CARNIVAL WANTED

Carnival wanted for Colored Fair, either September 28-27 or October 2-4. Huntsville, Alabama. Fifty million defense project now under way in Huntsville. Colored Fair should go over big this year. Address: R. K. BELL, care Madlson County Fair Association.

LAST CALL!

DELAWARE COUNTY FAIR

SEPTEMBER 16-17-18-19

GRAND CIRCUIT RACING EVERY DAY. DIFFERENT GRANDSTAND SHOW EVERY NIGHT.

Can use few more licensed Concessions that do not conflict, also Cat Rack, Waffle Stand. No more Milk Bottles. Space at \$2 per front foot. One-third deposit now and balance on arrival. JOHN WAGNER, Secretary, Delaware, Ohio.

Syracuse Soars On Initial Four

SYRACUSE, Aug. 30.—At close of the first four days New York State Fair here, August 24-September 1, was far ahead of last year's attendance totals, playing to business that promised to outstrip that of recent years if not establish new records. On opening Sunday Kate Smith, Gypsy Rose Lee and Hoot Gibson were among its headliners. Varying from the program of past years, the fair management added those drawing cards to its traditional opening-day religious services with results that put smiles on the faces of Director Paul Smith and all performers.

First day's attendance was officially given as 32,664 compared to 12,554 on opening day last year and 13,382 on opening day in 1939. Kate Smith joined State officials and representatives of numerous religious faiths to pack the Coliseum early Sunday afternoon. Then 800 pianists took turns playing 40 pianos at the same time, followed by Col. Jim Eskeew's JE Ranch Rodeo, filling the building three times that day.

Changes in Shows

A grandstand night show ran simultaneously with night performance of the rodeo thru Thursday and did business which fair officials described as "very satisfactory." The night show for the first five nights at the grandstand comprised the George A. Hamid Roxettes unit, with Gypsy Rose Lee booked independently but working with the unit, and Hamid-booked high acts including the Wallendas, Paroff Trio, Eric the Great, Bob Eugene Troupe, Torrence and Victoria, the Waldas, and the separately staged act of Betty and Benny Fox, who dance on an 18-inch platform surmounting a high pole mounted on top of the Coliseum roof. Emseeing the Hamid revue and acting as company manager is Henry M. Cogert.

Succeeding the Roxettes' production of *Paris Nights*, Lucky Teter was scheduled to open at the grandstand on Friday, working at Toronto in the afternoon and planning to Syracuse for night performances here thru the night of Labor Day. Also on Friday the rodeo at the Coliseum gave way to Hamid's *Circus on Ice*, staged on a big rink formerly used by the Syracuse International League hockey team. Booked independently to augment the ice show is Hazel Franklin, English skating star.

New Lighting Featured

Violent rainstorms hit on Monday but despite that drawback the 101st fair pulled 24,922 as compared with 22,673 on the corresponding day last year. Tuesday's gate was 28,240 as against 20,175 on Tuesday of 1940. Wednesday's attendance was estimated at more than 35,000. The 1938 fair ran up a gate of 363,770, including passes; 1939 went to 284,060 and 1940 was 272,688, leaving officials confident that, with continued breaks in weather, the annual would go to a new high.

Frank H. Kingman, secretary of the International Association of Fairs and Expositions, who visited on Wednesday en route to New York, lauded the fair plant and the "housekeeping" of grounds. Hundreds of lights purchased from the New York World's Fair gave grounds new brilliance. Particularly attractive were approaches to the "Gay White Way," where James E. Strates shows were located.

Mechanized army units gave daily demonstrations, knocking over trees in the infield and otherwise showing what Uncle Sam's new armed might is capable of doing. Acts, midway and all other fast-moving attractions were unusually well received, and press and radio cooperated to an extent highly welcomed by the management. Concessionaires looked forward to big increases, as the fair is known as one of those which grow each day and will hit a climax with sprint and 100-mile auto races on Sunday and Labor Day.

OHIO CHALKS RECORD

(Continued from page 42)

a gain of 1,913, with more than 50,000 women and children admitted free; Tuesday, 40,070, a gain of 1,456; Wednesday, 60,433, a gain of 9,645. Thursday, Governor's Day, had attendance of 28,091 last year and by noon the official count this year was 32,091. State officials passed out 1,300,000 courtesy tickets to children in every public and parochial school. Last year count on those taking advantage of these tickets was 117,000. Man-

1940 Figures

Total attendance: 225,000, "not including 41,000 students admitted free." Paid admissions: 184,000. Gate receipts: \$92,000. Space and privilege receipts (not including carnival): \$32,000. Grandstand receipts: Day, \$13,000; night, \$16,000. Fair's share of carnival gross: \$8,500. Total revenue: \$185,000. Total expense, \$195,000.

ager Kinnan estimated about 125,000 were used this year.

Take it from the fair officials, it pays to have girls as ticket sellers and collectors. John T. Brown, director of agriculture, was more than pleased with the new feature. About 125 girls from colleges and universities in the State, dressed in natty red, white and blue uniforms, under direction of Mrs. Lottie M. Randolph, assistant director of agriculture, and Manager Kinnan, were placed "on the gates" for the first time and also acted as official greeters. In the first day's business the check-up was only \$1.50 off and so it ran thruout the week. This is the first time that any such balance had been obtained. The girls will be retained on gates next year, officials said.

Grandstand had capacity attendance for free events and pageant, a music cavalcade, *Dawn's Early Light*, which depicted founding, growth and development of the States, with special emphasis on Ohio's role.

Manager Kinnan reported that the spec may be copied by several other fairs in the country, requests for material being made from officials of other States. Frank H. Kingman, Brockton, Mass., secretary of the International Association of Fairs and Expositions, was here several days and witnessed performances of the piece.

Gooding Dresses Midway

Floyd E. Gooding, F. E. Gooding Amusement Company, who has been furnishing rides and other attractions for the fair 25 years, said business was up almost 25 per cent, with kids as well as grownups thronging the midway. The two-street midway of last year was found to be unsatisfactory and this year the whole ride section was contained in "Pleasure Plaza." Gooding erected two high towers with revolving beacons, and two big electric signs with "Pleasure Plaza" at entrance to the midway. There were 22 Gooding rides going for 10 and 15 cents, with the Spitfire bringing 20 cents.

Grandstand show and Horse Show attendance was best in history, Horse Show playing to capacity of 3,000 or more nightly in the Coliseum.

There were 104 concessions and of these 45 were for eating or drinking places, 15 of which were run by local churches and organizations. Among old-timers were D. W. Miksell, Dayton; Grant Wooley, Urbana; W. R. Westlake, Columbus; Oscar Mallory, Adrian, Mich.; Frank Constans, Columbus; James Gratziano, C. W. Carlin, Buckeye Lake, O.; R. L. Anthony, Logan, O.; Gust Bazin, Piqua, O.; W. B. Booher, Warren, O.; J. T. Budd-Jack, Detroit; Mrs. M. V. Connolly, Ardsley, Pa.; S. F. Dickson, Quaker City, O.; Edward J. Funk, Kentland, Ind.; James Gilchrist, Cleveland; Mrs. M. J. Hayden, Ridgeville Corners, O.; A. B. Heck, Zanesville, O.; Frank B. Hildebrand, Warren, O.; H. D. Houser, Columbus; W. C. Houze, Lockland, O.; John Lampton, Toledo; C. W. McGill, Urbana; Bud Pollock, Dallas, Tex.; A. R. Pyle, Portsmouth, O.; G. C. Reeves, Springfield, O.; J. A. Rowland, Ohio City, O.; Alexander Shore, Revere, Mass.; V. L. Stephenson, Lockland, O.; H. Suhren, Sandusky, O.; Charles H. Vale, Wheeling, W. Va.; Fred Warthen, Dover, O.; Charles H. Williams, Buckeye Lake, O.

"By Dawn's Early Light"

As a departure from the usual grandstand entertainment, the fair this season presented something new and different in a musical patriotic pageant, *By Dawn's Early Light*, written and directed by Howard Tooley and presented by WLW Promotions, Inc., headed by Bill McCluskey.

Presented on a mammoth 200-foot stage, the musical ran a trifle over two hours and employed nearly 200 amateur and professional performers. The featured professionals included the Catherine Littlefield Ballet, of New York; John Charles Gilbert, male lead, of the Chicago Civic Opera; Maxine Cassaretto, Hollywood soprano, femme lead; the Three Milos, high perch and pole act; Charles W. Lum, character actor; Flo

and Ted Vallett, baton spinners and jugglers; the Men and Women of Song, of the Chicago Civic Opera; Joe Jackson, tramp bicyclist; Howard Hoffman, who, as Uncle Sam, handled the descriptive narration, and the American Legion Band, directed by Alphonse Cincione. Local talent included 20 Stella J. Becker Dancing Girls and members of the R. O. T. C. of Ohio State University.

Assisting Tooley in the production end were Arthur Mayberry, assistant producer; Catherine Littlefield, dance director; Stella J. Becker; Stuart Allen, stage manager; Hugh Morehead, Phil Bradford and Bill Farrar, assistant stage managers; William Feney, technical director; Barbara Vienne, sequence director; Herbert Schell, head carpenter; Charles Dillon, chief electrician; Emelie Tikos, wardrobe mistress; Alphonse Cincione, musical conductor, and Frank Bennet, chorus conductor.

By Dawn's Early Light was presented in two parts, each comprising six episodes outlining the important periods in American history from the Ordinance of 1787 up to the present. The story, while a bit slow in spots, was interestingly portrayed, with good lighting and tasty wardrobe adding much to the effectiveness. Audience reception was excellent. Highlighting the main program was the outstanding ballet work of the Catherine Littlefield group, the line work of the Stella J. Becker Dancing Girls, the singing of Maxine Cassaretto, and the vocal work of the members of the Chicago Civic Opera.

For variety, the musical was interspersed with three sock acts. Ted and Flo Vallet worked in two spots, drawing a splendid reception with their aggressive baton and flag-twirling efforts. The Three Milos won a thunderous hand with their daredevil work on the high perch and pole. Joe Jackson, the original tramp bicyclist, panicked 'em with his panto comedy, pulling the most laughs and applause of the evening with his efforts.

The initial performance Saturday (23) attracted a three-quarter house. Wednesday night 10,460 paid admissions jammed the grandstand, and Thursday night exceeded that figure. Columbus was scoured for all available chairs to be placed on the track, and Wednesday morning 2,000 extra chairs were brought in from Cleveland. It is estimated that the show grossed around \$28,000, exceeding the old record of \$25,000 for the run of the fair. Prices were scaled at 50 cents to \$1.10. An extra Sunday matinee, with prices at 25 and 35 cents, netted slightly better than \$1,200. Much of the show's success can be attributed to the splendid bit of promotion given the event and the fair by Station WLW, Cincinnati.

The Boone County Jamboree, another WLW Promotions, Inc., attraction, jammed the 6,000-seat Coliseum building Saturday night (23). The hillbilly unit presented a three-hour show, with the audience invited to participate in the round dancing.

MILWAUKEE'S PEAK

(Continued from page 42)

This compares with 537,291 in 1940 and 630,954 in 1939, previous high mark.

Generally fair weather prevailed and with few exceptions the grandstand was packed afternoon and night. On August 24 20,000 jammed it and an additional 25,000 watched from around the track to see Rex Mays, Glendale, Calif., pilot his racer to first place in the 100-mile U. S. title race. Horse Show in the Coliseum, usually poorly attended, was a sellout practically every one of its five nights, with average attendance of 2,500 nightly.

The fair's four closing days chalked up attendance totals of 75,696 on Thursday, with an estimated 17,000 in the Grandstand for AAA races in the afternoon and an equal crowd for the *Stars on Parade*, night revue; 83,002 on Friday, 83,751 on Saturday, and 96,732 on Sunday.

Improved concession receipts went hand in hand with hiked attendance, with most patrons having more money in their pockets to spend than in previous years. Biggest headache for officials was the auto parking problem and, as a solution, the State agricultural advisory board, meeting with Director Ralph E. Ammon during the fair, authorized renewed negotiations for purchase of 60 acres north of the fair grounds. This area, it is believed, would provide sufficient parking space. Only alternative solution to the problem, according to the fair management, is to restrict parking of automobiles by fair employees and exhibitors, thereby making more room for the paying public. Fairgrounds parking facilities can accommodate some 14,000 cars.

OTTAWA BEATS RAIN

(Continued from page 42)

the athletic field at the rear of the grandstand stage to house exhibits of livestock, horses and agriculture. Curved temporary fence shut off the grandstand stage from exhibit and judging areas. In the exhibit area also was located a model military camp and military displays. In view of the cramped space and the fact the regular buildings could not be used, some departments were eliminated, such as commercial, and others had the number of classes reduced. Exhibition was advertised as a "tented city."

Official grandstand attendance for afternoon and night performances was announced at 39,908 as compared with 48,318 in 1939. Decrease was thought due to heavy rain just before and at start of two night shows and almost steady rain during two afternoon performances. Attendance and grandstand receipts are not yet fully compiled, officials said.

Grandstand show, booked thru George A. Hamid, Inc., was headlined by *Echoes of Broadway* revue, featuring Gae Foster Girls. Other numbers were Doris Reed, prima donna; Torelli's animal circus; Bob Eugene Troupe, aerialists; Queens of the Sky, high trapeze; the Jansleys, risley; DeCosta and Lenore, musical novelty; Helen Reynolds's Whirlwind Skaters; Martel and Mignon, adagio; Eight Singing Commanders, and Marian Belett and English Brothers, acrobatic tumbling, singing and comedy. Added to afternoon and night grandstand shows were military spectacles by a Canadian army demonstration unit.

Nickel Rides Are Out

World of Mirth Shows, under Max Linderman, general manager, were on the midway in much the same position on the grounds as in previous years, but in slightly less space. Five-cent rides on Children's Days were eliminated due to the new \$1,000 tax per month on each amusement ride brought into the country. Minimum price for rides was 10 cents all week and midway biz totaled 35 per cent more than in 1939.

President F. C. Elford, Secretary H. H. McElroy and all directors reported the fair was successful, and that they were well pleased with the way everything went off under the new grounds arrangements and felt that when financial figures were compiled they will show the fair "paid its way."

The 1940 fair was canceled because exhibit buildings were being used by troops. The 1941 fair also would have been canceled had it not been for repeated requests from agricultural and livestock associations to go ahead. Dominion and provincial authorities also encouraged directors.

GRANDSTAND

(Continued from page 43)

Following a week at Craig Beach Park, Diamond, O., Jaydee the Great played Eastern Ohio and Western Pennsylvania fairs for Klein's Attractions. Agency provided bill at Meyersdale, Pa., with Lillian Strock, Jess Spides, Tomy and Betty Waters, Morris Troupe, Pat Kelley's Dogs and Ponies, an eight-girl line, Jimmy Harrison's band. Same unit alternated that week at Dayton, Pa.

Artie Shaw band has been booked by Reading, Pa., for Monday night. First time a name band has played the fair, but it's down for concert, not dancing. . . . Bill at Billings, Mont., had Selden the Stratosphere Man, Seven Fredysons, Atlantic Boys, Hustrei Troupe, Four Ossanis, Walkmirs, Masy and Brach. Capt. Vanderwall's Lions, Pallenberg's Bears and Novak and Faye. Sally Rand appeared for three nights with *Music on Wings* revue which also featured Milt Britton and Musical Maniacs. Jackson's "Champion Horse-shoe Pitchers" played the spot, as did Leo Cremer Jr., exhibition rodeo, and James Cogswell, high stilts, who led parades and worked track. Fred Kressman directed show. . . . Miller's All-American Hell Drivers played Jackson Fair at Wellston, O., with Jessie Miller, turning a car from wheel to wheel and end over end; Bill Shine, jumping car; Len Dodson, aerial T-bone crash, and Martie West, jumping bike over top of parked car. . . . Flying Romas, management of Roy G. Valentine, were contracted for Jackson (Minn.) Fair for third time in last four years. Bookings run into November and then there will be a six-person turn playing indoor circuses. . . . Kansas State Fair, Hutchinson, is down for *State Fair Revue of 1941*, Ronald Melvin Dancers, Bernard Brothers, Victor Harp Ensemble, two days of auto racing (IMCA).

NEW ALL-HIGHS ARE SCORED

Cincy's Coney Hits Top Gross

Take largest in history of present company — acts, pyro finale pulls big

CINCINNATI, Aug. 30.—As Coney Island, Inc. here entered the closing phase of 1941 operations with the largest gross receipts in the 17-year history of the present management, officials reported substantial increases for the first eight days of this year's finale attraction, billed as a fireworks carnival and aerial circus, August 22-September 1, over the corresponding days of 1940, when the Carnival of Fireworks and Festival of Light was presented.

Warm receptions have been given the three aerial attractions, Otaris, Albanis and Grotofents, booked by President and General Manager Edward L. Schott for appearances twice daily on the mall. The Otaris, five men and two women, have rearranged their act because of a dislocated knee and torn leg ligaments sustained by Nina Otaris while rehearsing August 25. They present an exceptionally good criss-cross trapeze act, rigging being erected in the form of a cross, which allows four perches.

The Albanis, two men and two women, do an excellent turn on a whirling aerial trapeze, the act being varied by racing a motorcycle, about 75 feet in the air, over a frail lattice-work track. One of the males does a handstand atop a pole on the apparatus. Grotofents, three (See TOP GROSS IN CINCY on page 48)

Chippewa Plans Raise Revenues

CHIPPEWA LAKE, O., Aug. 30.—Due to a long break in weather, ability to grab off a long list of picnics, altho many major industrial concerns in the district were too busy with defense production to pause for customary outings, consistent name-band policy, and more extensive newspaper and radio exploitation, Chippewa Lake Park here will wind up the season on Labor Day with grosses substantially up, compared with last year, said officials of the operating company.

While the park has had steady patronage since May, there have been intervals when the cottage colony was at a minimum, which biz is depended upon to bolster week-night dancing in the ballroom. Officials explained that cottage demand fell off because many regular renters were unable to get vacations, due to peak defense production. But (See CHIPPEWA LAKE UP on page 48)

Chi Riverview Is Closing Highly Successful Season

CHICAGO, Aug. 30.—Riverview Park will close its season September 7 with a colorful finale of its mardi gras. Feature of the closing day will be the awarding of prizes for the more than 100 school bands and drum and bugle corps that have participated in parades during the late summer festivities. Bands receiving the greatest number of points will be awarded trophies.

The season just closing has been one of the most successful in years.

New Spot Set for Houston

HOUSTON, Aug. 30.—New Playland Park here, scheduled to operate all fall and winter, is set to open on September 1, reported Nat D. Rodgers, planning commissioner and special promotion man. H. S. Smith, ride builder, recently completed construction of a Roller Coaster in the park. The venture is headed by showmen, P. W. Curry, president; O. W. Thornton, vice-president, and John E. Williams, secretary-treasurer. When all details are completed the park will rank highly, it is said.



ELMER C. VELARE, who is director in the C. D. E. Amusement Company, which proposes construction of an amusement park on land adjoining Swope Park, city-owned, in Kansas City, Mo. City council is to consider the company's offer to give the city 25 of the 40 acres, retaining 15 acres for attraction equipment. Percentage of gross business also is offered. Besides being business manager of the Royal American Shows, Velare also is treasurer of the Amusement Corporation of America, of which the shows are a unit.

Polio Bans in Pa. Bring Cancellations

HARRISBURG, Pa., Aug. 30.—Because of spread of infantile paralysis, health authorities in Harrisburg and York have closed all swimming pools within their jurisdiction and adjoining areas have closed pools voluntarily. In York gatherings of young people under 18 are prohibited.

At Harrisburg the Labor Day Klipona on the Susquehanna River has been called off. In Mechanicsburg Roy E. Richwine has canceled the auto race at Williams Grove Speedway, which was set for September 7. Hershey Park canceled its annual Kiddies' Week, August 25-30, which was to have featured Pamahaska's Society Circus, an animal show.

Picnics scheduled for early September are being canceled at parks on advice of health authorities. Labor Day business in parks in the region was expected to be off.

Regions hit by the polio scare include counties of Dauphin, (Harrisburg), Cumberland, York, Lancaster, Montgomery, Adams, Franklin, Lebanon, Schuylkill, and the south portion of Northumberland, including towns of Sunbury and Northumberland in Eastern Pennsylvania, and county of Cambria, including city of Johnstown, in western part of State.

Briefs From All Around the Field

CINCINNATI.—Ned S. Hastings, educational director of the zoo here, was reported in fairly good condition August 29 at Jewish Hospital after an appendectomy performed the previous day. He was stricken in his office at the zoo.

BEL ALTON, Md.—Mr. and Mrs. W. J. Brown, for 16 seasons of the Walter J. Brown Corporation, owner and operator of five rides in Celoron (N. Y.) Park, are now located in Chapel Point Park here and report a successful season with Penny Arcade, children's rides, novelties, popcorn, and Photomatic concessions.

CANTON, O.—Ehret Bros., well-known Ohio concessionaires, have left their amusement park stands for the season and started operation of their de luxe grab concession at Eastern Ohio county fairs, opening at Stark County Fair here on Labor Day. Ray operates popcorn, carmelcorn and peanut concessions in Chippewa Lake Park, near Medina. George has the same concessions in

Transit Strike Effects Are Spotty For Detroit Area

DETROIT, Aug. 30.—Business in Detroit parks was affected in various degrees by transit strike, which stopped all street cars and busses from Wednesday thru last Sunday afternoon, when service was resumed at 4 o'clock. Most seriously hurt was Eastwood Park, where business was far down. Estimates gave figures around 25 per cent. Business in Eastwood Gardens, outdoor ballroom using name bands, was not hurt, however, indicating that the park patronage and the ballroom crowd come from different groups.

Eastwood is the only local park having street car service within a mile. One line loops right into the park property at Eastwood. Manager Henry Wagner said, "This experience has again proved my belief that street car patronage is the best source of business for a park, even when there are as many (See TRANSIT STRIKE on page 48)

Group in Pa. Takes Pitt Bid

Vote to meet at Kennywood in '42—Sollenberger host at biz and social sessions

HERSHEY, Pa., Aug. 30.—Fifty-five members and guests at the seventh annual meeting of Pennsylvania Amusement Parks Association, with Manager J. B. Sollenberger, Hershey Park, as host, attended business and social sessions here on August 20 and 21, and, altho some delegates had traveled hundreds of miles, they declared the gathering had been worth while. It was voted to hold the 1942 meeting in Kennywood Park, Pittsburgh, upon invitation of President A. B. McSwigan and management.

Wednesday evening Tommy Dorsey and (See Pittsburgh for Papa on page 48)

Gate High at Detroit Zoo

DETROIT, Aug. 30.—Attendance at Detroit Zoo hit highest figure of the year last Sunday, exceeding an estimated 100,000 and requiring gates to be shut three times during the day. Record was made despite tail-end of a street car strike that ended late Sunday afternoon. Zoo is three miles beyond city limits. Gross on concessions topped \$4,000 on the day. Total concession gross for the season, including largely the Miniature Railway and special shows in the monkey house, was \$104,500 thru Sunday, an increase of 25 per cent over the same date in 1940.

Buckeye Lake Park, and Elmer, of Canton, many years in Meyers Lake Park here, is now operator of a cafe here.

TRENTON, N. J.—New Jersey's seashore resort business is at least 10 per cent above last year's, not counting the Labor Day holidays, said New Jersey Council, State's official advertising and promotion agency. Executive Director A. W. Coffin attributes increased spending largely to fatter pay envelopes of workers.

WILMINGTON, Del.—A charter for Cousin Lee's Radio Park was filed on August 20 with the corporation department of the secretary of state's office in Dover. New company listed as the Corporation Counselors and Organizers of America, Inc. Incorporators named are Arley B. Ellsworth, known professionally as Cousin Lee, whose hillbilly entertainers are heard on WDEL; Harry W. Strugnell, and Joseph Goodman, all (See PARK BRIEFS on page 48)

G. R. Ramona Tilts Take 40%

Records made with 40,000 gate on July 4—engagement in theater is feeder

GRAND RAPIDS, Mich., Aug. 30.—Business in Ramona Park here has picked up 40 per cent over 1940, with some attractions showing even higher increases. Principal reasons for the build-up have been better weather, better working conditions in factories, plus steady increase in advertising and promotion budget, with a number of special promotions worked out.

All-time records on major attractions were broken on July 4, when total attendance was 40,000. Picnics have been a major factor. A series of newsboys' picnics, aided by full-page spreads worked out with newspapers, have made the public more than ever park conscious.

Name bands continued to be used in Ramona Gardens on a one-night basis, spotting one about every two weeks. Ramona Park Theater, which had been closed about six years, was opened for three weeks for the A. B. Marcus International Revue, which drew from 900 to 2,000 daily. These were almost entirely patrons who would not otherwise have come to the park, and the added traffic helped rides and other attractions notably, taxing them to capacity on occasions after the show closed and during intermissions.

Over Half of Chi Trade Show Now Reserved

CHICAGO, Aug. 30.—A. R. Hodge, secretary of the National Association of Amusement Parks, Pools and Beaches has announced thru a letter sent to more than 2,000 prospects on his mailing lists that space for the forthcoming outdoor trade show sponsored by the NAAPPB, with the Showmen's League of America co-operating, is more than 50 per cent reserved, with other deals pending.

In an interview with a representative of The Billboard Mr. Hodge said: "With over 2,000 concerns serving the outdoor amusement industry and only 138 booths available at the Hotel Sherman for our (See Chi Space Bids Heavy on page 48)

Excelsior Arranges Tie-In

EXCELSIOR, Minn., Aug. 30.—Excelsior Park has tied in with the annual Excelsior Apple Day, expected to draw 15,000 to 25,000 on Labor Day. Celebration features acts, parade, contests and selection of a queen. In the ballroom Tiny Hill and his orchestra will play, said Manager Rudy Shogren. Officials expected to close the park on September 14, with gross business somewhat ahead of 1940. Ballroom, which featured some name bands this year, was dogged by hot weather but will finish about even with 1940, it is said. Weather permitting, park facilities, with the exception of the ballroom, will be open on September 21.

AC Draws Another 500,000

ATLANTIC CITY, Aug. 30.—The city had another jam on the week-end of August 23 and 24, estimated at over 500,000. The gasoline curfew has not yet affected the resort and with gas promised for holiday drivers, a banner Labor Day crowd is assured. Amusement and business interests said the week-end preceding the Labor Day holidays usually shows a lull in visitors. With ocean temperatures limiting crowds on the beach. Steel Pier, Hamid's Million-Dollar Pier, and other Boardwalk spots played to capacity crowds on Friday, Saturday and Sunday.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Cash for Co-Operation

Many times I have discussed opportunities which have arisen for new business thru the great defense movement. My main attempt has been so far to show the great benefits that can be derived by pool operators from offering cut-rate tickets and special inducements of other sorts to defense workers. For I feel that the hardest task is get them into the pool for the first time. Keeping them as customers is something dependent on your own particular style of operation, a method which you have discovered to net you the best results.

However, just offering cut-rate tickets in a haphazard fashion is far from enough. Yes, you're apt to get a few men now and then, but to make this a feasible addition to your business it must be approached with a degree of salesmanship. For just as the proof of the pudding is in the eating, so the results of this plan will lie in salesmanship. First step in getting some of this extra business would be to get up a list of defense factories and offices in your vicinity. After that personal contact should be made with either personnel directors or managers of plant. A point to remember is that you are not so much selling them a bill of goods as you are offering them a place for their men to relax and thru this keep at top efficiency. One of the greatest problems in defense plants has been to keep men healthy and happy and to keep up their morale.

One of the best plans is to take personnel directors to your tank. Show them what you have to offer the men and in this way let him sell his men for you on swimming as a means of relaxation. Suggest the possibility of getting up groups of 50 or 100 men and offer special rates to these large groups. Once you get them coming, it should be a simple problem in a well-run pool to keep them coming. This advice should interest particularly indoor pool men right now, altho there are many outdoor tanks operating in more or less warm climes which have defense projects in their vicinity.

Indoor Inaugural

This week marks inaugural of the indoor pool season thruout the country. As in previous years, this column again states that much business is lost to indoor operators by their failure to get started early enough. All during the summer now approaching its end outdoor tank operators have been building up an interest in swimming and creating thousands of swimmers and new swimming fans. Their interest and their enthusiasm run high, so strike while the iron is hot. This is the time of years to get your advertising schedule set. This is the time to get started with publicity and exploitation schemes. First barrage of advertising and publicity should follow on the heels of the closing announcements of outdoor tanks. Let them get used to indoor swimming before the first frost sets in. Right now all you need to tell them about is a place to continue their swimming; if you delay you'll have to resell them on swimming itself. So don't just coast along and wait till you see what happens. Get them coming now and keep them all winter!

High Divers Use Gas, Too

Here in the East much newspaper space and much talk has been given to the problem of conservation of gas along the seaboard. Bee Kyle, well-known woman high diver, who uses a fire dive as part of her regular routine, wired Harold Ickes, who is petroleum coordinator, and told him about her nightly use of gasoline and asked his advice about a suitable substitute or a suggestion for cutting down the quantity. What started as a publicity stunt ended with a piece of good advice coming from Ickes' right-hand man, John W. Frey, director of marketing in the Office of Petroleum Co-Ordination for National Defense. Mr. Frey said, in part, "It would seem to me that, without detracting materially from the spectacular character of your diving act, you might be able to use a little less gas in your performance or make a few less dives with the same result, so that it will reduce your consumption in the same proportion as recommended generally. Your patriotic interest in this

phase of the National Defense program is deeply appreciated." Now, this would, of course, only apply to high divers working on the Atlantic seaboard, as so far no other section of the country has been affected. But I'm passing this along in the belief that it might be interesting to high divers using gasoline who might wish to co-operate with the Petroleum Co-Ordination Board.

Atlantic City

By M. H. ORODENKER

Anticipating no letdown after Labor Day, Frank P. Gravatt, operator of Steel Pier, announced that the pier would be in operation during September, continuing the summer policy of attractions. Among early bookings are Tommy Tucker's band, September 2-5; Artie Shaw and his 36-piece orchestra, September 5, and Dinah Shore, September 5-7. Andrews Sisters, Three Stooges, Glenn Miller's and Jimmy Dorsey's orchestras made for an unprecedented in-person combination over the Labor Day weekend. Midnight shows were featured in the pier's four air-conditioned theaters.

September policy for Hamid's Million-Dollar Pier has not been announced as yet. Sally Rand, Ken Maynard, Eddie Roecker and orchestras of Glen Gray and Tony Pastor made for the big in-person combination there. On August 28 a swim carnival was staged on Hamid's pier for winners of *The New York Mirror* Swim Club, who journeyed here for the awards by Mayor Taggart of prizes and trophies.

Charges of operating Central Pier without a license against Louis St. John, manager, were dropped by the city when he took out the necessary \$300 mercantile license. Deadline for licenses was August 15, and those falling to do so were served summons after that date. City collects \$300 a year from piers which charge no admission and \$1,000 for piers which charge admission.

Wildwood

While Labor Day normally marks the season's close here, State American Legion convention on September 4-6, with an anticipated 100,000, is extending it another week. An appeal was made to all amusement and business interests to keep stands and establishments in operation for the convention.

Staff party at Hunt's Ocean Pier on August 21, including a giant birthday cake with all the trimmings, marked the seventh anniversary of the pier's operation. Hosting were Guy Hunt and Bill Gerst, co-managers.

Palisades, N. Y.

By MARION CAHN

Week-end of August 23 and 24 marked one of the best of the summer, surprising because of the lateness of the season and the fact that a slackening of business is usually expected around this time. Free act bill, which will continue thru Labor Day and which includes Isham Jones and his orchestra and Bee Kyle, marks the last of the free act programs this season, altho many specialty events will be put on during the week after Labor Day and on Saturdays and Sundays thru September. Credit should be given to Bee Kyle because, in spite of driving winds on many days, she didn't miss a performance during her engagement here.

Among those already lined up for appearances here on Sunday nights during September are Harry Richman, Phil Baker, Harry Herschfield and Nick Kenny. They will help in automobile giveaways each week. Joe McKee's crew is busy building a container large enough to contain 1,000,000 tickets.

A solid silver plaque was presented to Jack and Irving Rosenthal last week by Hudson County American Legion Posts for their co-operation in Legion efforts. Jack Rosenthal, who has become quite a traveler lately, flew to Syracuse to look over the New York State Fair.

Old-timers around the park say this season will hit an all-time high, as they were even with any previous year two weeks ago. So a 30-year record will be broken. Adolph Schwartz ran out of stock completely on Sunday, the first time it has happened to him in a great many years. Recent visitors included Charlie Moscovitz, of Loew's; Harry Moss, of MCA, and Charles Schmidt Jr., of Riverview Park, Chicago. Palisades can now claim 100 per cent membership in the NSA, with everybody in the park signed up.

Operations Hold Gains in August

CHICAGO, Aug. 30.—In consistently high brackets, operating grosses of parks reporting by questionnaire to Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches here, were still far up on the season and for the week ending on August 17. One Virginia operator remarked, "Former reports were filled out on the basis of increased business on the same concessions as were here last year and did not take in the new ones. It rather amazes even me to see the difference in the total figures, including the grosses on new devices and stands."

Queries made and replies received: How does your gross compare to date with the same period of 1940?

California, 25 per cent increase; Eastern Canada, 60.57 per cent increase; Illinois, 36 per cent increase; Eastern Maryland, 24 per cent increase; Southeastern Massachusetts, 54 per cent increase; Michigan, 40 per cent increase; Missouri, 67 per cent increase; Eastern New York, 26.6 per cent increase; Northern Ohio, 22 per cent increase; Southern Ohio, 22.89 per cent increase; Oregon, 20 per cent increase; Eastern Pennsylvania, 47 per cent increase; Western Pennsylvania, 25 per cent increase; Rocky Mountain District, 21 per cent increase; Virginia, 250 per cent increase.

Figures Big in Virginia

How was your gross for the second week in August, including August 17, compared with the same period in 1940?

California, 21 per cent increase; Eastern Canada, 16 per cent less; Illinois, 40 per cent increase; Eastern Maryland, 40 per cent increase; Southeastern Massachusetts, 2 per cent increase; Michigan, 40 per cent increase; Missouri, 80 per cent increase; Eastern New York, 37.2 per cent increase; Northern Ohio, 10 per cent increase; Southern Ohio, 27.3 per cent increase; Oregon, 43 per cent increase; Eastern Pennsylvania, 64 per cent increase; Western Pennsylvania, 10 per cent increase; Rocky Mountain District, 22 per cent increase; Virginia, 301 per cent increase.

How was weather for the second week in August compared with the same period in 1940?

California, better, less fog; Eastern Canada, rain and cold; Illinois, better; Eastern Maryland, better; Southeastern Massachusetts, same; Michigan, same; Missouri, better; Eastern New York, slightly better; Northern Ohio, better; Southern Ohio, cooler; Oregon, comparable; Eastern Pennsylvania, somewhat better; Western Pennsylvania, more favorable; Rocky Mountain District, better; Virginia, same.

How does your per capita expenditure to date compare with the same period in 1940?

California, less; Eastern Canada, better; Illinois, 17 per cent increase; Eastern Maryland, 11 per cent increase; Southeastern Massachusetts, 37 per cent increase; Michigan, 30 per cent increase; Missouri, 12 per cent increase; Eastern New York, 11.4 per cent increase; Northern Ohio, 9 per cent increase; Southern Ohio, 12.46 per cent increase; Oregon, 25 per cent increase; Eastern Pennsylvania, better; Western Pennsylvania, no record; Rocky Mountain District, 10 per cent increase; Virginia, no record.

How did your per capita expenditure for the second week in August compare with the same period in 1940?

California, not compiled; Eastern Canada, better; Illinois, 8 per cent increase; Eastern Maryland, 17 per cent increase; Southeastern Massachusetts, 31 per cent increase; Michigan, 30 per cent increase; Missouri, 14 per cent increase; Eastern New York, 13.4 per cent increase; Northern Ohio, 11 per cent increase; Southern Ohio, 18.8 per cent increase; Oregon, 25 per cent increase; Eastern Pennsylvania, better; Western Pennsylvania, no record; Rocky Mountain District, 10 per cent increase; Virginia, no record.

Playland, Rye, N. Y. Right Side of Books First Time in 3 Years

By J. WILSON CLIFFE

Vale 1941! Hail 1942!

With the 1941 season rapidly drawing to a finale, a little recapitulation is in order. For the first time in three years Playland finds itself on the right side of the ledger with crimson ink being conspicuous by its absence. Attendance and financial gains are gratifying to management and concessionaires alike. There has been a record number of outings, many of them from the New England defense plants—and that means they had jack and spent it lavishly.

Weather conditions were not all that could be desired, but all in all it was a good season and elaborate plans are in the works for 1942. While the b.r. may be attenuated by the time May, '42, rolls around, we expect to fatten them next season. Circus program is going very big. Current and final bill is made up of Bench Bentum's Water Circus, Happy Spitzer comedy mule, Flordelina (funny way to spell Miacahua!) wire artist, Frieda's Pets, Hip Raymond, Charlie Frank. Fireworks spec nightly September 1-6, final pyro display for 1941.

A deep shadow of gloom was spread over entire park on August 20, when chief auditor Oscar O. Lindberg collapsed at his desk and died a short time later as the result of a heart attack. Lindy, as he was known to park personnel, had been chief auditor since 1927, and his fidelity and loyalty were unmatched. He will be missed by his many friends among personnel and patrons.

Big doings at Casino September 5. A group of pirates flying the Jolly Roger will take possession of the palatial ballroom and make merry. They are known in private life as the Oakite Products Company. Duke Daly will, of course, furnish the dancing rhythm. Playland employees' outing is on tap for September 8 on S. S. Americana. Lou Fien and Prue Brown will vacash on a trip to Detroit; no, Charles is not going along. Walter Gildersleeve leaving for Miami and Gus Bergman also going to points south. Bill Sloan will head for Moultrie, Ga., after making a few fairs for A. Abbott with frozen custard. Jack Wallace has bought himself a couple of new weighing machines. They sure are darbs. Will try to give destinations of other employees in next and final chatter. Hasta luego.

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American Recreational Equipment Association

By R. S. UZZELL

This time it is Oscar O. Lindborg, auditor of Playland, Rye, N. Y., from its opening, who has departed this life suddenly. A sterling character who won his way on merit alone. In the shake-out at this famous resort several years ago he came thru clean as a hound's tooth without the least suspicion.

Born at Glen Cove, L. I., he went to work there at 14 years of age. He was auditor for five years at Thompson's Park, Rockaway Beach, before going to Rye as cost accountant in 1927 when that place was building. This place gave him year-round employment so that he could install a fine accounting system adapted to the summer and winter operation.

He was an enthusiastic advocate of the universal ticket system where strip tickets are sold at a reduction, good anywhere in the park. The big saving in cashiers blinded him to the defects of the system which he as an auditor in uniform and consequently well known by all employees could never himself uncover. Absolutely honest himself, he thought all people generally are honest, but banks, without warning, shift bookkeepers, and railroads maintain at considerable cost a system of spotters. Best hotels employ detectives, so why not an amusement park?

General Director Herbert F. O'Malley had extensive business training before coming into the park business so he does not take too much for granted. To tamper with tickets while he is at the helm means trouble. Some bold venturers are going to learn this before the courts are thru with them. Any system must be watched if leaks are to be prevented.

This fine auditor was in the prime of life at 53 years and has left us all too soon. He was a Mason and leaves, to mourn the great loss, a wife, Mrs. Edna Rose Lindborg; a son, Oscar O. Lindborg Jr., and a daughter, Edna Lindborg. Again we lose a good friend.

Rains Keep Score Down

A storm of 1938 force, except of limited area, hit Eastern Jersey and seaboard New York. Severe damage in some spots but no major damages to any amusement parks are yet reported. It is these rains, cutting into each week, which keep our score down. With good weather, it is excellent business. All were keyed up for Labor Day and all hoping that the gas would hold out.

At last we have park men on their toes to get repair parts this fall for next year's requirements. Some paid a real penalty this past summer for waiting too long last spring before ordering repairs. Your manufacturers are going to do the best they can for you but you will have to co-operate in helping to meet conditions as they exist from time to time. None want to make a late delivery if it can be avoided.

John J. Carlin, Baltimore, finds good use for his time which formerly went to selecting, booking and managing a hockey team. His park in Baltimore shows the result of that extra attention. Add to this the fact that he has accumulated a ripe experience in building, owning and operating three amusement parks, once all operating at the same time, and the further fact that he attends the meetings of the various associations in our business, and you have the answer for his courage in putting so much money into his Baltimore park to bring it back. He came into the business on the crest of the wave of our last bonanza period, rode it to the bottom and up again. This makes him one of our well-seasoned park managers.

CHI SPACE BIDS HEAVY

(Continued from page 46)

23d annual trade show, which will open on November 30, it is only reasonable to assume that we will be oversold shortly and that the manufacturer who has delayed making reservations will be left out in the cold.

"In the past we have been handicapped for proper space for exhibitors desiring to show heavy machinery, automotive equipment, trailers, tractors and other devices used in parks and on carnivals, but the new lower level exhibit hall recently installed by the Hotel Sherman has eliminated this handicap and has also materially increased the amount of available space."

Frank R. Conklin, president of the Showmen's League of America, which is co-operating with the NAAPPB this year

for the first time and is participating in the revenue derived from the trade show, is most enthusiastic over the outlook for the coming season. He recently stated: "While some manufacturers have been holding back reserving space until knowing more about the supply of materials for next year, I am sure that this matter will be straightened out shortly and we will receive a rating whereby we will get enough for our requirements."

"The manufacturer who has delayed too long is apt to find himself not in the space that he desires. Thus far we carnival men have been so busy with our own shows that we have not been able to talk trade show to many of our suppliers, but from now on we are going to devote a lot of time to see that the forthcoming show is the biggest and best in the history of our business."

TOP GROSS IN CINCY

(Continued from page 46)

men, one doing noteworthy comedy, and two women present a high-wire number. All bits are well done, climax being a three-high on a unicycle. Closing the program nightly are Cincinnati Fireworks Company displays fired by Arthur Rozzi. Above average business was reported for Moonlite Gardens, featuring Russ Morgan and his orchestra, booked in on August 23 for remainder of the season.

Nickel Day on August 25 for *The Cincinnati Post* helped business along, about 15,000 visiting the park. Another nickel day was scheduled for today, AFL Day, honoring unions affiliated with the Central Labor Council. Also booked for today were the annual Oola Khan Grotto outing and a DeMolay convention outing.

CHIPPEWA LAKE UP

(Continued from page 46)

the park hotel had one of the best seasons in a decade, week-end reservations several times being in excess of capacity.

Maytnier Picnic Head

Leo Maytnier, head of the picnic department, was largely instrumental in lining up outing groups, on some occasions as many as four in a day, to give some of its biggest single-day grosses in many years. Concessionaires reported the most profitable season in a long time. Merchandise games had a heavy play. Larry Fallon, one of the major game operators, said bingo turned in its

best score since he has operated that concession there. Penny Arcade biz was substantially up reported Mrs. Ellen Huth, and novelty souvenir sales registered an all-time high, reported W. A. (Doc) Kerr, who has operated this concession several years. Same was true of popcorn, taffy and caramelcorn, said Ray Ehert, another vet concessionaire. John Bast said his games best in recent years. Rides' take was spotty but on several days grosses topped some of previous years. Bathing beach grosses were far ahead of last season's and soft drink and beer stands turned in some record receipts.

New Dansant Likely

Credited with stimulating Sunday afternoon patronage were free concerts, a park feature for many years. Band currently playing at the pavilion plus three or four acts offered an hour's concert in the open-air theater to capacity.

Manager Parker Beach has encouraged sailboating and about 50 craft make Chippewa headquarters, and race events and regattas are held thruout summer. Beach also has been successful in maintaining all-winter interest in sports at the lake and holds several carnivals during cold months in addition to ice skating and skiing. In new construction for next season the project most likely to materialize is an open-air dansant adjacent the ballroom.

TRANSIT STRIKE

(Continued from page 46)

automobiles as we have in Detroit. It is impossible to operate a successful amusement park without adequate transportation facilities."

Business at Jefferson Beach was practically unaffected, as this park is several miles beyond city limits, and the only bus line serving it was not involved in the strike.

At Edgewater, where the park management maintains a free private bus line to the street car and bus line, a mile from the park, patronage on this free bus dropped by one-third for the four days, indicating that about two-thirds of the usual bus and street car customers came anyway on foot. Total drop in park patronage was estimated by Manager Ben F. McNab at 5 per cent. Business at Edgewater has continued high thru August, and the season's total is

50 per cent ahead of 1940, he said.

Closing dates start next week, with Jefferson Beach closing on Labor Day, and Edgewater holding on an extra week because of prevailing favorable weather, until September 7. Walled Lake Park was expected to remain open another week or more, while Eastwood Park will not close until about the end of September.

PITTSBURGH FOR PAPA

(Continued from page 46)

his orchestra entertained in the ballroom and during intermission all adjourned to the club as guests of Manager Sollenberger for an appetizing luncheon. On Thursday, while the men were in business session, women, after luncheon together, were taken on a trip around the city, thru the amusement park, chocolate factory, and other places of interest. Upon their return cocktails were served on the Terrace and music was furnished by a string quartet. At night dinner was served and few retired until the wee hours. A vote of thanks and appreciation was tendered to Manager Sollenberger.

Among those attending were Mr. and Mrs. F. W. A. Moeller, Mr. and Mrs. Johnson, Waldameer Beach Park, Erie, Pa.; Raymond and Florence M. Luske, Luske Bros.; Mr. and Mrs. Joseph H. Barnes, Norman S. Alexander, Elmer S. Strunk, Woodside Park; Mr. and Mrs. Herbert P. Schmeck, Philadelphia Toboggan Company; E. E. Foehl, Willow Grove Park, Philadelphia; Fred Fansher, Fansher Amusements, Brooklyn; C. L. Beares Jr., West View Park; Mr. and Mrs. A. B. McSwain, Carl E. Henninger, Mr. and Mrs. F. W. Henninger, Frank L. Danchoy, Kenywood Park; Mr. and Mrs. Harry A. Ackley, Ackley, Bradley & Day, Pittsburgh; Mr. and Mrs. J. B. Sollenberger, Mr. and Mrs. C. F. Ziegler, Hershey (Pa.) Park; W. St. C. Jones, William B. Berry Company, Boston; Charles Paige, Milton, Pa.; Mr. and Mrs. C. V. Starkweather, Allan Herschell Company; S. Elva Wendler, North Tonawanda, N. Y.

A. R. Hodge, executive secretary National Association of Amusement Parks, Pools and Beaches; Mr. and Mrs. W. B. Schmidt, Riverview Park; George Lauerman, Chicago; Abner K. Kline, Eyerly Aircraft Corporation, Salem, Ore.; Mr. and Mrs. R. M. Spangler, Mr. and Mrs. George A. Rhoads, Rolling Green Park, Sunbury, Pa.; Cy D. Bond, Dodgem Corporation, Exeter, N. H.; W. E. Miller, Lenape Park, West Chester, Pa.; James and Joseph Figarl, Rocky Springs Park, Lancaster, Pa.; De Arv G. Barton, Music Corporation of America, Cleveland; Edward L. Schott, Coney Island, Inc., Cincinnati; Benjamin Sterling Jr., W. H. Snyder, Rocky Glen Park, Moosic, Pa.; Mr. and Mrs. William Rabkin, International Mutoscope Reel Company, Kew Gardens, N. Y.; Mr. and Mrs. Max Scheiber, Lawrence, N. Y.; John Logan Campbell, J. L. Campbell Company, Baltimore; T. C. Foley, W. J. Tarr, Conneaut Lake (Pa.) Park; Charles Morris, Charles Morris Jr., Palisades (N. J.) Amusement Park.

PARK BRIEFS

(Continued from page 46)

of Wilmington. Radio Park is eight miles north of this city on Pennsylvania Route 491. Each Sunday afternoon WDEL airs a half-hour broadcast from the park stage.

CHALFONT, Pa.—Patterned after the famous but now blacked-out illuminations of Blackpool, England, are electric displays nightly in Forest Park here. The illuminations, known as *The Magic Land of Nursery Rhymes*, were designed and constructed by the park management from paintings by A. R. Bailler, artist, Lansdale, Pa. Thousands of lights illuminate the figures, many of which are animated.

CINCINNATI.—Edward J. Norton, outdoor advertising representative of Coney Island Company here, has left to herald coming of the steamer Island Queen on its annual series of fall "Moonlite" dance excursions on the Ohio River. It left following close of the Coney Island season on Labor Day. Excursion series opened on September 2 at Maysville, Ky., and Ripley, O. Boat will go as far south as Memphis, Tenn., remaining out until October 12.

WILMINGTON, Del.—Riverview Beach Park, at New Jersey end of New Castle-Pennsville ferries, was due to end the season on Labor Day. Line-up includes large pool, free kiddies' pool, Bubble Bounce, Flying Skooter, Laughing Castle, Roller Coasters, Scooter Cars, Miniature Railway, Merry-Go-Round, restaurant, baseball grounds, and boating.

Coney Island, N. Y.

By UNO

Following sunny days on the week-end of August 23-24 came an all-day rain on the 25th and the closing of most of the Island's amusement spots for the entire day. And more rain for the best part of the evening of the day after again left Coney in darkness with the last session of the season of free fireworks omitted the same as it was on the Tuesday of the week previous. . . . Surf Avenue, after a heavy downpour, is just another ocean thru faulty sewerage and drainage and remains that way for many hours afterward, the water extending over gutters and sidewalks almost to store fronts and pretty well across vehicular lanes. This condition prevails for quite a distance along that main thoroughfare and should be something for the boro fathers to remedy quickly. . . . Buck Rodgers, talker with the Empire ball-rolling game, has written another song, a ballad called *I Won't Be Lonely*, and signed a contract with George S. Hamilton Company, ASCAP music publishers, to handle the ditty.

About Walter Nilsson

Walter Nilsson, operator of Funni Cycles on the Bowery, a second season's venture for him here, has, in a two-story building in Closter, N. J., in the neighborhood of 500 cycles, both antique and tricky. Here is where, from as early as 8 a.m. every day, Nilsson manufactures new wheels and makes improvements on others. All are for either exhibition purposes, indoors or outdoors, or actual use in stunt performances. He rents them for the most part. Has about 300 more stored in spots out West. Has been doing this the last 30 years. Started trick riding when he was 6. Once rode a high cycle across country on a Ripley bet and collected 10 Gs for the stunt. Also rode along outside edges of tall buildings. Preparing to invade fairs on a large scale. For him it is his factory at Closter every morning until *Hellzapoppin* time at the Winter Garden, Manhattan, and on Sundays, when the show is closed, to Coney supervising Funni Cycles.

Zenda's Mother Dies

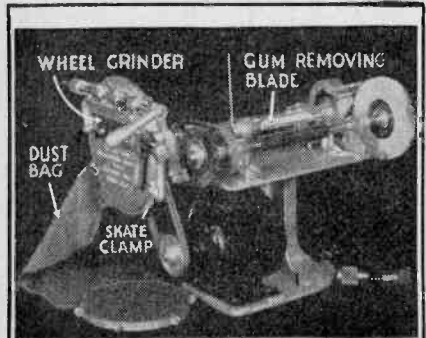
Another death, the fourth here this summer, brought more sorrow among employees of Sam Wagner's World Circus Side Show. This time it was the mother of Lillian Zenda, mentalist. The other WCSS passings were those of Warren Lincoln Travis; Louis Newman, Sam's partner, and of Sam's dad, the early part of the season. . . . Irving Baker, manager of Fascination game, will winter in Panama as a mechanic on a defense project, and Arthur Pilatsky, talker, who invested 2 Gs to outfit a home for his bride of a few weeks ago, is expecting a call from the draft board in response to a recently filled out questionnaire. . . . Strike by waiters of Fred's Irish house, the Stable, which lasted two days, was settled with a salary cut of 5 per cent, the cause of the argument, killed. Walkout was ordered by Eddie Delaney, business agent of the Singing Waiters' Union, and Pop George Sweeney, Coney agent.

Notes

Police Athletic League invaded Coney September 3 for its fourth annual parade and games. Since 1938 event has been held at the Yankee Stadium and World's Fair grounds. Program started at noon with pageant led by police department band. In the line of march were 3,000 PAL children, 16 fife, bugle and drum corps and many floats. After that the Recreation Division in groups wound up with a variety show at Feltman's, another in Luna Park, a swimming meet at Ravenhall's and a contest among the bands on Stillwell Avenue. . . . Mardi Gras theme this year to symbolize "V for Victory." William H. Nicholson, executive secretary of Coney Carnival Company, of which Harry C. Meinch is president, to distribute \$2,000 in prizes to winners and seconds in baby contest. Also for the most novel and decorative floats and costumes in the parades. . . . Marcellita left Streamlined Follies for a burlesque road show.



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Mansfield, Ohio

SKATING RINK TENT
No. 9-501—A real bargain. 51'6"x132' Hip Roof Push Pole Tent in five pieces with overlaps and made for seven center poles. Top 10 oz. army, green inside, trimmings silver. 7' walls of 8 oz. green. Condition fair to good. Price Top and Wall **\$810**
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America's Big Tent House
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FOR SALE
Tent and Roller Rink, floor size, 50x110, with 10-ft. lean-to, \$2500 complete. Tent and Roller Rink, floor size, 50x150, \$4500 complete. Both Floors have 10x5 sections, best grade White Maple.
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PROFESSIONAL ICE SKATING SHOES
Made To Order
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WANTED
Experienced FLOOR MEN. Steady work all year for R. S. R. O. A. Rink. Prefer those who can do the roller dance steps. References required.
LEO DOYLE
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SKATING RINK
Permanent year around rink. Price \$7500.00 cash, includes valuable property, equipment and real business. Rated among the best. Not just a living, but a guaranteed real money maker. We invite you to come and look this over, and if you find it not a money maker as advertised will gladly repay your transportation. Address all inquiries to **H. W. WALTER, 3910 East Elm, Wichita, Kansas**

Rinks and Skaters

By **CLAUDE R. ILLIS** (Cincinnati Office)

Heavy Outlay Planned at New S. F. Location

SAN FRANCISCO, Aug. 30.—A permit for a roller skating rink has been granted to Mrs. Ethel Jean Kibbe by the Board of Permit Appeals.
The rink will be on the property formerly used for a Market Street Railway car barn. Mrs. Kibbe said the enterprise would mean an investment of between \$150,000 and \$200,000. Two years ago Mrs. Kibbe failed in efforts to lease part of the Palace of Fine Arts for a rink.
Site is one block from the location of the old Coliseum, skating rink well patronized years ago and scene of famous prize fights.

White Plains Sets Show for Opening; Cioni New Manager

WHITE PLAINS, N. Y., Aug. 30.—Exhibitions of various types of skating, first in a series of special events planned, will be featured at the fall opening of William A. Holland's and Daniel Berliner's White Plains Roller Rink on September 5.

Presentation will be in charge of Roland Cioni, new manager, and Mrs. Cioni. Formerly with Hackensack (N. J.) Arena, he is a widely known figure in the rink field. Shortly after opening date the Cionis plan inauguration of classes for elementary and advanced dancing and figure and free-style skating.

Show will open with a patriotic spectacle featuring June Chiat, 1941 beauty queen, White Plains. Succeeding numbers will include two exhibitions of free-style skating by Rose Bova and Helen Sokol, White Plains; skate dancing, Ellnor Van Dreel and Martin Schweighardt, New Jersey senior dance champions; free-style skating, Bonnie Archega, Steinway Rink, Long Island City; novice pair skating, Vera Stark and Lew Fertel, New Jersey State champions, who finished fifth in national competition; unannounced number by Bobby Hookey; free-style skating, Ray Lentz, Queens (N. Y.) Roller Rink; pair skating, Martha Weed and Jimmy Conners, Mineola (L. I.) Rink, New York State champions, who finished fourth in national contests; jumping, Tommy Maffa, New Rochelle (N. Y.) Rink; dancing, Gladys Kohler and George Werner, Hillside Rollerdrome, Richmond Hill, L. I., national senior champions, and a closing number, *Join the Navy*, staged by a group from Paterson (N. J.) Recreation Center.

Lidstone Visiting Mineola; May Be Here for Duration

MINEOLA, L. I., Aug. 30.—Jimmy Lidstone, British amateur roller figure skater, who with his sister, Joan, and Billy Watson made an exhibition tour several years ago of some member rinks of the Roller Skating Rink Operators' Association of the United States and entered British naval service shortly after outbreak of the war, has been a frequent visitor at Mineola Rink in recent weeks, reported Inez Van Horn, wife of Earl Van Horn, operator.
Lidstone, who expects to be stationed in this country for duration of the war, is at present located in New York, but expects to be sent to different cities

soon. He has put in several week-ends of practice and is rapidly regaining the form that made his tour outstanding, said Mrs. Van Horn.

BOULEVARD Pools Roller Rink, Philadelphia, which had been operating on week-ends during summer, inaugurated a new policy, starting on Labor Day, opening on Tuesday, Wednesday, Friday and Saturday and every night. Wednesday nights are Sweetheart Nights and women accompanied by escorts are admitted free.

NEW Chalfonte Hall Roller Rink, Lake Worth, Fla., opened on July 4 to heavy attendance, and business has been good since then, reported owners Reba and Inez Chalfonte. They are former dancers who appeared in vaudeville until 1931, acquiring the building about a year ago and operating a dance studio in it for a while. Rink has a new 40 by 60-foot maple floor and Richardson skates. It is on the second floor and also operates Sunday afternoons. Personnel includes Bob Mathis, floor manager, and Charles Diganard, skate room manager.

PALISADES ROLLER RINK, McKeesport, Pa., will begin its 27th year on September 5, with George Why at the organ. Skating sessions will be held on Tuesday, Friday, and Sunday nights. There will be dancing on Wednesday and Saturday nights. Floor has been resurfaced and the rink has been repainted and redecorated.

SKATING PARTY, at which will be announced the engagement of Beatrice Althea Baumgart, who with her sister (See RINKS on page 50)

HYDE "BETTY LYTLE" ROLLER RINK SHOES

A Message For
RINK OPERATORS
For customer satisfaction and greater profits operators recognize the importance of the many features built into the Hyde Line — the research and study of rink requirements.
Your skaters look to you as an authority on shoes and skates. Give them the new Hyde Catalog bearing your imprint and displaying 19 different styles.
Get the benefit of a quarter of a century of athletic shoe manufacturing experience.
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Division A. R. Hyde & Sons Co
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Write for Catalog

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80 Assorted Regular Rink Stickers, \$1.25.
8 Assorted 8x8 Satin Blocks with Processed Rink Emblem, \$1.00.
Ties With Your Rink Emblem, \$5.00 Dozen, Discounts to Dealers. Mail Sticker.
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ARE SUCCESSFUL
There's a Reason!!
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Betty Lytle ROLLER RINK SHOES
Display, recommend and sell the shoes that bear her personal endorsement. Genuine Goodyear Welt Construction. 19 other styles in stock.
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No. 321 DUSTLESS FLOOR DRESSING
Cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. 4 gal. approved compressed air sprayer, \$7.25. Terms: F. O. B. Everett, 25% with order, balance C. O. D.
GAGAN BROTHERS
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FOR SALE TENT ROLLER RINK
\$2500. 120x50 floor, annex 14x30, 250 pr. Chi. skates, Hammond cabinet, Wurlitzer sound. Tent one year. Municipal Stadium, Springfield, Ohio.
D. W. BARLOW, Box 532

Leonard Traube's

Out in The Open

NEW YORK

"Sodom By the Sea"

AT LONG last this column is able to sound off on a book by two working newshounds called *Sodom By the Sea*, shrewdly subtitled "An Affectionate History of Coney Island." The authors are Oliver Pilat of *The New York Post* and Jo Ranson of *The Brooklyn Eagle*. If this partnership has left anything out of its never-a-dull-moment and often nostalgic account of the great resort from the 17th century to the present, it probably isn't worth mentioning, even if one knew what was omitted.

Having done a better than all right scissors-and-paste job from the formal and informal record books and newspaper morgues, they supplemented this gargantuan task with exciting history of the personalities who breathed life into an isle which has always lured the masses and has always, it seems, had a turbulent, tumultuous reign. Special pleaders may not find *Sodom* very affectionate and historians may not think it very historical in the strictly official sense. Being in neither class, we are glad to report that it's perfectly swell entertainment, bringing joy to one whose association with immediately modern Coney offers, in the reading, a ringside seat for viewing the sometimes sad, sometimes hilarious, always interesting pageantry.

IN THE last century or so Coney has survived the riotous misrule of Mike (Thunderbolt) Norton, the local dictatorship of John Y. (Chief) McKane and the free and easy regime of Kenny (Little Corporal) Sutherland. There were visits in an early day by Daniel Webster, Barnum with Jenny Lind, Washington Irving and Herman Melville, the Moby Dick man—and they all came down for "a whiff of the marine breezes." As a youngster we used to do the same thing, tho we cannot say the whiff was pleasant in those days. If you ask us, Park Commissioner Bob Moses has sure done a mighty job with the Municipal Bathhouse sector.

Let's skip the period just following the Civil War. To be sure, that's when Coney started to develop under the Stillwells, the Corbins, the Engemans and the Culvers, but room is lacking for a thoro account of that fruitful pioneering era. Yet temptation begs us to include the famous 300-foot Iron Tower, set up opposite Culver Plaza following its appearance at the Philadelphia Exposition of 1876. Two steam elevators rising to the top afforded what must have been a fascinating view for miles around thru a telescope of the time. Since history repeats itself, today we have the Parachute Tower with practically the same loftiness but lacking, elevators, unfortunately.

Temptation leads us on to the terrific jockeying for land titles, "without regard to the town that theoretically controlled the seaside"; to West Brighton's celebrated wooden elephant, a tin-covered hostelry with rooms all over its body and glass eyes "that shone like diamonds at night," and the phrase, "seeing the elephant," which passed into the language of minstrels and tale-tellers; of Coney claiming the election of a President, Grover Cleveland; of rebellious old Peter Tilyou, the bathhouse keeper who gave the world the showmen gents of the same name; of William A. Brady promoting big-time fights under the dictatorship of Sutherland, who was murdered; of sports and the sporting crowd, outlaws and bordellos; of race tracks which drew multitudes of gamblers, the elite and the champagne drinkers; of great fortunes being built and, finally, of the crazy-quieted amusements which really gave Coney its international name.

YOU read about the first moving-picture exhibition in the United States, put on by Herman Wacke at his Trocadero Hotel in 1893, and the long string of hotels, cabarets and bars around which Coney Island dug in to make history. Evenings you were bound to wind up at the Manhattan Beach Hotel, where fireworks were staged by Henry J. Pain, of London,—tremendous, breathtaking displays of battles, legends, scenic wonders and disasters that illuminated the skies for miles around and brought land and water into one great pageant." About Diamond Jim Brady and Lillian

Russell, with the carat boy eating eight lobsters at one sitting; about the Whiteys and the Vanderbilts driving down in tallyhos that mingled with the tandems, phaetons and barouches of Harry K. Thaw, Grace George, Fanny Ward, Nora Bayes, Clarence Mackay, Maurice Barrymore and his discovery, Marie Dressler; about the gambling big-shots, Joe (Boy Plunger) Yeager, Jesse Lew-isoohn, Lucky Baldwin, Pittsburgh Phil, Mike Dwyer and John W. (Bet-a-Million) Gates; about the anti-betting law of 1909 which killed racing at Brighton—Joe Day would know much about that—and legislation which followed under former governor Charles Evans Hughes; about Jim Corbett—when he was actor, not fighter—the Gentleman Jim of "the fine baritone chord" who in his youth played Armand Duval in *Camille* out Frisco way.

THIS was the Coney of Weber and Fields, the Gut, Perry's Glass Pavilion, Koster's Concert Hall and of song publishers "scrambling for the ear of Surf Avenue." The Coney of Joe Gorman, Morson, Stauch's, John Bunny and Lillian Walker, and Jimmy Durante banging away at the piano of College Inn for \$25 per; the isle of Vincent Lopez in a five-man band at Perry's cabaret, and of Van and Schenck and a skinny little lad called Eddie Cantor, who was a singer at Carey Walsh's for three bucks a night and then teamed up with Durante; of Irving Berlin, a warbler at Stauch's and Perry's.

George Cornelius Tilyou founded Steeplechase in 1897 with items that were full of "sex punch" following the midway formula set-up in Chicago at the 1893 exposition, but the Tilyous were

no glamor boys. This quality belonged to Fred Thompson, a lavish spender out of Ironton, O., who teamed with Elmer (Skip) Dundy, a gambler from Omaha, and Luna Park was the result.

To the authors, Luna combined the "personal adventures of a Cook's Tour with the noisy glamor of a circus"—and that's a delicious piece of descriptery. Thompson was the showman and Dundy the financial genius, but they were their own worst enemies. They created a vogue but died broke. And fate left Thompson without a symbol of his second great adventure, the Hippodrome which he built in Manhattan and which is now no more. If Luna was a costly investment, consider the Hipp's two million dollars for property and a million and a half for the house itself, which had 5,200 chairs, largest capacity of its day and for many years thereafter.

Skip Dundy died in 1907 and Thompson followed him in death 12 years later. The authors say Barron G. Collier then took over Luna, "drawing millions of visitors" each year. A slight exaggeration that is herewith forgiven.

THERE'S lots more to warm the cockles of a showman's heart. . . . Dreamland of fond memory, and its director for many years, none other than Sam Gumpertz, who made several fortunes at Coney and is probably the only one who is still in the outdoor business actively and still gathering the coin. Gumpertz did big things out West before coming to the Island, for years was associated with John Ringling, for five years headed the Big Show, and is now quietly enjoying the fruits of his checkered career as boss of Hamid's Atlantic City pier. . . . Plenty of word matter on the side shows, wax museums, Sam Wagner, T. W. (Slim) Kelly, Dave Rosen. . . . A whole section on Dr. Martin A. Couney, the incubator man. . . . Freddie Meers, Messmore & Damon. . . . A chapter on the ride device pioneers and proprietors. . . . Lamarcaus A. Thompson, W. A. Dodge, E. C. Boyce, George F. Myers, W. S. Parks, Harry Illions, Elmer (Virginia Reel) Riehl, Billy Mangels, Christopher Feucht,

Nat Green's

The Crossroads

CHICAGO

THE supercilious and patronizing George Jean Nathan, who evinces a dislike for anything outside his own social orbit, again makes himself ridiculous in an article in *Liberty* titled *Carnival* in which he purports to give the origin of the carnival and dishes out some misinformation in sensational style. It doesn't require a second reading to perceive that Nathan has only a superficial knowledge of carnivals, and his "eye-opening" facts tend to confirm our long-held and oft-verified opinion that many writers for the popular magazines are less concerned with accuracy than with sensational half truths that they figure will lure more coin of the realm from editors. Mr. Nathan speaks of prize candy boxes containing silver watches that can be covertly removed from the exhibition packages by hooks and elastics concealed in the butchers' sleeves. That will get a hearty laugh of derision from anyone familiar with candy pitches. The "sardonic connoisseur of Americana" speaks of the carnivals' roster of rides as including the Roller Coaster, Parachute Drop, Shoot the Chutes and Motordrome. Have any of you ever seen a Roller Coaster or Chutes on a carnival midway? Or a parachute drop? Only Parachute Drops we recall are the one at Riverview Park, which was the first constructed, and that at the New York World's Fair. And anyone familiar with a carnival knows that a Motordrome is a show, not a ride.

Nathan also mentions that the carnivals, solicitous of the welfare of their patrons, have plastered their midways with signs reading, "Beware of Pickpockets." We'd like to see some concrete evidence that any such signs have been posted and are confident that no such evidence will—or could be—forthcoming. Pickpockets are the concomitant of crowds and are just as apt to be found at a political rally, a movie star's reception, a prize fight or a football game as on a midway. We fear that Nathan has carnivals, amusement parks, med shows and pitchers hopelessly confused, and that some of the things he thinks he has seen, as for instance the "beware" signs and the gimmick for retrieving silver watches, are purely products of an over-

wrought imagination. Speaking of carnivals, Nathan says: "The big cities hardly know them." Wonder if he places Washington, Baltimore, Philadelphia and other cities of comparable size in the small-town class! True, the larger number of carnivals play the small towns for the simple reason that there are many more small towns than there are large cities.

A FIVE-DAY layoff between La Porte and Indianapolis enabled Clyde and Harriet Beatty to spend some time in Chi, Clyde taking in the ball games and Harriet making a dent in the b. r. by her forays in the State Street department stores. . . . M. F. (Mickey) Coughlin and his bride have returned to Chicago after a honeymoon in Hot Springs and will make their home here. . . . The ACA office is deserted these days save for a lone secretary. J. C. McCaffery, general manager, left for California a couple of weeks ago, then to Vancouver, B. C., where Rubin & Cherry Exposition played the fair, and will be back in the Sunshine State for the Pomona fair. . . . D. M. Broadwell and the missus in for one of their infrequent visits. . . . John J. Anderson, of the Enquirer Job Printing Company, Cincinnati, stopped off in Chi after visiting fairs and shows in Wisconsin.

AS FAR as outdoor show people are concerned, the Windy City during the last week or two has been more like Lonesome Gulch than the Crossroads. Visitors have been few and far between, and those who have showed up didn't linger long but transacted their business and beat it to their respective fronts. In other words, everybody is busy, and one and all appear to be collecting healthy bank rolls. Another indication that business is going at a great clip is the numerous inquiries reaching this desk for men, shows and attractions. At the moment we have on our desk a request from a bustling mill town for a good-sized carnival; another for 10 Indians; still others for a Hawaiian dancer, an acrobatic team, a talker and a special agent. And more come in almost every day. It's good to see so much activity!

Dr. Welcome Mosley, William Minch, Arthur Jarvis, Frank Darling, Joseph Bonsignore, Louis Berni, the Rosethal Brothers and, naturally, Rudy Uzzell.

Messrs. Pilat and Ranson can keep their treatise on the underworld brigades who happened to infest Coney, but they were probably justified at that because their book is in the historical division. They blame the subway with its five-cent fare, bringing the Island within cheap and easy reach of the masses, for the resort's decline, but not enough stress, it seems to us, is placed upon the Boardwalk, which directed more and more humanity to the wooden way and its vast stretch of sand. . . . For \$3 this book is a mighty cheap way of getting educated.

RINKS

(Continued from page 49)
operates Sunset Park Roller Rink, Williamsport, Pa., to Richard Ralph Motter, will be held September 6 in the rink. Special party was also scheduled for Labor Day.

SAVOY AND REGINA were on the bill at the Food Show in the Zoo Gardens, Cincinnati, August 19-September 1.

INTERNATIONAL ROLLOS, acrobatic roller skaters, will appear at Reading (Pa.) Fair in the grandstand show.

REDECORATED roller rink in Riverview Beach Park, at New Jersey end of New Castle-Pennsylvania ferries, will continue in operation after Labor Day, with Louis Weiss featured at the new electric organ.

ARCHIE KATCHER is opening Paradise Gardens Roller Rink at Harper and Van Dyke avenues, Detroit.

C. D. TOLES has succeeded B. T. Mize as proprietor of Skateland, downtown rink in Chattanooga, Tenn. According to Toles, no other change of personnel or policy has been made and none is contemplated.

GLORIA NORD, exhibition skater who has appeared in two films, made a personal appearance at Kelly's Park Roller Rink, Leetonia, O., on August 18.

HERBERT OCHS, who has been engaged in building drive-in-theaters in the Toledo, O., district and Louisville, Ky., sections, and Dick Deutsch, former owner of a printing company in Cleveland, have extended their activities to Huntington, W. Va., where they are building a large skating rink.

PLANET ROLLER RINK, Chicago, builds interest among patrons thru *The Planet Booster*, semi-monthly paper in which appear newsy and humorous items about skaters, lists of coming events, and news of the rink's dance club. Recent issue carried an interesting story about James Campbell, 69-year-old skater, and netted the rink a picture and mention in the roto section of *The Chicago Daily News*.

FRED BOYER, operator of rinks on the State fairgrounds and in the Coliseum, Des Moines, said he would hold a series of city championship matches for men and women in waltz, two-step, and speed divisions. Matches were slated to start in the fairground's rink immediately after close of the State Fair on August 29. Trophies will be awarded winners. Manager Boyer also said Coliseum Rink would reopen about October 1. He has already started extensive redecorating.

RAMONA GARDENS, Ramona Park, Grand Rapids, Mich., shifted to a roller-skating policy this season after operating as a ballroom in recent years. Business was slow at the start, but has shown steady increase.

BILL HENNING, vet Chicago rink man who is working at Riverview Park there during the summer, reported he was recently visited by Mary Peters, formerly of the Mary and Betty Duo, roller skaters. She now resides in Los Angeles. Her plans are to visit relatives in Milwaukee, then visit rinks in the Bronx, New York, where she formerly lived.

REMODELED Imperial Roller Rink, Ypsilanti, Mich., air-conditioned for summer skating and with a 10,000-square foot skating area, reopened on August 1, reported Newton W. Clark, proprietor.

ROLLER rink on Berea (O.) Fairgrounds, which was shuttered during the annual Lake County Fair, was reopened on August 21.

HOLLINGS-WORTH, Kimball, Romaine L.
 HOWARD, Kimris Duo
 Hollingsworth, Blackie
 Hollis, Bob
 HOLM, CHAS. ROBT.
 HOLMAN, THEODORE
 Holmes, Geo.
 Holstman, John
 Holtzman, P. W.
 Hon, Herman
 Honeycutt, Boger
 Hood, Wm. Wally
 Hook, Ed. R.
 Hooper, J. C.
 Hopkins, Bob
 Horton, Frank
 Horton, L. J.
 Horton, Robert
 HOUCHEIN, KENNETH D.
 House, Verne
 Howard, J. W.
 Howard, Joe P.
 Howard, John L.
 Howard, Tommy J.
 Howe, Jack
 HUBBARD, VENICE V.
 Hubbard, Vernon
 Huggins, J. P.
 Hudson, Fred
 Hudson, Tommy
 Hudspeth, F. W.
 HUGH, WM.
 Hughes, Eddie
 Hull, Sam
 Hume, Prof. L. F.
 HUMPHREYS, ARLEE
 HUNT, DANIEL
 PORTER D.
 Husted, W. S.
 Hutchens, J. T.
 Hutchinson, Wm. G.
 Hynds, James
 Hynds, Billy
 Imler, Harold
 Ingalls, Earl
 Ingram, Jack
 Innes, Jack
 Irwin, Capt. Jack
 Isaacs, Henry
 Isaacs, Russ
 ISON, EARL
 ISON, EUGENE
 Ison, Geo.
 Jack, Capt.
 JACKSON, JIMMIE B.
 Jackson, Robt. E.
 Jackson, Troy
 James, Alf & Kitty
 James, Jimmie
 JAMES, VYRVA
 ELMER
 Jameson, Ray
 Jarvis, Lou
 Jefferson, Wm.
 Jenkins, Rastus
 JENSEN, RALPH
 PALMER
 Jeter, Van L.
 Johann, H. C.
 JOHN, ADOLPH
 Johns, Andy
 Johns, Vincent C.
 Johnson, Frank B.
 Johnson, Geo.
 Johnson, Dr. H.
 Johnson, Howard
 JOHNSON, JAMES
 Johnson, Ken
 Johnson, Louis
 Johnson, Mark
 JOHNSON, MICHAEL R.
 JOHNSON, MIKE
 Johnson, Roy
 JOHNSON, THOMAS F.
 Johnston, Emiss S.
 JONAS, ARTHUR
 OTTO
 Jones, Ben R.
 JONES, FREDDIE
 Jones, Little
 Jones, Paul
 JONES, ROGER
 Jones, Willie
 Jordan, Clyde
 Jusadas, Frank A.
 Justus, John J.
 Justus, Ralph
 Kackley, Harry
 Kaboe, Harry
 Kalen, James B.
 Kalin, Mose
 Kaue, E. J.
 Kann, David
 Kannegieter, Art
 Kaplan, Sam
 Karras, Sam
 KARI, MATT
 Katz, Herman
 Kaufman, W. H.
 Kays, Five
 Keating, Robert
 Keilman, Bennie
 Keith, Ferrell
 Keller, Prof.
 Kelly, C. K. (Pop)
 Kelly, Emory
 KELLY, JOHN
 LISBON
 Kells, Joe Fingers
 Kelly, Sonny
 KELSEY, ALAN
 Kenley, E. M.
 Kent, Geo.
 KENT, WM.
 Kenyon, Jack
 Keown, Charles B.
 Kerr, Jimmy
 Kerschens, Jobu
 Kettle, John
 Keyes, H. H.
 Kidney, W. A. Pop
 KILLGORE, RAYMOND L.
 Kimball, Dude

Kimball, Romaine L.
 King, Charles
 King, Reaumaime
 King, Earl
 Kirk, Homer H.
 King, J. H.
 Kirksey, Marvin
 Kirkwood, H.
 Kitcher, Johnny
 Kite, Jene
 KLINE, ALBERT
 COLVIN
 Klimes, Tbe
 Kling, Pete
 Klnatschky, Andrew
 Knapp, Geo.
 KNIGHT, DALLAS C.
 Knob, Conrad
 Knuckels, Virgels
 (Rodeo)
 Kohler, Richard A.
 KOLZEN, WILLIAM
 EDWARD
 Korn Kobblers
 Kosterman, Ralph
 KOUSIOS, JOS
 ANDRIAN
 Kramer, P. E.
 Kridell-o, Sid
 KULP, CHAS. J.
 Kunat, Stanley
 LaArgo, Tony
 LaBlair, Jack
 LaFave, Charles
 LaMan, Harry
 LaMarr, John
 LaRocca, Phillips J.
 LaRue, L. E.
 LaSalla, Frank
 Lacaskie, Jack
 Lacroix, Antoine
 Lafier, Johnnie
 LAJOIRE, WM.
 WATTSON
 Lake, Charlie
 Lamar, Buddy
 Lamare, Tony
 Lancaster, James
 Land, Clinton
 Lane, Jack P.
 Lane, Thomas H.
 LANS, CLARENCE
 ROOSEVELT
 Lanford, Tex
 Langer, Fred
 Langford, Vanden
 Lark, Prof. Thomas
 Larrabee, James
 Laster, L. B.
 Latham, Edw. B.
 Lauer, Morris
 LAURET, JACK
 LAWSON, SAMUEL J.
 Lawson, Scotty
 Lawson, Willie
 Lawton, Curtis
 Lawton, James
 Lay, J. C.
 Lave, John C.
 LeMart, Jack
 LeVant, Leo
 Leasure, J. P.
 LEATH, ROOSEVELT
 Ledbetter, W. H.
 Ledley, Danny
 LEE, JOE
 ELLISON
 Lee, Lewis E.
 Lee, Rex
 Lee, R. C.
 Legere, Joseph
 Lehy, Buck
 Leini, Francis L.
 Lemat, Pat
 Lenny, D. G.
 Lenteni, Frank
 Leonard, Jimmie
 Leslie, Burt A.
 Levine, Joseph
 Levy, J. Herman
 Leway, Johnnie
 Lewis, Allen
 Lewis, Elmer B.
 Lewis, Forrest E.
 Lewis, Harry Kay
 LEWIS, HANSON
 HARLOW
 LEWIS, ISAAC
 NEWTON
 Lewis, Lavern
 Lewis, Lester
 Raymond
 LILLEY, JOHN
 HENRY
 LINDLEY, JNO.
 ALVIN
 Lindsay, W. J.
 Lindsey, Earl
 Linsquitt, Leonard
 LISCHESKA, ROBERT
 RUDOLPH
 LITCOFSKY, NATHAN
 Littlelong, Joe
 Loar, G. C.
 Long, Sam
 Long, Wayne G.
 LORDLAW, JOHN MILLER
 Lowe, Donald
 LOWE, MELVIN
 Lowery, H. J.
 Ludlow, Harry
 Ludolph, Frank
 Lumby, Freeman
 Lunsford, Elijah
 Lush, Doc
 LYMAS, JAMES
 McAdoo, Don
 McAllister, James
 McArthur, Hugh
 McBIGLEY, WM.
 McCabe, J. F.
 McCANDLESS, JAS. HARRISON
 McCarrall, Robt. L.
 McCarthy, Charley
 McCauley, Peter
 McClain, D. C.
 McClean, Ray
 McCLEURE, JOHN
 PAUL
 McCloud, Lucky
 McClure, Robt.
 McConnell & Moore
 McQuinn, Bob
 McCullen, Doc
 McCUMBER, LESLIE CURTIS
 McDonald, Claude

McDonald, Earl
 McDonald, Reid
 McFarland, Tohe
 D.
 McGill, Frank
 McGill, Leo
 McGines, L. D.
 McGee, Humpty
 MCGOWAN, FRANK JOSEPH
 McGowan, Pat
 McGrew, Ed
 McHusb, Frank J.
 McInturf, Howard
 McKay, Arthur H.
 McKay, Eddie
 McKenzie, W. D.
 McKEROY, JOHN
 McLane, John
 McLAUGHLIN, MELVIN
 HENRY
 McLean, R. T.
 McLemore, Will
 McLendon, R. F.
 McMAHAN, MOYE
 PAUL
 McMillen, Geo.
 McMinnis, Jimmie
 McNally, Harry
 McSpadden, John
 R.
 McWhirter, C. S.
 MACKEY, CHAS. L.
 Mack, Mader
 (Singer)
 Madden, Toney
 Madson, James
 Mahon, Richard
 Majors, Louis Neil
 Malm, Ralph W.
 MALMBERG, WALTER
 Maloney, T. J.
 MANGLE, MICHAEL A.
 Mannheimer, Richard
 Mansky, Les
 Marchette, Rebel
 Marchita, Roy E.
 MARMOR, LEO
 AVIL
 Marrison, Slim
 Mars, Witt
 Martin, Bull
 Martin, E. M.
 Martin, Gail
 Martin, George
 Martin, Johnnie
 Martin, Terry W.
 Martini, Tony
 Mason, Dr. H.
 MASON, RALPH
 MASON, SHERMAN
 LeROY
 Massey, Edward
 MASSON, ADOLFO F.
 MATHEWS, ROBERT P.
 MATSUMOTO, TOMOTSU
 Matter, F. R.
 MATTISON, VINCENT
 ALVIN
 MAY, WM. H.
 Medford, Buddie
 MEISS, RAYMOND T.
 Mello, Charles
 Melzer, John
 MEPORE, MATTIO JOS.
 Merrill, Doc
 Meyers, A. E. F.
 Meyer, Clint V.
 Meyer, Otto
 MICALI, JAS. JOHN
 Milan, Chas.
 Millar, Ray M.
 Miller, Al Moxie
 Miller, Dan
 Miller, David & Nancy
 Miller, Dusty
 Miller, Frank W.
 Miller, Jack
 Miller, Lloyd D.
 MILLER, HARVEY A.
 Miller, J. W. Dad
 Miller, Jake-Mgr.
 Miller, Jimmie
 (Swinging Ball)
 Miller, Nate
 Miller, Paul H.
 MILLER, RICHARD
 RALPH
 MILLER, ROBT. CHAS.
 MILLER, STEVE
 Miller, W. H.
 Miller, Walter
 MILLS, JOHN
 LINCOLN
 MILLS, MADISON
 EMOY
 Mitchell, ANTHONY J.
 Mitchell, Bob
 Mitchell, Charlie
 Mitchell, Clyde
 Mitchell, Fred D.
 Mitchell, Green
 Mitchell, J. W.
 Mitchell, Lenny
 Mitchell, Lewis
 Mitchell, McMillen
 Mitchell, Max
 Mitchell, Mitcho
 Mitchell, Ralph G.
 Mitchell, S. E.
 Mitchell, Steve
 Mitchell, Tennis
 Mitchell, Toney
 Mix, Art
 Mize, Woodrow
 Moe, Arthur
 Moeller, James
 MONROE, GEMER
 Elmer
 Monroe, Lyle D.
 Montague, Willie
 MONTELO, JAS. THOS.
 Montgomery, Carl
 Moon, George W.
 Moore, Archie E.
 MOORE, ARTHUR
 RALPH
 Moore, H. J. Blue
 MOORE, EARL EDW.
 Moore, Kellie

Phelps, F. W. Buck
 SAVAGE, CHARLES
 Saylor, Popeye
 Schaffer, Floyd
 Scherbarth, Jack
 Schermerhorn, Loyd
 Schmid, Charles W.
 Schmidt, Richard
 Schoen, Edw.
 Schomwert, Carl
 SCHOONOVER, HAROLD EARL
 LeROY CHAS.
 Schwert, Charles
 SWEAT, F. A.
 SWISHER, GERALD E.
 SYLOW, JAMES
 SYNAK, LEONARD
 STANLEY
 STANLEY
 Talbot, Hugh
 TALLERICO, WM.
 Tarleton, Charlie
 Tatum, Earl Benson
 TATUM, CECIL HENRY
 TAYLOR, CLARENCE L.
 Taylor, Eddie
 TAYLOR, HENRY C.
 Taylor, Victor
 Teitenberg, Herb
 Tennyson, Dave
 Terry, Chester
 TERRY, HENRY CARROLL
 Teska, Joe
 Teski, Raymond
 Thayer, Robert
 Thomas, Cecil J.
 Thomas, Cottrell J.
 Thomas Sr., George
 Thomas, Joseph
 THOMAS, TOMMY
 Thompson, Earl R.
 Thompson, Jas.
 THOMPSON, JOHNNY
 THOMPSON, DOLFE
 Thompson, Steve
 Thompson, Tommy
 THOMPSON, WILLIAM A.
 THOMPSON, WORTH
 SINCLAIR
 Thornton, Chas.
 THORNTON, JOHNWORLEY
 THUMAN, ALBERT
 FRANCE
 TIDMORE, NAT CLARK
 Timcb, Frank
 Todd, Ray
 Tom, Geo.
 Tom, Walter
 Toney, Alphonso
 Tracey, Gene
 Travis, Allen
 Travis, Doc A.
 Travis, James E.
 Travis, Ted
 Trichter, Walter
 Trignon, N.
 TRIPLETT, LUTHER
 CLINTON
 Trout, Leroy
 Tucker, Marvin
 Turner, Howard C.
 Turner, L. C.
 Turner, Robt. V.
 TURNER, WALLIE
 Twentier, Max
 Twine, Percy E.
 Ulrich, Dewey
 Usher, Herb
 Vail, Frank
 Valentines, Three
 Valentine, Bill
 VALLEU, HENRY
 BROTHERTON
 Van Buren, Reginald
 Van Dee, Dutch
 Van Wert, Ray
 Vandewall, Henry
 Vann, J. M.
 Vantine & Coyan
 Varian, Cy
 Varnadore, Varnie
 Vaughn, Frew W.
 Vebbard, Paul L.
 Vincent, Montine
 Vint, Bob
 Virgil, The Great
 Vitch, L. Lee Prof.
 Vogel, S. B.
 VOGSTAD, GEO.
 VOGSTAD, KENNETH
 Voris, Elmer
 Vreeland, Jack
 Wade, Johnny
 Wages, Johnny
 Waite, Kenneth
 Walker, Edward
 Wales, Forest
 Walker, Howard
 WALKER, JAKE
 WALKER, LEONARD
 LESTER
 Wallace, Wallace
 Wallace, Bev.
 Wallace, Roy & Vie
 Wallley, Stanley
 Walsh, Billy
 Walter Jr., Herman
 J.
 Walton, Raymond
 Ward, Capt. Bob
 WARD, CLYDE C.
 Ward, John
 Ware, Frank R.
 MAIL ON HAND AT
 NEW YORK OFFICE
 1664 Broadway
 Women

Warner, Bert
 Whitey
 WASHBURN JR., NELSON
 Washington, B. J.
 WASHINGTON, JOSEPH
 WASHINGTON, LEROY
 Wasso, Bob
 Watkins, Mark A.
 Watson, Eddie
 Watson, Joe E.
 WATSON, JOHN BARNER
 Watts, Robt. Lee
 Weaver, John W.
 Webb, E. S.
 Webb, Geo.
 Webb, John
 WEBER, GEO. W.
 Weber, Johnny H.
 Weiss, Paul
 Wells & Powell
 Wells, Henry
 Wells, James F.
 Wells, Wm. & Leslie
 Wendler, Andree
 Wentz, Geo.
 Werner, Bill
 WESLEY, GEORGE
 WEST, CECIL EDW.
 West, Jack & Jane
 Wests, Ed
 Whitaker, Casey
 White, Gaylord S.
 White, Maurice B.
 Whitehurst, John
 G.
 Whitmore, J. V.
 WHITNEY, JAS. JOHN
 Whitmore, W. E.
 Whitworth, Wm. B.
 Wigand Troupe, The
 WIGGIN, JAS EDGAR
 Wigley, Clarence E.
 Willard, William
 Willard, Clarence
 WILLARD, VERNIE CLYDE
 WILLIAMS, JAMES
 Williams, C. P.
 Williams, Dewey
 Williams, Howard
 Williams, Jack C.
 Williams, Jay
 Williams, John
 WILLIAMS, FRED
 HENDERSON, EDIE
 Harrisou, Happy
 Williams, Leopold
 WILLIAMS, LEWIS HENRY
 Williams, Orval
 Williams, Steve
 Williams, Texas
 Slim
 WILSON, ALFRED
 JONES
 WILSON, FRED
 Wilson, Geo.
 WILSON, HARRY JNO.
 WILSON, MERRILL G.
 Wilson, J. C.
 Wilson, Jack X.
 Wilt, C. K.
 Winters, James W.
 Wolfe, Benny
 Wolford, Olan
 Wolford, Henry
 WOLLARD, ROBT. LEB
 Wood, Henry G.
 Wood, Lewis
 Woods Family
 Woods, T. K.
 WOODS, WALTER
 WRIGHT
 Woody, W. H.
 Worlds, James
 Ernest
 Worley, Billy
 Worstell, Wm. P.
 Wright, Chas. R.
 Wright, George
 Wright, Kenneth
 Wrightman, C.
 Wuesthoff, Johnny
 WYATT, THOS. EARLE
 Yancy, Beemon
 Yancy, Elmer
 Yasrac, John
 YEOMAN, HOMER GEORGE
 Yoder, Harvey
 Young, Bob
 Young, Geo. C.
 YOUNG, GLENN R.
 YOUNG, J. FLOYD
 YOUNG, JOHN ALDEN
 Young, Russell G.
 Young, Toby
 Comedians
 Youngblood, Zeke
 Zander, Doc
 Zante, Lupe
 Zell, Robert
 Zerser, H. H.
 Zerm, Mr. Marry
 ZIELESKI, RICHARD
 IRVING
 Zorda, Milton
 ZUCKER, MORTIMER
 ZURINSKAS, ALBERT
 Devere, Babe
 Fairlie, Mrs.
 Duncan
 Frasier, Billie
 Gallagher, Pat
 Gentry, Mrs. T.
 Griebel, Louise
 Grieb, Elsie Mae

Men

Alford, Ned
 Andras, Pal
 Avdala, George
 Bailey, Dusty
 Beatlie, Robert
 Blythe, Billy
 Bowers, Joseph
 Bradley, Frank
 Hannacker
 Branco, Jose C.
 Braton, Harry
 Brn, Emil
 Brown, Royal T.
 Burns, Matty
 Charnoff, Irving
 Chery, John
 Clayton & Phillips
 Cranen, William
 Crawford, John A.
 Cravn, Donald V.
 Davenport, Charles
 (Padrone)
 Davis, Edward J.
 Dillon, Robert
 Dorrell, Duke
 Drigo, Emilio
 DURANT, JAMES A.
 Dyer, Edward
 Finerty, Pat
 Embling, Joe T.
 Forbes, Ellsworth
 L.
 Gauy, Fernand
 GEORGE
 MICHAEL F.
 Gomez, Don Luis
 Gordon, John A.
 Gray, A. J.
 Greene, Harry A.
 Hamby, Clyde
 Hannigan, J.
 HARRIS, WILLIAM
 ALFONSO
 SMITH JR. IRA
 Smith, Wm.
 Sneddon, Robert
 Stewart, Gus
 Stutz, Jock
 Sylow, Hank
 Thompson, James
 Martin
 TOBELL, AL
 Toner, Edward J.
 Tyler, Riky-Cail
 Uter, Dub
 Valdez, Armand
 Vangi, Vincenzo
 Weaver, Claude
 Bertram
 Wiley, Frank
 Willis, Billy
 Wolf, Andrew

Women

Bailis, Adele
 Barnett, Mickey
 Barrow, Bobbie
 Barnell, Marie
 Carter, Elizabeth
 D'orio, Ida
 Eddy, Marie Billy
 Flood, Mrs. J. E.
 Gardner, Madeline
 Geddis, Mrs. George
 Glass, Elaine
 Grey, Mrs. Glen
 Groff, Mrs. Belle
 Heath, Mrs. Ruth
 Hedberg, La Rosa
 Hogan, Mrs. Lottie
 LaMarr, Elaine
 Latham, Ruby
 McGee, Louise
 Mitchell, Vi
 Moore, Mrs. Mary
 Moy, Mona
 Nelson, Vivian
 Nelson Sisters
 Randalle, Polly
 Ross Sisters
 Rouchelle, Polly
 Sikorsky, Mrs. Frank
 Speroni, Mrs. Esther
 Teeter, Jackie
 Terrill, Janette
 Turubo, Mrs. Allie
 Woods, Zerelda

Men

Alperine, Jack
 Backus, Herbert
 Baupman, Patric
 Ben Deb, Abdella
 Bailey, Jack
 BIGAMAN, HARRISON
 ELBERT
 ERNEST
 Hartnell, Frederick
 Healy, Michael
 Heider, Fred
 Hennessey, Emmet
 BROWN
 MELVIN N.
 Brownies, The
 Buchanan, Thomas
 Carter, Tom
 Caul, Bert
 Clark, W. S. (Dad)
 Clingman, Walter
 D'Aubor, Ken
 Douglas, Milton
 Dowse, Wm.
 Dyer, James L.
 Elder, Louis
 Fink, F. Howard
 Lunde, Russell
 Flannigan, Frank
 Sunset Amuse Co.
 Flannigan, Pat
 Ted
 Foster, Warren
 Franzlon, F.
 Gardner, Thomas
 Gerkhe Jr., Walter
 Gibson, Joe
 Gloyd, George
 Gordinier, Clyde H.
 Gould, Peter
 GRAHAM, JOHN HENRY
 Griffith & Wells
 Gunn, George
 O'Hara, Joe
 (See LETTER LIST on page 55)

MAIL ON HAND AT CHICAGO OFFICE
 12th Floor Ashland Bldg.
 155 No. Clark St.

MAIL ON HAND AT NEW YORK OFFICE
 1664 Broadway

Women

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy
Forms Close in Cincinnati
 (25 Opera Place)
Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

BIG UNIFORM MANUFACTURER SEEKS MAN to contact restaurants, beauticians, doctors, nurses, factories, offices, homes, others. Offer exclusive, patented styles; unsurpassed workmanship. Special assortment Peggy Parker bargains. Leads furnished. Permanent. Outfit free. **HOOVER**, 251 W. 19th, Dept. YK-4C, New York City. se27x

CHRISTMAS CARDS — SELL 50 ASSORTED Folders, name imprinted, \$1.00. Cost you 50c. Samples free. Experience unnecessary. **DUNBAR**, New Brunswick, N. J. x

EARN WHILE TOURING — SELL IMPROVED. Original, Changeables; Religious (Blue Stock Signs, cost 3c; retail 25c). **KOEHLER'S**, 335 Coetz, St. Louis, Mo. se27x

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 Degraw St., Brooklyn, N. Y. se20

MAKE MONEY! — SHOW EXCLUSIVE CHRIST-mas Cards with customer's name, 50 for \$1.00 up. 100 designs. Also 21-card "Wonder Box" assortment, \$1.00. You make 50c. Samples on approval. **JANES ART STUDIOS**, 106 Anson Place, Rochester, N. Y. se13x

MONEY MAKING FORMULAS, 2 CENTS — Write for list now. **L. POPE**, 1141 W. 28th St., Los Angeles, Calif.

NU-POWER MOTOR WHILE YOU DRIVE — Saves oil, gasoline. Unlimited possibilities for financial returns. **NU-POWER**, 3810 N. 19th, Philadelphia, Pa.

SELL 50 FOR \$1.00 PERSONAL CHRISTMAS Cards — Free samples. 35 boxes 30c up. Famous 21 Assortment on approval. Special offer. **HEDENKAMP**, Dept. P-7, 343 Broadway, New York. x

START YOUR OWN BARGAIN CLOTHING Business — Sell new and used Shoes, Dresses, Coats, etc. Experience unnecessary. Free wholesale catalog. **SUPERIOR**, 1250-MW Jefferson, Chicago. x

WANTED — LIVE WIRES. MAKE \$500 PER month. New Deal sells for \$5.00 and repeats. Send 25c in postage stamps for illustration and complete information. **THE HOUSE OF NOVELTIES**, 1713 E. 79th, Chicago, Ill. se27x

WE PAY YOU \$5.00 FOR SELLING TEN \$1.00 boxes. 50 distinctive assorted name imprinted Christmas Cards. Sell \$1.00. You make 50c. Free samples. **CHEERFUL CARD CO.**, 29 White Plains, N. Y. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. se6x

SALESMEN WANTED

CONCESSIONERS! SALESMEN! ARMY CAMP Workers! Hustlers! Perfumed Hawaiian Lei. New sensational seller. Particulars free. **MISSION**, 2328 W. Pico, Los Angeles, Calif. se27x

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Tags, Pricing Sers. Lowest prices. 40% commission. Experience unnecessary. Free deals. Sales portfolio free. **WILLENS**, 2130 Gladys, Dept. 59, Chicago. x

BUSINESS OPPORTUNITIES

MAKE ARTIFICIAL MARBLE, GLAZED CE-ment, Flooring, Pottery, Novelties. Samples 3c; expect surprise. **PAYN**, 945 Grande Vista (Room 801), Los Angeles, Calif. se13

MUST SELL EXCELLENT PHONOGRAPH ROUTE in Texas near army camps. Sixty machines. Late models; \$1,000.00 monthly intake. Can operate Counter Games and Free Play Games. Terms. **BOX C-219**, Billboard, Cincinnati.

OPPORTUNITY FOR READER OR ASTROLOG-ist. Established clientele combining Rental Library, Gift Shoppe, Living Quarters, Low Rent. Owners retiring. **BARRIE**, 226 Lexington Ave., New York. se6

PEDDLERS! — ANTI-JAG SOBER UPPER Formula. It "takes"! Send dime. **L. POPE**, 1141 W. 28th, Los Angeles, Calif.

PITCHMEN! SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

SONGWRITER WANTS FINANCIAL BACKER— Promoter, agent, band, turn my talent into dollars. **R. RANDOLF**, Box 505, Queensboro Station, Shreveport, La.

WANTED — ROLLER RINK OPERATOR TO run rink in Chicago suburb. For details write **G. M., P. O. Box 8**, Naperville, Ill.

INSTRUCTIONS BOOKS & CARTOONS

ANY BOOK (NEW, USED, OUT-OF-PRINT, Rare) Promptly Supplied! Lowest prices! Send for Free Bargain Catalogues! **OLD PROF'S BOOK SHOP**, 916 Arcadia Court, Pontiac, Mich. se20x

YOU ARE "TOPS" WHEN ENTERTAINING audiences with our Trick Drawings and Rag Pictures. Catalog 10c. **BALDA ART SERVICE**, Oshkosh, Wis. se6x

PERSONALS

MR. MAURICE GRAYBILL, PLEASE ANSWER if you see this advertisement. **E. G. B.**, 928 Broadway, Lorain, O.

MISCELLANEOUS

TRAVELERS TO SERVE OPEN PRESS AS PRESS Correspondents—Spare-time work, good side money. Official free-lance "Press Card" in your name and reporting instructions, \$1.00. Air-mail to **BUREAU CHIEF**, Press Radio Service, 1934 11th, Washington, D. C. se13

WANT MERCURY (QUICKSILVER) — \$1.70 lb. paid by return mail. Ship today, via express. Any quantity or quality. **MERCURY EXCHANGE**, Norwood, Mass.

PRINTING

DATED HERALDS, 6x9, \$1.00 PER 1,000 — Any size, price proportionate. Same day service. Also, Throwaways. **THE ENTERPRISE**, Delavan, Wis. se6x

125 TWO COLOR LETTERHEADS, ENVELOPES, \$1.50 postpaid; 14x22 Window Cards, colors, \$2.50 hundred. **Heralds, Dodgers, Multigraphing.** **HUBBARD PRINTING**, Rector, Ark. se13

5,000 6x9 ASSORTED HANDBILLS, \$5.00. Cash with order. No C.O.D. Prompt delivery. Satisfaction guaranteed. **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 5c SELEC-t Candy Bar Machines—All kinds. Bargains! **ADAIR COMPANY**, 733 S. Euclid Ave., Oak Park, Ill.

AIR RAIDERS, LATEST MODELS WITH FREE replay, \$89.50; DeLuxe model, 5c Texas Leaguers with 18 balls, \$37.50. **PASTIME AMST.**, 100 Boltin, Dayton, O.

BALL GUM, 3/8", FACTORY FRESH, 14c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. np se13x

DOUBLE PACE BOWLING ALLEYS — FULLY automatic. Dime slot. Used about two months. Lack suitable location. Cost \$1,200; with sacrifice \$490.00. **AMUSEMENT GAMES CO.**, 110 E. Oak St., Louisville, Ky.

FOR SALE — KEENEY SUPER TRACK TIMES Pastimes, Pastimes, Paces Races, Mills Bonus, Radio Rifle, Revolveraround Safes. **CHARLES PITTLE**, New Bedford, Mass. oc18

FOR SALE — COMPLETE TELEPHONE MUSIC Business. 30 Turntables, 30 Locations. **MAGIC MUSIC CO.**, 321 Temple Bar Bldg., Cincinnati, O.

FREE PLAYS — ALL IN A-1 CONDITION. Buckaroos, \$8.50; Chevrons, \$8.50; Red Hots, \$8.50; Super-Charges, \$8.50; Super-Sixes, \$8.50; Commodores, \$12.50; Follies, \$12.50; Brite Spots, \$14.50; Lancers, \$14.50; Punches, \$14.50; Double Features, \$17.50; On Decks, \$17.50; Three Scores, \$17.50; Trapezes, \$17.50. Over 500 more Free Plays, Pay Tables, Consoles, and Counter Games to choose from. Send for complete list. Terms: 1/3 deposit with order, balance C. O. D. **METRO NOVELTY CO.**, 2000 N. Oakley, Chicago. x

I PAY CASH FOR USED PHONOGRAPHS, Slot Machines, Consoles, Pay Tables and Penny Slot Machines. **SMITH NOVELTY HOUSE**, Hayward, Wis. se6

IMPS, \$5.00; LIBERTY TOKEN PAYOUT, \$12.00; Vest Pockets, \$25.00; Diggers, \$50.00; Mills Bonus, \$90.00; Columbia, blue, \$25.00; Columbia, chrome, \$40.00; Mills Slots, \$20.00; Track Time, \$50.00; Free Play Pin Games, \$10.00. **O'BRIEN**, 89 Thames St., Newport, R. I.

JORGENSEN COIN COUNTER, \$25.00; SCALES as low as \$5.00; Penny or Nickel Counters, 60 cents postpaid. **HEINEMAN**, 656 Selden Ave., Detroit, Mich.

LIBERTY, \$12.00; IMPS, \$5.00; VEST POCKETS, \$25.00; Columbia, chrome, \$40.00; Columbia, blue, \$25.00; Free Play Pin Games, \$10.00; Mills Slots, nickel, dime, quarter, \$20.00; Keeneey Track Time, \$40.00; Jennings Cigarette Payout, \$50.00; Ginger, \$10.00. Other Counter Games, \$3.00. **O'BRIEN**, 89 Thames St., Newport, R. I.

SCALES WANTED — ALL KINDS, MAKES AND models. State condition and price. Will buy Routes. Address **L. R. PORTER**, Alexandria, Ind.

SPECIAL — 25 1c DOUBLE NUGGET VENDERS, \$7.50; 15 5c DuGrenier Selective Candy, \$17.50; 15 5c Advance Duos, \$9.95; 5 Ginger Token, \$12.50. Machines wanted. **CAMEO VENDING**, 402 W. 42d, New York.

SPECIAL — 25 IDEAL CHROME 5c NUT VEND-ers, \$5.00; 25 5c DuGrenier Selective Candy Bar Venders, \$17.50; 25 1c Northwestern No. 33 Jr.'s, \$3.00. Wanted: View-a-Scopes, Advance #Ds. **CAMEO VENDING**, 402 W. 42d, New York.

TWENTY LATEST MODEL BUCKLEY CON-sols; seventeen Daily Doubles; three Track Odds. Some only used three weeks. Write for details. **WARD PETERS**, Baton Rouge, La. se13

USED FREE-PLAY GAMES—PERFECTLY RE-conditioned, at lowest prices. Write us your needs. We will quote you prices. **LAVOIE & HILLMAN**, 66 Troy St., Fall River, Mass.

WANT TO BUY B.T. 5 JACKS PENNY MA-chines. Must be in good condition. **C. A. MEYER**, 1012 N. 6th, Kansas City, Kan.

WANTED—LONG RANGE SHOOTING GAL-leries, Mutoscope Photomatic. Full details first letter. **LAVOIE & HILLMAN**, 66 Troy Street, Fall River, Mass.

5 ZIPS, \$6.00; 4 PIKES PEAKS, \$15.00, AND 1 Gabel Music Machine, one year old, \$100.00. **SCOTT & DICKMAN**, 619 Sycamore St., Waterloo, Ia.

10 WATLING TOM THUMB FORTUNE SCALES, good condition, \$47.50 each; Rock-Ola Imperials, remodeled cabinets, \$67.50. **E. O. LIKENs**, Bethesda, Md.

25 ABT MODEL F TARGET SKILLS, 1940 models, blue cabinet, metal heads, metered, unusually clean, shipped in original cartons; sacrifice \$13.50 each; 1 View-o-Scope with 5 films, \$10.00; 10 Gottlieb Triple Grips, long base, good condition, \$8.00 each. 1/3 deposit. **DENSON NOVELTY CO.**, Cameron, Tex.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS—TWELVE quart heavy leakproof steel Popping Kettle, \$14.50. **CARAMEL CORN EQUIPMENT**, 122 S. Halsted, Chicago, Ill.

BALL GAME — LAMANCE, PORTABLE RACK, 60 Eskimo Kids, like new, balls, etc., first \$50.00. **HARRY CUMMINGS**, Salisbury Beach, Mass.

CORN POPPERS, GEARED KETTLES, GRID-dles, Stoves, Lanterns, Burners, Tanks, Tubing, repairs. Lowest prices. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Iowa. se20x

CORN POPPERS, CARAMELCORN EQUIPMENT, aluminum geared Popping Kettles, Burners, Tanks; Long-Eakins, Burch, Creter, Dunbar. **NORTHSIDE MFG. CO.**, Indianola, Iowa. oc18x

FOR SALE — 54 PAIRS CHICAGO ROLLER Skates, used, good condition. Sizes 7, 8, and 9. **BOX C-218**, care Billboard, Cincinnati.

FOR SALE CHEAP—2 ENGLISH CONCERTINAS 48 keys Edephone Lachenol London. Good condition. **BILLY BEAHAN**, 1312 S. Talman Ave., Chicago.

GRIDDLERS FOR SALE AT SACRIFICE PRICE— 15 Gas-Fired Griddles, in use only 3 days. Griddle surfaces 24"x48". **HOTEL ST. PAUL**, St. Paul, Minn. x

POPCORN CRISPETTE MACHINE, CARAMEL Outfit, Wet and Dry Poppers, Potato Chip Machine. **LONG EAKINS**, 1976 High St., Springfield, O. se6x

1939 CHEVROLET TRUCK; 135 PAIRS CHI-cago Skates; 60 Watt P. A. System; equipment first class condition; price, \$700.00. Son in navy. **MARTIN'S ROLLER RINK**, Sheffield, Ala. se6

WATCHES — FIVE USED RUNNING POCKET and Wrist-Watches; American and Swiss; our assortment, \$7.50. **B. LOWE**, Box 525, Chicago, Ill. se13x

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE — PENNY ARCADE, LONG RANGE Shooting Gallery. **WM. J. DYCKES**, Cory, Pa.

FOR SALE — RIDE-O, IN A-1 CONDITION. Can be seen in operation now at Seaside Heights, N. J. **J. STANLEY TUNNEY**, Box 26, Seaside Heights, N. J. x

TENTS — SLIGHTLY USED. 14x24, 20x30, 20x40, 32x32, 30x45, 30x60, 50x80, Sidewall and Concession Tents. **KERR MFG. CO.**, 1954 Grand Ave., Chicago.

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A GREAT NEW 16MM. LIST FOR FALL AND winter ready soon. Don't miss it. Films, Equipment, Supplies, Advertising. **SWANK'S**, 620 N. Skinker, St. Louis, Mo. se13x

ALL TYPES ROADSHOW ATTRACTIONS— 35MM., outright sales. Bargains In Late Releases, advertising free. Send for Large Catalog. **BUSSA FILM EXCHANGE**, Friendship, Ohio. se6

AMBITIOUS? — SHOW TALKIE THEATRE-less communities. Sound Equipment, Weekly Programs rented reasonably. Used 16MM. Sound Projectors, \$95.00. **ROSHON**, State Theatre Bldg., Pittsburgh.

ATTENTION, ROADSHOWMEN—SAVE MONEY on your 16MM. Film Rentals. Send for our latest "Roadshowmen's Catalog and Handy Booking Guide" today. **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560-R Broadway, New York.

ATTRACTIONS OF MERIT AT PRICES YOU can afford to pay, 35MM. sound only. Free list. **STANDARD FILM SERVICE**, Charleston, W. Va. se13

CLOSING OUT—35 MILLIMETER PRINTS very reasonable. Will trade for 16 and 35 Sound Portable Projectors or consider other merchandise. **MERTZ**, Virginia, Ill. se13

GRAND OPENING SALE — 35MM. FILMS, Projectors. Silent Shorts, \$1.65; Sound Subjects, \$2.10; Features. List 5c. **BEDNER**, 5300 S. Talman, Chicago.

ROAD SHOWMAN — 100' 16MM. WESTON 12 Nonhalation Movie Camera Film, \$1.98. Free processing returned special delivery. **AMBASSADOR**, 479-A Quincy St., Brooklyn, N. Y.

TEN 35MM. PROJECTORS, PLENTY FILMS — Want to put them to work. Experienced promoters, tent owners, vacant theatre owners, contact me. Want to buy: Tent for picture show. **KEN BENSON**, R. F. D. 4, Box 268-F, Toledo, O. se13

WESTERNS, SPECIALS, ROADSHOWS FOR SALE at bargain, or rent. Circuit rates. Projectors for sale. **LONE STAR FILM COMPANY**, Dallas, Tex.

16MM. PASSION PLAY (SOUND), ALL LAN-guages, 1,400 ft., brand new, \$19.50. Used Passion Play Feature, \$13.90. **ARTCRAFT**, Hammond Bldg., Hammond, Ind. se6

35MM. TALKIES — LATE SMASH WESTERNS, big stars, perfect prints, bargains. Slapstick Comedies, Cartoons, Lists, Posters. **ENTERPRISE'S**, Box No. 23, Hagerstown, Md.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. **MARKS & FULLER, INC.**, Dept. B81, Rochester, N. Y. se27x

DEAL WITH THE ORIGINATOR, NOT WITH imitators. Leatherette Folders, not paper, 1 1/2x2, \$2.50 per 100. Shipped same day. **C. GAMEISER**, 146 Park Row, New York.

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. **P. D. Q. CAMERA CO.**, 111 E. 35th St., Chicago, Ill. se27x

FREE! EIGHT GLOSSY DECKLE EDGE EN-largements with each roll developed. 25c. Overnight Service. **THE GIANT FOTO SERVICE**, Box 642, Lincoln, Neb. Dept. BB. se20

PHOTO CASES—1 1/2x2—\$2.00 PER 100. FREE Catalogue on other cases. **F. BONOMO**, 206 Melrose Street, Brooklyn, New York. se20x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMER'S STUDIO**, Unionville, Mo. se6x

4 FOR 10 SUPPLIES FOR LESS — NEW COM-bination Machine making 1 1/2x2 and 3x5 busts and full length. We carry all sizes Eastman Direct Positive Paper, 1 1/2x250'. \$4.75 per roll. Glass Frames, Folders, Backgrounds. Free catalog. **HANLEY'S PHOTO COMPANY**, 205 E. 12th St., Kansas City, Mo. se13x

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING GOWNS, WRAPS, \$2.00; Shoes, 50c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. **CONLEY**, 310 W. 47th, New York.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. se13

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. se6x

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. se13

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. se20x

50 PROFESSIONAL DIE BOXES, VALUED \$6.00 each, special while they last, \$2.00. Bulletin, 25c. IVAN, 104 Grand St., Brooklyn, N. Y.

ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKE DENS, \$5.00 TO \$20.00—Racing Turtles, Chameleons, Fox, Opossums, Bear, Squirrels, Rattlesnake Oil. Catalog 10c. ROSS ALLEN, Ocala, Fla. se20

FOR SALE — ONE BEAUTIFUL REINDEER. Well broke for indoor, outdoor work. Safe for children to ride. For particulars write C. F. TUCKER, Grove, Okla.

FREAK ANIMAL SHOW COMPLETE FOR SALE—Four Animals, Banner, Tent. Price \$350.00. WILLIE BERNARD, Route 1, South Liberty, Me., permanent address.

SIXTY GILA MONSTERS, ALSO THREE GILAS over thirty inches long. Plenty Snakes, Alligators, Armadillos, Horned Toads, Boas, Terrapins, Prairie Dogs, Pacas, Agoutis, Ringtail Cats, Ferrets, Guinea Pigs, Parakeets, Peafowl, Badgers, Rats, Mice, Kangaroo Rats, Odorless Skunks, ten healthy Sloths, one mother and baby Sloth, white Doves, white Raccoons, Monkeys, Coati-mundis, Porcupines. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. se20

WANTED — TWO TRICK FOX TERRIORS Must do back somersaults, front and hind legs. Well trained. EDDIE SMITH AGENCY, 1501 Broadway, New York.

PARTNERS WANTED

LADY PARTNER FOR WORK ATHLETIC ACT in hotels. Good proposition to right party. Experience unnecessary. HUBERT HEATH, General Delivery, Moberly, Mo.

WANTED BY LADY MIND READER — A Gentleman Partner, middle aged, with knowledge of small show and select entertainment. Must have car. LA RAE, care Billboard, Chicago, Ill.

HELP WANTED

A TEAM FOR MEDICINE SHOW — AT LEAST two weeks rep. State salary. Zeb and Mandy, contact us. F. S. RITCHIE, Gas City, Ind.

BASS PLAYER IMMEDIATELY — RADIO UNIT. Small salary on station. Outside dates. Average \$30.00 weekly. Hillbilly-swing combo. Union. Singer preferred. RED BLANCHARD, Radio Station, Wisconsin Rapids, Wis.

BOY DOING ANY TYPE ACT OR SPECIALTIES. Immediate opening in established act. Clever amateur considered. Write BOX C-215, Billboard, Cincinnati.

CAN PLACE BANDSMAN WHO ALSO HAS RE-til furniture experience. Write HOMER SCHWENTKER, Rapid City, S. D.

DEPENDABLE AGENT FOR SMALL NOVELTY Show suitable for schools. Territory close New York City. BOX 268, Billboard, 1564 Broadway, New York.

FLOOR MANAGER, ROLLER RINK — Experienced in teaching skate dancing. Prefer man and wife. Address SKATELAND, Piqua, Ohio.

MUSICIANS WANTED — EXCELLENT VIOLINIST doubling Guitar; also Tenor Sax. Others contact for future. HOWARD KRAEMER, Cold Springs Hotel, Hamilton, Ind.

WANT HIGH CLASS TALENT FOR FULL WINTER's work in schools. Also want Indoor Circus Acts. EDWARD SCHUSTER, 1038 Broadway, Camden, N. J.

WANT CLEVER TOPMOUNTER — FORTY weeks guaranteed. Good salary, \$20.00 weekly lay off money. George Carl, Paul Knight, write P. G. J., care Billboard, 1564 Broadway, New York.

WANTED — TUMBLER, NOT OVER 110 LBS., for A-1 vaudeville act. Good amateur considered. Apply JOANNE RANDALL, General Delivery, Buffalo, N. Y.

WANTED IMMEDIATELY — SINGERS WHO play Piano, Guitar or Accordion. Send photos, state salary. DIAMOND BAR, 516 S. 16 St., Omaha, Neb.

WANTED IMMEDIATELY — BASS, ALTO SAX, and Trumpet. This is strictly sober and reliable band jobbing out. 2622 Homan, Waco, Tex.

WE STILL WANT A REAL PIN BALL TABLE Mechanic. SOUTHERN AMUSEMENT CO., 15 S. Joachim St., Mobile, Ala.

WANTED TO BUY

AUTOMOBILE WITH MOVING PICTURE PROJECTOR on it. Suitable for outdoor work. SHAW, 1666 Union St., Brooklyn, N. Y. x

WANT ELI 5, KID RIDE AND TILT FOR CASH. H. L. WYSE, Wayland, Iowa. se13

WANTED — PORTABLE SKATING RINK. Maple Floor and Tent, with or without equipment. State all particulars by letter. BOX C-220, Billboard, Cincinnati.

At Liberty Advertisements

5c a Word (First Line Large Light Capitals)
2c a Word (First Line Small Light Capitals)
1c a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only

MINIMUM 25c CASH WITH COPY

NOTICE

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AT LIBERTY BANDS AND ORCHESTRAS

WRITE OR WIRE FOR COMPLETE DETAILS, cuts, photographs, ads, etc., concerning Dick Crawford and His Orchestra, now entering their fifth month at the Dome Night Club, Bismarck, North Dakota. Five Piece Dixieland Combo, library of specials up-to-date, two change wardrobe. Name band ability. An authorized consulting band for Lucky Strike song survey. Proprietors, bookers passing through urged to see and hear this unit at their present location. DICK CRAWFORD, 412 Rosser Ave., Bismarck, N. D.

4 or 5 Piece Modern Orchestra—Now in Midwest. Have large library, fronts, lights and P. A. system. Anything considered. Available after Labor Day. Box C-203, Billboard, Cincinnati. se6

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—A REAL FEATURE ANIMAL Act. Troupe of Six. Doing Liberty Act and nineteen other numbers. Open time after August 22d. Wire or write for full particulars. MAC DOUGLAS, 101 Lancaster, Charlotte, N. C. se6

At Liberty — Alligator Boy. First time on road. Accompanied by mother. Would prefer full time work. Mrs. W. L. Smith, Double Springs, Ala.

AT LIBERTY COLORED PEOPLE

Armond Jackson's Orch — Available for night club, tavern, ballroom and theater units; also hotel work. Union. Currently at 308 Club, Chicago. Available after Sept. 1. 4819 S. Dearborn, Chicago, Ill. All colored talent. se20

Well Organized Small Combo — Five Piece Band available for night clubs, cocktail lounges, hotels, taverns; also ballroom work. Union. Just closed Capital Cocktail Lounge, Chicago. Strictly entertaining group; also Strolling Combination. Orchestra Leader, 4819 S. Dearborn, Chicago. se13

AT LIBERTY MAGICIANS

AT LIBERTY — MAGICIAN WITH COMPLETE Magic Show. Also brilliant twelve minute Unit Act. All new costumes. All new effects appearing on no other show. Featuring Oriental sapphires. Have played extensively in the East and Northwest. Would like to join unit show. Strong personality, fast moving performance. Sure fire presentation. BRANDON THE MAGICIAN, 147 S. Arch, Alliance, O.

MARLO, THE MAGICIAN, AT LIBERTY AFTER September 1st. One hour show of good magic. Theatre, tent shows, etc. Will accept any reliable offer. MARLO, 131 Hinman Ave., Waukesha, Wis. se6

Comedy Magician and Punch — Experienced all around showman in theatres, circuses, night clubs, and carnivals. Reliable proposition. Can join on wire. Have car. J. Stanley, 894 Grand St., Brooklyn, N. Y. se13

Large Stage Show open for fall dates in theatres or under auspices. Five Illusions and Magic with plenty of comedy. Two hour show for auspices; one hour theatre midnight show program. Absolutely guaranteed to please any type of audience. Wisconsin agents, please contact. Kaylo, 422A Bluff, Deloit, Wis. se6

AT LIBERTY MISCELLANEOUS**COWBOY AND COWGIRL,**

ten head Western Horses for dude ranch or rodeo November first on. BOX No. 539, Great Barrington, Mass.

Small Novelty Musical Show suitable for schools. For agents with territory not too far from New York City. Box 269, The Billboard, New York. se6

AT LIBERTY MUSICIANS**BAND DIRECTOR — EX-**

perienced, competent. Municipal, civic, industrial. Library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. se6

DRUMMER — MODERN.

Only A-1 job considered. Union, read anything, two or four, solid, steady dependable, young, no weed or drinking. Draft exempt. Fine drums, car. State complete information. Available immediately. RALPH KESTER, 534 W. Marion, Mishawaka, Ind.

SPANISH GUITARIST —

Hillbilly Singer. Age 25, sober, draft exempt. Go anywhere. Highest offer. GERALD WRIGHT, 110 Plant Ave., Tampa, Fla. se13

TRUMPET, ARRANGER —

\$30.00 minimum. Write care Station WGOV, Valdosta, Ga.

A-1 TRUMPET PLAYER DOUBLING DRUMS wishes to locate; industrial band. Any kind of employment considered. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

BANDMASTER — EXPERIENCED, COMPETENT, like to hear from schools, municipal, industrial bands. LEONARD DOTO, Iron Mountain, Mich. se6

CLARINETIST — EXPERIENCED ALL LINES. Concert and circus bands. Union. Ticket if far. GLEN DANDO, Orland, Ind.

DRUMMER — SWEET AND SWING. AVAILABLE in November. Southern location preferred. Draft exempt. MUSICIAN, 115 Sue St., Manning, Ia.

DRUMMER — YOUNG, MARRIED, DRAFT EXEMPT, union. Reliable, 10 years' experience. Also Vocalist. Available September 10. Prefer location. Write DAN SCHILLING, Devil's Lake State Park, Baraboo, Wis.

DRUMMER, VOCALIST — PREFER MIDWEST location. Experience radio, clubs, shows, etc. Cut or no notice. BOB WALTERS, 725 McGilvery St., Fayetteville, N. C.

ELECTRIC GUITAR — SOLID RHYTHM, TAKE-off. Willing to travel. Draft exempt. DALE NELSON, Permanent Address, 216 Division St., Galesburg, Ill.; Temporary Address, Delview Hotel, Lake Delton, Wis.

EXPERIENCED DRUMMER — CAN JOIN AT once. Any proposition considered, dance or shows. Plenty rhythm, neat and reliable. Write or wire TOM WRENN, Box 7092, Asheville, N. C.

FACTORY AND INDUSTRIAL BANDMASTERS —A-1 Saxophonist and Clarinetist, doubling Flute and Piccolo, wants connection with industrial firm or factory. Name band, recording, radio, pit and band experience; fine arranger; guarantee to cut. Married, age 34, one child. Experienced typist, clerical, shipping clerk, visual instruction service, trucking; strong build. Go any place for steady job. Reference: musical, business, character. Photo on request. MUSICIAN, 212 North Hazel, Ames, Ia. se6

FAST TENOR, CLARINET — ANY CHAIR; transpose, dixie "go." MUSICIAN, General Delivery, Watertown, N. Y.

FIRST TRUMPET AND TROMBONE DOUBLING Tenor Sax and Clarinet. Thoroughly experienced, fast readers and take off. We are absolutely reliable. Contact MUSICIANS, 2211 St. Marys, Omaha, Neb.

FLUTIST, THEATRE EXPERIENCED, DESIRES to locate. Write fully. BOX C-178, Billboard, Cincinnati, O.

GIRL DRUMMER—UNION. LOCATION Preferred. Available. RITA SENARD, 101 Cherry St., Punxsutawney, Pa. se6

GOOD, RELIABLE DRUMMER — DRAFT EXEMPT. Solid drums. Go anywhere immediately. FORREST GEORGE, 318 1/2 S. Mulberry, Muncie, Ind. se13

GUITARIST — SINGS, ELECTRIC BOX, FINE rhythm and feature solos. Sings any part trio. Experienced every size and type combo. 3427 Sherwood Ave., Columbus, Ga.

STRING BASS, BASS HORN, VOCALS — PREFER college band to work way thru college. Other offers acknowledged. Young, radio experience, all styles. Draft exempt, union. Write details in first. THEODORE FURMANN, 1129 Michigan Ave., Sheboygan, Wis.

TENOR SAX DOUBLING CLARINET AVAILABLE in November. Sweet and swing experience. Interested in Southern location. Draft exempt. MUSICIAN, 115 Sue, Manning, Ia.

TENOR SAXOPHONE, CLARINET—READ, JAM, experienced, married. LEE ULBRICH, 218 Bourbon, New Orleans.

TROMBONE — EXPERIENCED, READ, FAKE. Also double Electric Guitar, Arrange, Voice. Married, will travel. Prefer location. No panic. Union, draft exempt. BURNSIDE, 205 Church, Marshalltown, Ia.

TRUMPET — GOOD TONE AND RANGE. READ and swing. Out of the draft; 32 years old, married. Have car. Location only, Illinois, Indiana, Missouri preferred. State all in first. Cut any show. Sober, no weed head. JIMMIE "RED" BENNYHOFF, 742 1/2 E. North St., Danville, Ill.

TRUMPET — CONCERT, CIRCUS, FAIR, CARNIVAL experience. Plenty volume, tone, execution. Just released from army. FRANK M. BROOKS, Arcola, Ill.

VIOLINIST, VOCALIST — DRAFT EXEMPT. Six years' strolling experience. Consider top cocktail unit. Full particulars, photos, recordings to right parties. BOX C-172, Billboard, Cincinnati, O. se6

VIOLINIST — FIRST TIME AVAILABLE IN 2 years. Big beautiful tone and in tune. Also fine reader. Play from memory over 1,000 numbers, popular and light classics. Prefer small combination or cocktail unit but am 100% experienced in all types of work. Youthful, excellent appearance, fine wardrobe, and draft exempt. Write full particulars. VIOLINIST, 176 E. Second, Chillicothe, O. se13

WANT POSITION — HILLBILLY OR CREEK Fiddler. Single, age 30, free to go anywhere. Write to CARL DICKSON, care Luther Stoff, R. D. 1, Downingtown, Pa. se27

3D ALTO, CLARINET, FEATURED VOCALIST—Read, tone, technique, phrase. Age 25, draft exempt. BOX C-217, Billboard, Cincinnati.

Accordionist — Orchestral work, any combo. Sight-read, improvise, good soloist. Radio, club experience. Union. Accordionist, 4525 E. Stiles St., Philadelphia, Pa.

Alto Sax — Double Clarinet, Accordion and 'Cello. Good arranger, good reader, poor jam. Plenty experience, able to play for relief music alone on accordion. Latin music. Box 270, The Billboard, New York. se6

At Liberty Soon—Experienced, capable Hammond Organist. Wants steady position in club, lounge, rink or what have you. Address Box C-206, care Billboard, Cincinnati. se6

Dance Drummer—25, expect deferment. Modern sparkling silver outfit. Prefer location. Play swing, commercial, entertain. Must give notice here. V. Franklin, General Delivery, Salem, Ill.

Drummer — Draft exempt, young, experienced, reliable and sober. Will go anywhere. Write or wire Musician, 120 Roosevelt St., Panama City, Fla.

Drummer—Age 28, union, experienced. Can cut shows. Will troupe with unit. Go anywhere. Sober, reliable. Can join on wire. Dick Parnell, General Delivery, Easton, Pa.

Hammond Rink Organist—Metro named tempos, skate dances. Combine Solorex. Steady, no draft. East preferred. Organist, 197 Division St., Pittston, Pa. se6

Hammond Organist — Available Sept. 20. Go anywhere; join from New York City. Former big time theatre organist. Age 40, excellent personality, showmanship, musical ability, appearance, reliability. Now playing grille room of up-state summer hotel. You tell full conditions, hours, salary, type music desired; will reciprocate. Box C-216, Billboard, Cincinnati.

Hammond Organist — With or without organ. First class and great experience. Organist, 18 12 St., N. E., Rochester, Minn. se20

Tenor Sax, Clarinet, and Vocal—Married. Prefer location. Write or wire Fred Kirkpatrick, 435 S. Jessie, Pontiac, Mich. se20

Trumpet — Read, fake, good range and tone. Neat appearance, union. Geo. Clements, 412 Spruce St., Texarkana, Tex.

Young Man—Alto Sax. Read, fake and ride. Can work in bits or M. C. Good clean appearance and wardrobe. Desire radio, theatres, or club. Distance no hindrance. Now with radio band. Salary your best. No habits or griping. Write Musician, 935 E. 12 St., Hopkinsville, Ky.

Young Modern Swing Drummer—Five years' experience. Ineligible for draft. Member of A.F.M. R. C. Jones, 227 Chestnut St., Corning, N. Y. se13

AT LIBERTY PARKS AND FAIRS**ACE AERONAUTS — BAL-**

loon Ascensions and Parachute Drops. Trapeze Performance in Midair. Have some open time for Southern fairs. Write, wire MILTON C. JOHNSON, Clayton, N. J. se27

AERIAL FREE ACT — BOB

FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. se6

AERIAL COWDENS —

Three Snappy Acts. BILLBOARD, Cincinnati. se13

BALLOON ASCENSIONS

for all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. se6

BALLOON ASCENSIONS —

Parachute Jumping. Modern equipment for fairs, parks, celebrations, any place, anytime. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. se20

THE PORCELLAS — MOST

Daring Aerial Routines. Maryland State Fair, Timonium. se13

WORLD'S HIGHEST

Aerial Contortion Act. High pole thriller. Two different acts. G. HIGGINS, Billboard, Cincinnati, O. se27

BALLOON ASCENSIONS, PARACHUTE JUMP-
ing furnished for parks, fairs, celebrations.
Established 1918. Experienced operators. Ref-
erences furnished. OSCAR E. RUTH'S BAL-
LOON CO., 1021 Collier St., Indianapolis, Ind.
se6

BURNS' ATTRACTIONS — TWO SEPARATE
and unusual Animal Acts. One act is the
most pleasing Dog and Pony Act. Dogs doing
front and back somersaults, dancing and drunk
dogs, and other tricks too numerous to men-
tion here. The second act is truly one that
is outstanding, trained Wild Razor Back Pigs.
The pigs are a curiosity as well as fast and
pleasing performers. Positively guaranteed to
please. Reasonable prices. Southern Fair Sec-
retaries, notice. This unit has open time South
in September and October. F. W. BURNS, care
The Billboard, Cincinnati, O. x

FONDAW AND GLADYS — HIGH DOUBLE
Trapeze Act and two people Comedy Ring
Chair Balancing Act. Available late fairs, in-
door circus. Address 317 Oak St., Columbus,
Ohio. se13

FOUR HIGH-CLASS ACTS — WORLD'S BEST
Wire Act, real Comedy, Tramp Juggling Act,
Novelty Trapeze Act, Hand-Balancing and
Acrobatic Act. BINK'S CIRCUS ATTRACTIONS,
Route 1, Cudahy, Wis. se27

FRED'S KIDDIE CIRCUS — TRAVELING PET
Zoo. Different, reasonable. Syracuse, Ind.
se6

HANK AND LENA ON THE BOUNDING ROPE—
Seven minutes of thrills and laughs. Some
open time. HENRY LINDSLEY, Neillsville,
Wis. se13

STEVE FARKAS—STILT WALKERS FOR FAIRS,
celebrations, parades. Committees, write,
Central City, Pa. oc4

THE CARMENES — TWO COMPLETE AND
distinct acts. Gymnastic Balancing Novelty,
Comedy Acrobatic Act. Price and literature on
request. P. O. BOX 89, East Lansing, Mich.
se13

THE DALTONS — SHARPSHOOTING, BULL-
whips, featuring Slim's (Blindfolded) Rope
Spinning. Open after December 31, 1941.
Eastern address: Centerdale, R. I.

THREE ACTS — LADY AND GENTLEMAN.
Platform and Aerial for fairs, celebrations,
etc., reasonably priced. Last week September
and month October open. Address AERIAL
LAZELLAS, Billboard, Cincinnati, O. se27

TWO PEOPLE, THREE ACTS — SIXTY FOOT
Balancing Ladder, Comedy Acrobatic Comedy
Act. Few open dates. PEARLE AND GRIFFIN,
6th and Wood, Philadelphia. se27

Aerial Cowdens — Lady, Gent. Three snappy Free
Acts. Double Trapeze, Comedy, Revolving Ladder,
Swinging Ladder. Flashy appearance. Literature,
price on request. Address Billboard, Cincinnati, O.
se13

At Liberty After September 18—High Flying Single
Trapeze. Closing muscle grind revolves by lady.
Act 2, two people Comedy Acrobatic Novelty Act.
Lady and Clown. Wardrobe and rigging the best.
Literature and price on request. Bessie Hollis, care
The Billboard, Cincinnati, O. se27

Cailey on the Swinging Slack Wire—Rube Act, new
features for fairs, celebrations; also Southern fairs,
etc. Care Billboard, 1564 Broadway, New York,
N. Y.

Coriell Attractions—Pekin, Ill.; Hey, Okla., and
Texas, coming your way October 1. Two ladies,
three gents. Theodosia the Clown. Platform Acts,
Head Slides, Aerial Acts.

Dashington's Animal Circus—Dogs and Oats, two
distinct acts. One act in comedy. Address 429
16 Ave., Moline, Ill. se13

E. R. Gray's Attractions—Twelve Vaudeville and
Circus Acts. Six ladies and four gents. Triple
Bar Act, Rolling Globes, Contortionist, Roman
Ladders, Skating Act, Comedy Acrobats, Swinging
Ladders, Slack Wire, Dog Act, Posing Act, Singing
and Dancing. Can be booked as a unit or separately.
Address E. R. Gray, Ross and Keck Ave., Evansville,
Ind. se13

Free Acts for Fairs and Celebrations—Four sepa-
rate Acts. Slack Wire Act, Comedy, Juggling
and Balancing Act, Comedy Trapeze Act, and out-
standing Dog Act. Chester Huber, Wabasha, Minn.
se13

Guthries, Fred and Marie—Four different Free At-
tractions. Dancing Tight Wire, Balancing Trape-
ze, Iron Jaw Butterfly and Double Trapeze. Lady
and Gent. Beautiful wardrobe. Reasonable. 201
W. 9th St., Cincinnati, O. se13

Ike and Mike — 2 Acts. Comedy Acrobatic, Rube
Act, Mateldia and Hiram. Rubbing streets or mid-
way. Price reasonable. 1918 Smith St., Ft. Wayne,
Ind. se13

Charles La Croix (In Person)—Original, Outstand-
ing Novelty Trapeze Act. High class platform free
attraction. Available for celebrations, street fairs,
etc. Very attractive equipment. Special large mod-
ernistic advertising posters free. Wonderful act,
elaborately costumed. Big drawing card. Platform
required. For full particulars address Charles
La Croix, 1304 S. Anthony Blvd., Fort Wayne, Ind.

Pamahaska's Society Circus — Dog, Pony, and
Monkeys, featuring the Act Beautiful, the Famous
White Cockatoos, Military Macaws. Presented by
the only original Prof. Pamahaska. Address Circus
Headquarters, Geo. E. Roberts, Manager, 3504 N.
8th St., Philadelphia, Pa. Sagamore 5536.

The Lerches — Two Platform Acts, aerial and
comedy; lady and gent. 1801 W. Main St.,
Belleville, Ill. se6

Zoo Zoo — The Musical Clown, Acrobatic Comedy,
Boomerang Hat Juggler, Magical, Dancing. Ori-
ginal misfit clothes stripping. Billboard, Ashland
Bldg., Chicago.

**AT LIBERTY
PIANO PLAYERS**

AT LIBERTY — PIANIST, EXPERIENCED IN
all lines. Not subject to draft. Write or
wire GORDON P. CRYMES, Box 57, Williams-
ton, S. C.

PIANIST — FOR HOTELS, THEATRE, RESORT,
etc. Concert and dance. Experienced, reader.
Union, draft exempt. LARRY SCHEBEN, 401
Arch St., Little Rock, Ark.

PIANO MAN — AVAILABLE AFTER SEPT. 14.
Prefer club but will consider any good offer.
Write or wire HERB HAMLIN, Merrill, Wis.

Bar Room Piano Entertainer or Show Pianist—Vast
experience, good appearance. Would consider
teaming with tenor singer for clubs. Carl Whyte,
General Delivery, Bronson, Mich.

Experienced Non-Union Pianist for tavern, cocktail
lounge or small club. No orchestra. Read, fake,
and transpose. Harold Drager, Marshall, Wis.
se13

**AT LIBERTY
SINGERS**

ATTENTION, RADIO STATION MANAGERS,
producers, talent scouts, theatrical agents.
Excellent Duo, a brilliant Tenor, a superb So-
prano, Martin & Martha, "Sweethearts of Song."
Concert, stage, radio experience. Large reper-
toire in many languages. Now appearing at the
Schwarzwalder Restaurant, 1925 Detroit Ave.,
Cleveland, O. For engagements write to the
above address.

TITIAN BLONDE VOCALIST—PERSONALITY
and appearance. Sweet and swing. Three
years' experience; previous engagement four
months. Club or hotel work desired. At liberty
August 1st. ARDELLE PIERCE, 1613 So. 14th
St., Sheboygan, Wis. se6

**AT LIBERTY
VAUDEVILLE ARTISTS**

AT LIBERTY AFTER SEPT.

6th—Lew and Kitty Green, A-1 Comedy
Team for med, rep or vaude-picture combo.
Have our own car and living trailer. State
salary and full particulars in first letter or wire.
Address care of General Delivery or Western
Union, Fort Wayne, Ind.

Nellie M. H. King's High Class Novelty Musical
Act; George King's Puppet Show (Punch and
Judy); also Ventriloquist. Address (mail only)
General Delivery, Homer City, Pa. se6

Novelty Dog Act, Clown, other Entertainers. One-
half hour to two hours. Go anywhere. Theatres,
clubs, lodges, parks, etc. Day or week. Bergman
Verriety Co., 341 Climax, Pittsburgh, Pa.

SEDALIA GOES OVER
(Continued from page 42)

gan falling about noon, with grounds
and grandstand already packed. Grand-
stand was sold out and standing room
only was available.

Carnival receipts ran ahead of last
year's about 10 per cent, altho some of
the concessions had been closed, in-
cluding bingo stands, and the manage-
ment of the World of Today Shows ap-
peared well pleased with the engage-
ment.

Second auto race day on Saturday
drew well, but attendance was not as
good as on the auto race day on opening
day. On Thrill Day, final Sunday, rain
made it practically impossible for Capt.
Bob Ward and His Hollywood Daredevil
Aces to put on a show. Only about half
of the scheduled stunts could be com-
pleted, but despite this handicap there
was S. R. O. in the grandstand.

The fair was declared the most suc-
cessful in history, writing a fitting
climax to the nine-year tenure of
Charles W. Green as secretary-manager,
who is credited with having brought
the fair up to its present high plane. It
is expected that his successor, who will
be Ernest W. Baker, Washington, Mo.,
will be appointed during the next two
weeks.

SFC RETAINS EXEMPTION
(Continued from page 42)

soring association. Some observers saw
in this clearly defined clause a trend
toward an increase in "non-profit"
events, with profits, if any, to be directed
toward improvements, maintenance, in-
creased expenditures for attractions, etc.

The position taken by the IAFÉ, which
tackled the problem at a time when its
fair season was in full swing, was that
imposition of the levy would have en-
dangered the holding of many fairs, large
and small.

New Battle Looms

Meantime Chairman Somma and his
committee, with Frank H. Kingman,
Brookton, Mass., executive secretary,
working closely with the group, grided
themselves for another battle, tho of
milder proportions. This is a petition
to the Interstate Commerce Commission
seeking suspension of Item 15-B, Supple-
ment 4, Agent L. E. Kipp's Freight
Tariff, 145-G, effective September 10,
and relates to the rules-regulations
governing the handling and movement
of exhibits. Under present rules, ship-
pers or exhibitors are permitted to ship
exhibits in Western Trunk Line territory
in cars of varying lengths, including
cars exceeding 40 feet 7 inches in length,
from point to point, and at conclusion
of the fair, may be returned via same
route to point of origin at free trans-

portation. The 1941 proposal provides
that the stipulation will not apply on
shipments moving in cars exceeding 40
feet 7 inches in length, but an appended
note gives maximum length of 41 feet
6 inches, "and not exceeding 3,900 feet
cubic capacity." Such cars "may be
furnished at carriers' convenience under
the same minima and charges as are
applicable to closed cars not exceeding
40 feet 7 inches."

In its petition the IAFÉ states that
"the effect of the new rule is to deny
the shippers or exhibitors the provisions
in Tariff Rule 34, by which the per car
charges vary with the length of the car
used or ordered. This would result in
a substantial increase in the rates and
charges on shipments of exhibits and/or
caretakers between points in Western
Trunk territory and also between points
in the said Western Trunk territory, on
the one hand, and points in other terri-
tories, on the other hand."

The International declares this would
penalize exhibitors as well as fairs them-
selves on educational projects and would
be "particularly injurious" to exhibi-
tors that have already started on their fair
circuits in cars exceeding 40 feet 7 inches.
Certificate of service was forwarded on
August 25 to Agent L. E. Kipp, 516 West
Jackson Boulevard, Chicago, by H. E.
Ketner, attorney for petitioner, State
Office Building, Richmond, with a
recommendation that the ICC institute
an investigation.

Composition of the Senate Finance
Committee: Walter F. George, Georgia,
chairman; David I. Walsh, Massa-
chusetts; Alben W. Barkley, Ken-
tucky; Tom Connally, Texas; Josiah
W. Bailey, North Carolina; Bennett
Champ Clark, Missouri; Harry Flood
Byrd, Virginia; Peter G. Pery, Rhode
Island; Joseph F. Guffey, Pennsyl-
vania; Prentiss M. Brown, Michigan;
Clyde L. Herring, Iowa; Edwin C.
Johnson, Colorado; George L. Rad-
cliffe, Maryland; William H. Smathers,
New Jersey; Robert M. LaFollette Jr.,
Wisconsin; Arthur Capper, Kansas;
Arthur H. Vandenberg, Michigan;
James J. Davis, Pennsylvania; Henry
Cabot Lodge Jr., Massachusetts; John
A. Danaher, Connecticut; Robert A.
Taft, Ohio.

CNE UP ON FIRST 5
(Continued from page 42)

and South American countries are well
represented. There is a marked decrease
in over-the-counter selling, exhibits being
for display purposes in most cases.

Children's Day was only slightly
marred by heavy rain. Everything went
for 5 cents. Wednesday, Food Products
Day, has in the past four years become
an institution, thru efforts of the Food
Products Association.

Grandstand spec, Britannia, which
opened on Monday has been drawing
capacity crowds, with SRO a half hour
before opening. Seating capacity is
16,000 and the show has been playing
to some 20,000 nightly, despite chilly
air. Acts booked by George A. Hamid,
Inc., coming on before the spec, are pre-
sented in three rings. They open with
George Hanneford and Family, riding

act; Watkins Dogs, followed by Charlie
Young; Balzar Sisters; Dixon Brothers,
acrobats; Janet May, high pole; Flying
Behes; Watkins's Chimpanzee; Flying
Meteors; Hanneford's Comedy Camel;
Mile. Bernice, slide for life; Torelli's
Circus; Charlie Young's trick horse;
Watkins Circus; Novak Sisters; Jansleys,
Risley, and Blondin Rellim Troupe. The
Roxyettes close with a difficult routine,
dancing on red, white and blue rubber
balls. The 24 girls, beautifully cost-
tumed, draw plenty of applause for this
number. They also come on three times
during the spec. Setting for the spec
shows the Statute of Liberty on one
side and the sphinx of ancient times on
the other, backed by mural paintings.
About 1,200 performers are used, in-
cluding units of Canada's navy, army
and air force. Spectacle is fast moving,
colorful, and is climaxed by fireworks
presented by the T. W. Hand Company,
Lucky Teter's Hell Drivers, matinee at-
traction for the fifth consecutive year,
booked by Hamid, draw capacity.

Frolexland, under direction of J. W.
(Patty) Conklin, played to enormous
crowds. The Aquacade is presented by
Sam Howard and Alf Phillips, champion
divers. Tommy McClure, Toronto, is
manager and emcee. Others in line are
Harry Seber's Follies and Jack Halligan's
Circus Side Show, Milt Hinkle's Old
Mexico, Bob Lee's Arctic Girls, Jack Ul-
mer's "Nikisuki" (freaks), Mrs. Seber's
Posing Show, Bob Lee's Globe of Death,
Charlie DeKregos's Glass House, Hells-a-
Poppin, Midget Show of Harry Keeler,
Gay Nineties (Fat Girls), Lew Hamilton,
Bill Fielding, Windsor, Ont., has the
Arcade, featuring anti-aircraft guns. In
the ride section leaders are Moon Rocket,
Waterbug, Bozo, Auto Speedway and
Tilt-o-Whirl, and others in the line-up
are Octopus, Rolloplane, Fly-o-Plane,
Hey-Day, four Ferris Wheels, three
Merry-Go-Rounds, Auto Scooter, Split-
ring Flying Scooter, and Swings, with 12
midget rides in Kiddieland. Ford Motor
Company of Canada, Ltd., has a free
show at the foot of the midway, which
is attracting thousands daily, with seat-
ing capacity of 3,000, and four shows a
day.

Dance pavilion under a big top fea-
tures six outstanding name bands, with
Tommy Dorsey in on August 22 and 23;
Guy Lombardo, August 25 and 26; Ina
Ray Hutton, August 27 and 28; Benny
Goodman, August 29 and 30 and Sep-
tember 1; Tony Pastor, September 2 and
3, and Vaughn Munroe, September 4-6.
All appearances have been well patron-
ized.

SOUTH PARIS, Me.—Elaborate ar-
rangements are being completed for the
centenary program of five-day Oxford
County Fair here, reported Secretary
Elmore C. Edmunds. Endy Bros.' Shows
have been booked for the midway and
record attendance is expected. Officials
include Sam Pitts, D. J. Andrews, Leon
Newcomb, President Stanley M. Wheeler,
Treasurer Paul Whitten, Joseph Penley,
Fred Staples, L. W. Cushman; Frank De-
Coster, groundsman; George F. Hill, and
Charles Bowker. Heavy publicity program
is being used by Publicity Director Jack
Quinn.

LETTER LIST

(Continued from page 52)

Pendleton, C. J. Spencer, Don
PETKA, A. R. SWINTON, ELDA
Reed, Ronnie RICHARD
Rose, Bert Tap Out Harry
Ryan, James Thomas, R. D.
Shafer, Dick Townsend, Cal
Sharpe, Mr. Robert Watson, Joe E.
Showman, C. A. Wolfe, Rocky
Sims, Emmett Wright, Bill
Wyatt, Snapp

**MAIL ON HAND AT
ST. LOUIS OFFICE**

390 Arcade Bldg.
Hogan, Wm. J., 6c Screbueff, Wm., 3c
Layman, J. H., 9c

Parcel Post

Cole, Lee W. Jimmie
Cox, Billie & Jimmie
Daniels, Oss
Day, D.
Dell, U. W.
DelMar, Jack
Dionne, Eddie
DIXON, JACK
Doria, B. L.
Dover, J. M.
Dudley, James E.
Duffy, Ray L.
Dye, Tony
Eckstein, George
Fanning, George
Fitzgerald, Johnny
Freeman, Cecil
FRID, ROLAND
Goode, W. L.
Grimm, Homer L.

Addington, Mrs. D. Kyle, Bee
Boyd, Mrs. Archie Luray, Lady
Brososky, Evelyn McGregor, Mrs. Donald
Burns, Mrs. R. A.
Cook, Phyllis McKenzie, Christie
Crabbe, Mrs. George Marwin, Mrs. Frona
DeMaris, Violet Piercy, Mrs. Hazel
DiSanti, Mrs. J. Richards, Myrl
Dutcher, Jeanne Harmon
Edwards, Mrs. Smith, Mrs. Jack
Edwards, Mrs. Dorothy (Marie)
Edwards, Estelle Stephenson, Dolly
Farmer, Mrs. Taylor, Billie
Pauline Three, Mrs.
Forrest, Betty & Marcella Ekey
Tom Ward, Mrs. Mamie
Fowler, Mrs. Mary Williams, Louise
Goodale, Mrs. Wilson, Mrs. Alice
Catheryn Wray, Mrs. Velma

Men

Adler, Joe
Baer, John (Canadian)
Baker, Sam
Barry, Frank
Bock, Donald W.
Boelke, E. J.
Boudreau, Andrien
Bouras, Jimmie
Brady, Jack
BUCHANAN, WALTER
HERBERT
CARROLL, BURNELL
Carver, Alfred
Chafin, Cecil
Chance, L. Edw.
Clark, Fred
CLARK, JAMES H.
Cole, Lee W.
Cox, Billie & Jimmie
Daniels, Oss
Day, D.
Dell, U. W.
DelMar, Jack
Dionne, Eddie
DIXON, JACK
Doria, B. L.
Dover, J. M.
Dudley, James E.
Duffy, Ray L.
Dye, Tony
Eckstein, George
Fanning, George
Fitzgerald, Johnny
Freeman, Cecil
FRID, ROLAND
Goode, W. L.
Grimm, Homer L.
Hall, Bill GRUBBS
HORACE JEFFERSON
HALL, EDWARD
THOMAS REED, ALBERT
LAWRENCE
Hansen, Arthur H.
Harvey, Navigator
Johnson, Jimmie
Jones, Howard
Karr, Lonnie
KELLY JR., WILLIAM T.
Kingston, Ola
Knapp, Edward
Koenig, E. C.
Kolzen, De Ed
LaBarie, Babe
Laird, Marvin
Lamb, L. B.
Lambert Brothers
Lambert, Nathan
Layman, J. H.
Lee, Robert
McCall, Jack
McCoy, T. F.
Mansion, Francis
J. (Mickey)
Martin, Terry
Mason, Thos. C.
Meggs, Denny
Meyers, E. L.
Miller, Bobby
Miller, LeRoy
Morris, Roy
Moxley, Joe
O'Brien, Robert L.
O'Hern, Joseph
O'Wesney, Ray
Ostrum, James M.
Pasha, T. G.
Polk, Prof. F. E.
Powell, Carl
Printup, Robert
Rambo, Wesley
Ramsey, T. J.
Ray, Ralph (Ky)
Ray, R. V.
Rebel, Jimmie
REED, ALBERT
LAWRENCE
Rhinehart, Jackie
Robn, T. W.
Roma, Professor
Rosenbalm, Ted
Roth, Fred
Ryan, Donald
Sargeant, Edison
SEWELL, CHARLES M.
SHOEMAKER, JOSEPH
MARION
Skeene, Lloyd G.
Smith, Wm. D.
Sorber, Geo. H.
STANLEY, JOHN
Stiger, W. J.
Taglione, Edward
Thompson, Billy E.
Thompson, E. L.
Tidwell, Buddie
Tyler, David
Ucar, Joseph
Van Orman, Ray
West, Paul
West, Sandy
WHISHEB, LAWRENCE H.
White, Harry
Williams, Morris
Williams, Paul
Wilson, Tom
Wilson, Willard W.
Wray Jr., James L.
Wright, Harry P.
Young, Joe

Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York



A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Out of the Mail Bag

A. K., Clarksville, Pa., writes: "I want to thank you for the information you sent along and for the copy of Salesboard A, B, C's. I found the latter very interesting and helpful, as I am just entering the field. The firms you recommended have already contacted me and one of them is going to send their local representative to see me.

"Could you tell me where I can obtain the clock featured on the enclosed card. I will be thankful if you can help me locate the source of supply. Also I would appreciate hearing from other firms that create deals for beginners like myself."

We have a list of deals distributors available which is free for the asking and a copy was forwarded to A. K. as well as the source of supply for the clock he mentions. Other deals distributors who have not yet been added to our list are welcome to send their names to us. This obligates the distributor in no way.

The card A. K. enclosed features the All-American Clock on a small four-color card, 20 holes, 1 to 29 cents, with a \$4.95 take. A leather billfold and coin purse is the consolation award offered.

From England we have an interesting note to the effect that despite the war there is still plenty of activity in the salesboard field there.

Evans Novelty Company apparently has another good one in the Flippy novelty cigarette case. According to reports thousands of these have already been sold and Flippy deals on location are turning over unusually fast. Evans has eight new deals on the item, all definitely worth a look-see.

The de luxe merchandisers offered by Daco Quality Displays look like naturals for a healthy promotion. Items on the display board have proven consumer appeal and should move. Included are a camera, knives, comb and nail file sets, pen and pencil sets, cigarette cases, and leather billfolds. Two deals are available . . . 1 to 59 cents with a \$7.50 take, and 1 to 39 cents with a \$5.50 take.

HAPPY LANDING.

Door Giveaways Popular in Conn.

NEW HAVEN, Conn., Aug. 30.—Door giveaways continue popular here among bingo operators, and they view the practice as necessary not only as an added stimulant, but also to offset giveaways at movie houses.

Raymond G. E. Wilde, manager of games run weekly by the Elks Lodge, the West Haven Knights of Pythias, and the East Haven Riverside Fire Department, said that he has been using premiums for some time and feels that they add substantially to the success of his games. At one of his sponsored sessions he is giving away 500 pieces of chinaware a week, and with the completion of the set is planning a blanket giveaway.

Bingo generally received a hefty boost in this territory when several of the operators ran "aluminum bingos" and asked only for a piece of aluminum as an admission ticket. Those who didn't have aluminum paid the regular admission fee and the proceeds were donated to the U. S. O.

While at first glance it looks like a (See DOOR GIVEAWAYS on page 58)

New England Summer Season Breaks All Previous Records

Approximately \$750,000 worth of merchandise sold by pitchmen, concessionaires and bingo operators—patriotic items still favorites—staples get big play

BOSTON, Aug. 30.—With the outdoor season closing in this section early next week, a check-up with pitchmen, bingo operators and others using merchandise, indicates the 1941 summer was the greatest merchandise season ever seen in New England. Aided by nearly perfect weather, hundreds of pitchmen, concessionaires and bingo operators disposed of an estimated \$750,000 worth of merchandise during the summer, with patriotic items leading the field. For the second consecutive year patriotic novelties of all kinds led the field. Thousands of lapel pins and other trinkets bearing some patriotic caption were snapped up at resorts, beaches, and other places where the summer tourist business is centered. The public went big for small leather and metal accessories bearing a flag or other patriotic decoration. Rings, cigarette cases, watch fobs, compacts, bracelets and other items placed on sale with "God Bless America" emblazoned on them were easy sellers. Other items which were extremely popular included leather and metal novelties bearing the insignia of the different branches of service. In addition, pitchmen found sales soaring on booklets describing the meanings of various sleeve emblems worn by uniformed men. Practically any item with a patriotic thought was quickly disposed of by men working this section.

Toward the end of the season V for victory pins, rings, car stickers, scarfs, ties and compacts made their appearance. Their sale was hyped tremendously by the terrific amount of newspaper space given the work of the underground anti-Nazi forces in Europe, and virtually every summer vacationist was a cinch for a V novelty. Car stickers proved to be an exceptionally popular item and car banners, large and small, soon were also in great demand. Dozens of vacationists were seen with as many as three V banners flying from their vehicles, and concessionaires reported they sold all of these items as fast as they were received. A few days before the close of the season a new V doll made its appearance and was promptly snapped up by concessionaires and bingo operators, who reported the doll received a terrific play within the first day it was shown.

The New England Council reported that the recreation business in general had a 20 per cent increase over last year. This increase was also shown by merchandise users and in many cases increases of 30 and 35 per cent over last year were reported. Weather thruout the summer was practically ideal. Beaches were crowded about 85 per cent of the time, and parks reported the greatest year in their history. The fairs which got under way this week also are expected to break all records for attendance and sale of merchandise. Last year the Labor Day weekend was killed to a certain extent by cold weather, but the forecasts so far seem to insure good weather for the season's close.

Chief difficulty at the present time, as far as merchandise users still doing business are concerned, is the difficulty in getting goods. Many bingo operators who had planned to remain open until the end of September are contemplating closing some time next week as a result of the lack of merchandise. Those whose stocks have been greatly depleted and have delayed making additional purchases are now in a difficult position because most of the jobbers are unable to fill large orders as promptly as they could last year at this time. The national defense boom which contributed so much toward making the season a good one for merchandise users has now backfired and is keeping shipments at a minimum, making it difficult in some cases to

round out the season.

In addition to patriotic items, the usual beach and park items enjoyed a brisk business. Canes, batons, dolls and other yearly favorites were reported still good and many new novelties of various descriptions received a good play. Good profits were recorded on sun glasses, drug items, shoe polish, moth cakes, cameras, field glasses and pen and pencil sets.



MORE NEWS is at hand regarding the shutdown of bingo in Atlantic City. An exclusive story in *The Atlantic City Daily World* alleges that darkened bingo stores are the result of efforts of the city's champagne king to deal himself in on Boardwalk bingo games.

In one of the most lucrative seasons in the history of the Jersey resort, the city hall clamped the lid on bingo parlors July 1. Tho there have been rumors of a lifting of the ban, nothing has been done officially to restore the game.

City officials are said to have asserted that the establishments were closed pending an investigation to determine whether or not the games were demanded by the public. It is their contention, according to reports, that outside of a few scattered complaints there has been no strong demand for the reopening of the games. Meanwhile, bingo operators are at a loss as to reasons for the sudden action against them, and their chief worry now is how they will meet approximately \$60,000 in monthly summer rentals for Boardwalk locations if they are not permitted to reopen.

According to the newspaper story, rumor has it that a local wine merchant approached the Japanese operators of the Crystal Amusement Palace, which has been closed a year longer than other places of this type, with the suggestion that they take him in for a partner. The owners refused on the ground that inasmuch as they were established residents of Atlantic City, and since their place had been closed for over a year, they were entitled to any and all future profits.

When news of the pending deal got around, two well-known Boardwalk bingo operators hastened to contact the wine merchant with an offer of a license and a fully equipped bingo parlor. The situation as it stands now is that either the Crystal Palace opens under its own power or none of the parlors will open.

CHURCH BINGO benefits are being held in Natchez, Miss. Latest of these was sponsored by Father O'Hanlon, of (See BINGO BUSINESS on page 58)

September Backed As Vacation Month

TRENTON, N. J., Aug. 30.—A proposal that has been advanced by the New Jersey Council has particular interest to concessionaires, pitchmen, and other beach and mountain resort workers. The council, it is reported, is preparing to fight the old tradition which calls for the formal closing of the summer vacation season immediately after Labor Day. Officers of the council state that there is absolutely no valid reason for this rule and that, in the interests of the public generally and the resort communities in particular, it should be thrown into the discard.

There is no reason why the summer season should not be prolonged thruout September, according to the council, and it has accordingly prepared a program which is expected to be carried out with the co-operation of hotels and municipalities to encourage continued patronage of shore and mountain resorts after Labor Day.

"September has always been regarded as the ideal vacation month, for it is then that the seashore and lake areas are at their best," the council said in a bulletin. "The weather, too, is generally of the type that makes one long for the out-of-doors. During the month the waters of the ocean and lakes, warmed by the sun, are at the right temperature for swimming and bathing."

While this is purely a local promotional effort, it has potential possibilities for adoption thruout the country. Concessionaires and other beach workers would welcome an extension of the summer season, for it would add materially to their grosses. The idea is sound, and with the public spending ever-increasing amounts of money for amusement, the extension of the vacation period thru September should be widely accepted.

Giftware Show Price Range Up

NEW YORK, Aug. 30.—The New York Gift Show, which opened August 15 at Hotel Pennsylvania, attracted many buyers. Prices on the average were up about 10 per cent, and in metalwares advances ranged from 25 to 40 per cent. Buyers placed huge orders to avoid advances which are indicated when present raw material supplies of manufacturers are exhausted.

There were 536 different lines of giftwares shown, covering a wide range of goods, such as chromium and metalware, china, pottery, glassware, artificial flowers, leather goods, lamps, stationery, and costume jewelry. English-made goods were in more evidence than in previous years.

It was reported that the defense program has not affected production of gift items as yet, with the exception of chromium and metalwares and artificial flowers, which require brass and steel wire. Tho no shortages are anticipated this year, the picture for 1942 will be quite different, it is stated. If the supply picture does not improve the displays next year will clearly show how drastically defense needs have reduced the number of things the public will then be able to buy.

Concessionaires, bingo and salesboard operators and other merchandise users will have to pay higher prices this year, and further increases are due. William E. Little, assistant manager of the show, predicted the gift industry would introduce many new lines rather than attempt production of old lines with substitute materials. Since most of the producers are small the shift can be made without difficulty, he stated.

The attendance at the show totaled approximately 5,000 buyers, a new record.

JOBBER!

A NEW 3000 SET
of Bingo Specials

- In one color
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Write for Catalog.

ALSO REMEMBER OUR

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OVER 500 NOW IN USE

ASK ABOUT BINGO SPECIALS

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Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

Artificial Flowers

Artificial flowers are always in demand for decorative purposes, reports Frank Gallo, importer and manufacturer. He offers a line which is said to feature quality and beautiful colors. Some of the numbers available include large Georgine, large butterfly Georgine, large dahlia, large American Beauty rose and medium size roses. Firm also offers mountain laurel in season as well as prepared green foliage for all flowers. A price list is available.

Kiddie Purse

Industrial Transparent Products is offering an item which it claims affords workers a chance to cash in. It offers a kiddie purse bag which, it is said, will appeal to children. Made of imitation leather, the purse features a God Bless America emblem and has a transparent handkerchief pocket. The purses come in a variety of colors and have a snap fastener. Size of the item is 5 by 3 inches.

Sea Shell Jewelry

Sea shell jewelry and novelties produced by Red's Novelty Shop have sold well to the public, according to reports received from novelty workers and pitchmen. Now, in bringing out a new line of jewelry and novelties, including pin-cushions, ash trays, birds, and the ever-popular shell brooch, the firm announces a new service. It offers to make any novelty of seashell according to the customer's specifications. The firm has a complete stock of unique shells from all over the world.

V Banner

Another addition to the parade of V for Victory merchandise is a banner introduced by Liberty Products. The banner is made of fine satin, tasseled and fringed, and is selling well, according to the firm. The size of this number is 9 by 12 inches. A 5 by 7-inch banner, with a fringed effect, is a popular seller to autoists, it is claimed. The firm also offers victory lapel emblems, pin or button back, made of rolled gold plate and warranted not to tarnish, it is reported.

V Doll

Another perfect tie-up for merchandise users is afforded by the Miss Victory doll. The manufacturer, Standard Doll Company, states that the item will sell as well as the popular patriotic dolls. They are offered in two sizes. The 30-inch doll has a solid color skirt, while the 33-inch doll has a two-tone skirt. The three dot and dash motif of the V campaign appears on the doll, and skirt is fringed with stars. It is said to have plenty of eye-appeal.

Jewelry

A line of metal and pearl jewelry, with and without names in goldwire script, is being offered by Arlan Trading Corporation. The firm announces that the items offered make it possible for demonstrators, concessionaires and other merchandise users to increase their profits. The latest styles, attractive, practical and nominally priced, are featured. Metal and pearl jewelry has always been in demand, according to the firm, and now with the fall season coming on workers have a chance to cash in on the items. A catalog, just off the press, is offered without charge.

Stuffed Toys

Stuffed toys have been favorite items with concessionaires, novelty workers, and other merchandise users. Demand is consistent and items are profitable, according to Midwest Stuffed Toy Com-

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Flippy

TRADE MARK REG.

MILITARY STRIP ★ TEASE
CIGARETTE CASE

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HOTTEST REPEAT ITEM YOU'VE EVER SEEN!

Don't put off. Send for details about FLIPPY. Today's livest money-maker. Thousands say it's the most sensational snap-'em-up novelty item they ever handled. Tens of thousands sold on sight from four-color display merchandiser. An amazing record of repeat orders rolling in daily. It MUST be good! Show it! Don't wait. Write or wire today . . . now!

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FAIR SPECIALS AT KIPP'S

54x72 In. Indian Blankets . . . Each \$1.15
Lots of 30 Each 1.10

Maple Parade Canes, Made in U. S. A. Doz. \$1.60 Gro. 18.00

High Hat Fur Monks
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O. U. Dogs (Best Quality).
Doz. 95c Gro. 10.90

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Circus Special #9 Balloons Gro. 2.50

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Write for New Catalog—State Business. Must have 25% Deposit with C. O. D. Orders. Avoid disappointment.

KIPP BROS. CO.
LEON LEVIN, Mgr.
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FLUORESCENT Sensational New Fixtures!

Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorescents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.

WHIRLWIND SALES TO STORES AND HOMES

Thousands who thought Fluorescent too costly, or too troublesome, now buying. Homes install in bath, kitchen, hallways, living rooms, and as bed lamp. Stores install in scores of places. You never saw such sales.

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FREE RUSH NAME

Wire, airmail, or write today for free offers. Get your demonstrator at once. A whirlwind profit-maker for agents. Send name at once. Costs nothing to investigate.

COMPLETE LINE Part of amazing new low-price line that is making competition worried—making amazing advance commission sales for agents and salesmen on C. O. D. order plan. Get demonstrator sample. Rush name for pictures, prices, profits on these, and twenty other amazing fixtures. All information Free.

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FOR YOUR FAIRS AND CELEBRATIONS

WE'RE ALL SET WITH COMPLETE STOCKS TO TAKE CARE OF YOUR REQUIREMENTS. OUR CENTRAL LOCATION ASSURES YOU OF PROMPT ONE-DAY SERVICE AND DELIVERY. BINGO SUPPLIES AND A COMPLETE LINE OF CONCESSION GOODS. Featuring the Newest Items for the Novelty, Premium and Specialty Man.

1-day Service **ACME** **PREMIUM SUPPLY CORP.**
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We have for IMMEDIATE SHIPMENT complete line of SNO CONE SUPPLIES - BASEBALLS - GIVE AWAY CANDY - CANES - FOX TAILS - BEACON BLANKETS - FEATHER DOLLS - MONKEYS - COWBOY & ENGRAVING JEWELRY - CHEAP CHINA - REGULAR & BUG REPELLENT LIGHT BULBS - PITCHMAN'S MERCHANDISE - SLUM. MOST COMPLETE LINE OF ALL CARNIVAL MERCHANDISE IN THE MIDWEST. ALL ORDERS SHIPPED SAME DAY RECEIVED

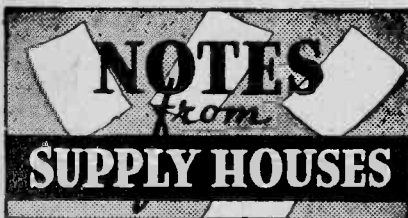
MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

pany, manufacturer of a diversified line of this type of merchandise. Currently the firm has de luxe hug-me bears, drum major, sailor, zipper kitten, scotty dog, bonnet doll, wire-hair dogs, elephant, and clown styles. All toys are lifelike, made of high-quality plush, and are said to be attractive in appearance. A new item is a crystal cloth cradle baby with plenty of eye appeal. It is available in pastel shades of pink and blue, and may be easily cleaned. Another new novelty item is a pair of plush dice with action magic spots.

Flippy

In a new product, Flippy, described as the "military strip-tease" cigarette case, Evans Novelty Company reports it has developed an item that is already on its way to creating a sales sensation. It is said to combine novelty, newness and usefulness, and repeat orders are rolling in. A feature of the case are saucy surprise poses created by a well known illustrator. According to the manufacturer, a smart merchandising set-up has been developed for the item, including an attractive four-color self-contained easel display stand. For operators there are eight different quick sales Flippy salesboards, designed to meet every requirement of salesboard operators. The item is one of the outstanding novelty deals of the season, for it has been accepted by the public and has shown good profits, the manufacturer says.



Nat K. Morris, of Kitchen Gadget Manufacturing Company, manufacturers of DuPont plastic juicers and Durex glass knives, is preparing to introduce a number of new ideas in kitchen gadgets that will appeal to alert pitchmen, according to an announcement. Firm reports that demands for juicers and glass knives continues strong, with the practical features of these products appealing to housewives.

DOOR GIVEAWAYS

(Continued from page 56)
losing proposition, the operators received considerable returns in holding extra sweetstakes during the course of the games. Their gross was naturally not so high when holding the benefits, but operators running the "aluminum bingos" cleared expenses and a small profit besides gain much valuable good will.

BINGO BUSINESS

(Continued from page 56)
St. Mary's Cathedral. As a result of the party a neat sum was realized. Catholic churches in other sections, including

the church at St. Joseph, La., have been sponsoring bingo for raising funds. Father Charles Tobin, of St. Joseph, says he finds bingo excellent for raising funds. Merchandise prizes are given. Games are reopening in Natchez and Adams County following the recent ban by County Sheriff Hyde R. Jenkins and Chief of Police E. M. Thomas. The officers say bingo is not classed with other forms of gambling.

THE THEATER method of playing bingo is now being offered by the Keith Manufacturing Company. This method, it is said, increases capacities and earnings because audiences actually see the play. Greater crowds may be handled, since the bingo dial is projected on any flat surface, wall sheet or screen in a lighted room. The firm has introduced a special card with die-cut tabs below the numbers that may be easily punched out. This controlled card provides a winner in every 100 cards. Operators are invited to investigate the new system.

ARMY SHOW DRAWS

(Continued from page 39)
race. A military flavor was injected by the famous colored drill team of the Ninth Quartermaster Regiment. The finale was led by the camp's new 100-voice glee club, singing *The Camp Lee Marching Song*, written by a Lee soldier.

Concession Biz Good

After the show was over it became evident that a circus is a circus whether staged in an Army camp or a metropolitan arena. Pop-eyed concessionaires found that soldiers had performed the following digestive feats: gulped down 21,000 bottles of pop, munched 5,000 bags of popcorn and 4,500 bags of peanuts, demolished 2,000 bunches of cotton candy, and wolfed 2,000 pints of ice cream. Such refreshment sales, added on to ticket and side-show receipts, meant many hundreds of dollars for Camp Lee's recreation funds. In one side show alone, where Corp. Dorsey Anderson, former crooner with Tony Pastor's band, merged talents with an Indian yogi and a "fake" girl show, receipts rose to more than \$300.

Into the Ninth Regiment's minstrel show flocked some 2,000 customers. Main attraction there was Sgt. Bob Robertson, piano-playing band leader, whose rhythms once jammed New York's famed Cotton Club.

The circus was preceded by a parade of floats built by individual companies and mounted on Army trucks. Prizes for the best float, a patriotic recruiting scene, was awarded to Company I, Eighth Quartermaster Regiment. Other floats depicted Hitler brought back alive in a cage and a soldier lolling on his bunk typifying the great army tradition.

RB BEAKS RECORD

(Continued from page 39)
Gargantua. Harper Joy, Spokane, Wash., banker, who has been with the show each year in the last 12, resumed his hobby as a clown to remain for several weeks.

Zoo Buys Bear

Purchase of a trained polar bear from Alfred Court, animal trainer with the

show, for the City Park Zoo was announced by George A. Collins, deputy manager of parks and improvements. Court was carrying three polars with him and only using two, so the city was able to purchase the polar. E. W. Clark, zoo trainer, will present the bear with the three he has already trained.

Los Angeles Dates

LOS ANGELES, Aug. 30.—With paper up and lot contracted for, the Ringling-Barnum show is scheduled to open here September 12 for a five-day run at Exposition and Crenshaw Boulevard.

Press and publicity have been taken care of by Arthur Hopper, John Brassil and Allen Lester.

Draws 20,000 at Salt Lake City

SALT LAKE CITY, Aug. 30.—In the only appearance of a circus here this season, Ringling-Barnum played to an estimated 20,000 persons at the State Fairgrounds August 25. The attendance was believed to be a record here.

The circus rated considerable space in the local press, usually cool. All three papers featured interviews with John Ringling North and Henry Ringling North, putting the stories in news columns rather than giving the usual space on the amusement pages.

AROUND THE GROUNDS

(Continued from page 44)

will be supplemented by midget auto races on opening day and following Saturday. Lucky Teter and His Hell Drivers have been contracted. G. Mortimer Rundle, 86-year-old president and considered oldest active fair head in the United States, looks for new attendance records.

LAUREL, Miss.—South Mississippi Fair Association voted to add Lamar County to the fair district, which now includes Perry, Smith, Wayne, Forrest, Covington, Jasper, and Jones Counties. Chairman P. A. McLeod said that if the fair continues to have to accept too many passes low gate receipts will mean a loss and that if the fair continues to lose money it may be abandoned and the fairgrounds sold.

CEDAR RAPIDS, Ia.—All-Iowa Fair here on August 10-15 had total attendance of 109,037. The 1940 count was 88,000. The attendance record stands at 120,000, estimated in 1939 when there was a free gate.

ATHENS, O.—Athens County Fair here, August 19-22, was acclaimed one of the most successful in years, with large crowds daily and entries in all departments heaviest in years. R. H. Wade park rides were on the midway. C. A. Klein Attractions set free acts, including a six-girl line, band, and Conner Troupe, offering four acts.

TIFFIN, O.—Seneca County Fair here attracted the largest crowds in several years on August 19-22, officials said. Ideal weather prevailed. Five J. R. Edwards rides were on the midway. Ranger's Rodeo provided grandstand entertainment afternoon and night, with turnaway patronage on two nights.

MARYSVILLE, O.—Contract has been awarded for construction of a race horse barn on Union County Fairgrounds here at cost of \$1,839.19. Structure will be 94 by 44 feet and will contain 18 stalls. It will be completed by September 10, fair officials said.

McCONNELLSBURG, Pa.—The 1941 Fulton County Fair to be held here has been postponed a month because of infantile paralysis spread, it was announced by Fair Secretary H. H. Peck.

IOWA PARK, Tex.—George D. Barber has been named manager of 1941 Wichita County Fair here. He has had years of experience in the fair and chamber of commerce professions, having served as manager of the Palo Pinto County Fair, Gillespie County Fair; Midwest Exposition, Sweetwater, and Texas Health Festival, Mineral Wells.

WEST UNION, Ia.—Gate receipts at Fayette County Fair here, August 19-21, showed a \$2,222 increase over 1940, with a net increase each day. Total gate was \$8,086, compared with \$5,864 last year.

GREEN BAY, Wis.—The 32d annual Brown County Fair here on August 20-24 was expected to be chalked up as a financial success with attendance estimated at 30,000, based on number of adult ticket sales at gates. Rain Satur-



Low Prices!
V1 DOZ. . . \$.35
GROSS . . . 3.75
V2 DOZ. . . \$.25
GROSS . . . 2.50
V4 100. . . \$ 1.25
1000. . . 10.00

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FOR VICTORY SATIN SILK BANNER

Red, White and Blue, Gold Fringe Tassels, Double Spear Point Stick, 9x12 In.—PER 100 . . . \$13.50

VICTORY PINS

BB908—Red, white and blue enameled metal with "VICTORY" imprint, topped off with golden eagle. Each on card. Per Dozen 90¢. Per Gross . . . \$10.20

BB907—Wing shape, screw type pin, gold finish with colorful enameled "V" in center. Each on card. Per Dozen 80¢. Per Gross . . . \$9.40

LEVIN BROTHERS TERRE HAUTE, INDIANA

LADIES' WATCH



Very Flashy

WHITE GOLD COLOR chromium plated case with metal link bracelet to match. 10 1/2 lg size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch. \$2.50 B9583—Each

YELLOW GOLD COLOR case with chromium plated back. Bracelet to match. B3898—Each . . . \$3.25 400 Page Catalog Now Ready!!

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Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS PERLOFF 728 Walnut St., Philadelphia, Pa. STARTS AT \$3.25

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SALESBOARD ABC'S

for this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today: DEALS, The Billboard, 1564 Bdw, N. Y.

JEWELRY ENGRAVERS TAKE NOTICE!

We have a large and complete stock of engraving jewelry for immediate delivery. All the new and wanted styles, and all at the right prices, to give you a good profit. Write for illustrations today.

ELECTRIC ENGRAVING MACHINES—Easy to operate—Low in cost. Several models to select from. Write for descriptions and prices.

N. SHURE CO., ADAMS & WELLS STS. CHICAGO

PLENTY OF MONEY Made with CHAMPION PRODUCTS!

- ★ Latest Styles Patriotic Brooches—Lapel Buttons—Insignias. Send \$1.00 for Sample Assortment.
- ★ METAL FLAG LABEL BUTTONS—100 for 95¢ (Include Deposit and Postage). Catalog FREE—Write!

BUY NOW

KNIFE & PEN DEALS

Nudes, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal . . . \$1.80

BIG PROFITS: DRUG ITEMS, NOTIONS, LOTIONS, EXTRACTS, CARDED GOODS, SIDELINE MDSE., CLOCKS and LAMPS.

CHAMPION SPECIALTY CO., 814-B Central Street, Kansas City, Mo.

day night stopped the *Let Freedom Swing* revue. Other entertainment included *WLS Barn Dance*, Flash Williams and His Thrill Drivers, auto races and circus acts. For the first time free dancing was offered nights in the open-air dance pavilion.

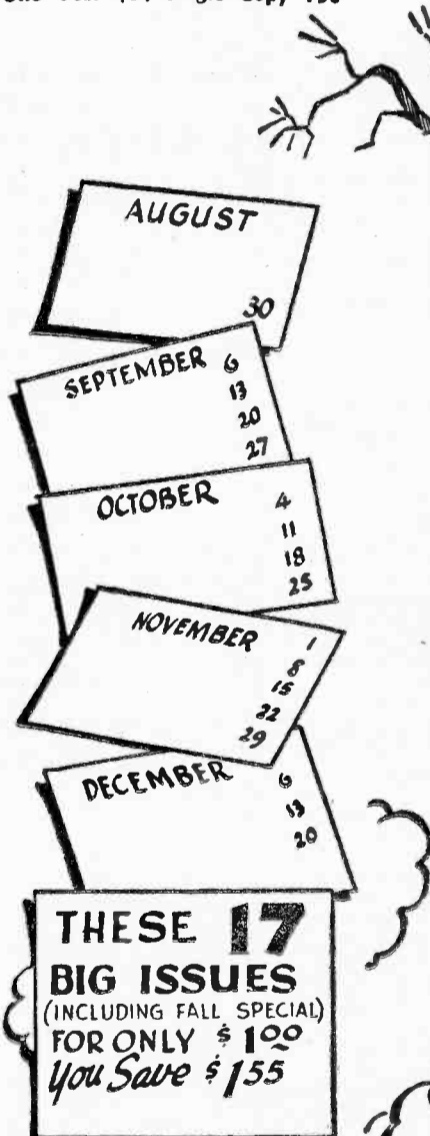


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**17 Copies ONLY \$1
YOU SAVE \$1.55**

Copies must be mailed to permanent address. Cash with order. Offer Expires Midnight, September 15.

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WANTED!!

50,000 MORE PEOPLE

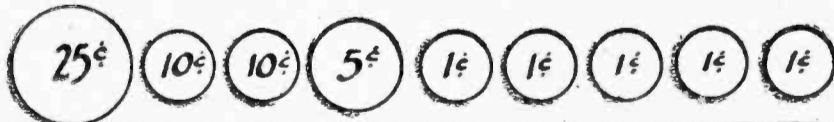
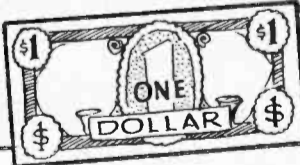
to become interested in Show Business

WANTED! WANTED! WANTED!

Every issue of The Billboard carries more "WANTED" ads than there are competent people to fill the vacancies.

There was never a better opportunity in the Amusement Business than exists TODAY. Speaking of opportunities, if you don't know how it feels to have The Billboard delivered to you EVERY WEEK ON TIME by mail—you're really missing something. IMPORTANT.

IMPORTANT! The coupon below is good only if copies are mailed to a permanent address, cash with order, and the deadline is midnight, September 15. Remember, prices on everything are advancing. You may never see such a liberal offer again.



**YOU SAVE \$1.55
WHEN YOU ACCEPT THIS
SENSATIONAL SPECIAL OFFER
17 BIG ISSUES FOR ONLY \$1.00**



THE BILLBOARD, CINCINNATI, OHIO

Please mail a copy of the next 17 issues to me for which I enclose ONLY \$1.

96

Name

Address

City State.....

Occupation

New Renew

Regular Rate, 1 Year \$5. Single Copy 15c.

YOU SAVE \$1.55—

OR MORE THAN

9c A COPY

DON'T WAIT

THIS OFFER IS

GOOD FOR

10 DAYS ONLY

PIN A DOLLAR TO THIS COUPON—MAIL IT NOW!

ORNAMENTAL CIRCULAR STRIPES
FLASHY "all-over" designs in four-color effects. They are attention getters and fast sellers everywhere.

OAK NYTEX BALLOONS
Ask Your Jobber
or write to us for full details.
The OAK RUBBER CO.
KAYENA, OHIO

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

R. T. (PAT) O'BRIEN . . . is still in Tennessee working wire to highly successful results. He writes that the State has been good to him and says he'd like to read pipes from E. J. (Pop) Rogers, Frank Burns, Mike Kern and some of the fellows who are headed for the cotton territory.

DON'T SAY anything about a spot if you can't give honest information about it.

MEMBERS . . . of the Babe Sherwin Players were guests at a party held in their honor at the home of Otto and Momie Gray, of cowboy band note, in Stillwater, Okla., recently. All reported a good time. Line-up of the unit now includes Babe Sherwin, emcee; Norma and Leta Faye Brock, singers; Harry (Snowball) Longston, blackface comic; Fred Hutto, toby comic; Molly Hutto, concessionaire; Billie Lou Hutto, vocalist; Walter Bell, piano; Cecil Rhodd, violinist; Charley Barber, cowboy songs; George Stout, drums, and Doc Dan Sherwin. Unit has been playing to large crowds and good business in Oklahoma.

BEST WAY to keep your business increasing is to keep hustling.

MRS. EVELYN CANTRELL . . . former wife of "Slim" Cantrell, ace pitch exponent, has returned to her home in Sherman, Tex., after winding up a part in a picture in Hollywood. Before leaving for California she was with the All-American Shows. She plans to remain at her home until next spring when she will return to Hollywood for a part in another picture.

AL SEARS . . . is still holding down Market Street in Newark, N. J., with sharpeners.

PERMANENT SUCCESS can only be obtained thru honest and clean methods.

HAROLD A. PORTER . . . pens from Richmon, Ind.: "Passed up taking out my concessions this season, because I've been made assistant circulation manager of a large beauty shop trade journal, calling on the beauty shops exclusively and handling a number of field representatives. This job has required some 25,000 miles of traveling since January 1. Business in the Midwest has been exceptionally good. I took delivery on a new car recently. My brother, Carleton R. Porter, Rockford, Ill., is handling my concession business."

ALBERTA SIEGLER . . . is reported to be getting the lucre in Newark, N. J., with corn punk.

TRIPOD OPININGS: "Poor English can cost you a lot in lost sales. The dese, dem and dose guys are living in the past."

A. L. CLARK . . . who continues to purvey socks in abundance, letters from Valdosta, Ga.: "We worked Waynesboro, Tenn., on a recent Saturday en route here from Dallas. We stopped over on our ranch at Heber Spring, Ark., and all the cattle is fat. Searcy, on Wednesday, and Batesville, on Friday, are the best sales spots in Arkansas. Senator Hulbert Taylor has a sale going at Heber Springs on Saturdays, but locations are plentiful for a pitchman in Arkansas on a Saturday, where crowds are on hand each weekend. Cotton is a little late and we arrived here when the tobacco market was overworked. Worked Quitman, Ga., and it proved to be a red one. Plan to make stock sales in Georgia for a week."

THE LAST THING to do before starting out to make the fairs: Get a supply of note paper for your weekly pipe.

TEDYE RHEA . . . who left Pitchdom some time ago to go into retirement on his farm, is back on the trail again. He writes from Shelby, O.: "Since early spring I've been with the Black Horse Indian Medicine Show, doing magic and cartooning and

straights in acts. We've met several other companies and all report satisfactory business. Results on the unit have been good and we've lost only three nights since early in the season. Line-up includes Chief Billy Black Horse, Princess Billie White Star, Little Fawn; Jimmy, Edna, Merrill, and Bonnie Tucker and Tommy Oliver. Ghost walks every Saturday night, too. Show is presenting novelty acts, knife throwing, fire eating, cartooning, Australian whip cracking, and three of us are doing magic."

HOW'S ABOUT IT, you fair workers? It's time for some of you to be making a report, isn't it?

REPORTS . . . hitting the pipes desk from Newark, N. J., indicate that R. Bee is pitching perfume at Harry's department store there to good results.

MARIE BARTON . . . with transferine, and Miss Coffee, with pens, are getting the geedus working a department store in Newark, N. J.

THE SUCCESSFUL pitchman always thinks of what his customers want to hear, and then he says it in terms and language that the purchaser understands.

EIDITH EVELAND . . . continues to work the name sea-shell brooches and sea-shell jewelry in Detroit to good results, according to reports emanating from the Motor City.

FOLLOWING . . . a vacation in Crystal Beach, Ont., Charlie Gow has returned to Detroit, where he is managing to corral his share of the long green.

WHEN PRESENTING your merchandise to your tip never overlook the value of enthusiasm. It has radiating qualities which are surprising. Enthusiasm will awaken an otherwise indifferent tip.

Nothing But Watches

By **E. F. HANNAN**

NO MATTER how hard times are there is always some market for a watch. Few people get along without one, and in the days before low-priced tickers appeared on the market nothing in the traveling sales line was more certain to turn a dollar than the selling and stand-out workers in this line who carried a stock that would run into real money was Herman (Clock) Austin. When working at fairs he hung his stock on a large velvet-covered board, and no matter how old, what style or what the condition of the watch you had to trade, you could always do business with Clock for a later model, provided you flashed a little cash.

Nothing But Watches was Austin's slogan, and along with his regular stock he was the source of supply of horse-timers, or the stop-watch carried by race trainers and drivers. A unique watch that Austin carried for years was supposed to have come from one of the English kings. The case was suitably engraved and made a good flash to interest a prospective customer, whether or not the story was true. At any rate the public goes on buying watches, and the advice once given by Leon Washburn, old-time showman, to a new actor as to what he should carry for wardrobe and baggage: "Carry anything you wish, but a good-looking watchcase is the surest thing to raise your fare back home on," is still worth remembering.

Pitchdom Five Years Ago

Mary Ragan wound up a highly successful stand at the Burlington (Ia.) Fair and made a 700-mile jump to Zanesville, O. . . Elmira, N. Y., the home town of Wayne Gibson, ace pitchman, was proving a winner for Johnny McLane. . . Old Bill Ellis was corraling the geedus

AMERICA'S LATEST CRAZE YOUR NAME In Raised Coral Colored Letters on a Genuine Tropical SEA-SHELL BROOCH



Small Shells for "V" Brooch, \$5 Thousand. Flash, Color, plus Patriotic and Name Appeal. Beautiful Sun Set Shell, running a gamut of colors, and Coral Letters. Costs 2 1/2¢, complete with brooch card. Half minute to assemble with Duco Cement. Gets fast 25¢.

PRICE LIST:
Sun Set Shells \$1.75 \$10.00
Jeweler's Brooch Pins . . . 1.50 10.00
Printed Brooch Cards60 4.00
Coral Colored Letters, 50c a pound.
Samples, postpaid, 15¢. 50% deposit with order, balance C. O. D. Use Air Mail, Special Delivery or Western Union for fast One-Day Service.

J. A. WHYTE & SON
7310 N. E. 2d Ave., Miami, Fla.

PAPER MEN WANTED AT ONCE!

Wonderful Proposition for Producers. Collections up to \$3.00. A leading Dairy Paper. Wire or Write for supplies.

Sam Wileman
Box C, Waterloo, Wis.

CORRECTION

Error in price Chinese Snake on Stick our ad Aug. 30th Issue.

Correct prices are—
Small **CHINESE SNAKE** on STICK, Gr. 95c
Large **CHINESE SNAKE** on STICK, Gr. \$3.75
25% Deposit With Order.

IMPERIAL MDSE. CO. 893 Broadway NEW YORK

CASH IN NOW VICTORY BROOCH PIN

A Real Jewelry Number!
2" long, set with 14 square Red, White & Blue Brilliant Rhinestone Baguettes. Patented safety catch pin. Made to retail at \$2.00 each. Our Special Price, **\$1.80**

Include 25¢ Additional to Cover Postage.
IMPERIAL MDSE. CO. 893 Broadway NEW YORK

ZIRCONS

GENUINE Diamond Cut
3 for \$1.75

12 GENUINE OPALS \$1.50
12 GENUINE CAMEOS 1.50
B. LOWE, BOX 525, CHICAGO, ILL.

FREE! WHOLESALE CATALOG

4000 OPPORTUNITIES
Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting catalog, for salesmen, agents and dealers.
260 PAGES
Check-full of interesting money makers. Sales Ideas that may increase your earnings \$2 to \$15 a day and thrilling values galore. Each and every item sold under a money back guarantee. Get your copy by sending for it today.
SPORS CO., 741 Billet, Le Center, Minn.

REMEMBER

WHETHER IT'S MILITARY ITEMS or any staple Notion, Novelty, Gift, Deal, Razor Blades or Sideline Merchandise, we are NEVER UNDER SOLD

Send us your orders. We always meet or beat all competition. 24 Years of Value Giving is our Guarantee of Satisfaction. **UNIVERSAL WHOLESALERS CUSTOMERS** Note . . . Through special arrangement all orders for

UNIVERSAL WHOLESALERS shipped by us.
Deposit of 25% With All C. O. D. Orders.
Send ALL ORDERS to NEW YORK Only.
Catalogs FREE on Request.

MILLS SALES CO.
Our Only Mailing Address: 901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

ELGIN & WALTHAM

REBUILT WATCHES **\$1.75**

7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back if Not Satisfied. **CRESCENT CITY WATCH MATERIAL CO.** 113 N. Broadway, St. Louis, Mo.



NEWEST, FAST SELLING JEWELRY
FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, Etc. FAST SERVICE! Send \$3.00 for samples or write for free catalog. **MAJESTIC BEAD & NOV. CO.** 307 Fifth Avenue New York, N. Y.

FOUNTAIN PENS

Now! New Winchester line. Push-Button Lever-Fill Combinations. Ideal for pitchmen and fair workers. Write for new summer specials. **STARR PEN COMPANY, Dept. C** 500 N. Dearborn, Chicago

Sell ACE BLADES
Millions Sold
Ace Blade prices reduced. Flashy display cards. Each blade honed in oil to hair-splitting sharpness. Buy at factory prices—pocket middle man's profits. Blades free for sampling your trade. We pay shipping. Rush name for free blade, factory prices.
ACE BLADE CO. Dept. 521, Buffalo, N. Y.

PLAY YOUR HUNCH!
JUST SHAKE — BANG!
YOUR LUCKY NUMBER APPEARS—Use Bart's Newly Patented Numbers Device. Make Selections. Maybe Long Shots. Races, Cubs, Bolts and other games where Numbers Designate Winners. Mail Dollar Bill to Dept. "B" **HUNCH PRODUCTS** 219 E. Washington Blvd. Los Angeles, Calif.

YES! YOU CAN MAKE BIG MONEY WITH HOOVER UNIFORMS!
Make big earnings with famous nationally-advertised Hoover line of smart, exclusive Uniforms for restaurants, lounges, hotels, taverns, stores, offices, doctors, dentists, etc. Not house-to-house. No experience—no money needed. Mail postcard for beautiful new Uniform Style presentation, actual samples and money-making equipment—sent FREE. **HOOVER**, 251 W. 19th St., Dept. Y K 4, New York.

PENS • PENCILS • COMBOS

New **FAIR Packages**
JOHN F. SULLIVAN
458 Broadway (Fast Service Sully) N. Y. City

MEDICINE MEN

Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.) **GENERAL PRODUCTS LABORATORIES** Manufacturing Pharmacologists 137 E. Spring St., Columbus, Ohio

in Gary, Ind. . . . Johnny Headington was working office buildings on the Coast and thru the East with pens to lucrative takes. . . . Dave Cooper left the hills of Alabama and headed for the deltas of Mississippi and Arkansas to grab off his share of scratch. . . . Mal Murray and Phil C. W. Bodus were getting the long green working Kansas territory. . . . Jeff Farmer was finding easy pickings working Virginia. . . . Mankato, Minn., proved a red one for Jack Flowers. The Lord's Prayer on a Penny boys were getting exceptionally good play at the various fairs. . . . After an absence of seven years, Fred Keely rejoined the Hale Comedy Company, and Fred's magic routine was going over big with the small-town folks. . . . Mickey McDougal was working the Svengali decks and getting his share of the gelt. . . . Sammy Berman, one of Detroit's best known pitchmen, was going in for the Buddha in a big way. . . . Leroy Crandall was taking on the sawdust rings with his jam pitch. . . . Since the little pitch girl arrived, the Bartock clan was working harder and more regularly and was clicking to some big scores with mineral water and health books. . . . Frank O'Neal, one of the most successful boys in the leaf field, was writing the subs thru his hunters and trappers' exhibit. . . . John H. Palmer (Chief Red Feather) was corralling large crowds and similar takes with his med opra in Indiana. . . . Resurrection plant worker of note, Stanley Smith, was spending his time working flowers and other items between St. Louis and Kansas City, Mo. . . . Troy (O.) Fair resulted in a red one for the Knights of Pitchdom. . . . Phil Owens, soap worker of Detroit, made a trip thru Ohio, but returned to the Motor City when he found biz "not so good," in the Buckeye State. . . . That's all.

W. G. BARNARD . . . veteran garnishing set purveyor, passed out plenty of electric mixers at Cincinnati Food Show last week. Item went for \$13.95 a copy.

CHIEF LIGHTFOOT . . . is working a foot remedy in Nelsner's, Boston five and dimer, to plenty of long green, according to reports hitting the pipes desk.

HARRY AND HELEN CHANDLER . . . tell from Utica, N. Y., that they recently concluded a successful five-week tour of Massachusetts with eye-glass cleaner. They have seven weeks booked in Rochester, N. Y., and 10 in Buffalo, and advise that Springfield and Holyoke, Mass., were good spots for them. Boston, they say, was fair, with plenty of homeguards on hand and a shortage of coin. They'd like to read pipes from Fred Mavis, Doc Kahn and Doc Kool.

THE WILSON BOYS . . . with rug needles, are reported to be gathering the shekels at their stand at Long Beach, Calif.

ELIZABETH AND JACK ELLIOTT . . . well known to the pitch fraternity, did not return to the road this year, but are operating a gem shop at Long Beach, Calif. They report that the season so far has been fair, and add that they'd like to read pipes from Kitty and Cecil Rawlins, gold-wire workers of note, and Bill and Marion Johnson, ace needle workers.

REGRETS . . . the passing from pitchdom of Walter Nichols, coil worker of note, who died at his home in Omaha August 24.

STILL ON THE . . . limping list and not making much lucre is Bob Posey, who inks from Covington, Ind., that he met George Sanders in Illinois recently, but hasn't seen any other members of the tripes and keister fraternity. Bob says he'd like to read pipes from Pat England, Al Decker, Jack Curren, Al Rice, Bill Danker and Tom Kennedy.

"WORKED THE FAIR . . . in Milwaukee to good results," pencils

Mr. and Mrs. Don Ambrugey from Dayton, O. "It was our first fair date in a long time and it seemed as tho there was a pitchman for every corner. Jack Scharding obtained some excellent results. Every time we passed his stand he had a wonderful crowd and he held them spellbound. Shirley Nemar was assisting him and they were busy all the time."

Events for Two Weeks

- Sept. 1-6**
CALIF.—Del Rey. Community Fair, 4-6. Santa Cruz. Dog Show, 7.
FLA.—Crestview. Celebration, 3-6.
IDAHO—Cottonwood. Stock Show, 4-5.
ILL.—Alexis. Home-Coming, 5-6.
 Lena. Firemen's Festival, 4-6.
 LeRoy. Fall Festival, 4-6.
 Mahomet. Fall Festival, 4-6.
 Strasburg. Home-Coming, 3-6.
IND.—Bowling Green. Old Settlers' Reunion, 5-8.
 Markle. Fall Festival, 3-6.
 Vincennes. Celebration. Week Sept. 1.
 Willamsport. Lions' Club Celebration, 2-6.
IA.—Cherokee. Plowing Match, 1-2.
 Keokuk. Fall Celebration, 3-6.
 New Hampton. Farm-Home Expo., 2-3.
 Spirit Lake. 4-H Club Congress, 4-6.
KAN.—Cherokee. Home-Coming, 5-6.
 Lyons. Jubilesta, 1-3.
KY.—Louisville. Jubilee, 1-14.
MICH.—Detroit. Rodeo at State Fair, 27-Sept. 7.
 Grand Rapids. Dog Show, 6.
 Jackson. Dog Show, 7.
 Perry. Harvest Festival, 5-6.
MINN.—Clements. Balloon Days, 6-7.
 Excelsior. Apple Day, 1.
 Henderson. Sauerkraut Days, 5-7.
MO.—Bucklin. Home-Coming, 4-6.
 Maysville. Horse Show, 1-2.
 Newburg. Lions Carnival, 3-6.
MONT.—Great Falls. Dog Show, 7-8.
NEB.—Gordon. Rodeo, 3-5.
N. Y.—Rochester. Dog Show, 7.
 Rye. Dog Show, 7.
 Tuxedo Park. Dog Show, 5-6.
N. D.—Grenora. Fire Dept. Carnival, 2-3.
O.—Andover. Street Fair, 5-6.
 Antwerp. Centennial Celebration, 4-7.
 Ashtabula Harbor. Street Fair, 4-6.
Cincinnati. Hartwell Country Club Festival, 6.
 Columbiana. Street Fair, 5-6.
 Nelsonville. Home-Coming, 1-6.
 Sardinia. Street Fair, 4-6.
 Shelby. Street Fair, 3-6.
OKLA.—Woodward. Elks Rodeo, 5-7.
PA.—Clymer. Celebration, 1-6.
 Garrett. Home-Coming, 1-6.
TENN.—Petersburg. Colt Show, 2-3.
 Shelbyville. Walking Horse Celebration, 4-6.
TEX.—Colorado City. Round-Up, 4-5.
 Hallettsville. LaVaca Fiesta, 5-6.
UTAH—Brigham. Peach Day Celebration, 5-6.
VA.—South Boston. Tobacco Festival, 4-5.
WASH.—Colfax. Round-Up, 5-6.
 Grandview. Harvest Festival, 5-6.
W. VA.—Huntington. Fall Festival, 4-6.
WIS.—Mount Horeb. Fall Frolic, 4-6.
- September 8-13**
CALIF.—Glendale. Dog Show, 14.
 Lodi. Grape-Wine Festival, 12-14.
 San Francisco. Italian Athletic Club Festival, 11-14.
COLO.—Arvada. Harvest Festival, 12-13.
FLA.—Pensacola. Home Show, 8-13.
IDAHO—Filler. Rodeo, 9-12.
ILL.—Abingdon. Horse Show, 12-13.
 Chandlerville. Am. Legion Picnic, 8-13.
 Nauvoo. Grape Festival, 12-14.
IND.—Montpelier. Street Fair, 9-13.
 North Judson. Home-Coming, 10-13.
IA.—Clarinda. Inda-Clar Days, 11-13.
 Creston. Horse Show, 8-9.
 Russell. Home-Coming, 11-12.
 Waterloo. Dog Show, 13-14.
KY.—Fulton. Ken-Tenn Expo, 8-14.
MASS.—Boston. Gift Show, 8-12.
MICH.—Edwardsburg. Home-Coming, 11-13.
MINN.—Avoca. Fall Festival, 12-13.
MO.—Chillicothe. Am. Legion Fall Festival, 11-13.
 Huntsville. Old Settlers' Reunion, 8-13.
 Ironton. Fall Festival, 9-13.
 Jamesport. Fox Hunt, 9-13.
 Kansas City. Gift Show, 7-12.
 Ridgway. Legion Home-Coming, 8-13.
 Wellsville. Fall Festival, 11-13.
N. J.—Far Hills. Dog Show, 13.
N. Y.—Huntington, L. I. Dog Show, 14.
 New York. Premium Show, 8-12.
 New York. Country Fair at Madison Sq. Garden, 10-20.
O.—Adena. Firemen's Carnival, 10-13.
 Canal Winchester. Fall Festival, 10-13.
 Rawson. Rawson Band Celebration, 9-13.
 Seaman. Fall Festival, 11-12.
ORE.—Pendleton. Round-Up, 10-13.
PA.—McClure. Bean Soup Home-Coming, 11-13.
 Pittsburgh. Am. Legion Victory Fair, 8-13.
TEX.—Henrietta. Pioneers' Reunion, 12-13.
WIS.—Gillett. Oconto Co. Youth Fair, 11-13.

MIDWAY CONFAB
 (Continued from page 33)
 is proving popular. Lot Superintendent Lyle Barret is doing a good job. Mrs. Heth's bingo scored here."
 FROM "TAVERN TOPICS," tabloid published in Erie, Pa.: "Here's a sign we observed last week adorning a Buffalo frankfurter

stand, 'Get a Long Little Doggie,' which isn't bad!"

ZACCHINI BROS.' SHOWS' notes from Baltimore, Md., by William Pardon: William Glick and party from Ideal Exposition Shows visited Mr. and Mrs. Zacchini here, and the Zacchinis returned the compliment the following night. Ride men repainted their rides and had them in good shape for the local stand. Mr. Burton, Merry-Go-Round foreman, injured his hand, but it is mending. Mr. Ray is doing a good job with the Rolloplane. Johnny Drast's Chairplane is doing well. Robert Williams is the new Ferris Wheel foreman.

PAUL A. FAIRLY, son of Mr. and Mrs. Noble C. Fairly, and a member of the Eight Singing Commanders, one of the features of the Central Canada Exhibition's grandstand show at Ottawa, Ont., August 18-23, applied for enlistment in the Royal Canadian Air Force during his stay in Ottawa. He will be attested after completing some singing engagements in the United States and hopes to become a pilot. Fairly was a member of the United States Embassy in Berlin from the time of the outbreak of the war until five months ago.

EVERY day former \$15-a-week employees come on the lot flashing weekly pay roll checks for \$60 and \$70, proving that you don't have to be smart nowadays to make money—just not lazy.—Colonel Patch.

HEATON EXPOSITION SHOWS' notes from Greenville, S. C., by Matt Bunn: President Bruce Heaton is recovering from a tonsilectomy at his home here. He reports that shows have chalked good results on their tour of Tennessee and Kentucky, and that Memphis, Nashville, Tullahoma, and Knoxville gave the organization its best business in Tennessee. Louisville, Lexington, Frankfort, and Owensboro were the best Kentucky stands. Casa Lange's Circus Unit is drawing, as is Charles Gary's Circus band. Heaton also reports that plans are already underway to enlarge the organization for 1942. Johnnie W.

Heaton II, owner Sells Bros.' Shows, may combine with the exposition and go out next season under a new title.

NOTES from Tower Amusement Company by Mrs. Frances Harrison from Blackville, S. C.: Owner Frank Harrison took delivery on a new trailer and tractor recently. Madam Wright, with palmistry booth, joined here, and Mr. and Mrs. Roy Sutton came on with two concessions. Mr. and Mrs. Curly Watson joined with three stands. Red Childs is shows' electrician and ride foreman, while his wife, Mary, is taking care of the penny pitches. The writer added a photo gallery to her string of concessions. Recent visitors included Mr. and Mrs. Richard Harrison, J. C. Bolding, and Mr. and Mrs. Dill.

AMONG VISITORS to *The Billboard* St. Louis office last week were Harry W. Hennies, Amusement Corporation of America, who was passing thru en route to the South; Carl W. Byers, owner, and Jack Edwards, agent, Byers Bros.' No. 1 Show, in St. Louis on a buying expedition; Doc Zander, en route to join Great Sutton Shows with his Roll-o-Plane; Roger E. Haney, ride owner, en route to Sol's Liberty Shows; Louis Berger, general agent Goodman Wonder Shows, in the Mound City to execute some railroad contracts, and Mr. and Mrs. E. R. Gray, fair and exposition decorators of Evansville, Ind., who report a good season to date.

VIOLETTE BLAKEMAN, a recent addition to the ranks of the Ladies' Auxiliary, Pacific Coast Showmen's Association, played hostess at a party held in her home in Los Angeles on August 14, for her father-in-law, Carl Blakeman, former magician, in celebration of his birthday. A barbecue supper was served and Blakeman was presented with a huge birthday cake. Guests included Olga Celeste, Ada Mae Moore, Josephine Foley, Mr. Lopez, Rose Rosard, and Vivian Horton, all of whom were presented with favors. Bingo, archery and other games were played and winners included Rose Rosard, Olga Celeste, Josephine Foley, Mr. Lopez and Vivian R. Horton.

ENGRAVING PINS

New!

"Style up" Your Display!

"Style up" your Engraving Display with the new embossed designs in 1941 Engraving Pins . . . these styles have "caught on" at the fairs—and are selling in a big way. Wire or write for the new 1941 Engraving Catalog — and see all the brand new styles in Engraving Jewelry.

This catalog features the biggest and most complete line of Engraving Jewelry. Specify Catalog Number 26.

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Made of percale cloth. This doll wears a slack suit and big brim hat. Has wool hair; assorted colored dresses. Unbreakable doll—cotton stuffed 24" high (similar to illustration). 1 doz. to a carton, assorted. Shipping weight 25 lbs.

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care of THE BILLBOARD, CINCINNATI, O.

Jones Doubles '40 Results at La Porte Fair

LA PORTE, Ind., Aug. 30.—Johnny J. Jones Exposition set a new record for midway attendance and grosses at La Porte County Fair, August 19-23, when the organization more than doubled figures established last year by the shows. With ideal weather, Saturday night resulted in outstanding grosses and midway continued operation until 2 a.m. Sunday.

Playing his initial fair of the season, Clyde Beatty showed to more than 13,000 during the five-day fair. Beatty's attraction has been enlarged to accommodate additional seating facilities for the fairs. Mrs. Harriet Beatty's tiger-elephant act continues popular, as does Jean Evans' elephant handling. Del Rio Midgets opened here under direction of Glen Jacobs, and ended the week up among the top-money shows. Owner E. Lawrence Phillips completed arrangements with Toby Wells, Chicago, for the presentation of a new attraction called El Argentina, which will open at Indiana State Fair, Indianapolis. Lupe Alavrado and band have been signed. James A. Terry, vet fair secretary, co-operated.

William Keys has been appointed to look after the rides. Most of the foremen are veterans of the shows and include Merry-Go-Round, George Steadham; Kiddle Rides, Danny Boyd; Ferris Wheels, William McMinn; Lindy Loop, Al Warwick; Ridee-O, Henry Lockard, and Heyday, Walter Williams. Shows' neon plant is under direction of Elwood Dintaman and Lester Beekman for the second year. Lipsky & Paddock Concessions left here to play their fair dates, starting at Jackson (Mich.) Fair. Visitors included Al Humke, Bill Carsky, Bob Hickey, Rogers S. Littleford Jr., Nat Green, Bert Wilson, Harry Atwell and Ban Eddington.

McNally's Tent Show: Henniker, N. H., 1-6. Schaffner Players: Bloomfield, Ia., 1-6.

GRAND-STAND AND FREE ATTRACTIONS

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

Avalons, Six (Fair) Walla Walla, Wash.
Balzer Sisters (Canadian Natl. Exhn.) Toronto, Can.
Beehler's, Monty, Animals: Henry, Ill., 9-11.
Bink's Circus Acts (Fair) Shawano, Wis., 2-4; (Festival) Cazenovia 6-8; (Fair) Hillsboro 12-14.
Blondin-Rellim Troupe (Canadian Natl. Exhn.) Toronto, Can.
Bogosh & Bardine (Fair) Fonda, N. Y., 1-3; (Fair) Galax, Va., 8-13.
Christy Circus Unit (Fair) Dunkirk, N. Y.; (Fair) Staunton, Va., 7-12.
Clark & Bailey (Fair) Escanaba, Mich.
Cooke & Cooke (Fair) Luray, Va., 8-13.
D'Arcy Girls: Northampton, Mass.
Darnell, Nancy: Meridian, Pa.
Donatella Bros. & Carmen (State Fair) Lincoln, Neb.
Emerald Sisters (Fair) Brookfield, N. Y., 1-4.
Fishers, Five Flying: Central City, Ky.; Tullahoma, Tenn., 8-13.
Francis, Leo (Fair) Markle, Ind., 3-6.
Franklin, Joe, & Pals (Fair) Albion, Ill.; (Fair) Mt. Vernon 9-13.
Hanneford, George, Family (Canadian Natl. Exhn.) Toronto, Can.
Hoagland's Hippodrome Attrs. (Fair) Canton, O., 1-4.

Hodgini Bros. & Sister (Fair) Oblong, Ill.
Jaydee, Great (Fair) Cheviot, O.
Jewels, Five Juggling (Fair) Quebec City, Can.; (Fair) Reading, Pa., 8-13.
Knoll, Great: (Rantoul, Ill., 1-3; (Celebration) Chi., 4-14.
Lang & Lee (Fair) Marshall, Minn.
LaSalle Trio (Fair) Webster City, Ia., 1-3; (Fair) Audubon 4-6; (Fair) Black River Falls, Wis., 7-9.
LaTona Troupe (Celebration) Allen, Neb., 4-5.
Lazellas, Aerial (Fair) Lewistown, Mont., 2-3; (Fair) Madison, Minn., 5-6.
Lemoines, Three (Fair) Yuma, Colo., 3-5.
Lerches, The (Fair) Rushville, Ill., 9-11.
Malloy, Ullaine: Antwerp, O.
Melzers, Flying: Austin, Ind.
Mills Troupe (Fair) Granby, Que., Can.; (Fair) Lindsay, Ont., 8-13.
Peaches Sky Revue (Fair) Rutland, Vt.; (Fair) Reading, Pa., 8-13.
Reed, Betty (Fair) Miles City, Mont., 4-6; (Fair) Forsyth 8-10.
Reynolds & Donegan Skating Girls (Fair) Mason City, Ia., 1-3.
Romas, Flying (Fair) Sac City, Ia., 4-6; (Fair) Montpelier, O., 10-13.
Sailors, Four (Fair) Fonda, N. Y., 1-3; (Fair) Galax, Va., 8-13.
Siegfried, Great (Fair) Northampton, Mass., 4-7.
Siemon, Hank, & Archie (Fair) Melvin, Ill., 3-6.
Sky-Rockets, Three (Fair) Oblong, Ill.
Ulls & Clark (Fair) Torrington, Wyo., 1-3; (Fair) Douglas 5-7.
Valentinos, Flying (Fair) Leroy, Ill., 4-6; (Fair) Alexandria, Ind., 9-13.
Walker & Cozy (Fair) Du Quoin, Ill.
Watkins Animals & One-Ring Circus (Canadian Natl. Exhn.) Toronto, Can.
Webb, Capt. George (Celebration) Keokuk, Ia., 3-6; (Fair) West Plains, Mo., 10-13.
Wright, Earl, Dogs: Canton, O., 3-4; (Fair) Gays Mills, Wis., 6-7; (Fair) Carthage, O., 9-13.

THE MIDWEST HAS THE STOCK

Chinese Paper Snakes, Sm. Size	Per Hundred	\$1.50
Fox Tails, Jumbo Size, 16 Inches	Per Hundred	10.00
Fox Tails, Super Giant Size, 22 Inches	Per Hundred	12.50
Chesterfield Cans, Best Quality, Gro. \$7.50. Case Lots of 5 Gro.	Per Gro.	7.20
Heavy Weight Bamboo Cans, Amer. Made. Doz. \$8.50. Lt. Wt. Bamboo Cans	Per Gro.	4.75
Heavy White Maple Cans, Amer. Made. Doz. \$1.75	Per Gro.	19.50
Colored Chesterfield Cans, Very Flashy	Per Gro.	7.50
Celluloid Feather Dolls With Cans	Per Hundred	4.25
Fur Monkeys, 8 1/2 Inch In Length. Gross \$5.50. 10 Inch Monks	Per Gro.	9.00
Silk Rayon Parasols, Large Size, Limited Quantity	Doz.	2.50
Paper Parasols. Sm. Size. Doz. 50c. Lg. Size	Doz.	.75
Dart Balloons. Ten Gross Lots, Gro. 50c. Lg. Size	Per Gro.	.70
Complete Line of Beacon Blankets—Part Wool, Satin Bound Blankets	Each	1.40
Special Cigt. Lighter, Case and Holder Marked 50c	Doz.	1.00
Assorted Two-Blade Pocket Knives, Limited Quantity	Per Doz.	13.20
Texas Fish Knives, Ass't. Colored Handles	Doz.	1.75
Metal Mottled Cigarette Cases. Doz. 45¢	Per Doz.	5.00
Bamboo Cigarette Holders, Special	Per Doz.	1.00

A MOST COMPLETE LINE OF CHINA AND ASSORTED SLUM
China Slum, Ten Gross Lots, Gro. 90c. 25 Gross Lots 85¢. 100 Gro. Lots \$.80
Special Assortment of Metal, China and Paper Slum 10 Gro. 5.00
Special Assortment of Large China Gro. 4.75 and 8.75

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SMILES CHEWS 8 pgs. - 200 pgs. \$3.50

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Want for ten big sure money spots—boom towns in the cotton country—including Macon, Ga., nation's busiest defense city, downtown on Foundry lot, two weeks, Sept. 1-13; then bona fide Fairs: Spaulding County Fair, Dallas, Ga.; Three County Fair, Jeffersonville, Ga.; Taylor County Fair, Butler, Ga.; Wilcox County Fair, Rochelle, Ga.; Turner County Fair, Ashburn, Ga.; Irwin County Fair, Odilia, Ga., and three more good County Fairs. Place all kinds Merchandise Concessions, Ride Help, organized Girl Show, Grind Shows, with or without outfits.
All wire **BILL FRANKS, Foundry Lot, Macon, Ga.** or as per route.
P.S.: This is our third engagement in Macon. Join here. It's good.

ROUTES

(Continued from page 24)

Therrien, Henri (Kitty Davis Club) Miami Beach, Fla., nc.
Thomas, Danny (5100 Club) Chi., nc.
Thomas, Shirl (Armando's) NYC, nc.
Tip, Tap & Toe (Music Hall) NYC, t.
Tomack, Sid, & Reiss Bros. (Colosimo's) Chi, nc.
Tonner, Adrienne (Music Hall) NYC, t.
Torrens, Fay (Havana-Madrid) NYC, nc.
Torres, Alberto (Havana-Madrid) NYC, nc.
Tyner, Evelyn (Waldorf-Astoria) NYC, h.

Urban, Fran (Village Barn) NYC, nc.
Valdes, Miguelito (Waldorf-Astoria) NYC, h.
Valencia, Carlos (French Monte Carlo) NYC, nc.
Valtone, Val (Hurricane) NYC, nc.
Van, Gus (Earle) Washington, t.
Vance, Vivian (Evergreen) Phila, nc.
Vaughn, Emily (Biltmore) NYC, h.
Vaughn's, Jerry, Radio Stars (Crosby) Crosby, N. D., 3-4, t.
Vermonte, Claire (Fifth Avenue) NYC, h.
Victor, Macy, & Nova (Leon & Eddie's) NYC, nc.
Villarino, Jeronimo (Village Vanguard) NYC, c.
Vine, Billy (Hurricane) NYC, nc.
Vinson, Maribel (New Yorker) NYC, h.
Vultane, Val (Hurricane) NYC, nc.
Von Dell, Cecil (606 Club) Chi, nc.

Wakefield, Meri (Buckhorn) Rockford, Ill., c.
Walders, Darlene (Harry's New Yorker) Chi, nc.
Waldron, Jack (Park Central) NYC, h.
Walton, Jules & Joanne (Harry's New Yorker) Chi, nc.
Walton & O'Rourke (State) Hartford, Conn., t.
Walzer, Oscar (Fifth Avenue) NYC, h.
Ware, Dick (Bismarck) Chi, h.
Wayne, JinJa (Hickory House) NYC, nc.
Weaver, Doodles (Biltmore) NYC, h.
Webb, Nella (Lexington) NYC, h.
Wences (Waldorf-Astoria) NYC, h.
Whalen, Jackie (Nomad) Atlantic City, nc.
White, Danny (Iceland) NYC, re.
White, George, Scandals (Orpheum) Minneapolis, t.
White, Jack (18 Club) NYC, nc.
White, Lou (Gay '90s) Brooklyn, re.
Wilbert, Raymond (Roxy) NYC, t.
Williams, Hermanos (Waldorf-Astoria) NYC, h.
Williams, Jane & Jeanne (Show Lounge) Chi, c.
Winchell, Paul (Palace) Youngstown, O., t.
Wink, George (Jimmie Dwyer's Sawdust Trail) NYC, nc.
Winton & Diane (Park Central) NYC, h.
Wonder, Tommy (Versailles) NYC, nc.
Wood, Eleanor (Park Central) NYC, h.
Wood, Tony (Park Central) NYC, h.
Woods, Johnny (Palmer House) Chi, h.

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.
Young, Helen (New Yorker) NYC, h.

Ziegfeld, DeLores (New Yorker) NYC, h.

REPERTOIRE-TENT SHOWS

Blythe, Billy, Players: West Burke, Vt., 1-6.
Dixiana Show: Beverly, W. Va., 1-6.

CIRCUS

Cole Bros.: Atlanta, Ga., 1-2;
Gainesville Community: Henrietta, Tex., 12-13.
Gould, Jay: Trent, S. D., 3.
Kelly, Al G.-Miller Bros.: Fallsdale, Neb., 2;
Culbertson 3; Trenton 4; Stratton 5; Benkelman 6.
Mills Bros.: Brookneal, Va., 3; Clarksville 4;
Warrenton, N. C., 5; Louisburg 6; Zebulon 8.
Rangers Rodeo & Circus: Marietta, O., 1-3;
Dayton 5-7; Sidney 9-12.
Raum's Circus & Rodeo: Fremont, O., 1-6.
Ringling Bros. and Barnum & Bailey: Seattle, Wash., 2-3; Portland, Ore., 4; Oakland, Calif., 7; San Francisco 8-10; Santa Barbara 11; Los Angeles 12-16.
Russell Bros.: Hot Springs, Ark., 2; Pine Bluff 3; El Dorado 4; Shreveport, La., 5-6.
Wallace Bros.: New Albany, Ind., 3; Jasper 4; Mount Carmel, Ill., 5; Harrisburg 6.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Dodge City, Kan.
All American Shows: (Fair) Carnegie, Okla.; (Fair) Chickasha 14-19.
Allen, Fred: Canastota, N. Y.
American United: Colfax, Wash.
Anderson-Strader: Norton, Kan.
Arthur's American: (Fair) Cambridge, Idaho, 3-7.
B. & H. Am. Co.: Pamplico, S. C.; Olanta 8-13.
Bantly's All-American: (Fair) Port Royal, Pa.; (Fair) Luray, Va., 8-13.
Barker: Grundy Center, Ia.
Barkoot Bros.: Saginaw, Mich.; Alma 10-12.
Baysinger, Al: Sac City, Ia.
Beckmann & Gerety: (Fair) Tulsa, Okla.
Bee's Old Reliable: (Fair) Waverly, Tenn.; (Fair) Centerville 8-13.
Blue Ribbon: (Fair) Russellville, Ky.; (Fair) Lebanon, Tenn., 8-13.
Bremers: Waukon, Ia., 2-5; Flat River, Mo., 8-13.
Bright Lights Expo.: Garrett, Pa.; (Fair) Jennerstown 8-13.
Brodbeck: Florence, Kan., 1-3; Meade 8-10; Enid, Okla., 12-16.
Broughton Bros.: (Fair) Lindale, Tex.
Buck, O. C.: Dunkirk, N. Y.
Buckeye State: (Fair) Marshfield, Mo.; (Fair) West Plains 8-13.
Buffalo: Hemlock, N. Y.; Ogdensburg 8-13.

Bullock Am. Co.: Bramwell, W. Va.; Mountain City, Tenn., 8-13.

Burdick's All-Texas: (Fair) Throckmorton, Tex.

Burke, Harry: Opelousas, La.; (Fair) Port Allen 8-13.

Burke, Frank: Gordon, Neb., 2-5.

Byers Bros. (Carl): Pochontas, Ark.; Kennett, Mo., 8-13.

Byers Bros. (Jimmie): Albany, Mo.

Casey, E. J.: (Fair) Dryden, Ont., Can., 4-5.

Central Am. Co.: Murfreesboro, N. C., 8-13.

Central State: Lyons, Kan.

Cetlin & Wilson: (Fair) Hatfield, Pa.; (Fair) Reading 8-13.

Chanos, Jimmie: Antwerp, O.

Cherokee Am. Co.: Uniontown, Kan.; Gardner 8-13.

Clyde's United: Smith Mills, Pa.; Cookport 11-13.

Coleman Bros.: (Fair) Schaghticoke, N. Y., 1-5; Greenfield, Mass., 7-10; Keene, N. H., 11-13.

Colley, J. J.: (Fair) Wewoka, Okla.; (Fair) Pauls Valley 8-13.

Conklin: (Canadian Natl. Exhn.) Toronto, Ont., Can.; (Fair) Belleville 8-10; (Fair) Lindsay 11-13.

Convention: Lackawanna, N. Y.; Clintwood, Va., 10-13.

Cotton State: Leadwood, Mo.

Crescent Am. Co.: (Fair) Spruce Pine, N. C.; (Fair) Boone 8-13.

Crystal Expo.: (Fair) Abingdon, Va.; (Fair) Dayton, Tenn., 8-13.

Cumberland Valley: (Fair) Petersburg, Tenn., 1-3; (Fair) Cookeville 4-6; (Fair) Sparta 8-13.

Curl, W. S.: Lancaster, O.

Dalley Bros.: Hydro, Okla.; Stillwater 9-12.

Denton, Johnny J.: (Fair) Spencer, Tenn.

Dick's Paramount: (Fair) Riverhead, L. I., N. Y.

Dixie Belle: (Fair) Irvington, Ky.

Dodson's World's Fair: Martinsburg, W. Va.; (Fair) Roanoke, Va., 8-13.

Douglas Greater: Show splits, playing Grants Pass, Ore.; Salem, Ore., and Longview, Wash., 1-6.

Dudley, D. S.: (Fair) Walters, Okla.; (Fair) Waurika 8-13.

Dyer's Greater: Hersey, Wis., 6-7.

Edwards, J. R.: (Street Fair) Andover, O., 5-6; (Fair) Wooster 8-13.

Elite Expo.: Clay Center, Kan.

Elman: (Fair) Shawano, Wis., 2-4; (Fair) Black River Falls 6-9; (Fair) Freeport, Ill., 10-14.

Empire Am. Co.: Hallettsville, Tex., 4-7.

Endy Bros.: South Paris, Me.

Fidler's United: Niles, Mich.

Fleming, Mad Cody: (Fair) Acworth, Ga.; (Fair) Blue Ridge 8-13.

Four Star Expo.: (Celebration) Vincennes, Ind.

Franks Greater: Macon, Ga., 1-13.

Frederick Am.: St. Paul, Neb., 2-5; Ord 8-11.

Frisk Greater: Fairmont, Minn.; Coon Rapids, Ia., 8-12.

Funland: Edgemere, Md.; Dundalk 8-13.

Fuzzell's: (Fair) Audubon, Ia.; (Fair) Slater, Mo., 8-13.

Gibbs, W. A.: Horton, Kan.; Waterloo, Neb., 8-13.

Gold Medal: Elkhorn, Wis., 1-2.

Golden Arrow: Princeton, Ark., 1-4.

Golden Belt: Johnston City, Ill.; (Fair) Ridge-way 8-13.

Golden West: Henderson, Minn., 5-7; Milbank, S. D., 9-13.

Gooding Greater: Fremont, O.

Goodman Wonder: (State Fair) Lincoln, Neb.; Wichita, Kan., 8-13.

Grand Union: (Fair) Glasco, Kan.; (Fair) Beloit 8-13.

Great American: Garfield, N. J.

Great Lakes Expo.: (Fair) Hartford, Ky.; Sheffield, Ala., 8-13.

Great Sutton: (Fair) Albion, Ill.

Greater Fairway: (Fair) Lewistown, Mont., 1-3.

Greater United: Holdenville, Okla.

Heaton, Johnnie W., Expo.: Asheville, N. C.; Burlington 8-13.

Heller's Acme: Crisfield, Md.; Cambridge 8-13.

Hennies Bros.: (State Fair) Detroit, Mich.

Heth, L. J.: Central City, Ky.; (Free Fair) Woodbury, Tenn., 8-13.

Heth, F. R.: (Fair) Sylvia, N. C.; (Fair) Brevard 8-13.

Hoffner Am. Co.: Altoona, Ill., 3-6; (Fair) Freeport 10-14.

Howard Bros.: (Fair) Mannington, W. Va.; (Fair) Waynesburg, Pa., 9-12.

Huggins Model: Walla Walla, Wash.

Hughey & Gentsch: Rosedale, Miss., 6-13.

Hyalite Midway: Shidler, Okla.

Hyde, Eric B.: Columbia, S. C.

Ideal Expo.: Norfolk, Va.; Lynchburg 8-13.

Imperial: Rantoul, Ill., 1-3; Mount Vernon 8-13.

Jackson Am.: Roland, N. C., 5-13.

Jackson, Silver: Tower City, Pa.

Jones, Johnny J., Expo.: (State Fair) Indianapolis, Ind., 1-5; (State Fair) Louisville, Ky., 7-13.

Jones Greater: (Fair) Moundsville, W. Va.

Joyland: Fresno, Calif., 2-7.

Kaus Expo.: (Fair) Dunbar (Charleston), W. Va., 1-7; (Fair) Covington, Va., 8-13.

Kaus, W. C.: Hughesville, Pa.; Woodstock, Va., 8-13.

Keystone Modern: Oakland, Md.; (Fair) Front Royal, Va., 8-13.

Lake State: (Fair) Midland, Mich., 4-6.

Lang, Dee: (Fair) Huron, S. D.; (Fair) Spencer, Ia., 8-13.

Large, H. P.: Findlay, Ill.; Chandlerville 8-13.

Lawrence Greater: Mount Ranier, Md.; Fairmont, N. C., 8-13.

Lewis, Art: (Fair) Ebsenburg, Pa.; (Fair) Staunton, Va., 8-13.

Lorene Midway Attrs.: Blackshear, Ga.

M. & M.: Oneonta, N. Y.

McArdell's, E. J.: Midway of Fun: (Fair) Lodi, Wis., 3-6.

McMahon: (Fair) Webster City, Ia., 1-5; Boone 6-13.

Mac's Caravan: (Fair) Ozark, Mo.

Mary Land: Litchfield, Ill.

Marks, John H.: (Fair) Radford, Va.; (Fair) Galax 8-13.

Mid-Way of Mirth: (Fair) Tipton, Ia., 2-5; Manchester 9; Villisca 11-12.

Mighty Monarch: Narrows, Va.

Miner Midway: Danville, Pa.; McClure 8-13.

Motor City: (Fair) Reynolds, Ind., 3-6; (Fair) North Judson 9-13.

Naill, C. W.: Hoxie, Ark.; Lepanto 8-13.

Northwestern: (Fair) Hart, Mich., 2-5.

Oliyer Am. Co.: (Fair) Augusta, Ill., 3-5; (Fair) Rushville 9-11.

Ozark: Thayer, Kan.

Page, J. J., Expo.: (Fair) London, Ky.

Page, W. E.: Dover, Tenn., 3-6.

Pan-American: Austin, Ind.; Washington 8-13.

Parada: Garnett, Kan.

Park Am. Co.: Texarkana, Ark., 3-14.

Pearson: Brownstown, Ill.

Penn Premier: Ford City, Pa.

Pike Am.: Galena, Mo.

Pleasureland: Nevada, O.

Prell's World's Fair: Selinsgrove, Pa.; (Fair) Leaksville-Spray, N. C., 8-13.

Pryor's All-State: (Fair) Cowen, W. Va.; (Fair) Sutton 8-13.

Reading's: No. 1 (Fair), Linden, Tenn.; Mount Pleasant 8-13; No. 2 (Fair), Santa Fe, Tenn.; Mount Pleasant 8-13.

Reid, King: Fonda, N. Y., 1-3.

Reynolds & Wells: Bethany, Mo., 1-5.

Rogers Bros.: Two Harbors, Minn., 2-5; Kerkhoven 8-9; Lidgerwood, N. D., 10-11; Milnor 12-13.

Rogers Greater: Oblong, Ill.

Scott Expo.: (Fair) Crossville, Tenn.; (Fair) Scottsboro, Ala., 8-13.

Scottie Rides: Scotland, Pa.

Siebrand Bros.: Burley, Idaho.

Sims Greater: (Fair) Grandy, Que., Can., 4-6.

Smith Bros.: Caddo, Okla.

Snapp Greater: Marshfield, Wis., 1-4; (Fair) Beaver Dam 6-10.

Sol's Liberty: Mason City, Ia., 1-3.

Southern States: Omega, Ga.

South-West: Bennington, Okla.; Valliant 8-13.

Sparks, J. F.: (Fair) Oneida, Tenn.; (Fair) Maryville 8-13.

Star Am. Co.: Mabelvale, Ark.

Stritch, Ed: (Fair) Manor, Tex.

Tassell, Barney: Winchester, Va.; Orange 8-13.

Texas Expo.: Parsons, Kan.

Texas Kidd: Binger, Okla.

Texas: Victoria, Tex.; Sugar Land 10-17.

Thomas Am.: Sunman, Ind.

Tidwell, T. J.: Lawton, Okla.

Tilley: (Fair) Sandwich, Ill., 2-5; (Home-Coming) Dixon 8-13.

Tivoli Expo.: Greenfield, Mo.; (Fair) Lebanon 8-13.

Tom's Am. Co.: Richland, Ga.

Tower Am.: Rowesville, S. C.

Virginia Greater: Gordonsville, Va.

Wade, W. G.: Medaryville, Ind.; (Fair) Grand Rapids, Mich., 10-13.

Wallace Bros.: Humboldt, Tenn.; (Fair) Union City 8-13.

Wallace Bros. of Canada: Quebec City, Que., Can.

Ward, John R.: Kankakee, Ill., 1-7; (Fair) Ironton, Mo., 8-13.

West Bros.: Jonesboro, Ark., 4-11.

West Coast: (Fiesta) Reno, Nev., 4-14.

West, W. E.: Motorized: Neligh, Neb.

West's World's Wonder: (Fair) Du Quoin, Ill.

Wilson's: (Fair) Melvin, Ill.

Wolfe Am. Co.: Tryon, N. C.

World of Fun: (Fair) Bowling Green, Va.; (Fair) West Point 8-13.

World of Mirth: Rutland, Vt.

World of Pleasure: (Fair) Escanaba, Mich.

Wright Am. Co.: Sibley, Ia.; Missouri Valley 9-13.

Yellowstone: (Fair) Cortez, Colo.; (Fair) Alamogordo, N. M., 8-13.

Young, Monte: Brigham City, Utah.

Zacchini Bros.: Hopewell, Va.

Zeiger, C. F.: (Fair) Glendive, Mont., 1-2; (Fair) Miles City 4-6; (Fair) Forsyth 8-10; (Fair) Baker 13-14.

MISCELLANEOUS

Black, Von, Enterprises (Fair) Canton, O., 1-4.

Crazy Ray's Callopo on Steamer Idlewild: Cape Girardeau, Mo., 3; Paducah, Ky., 4; Clarksville, Tenn., 5; Nashville 6-9.

Daniel, Magician: Varna, Ill., 1-3; Colon, Mich., 4-6.

Fallon, Larry, Concessions (Street Fair) Columbiana, O., 7-9.

Fred's Kiddie Circus (Forest Park) Hanover, Pa., 2-7.

George, Doc, & Tommy: Waterloo, Ia., 3-6; Pleasantville 11-13.

Harlan Med. Show: Clifton Flats, New Castle, Pa., 1-6.

Hayworth, SeaBee: Virgillina, Va., 1-6.

John's, Helen & Dick, Playland (Fair) Canton, O., 1-4.

Klein's Attrs. (Fair) Croton, O., 3-6.

Leon, Magician: Gainesville, Fla., 2-5; Chief-land 6; Cross City 8; Shamrock 9; Foley 10; Perry 11-13.

Lippincott, Magician (Eldridge Park) Elmira, N. Y., 1-7; Mansfield, Pa., 10-13.

Llewellyn, Lewis: Lava Hot Springs, Idaho, 1-6.

Malloy, J. R.: Circus Unit: Meridian, Pa., 1-6.

Myhres Entertainers: Upham, N. D., 1-6.

Peters Freak Animal Show (Fair) Canton, O., 1-4.

Rodgers, Lester (Fair) Canton, O., 1-4.

Whipple, Magician: Aptos, Calif., 1-6.

ADDITIONAL ROUTES

(Received Too Late for Classification)

DeMilo & Marr (Fair) Timonium, Md., 1-11.

D'Rey, Phil (Villa Madrid) Pittsburgh 1-6.

Gallagher, Ruth (Arcady Country Club) Hague-on-Lake George, N. Y., 1-6.

Henry, Art & Marie (Fair) Albion, Ill., 4-5; (Celebration) Lena 6-7; (Fair) Mount Vernon 9-13.

Horne, Johnny & Jessie (Continental Night Club) West Haven, Conn., 1-6.

Jaxon, Great, & Jerry (Miami Club) Toledo, O., 1-6.

Lake, Chas. & Paula (Fair) Webster City, Ia., 1-3; (Fair) Audubon 4-6.

Lamont's Cockatoos and Macaws: Walla Walla, Wash., 4-6; Waterville 11-13.

Lewis, Ralph (Terrace Gardens) Cohoes, N. Y., 1-20.

Samuels, Al (Gingham Inn) Springfield, Ill., 1-6.

Wilcox, Vern (Continental Night Club) West Haven, Conn., 1-6.

23rd JUBILEE AND HOMECOMING

Sept. 9th to 13th, North Judson, Ind.

Want Concessions of all kinds except Bingo. (No grift.) Want Shows with own outfits. We have Walton on the streets and Lynn Centennial and Homecoming to follow.

VIC HORWITZ, Reynolds, Ind., this week

JENNERS FAIR

Jennerstown, Pa., Sept. 9 to 13

Want Shows and Concessions of all kind. Want Fire Act to join Oct. 1st. Write or wire BRIGHT LIGHT EXPOSITION SHOWS, Garrett, Pa., this week. P.S.: All Celebrations and Fairs till December.



ORANG OUTANG MONKEY

LATEST HIT—WILL WIN MORE MONEY THAN BEARS. COMES IN THREE SIZES.

Washable Long Curly Plush; Turning Head; Velvet Hands and Feet; Stuffed Soft. Colors: White, Black, Brown.

No. 04618. Height 19", per doz., \$21.00
No. 04624. Height 24", per doz., 32.00
No. 04625. Height 29", per doz. 48.00

Complete stock of Beacon Blankets and Shawls—DeLuxe Plaster. Write—wire.

WISCONSIN DELUXE CORP. 1902 NO. 3RD ST. MILWAUKEE, WIS.

SCOTT EXPOSITION SHOWS

WANT

For Twelve Bona Fide Fairs—Crossville, Tenn., week September 1; Scottsboro, Ala., week 8; Dalton, Ga., week 15; Cartersville, Ga., week 22; Manchester, Ga., week September 29; Canton, Ga., week October 6; Centre, Ala., week 13; Lawrenceville, Ga., week 20; Atlanta Ga., week October 27; Donalsonville, Ga., week November 3. Then Atlanta lots until December 1. Want one more big Ride, Grind Shows, Motordrome, legitimate Concessions, two Free Acts, must be sensational and high, for rest of season. Want Ride Help that drive semis.

10 Southern Fairs

WANT

PENN PREMIER SHOWS

Can place Ball Games, Photo, Mitt Camps, Penny Pitches, Pop Corn, Candy Apples, Custard, all legitimate Concessions. Can place Talkers and Help in all departments. Want ORGANIZED MINSTREL SHOW for real Southern Fair Circuit. Can furnish Top, Front and complete Show. Next week, Western Port, Maryland; then all Fairs for 10 consecutive weeks. Address all mail to LLOYD D. SERFASS, Manager, Armstrong, Co. Fair, Ford City, Pa.

Southern Fairs 10

WANT

SOUTHERN STATES SHOWS

WANT

For the best circuit of Fairs down here, starting at Hazlehurst, Georgia, September 22, with the following Fairs to follow: Camilla, Sylvester, Lakeland, Cairo, Blakely, Alma, and the following Fall Fairs in Florida: Live Oak, Lake City, Perry, Alachua. Can place Shows of all kinds measuring up to the standards set by us. Room for a few more Stock Concessions, American Palmist, Novelties. Want Octopus, Tilt-a-Whirl, Kiddie Autos and any new Rides and Ride Help. Bert Britt, I answered your letters, also wired you. Yes, I can place you. All people holding contracts with this show acknowledge this call. Remember, no P. C.; no Sticks; no Buy Backs; no Gypsies. SOUTHERN STATES SHOWS, JOHN B. DAVIS, OMEGA, GEORGIA, THIS WEEK

Hughey & Gentsch Shows

Want for Mississippi Fairs until middle of November, one more major Ride, either Tilt or Octopus. Want Shows with own outfits, especially want Mechanical City. Want legitimate Concessions. Also want for Colored Minstrel Show, Performers and Musicians; need Trumpet, Tuba and Sax or Trombone. Carrying 10-piece band for our fairs. Long season. Also want sober, experienced Canvasman to handle top. We are playing Labor Day Celebrations at Red Bud and Willisville, Ill.; then direct to Mississippi. Open Rosedale, Miss., Saturday, Sept. 6-13, with two Saturdays; then Itta Bena, Belzoni, Sunflower (new fair, watch this one), Indianola, Inverness, Centerville, Glaston and others. ALL ADDRESS BY MAIL: ROSEDALE, MISS.

WANT---FOR SIX COUNTY FAIRS---WANT FIVE SOUTH CAROLINA AND ONE GEORGIA FAIR

Starting last week in September and running thru Armistice week. Want Sensational Free Acts to feature, Platform and High Acts. Send photos and quote lowest. Want complete set of Rides, state all. Want few clean moral Shows with own outfit; Concessions of all kinds, some exclusives such as Photos, Novelties, Bingo, Rat Game, Custard, etc. Want Demonstrators, Program and Exhibit Space Salesman, ladies or gents. Experienced only. Good crops, plenty money, real spots. All address BOX 215, Abbeville, S. C. NOTE: Also have dates. Can use Octopus, Fly-o-Plane or any new ride.

JACKSON'S AMUSEMENT CO. WANTS

Ferris Wheel or Merry-Go-Round Foreman. Salary \$25 per week cash. Will book good Bingo for real spots. Address all mail: J. MURRAY JACKSON, Roland, N. C.

READING'S SHOWS

Want now and for balance of season Grind Shows, "No Grift"; Concessions that work for 10 cents. Agents for Stock Concessions, sober Ride Help. Linden, Tenn.; Perry County Fair this week; Jr. Order Fall Festival to follow at Mount Pleasant, Tenn.; then the big one on the Square at Paris, Tenn. W. J. WILLIAMS, Mgr., Linden, Tenn.

WANTED

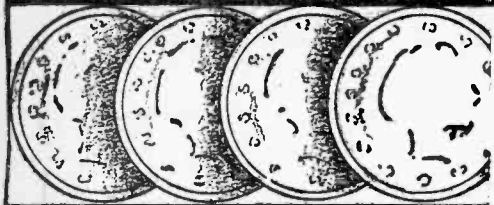
Managers, Showmen, Concessioners, Free Acts If Interested in Motorizing Write With CHAS. T. GOSS Write With STANDARD CHEVROLET COMPANY East St. Louis, Ill. Passenger Cars — Trucks — Semi Trailers

COIN OPERATED

• • • VENDING

• • • SERVICE

• • • MUSIC



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Let's Tell Our Story Straight

The American people's enthusiasm for coin-operated machines should be the basis of the industry's public relations program

A Guest Editorial by Herb Jones

Advertising Manager, Bally Manufacturing Company, Chicago

"EXCUSE me for living!" has too often appeared as the motto of the coin machine industry—a motto which, while never expressed in written or spoken words, has been implied by the apologetic manner in which we have discussed our industry with the public.



Whenever we have sought to explain our industry, instead of standing up and looking the world in the eye, we have blushed and stammered a story about the employment we provided and the material we consumed. Instead of saying, "Our industry exists because the hard-working, hard-playing American public eagerly buys our product—welcomes the relaxation, the release from worry, the low-cost amusement we create and sell," we have said, "Excuse us for living—but, after all, we do give jobs and we do use quite a little plate glass."

Our story has been almost as pointless as if the bowling industry said, "Of course, people can get along without bowling, but isn't it lucky they like to bowl—so we can give the pinboys jobs?" (And the present writer, who has written reams of coin machine publicity during the past 10 years, hereby arises to confess a goodly share of the guilt.)

The bowling industry sells—not the back-stage pay roll, but the show out in front—the thrills, the fun, the healthful exercise, the comradeship of keglers.

Sell the Big Show

We should sell not the physical props of our show, but the show itself—the continuous performance we put on wherever people gather for a brief respite from work and worry, the small bright spots of glamour and excitement, color and music, thrills and action and simple silly fun which people find waiting for them in countless locations and which are the creations of our industry's busy brains.

We have tried to sell the proposition that we are a kind of unemployment relief and surplus commodity disposal agency. The result of our effort: no sale! No sale—for the simple reason that people are concerned, not with a man's ability to meet pay rolls, but with his ability to create and manufacture products which they can use and enjoy.

Now is the time to resolve that henceforth we shall tell our story straight. In the first place, our old story is harder than ever to sell. And, in the second place, our true public relations story is being told today in every section of the country where army camps are established or vast legions of men are assembled for industrial defense efforts. The selective army training program and the construction of huge new defense plants suddenly created an entertainment problem which coin-operated games, phonographs and merchandise machines largely helped to solve. The troubled times have dramatized the service our industry has performed—and will continue to perform if we tell our story straight.

Let's tell our story straight. Let's forget the economic double-talk and concentrate on selling what we really have to sell—America's greatest, most democratic, nationwide, continuous-performance show!

DEFENSE TAX CHANGE

Senate Finance Committee Alters Coin Mch. Provisions

Votes to increase rate on "gaming devices," to cut amusement games levy—measure due to go before Senate September 2 for debate and vote

WASHINGTON, Aug. 30.—Late Wednesday night (27) the Senate Finance Committee voted to raise the proposed use tax on coin-operated "gaming" machines from \$25, as suggested by the House, to \$200 a year. At the same time, the committee reduced the tax on amusement pin games and other "non-gaming devices" from \$25 to \$10. Suggested House levy on bowling alleys and billiard tables was cut from \$15 to \$10. The bowling alley and billiard table fee, set at \$15 by the House, was cut to \$10, and the one-sixth cent tax on bottled soft drinks was dropped. Committee voted a flat 10 per cent tax on leased telephone wires, which would affect telephone music systems, and retained the House measure calling for a 10 per cent manufacturer's tax on phonographs.

Debate Wednesday

Latest information available here is that further consideration of the coin machine phases of the General Revenue Bill is unlikely by the committee since it passed on to more controversial sections of the measure and then went into executive session yesterday. Attaches of the committee declared yesterday that it would

be possible for a committee member to introduce a new motion proposing additional changes to the coin machine schedule, but that little time remained for such a motion because the final committee action on the entire revenue bill was expected before Tuesday, September 2, when the members were expected to review their report. Bill was expected today to be introduced to the Senate late Tuesday and debate to begin Wednesday. Committee went into executive session yesterday, and it was necessary for this meeting to adjourn before any member of it could be approached about

OPACS Asks Manufacturers For Data on Iron and Steel

CHICAGO, Aug. 30.—Members of Coin Machine Industries, Inc., met Thursday (28) to discuss a communication from the Office of Price Administration and Civilian Supply requesting data on iron and steel used in coin machines during the year 1940 and during 1941. The letter, which was sent to all manufacturers, said: "The requirements of the defense program have made it necessary to practically put all materials on a priority basis. In order to make the most economical and equitable allocation of the materials available for civilian use we must provide for an orderly curtailment of the production of certain consumers' durable goods.

"It is our intention to call an industry-wide conference within the next two or three weeks. Meanwhile it would aid us greatly in drawing up an agenda for the conference and in preparing a suggested program if you would fill in the enclosed table on or before August 30. (Signed) Joseph L. Weiner, OPACS."

Enclosed with the letter were charts to be filled in showing amounts of iron and steel used during each month of 1940 and of 1941 to July and according to the types of machines.

Appoint Committee

The CMI meeting voted unanimously to co-operate fully and promptly with the request and named a committee to represent it at the conference. The committee and divisions represented are: Murray Weiner, of U-Need-a-Pak Products Corporation, cigarette vending machines and other merchandise venders; Dave Gottlieb, D. Gottlieb & Company, pinball games; Richard Groetchen, Groetchen Tool Company, counter games; Homer Capehart, Packard Manufacturing Corporation, music machines; O. D. Jennings, O. D. Jennings & Company, consoles; William Rabkin, International Mutoscope Reel Company, arcade machines; Ray Moloney, Bally Manufacturing Company, beverage venders, and as special representatives, J. A. Gilmore, secretary-manager Coin Machine Industries, Inc.,

and Attorney Jack Russell, counsel for the association.

The committee will go to Washington when the industry meeting is called and will there present the story of the industry as regards its material needs. It was pointed out at the meeting that all manufacturers would immediately fill out the requested forms as part of the industry's program to co-operate in the defense program.

Other industries have already had their meetings with the OPACS group, and the usual procedure is to call in representatives of the industry to give their views. After all have been heard the meeting is adjourned to be taken up later by the OPACS group in executive session. The decisions arrived at are then issued in official form.

OPACS Into OPM

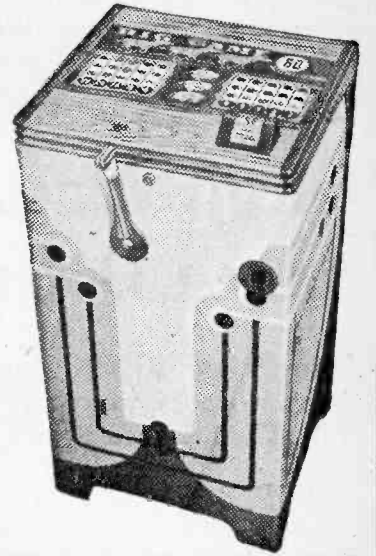
On the same day that the members of CMI met, President Roosevelt revised the entire defense setup, merging the Office of Production Management (OPM) and OPACS, changing OPACS to the Office of Price Administration (OPA) in the newly formed Division of Civilian Supply. Personnel, records and other data have been transferred along with the director, Leon Henderson, and it is said that all work now being conducted will progress without interruption. In other words, no interruption of the survey of the coin machine industry is to be expected.

a possible amendment.

It was learned yesterday that the completed draft would include specific definitions and distinctions between "amusement" and "gaming" devices. So far as it is known, the committee members did not distinguish between games by the coins necessary to operate them. As the measure now stands, a penny and a quarter game presumably were to come under the same tax if they belong to the same classification of either amusement or gambling machines. Tax experts with the Finance Committee told The Billboard late Friday that the vending machine exemption would cover most Penny Arcade machines of the non-gambling type, such as picture machines, and that it is quite evident the tax is directed at the pinball type of amusement game and payout devices. In the last analysis, however, it was felt that nothing is to be taken as "definite" until the committee report is released.

After the Finance Committee completes its work the Senate will debate and vote on the measure. Any changes made on the floor will have to go to conference between House and Senate members. The conferees will adjust only those portions of the bill which differ in the versions passed in each chamber. Obviously the coin machine provisions come under this classification, and the conferees will determine the tax rate. When the conference report reaches the House and Senate chambers their bodies will have to accept or reject the whole as it comes from the conference.

WASHINGTON, Aug. 30.—Senate Finance Committee completed work on the Defense Tax Bill last night. It is expected to be called up for Senate debate Wednesday. Commit-



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips.

Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable address "WATLINGITE," Chicago

tee predicted that the chamber would approve the bill substantially in its present form by next week-end.

Committee arranged to meet Tuesday (2) to re-study the bill's language and make any technical changes deemed necessary. It was agreed unanimously, however, that no further important changes would be considered.

BRIEFS OF THE WEEK

Deaths

August Lemke, August 24 after three months' illness at Foote Hospital, Jackson, Mich. He was the father of Henry C. Lemke, Detroit distributor, and Charles Lemke, Grand Rapids, formerly associated with his brother. Interment at Port Huron, Mich.

Marriages

Barbara Weigel to Sidney Stein. Miss Weigel is a member of the coin machine staff in the Chicago office of *The Billboard*. Stein is a commercial artist.

Pat Gay to LaVries Frank. Miss Gay was formerly with Modern Music Company, Denver. Frank is from Rapid City, N. D.

Births

A boy to Mr. and Mrs. Herman Paster. Paster is an official of the Mayflower Novelty Company, Minneapolis.

A boy to Mr. and Mrs. George Herman. Herman owns the J. C. Novelty Company, Cleveland.

Personnel

Bernie Daly has joined staff of the Mac Mohr firm, Los Angeles.

Roy Dease has rejoined staff of A. P. Sauve Company, Detroit distributor, replacing Roy DeLongpre.

To the Army

Nathan Edelstein, Cameo Vending Service, New York.

Irl Humphries, Walter Hartwig and Al Keshner, all formerly of Ideal Novelty Company, St. Louis.

Albert Bales Jr., son of operator A. P. Bales, Cheyenne, Wyo.

New Addresses

Automatic Ice Cream Vending Company, 133 Elk Street, Buffalo.

F. A. B. Distributing Company has moved its main office from Pensacola, Fla., to New Orleans.

On November 1 Wolf Sales Company will move to 1932 Broadway, Denver.

U. S. Popcorn Company, 6521 Euclid Avenue, Cleveland.

New Firms

Electric Amusement Machine Company, Boston, formed by Robert Waldman.

Harold Molesworth, operator, Worthington, Minn.

Penny Enterprises, 527 South Main Street, Los Angeles, to distribute coin machines and operate amusement arcades. Harry Hoppe, general manager.

Gen-Oak Specialties Company, Pontiac, Mich., has changed its name to Panoram-Soundies of Michigan, Inc., 40 East Pike Street.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 11th St., Long Island City, N. Y.

MUSIC MERCHANDISING

Detroit Music Operators Launch Defense Bond Drive

Appropriate \$1,200 for campaign—city-wide location tie-ups—radio, newspapers to be used—sponsor Defense Bond float, sound trucks in Labor Day parade.

DETROIT, Aug. 30.—The United Music Operators, Detroit trade association, are embarking on an ambitious program of promoting the sale of National Defense Bonds that should set a keynote in patriotism for the industry. Plans were started rolling at a meeting attended by 75 operators Tuesday night, under the chairmanship of President James Ashley, and meetings have been held every day since to complete arrangements. The association has appropriated about \$1,200 from its treasury for this special promotion, Ashley said. Newspapers and radio will be used.

In some 4,000 Detroit stores where music boxes are now located signs and streamers will be placed promoting the sale of the bonds and tying in with the patriotic campaign of the UMO.

Co-operation will be worked out for a close tie-up with the activities of federal, State and civic officials, and one definite objective will be to show the public at large that music machines are an important business in themselves, fully able to do its share in the present defense crisis.

A big event to be staged Monday will be the appearance of an artistic float in the traditional Labor Day parade, sponsored by the UMO and devoted to plugging the sale of the bonds, with 15 operators on the float, all dressed in the typical Uncle Sam costume.

Operators' group will assemble at the Modern Music Company. About 100 operators' cars with banners tying in Defense Bonds and music promotion will be in the parade, as will six sound cars loaned by CIO locals. Barry Wood's recording of *Any Bonds, Today?*, was picked as the theme song for the event.

Hates Name "Juke Box"; Proposes a Term "Musophone"

To the Editor:

A good thing is only half as good without its proper name. The coin-operated phonograph is one phase of the eternally divine temple name of music. The name "juke box" is as obnoxious and "cacophonous" as it really sounds to the pronouncer as well as to the hearer of such a misnomer. Even if you think that it has stuck and you let parade in *The Billboard's* pages, it is not too late to correct it. Has not "jazz" been changed to "swing"?

Permit me therefore to suggest a name for the coin phonograph—I am god-fathering it. "Musophone"—there it is, a million-dollar name, and the phonograph which it describes is all the name implies. Please propose it to the associations of phonograph operators. Defeatism on the question as to who would recognize it has no place in the discussion, because a good name catches like fire. Naturally, once adopted it should be intensively used to designate all that the name implies, namely, "Music Service for a Nickel." Hoping that *The Billboard* will take up this effort energetically, I remain (signed) George Buyukas, Apollo Music Company, New York.

Editor's Note: The term juke box is not used on the pages of The Billboard except when someone is directly quoted as saying it.

Music Men Meet Morgan at Graham's

CINCINNATI, Aug. 30.—Music merchants from this area gathered at the Graham Distributing Company here, Wurlitzer distrib., Tuesday (26) at the invitation of Frank McNichols, Graham manager, to greet and talk shop with Russ Morgan, whose orchestra concludes

a 10-day stand at Coney Island here Monday (1).

Accompanying Morgan to the Graham office and assisting in entertaining the music men were Phyllis Lynne, band's thrush; Clyde Trask, Morgan's manager; Nick Porozoff, band's press agent, and Jana, sketch artist, who travels with the Morgan ork.

With Manager McNichols contributing liberally with refreshments for the visiting music machine men, the meeting soon wound up into a chummy gathering. Morgan and Miss Lynne autographed photos for the visitors. As a special treat to the music men, Morgan had his sketch artist, Jana, go to work on the various individuals. Stunt proved a novelty and a treat to the music operators. One of the Wurlitzer models on display was loaded with Morgan recordings to give the music merchants an earful of the Morgan product.

In the evening several of the music men, accompanied by Manager McNichols and salesman Coan, of the Graham firm, journeyed to Coney Island to catch the Morgan band in action. This was followed by more partying at the Barn, downtown Cincinnati.

EASTERN FLASHES

NEW YORK, Aug. 30.—With sales of all types of equipment increasing, Eastern coinmen are getting set for a banner season. Early reports reveal that collections are starting to pick up.

William Rabkin, president of International Mutoscope Reel Company, spent last week-end at the Pennsylvania Amusement Parks Association affair at Hershey, Pa., meeting up with his many friends in the park business. He advises that the firm is now able to ship Ace Bombers and Drive-Mobiles almost as fast as orders are received. . . . Doc Eaton, Eastern regional director for Buckley Music System, is in Chicago



MR. AND MRS. W. F. STRUBY keeping track of the treasure hunt held during the recent first annual picnic of Packard Manufacturing Company employees. (MR)

with many orders and reports he'll have some news when he returns. . . . Irving Orenstein, of Hercules, Newark, N. J., is making week-end trips with his movie camera, taking some fine shots along the shore.

Bert Lane, of Seaboard Sales, reports that Genco's Jungle has proved one of the top money-makers of the year on test locations. Sandy Warner, Bert's aid, is burning the midnight oil getting out Ace Bomber and Drive-Mobile orders. . . . Jack Kay, of Ace Vending, is back from a short stay in Florida. . . . Miss A. M. Strong, of the G. V. Corporation, showing letters from satisfied customers, states: "It is a pleasure to get nice words from people you are doing business with."

Max Levine, of Scientific Machine Corporation, back in harness again after vacation, is busier than ever with Bating Practice. He says he is readying a new idea that promises to be a surprise to the industry. . . . Earle C. Backe, of National Novelty Company, is working overtime so he can take in the National Tennis Tournament at Forest Hills. . . . Hymie Budin is running a close-out sale to make room for Stoner's Super Chubbie.

FAST FLASHES

Al Sherry, Phil Gould and Al Koondel, of Ambassador Vending Company, have made many friends in the coin machine field during the few months they have been together. . . . Dave Stern, of Royal Distributors, Elizabeth, N. J., is building a large following among coinmen interested in used music. . . . Jack Semel, of Savoy, spent a week in the office and then went off on a trip to the mountains. Al Simon and Murray Simon taking orders for Chicoin's Star Attraction.

Irv Blecker's daughter, Doris, temporarily replaced Ada Goodman, who was on vacation, and proved a great help to her dad. . . . Joe De Vico, of Atlas Sound Corporation, broke away for a much-needed rest. . . . Jack Berger, of Newark Coino, spending much time pulling in some big ones with Charley Polgaar, has many good fish stories to tell. . . .



COMMERCIAL MUSIC BAGS BIG WURLITZER ORDER. Will Lancaster, Shreveport, La., music merchant, puts his name to a substantial order for Wurlitzer phonographs, while Burt Davis, of Commercial Music Company, Wurlitzer distributor, looks on. (MR)

Joe Ash, of Active, Philadelphia, has started on his sixth year of service to Quaker Town coinmen and hopes to beat previous sales records. . . . Jack Kronberg, of Crown, promises something special for operators in a few weeks. . . . Charles Fleischmann, of Baltimore Salesbook Company, has introduced new record forms that make it easier for operators to keep their books.

Tri-Way Product officials report that, tho orders are increasing, they are making prompt deliveries, as they have enough materials to cover all orders. . . . Harry Pearl, of Keystone, of New Jersey, is breaking in his young son as an assistant.

OF MEN AND MACHINES

George Ponser keeps hopping back and forth to Chicago. Jack Mitnick manages to keep things going in New York despite the fact that he has one hand in a cast. Over in New Jersey Irv Morris has closed two more counties and reports that Panoram orders are increasing now that vacationing throngs are coming back. . . . Seymour Piltch and Sol Gottlieb tried to arrange a photo of Gottlieb's New Champ alongside of Teddy Seidel, ex-champ, but had to remove the legs to lay the game down. Teddy assumed his old ring pose—horizontal.

Hymie Rosenberg and the Munves brothers, Mike and Joe, doing a big job with Rifle Sports, report that only a few territories remain open. . . . Mike Munves announces that last-minute entries for the arcade contest are coming in. The deadline is midnight, September 15. The final member of the Munves clan, Mark, is hanging up good sales marks uptown.

Bill Alberg and Charley Aronson, of Brooklyn Amusement, are doing volume business with Evans Super-Bomber and are waiting for deliveries on Play-Ball. . . . Roy McGinnis is making a hit with his out-of-town trade and his special sales are reported going over well. . . . Dave Firestone is in town readying a fall program for Cent-a-Mint. . . . Jack Fitzgibbons is taking a short rest, while his sales force is busy piling up orders. . . . Irv Mitchell, of I. L. Mitchell Company, is enjoying a bigger volume of business than ever since he has moved into his new headquarters. . . . Harry Block, of Block Marble Company, Philadelphia, is so busy he doesn't get much chance to write. Stella Tepper, NYSSCO's nifty secretary, is one of the shy flowerers of 10th Avenue. Operators have been making eyes at her for some time now but no go.

HERE AND THERE

Irving Sommers and Bernie Sossen, of Modern Vending Company, back from a trip thruout New York State, claim that operators are making proper readjustment of their businesses to meet present conditions and are enthusiastic over expected future business. . . . Lillian Schoenberger, back from her vacation trip to Wisconsin, tells of the great times she had with the Chicago coin folk. . . . Economy Supply is building up a fine following for its parts and supplies as a result of the efforts by Phil Bogin, on the road, and Ike Berman, with the local trade. The firm's new Patriotic speaker made a hit with operators at a preview showing. . . . Irv Blumenfeld, of General, Baltimore, reports that despite new additions to his staff he still doesn't have enough help to meet the ever-increasing orders.

Murray Wiener, U-Need-a-Pak sales manager, hopped to Chicago this week to attend the conference of manufacturers sponsored by the CMI. Murray took the place of Leo Willens, vice-president of the firm, as the latter was called to New England on urgent business. Bill Wiener, the company's Eastern representative, returned to the New York office this week after a successful road trip with the Model 500 cigarette merchandiser. . . . "Bip" Glassgold, sales manager of Arthur H. DuGrenier, Inc., off to Rochester, N. Y., and points west after his return from West Virginia. . . . Sam Sachs, of Acme Sales Company, left this week for a short vacation. . . . Frank Carter and Arthur Bowle, Negro piano team, visited Jack Mitnick, who states they will soon be seen and heard on the Soundies.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Paramount Pictures has signed Jimmy Dorsey to furnish the musical role for its forthcoming film, "The Fleet's In." . . . Horace Heidt's recording of "I'm a Little Teapot" will be played in grocery stores around the country as part of a tie-up with the Lipton Tea Company. Columbia record dealers are in on the stunt, too, and will serve tea to patrons. . . . Howard LuLaney, vocalist with Gene Krupa, is the latest of the band field to get a call from Uncle Sam. He will be inducted into the army this week. Johnny Desmond will fill the vacancy. . . . Donald H. Gabor, formerly with Standard Phonograph Company, New York, is now in business for

himself, specializing in Hungarian and international polka numbers. Label is Continental and sells for 75 cents.

Janet Blair, who used to be a featured vocalist with the late Hal Kemp, has been signed by Columbia Pictures for a part in "Blondie Goes to College." . . . NBC network has signed Glenn Miller to a sustaining afternoon series of airings designed and dedicated to the army camps. Thru a contest-voting arrangement the maestro will give away recordings and a radio-phonograph combo each week to the winning camp. . . . Operators in the New York area haven't been able to get enough Ink Spots disks the past few weeks while the boys played the Paramount Theater there.

One of the most illuminating accounts yet written on the music machine and its relation to the rest of the music field will appear in The Billboard's Talent and Tunes on Music Machines Supplement which will be out the end of this month. It not only shows the growth of the coin phonograph but also outlines what will be done in the future by this industry.

Release Previews

Dean Hudson and band, in their second cutting session for Columbia last week, knocked off *Holly Pop*, *You're Gone*, *Ma! I Miss Your Apple Pie* and *Blitzkrieg*.

Charles Rinker Music Company, new publishing firm, has a novelty tune titled *B-I-Bi*, and recordings are already in the making on it by Horace Heidt (Columbia), Andrews Sisters (Decca), Guy Lombardo (Decca) and Carl Hoff (Okeh). . . . Claude Thornhill (Columbia) and Glenn Miller (Bluebird) are recording another new one, titled *I'm Thrilled*. . . . Johnny Long's band is planning to record *Daddy and Mommy* for the same Decca coupling.

City Called Heaven has been recorded by Una Mae Carlisle for Bluebird. . . . *Close Shave* and *Bugler's Dilemma*, original compositions, are the first tunes to be recorded by John Kirby on the Victor tag. . . . The Three Suns, who recently signed a contract with Decca, have just cut *Hungarian Dance No. 5*, *William Tell Overture*, *Crazy Rhythm* and *Beyond the Blue Horizon*. . . . Publisher Joe Davis had two of his ditties waxed by Lawrence Welk last week, when the maestro was in Decca's New York studio. They were *Raise the Window Down* and *Struttin' in the Straw*. . . . Vaughn De Leath, recording for the Ash Recording Company, has just cut *The No Account Guy* and *Don*. . . . *Just Give Me Some-*

thing to Remember You By and *If There Is Someone Lovelier Than You* will be the next tunes recorded by Joe Marsala for Decca. . . . *Jedious* will soon be out on platters by Eddy Howard (Columbia), the Charloteers (Okeh), Alvino Rey (Bluebird) and the Andrews Sisters (Decca).

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:

CHARLESTON, W. VA.:
Harbor of Dreams. Sammy Kaye.

A lovely ballad that has been showing some life recently on the sheet music stands, but still hasn't meant much to the phonograph operators. However, in this Southern city the reports show that Kaye's recording of the tune is right among the top coin-catchers on the machines here.

SPRINGFIELD, ILL.:
Don't Let Julia Fool Ya. Dick Todd.

This novel ditty has just come out but is already drawing big returns for the operators here. Ditties of this type seem to be the rage now and operators shouldn't overlook their potentialities. Todd's Midwest radio reputation, no doubt, has something to do with the success of this one here, too.

WILKES-BARRE, PA.:
If It's You. Vaughn Monroe.

A tune from the movies, but it hasn't enjoyed much of a disk success. Monroe's recording, which has the maestro handling the vocal, has taken on here, tho, so things may happen with it on the machines yet. Monroe's popularity is growing, too, and his name on the title strip is beginning to mean more.

DENVER:
I Understand. Sammy Kaye.

Here's another case where a tune started out as if it would become a national phonograph hit but missed up somewhere along the line. However, it's still new enough not to be entirely scratched from the boards. Proof of that is seen here, where operators say Kaye's recordings of it is going great guns.

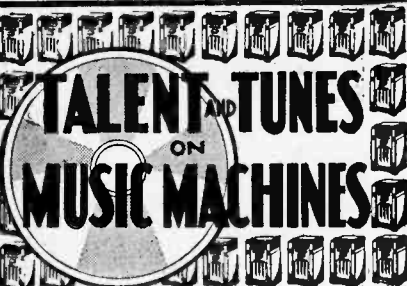
Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended August 30 and the week before, ended August 23, see the Music Popularity Chart in the Music Department in this issue.

Birmingham, Ala.

BIRMINGHAM, Aug. 30.—The Hurvich brothers, of Birmingham Vending Company, are about the busiest people in Alabama, but both found time for a vacation, Harry to Florida and Max to Hot Springs, Ark.

Pete Romano, of Birmingham Amusement Company, says his firm is getting its share of the phonograph business.



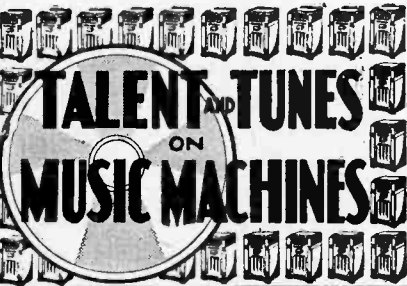
EVERY PHONOGRAPH OPERATOR

Will Read the Third Annual
Edition of
TALENT AND TUNES ON MUSIC MACHINES
The Billboard's Big Record
Supplement

September 27, 1941

PRACTICALLY EVERY IMPOR-
TANT RECORDING ARTIST IS
ALREADY REPRESENTED.

ARE YOU?

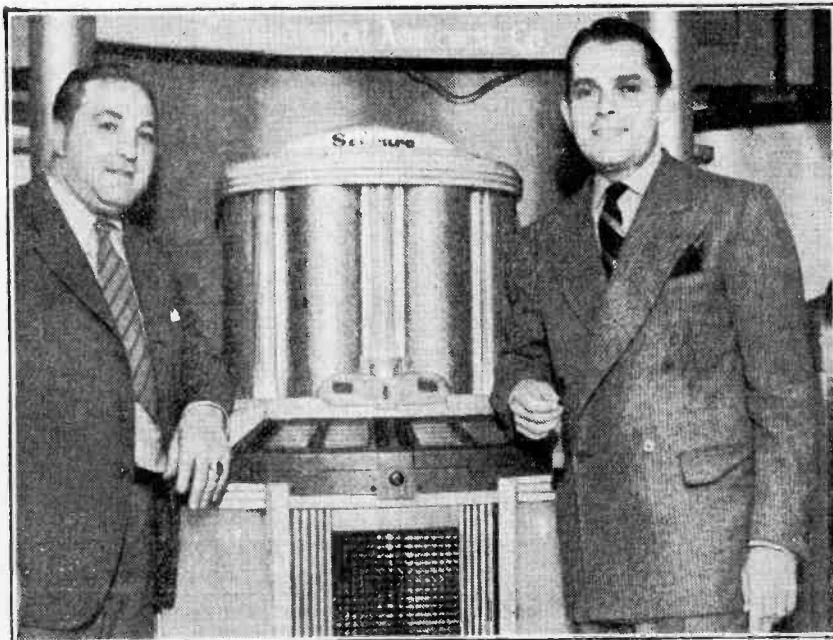


wise guy...

this coin-machine operator! When his pickups need fixing he waits for his new AUDAX units to arrive before sending us the old pickups in exchange . . . smart idea . . . keeping his machines going; and it costs him even less than the old way. Hundreds of operators are now doing the same. Ask us for the low-down on this wonderful arrangement.

AUDAK COMPANY
500 Fifth Avenue, New York

Makers of High-Grade Phonograph
Reproducers for Over Twenty Years

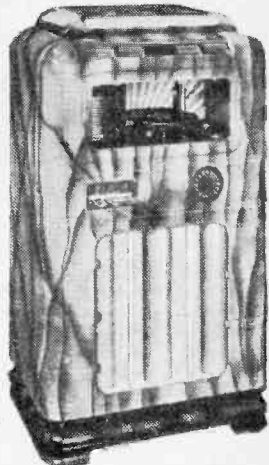


FRANKIE MASTERS AND HARRY MIEHLE in the showroom of the Williamsport Amusement Company, Williamsport, Pa., inspect the Seeburg HiTone Symphonola phonograph. Masters stopped in on the Seeburg distributor while on tour in North Central Pennsylvania. (MR)

PHONOGRAPH HEADQUARTERS



SPOT
LIGHT
VALUES
WURLITZER
16-Record
Completely Remodeled
MARBL-GLO
With Illuminated Dome.



Complete
Ready To Operate
Money-Back Guarantee
\$89.50

WURLITZER 61
Counter Model With Stand
GUARANTEED **\$79.50**
PERFECT
With D.C. Motor, \$84.50

- 51 Wurlitzer Counter Model Spec. . . . \$ 39.50
- 71 Wurlitzer Counter Model, Floor Sample . . . 139.50
- 616 Wurlitzer Reg. . . . 59.50
- 616 Wurlitzer Ill. Grill . . . 69.50
- 500 Wurlitzer Keyboard, Sluggproof . . . 169.50
- 600 Wurlitzer Rotary, Sluggproof . . . 144.50
- 600 Wurlitzer Keyboard, Sluggproof . . . 154.50
- Mills 1940 Throne o' Music . . . 159.50

- MISCELLANEOUS**
- Chicken Sam . . . \$ 69.50
 - Gottlieb Skee Ballette . . . 69.50
 - Shoot the Chutes . . . 79.50
 - Air Raider . . . 129.50
 - Navy Bomber . . . 139.50
 - Sky Fighter . . . 175.00
 - Anti Aircraft (Brown) . . . 69.00
 - Elec. Trav. Crane . . . 79.50
 - Buckley Deluxe Digger . . . 129.50
 - Love Testers (used) . . . 145.00

WINGS

Sensational New 5-Reel Cigarette Counter Game.



\$22.50

1/3 Deposit With Order

GERBER & GLASS
914 Diversey Blvd. Chicago

on
**VICTOR and
BLUEBIRD
RECORDS**



**FIVE ALARM
HITS!**

*"I Don't Want
to Set the World
on Fire"*

Mitchell Ayres and
his Fashions in Music
—B-11275



Harlan Leonard and
his Rockets—B-10919

Mitchell Ayres



Going Like
Blazes!

**"I Guess I'll
Have To Dream
the Rest"**

Tommy Dorsey—
27526

Glenn Miller—
B-11187



Brand New Cole Porter Tunes!

"Dream Dancing"
coupled with

"So Near and Yet So Far"
Tony Pastor—B-11267

Hook on to These!

"Hawaiian Sunset"
Sammy Kaye—27381

"Swingin' on Nothin'"
coupled with

"Harlem Speaks"
Charlie Barnet—B-11281

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RECORD DISTRIBUTOR**

In Canada,
contact RCA Victor
Co., Ltd., Montreal.

RECORD BUYING GUIDE--PART 1



**Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators**

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

YOURS	JIMMY DORSEY (Helen O'Connell-Bob Eberly)
After an unusual history of being around for some time without ever meaning much on the machines, then getting a new lease on life the past four weeks, this Latin ballad now takes its place with the top money-makers on the country's coin phonographs. What life span it will enjoy here, as a result of its start, is problematical, but right now there is no disputing its claim to fame. J. Dorsey's record is still the one favored by the operators of the music machines.	
MARIA ELENA	JIMMY DORSEY (Bob Eberly)
(13th week)	WAYNE KING
	TONY PASTOR (Dorsey Anderson)
DADDY	SAMMY KAYE (Ensemble)
(13th week)	ANDREWS SISTERS
GREEN EYES	JIMMY DORSEY (Bob Eberly-Helen O'Connell)
(7th week)	
GOODBYE, DEAR, I'LL BE BACK IN A YEAR	HORACE HEIDT (Ronnie Kemper-Donna Wood)
(5th week)	
'TIL REVEILLE	KAY KYSER (Harry Babbitt)
(4th week)	BING CROSBY
YOU AND I	BING CROSBY
(3d week)	GLENN MILLER (Ray Eberle)
	KAY KYSER (Harry Babbitt-Ginny Simms-Ensemble)

COMING UP

KISS THE BOYS GOODBYE	BEA WAIN
	TOMMY DORSEY (Connie Haines)
	TOMMY TUCKER (Amy Arnell)
Another week now and the odds are good that this movie tune will be riding the crest. Film is getting a full distribution around the country now, and that is no doubt creating a big influence on the play in the machines. This week Tommy Tucker joins company with Miss Wain and T. Dorsey, many operators evidently finding the Tucker disk a nickel-catcher too.	
YES, INDEED	TOMMY DORSEY (Sy Oliver-Jo Stafford)
This tricky swing arrangement of a catchy tune took a new spurt the past week and looks like ready material for a not too far off Grade A rating. The Dorsey recording has the stuff that should make for strong coin phonograph popularity, so those operators not already on this one had better give it another listen.	
BLUE CHAMPAGNE	JIMMY DORSEY (Bob Eberly)
A sweet ballad that keeps showing strength in the reports. It showed up in increasing numbers this week and may yet gather laurels for itself. As far as the music machines are concerned, J. Dorsey doesn't seem to have any threatening competition.	
I GUESS I'LL HAVE TO DREAM THE REST	GLENN MILLER (Ray Eberle-Modernaires)
	TOMMY DORSEY (Frank Sinatra-Pied Pipers)
Music machine patrons are evidently finding this ballad to their liking. Both the Miller and Dorsey recordings copped off more mentions this week, and from this vantage point there is every reason to believe that much bigger things can be expected on the tune before many weeks have passed.	
BOOGIE WOOGIE PIGGY	GLENN MILLER (Tex Beneke-Modernaires)
The screwy lyrics and swingy music have this Miller recording still spinning on many of the music boxes, and altho it has remained in this section of the Guide for some time, it shouldn't be overlooked as even better potential coin catcher in the days to come.	
COWBOY SERENADE	KAY KYSER (Harry Babbitt)
	GLENN MILLER (Ray Eberle)
More and more phonographs are installing this cow-punching ballad, so with this to go on, it's a fairly safe bet to predict that it will be around a while. So far Miller and Kyser are top money men on it. Competition from other tunes of the moment may cramp the <i>Cowboy</i> , but operators shouldn't pass it up.	
I DON'T WANT TO SET THE WORLD ON FIRE	TOMMY TUCKER (Amy Arnell-Voices Three)
	HORACE HEIDT (Larry Cotton-Donna and Her Don Juans)
It's no surprise to find this number out of the "Possibilities" and into the "Coming Up" this week. From the looks of the reports, both the Tucker and Heidt disks will soon be setting the coin phonographs on fire. Machines without a copy of one or the other will be caught napping on a number that is bound for the heights.	
MA, I MISS YOUR APPLE PIE	CUY LOMBARDO (Kenny Gardner)
After plugging consistently along the past few weeks, this novelty ditty settled back to a walk this week. Newer tunes crowding in on it may have caused the number to share nickels with its mates and hence slow it up. Nevertheless, tune is still netting plenty of mentions and may surprise next week with another leap upward.	
Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."	
THE THINGS I LOVE	JIMMY DORSEY (Bob Eberly)
(12th week)	BARRY WOOD
Still on many machines, but the play is dwindling.	

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

HE STARTED IT!



**Tommy
Tucker
Time**

brings you the
original recording of the
big smash hit—



on **OKeh** records

Ticktock, it's Tommy Tucker Time! Time to cash in on the big heat wave that the boy himself started with this smash hit! Here's the original recording—a big money-maker with a sweet-and-slow danceable rhythm that the fans go for. A smooth vocal by that "Swanee Sweetheart," Amy Arnell . . . and some neat support by the Voices Three.

Trade Mark "Columbia"
(©) "Okeh" Reg.
U. S. Pat. Office.



**ORDER FROM YOUR
Columbia
DISTRIBUTOR TODAY!**

On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines.

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 12)

DECCA BAND (Decca 3962)

Any Bonds Today—FT; VC. *Arms for the Love of America*—FT; VC.

Dick Robertson's tenor voice, the American Four, male quartet, and the wax factory's house band under the direction of Harry Sosnick combine their vocal and instrumental efforts to expound Irving Berlin's contributions to patriotic pop music. The band introduces the *Bonds* beaut, the quartet offers the verse, Robertson gives voice to the chorus appeal, the four voices provide a patriotic interlude, and are then joined by Robertson for a half chorus to finish it out. The *Arms* side is set in the stirring march tempo, sung by the foursome alone. The band plays the first chorus, the quartet blend in spirited song for both verse and chorus, and following another band chorus, repeat their initial song efforts.

Both sides are well established as present-day patriotic music, and where such offerings meet the requirements of the location, both sides are most acceptable entries.

Once again, the fascinating story of the achievements and continued growth of the recording and music machine industry will be told in a forceful and dramatic manner. A story told completely and impartially. Little wonder then that the third annual "Talent and Tunes Supplement" is so eagerly awaited by the entire industry. Once again the supplement will be made a part of *The Billboard*, a part of the forthcoming September 27 issue. This year, the supplement will contain more valuable information for the band leader, booker and buyer alike; the music publisher and songwriters; and most important, the music machine operators who have done so much to establish records and the music machine as a definite part of the American scene. Moreover, it is information that will be used by every branch of the industry for many more months to come.

THE FOUR KING SISTERS (Bluebird 12252)

Having a Lonely Time—FT; V. *He's 1-A in the Army and He's A-1 in My Heart*—FT; V.

Supported by the Rhythm "Reyes" (Alvino Rey), and the girls plenty rhythmic on their own when it comes to harmonizing a song lyric, the Kings have a highly desirable doubling here. The *Lonely* lullaby is the average slow and tearful ballad lament, which the girls do justice to for a chorus and a half. However, the real excitement is in the draft ditty. And it's a regiment full of kicks that this side gives out, one of the better of the many army songs this year, and one that is certain to garner wide appeal.

Penned by Redd Evans, the number has everything for this type of tune—a catchy title, a contagious 16-bar melody, and a set of lyrics to make it move. Moreover, the Kings give it regal treatment. They start off with the verse, set in the slow and low down blues style and tempo, doubling up when they hit into the first of their three singing choruses, the band taking over for a fourth.

The "1-A" side is A-1 for phono appeal. A natural for the folks at home and those at the camps as well, combining musical ro-



DICK TODD says—

"Don't Let Julia Fool Ya"

BLUEBIRD NO. B11228

mance with the national defense without depending on flag-waving or a patriotic appeal to create the interest. And the Sisters' singing of the song is designed perfectly for long life in the music boxes.

AL DONAHUE (Okeh 6344)

Is There a Latin in the House—FT; VC. *I Sing a Hymn to Her*—FT; VC.

A rhythm ditty with a rumba twist for the A side, with a smooth-tempered ballad bit for the B lid. The song titles arrest the attention with their novel word twists. Unfortunately, however, the writers expended their best efforts in the tag-lines alone. But with the mill-run material at hand, Donahue makes highly



JACK MITNICK TRIES TO EVOKE A CADENZA of smiles from the boys. Left to right, a visiting New York operator; George Ponser; Uncle Don, WOR, favorite of the Kiddies; Judge Louis Tepp, who authored several tunes, including "How Was I To Know?"; Roy Smeck, "Wizard of the Strings" and record artist. (MR)

acceptable dance music. Taken at a medium tempo, the *Latin* side calls upon deep-voiced Pat Kaye to give some zing to the opening chorus with the band, closely knit, cutting the second chorus and taking it out. The *Hymn* ballad is set on the sweeter side. Smooth baritone pipes of Phil Brito gives added importance to the opening chorus. The band carries on for the second chorus, giving way at the bridge for Brito's balladeering to take it out. Attention is called to Brito's swell switch in key for the closing eight bars.

While the titles of both tunes intrigue the imagination, the songs themselves fail to hold up in spite of Donahue's swell syncopations. As such, the sides offer little else than music for dancing, with little or no appeal to the more discriminating music boxes. However, in such locales where Donahue is a prime favorite, either side will find favor with his fans.

JOHN KIRBY (Victor 27568)

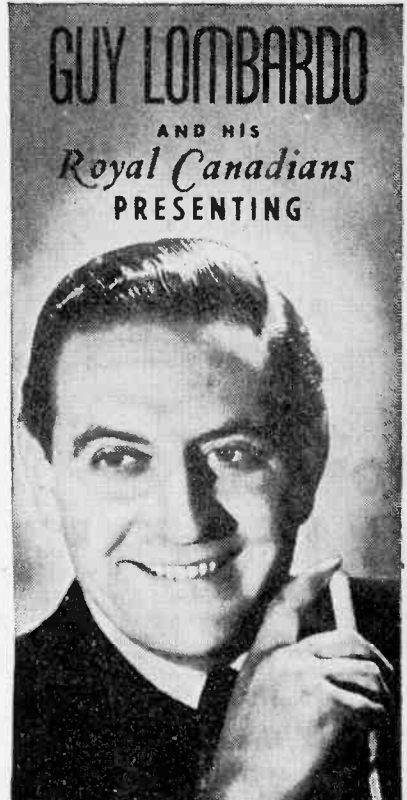
Bugler's Dilemma—FT. *Close Shave*—FT.

No newcomers to the record circles, this item marks the debut of this "big-little" band of six swingsters with a sin-

gle musical thought on the Victor label. Kirby's "walking bass" has arrested attention on every record label, whether the maestro's name was used in the billing or his identity cloaked, and this label bow packs as much excitement as one looks forward in getting from the Kirby crew. The voicing of trumpet, sax and clarinet, with the tricky figures played to perfection, has given the group a distinctive note of identification never yet approached by the countless number of "jump" bands in the field.

The Bugler's Dilemma, paced at traffic-stopping speed, has trumpeter Charlie Shavor doing most of the lead work. Written by Lou Singer, the tune itself is built around the familiar bugle call theme. But in composition and arrangement, it follows mighty close to Raymond Scott's descriptive *Toy Trumpet*, even to the off-key trumpet bugle calls. *Close Shave*, composition of Charlie Shaver and the maestro, slackens the pace by a shade. And with the theme more melodic, showcases the amazing ensemble scoring of the sextet, interspersed with solo flashes of Billy Kyle at the piano, Buster Bailey's clarinetting and Russel Procope's saxology.

To those finding their record kicks in the chamber music style of jazz championed by Kirby, attention is directed to Una Mae Carlisle's coupling of *Can't Help Lovin' Dat Man* and *Anything* currently released on the companion Bluebird label (11257). Unbilled band backing the



GUY LOMBARDO AND HIS Royal Canadians PRESENTING

THE SWEETEST MUSIC THIS SIDE OF HEAVEN on— These LATEST DECCA HITS! THAT WILL MAKE A HIT WITH ALL YOUR MUSIC MACHINE PATRONS!

- 3880 YOU AND I YIP-I-ADDY-I-AY
- 3822 MA, I MISS YOUR APPLE PIE BOO-HOO
- 3897 MAKE BELIEVE I LOVE YOU TRULY

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FOO-GEE

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2 "A" SIDES**

**ON ONE
GREAT
NEW
RECORD**



**HORACE
HEIDT**

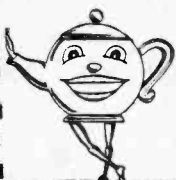
and his Musical Knights

get those nickels
with this
double-barrelled
MONEY-MAKER!

COLUMBIA—36306

**RONNIE
KEMPER presents**

**"I'M A
LITTLE
TEA POT"**



The successor to
"G'BYE NOW" and
"GOODBYE, DEAR"

Backed by

**"MY HEART
RUNS
AFTER YOU"**

Featuring

DONNA AND THE DON JUANS

With

LARRY COTTON

A New Heart-Beat for the nation's
automatic phonos

Cash in on the popularity of Horace
Heidt and his gang . . . order these HORACE
HEIDT HITS from your COLUMBIA
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RECORD BUYING GUIDE--PART 2



**A Forecast of What New Songs and Record
Releases Are Most Likely To Be Needed
by Phonograph Operators**

POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

WHY DON'T WE DO THIS MORE OFTEN? KAY KYSER (Harry Babbitt-Ginny Simms)

Cute lyrics and a swell delivery of them by Harry Babbitt and Ginny Simms has lifted this tune onto the automatic machines' horizon. A few operators report plenty of business already with the Kyser recording, but they should be multiplied several times over in the next few weeks. It's definitely something for the music machines.

JOLTIN' JOE DI MAGGIO

A novelty ditty written by Alan Courtney and Ben Homer, the arranger for Les Brown's orchestra. As the title implies, it's an idolization of the New York Yankees' star hitter. A few bands have already recorded it, including Brown's, but the disks have not yet been released. It's a hot swing tune and something for the phonograph operators to be on the look-out for.

MAMA HORACE HEIDT (Glee Club)

Something should happen here by next week, if it's going to happen at all. Some operators report giving it a try, but the record is now in that crucial stage where it will either soar to the heights or slip into oblivion. It definitely, however, rates another mention here.

TIME WAS JIMMY DORSEY (Bob Eberly-Helen O'Connell)

It's still bobbing around, this Dorsey number, and seems to be showing a few sparks here and there. Maybe there are just too many of this maestro's records on the machines these days, and the patrons don't know which to choose, but there's still a chance of things happening on this ballad.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

I'M A LITTLE TEAPOT HORACE HEIDT (Ronnie Kemper)

Considering the fact that public fancy is finding song favor in these days gone to such novelty dishes as *Daddy* and *The Hut-Sut Song*, the *Teapot* tune stacks up as a natural to become the country's newest rage. The melody is as simple as the nursery rhymes from which it stems. And with its singability so simplified, it shouldn't be long before *I'm a Little Teapot—Tip Me Over and Pour Me Out* will become as popular a pastime as *Three Little Fishes*.

BLUE SKIES TOMMY DORSEY (Frank Sinatra)

It's been quite a long time since Tommy Dorsey has given a *Marie* twist to a tune. And this patterning of the Irving Berlin classic in that familiar manner means that it's potent material for the music machines. Treatment is true to the *Marie* tradition, contrasting the velvety trombone playing of the maestro for the opening chorus with the powerhouse trumpet blowing following, the vocal efforts of Frank Sinatra has the band boys dropping their horns to become vocal echoes in the background.

THE NICKEL SERENADE ANDREWS SISTERS (Vic Shoen's orchestra)

As the title indicates, it's an obvious attempt to cash in on the asking price for a platter spin in the music boxes. However, instead of being a meaningless novelty that would force the play because of the close association, this makes a serious attempt at currying popular favor. Taking its musical inspiration from an old classic, it's a long song of a soldier boy who found romance while dancing to the serenade music of a coin phonograph. The girls give it their per usual highly rhythmic and uplifting harmonic twist.

A NEW SHADE OF BLUE JIMMY DORSEY (Bob Eberly)

A new song ballad that gets the standard and stellar Dorsey treatment that marked his earlier record rages. It's a plaintive lover's lament, with the lyrics expressing a happier thought than the music itself. Bob Eberly makes it a vocal heart-throb, and there's also Dorsey's masterful clarinet work on this one.

MINKA SAMMY KAYE (Tommy Ryan)

This is a lover's lullaby of Slavic origin, being a modern adaptation of the traditional *Cossack Love Song* which George Gershwin first improvised to make *Don't Forget Me, Don't Forget Me* for the operetta *The Song of the Flame* back in 1925. The beautiful tenor voice of Tommy Ryan sings the good-by song of Minka to her Russian soldier. Maestro Kaye is as different here as he was for his *Daddy* disk. The companion piece, *Wasn't It You?*, with Ryan just as strong for the song selling, is also a worthy entry.

HE'S 1-A IN THE ARMY AND HE'S A-1 IN MY HEART THE FOUR KING SISTERS (With the Rhythm "Reys")

Still another in the long line of draft ditties, with this one packing enough punch to place it on top of such song heaps. A rhythmic entity, it couples romance with selective service, and the combination of words and music makes for a persuasive and contagious offering that should enjoy wide appeal on the phonograph network. The Four King girls, backed by the Rhythm "Reys" (Alvino Rey), give it a youthful and varied treatment.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

**Cleveland Phono
Association Outing
Is Great Success**

CLEVELAND, Aug. 30.—The third annual outing of the Cleveland Phonograph Merchants' Association was an outstanding success. The weather was ideal and a more beautiful spot than the Pine Ridge Country Club could not have been selected for the affair.

There was a large attendance and the festivities started off early in the morning with golf tournaments for men and women. Steve Musto, operator, won the men's affair with a score of 79, and Mrs. Harry Mintz carried off the ladies' prize with a score of 125. The non-golfers spent the morning horseback riding thru the hills.

Ball Game Rivalry

Luncheon was served at the club. Following this there was a ball game between East and West side operators. While this was in progress the ladies staged a game of their own, and Arline Wapperer received tumultuous applause when she made a home run. Then came a succession of 15 games and races of every conceivable kind in which practically everybody participated and had lots of fun.

Highlight of the afternoon was a framed tug of war between East and West side operators. Team members were blindfolded with paper bags over their heads. The anchor man for the East side team was Ben Cohen, who weighs around 300 pounds. Just as soon as the contest started everybody dropped out except Ben, who kept on heaving and straining in great style for about 10 minutes and took three tumbles. His efforts elicited loud cheers from the crowd and it was not until the umpire called a halt and he took off his blindfold that he discovered the joke—the rope had been attached to a large heavy car with the brakes set. Ben got as big a kick out of it as the rest of the bunch who had a hearty laugh at his expense.

Swimming

A number went swimming to cool before dinner, which was served in the grill room. Wires were read from Homer Capehart, president of the Packard Manufacturing Corporation, Indianapolis, and Jack Williams, of RCA-Victor, Camden, N. J., expressing regret at being unable to attend and wishing best wishes for a good time.

Among out-of-town guests present were Mr. and Mrs. A. C. Stevens, of the Pearl Point Needle Company; Rudy Greenbaum and Ralph Rigdon, of the Packard Manufacturing Corporation; Charley Katz, of the Buckley Music Systems; Mr. Ashley and Mr. Parmley, of the Michigan association; Mr. Campbell, of A. I. C., Chicago; Mr. and Mrs. Harry Kohn, and R. P. Edwards, of Youngstown. A group picture was taken and Jack Cohen, chairman of the arrangements committee, took movies of the events and many people who were unaware of what he was up to. These will be shown at the association's September meeting.



ART O'MEALIA, sales manager of Mayflower Distributing Company, is on double duty, acting in his capacity in Buffalo and Pittsburgh, where offices for the distribution of Wurlitzer phonographs have been established. (DR)

ON THE RECORDS

(Continued from page 69)

band finding favor in the metropolitan society spots. More striking side is "The Bugler's Dilemma" and makes for a musical treat for such locations.

JIMMY DORSEY (Decca 3963)

Jim—FT; VC. *A New Shade of Blue*—FT; VC.

The ballads again get the platter preference from Jimmy of the Dorseys. For the A side, it's a yeoman attempt to make *Jim* replace the *Showboat's Bill* as the torchiest of torch tunes. In an effort, and in all probabilities a futile one, to overcome the lead of the Jerome Kern classic long identified with Helen Morgan, Dorsey turns it entirely over to his vocal contingent. Helen O'Connell introduces the song with the verse and gives way to Bob Eberly for the first chorus. For the second chorus, Helen burns her own torch for *Jim*, and it's a much brighter light. In fact, interest in the side doesn't really start until Helen picks up the plaintive lament.

To better advantage is the Dorsey treatment for the companion ballad, following the pattern established by Jimmy's earlier waxed ballad rages. It's a lover's lullaby. And while the time is a dirge, the lyric establishes a happier mood. Dorsey gives it a grandiose introduction, replete with piano cadenzas. The band introduces the chorus with Jimmy's clarinet excitement bridging it to Bob Eberly's vocal, enhanced by striking sax figures for the musical backing.

It's the "Shade of Blue" side that holds interest for the music machine operator. It's a dandy ballad with the dandy Dorsey treatment for such tunes. And Eberly's vocal effort is up to par to make the platter a potent one for the phonos.

SAMMY KAYE (Victor 27567)

Wasn't It You—FT; VC. *Minka*—FT; VC.

The swing and sway maestro again hits a high mark in tune coupling for the record. Two ballads are mated, both boasting gorgeous melody and lyrics, both abundant in promise to reach for a hit. Yet both establish a different musical mood. Always devoted to the unconventional, and already having proven with his *Daddy* disk that the dividends are greater for something different, Kaye rings the bell brighter with the *Minka* entry.

Penned by Jay Milton, according to record label identification, the plaintive and placid entrancing is readily recognized as the traditional *Cossack Love Song*. The refrain is definitely Slavic and stems from folk sources, *Minka* being the name of a Russian girl singing a tearful farewell to her soldier lover. George Gershwin first used the theme back in 1925 when he contributed *Don't Forget Me, Don't Forget Me* to the collaborated score of *The Song of Flame* operetta. And Milton's musical pen-

Once again, the fascinating story of the achievements and continued growth of the recording and music machine industry will be told in a forceful and dramatic manner. A story told completely and impartially. Little wonder then that the third annual "Talent and Tunes Supplement" is so eagerly awaited by the entire industry. Once again the supplement will be made a part of *The Billboard*, a part of the forthcoming September 27 issue. This year, the supplement will contain more valuable information for the band leader, booker and buyer alike; the music publisher and songwriters; and most important, the music machine operators who have done so much to establish records and the music machine as a definite part of the American scene. Moreover, it is information that will be used by every branch of the industry for many more months to come.

manship, with the added advantage of Kaye's colorful interpretation, should find *Minka* scaling the song heights handily.

It's the soulful tenor singing of Tommy Ryan that does the selling. Skipping the song title introductions, the band establishes the mood and Ryan gives voice to the first chorus. An orchestral interlude follows, a quick change into a fast Russo folk dance, a stroke of record showmanship similar to that which Benny Goodman once gave to his *And the Angels Sing* disk dandy. Tommy returns to the vocal front to finish it out in its original setting.

The mate is also a beaut, fashioned in the modern ballad manner. The band carries it for the first chorus, strictly on the sweet side, and Ryan is ever as strong in selling the lyrics for the second refrain. The band picks it up at the middle and Tommy takes it out in song.

Both sides belong on the phono networks and operators can be prepared for both to enjoy a long life. "Minka" being a Russian folk song, it's a worthy item to stack in machines on foreign language locations where added dividends may be realized. It's a sad song that tugs at the heart strings, and since Kaye has the exclusive on it as yet, this will be the side that will prove potent for the phonos. Nor should the companion piece be overlooked, "Wasn't It You" being one of the lovelier ballads of the day.

BARRY WOOD (Victor 27568)

When This Crazy World Is Sane Again—FT; V. *Oh! How I Hate To Get Up in the Morning*—FT; V.

With Irving Berlin to write them and Barry Wood to sing them, the patriotic pop music rings the bell every time. And the welkin rings again with this coupling of Berliniana from the past and present World Wars. With the simplicity and singability that marks master Irving's musical penmanship, the *Crazy World* side unfolds the song story indicated by the title. Styled as a slow ballad, with Barry's appealing pipes voiced sweetly, side opens with the chorus. Continues with the verse, band picking it up for half a chorus with Wood taking it out in song. The *Morn-*

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ing music, with some of the lyrics brought up to date, is disked in spirited marching tempo. Wood takes two turns at singing the verse and chorus, interspersed by the accompanying band making march music for a single chorus.

The early-in-the-morning side makes for the likely entry in phono circles. The song needs no advance introductions and the Barry Wood singing sells it strongly all over again. The companion piece makes plenty sense as a song ballad that takes its inspiration from "This Crazy World," and is Irving Berlin's latest contribution to patriotic pop music. However, it's phono appeal is limited to such spots where patriotism rides high.

TALENT AND TUNES
ON
MUSIC MACHINES

MUSIC MACHINES
AND THE
MUSIC INDUSTRY

and many other features of interest to operators will appear in the Third Annual Edition of
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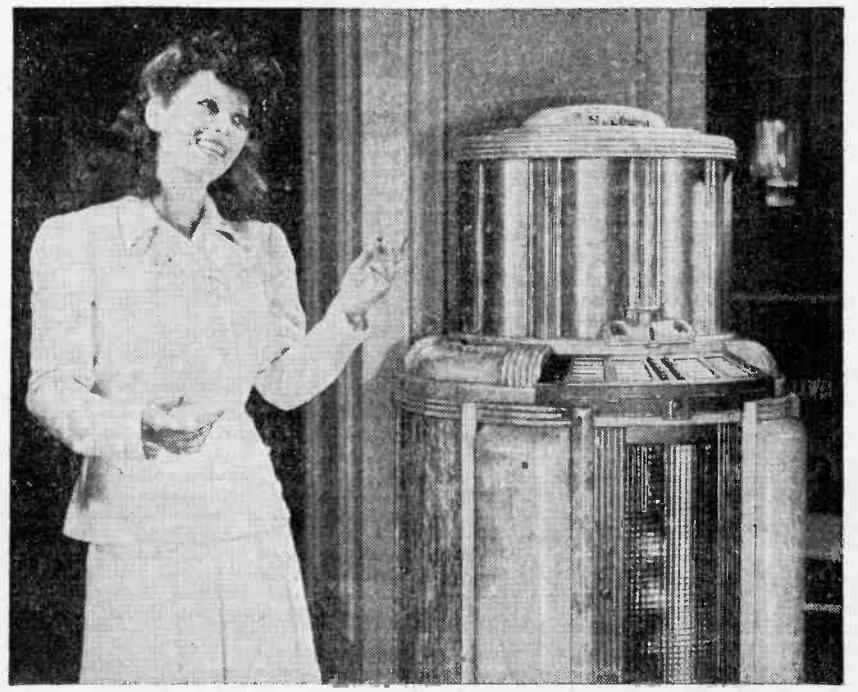
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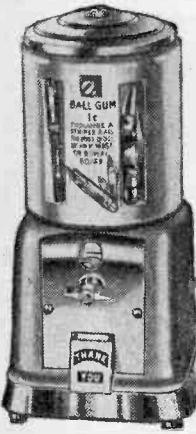
"THERE'S NOTHIN' FINAH than a Seeburg HiTone Symphonola," exclaims Dinah Shore, recording artist, shown here on a recent visit to the Seeburg factory in Chicago. (MR)

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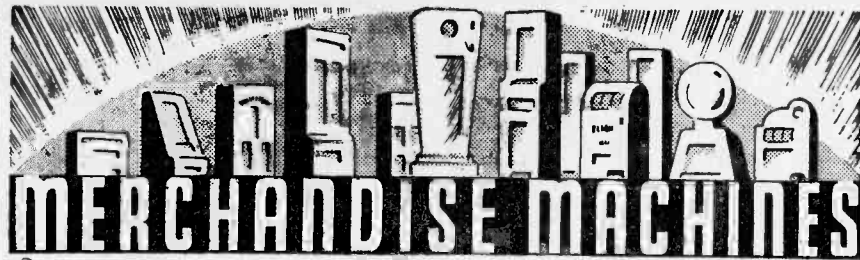
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Operators Okeh G. V. Venders

NEW YORK, Aug. 30 (MR).—The most prized possession of Miss A. M. Strong, of the G. V. Corporation, is an ever-increasing stack of testimonial letters sent her by operators who are using G. V. Adams Gum Venders.

According to Miss Strong, operators are impressed by both the G. V. standard and outdoor models. The letters mention the money-making qualities and ease of operation of the machines, she says.

A typical letter from a South Jersey operator states: "My first order of five machines was in the nature of a test. I placed the venders alongside my cigarette machines and discovered that they caught quite a few of the pennies that were returned in the cigarette packages as change."

Operators like the machine's mechanism, and letters reveal how it has stood up under the strain of heavy business, Miss Strong stated. And as further proof of operator acceptance, Miss Strong said most of the letters included orders for additional machines.

VENDER SUPPLY NOTES

Despite a substantial mark-up in the federal excise tax rate a year ago, consumption of cigarettes in the United States advanced 10 per cent in the first half of the current year, says Fitch Investors Service in its current release.

In the month of June alone, it states, withdrawals amounted to 18½ billion, the highest for any month in the history of the industry. As mid-summer is usually the period of peak consumption, it is not particularly surprising that June should prove to be a good month. However, when it is known that the same month in 1940 saw the end of sales under the \$8 per thousand excise tax rate, and the start of the \$3.25 levy, and that this buying stimulus carried the volume to only 17½ billions, the unusual nature of the recent increase can be better appreciated.

The current Washington situation indicated that there will be no near-by upward revision of the federal excise tax on cigarettes. The only mention of tobacco products in the Omnibus Tax Bill now before Congress, would alter the status of the emergency addition to the cigarette levy imposed July 1, 1940, making it permanent.

According to a survey made of army camps, candy bars are among the fastest moving items. First in importance are soft drinks and beer, with cigarettes second, candy bars third.

The increased buying power of the general public, due to larger incomes, is reflected in the current sales trend of cigars. In the first half of this year the volume jumped 7 per cent—the first improvement of such proportions since 1936, and the second since 1920. March of this year showed a gain of 19.7 per cent; April, 15.4 per cent; June, 10 per cent.

Low-priced Class "A" cigars, retailing for 5 cents or less, constituted the bulk of the business.

One manufacturer of candy bars is of the opinion that the only way to meet advances in prices of ingredients is to reduce the size of the bars, because for any one firm to advance its price would very likely put it out of the running. He predicts that if the price advances are not checked on raw materials, all candy manufacturers will have to up the price of bars, and in that case he predicts that the 5-cent bars will be withdrawn from the market, to be replaced by 10-cent bars, as was the case during the first World War.

Vending machine operators will be interested in reading the market reports contained in this issue of *The Billboard*. Practically every report mentions the fact that beverage venders and ice-cream venders showed gains as high as 100 per cent during the past summer.

Many of these machines are located in industrial plants and function on a year-round basis. More venders are expected to be placed in industrial plants as operators move equipment from strictly summer spots to indoor spots.

The usual seasonal slump affecting candy-bar venders in the South was not so severe this year and showed signs in the last week of August. Vender operators are preparing for a big season.

New crop Spanish peanuts are being offered in the Chicago market right now. Some salters are charging as much as a cent a pound more for them. However, that is not in proportion to the market. The market is about 55 cents a hundred higher than the old crop. Majority of the dealers are charging ¼ to ½-cent more, which is more in line with the market.

Cinnamon - flavored candies, says George F. Eby, of Pan Confections, will be hard to get unless some substitute is found for cinnamon. Cassia trees, from

which cinnamon is obtained, are plentiful on our West Coast, but the cost of labor here to obtain it makes the price so high that it is cheaper to import it. Ginger is another candy ingredient which is imported and which we may have to do without.

Washington

WASHINGTON, Aug. 30.—Business is reported booming in all fields and the coin machine men are getting their share. Restaurants, taverns and other eating places are crowded at most periods of the day and free-play games and others are getting considerable attention. This is indicated by the increase in locations and collections.

Phono sales are said to continue their forward march. The delivery situation is said to have improved but shortages still exist. Remote-control installations are on the increase with gains in collections said to range as high as 100 per cent.

Free-play and other games are reported as moving at a fine pace, with sales and collections showing gains.

Penny Arcades continue to flourish here. There are now more of these in operation than ever before and, according to reports, all are showing attractive returns.

With summer virtually at an end, operators are completing their plans for more intense operations in the city, tho the usual summer letdown was hardly noticeable this year due to the large fluctuating population the city has had. Fall business is expected to be good.

The steady improvement in shipments of new games has served to increase the used-game stock. However, distributors report their used-game stocks are smaller than they have been. Used phonos are said to be almost at a premium.

Drink machine installations hit a new high this summer. Also noted were the increased number of candy, nut and gum-vending machine installations. A large number of these machines are to be found in government buildings.

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 1¢ Adams Gum Vend. 6 col., slug proof 7.50
 ½" Ball Gum, 25 boxes . . . 3.00
 Pistachio Nuts, lg., lb. .38
- COUNTER GAMES**
 1¢ Criss Cross BG. \$4.95
 1¢ Bingo BG. . . 5.95
 1¢ Imp. Cig. or Fruit 6.95
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Ice Cream Vender Business Expands

BUFFALO, Aug. 30.—The Automatic Ice Cream Vending Company reports excellent season on beverage and ice-cream vending machines. Firm has expanded to such an extent that it not only has established a branch in Brooklyn to handle Eastern New York and New Jersey activities, but has had to move its local office to a new location.

Firm, headed by the Messrs. Rittling—Charles, Robert and Joseph—has taken over an entire building on Buffalo's East Side (133 Elk Street) in August and has had to increase its staff of route men to 10, latest addition being Francis Dolan. Jack James heads Brooklyn office.

Rittlings report that they've increased number of machines out during August and have had a most successful summer. They are now buying a new type ice-cream vender which offers selection of two flavors in addition to their Revco venders of rotating flavors.

Joe Frank Takes Kline on Cruise

NEW YORK, Aug. 30 (MR).—Joe Frank, popular owner of Royal Vending Company, Homestead, Pa., is entertaining Bobby Kline, DuGrenier's Pennsylvania representative, this week-end on his cabin cruiser on the Ohio River.

"Frank operates nearly 300 Champion cigarette merchandisers," said Kline. "He is one of Homestead's leading citizens and is popular thruout the trade."

Merchandising Cigarettes Thru Vending Machines

By BURNHART (BIP) GLASSGOLD, Sales Manager, Arthur H. DuGrenier, Inc.

IN MY WIDE contacts with operators of cigarette merchandising equipment, it has been appalling to note how little the average operator does to stimulate sales. This is not to be confused with his endeavors directed toward obtaining locations. I refer to cigarette sales specifically—after he has placed his equipment on location.

The primary problem facing an operator after he has selected, purchased and placed his equipment, is selling cigarettes. Too often the operator places superfluous stress upon obtaining a location and lets the important task of building sales struggle along without any help. Then, if the volume of sales does not come up to par, he is apt to place the entire blame on the type of location—pull his machine and look for another spot.

It is at this point that I believe the operator makes an improper turn. After all, he is selling cigarettes—nationally known—nationally advertised—nationally consumed. There is no reason why he can't get the maximum sales from every one of his locations, large or small. The situation is analogous to every nationally distributed item. The department stores aren't the only outlets for merchandise—there are hundreds of thousands of smaller shops in business, doing business and drawing their livelihood from the sale of national products. The individual small shop may not do the volume of business that the large department store does; but, it exploits its own trade to the utmost and a few, combined, can really bring home the bacon.

Exploit Sales Possibilities

The point I'm trying to make is that an operator should try to get the smaller locations and, once he has them, exploit their sales possibilities as far as possible. He'll find that it pays good dividends.

Most operators are content to place their machine on location and pray that a potential customer sees it and approaches it to buy. Well, why let the machine just stand there waiting? Why not let people who enter the location know that there is a cigarette merchant

and should aid him in these endeavors; and, if he services his equipment properly, he can't help but have a successful operation.

Coinmen Hail Genco's Jungle

CHICAGO, Aug. 30 (MR).—"Like a flash of lightning, the good news has spread that Genco's new Jungle is the best bet of the year," report Genco officials. "Operators from the Atlantic to the Pacific are clamoring for quantity deliveries on a game that is said to be bringing sleepy collections back to revitalized life.

"Jungle has been like a shot in the arm for my route," one well-known New England operator told us. A veteran coinman in the East declared: "I've got to hand it to Genco for bringing out a terrific game like Jungle—and just when we needed it most. I've made sure that my fall collections would take an upswing by putting plenty of Jungles out on my locations."

"Jungle combines some startling new ideas, with several tried-and-true features that go together like bread and butter to become the universal favorites of novelty game players."

Dave Gensburg, Genco executive, reports: "We're experiencing a record demand for Jungle and in all probability will set a new 1941 production mark on this game."

General Hires New Roadman

BALTIMORE, Aug. 30 (DR).—Irvin Blumenfeld, of General Vending Service Company, announces the addition of Samuel A. Weisman to his sales staff as roadman. In between trips Weisman will handle the out-of-town trade.

Weisman is not a stranger to the industry. He was a salesman for many years with the Brunswick Radio Corporation and later was active in the sale and operation of salesboards. During that time he made many friends in the coin machine business, and he anticipates little difficulty in establishing himself in his new venture. Before making his new connection Sam also operated various types of coin machines.

Bally Men Whoop It Up at Picnic

CHICAGO, Aug. 30.—Six hundred employees and officials of the Bally Manufacturing Company, together with their families and friends, had a big day of fun August 23 at a picnic in Harms Park, Chicago.

The park was given over exclusively to the Bally folks, who presented their admission cards at the gate and received a great start toward a rollicking good time by being crowned with a Bally cowboy hat and given a number of other picnic souvenirs. Eats and refreshments were plentiful.

Bally officials lent their support to the factory committee composed of John Simonsis, U. S. Grant, Joe Chytry, Eugene Boudreau, John Ropel, Emil Meister, George May and Florian Zientara.

Bally Has New Multiple Replay

CHICAGO, Aug. 30 (MR).—"It means a prosperous fall season for operators," exclaimed George Jenkins, general sales manager of Bally Manufacturing Company, discussing 41-Derby, Bally's newest de luxe multiple replay game.

"The 41-Derby has all the money-making features of Bally's great multiple one-shots—plus the popular build-up bonus and wild fours introduced in Jockey Club. In 41-Derby, however, the wild four feature is designed to stimulate extra multiple play. As a result 41-Derby is already topping previous multiple collections. A new high-speed, extremely positive replay counter is in-



PACKARD'S FIRST ANNUAL PICNIC produced these scenes. The picnic was held at Northern Beach near Indianapolis, and was given for employees by Homer E. Capehart, president of Packard Manufacturing Company. Left to right, starting at top: (1) First baseman Capehart trying to catch Runner Rossebo off first base; (2) Miss Jerasech, Mrs. Capehart, D. V. Kennedy and Mrs. Kennedy agreeing that a good time was had by all; (3) Mesdames Rossebo, Capehart, Jerasech, Pheasant and Kennedy watch the ball game; (4) Men's tug-o-war, just as the rope broke—with a spill for everyone. (MR)

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Aug. 30.—With coinmen expecting business to go great guns over the Labor Day holidays, not too many coinmen have planned to be out of touch with their businesses. Jobbers will be closed Monday to give themselves and employees a rest, but the only operators to take to the mountains and beaches are those who are leaving their operations in capable hands. Beach operators have increased staffs and are ready for what is expected to be one of the busiest holiday seasons in the history of coin machine business.

Arcade equipment moved briskly this week in anticipation of large crowds at the beaches and other amusement centers. Operators of the arcades at such places as Long Beach, Venice, Ocean Park, Santa Monica and Hermosa Beach are set to take care of the largest crowds ever seen at these resort spots. At Riverside, Calif., the Penny Arcade of the Dancing Circus was making ready for a tremendous week-end. Spot is patronized by soldiers from March Field and Camp Haan, where combined forces total about 20,000 men. Arcade here has been opened about a month and is reported doing very good business.

With soldiers numbering about 100,000 in the area expected to converge on the city during the three-day holiday arcade operators in the city proper prepared to take care of the business. Harry Hoppe opened an arcade here on South Main Street tonight. Hoppe's place is in the area patronized by soldiers and sailors.

Bernie Daly has joined the staff of the Mac Mohr firm and is planning a trip north to visit distributors and operators in behalf of the Daval, Evans and Baker lines. Daly is well known among coin machine men and is familiar with the problems confronting operators.

Max Kraut, of the Western division of U-Need-a-Pak, is back in the city fol-

cluded in the mechanical refinements built into 41-Derby, and the board and back-glass are unquestionably the flashiest ever designed. The game is available in console or table models and is convertible for one or five-ball play."

lowing a swing thruout the territory served by his firm. Kraut is high in his praise of the work U-Need-a-Pak machines are doing for operators servicing factories connected with the defense program. "These machines are getting a severe test on these locations and U-Need-a-Pak is coming thru for them," Kraut said on his return here. Cliff Blake is no longer keeping bachelor, as Mrs. Blake has returned from a visit with relatives in the Carolinas.

Phil Robinson, of Chicago Coin, is contemplating an extensive trip in the interest of his line. He will make the journey by automobile and call on distributors and operators in the Pacific Coast area.

For the Associated Operators of Los Angeles County, Inc., Curley Robinson, capable and energetic managing director, scored heavily recently when the work of the AOLAC was praised by the Rotary Club of South Gate and Walnut Park and the Los Angeles division of the United Service Organizations.

The letter from the Rotary Club, signed by R. H. Causey, president, said, in part: "We wish to recognize the splendid charitable and civic work of your association. We feel that thru your efforts and character the public is gradually waking up to the fact that the marble machine business, as it is conducted today on its high plane, is necessary for the entertainment, relaxation and amusement of the general public."

The letter from the USO, which was signed by Earl B. Gilmore, campaign chairman, expressed thanks for the \$50 the AOLAC had contributed.

In Los Angeles this week was Paul Blair, of Exhibit Supply Company. Blair has been anticipating much business for the arcade operators over the Labor Day holidays and has been busy getting equipment out to them. Blair said that never in his experience with arcade equipment had he seen it move so rapidly.

Jean J. Minthorne, Rock-Ola distributor, has been released by his doctor. This means that Jean and Mrs. Minthorne will again start discussing those plans for visiting Mexico City.



BURNHART (BIP) GLASSGOLD

dise in the place for their convenience? Window streamers, counter cards or window stickers calling attention to the fact that a cigarette merchandiser is on the premises—placing emphasis on the freshness and sanitary packing, etc., etc.—will help to create impulse point-of-sale buying. The operator benefits. DuGrenier will gladly supply the operator with these point-of-sale promotional pieces because they will help the operator and the operator is our customer.

In addition to advertising his product thru the media described above, the best method an operator can use to keep the public merchandiser-conscious is to service his equipment properly. Keep the machines looking spic and span—keep the magazines loaded—keep the mirrors and chrome shining—and customers will keep on buying from your merchandiser. Make purchasing from the machine an attractive habit!

In summing up I should like to stress the fact that the operator should try to obtain the average type of location and, once he has it, to exploit it properly. The manufacturer of his equipment can

AUGUST MARKET REPORTS

Trade Winds Up Best Summer; Big Fall Season Seen; Watch Defense Tax

CHICAGO, Aug. 30.—Operators are preparing to ring down the curtain on the best summer in recent years. Cold weather during the final two weeks of August cut into resort business in some States, but on the whole the month was a successful climax to a big summer. With more resort spots open, more operators took a fling at capturing the tourist and vacationing trade. Steadily mounting pay rolls and increased employment boomed play on machines in busy industrial areas.

The Billboard's monthly survey of business conditions in key market areas revealed operators in many sections began to stock up on equipment in the latter half of August. Two main reasons ascribed for the move were, first, operators recognize the need for earlier preparation for what looks like a banner fall season, and, secondly, they intend to prepare for any such eventualities as possible price rises due to increased production costs and uncertainties of the raw materials markets.

Phonos Good

August again was a banner month for phonographs and remote-control equipment in practically all sections of the country. Sales of equipment were brisk, and many distributors reported booking orders far in advance of delivery schedules.

Short-lived scare was thrown into the phono trade when the Office of Price Administration and Civilian Supply issued an order, effective August 23, restricting the use of synthetic resins and plastics made directly or indirectly from formaldehyde. Story was widely syndicated thru the press that music machines were affected by the order and that their death knell was being sounded. While phonographs were included in the priority order, a survey of leading manufacturers conducted by The Billboard disclosed that the order would have no immediate effect upon production of phonos, inasmuch as all manufacturers customarily carry a large inventory on such plastic items as go into cabinets. In addition, it was pointed out, the priority order affected only one type of plastic, and that several other types are available which do not require the use of formaldehyde in their make-up.

Other Fields

Activity on the pin-game market was reported fair during the month. Operators evidently were selecting their machines with great care. Arcade equipment continued to move at the fast pace set early in the year, as many operators prepared to stay open all year round and some began to open spots in industrial areas and near army camps. Console demand was brisk, but showed evidences of slackening during the last half of the month, as sales to resort areas naturally fell off.

Operators of beverage and ice-cream venders began to make moves

to consolidate the giant strides they've taken this summer by moving machines into industrial locations. Success of this type operation this summer presages a bright future next year. Increased installations of vending machines of all types in industrial spots was reported during the month. Cigarette machines moved as fast as production would allow. Operators in the Southern States began to prepare for pick-up in venter business with coming of cooler weather.

Defense Tax Bill

All eyes of the industry continued to be focused on Washington as the Defense Tax Bill passed from the House to the Senate Finance Committee for a thoro going-over. Several prominent coinmen appeared before the committee at hearings on the coin machine phases of the bill. These men expressed the willingness of the industry to bear its share of the tax burden but sought a more equitable distribution of the tax in keeping with the earning power of various types of equipment.

Final outcome occurred August 27 when the committee voted to raise the House's \$25 fee on coin-operated gaming devices to \$200 and reduced the fee on amusement pin games and other "non-gaming devices" from \$25 to \$10. Committee also cut tax on bowling alleys and billiard tables from \$15 to \$10; placed a 10 per cent levy on leased telephone wires; dropped the one-sixth cent tax on bottled soft drinks, and retained the House's proposal of a 10 per cent manufacturer's tax on phonographs. (See detailed story of last-minute developments on another page of this issue.) Committee is reported to be winding up its work and expects to introduce the bill into the Senate September 2.

Materials Situation

During the closing days of the month manufacturers received requests from the OPACS for data on the iron and steel used in coin machines during 1940-'41. Request also stated that it was the intention of the OPACS to call an industry-wide conference within the next two or three weeks on the materials situation. Coin Machine Industries, Inc., met August 28 to discuss requests; voted unanimously to co-operate promptly and fully with the governmental agency, and named a committee to represent the various phases of the membership at the meeting. (Full details carried in story headed "OPACS Asks Manufacturers for Data on Iron and Steel" in this issue.)

With the trade preparing for the annual fall buying surge, distributors appear confident that sales will be as large as production permits, and manufacturers state they are doing all that is humanly possible to keep production up to fever pitch.

BALTIMORE

BALTIMORE, Aug. 30.—With defense contracts running well in excess of \$1,000,000,000, Baltimore continues its forward march as one of the country's leading boom towns, and the coin machine industry continues to flourish right along with other factors of the commercial life of the city. Reports of leading coin machine distributors and operators for August are that both sales and collections are running well ahead of the corresponding period of last year and that the impressive gains, to date, give indications 1941 will prove to be the biggest year the local coin machine industry has enjoyed in many years.

The activity in consoles continues to top all other developments and is growing stronger all the time. More of these games are now in operation than at any other time in recent years, and still greater gains are looked for.

The potency of wall boxes and other remote-control units continues to be manifested in the increases in collections. Sales of phonos continue to show impressive gains over the corresponding period of last year, with gains ranging up to 100 per cent and better. Free-play games continue to move briskly, and collections from baseball games registered substantial gains over the corresponding month of last year. City arcades have been doing a flourishing business, and operators of arcades near the army camp reservations, particularly Camp Meade, have shown that the boys in service are very partial to the machines installed there.

With summer virtually at an end, operations at the resorts around Maryland and in other near-by States are said to have registered big gains over last year.

August witnessed the successful culmination of the efforts of vending machine operators to have the recently enacted vending machine bill imposing taxes on machines vending candies, ice cream, soft drinks and other commodities, declared void and unconstitutional. Chief Samuel K. Dennis, sitting in Circuit Court, declared the law void and unconstitutional because of the failure of Governor Herbert R. O'Connor to sign the bill before the stipulated effective date. The judge rendered his decision on a demurrer filed by three State officials to injunction proceedings instituted by vending machine operators. The State, thru its attorney-general, has indicated the case will be taken to the Maryland Court of Appeals for a final ruling. In the meantime, operators do not have to pay the licensing

fees called for in the law.

Used game stocks have been better, due to increased shipments of new games. However, there has been very brisk activity in used games, and as one large distributor pointed out, our sales have been such that our used game stock is now lower than it has been at any time during the past two months.

Increases in soft drink machine installations continued upward during the month, however a slowing up on such installations is now looked for. Candy vending machine installations continued upward, particularly in industrial locations. There also has been considerable activity in cigarette vending machine installations. Nut and gum machine installations showed a steady climb.

With the summer session virtually over, coinmen are looking to September as marking the opening of a big fall and winter season.

BIRMINGHAM

BIRMINGHAM, Aug. 30.—Alabama and Birmingham are bright spots on the map so far as national defense activity is concerned, and the coin machine industry is doing well as a result. The bulk of the activity is in phonographs and vending machines here. Phonograph sales are estimated to be anywhere from 50 to 100 per cent above last year.

Getting deliveries is one of the biggest worries of phonograph distributors. Remote control runs up proceeds from the better spots, but not many of the installations in national defense centers include this facility since many of the stands are of a semi-temporary nature. These places evidently are all doing well, as operators are reported paying ahead of time on their machines. Used machines also find a ready market in these centers.

Except for the defense boom, dealers and operators wonder what their lot would have been this summer. First came the drought and a power shortage. No exterior lighting was allowed. Then came floods of rain for three weeks or more. Now there is a scare of infantile paralysis, but all this cannot dampen the spending spree now on. Soldiers came thru on their way to maneuvers and where they stopped coin boxes ran over. Operators here never saw the like and are not sure it will ever happen again.

Most of the phonograph dealers have added new and used record departments.

BOSTON

BOSTON, Aug. 30.—A Legislative Ways and Means Committee resolve, including

YOU CAN'T BEAT THESE LOW PRICES ANYWHERE!

LIMITED QUANTITIES--IMMEDIATE DELIVERY

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CHEVRON

CLIPPER
DAVY JONES
FANTASY
KEEN-A-BALL
KLICK
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DANDY
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PICK 'EM
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IN ORDERING GIVE SECOND AND THIRD CHOICE—STOCK GOING FAST.
WRITE TODAY FOR BIG LIST OF OTHER SPECIALS.

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MUST SELL

ALL MACHINES IN A-1 CONDITION AND SOME OF THEM USED ONLY THREE WEEKS

141 Super Track Times \$219.50	1941 Jennings Totalizers, P.O. & F.P. Comb. \$135.00	Jennings Multiple Racer, Payout \$21.50
Mills 4 Bells 225.00	1941 Jennings Totalizers, F.P. 109.50	Kentucky Club 29.50
1938 Track Times 72.50	1940 Pace Saratogas, P.O. & F.P. Comb. . . 97.50	Bally Alley 15.00
1937 Track Times 34.50	Pace Reels Payout 72.50	Sky Pilot, Baker's 29.50
Galloping Domino, Blk. Cab. 37.50	Jennings Fast Time, F.P. 68.50	Photomatic, used 7 months, with all supplies on hand 685.00
1940 Galloping Domino, with or without J.P. . 129.50	Mills Dial Vendor, size of a Q.T. but in F.P. instead of P.O. . 29.50	1941 Mills Jumbo, F.P. & P.O. Comb., used 1 week 169.50
1941 Pace Reels, P.O. & Free Play Comb. . 147.50		

ARUNDEL AMUSEMENT CO., 39 West St., Annapolis, Maryland.

two measures affecting the coin machine industry and filed late in July, was made public during August, and coinmen learned that action on the two measures had been staved off for at least two months.

The resolve called for the appointment of a special recess commission to investigate the various taxes proposed thus far this year, with an eye toward eliminating all nuisance taxes. It was pointed out, in a foreword to the resolve, that the national defense boom had created additional taxes for the public, and the Ways and Means Committee deemed it inadvisable at this time to pass any additional State taxes. Action on the resolve will not come until after the Legislature has disposed of the current impeachment proceedings against Executive Councilor Daniel Coakley, which will take at least a month. If action on the resolve is favorable, there will be nothing done about coin machine taxes for at least a year, inasmuch as the recess commission will not report before that time. It is generally expected that the resolve will receive the approval of the Legislature.

The two measures contained in the resolve which have a bearing on the coin machine industry call for a tax on coin-operated phonographs and for licensing of movie machines. The proceeds of the tax on phonographs would go toward old-age assistance. The regulations on the coin-machine movies call for a tax on each machine plus a licensing fee on each film subject.

The expected tax on pinball games has not yet materialized.

The industry experienced the usual midsummer slump during the second and third weeks of August, with sales of new and used equipment falling off. Collections, however, failed to slacken and most operators reported business continued good. As a result of the seasonal slump, the month wound up below last August, inasmuch as the slump failed to materialize last year. At that time, the first crush of national defense spending had hit this area.

Music machines have been steadily soaring in collections and some operators who are equipping their locations with the new wall boxes report collections far exceeding anything attained thus far. Large operators are seeking more servicemen.

With the outdoor amusement business recording its greatest season in many years, coinmen who operate arcades at the various parks, beaches and resorts reported collections skyrocketing. New equipment found its way into many arcades which had formerly used only older machines. Many new arcades were started in various sections. Some moves were made to keep some arcades open all year around as a result of the tremendous business done thus far.

Cigarette merchandisers had their headaches during the month with another outbreak of slugging reported around Boston. A suspect was caught, however, and was brought before United States officials, who will dispose of his case shortly. For the most part, the cigarette men reported losses were not as great as those suffered during the slugging epidemic last year.



SEATED IS FRED MILLS, president of Mills Novelty Company and a collector of antique cook books, particularly those used by operators; Bert Mills (left), inventor of Panoram; Hayden Mills, secretary, and Ralph Mills, vice-president and recent winner of seven major prizes in a golf tournament. (MR)

The newest type of gun location, the theaters around Boston, have proved to be very profitable. Many theaters now have either guns or bowling alleys or similar noiseless equipment in their lobbies or lounges. In addition one theater placed a movie machine in its lobby. Installations of movie machines have increased, and there now are well over 200 on location thruout New England.

Beverage venders were reported more popular with dozens of new industrial locations set. Peanut and ball gum venders are reporting collections good, while the ice-cream venders, which made their first appearance in this section this year, also are reported to have done good business during the summer. One industrial location took three beverage venders, two ice-cream venders, a pair of Nab Diners, and eight nut and ball-gum machines.

The first meeting of the Amusement Merchants' Association, which suspended its activities during the summer, is expected to be held shortly. Most of the local pintable operators are reported vitally interested in the association. A move also is expected to revive the Automatic Music Association.

BUFFALO

BUFFALO, Aug. 30.—After a very good summer, coin machine merchants in the Queen City aren't too perturbed about a slight drop during August. Early part of the month held up very well, but toward the end temperatures dropped drastically, affecting summer locations, but offset somewhat by increased patronage in the city spots.

Buying of practically all types of equipment dropped off as Labor Day neared, as is usual here. Spending on locations has been excellent this summer. This is due to ever-increasing number of employees in various defense plants here. Several big conventions held here during the month helped play on machines.

Wallboxes and auxiliary equipment continued to move well despite lag in phonograph sales. Music operators practically without exception have expanded routes and bought much extra equipment this season. Music collections continue strong.

Beverage venders are making rapid strides here. Number of machines out has increased steadily since early summer. According to some of the leading operators, orange drinks proved to be the strongest item on the market, with chocolate drinks second. Industrial locations make up the bulk of beverage locations. Ice-cream venders are also up and coming.

Candy and gum were down during the summer. Cigarettes continued strong. One vending firm has had good success combining cigs and candy bars in one vender. Penny vending is still okay.

With an election of city government coming on in November, there's little doubt that things will take a turn for the better, as the present mayor can't succeed himself. Distributors continue to carry a stock of games but are concentrating on out-of-city buyers.

There is an increased trend toward retail record activities, with several coin men giving that phase of the biz a tumble.

CINCINNATI

CINCINNATI, Aug. 30.—Local coin machine operators have no gripe on August business. Collections on all phases of equipment have been uniformly good since the beginning of summer, and the month just ended was no exception. Pin games have been experiencing the usual summer lull, but local operators feel that the wind-up of the vacation season will remedy that situation, what with more people returning to their favorite location haunts for relaxation.

While industries here are booming, nickels are not flowing in boom fashion as some operators had anticipated. However, Cincinnati has long been known as a conservative town, and the old-time operators hereabouts know that it takes constant plugging to keep the nickels coming in this city, good times or bad.

What with much expansion and new building in local industry, operators of

vending equipment are reaping the greatest benefits. Drinks venders are the fastest item in the factories, with the bottle-type getting preference over the bulk vender. Candy and nuts machines are also getting good play from the busy workers, with much new vender equipment of this type showing up here in recent weeks. Cigarette machine sales are holding their own, with the price still pegged at 16 cents against the chain-store price of 15 cents or two for 29 cents. Ice-cream venders are a rarity in the territory.

Music machines have remained at a pretty even keel the last three months, with local operators evincing satisfaction with collections. New equipment is moving at a satisfactory pace. Wall box installations are increasing daily hereabouts, with telephone music losing its novelty and lure.

The movie machines, which made their appearance in the territory some six weeks ago, are still regarded as a novelty. As a consequence, collections are holding at a fair mark, altho not up to what had been anticipated.

Bell machines and automatic payouts are taboo within the city limits, but a number of spots in the county are re-summing with them after a long period without them due to the heat generated by the authorities.

CLEVELAND

CLEVELAND, Aug. 30.—Usually a slow business month, August volume for vending machine operators and the phonograph trade proved an exceptionally good one. This was due to the many defense orders factories in Cleveland and surrounding area are working on and the consequent increase in employment.

The cigarette vending machine business is a good example of how sales volume is stepping up. One prominent machine distributor states that his business has shown a 20 per cent increase in the past 90 days. Other distributors are highly pleased with the upturn. Operators have no difficulty in placing machines in factories, as they are a decided convenience to employees.

Two important State laws became effective in August. The anti-slug law on the 19th and the unfair cigarette sales act on the 27th. The former provides severe penalties for the manufac-



H. F. MOSELEY
Pres.-Treas.

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MILLS THREE BELLS, FOUR BELLS, BROWN FRONTS, CHROME BELLS AND VEST POCKETS, BOTH BLUE AND GOLD CHROME, KEENEY'S SUPER BELL AND FORTUNE MACHINES, EVANS' DOMINOS, BALLY ROLL-EM AND DERBY 1941.

BARGAINS

- 18 BALLY MYSTICS, LIKE NEW \$25.00
- 2 FLICKERS 42.50
- 1 BAKER'S TARGET SKILL, F. S. 35.00
- 1 GENCO HIGH HAT 52.50
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- FIVE BALL FREE PLAY**
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- 1 Chicago Coin Sports 17.50
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- 2 Keeny Big Six 10.00
- 1 Keeny Super Six 15.00
- 3 Keeny Red Hat 10.00
- ONE BALL**
- 1 Bally Eureka \$39.50
- 1 Mills The McCoy 19.50
- 1 Pacific Pamco Parley 10.00

- 2 Rockola Three Up \$10.00
- CONSOLES**
- 1 Pace Race, 20-1, Blk. Cab., #3909 \$49.50
- 1 Western Baseball 35.00
- COUNTER GAMES**
- 1 Bally Baby \$5.50
- 1 Daval Reel #21, 5c Play 6.00
- 1 Daval Reel #21, 1c Play 6.00
- 1 Groetchen Columbia Bell, J.P. 50.00
- 1 Groetchen Columbia Bell, Rear Pay 52.50

- 2 Groetchen Imps \$5.50
- 1 Groetchen Ace 5.50
- 1 Jennings Little Merchant 12.50
- 10 Mills Vest Pocket, Blue & Gold, used ten days 38.50
- 8 Mills Vest Pocket, Chrome, used 10 days 42.50
- 1 Mills Q.T., 10c Play, #20634 32.50
- 1 Mills Vest Pocket, Green 25.00

*All orders must be accompanied by 1/3 deposit, balance C. O. D. Write and ask to be put on our mailing list. Above prices are effective September 8, 1941."

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One Ball Free Play at
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AUTOMATIC COIN MACHINE CORP.

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IMPS . . . BRAND NEW . . .

WORLD'S LARGEST SELLING COUNTER MACHINE

With Ball Gum Vender, Penny Play.
Size, 5x5x6; Weighs Only 5 1/2 Pounds.

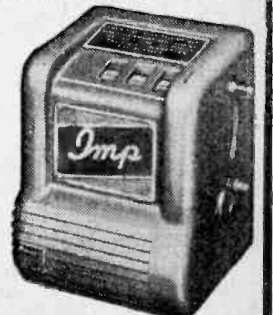
PRICE **\$10.75**

10 EACH
CASE OF 6 \$60.00

1/3 Deposit With Order, Balance C. O. D.

OHIO SPECIALTY COMPANY

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ture, use or possession of slugs. Comparatively few violations have been reported since the law came into force. The unfair cigarette sales act curbs price-cutting effectively. As a result of the act the price of cigarettes vended thru machines advanced from 16 to 17 cents a pack. Wholesale price is \$1.40 a carton. So far manufacturers have been able to supply sufficient machines for the demand, but the trade will not be surprised if a shortage develops.

Candy vending machine operators report a good summer business.

Ice cream vending machines are not in as widespread use in Cleveland as some sections, however, they are gaining in popularity but there has been a shortage of machines. During the month prices of ice cream advanced and these are reflected in the amount of ice cream vended for a nickel.

Soft drink vending machines were heavily patronized in August, and many new installations made by operators.

Consideration is being given to a proposal here to launch a national phonograph association. A delegation from the Michigan association met with Cleveland operators and those from near-by Ohio cities to discuss the matter in the early part of the month. The board of directors of the Ohio association appointed a committee to investigate the feasibility of the plan and to contact organizations in other sections of the country. The third annual outing of the Cleveland association August 28 was a gala affair and exceptionally well attended. August was a good business month for operators, machines being well patronized as wages have increased and the public has more money to spend on entertainment.

The pinball situation remains unchanged and operators have been waiting for a decision from Municipal Court on the replevin action filed by an operator against the city of Cleveland for seizure of machines.

The Cleveland Amusement Machine Operators' Association held an election of officers August 20 and elected G. E. Hanley, president and Charles Dow, vice-president. Other officers were re-elected and there were a few changes in the board of directors. Harry Elconin remains as manager.

DALLAS

DALLAS, Aug. 30.—There is no complaint here about August coin machine business except that too much rain slowed down collections for the last two



WOLF SOLOMON, of Central Ohio Coin Machine Exchange, Inc., Columbus, O., is reported doing a knockout distributing job with Exhibit Supply Company's Knock Out. (MR)

week-ends of the month. The music machine branch of the trade registered the best volume, but was also the division most handicapped by shortage of new merchandise. Phonographs got a good play and sales of phonographs and wall box equipment were excellent. Record sales were also high.

A very encouraging outlook greets the coin machine trade of the Southwest for the month ahead. Agricultural conditions are the best in many years. Cotton is bringing the best price in 10 years. With Texas producing one-fourth of the world's cotton crop there is going to be lots of cotton money spent for amusement this fall. A good grain crop has just been marketed at far better prices than a year ago. General business conditions continue very good, with a 25 per cent pick-up the last week of the month. With an added million and half dollars expansion for the big North American aviation plant here and the rapid expansion in the construction of the big bomber plant at Fort Worth, employment will reach a new peak. These expanding economic conditions presage a big fall

business for the coin machine industry. Cigarette and beverage venders have had an excellent season, the best in the history of the industry. Ice-cream venders at resort places did top business also.

Because of slow delivery on new merchandise used machine trade had a brisk business. Shops that specialize in remodeling phonographs had a good month. Distributors report that smart operators are buying as much merchandise as possible in advance of actual needs so as to be ready when the fall rush comes on.

DENVER

DENVER, Aug. 30.—That coin machines, like everything else, are going to be affected more and more by the defense program is being realized by operators here, with the result that they are buying equipment wherever possible. Phonograph and remote control sales are reported strong by distributors. Since no great shortages have been felt as yet, the majority of orders are being filled with little delay. A similar spurt in used equipment sales has resulted.

Most operators who have locations in the tourist areas report nice receipts, while operations in areas where defense spending is going on are also showing increases, tho as yet such increases in Denver proper have not been substantial. Bell and game operations are doing well in the resort territory, with the close of the season near.

Movie machines are making a stronger appearance in Denver, and reports are that most of these locations are proving profitable. Telephone music operations continue much the same as for the past several months. Two of the four major phonograph distributors are comparatively new, and both report business beyond expectation, and one of these has purchased a three-story building. Interest in wall boxes seems active.

DES MOINES

DES MOINES, Aug. 30.—Opening of this territory to mint ball machines climaxed business during August. A justice of the peace decision that the mint machines are legal has opened the way for their influx in large numbers thruout the territory.

Operators generally were reported stocking up on machines of all types, altho not in large quantities.

Phonograph and pinball business in the State continued about par with last month, with counter games making a substantial increase. Candy bar machines along with peanut and gum venders also showed an increase.

Business in Des Moines showed a sharp influx during the State American Legion Convention, but dropped off slightly following the convention. The situation in Des Moines is expected to improve shortly, however, with construction of a \$30,000,000 government munition plant now underway.

Beverage machine collections were up for the month, principally because of hot weather. Ice cream venders reported doing fair business.

DETROIT

DETROIT, Aug. 30. — Outstanding in local coin machine trade is the phenomenon of somewhat lowered play upon machines of all types, coupled with increased sales of machines.

The latter factor is explained by the fact that operators are hurrying to stock up their routes even beyond the available locations in order to have their business in a condition to cash in on fall business and to carry on as satisfactorily as possible under possible wartime conditions. Result is a general depletion of stocks in local distributors' warehouses.

Used games are at a premium here, and the usual decreasing prices on older games are not continuing downward as usual. Operators prefer to hang on to their old games, in a fair number of instances making deals without trade-ins.

Music continues to be the outstanding news here, with sales of new boxes far in the lead over other lines. Operators appear convinced that there is no prospect of a drop in music popularity and are going ahead with route expansion and replacement of older models accordingly.

Patronage is down because of the numerous uncertainties of employment that have affected this territory. Beer garden machines appear to be doing about as well as usual, as patrons enter these spots in a spending mood, but other places are not faring as well. There has been some increase in general retail trade because of the increased working population already drawn here, but most of these newcomers are not earning enough to spend lavishly as yet, and machines benefit less

than proportionately. Candy machines in theaters, always a major income source for many operators, are off even more than usual during the hot weather because of a general drop as high as 40 per cent in theater attendance. Candy operators are looking to return of cool weather and school to bring their business back to normal.

FORT WORTH

FORT WORTH, Aug. 30.—Practically all lines of the coin machine industry chalked up gains here during August. Biggest demand was reported for phonographs, free-play games and counter machines of both the new and used variety. Increased demand for remote-control units also was noted. Play and sales of target machines slowed off during the month, and activity in consoles was reported as fair.

In the vending machine field, cigarette venders were up both in patronage and sales. Big demand for both new and used penny venders was reported, while candy bar machines felt their usual summer slump here.

Defense activities centered hereabouts are resulting in increased pay rolls and employment, and coin machines are consequently benefiting. Installation of new governor seen as cause for increased optimism amongst the the trade. Wave of thefts of counter games by kid gangs reported resulting in operators chaining games to counters.

HOUSTON

HOUSTON, Aug. 30.—General business conditions continue at an all-time high level during August. Defense contracts in the Gulf Coast region, of which Houston is the industrial and trade center, have already passed the \$400,000,000 mark.

Sharply increased living costs (except rent) the past month and the determination of many to take last-minute advantage of long installment plan on merchandise and automobiles has taken considerable "loose money" out of amusement channels, according to some qualified observers.

Phonographs and phonograph record sales for August showed a substantial gain over July. One phonograph distributor reported that sales for August were more than double any previous month in the history of that office. Three of the four major phonograph distributors reported orders ahead of deliveries. All three major wholesale record firms reported August sales ahead of July.

Wallbox orders piled high but deliveries were reported slow. Reports are favorable on movie machines. Scales, beverage venders and other outdoor equipment are due to get at least one more month profitable operating. Counter skill games are getting good play.

NASHVILLE

NASHVILLE, Aug. 30.—Phonographs were the brightest spot in the coin machine picture here during the month. Distributors reported sales of new equipment soared to new highs as the demand exceeded the supply. Remote control units also were strong. One operator of telephone music reports business exceptionally good. He's using a new wrinkle—that of selling time on his network to local politicians now involved in a hot campaign. Office-seekers make one or two-minute speeches from the central control office that are heard in all the outlets.

Despite the hot weather, play and sale of novelty and free play games held their own during August. Counter games were up and consoles are reported going strong. Sales of used machines kept pace with new equipment sales.

On the vending machine front, cigarette venders held up best as candy bar and penny venders slacked off because of weather conditions.

Trade here is looking forward to a big fall and winter.

NEW ORLEANS

NEW ORLEANS, Aug. 30.—While coin machine operations about held their own during August, distributors of new and second-hand equipment noticed a sharp pick-up in buying by out-of-town operators of bells, consoles and counter games. Local interest centered mainly around free play games. Phonograph operations were not up to par, but business is expected to show sharp revival in the next 15 to 30 days.

Distributors of all types of machines complained of their inability to get shipments in time to meet buyers' demands. However, deliveries picked up toward the

WORLD'S GREATEST CIGARETTE TOKEN PAYOUT!

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TOKEN PAYOUT. MECHANISM GUARANTEED. 1c OR 5c MODELS! IT'S THE GREATEST AND STEADIEST MONEYMAKER OF ALL TIME! ORDER NOW!

\$34.50

Ball Gum Model Only \$2 Extra

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DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast - MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

Table listing various amusement machine models and their prices, such as Mills Four Bells \$210.00, Jumbo Parades \$89.50, and Leader \$35.00. Includes contact information for Cleveland Coin Machine Exchange.

end of the month. Remote systems are scarce and anyone offering second-hand material in good condition can readily dispose of it in this area. The remote music equipment is particularly quickly grabbed up in the interior, where 500,000 soldiers from all parts of the Deep South are centralized in August and September for mock war games.

Arcade patronage is reported good, especially at the city's leading lakeside resort, where operators are best in history. In this instance it is interesting to note that some console and pin games popular some years back are still very popular.

In the suburbs pin games are due back shortly. The throwing out of court of Gretna (Jefferson Parish) of an injunction to stop gambling in the parish seems to be the signal for return of bells and automatic award pin games. In the meantime operators have not been having any great success with free-play pin games in Jefferson.

Operations in the army camp areas in Central and North Louisiana are hit by a clamping down on late hour operations of night clubs, dance halls and other entertainment spots during the army maneuvers. The move for early closing started in Shreveport, with the district attorney saying the move followed suggestion of army officials.

Cigarette and beverage venders still enjoy a good summer patronage. The weather has been too warm for candy venders. Nuts have never been very popular in these parts.

The general business picture remains bright. There have been no serious strikes here, and the shipbuilding, lumber, textile and agricultural industries in general are benefiting greatly from the defense projects. The placement of a ceiling on lumber prices effective September 4 is not expected to be a great hardship, many lumbermen themselves admitting that in scattered instances prices were advanced too much. No noticeable effects from the adoption of daylight saving in most Southern States early in August are reported. There has been however, some spotted adverses suffered by operators in interior of Mississippi, Alabama and Georgia, where sharp increases in spread of infantile paralysis have kept many people away from public spots. All swimming pools in these States have been closed and the beaches on the Gulf Coast have been hurt in Northwest Florida and Alabama.

NEW YORK

NEW YORK, Aug. 30.—On the whole, business here during August was about on the same level as July. Collections on games held their own, while music receipts dropped off slightly. All operators, however, are confident that play will pick up again after Labor Day when vacationers return to their favorite haunts.

Sale of new machines has been fair, with operators picking their equipment carefully. Music machines were about on a par with July, but below the high peak reached in June. Sale of used phonos and pin games has been brisk. More used equipment was available during the last weeks of the month, indicating that operators were beginning to stock up on new equipment to meet fall needs.

Cigarette venders have been moving as fast as production permits, and used venders are reported bringing better than average prices. Movie machines are catching hold and doing very well.

OKLAHOMA CITY

OKLAHOMA CITY, Aug. 30.—August has seen operators and distributors in Oklahoma confronted by a strange contradiction. The operating end of the business has been dulled by a summer lull, yet distributors are selling new machines as fast as they can get them.

Operators blame their spotty business on the hot weather, and the fact that potential customers are either staying on their front porches or riding rather than spending their time indoors playing machines. They explain that it is a seasonal trend and one that should right itself when cooler temperatures come back.

Peculiar, too, is the fact that business outside of the Oklahoma City area is reported generally better than in the city.

The national defense program continues to give the industry hope, even though the tangible results so far have not been great. The projects in Oklahoma are still in the formative or construction stage, and altho they have given promise of opening up many new locations, little actual increase in business has been noted to date. The "promise," however, may

help to account for the rush for new machines and old. Second-hand machines, it should be mentioned, are at a premium, just as they have been for several months, and few are to be had. This is probably the best single market in the industry here right now.

Sales of new machines are going strong as operators are stocking up. Distributors are happy to see the increased sales, but they recognize the cause and understand they are reaping part of the harvest they normally would not expect until the fall and winter months.

Phonographs are enjoying one of the best seasons on record. Cigarette venter patronage is coming back strong after a temporary slump following increased State tax on tobacco going into effect. Penny venders also continue at par, while candy machines were affected by the hot weather.

PHILADELPHIA

PHILADELPHIA, Aug. 30.—Activity that characterized the machine industry during June and July slowed up a bit during August, but not enough to make for any seasonal slump. Music machine collections continued big, with new equipment bought in large numbers. However, distributors claim there is enough stock on hand to meet demands.

Two factors helped to keep business up this month. First was the furloughs of draftees, coming home before leaving for maneuvers. Second was the annual convention here of the Veterans of Foreign Wars during the August 23 week.

The month found more drink venders on location and the placement at hotel rooms and night clubs of movie machines. However, the movie machines are causing little excitement just yet. Music machines by far accounted for the biggest collections in the territory. Drink venders have been readily accepted by the public, and there is a definite need for more operators in the field since Philadelphia is still practically virgin territory as far as all types of vending machines are concerned.

Sales of used machines expected to boom shortly when operators begin unloading summer resort equipment. Trade here is reported gravely concerned on the gasoline curfew to be enacted in this territory after Labor Day. Most pin game operators here reported to run their cars an average of 1,200 miles a month and more.

PHOENIX, ARIZ.

PHOENIX, Ariz., Aug. 30.—Defense projects and soldier pay rolls here during August helped keep play and sales of phonographs and cigarette machines up, but the hot weather adversely affected sales of pin games and counter machines. Consoles were reported doing well, while guns did only fair. Used phono sales were particularly good, and a decided upward trend in remote-control units noticed.

Outlook for coin machine picture here, however, is favorable due to increased money being poured in on defense and military projects.

ST. JOHN, N. B.

ST. JOHN, N. B., Aug. 30.—Coin machines continue to draw heavily thru the Eastern Provinces and Newfoundland. At Halifax, N. S., where pinball machines are licensed, games are showing increased popularity. The same is true of Sydney, N. S. Pinball games are being well patronized at New Glasgow, Stellarton, Westville, Pictou, Glace Bay, New Waterford, Dominion, Reserve, North Sydney, Sydney Mines, Inverness, St. Peter's, Louisburg, Port Hawkesburg, Canso, Whitney Pier, Arichat, Springhill, Joggins, Parrsboro, River Hebert, Kentville, Amherst, Truro, Lunenburg, Yarmouth, etc., in Nova Scotia; Charlottetown and Summerside, on Prince Edward Island; Edmundston, Grand Falls, Perth, Andover, Woodstock, Fredericton, St. Stephen, Milltown, Campbellton, Bathurst, Dalhousie, Chatham, Sussex, in New Brunswick; St. John's, Botwood, Grand Falls, and Cornerbrook, on Newfoundland. Games are also active at nearly all points on Cape Breton Island, the Eastern mainland of Nova Scotia, Northern New Brunswick and most of Newfoundland.

The 20 per cent tax on theater admissions has reacted very favorably on the patronage of coin machines.

Not in the history of these provinces has there been such a volume demand for automatic music. There is not a city, town or village in this territory that has not broken all existing records for number of music machines or gross takes. Consistent patrons of these machines are the men in uniforms and



G. GILBERTSON, chief service-man for E. Komroy, of Spring Grove, Minn., tested the camera ability of Western's Don Anderson when Don recently made a good-will tour thru the territory. Gilbertson is a Western booster and told Anderson that Western's two new machines, Derby Winner and Flying Champ, are among the best operating equipment the industry has to offer. (MR)

by the tax commission as illegal. Altho the court ruled the commission had exceeded its authority, the affair had a dampening effect on the trade.

Pinball games, best sellers during the first half of the year, always fall off about this time because of the local license situation. The licenses are not prorated, and operators hate to pay the full fee with only a few months of playing time left.

Then, too, shipments were reported slow, especially of slot machines for local club use and for use across the Idaho line. A pretty good market for used ray target machines was reported, and remote control boxes continued a steady sales pace.

SPRINGFIELD, ILL.

SPRINGFIELD, Ill., Aug. 30.—The Illinois State Fair and the State convention of the American Legion helped boost play on music boxes and cigarette machines here during August. Candy bar venders and penny machines proceeded at their usual pace.

Month witnessed the first installation of a movie machine here and it is reported getting a good play.

WILKES-BARRE, PA.

WILKES-BARRE, Pa., Aug. 30.—Pinball and automatic music machine operators in this territory are looking forward to a fine fall and winter in view of the above-average weeks reported late in July and in August.

This area has been hit by many families' moving to defense boom areas, but this situation has been partially alleviated by the steady working of the anthracite mines, marking the first time in many years that miners have been working four and, lately, five-day weeks. In addition, the week-ends have been good because of soldiers on leave returning to the city.

On the whole, the coin machine business shows a definite rise over last year. Pinball machines are doing better, with more machines in operation. Music machines are fair but still above last year's reports. However, operators feel that with increased pay rolls business will pick up.

Movie machines have begun to make their appearance in neighboring Lackawanna County and are reported doing well in the few spots in which they have been installed.

also those of the merchant marine. Some of the eating places have had to install two and three machines to cope with the demand for music, and the trend is still upward.

SPOKANE

SPOKANE, Aug. 30.—Several factors adversely affected the sale of coin machines here during the past month. Chief among these, perhaps, was the psychological effect of the brush pinball operators had in July with the State tax commission. Operators had been operating for four or five years straight without any trouble and then suddenly found most of their machines classed

COLLECT A HATFUL ON EVERY LOCATION!
There Is No Greater
1 OR 5 BALL REPLAY MADE
WESTERN'S NEW
DERBY WINNER

GOING STRONGER ALL THE TIME!
FLYING CHAMP
1 Ball Multiple De Luxe Payout—Quinella! 40 Coin Buy-the-Board! Giant Jackpot! Flying Champ Roll-overs! It's a HONEY!
Immediate Delivery

GIANT JACKPOT! MONEY MAKING QUINELLA!
40 COIN BUY-THE-BOARD!
DERBY WINNER ROLL-OVERS! 2 MODELS!
A Beautiful De Luxe Console For Those Ultra Smart Locations—
An Attractive Leg Model For Your Other Type of Locations—Both Ready To Make BIG Money For You!
Immediate Delivery! Order From Your Distributor or Write Direct

WESTERN PRODUCTS, INC. 925 W. NORTH AVE. CHICAGO

SUMMER CLEARANCE SALE! WE ARE OFFERING A FEW MACHINES AT PRICES YOU CAN'T AFFORD TO MISS. ALL MACHINES ARE IN GOOD MECHANICAL CONDITION AND THOROUGHLY CLEANED BEFORE SHIPMENT, AND READY TO BE PLACED ON LOCATION

3 Exhibit Stars . . . @ \$40.00	2 Chi-Coin All	1 Genco Blondie . . . @ \$20.00
1 Stoner All-Baba . . . 15.00	American . . . @ \$30.00	2 Genco Cadillacs . . . @ 22.50
1 Gottlieb Bordertown 22.50	3 Bally Arrowhead (#1	1 Chi-Coin Roxy . . . 12.50
1 Chi-Coin Skyline @ 32.50	Bali, F.P.) . . . @ 12.50	1 Genco Powerhouse . . . 22.50
3 Exhibit Leader . . . @ 30.00	1 Chi-Coin Sport Parade 45.00	1 Keeney Wild Fire . . . 52.50
4 Genco Metro . . . @ 32.50	3 Genco Seven Up . . . @ 52.50	1 Chi-Coin Fox Hunt. 20.00
1 Exhibit Zombie . . . 35.00	10 Advance Vitascopes,	1 Bally Silver Skates . 45.00
3 Genco Formation @ 25.00	1 1/2 Pl. with Stds. @ 12.50	2 Exhibit Dble.Play @ 60.00
4 Bally Mystics . . . @ 40.00	2-Chi-Coin Majors or	1 Gottlieb Miami Beach 67.50
2 Gott. Schooldays @ 40.00	'41 @ 57.50	6 Gottlieb 3 Way
1 Bally Broadcast . . . 35.00	3 Gottlieb Hi-Dives @ 57.50	Grips @ 9.50
3 Bally Playball . . . @ 57.50	2 Chi-Coin Snappy @ 62.50	1 Exhibit Sunbeam . . . 55.00
2 Genco Hi-Hat . . . @ 40.00	2 Genco Capt. Kidd @ 67.50	6 A.B.T. Model #F . . .
4 Genco Bandwagon @ 27.50	1 Bally Triumph . . . 9.50	Targets, 1/2 Play @ 10.00
	1 Stoner Britle Spot . . . 17.50	1 Genco Big Town . . . 15.00

KINDLY INCLUDE ONE-THIRD DEPOSIT IN CASH, CASHIER'S CHECK OR MONEY ORDER. STATE METHOD OF SHIPMENT PREFERRED.
WRITE, WIRE OR PHONE YOUR ORDER AT ONCE.

MORRIS NOVELTY CO. (Franklin 0757) 4505 Manchester Ave. ST. LOUIS, MO.

Star Attraction Chi Coin's Newest

CHICAGO, Aug. 30 (MR).—A new game, Star Attraction, which, according to officials of the Chicago Coin Corporation, "lives up to its name," was announced to the trade this week. "There is no doubt but that Star Attraction will be the main hit," said Sam Wolberg, "and get top billing everywhere. Operators can expect and will get something extra in this new Chicago Coin game. Besides a clever array of scoring ideas, Star Attraction features a new play-again appeal with its carry-over from game to game super award feature. This added feature alone should up the collections aplenty."

"When old-timers like Al Simon, I. Rothstein and Lew Weinberger say it's one of the best games they've seen in a long time, I believe we definitely have something in Star Attraction," said Sam Gensberg. "Initial orders are much higher than we've had on any game since last spring."

"Every time a ball passes thru the top scoring lane when the side lights are lighted another letter in the words Star Attraction light up. These letters stay lighted until the entire group are lighted. Carrying over from game to game, this is a standing inducement to play and play again for the big special award. There are five other attractive and interesting ways to win awards for skill. For instance, a sufficient number of red stars or yellow stars gives a generous award. Special award lane and sequence scoring lanes add spice to the play."

"Star Attraction is now in full production at the Chicago Coin huge factory and volume shipments are going forward to distributors all over the country. Two carloads have been shipped to the West Coast alone."



APPLE PIE EATING CONTEST at picnic held by the J. & J. Novelty Company, Detroit. Jimmy Passanante, head of the firm, was host to employees and operators at the big event. (DR)

Bally Supplies Bond Stickers

CHICAGO, Aug. 30 (MR).—Bally Manufacturing Company has hit on a new way to co-operate with the government in promoting the sale of Defense Savings Bonds. Packed with each Bally machine is a neat red, white and blue sticker with the wording "Buy U. S. Defense Bonds" on it. The sticker is printed on the

gummed side to allow the operator to place it under the glass. Discussing the sticker, Herb Jones, Bally advertising manager, stated that it was designed to give operators an opportunity to do what other merchants are doing—advertise Defense Bonds in their display windows. "The glass top of a game," Jones said, "is the operator's display window—the place where he can help sell Defense Bonds. I am sure all operators will be quick to co-operate by putting the stickers on their games. In addition to supplying the stickers with each machine we will gladly ship stickers to operators on request, no charge, and while the supply lasts we will furnish any reasonable quantity to any operator who writes in."

Ratliff and Kline Atlas Omaha Reps

CHICAGO, Aug. 30 (DR).—Eddie and Morrie Ginsburg, officials of the Atlas Novelty Company, report that their new Omaha office is showing healthy signs of growth since its opening and particularly since the appointment of Joe Ratliff and Joe Kline to represent Atlas in the Omaha territory.

Ratliff is now traveling Nebraska selling phonographs for Atlas. He is well known to the trade and knows the phonograph business from A to Z, according to Atlas executives.

Joe Kline is in charge of game sales and, say the Ginsburgs, is doing a swell job of building up this branch of the business.

Discussing the first six months of the year, Atlas officials say they are well pleased with sales results and expect the second half of the year to be just as good. They report that there was no summer slump in buying but rather an increase in sales of all types of equipment.

Grand National Meets All Orders

CHICAGO, Aug. 30 (DR).—Al Sebring, Grand National Sales Company, Chicago, stresses the position of his company in meeting demands of quantity buyers. "There are two good reasons for our success in giving quantity buyers such complete satisfaction," said Sebring. "First of all, we are constantly in contact with large operators who are disposing of their equipment. Secondly, our staff of skilled technicians restore used equipment to tip-top condition. As a result, we are always ready to meet practically any demand."

Mac Churvis called attention to the fact that the small operator gets the same careful attention and service as the biggest. "Even the smallest operator knows that he can get service from Grand National," said Churvis. "We go out of our way to please the occasional buyer for we know that one of these days he will become one of our substantial customers. We feel that this is one good reason why our business has shown such remarkable growth in the last two years."

Groetchen Tells Ability To Deliver

CHICAGO, Aug. 30 (MR).—Customers can get immediate delivery on Columbia Chrome Bells, report Groetchen Tool Company officials. "The ability to coordinate production facilities with anticipated demand has resulted in the Groetchen Tool Company being able to give distributors and operators prompt delivery on chrome and regular Columbia bells despite the stress of present-day conditions," officials declared.

"The Columbia De Luxe Chrome Bell is the hit of the Groetchen line from the standpoint of luxurious beauty and styling. Containing many square feet of brilliant polished chrome, finished with an attractive red and blue trim, the chrome bell is the type of machine desired by the finest locations."

"The Columbia Chrome Bell is available in a wide variety of models. The twin jackpot model, the popular gold award cigarette bell model, with optional front or back payout, also furnished with a large single jackpot, hand-loaded by the location with jackpot meter."

"Columbia Chrome Bells of every model are convertible for four-coin play; penny, nickel, dime or quarter. The rotary-type coin magazine provides trouble-proof action and accuracy. Complete protection from slugs is assured by the paying out at all times of coins last played."

"In addition, all club models are equipped with a check separator mechanism which by a simple adjustment enables the operator to use the machine set on a cash or check play. The smaller size line of regular Columbia bells is also available for immediate quantity shipments," the Groetchen Tool Company officials concluded.

Stern Explains Advice "Buy Now"

CHICAGO, Aug. 30 (DR).—"The trend of coin machines is favoring combination free-play and payout machines which incorporate various-type symbols," says Al Stern, of Monarch Coin Machine Company. "These machines are in demand because of their flexibility as to territorial requirements."

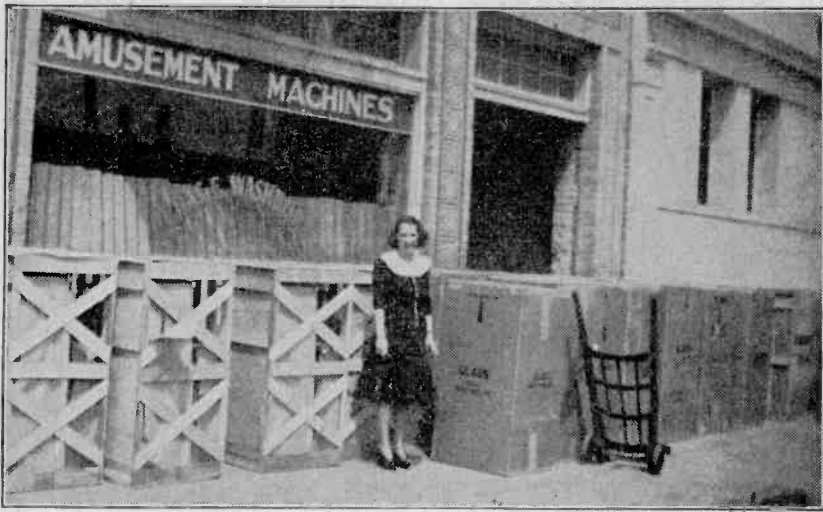
"We have suggested time and time again to operators that whenever possible they should anticipate their requirements, and above all, buy now. Recent events have proved our statements. Operators who have stocked up on games will be thankful that they had the foresight to act in a difficult situation."

"As the machine situation becomes more problematical, it is well to note that the industry as a whole has not increased prices a great deal, remembering, of course, that all materials which go into coin machines have gone up tremendously in price, in addition to wage increases, overhead increases, etc. By acting in this manner they are making it possible for operators to buy more equipment now at practically the old prices. Therefore, Mr. Operator, buy now."

FREE INFORMATION AND PLANS TO START A MODERN EXHIBIT PENNY ARCADE
(LARGE · MEDIUM · SMALL)
GOOD LOCATIONS NEAR ARMY CAMPS · SUMMER RESORTS, etc.
TO-DAY'S FASTEST GROWING PROFITABLE BUSINESS
Write Us Now! EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO

JIGGER
A BRAND NEW GAME OF SKILL
100% Legal . . . Appeals to All Ages
Fastest Money Maker on the Market
Jigs the Penny Down in Hula Hula Style; Size, 6x10x15 inches. Strikingly Beautiful Finish—and, Oh, Boy! What Appeal!
No Battery. Few Working Parts.
Experts Say It Is One of the Neatest Bug-Proof Machines Made
Put It on Location . . . See for Yourself How Fast the Coin Box Gets Loaded . . . Order NOW.
\$16.50
1/3 With Order, Balance C.O.D.
BLAKE MFG. CO.
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GET HEP TO THE HOTTEST THING IN AMERICA
FLIPPER
By MARKEPP
It's hotter than a firecracker! Earns big, steady profits on any location—month after month—for years! A sure winner. And—strictly pure amusement so that you can run it anywhere! Rush your order today—you can't lose with "FLIPPER"!!
\$19.50 2 FOR ONLY **\$37.50**
THE MARKEPP CO
3328 Carnegie Ave. Cleveland, O.



EXPORT OF WHAT IS BELIEVED TO BE THE LARGEST shipment of games to go from Los Angeles to Honolulu was made recently by the Charles E. Washburn firm of Los Angeles. Gladys Washburn stands in front of the shipment of games which were sent to Fred Trevillian, island operator. (DR)

Silver Spray Hoists Sail

CHICAGO, Aug. 30 (MR).—"Coin machine records for play and profits are being ripped to bits as Baker's trim new five-ball novelty table, Silver Spray, weighed anchor and set sail on its maiden trip," say Baker Novelty Company officials.

"Locations in which the game has had continuous test runs far exceeding the usual, report that the game holds a magical attraction for players which remains undiminished after weeks of

operation. In appearance, one of the sweetest jobs ever turned out, Silver Spray has a new swift breeziness of action and a scintillation of lighting beauty that score an instant hit with fans.

"Salt water atmosphere and the spirit of adventure built right into its hull, a new simplified play, new arrangement and six ways to score help to account for its remarkable hold on players. Enthusiastic distributors and operators are crowding the factory with requests for rush delivery, but production is not yet sufficiently under way to supply the games as fast as they are demanded."

Harold Baker, president of the company, declared: "From the advance orders piling in and the enthusiasm shown by the trade, we're keying our production to a high pitch to meet the demand that is becoming heavier and more insistent every day. Indications are that Silver Spray will break our production records, as it is breaking records for continuous play in locations."

MARVEL

WORLD'S GREATEST CIGARETTE REEL TOKEN PAYOUT COUNTER GAME

\$34.50

Ball Gum Model Only \$2 Extra.

1/3 Dep. with Order. Bal. Shipped C. O. D.



ATLAS NOVELTY CO. 2200 N. Western Ave. CHICAGO, ILL.

ASSOC. OFFICES ATLAS AUT. MUSIC CO., 3939 Grand River Ave., Detroit. ATLAS NOVELTY CO., 2219 Fifth Ave., Pittsburgh.

REVITALIZE YOUR SLOTS

Club Handles for any model Mills Slot Machines.

SAMPLE \$2.50—25, \$2 EA.

Write for larger quantity prices.

Colors—Blue and Brown.

We have large quantity of Mills Slot Machines for sale. Also Parts.

BUCKEYE VENDING CO., INC.

518 S. High Street Columbus, Ohio

Economy Shows New Speaker

NEW YORK, Aug. 30 (MR).—Economy Supply Company, operated by Phil Bogin and Ike Berman, announces the introduction of a new speaker in addition to a full line of parts and supplies. The speaker, named the Patriotic Speaker, was designed by Berman. It is a light-up model in red, white and blue, in the shape of a shield. It comes completely equipped and needs only to be plugged in, the firm reports.

Orders have been placed by local operators who had the first chance to view the speaker, it is stated. Production has now been increased to handle sales nationally and the firm promises immediate delivery on all orders that come in during September.

Phil Bogin is the roadman for the outfit, while Ike usually can be found in his office, handling production and shipping details.

Lieberman Serves A Broncho Buster

CHICAGO, Aug. 30 (DR).—Bud Lieberman reports an unusual experience last week in his newly enlarged Chicago showrooms. He stated that an operator walked in and introduced himself as a pin game operator from Montana. Bud took him around and showed him all the new and used equipment on hand.

After purchasing several hundred dollars' worth of machines the man asked for a bill. Lieberman had his girl make out the bill of sale and presented it to the tall, lanky Westerner.

Upon receiving the amount due, he excused himself for a minute and walked to his car and returned with a big canvas bag. He then slowly counted out the money in silver dollars.

When Bud banked the next day he had to send along a husky helper with his cashier. Bud Lieberman stated that if a customer from the copper country comes in and makes a big purchase he's going to draw a line and refuse payment if it's going to be made in pennies.

Mills Gold Chrome Bell hits new heights in Bell luxury—it's the one machine that makes all the better locations glow with pride. Product of Mills Novelty Company, 4100 Fullerton Ave., Chicago

Mills Gold Chrome Bell



5c PER SPIN
HIGH AND LOW PLAYED
WIN 20
SHOW 25
PLACE 50
LAST PUNCHED IN EACH LARGE PANEL

43 TO 145
FREE PUNCHES

SPIN WHEEL ONLY IN PRESENCE OF MERCHANT

The WHEEL SPINS—crowds 'em round

They're Off!

FEATURE RACE

BIG NEW IDEA

IT'S A THRILLER!!

FEATURE RACE... The spinning sensation that races profits your way! Place your orders NOW for this latest SUPERIOR entry into the money field... 1400 holes... 5¢ per sale... Race Symbols... Takes in \$70.00, less 80 free punches (4.00)... Total average payout \$34.25... Total average profit \$31.75... EXTRA-THICK BOARD.

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

MILLS PHONOGRAPHS
Distributor BELLS TABLES
CONSOLES
KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.
Baltimore Office: Baltimore, Md.
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MUST SELL!
Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.
BOX 285, MINNEAPOLIS, MINN.

REAL RELIABLE VALUES!!

PHONOGRAPHS

WURLITZER COUNTER MODEL 61 \$69.50

WURLITZER COUNTER MODEL 71 \$109.50

CIGARETTE MACHINES

Rowe 8 Col. Imperial \$39.50

Rowe 8 Col. Royal 49.50

Stewart-McGuire 7 Col. Models (Reconditioned & repainted like new) 35.00

Stewart-McGuire 9 Col. W. 49.50

Stewart-McGuire Dualway 1-8 Col. and 2-10 Col. (Like New). Ea. 22.50

1/3 Deposit With Order, Bal. C. O. D.

RELIABLE MUSIC CO.

602 N. Highland Ave. Atlanta, Ga.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

Denver

DENVER, Aug. 30.—Mountain States Music Distributors have been appointed distributors of Rowe merchandisers for Colorado, Wyoming and New Mexico. Jim Gaddis, owner-manager of the firm, reports his company has enjoyed a fine season's business and the future outlook is optimistic.

L. A. Snook, of Cheyenne, Wyo., made a double move recently, moving into a new home as well as new office quarters.

Walt Jantz, Denver operator, has purchased three more Rock-Ola ToneColumns and reports excellent reception from all of his installations. Walt, a rabid fisherman and hunter, is taking off on another fishing trip, which will also be a business

trip, since Jantz will look after some of his mountain resort locations while away.

Albert Bales Jr., son of operator A. P. Bales, of Cheyenne, Wyo., has been drafted and leaves September 5 for an army post in California. The younger Bales is associated with his father in their operations.

Louis Belotti, operator of Walsenburg, Colo., who had been expecting a call to service, has been deferred due to the new age limit and is continuing his operations as usual.

Wolf Relwitz, head of the Wolf Sales Company, has announced the purchase of a three-story building at 1942 Broadway, Denver, and November 1, following remodeling, the building will house the Wolf company. Chick Roberts has returned to the San Francisco office of the company following a week's stay in Den-

ver. Al Roberts, making a tour of the company's territory, reports a bright outlook for the coming year. He will be gone two more weeks. Melvin Draper has been added to the service department, and Jean Robinson and Shirley Calhoun to the office force at the Denver office.

Larry Rush, of the Southwest Sales & Service, Gallup, N. M., reports that defense spending in the vicinity of near-by Fort Wingate, where a new ordnance depot is being constructed, has proved a boon to his operations.

L. W. Gentry, operator at Carlsbad, N. M., has a Seeburg Hi-Tone in the cocktail lounge of White's City, located a half mile from the famed Carlsbad Caverns. White's City is headquarters for tourists and visitors to the Caverns, with a resulting nice play for the phonograph.

Recent visitors and purchasers of equipment at Wolf Sales Company include Don Negri, of Grand Lake; John Burke, Sterling; M. W. McBroom, Colorado Springs; Vernon Scott, Medicine Bow; W. C. Johnson, Rawlins; Ray Oldham, Rocky Ford; Sandy Yeager, Fairplay, and Charles Curtis, Alt.

Pat Gay, formerly of the office staff of Modern Music, Denver, was recently married to LaVries Frank, of Rapid City, S. D., and is now residing in that city.

Frank Huber, Modern Music routeman, recently purchased a home in North Denver.

Ralph Brandenburg, former routeman, recently left for the West Coast.

Vacation notes: Jack Shuman, of Wyoming Vending Company, Cheyenne, Wyo., spent two weeks enjoying the wonders of his home State. . . . Gus Carter, of Fort Collins, has been catching the limit of fish the past month. . . . Mrs. W. L. Orr, of the Border Novelty Company, Albuquerque, N. M., and her mother spent two days as the guests of Mr. and Mrs. Jim Gaddis, Denver, and were thrilled with the splendor of the Colorado Rockies. . . . Walter Cole, of Carlsbad, N. M., has returned from a trip to California. . . . Mr. and Mrs. Jim Gaddis had a group of relatives from Illinois and Indiana as recent visitors. . . . Mrs. Bert Alcott, wife of the Mountain States Music Distributors salesman, is making an extended visit to her home in Abilene, Tex., due to the illness of her mother.

Tony Lovejoy, former serviceman for F. E. Morrison at Greeley, Colo., recently accepted a similar position with a Northwestern operator.

Century Music Company, Denver operator, in business eight months now, has four men on its roster and a fifth is to be added soon. John Negri is manager of the company, which includes John Harrison, Charlie Crews and John Tribilhorn.

Recent visitors and purchasers of equipment at Mountain States Music Distributors were A. P. Bales and L. A. Snook, Cheyenne; George Parsons and Pat Johnson, Rawlins; Henry Chipp, Rock Springs; Guy Ferrens, Caspar, and Lloyd Kneiss, Torrington, Wyo.; Gus Carter, Fort Collins; Johnny Burke, Sterling; O. B. Scott, Pueblo; John Hubbard, Del Norte; Joe and Tony Piccoli, Durango; George Florina, Santa Fe, N. M.; Vincent Pena, Las Vegas, N. M.; Gene Bosche, Raton, N. M.; Paul Bosch, Alamosa; E. C. Jones, Gunnison; Ray Oldham, Rocky Ford.

Gano Senter, head of the Rocky Mountain Soundies Company, reports a successful premiere of the machines for Nebraska held at the Fontenelle Hotel, Omaha, recently. Franchises are now being let for Nebraska, and 40 machines have already been contracted for in Omaha.

CORRECTION

In the advertisement of Hercules Machine Exchange, Inc., 1175 Broad St., Newark, N. J., which appeared in Aug. 30 issue, the price of S-ratoliner should have read \$29.00.

PICK AND GRIN

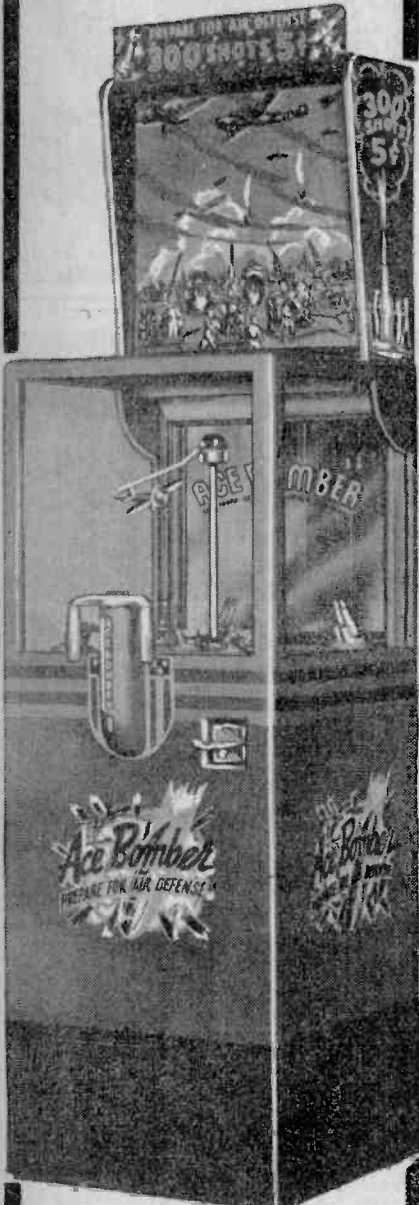
A miniature jar deal on a card. Folds up like a dally or tip book. Only 210 tickets. Takes in \$10.50 and makes an average profit of \$5.00. Pays out eight 25¢ consolation and four jackpot seals averaging \$7 1/2¢ each. Seals are as follows: One \$5.00, one \$3.00, one \$1.00, seventeen 50¢ seals; 20 seals in all, 4 to pull. The fastest little money maker yet. Order today. Three samples, \$1.25. Regular price \$5 per dozen.

BARNES NOVELTY CO., New Paris, Ohio



HEY, FELLAS!
MUTOSCOPE'S

ACE
BOMBER
IS TERRIFIC!



Order From Your Mutoscope Distributor

INTERNATIONAL
MUTOSCOPE REEL CO., Inc.

Manufacturers of
DRIVE-MOBILE, world-famous PHOTO-
MATIC and top arcade equipment.
44-01 11th St., Long Island City, N. Y.

Here Are Two Coinmen Who Serve Customers Via Plane

Coincidence brought these two pictures together in the office of *The Billboard* last week. Evidence that the coin machine industry is a fast-moving industry is certified by the pictures of these two coinmen who service their customers in their planes.

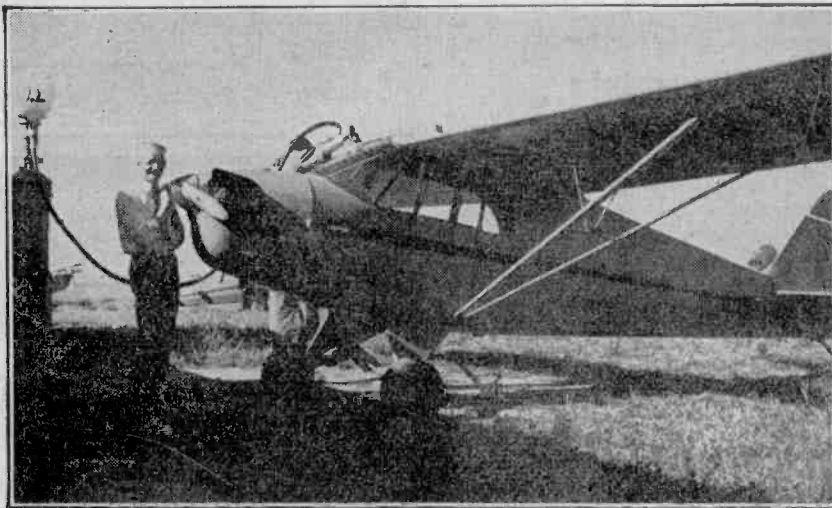
Elmer Wolfe, Wolfe Music Company, Ottawa, Ill., and Percy Hall, Kalamazoo, Mich., are the two shown in accompanying pictures. Evidence of even another operator who uses an airplane to make service calls was contained in a news item printed in *The Billboard* (August 23 issue) which related that Earl Walker, of Herrin, Ill., cracked up in a field near New Athens, Ill., August 5 while flying to service a location.

Says Elmer Wolfe, who covers Northern Indiana and Iowa for Buckley Music System: "Illinois and Iowa spread out over a lot of miles. Covering the territory by car, I'd put a lot of miles on

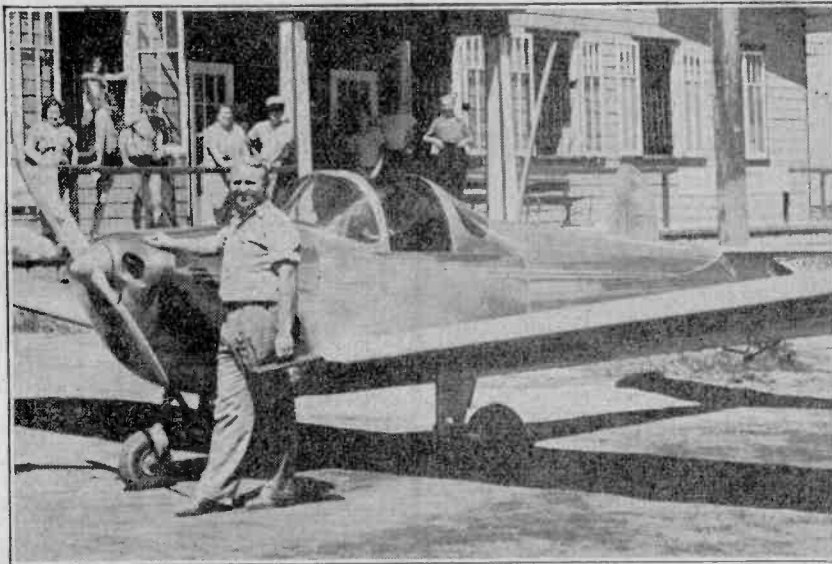
the speedometer and spend many hours in the driver's seat. Now, by plane, I can make Springfield, Omaha and Rock Island all in the same day and be back home the same night."

Percy Hall reports that he furnishes the fastest service in the coin machine business to his locations. In the picture accompanying this story Hall's plane is parked in front of a location at Paw Paw Lake in Coloma, Mich.

Now that we have three coinmen using planes to conduct their business, can we account for any more? What other types of transportation outside of legs and automobiles are being used? Any dog sleds, kayaks or dirigibles being used. All kidding aside, let's hear from other operator-aviators or those who do have a unique way of reaching their locations. We suspect that there are many and hope to be able to present their pictures in future issues.



ELMER WOLFE, WOLFE MUSIC COMPANY, Ottawa, Ill., distributor for Buckley Music System, with his new plane. He covers his territory of Northern Illinois and Iowa by air. (MR)



PERCY HALL KALAMAZOO (MICH.) OPERATOR, with his plane which he uses to service his coin machine locations. Here he is parked in front of the Crystal Palace at Paw Paw Lake, Coloma, Mich.



WOLF SALES COMPANY EMPLOYEES, Denver, feted Wurlitzer District Manager Bill Bye recently when he called on the Wurlitzer distributing firm. Business completed, Wolf employees honored Bye at a party and banquet at the Brown Palace Hotel. (MR)

Industry Hails Evans' Play Ball

CHICAGO, Aug. 30 (MR).—At long last, H. C. Evans & Company spoke the words "batter up" and the long-awaited new coin machine Play Ball made its official bow. "From North, South, East and West the news was hailed, as congratulations poured in from leading distributors and operators everywhere," say company officials.

"Play Ball introduces the most ingenious achievement in coin game engineering," said Rex Shriver, official of H. C. Evans & Company, "something engineers for years have been dreaming about, but hardly even dared to hope for. A machine in which a game of baseball is actually played, not by make-believe or makeshifts, but by actual manikin players, with the most uncanny realism, right before your eyes.

"Years of pioneering work, months of



CHROME BELL COLUMBIA

Flagship of a magnificent fleet of Columbia Bells.

You need this Chrome Bell to command the play on every location.

Stately in appearance, large Fruit Reels, Cash or Check payout, large Jackpots; convertible on location from Nickel to Dime or Quarter Play.

Its low price will surprise you.

We also feature other types of Columbias for every type of operating need.

GROETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.

WANTED TO BUY

Used Consoles, One-Balls, Blue Fronts and Phonographs. State best price.

Charles E. Washburn

1511 W. Pico Blvd. Los Angeles, Calif.

ALL MACHINES PRACTICALLY NEW

3 1940 Evans Bang Tails \$150.00 Each
2 1941 Evans Bang Tails 175.00 Each
2 Baker's Paces 150.00 Each

(All With Remote Control \$10 Extra)

Terms: 1/3 Down, Rest C. O. D.

AUTOMATIC COIN MACHINE COMPANY

809 Poydras Street NEW ORLEANS, LA.

BUY U. S. Defense Savings Bonds and Stamps

research and experiment and the most grueling tests imaginable are the secret that made this epoch-making creation a reality. And what players those manikins are! A pitcher who really picks up the ball with his hands winds up, throws it right thru the air with plenty on the ball. A batter, controlled by the player, steps up and bunts, steps back and swings, hits, sacrifices, fouls, fans, or is walked. A catcher who actually catches the ball on strikes and many fouls.

"The first reaction of the player is to marvel in awe at the unbelievable spectacle before his eyes; then comes the longing to play and play, as one game seems to call for another without end. The playing field is a miniature reproduction of a baseball diamond, true-to-life even to the dugouts. Almost every baseball play can be made, including sacrifices, which advance base runner. The massive scoreboard shows play-by-play results as completely as a box score. The rich moderne de luxe cabinet is an attraction in itself and an ornament to any location. From backboard to base, it's the supreme achievement of the industry. You've waited patiently for this super-game, but believe me, it was well worth waiting for."

R. W. (Dick) Hood, president of the company, was elated over the enthusiastic reception of the game by the trade. "From the origination of console games to the present moment," he said, "Evans has been a leader in giving the industry its greatest game successes. It's only natural that the trade looked to Evans to build the real-play baseball game the world has been waiting for. In Play Ball, Evans's engineers have virtually brought a coin machine to life, almost endowed it with brains, and precision-engineered it to such fine points that it is a miracle of mechanical perfection, entirely free from bugs, absolutely dependable in operation. Distributors are already predicting that this game will carry the industry to new heights of public approval and acceptance and put coin machine operating on the high plane it deserves."

Wallop Poll Hits Whip Summer Slump

CHICAGO, Aug. 30 (MR).—"No warm weather drop-off in business this year! Instead, we've had an unprecedented boom, thanks to Spot Pool and New Champ," says Hy Greenstein, head of Hy-G Amusement Company, Minneapolis, as quoted by D. Gottlieb & Company.

"In fact, we consider these two games the greatest Gottlieb hits ever produced. Spot Pool has been in tremendous demand among operators in our territory this summer, and even now they are clamoring for more of them. Following up that five-star hit with another knockout game, New Champ, put our sales over the top of all former records. So terrific is the success of New Champ on location that the game is in a class by itself."

"It shows how wholeheartedly operators appreciate great games," said Dave Gottlieb. "New Champ was the choice of over 80 per cent of distributors and operators polled in our Wallop Poll. So insistent were they that we were compelled to put it back in production. No words of ours can compare with such endorsement from the men who have the actual location-proof. We say the game is a wonder, but they prove it and back up their proof with a flood of orders.

"But don't think Spot Pool is far behind," Dave added. "Our latest Wallop Poll demands another run on that game, too, and there is nothing we can do but yield to the demand. So, Spot Pool once more will be available to operators. Two games in a row that get such tremendous encore from the trade is a record of which we are indeed proud."

REVOLUTIONARY COUNTER SENSATION!

KICKER and CATCHER

100% NEW!
100% MECHANICAL!
100% SKILL!
100% LEGAL!

Creating a sensation everywhere! Brilliant, original playing action entirely under player's control. A knockout for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries. Cash in quick! Order today!

PENNY PLAY

\$29.75

F. O. B. Chicago

NICKEL PLAY, \$31.75

Stand, \$6.50 Extra



THE BAKER NOVELTY COMPANY INC.

1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST

Factory Sales Representative

MAC MOHR

2916 W. PICO BLVD. LOS ANGELES, CALIF.

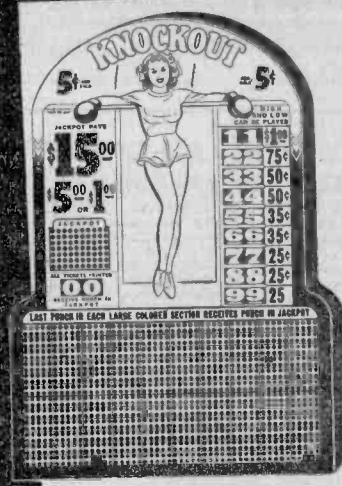
KICKER & CATCHER

Distributed

Sold on time payment. 10 Days' Free Trial. 1/3 Deposit.

Recommended by

TORR 2047A SO. 68 PHILA., PA.



It's Terrific! IT'S "KNOCKOUT!"

A brand new idea in die-cut punch boards. Powerful player appeal. Consolations start at \$1.00 .. none less than 25c. Get this money-maker now!

No. 12087 5c a Play 1200 Holes

Takes in \$60.00

Average Pay out 26.88

Average Gross Profit \$33.12

WRITE FOR NEW FOLDER NC-418

HARLICH MFG. CO.

1413 West Jackson Boulevard - CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

PAYOUTS	FREE PLAY FIVE-BALL	FIVE-BALL FREE PLAY
Four Bells \$229.50	Thriller \$12.00	Double Feature \$19.50
Big Top 112.50	Bangs 12.00	Sporty 12.50
5¢ & 25¢ Paces Reels 112.50	Mr. Chips 14.00	Jolly 22.50
Royal Draw 94.50	Follies 14.00	Powerhouse 24.50
5¢ & 10¢ Square Bells 74.50	Super Six 14.00	Eureka, One Ball 17.50
1938 Tracktime 72.50	Scoop 14.00	LEGAL EQUIPMENT
Jumbo Parade 84.50	Sports 14.00	Ten Strikes \$39.50
1938 Kentucky Club 39.50	Red Hot 15.00	Air Raider 89.50
Hawthornes 39.50	Commodore 15.00	Defender 89.50
Santa Anita 114.50	Buckaroo 16.50	Anti-Aircraft, Brown 37.50
Long Shot 124.50	Mascot 22.50	Bally Bull's Eye 24.50

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2918 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

Bally 41-DERBY

(NEW 4-MULTIPLE REPLAY)

HAS "FIFTH NICKEL MAGNET" FEATURE

Find out about this clever new money-magnet that puts extra profit in your pocket! Reports from all sections of the country show 41-DERBY is getting biggest collections ever known in multiple replay class. There's a reason . . . that "Fifth Nickel Magnet" feature! Get the facts from your distributor—or write direct to factory.



CONSOLE OR TABLE
ONE OR 5 BALLS



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO · ILLINOIS



WESTERN ENGINEERS KEN SHELDON AND EMIL GOODMAN have reason to smile. Derby Winner, which these two technicians designed and built, is proving one of the top flight one or five-ball replay machines. (MR)

Dallas

DALLAS, Aug. 30.—The last week of August rounded out a good summer for the Southwest coin machine trade. Too much rain hampered collections of local operators for a part of the month. Sales of new phonographs, wall boxes and marble tables are still running ahead of deliveries for most Dallas distributors. With the best price in years for cotton, and local employment at the highest peak in years, the outlook for fall trade is exceedingly bright.

Raymond Williams, head of the Commercial Music Company, returned Tuesday from a plane trip to Texarkana and Shreveport, La. Williams said he found business good in both cities. Last week he made flying trips to Oklahoma and to South Texas to keep in touch with the Commercial branches in those cities.

Local operators say they had a good demand for Abe Lyman's recordings of *Yours, Marie Elena* and *Help Me* during his personal appearance at the Majestic Theater here August 9-16. While here the maestro also made a personal appearance at the Melody Shop, local music house, where he autographed his recordings of these popular tunes.

Altho some merchandise is not immediately available for delivery, Commercial Music Company is doing a splendid business in the sale of new wall boxes, phonographs and auxiliary music equipment. Recent buyers at Commercial's Dallas headquarters were Jack Maloney, Panther Novelty Company, Fort Worth; Joe and Elgin Ackers, Denton; M. T. Johnson, Breckenridge; Tom Cloer, Sherman; W. H. (Pop) Newell and T. H. Brown, Wichita Falls; W. S. Harper, Brownwood; Frank Emerson, Greenville, and Layton Dennard, Henderson.

Collis Irby, head of the Walbox Sales Company, has just returned with his family from a vacation trip to New Mexico and Colorado. While away the Irbys visited Carlsbad Cavern, Santa Fe, Albuquerque, Pueblo, Colorado Springs and many other points of interest.

Baltimore

BALTIMORE, Aug. 30.—The first shipment of Gottlieb's New Champ, just received by General Vending Service Company, has been a complete sell-out. Another shipment is being awaited.

Irvin Blumenfeld, head of the General Vending, has finally decided to seek some relaxation and is now on vacation.

Rudy Greenbaum, general sales manager Packard Manufacturing Company, was a recent visitor in this market.

The exceptionally brisk demand for Mills 3 Bells has been such as to result in a virtual sell-out of all available stock.

states William J. Clair, manager of Keystone Novelty Company. Clair also reports a continued brisk demand for the Packard Pla-Mor.

The first shipment of Keeney's Super Bell received by Roy McGinnis, distributor, has been a sell-out, and McGinnis states he looks for every succeeding shipment for the next few weeks to do the same.

The first sample number of Bally's new "41 Derby" has made its debut on the local market and those who have seen it declare it is a natural and should go over in a big way. It is seasonal, as the Maryland fall racing season will get under way in September.

The E. J. Kramer organization, of Hagerstown, Md., has the operating franchise for the Mills Panoram for the seven Southern Maryland tobacco growing counties. Eighteen film releases have already been made for this operation by the Maryland Board of Movie Censors.

Michael Bandor, head of the Maryland Novelty Company, states summer operations have been good, particularly in the out-of-town or shore locations. He declared he is now girding himself for a busy fall season. Phono collections, he declared, have shown a decided upward swing, as have also games collections. Consoles have been very popular, he stated and added he looked for even greater returns from this operation during the new fall session.

BUD LIEBERMAN Says

DEFEND YOUR PROFITS WITH THESE BUYS!

Multiple Free Play	Novelty Games
Bally Sport Page . . . \$ 47.50	Bally Eureka \$37.50
Bally Record Time . . . 84.50	Bally Gold Cup 42.50
Bally Sport Special . . . 82.50	Bally Victory 37.50

Following Consoles also on hand for Immediate Delivery:

38 Track Times	Tan Foran	Red Head Track Times
Jockey Clubs	Kentucky	Galloping Dominoes

WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!
WE DISTRIBUTE FOR ALL LEADING MANUFACTURERS!



"Every Deal Personally Handled by Bud"

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

You can ALWAYS depend on JOE ASH—ALL WAYS
FINEST FREE PLAYS READY FOR SHIPMENT!



Boomtown . . . \$49.50	Majors, 1941 . . . \$57.50	Wildfire \$47.50
Bowling Alley . . 12.50	Mills 1-2-3, F.P. . .	Lucky 12.50
Big Show 12.50	Animal Reels 24.50	Ump 34.50
Big Time 32.50	Nippy 12.50	Wow 34.50
Blondie 19.50	Play Ball 47.50	LEGAL EQUIPMENT
Mr. Chips 12.50	Roxy 12.50	Western Baseball . .
Flicker 32.50	Sparky 19.50	1940 F.P. . . \$49.50
League Leader . . 37.50	Powerhouse . . . 17.50	Keeney Anti Aircraft .
Jolly 12.50	Score Champ . . . 12.50	Gun, Blk. Cab. 27.50
		Kirk Night
		Bomber 129.50
		1/3 Down, Bal. C.O.D.

SPECIAL—Keeney TEXAS LEAGUERS,
New, In Original Cases, 1¢ Play . . . \$39.50

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.



CREDIT WITHOUT EXTRA COST
EXCEPT SLIGHT BANK CHARGE

Snappy \$62.50	Polo \$19.50
Gottlieb 3-Way Grip . .	Piko's Peak 17.50
Tester, used 2 months 15.50	
5% OFF for full cash with order. Cashier's check, certified check or money order only.	

"America's QUALITY Used Game Headquarters"
NATIONAL NOVELTY CO.

183 MERRICK ROAD, MERRICK, L. I., N. Y.

IT'S SMART STRATEGY
TO INVEST NOW IN YOUR
FUTURE SECURITY!



BATTING PRACTICE

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

Industry Mentions



Magazines
Newspapers
Radio

The Sunday Sun, Baltimore, August 24. Under the title "Ocean City's Copper Mine," Donald Kirkley gives his impressions of Penny Arcades along Ocean City's midway. The arcades, says Kirkley, do not produce the red metal, they absorb it. His comments, some favorable and some not so favorable, cover just about every type of arcade equipment, including vending machines.

He says, in part: "Indeed, one cannot get very far from a coin machine anywhere in this bustling summer city. Wherever one goes, in stores and pubs and night clubs, the gadgets are at one's elbow, inviting one."

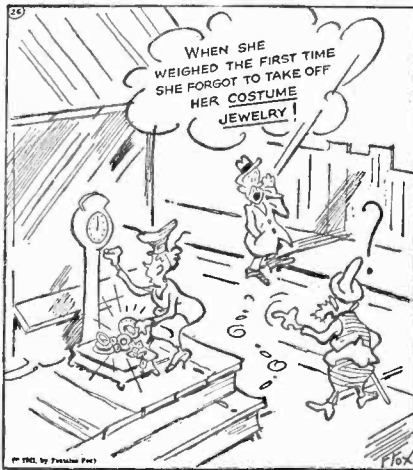
Comedian Henry Slate, of Slate Brothers, appearing with Earl Carroll's Vanities, when not getting as many laughs as he thinks the audience should give, assumes a very independent attitude and says: "Do you think I have to do this for a living? Hell, no. I've got a couple of pinball games working for me!"

The Philadelphia Morning Journal, August 13. Sam Bushman, in his "Night Patrol" chatter column, items that "Nooky Gathrid has severed connections with his pinball title, "King of the Five Balls." He hit a new low of only 86 games per try."

The Camden (N. J.) Courier-Post, August 15.—Joe Forestal, in his "Boardwalk Broadcast" column, broadcasts: "Ann Driscoll, charming mainstay of the cashier section of Blatt's Department

Store, and Joe Martin, nite-it at Margate's Log Cabin when not wrapped around a pinball machine."

Dorothy Kilgallen, globe-circling newspaperwoman and radio columnist, in her August 23 broadcast informed the world that Artie Shaw, band leader, and his newest girl friend, New York socialite Barbara Bannister, shun night clubs for their entertainment, preferring to go to hot dog stands and listen to juke boxes.



"Toonerville Folks," by Fontaine Fox. Cleveland Press.

Movie Mentions. Coin machines come in for considerable play and mention in *Manpower*. Comedian Frank McHugh hurries into a lunchroom, rushes up to the pinball games, hurriedly puts coins into two pinball machines and three counter reel machines, and plays them all as fast as he can. Losing on all of them, he grabs up a counter reel machine and starts out with it. When the proprietor makes him return it, he sets it down on the counter with a bang—and hits the jackpot. Marlene Dietrich weighs herself on a fortune-telling scale in this picture, and an automatic music box is used as a prop in the film.

My Life With Caroline, featuring Ronald Coleman, shows automatic music machines in the taproom of a fashionable winter lodge and at a hamburger place in Florida. Penny scales are also seen in the film.

Good Housekeeping, August issue. A clever fiction story about the younger set is illustrated across two pages with a sketch showing a bright and happy-looking group of boys and girls dancing and making merry to music from an automatic phonograph in a soft drink parlor.

The Minneapolis Times, August 22. Pinball games use plenty of psychology, according to William Smollett, writer for this newspaper. Smollett writes that he took a pocketful of nickels, went around town for a whole day and came back with a better knowledge of psychology. He says that with pinball games he did not have much success in winning, but he heard more bells ring, more tinkles and jingles, saw more flashing colored lights and pretty bathing girls who flared up in all colors of the rainbow; and that, in his opinion, the loss of a few nickels definitely is appeased by the pleasure of such a profusion of noise and lights. He says that psychology wins and that pinball games certainly know how to use it.

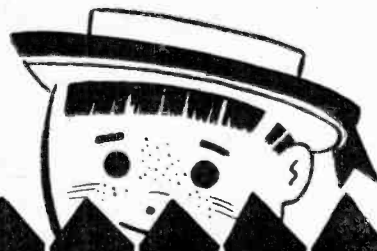
Life, August 25. Heinz 57 varieties, in a full-page display ad on Page 18, featuring food as the first line of defense, shows soldiers and sailors in eating spots across the country. Centered in a picture of a Galveston restaurant, surrounded by sergeants from near-by Fort Crockett, is a music machine wall box. The bottle of catsup Heinz is advertising is inconspicuous compared to the wall box.

Packard Host at Picnic To Employees and Families

INDIANAPOLIS, Aug. 30.—About 350 happy Packard Manufacturing Company employees and their families attended a picnic at Northern Beach recently as guests of Homer E. Capehart, president of the firm.

The day was packed full of fun, food, swimming and entertainment. Games, races and other contests were held during the afternoon. A watermelon eating contest topped off the supper and supplied many laughs. The evening ended with a treasure hunt, after Homer Capehart had awarded cash prizes to contest winners.

NOW!
Super **Chubbie**



by Stoner

Remember how Chubbie put you in clover? Well wait until you see Super Chubbie. Call your distributor now.



Do your part
Buy Defense Bonds

CALLING ALL OPERATORS

HOT NUMBERS

25
10
8 6 5
4 3 2 1

RED TICKETS
RECEIVE ONE PUNCH IN TELEPHONE JACK

WHITE TICKETS
RECEIVE 25¢

WATCH OUR TICKETS FOR SURPRISE WINNERS

MEMO

Be sure to investigate NEW Gardner hit - HOT NUMBERS! 1200 holes, surprise winners, double step-up with \$25 top award in Dial Seals, color-number tickets, 111 winners, die-cut shape, AND illustrating a gorgeous telephone girl that pulls the players! It's a sensation, and plenty profitable!!

Don't forget to write for circulars showing more Gardner hits!!

GARDNER
2307 ARCHER - CHICAGO

THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

Miami Beach	\$59.50	Play Ball	\$51.00
Boom Town	57.50	Leader	20.00
Zombie	29.50	Double Play	67.50
Sea Hawk	55.00	Flicker	32.50
Stratoliner	32.50	Sport Parade	37.50
Mystic	29.50	1/3 Down, Bal. C.O.D.	

WRITE QUICK for Our Complete Price List of All New and Used Machines!!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700

LUCKY BILL

25¢ PLAY

PLAYERS WIN ALL AWARDS

\$100

111 - 311
511 - 711

17 - 27 37 47 57 67 77 87 97 107 117 127
07 17 27 37 47 57 67 77 87 97 107 117

Be LUCKY With LUCKY BILL FORM 4749

A Golden Opportunity To Make Some Real Money

Order Some Today for Fast Play and Good Profits

Takes in (1000 holes @ 25c)\$250.00
 Pays Out 191.00
 Profit\$ 59.00

PRICE \$1.30

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., Chicago, Ill.

HIGH GRADE RECONDITIONED FREE PLAY GAMES

All American	\$35.00	Horoscope	\$54.50	Sluggo	\$47.50
Attention	35.00	Majors '41	64.50	Snappy	59.50
Band Wagon	29.50	Miami Beach	59.50	Sport Parade	42.50
Do Re Mi	64.50	Mystics	35.00	Stars	42.50
Double Play	60.00	Play Ball	47.50	Sunbeam	50.00
Flickers	35.00	Seven Up	45.00	Ten Spot	54.50
Four Roses	45.00	Show Boat	69.50	Wild Fire	45.00
Hi Hat	59.50	Silver Skates	47.50		

FREE PLAY CONSOLES: Big Game, \$89.50; Big Top, \$94.50; High Hand, \$159.50; Jumbo Parade, \$75.00, and Jungle Camp, \$89.50. Over one hundred Free Play Games at \$10.00 and up. Write for Complete List Out This Week.

AUTOMATIC SALES COMPANY
203 Second Ave., North Nashville, Tenn.

IF YOU'RE HUNTING FOR BIG GAME PROFITS

JUNGLE

BY GENCO
BRINGS 'EM BACK
ALIVE!



America's top maker of moneymakers now presents JUNGLE!—the machine with the most colorful backboard and exciting action of the year! EVERYWHERE we have tested it, EVERYONE has raved about it! GENCO'S JUNGLE is alive with new and unexpected thrills—the kind that captivates every player in America! Here's the biggest game profits you've ever hunted. GET JUNGLE BY GENCO . . . TODAY!!!

IMMEDIATE DELIVERIES!

GENCO
BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO, ILL.

**OPERATORS! JOBBERS! DISTRIBUTORS!
STILL A FEW TERRITORIES LEFT**

THE MOST OUTSTANDING LEGAL
AMUSEMENT EVENT IN YEARS

NEW RIFLE SPORTS

The greatest moneymaking, most timely HIT in all shooting range history! Smaller, Lighter, Compact, Portable. Can be set up in a jiffy. Takes in coins faster than lightning. Holds them at the guns for hours. Takes advantage of the shooting craze getting so much national publicity and so predominant everywhere. We have an entirely new method for operation and sales. Get in touch with us immediately—CASH IN WITH THE NEW RIFLE SPORTS—A LEGAL, BIG MONEY BUSINESS!!

NOT COIN OPERATED . . . AVAILABLE FOR EXPORT

ROSENBERG-MUNVES CORP.

631 TENTH AVE., NEW YORK CITY (All Phones: LOngacre 3-1650)

Harry Hoppe Heads Penny Enterprises

LOS ANGELES, Aug. 30.—Harry Hoppe, well-known coin machine man, has been made vice-president and general man-



ager of Penny Enterprises, whose opening of a Penny Arcade at 527 South Main Street is set for tonight.

Building at this location is undergoing renovation and a mural artist has been engaged to decorate the walls in an amusing manner. Fluorescent lighting is being installed and every effort is being made to make it the finest arcade in America, Hoppe said. Many innovations will be introduced, and some borrowed from the "fun fairs" of England, he stated.

FOR SALE—PENNY ARCADE

In town of 100,000. Located on main business streets near Army Camp. Year round business. All new machines. Will sell at sacrifice. Due to other business.
BOX D-106, care The Billboard, Cincinnati, Ohio

CLEARANCE SALE

- | | |
|----------------------|----------------------|
| Landslide .. \$16.00 | Cadillac ... \$19.50 |
| PanAmerican 66.50 | Metro ... 32.50 |
| Double Play 67.50 | Miami Beach 62.50 |
| Stars ... 38.50 | Big Time ... 37.50 |
| Sea Hawk .. 56.50 | Silver Skates 55.50 |
| Formation . 24.50 | Four Roses . 41.50 |
| Flicker ... 32.50 | Sporty ... 17.50 |
| Powerhouse. 18.50 | Blondie ... 18.50 |
| Bandwagon. 27.50 | Attention .. 34.50 |
| Anabel ... 18.50 | All American 36.50 |

CLOSE OUTS!

- | | |
|----------------|---------|
| Comodoro | ONLY |
| Roxy | \$11.50 |
| Double Feature | EACH |
| Nippy | |

ALL GAMES RECONDITIONED AND SHIPPED LIKE NEW. WE CARRY A COMPLETE LINE OF NEW AND USED FREE PLAY GAMES. FOR FASTER SERVICE PLEASE GIVE SECOND CHOICE WHEN ORDERING.

1/3 Down, Balance C. O. D.
"THE HOUSE OF 'GOOD WILL'"
Ambassador Vending Co.
789 Coney Island Ave., Brooklyn, N. Y.

MONEY-MAKING BOARDS

From the Smallest to the Largest.
Write for Catalog

TO BOOST YOUR TAKE



PRINTING COMPANY
1023-25-27 RACE ST., PHILA., PA

Look To The GENERAL For LEADERSHIP!

Oh Boy	\$17.50	IMMEDIATE DELIVERY	Gold Cup	\$32.50
Mr. Chips	17.50	Gottlieb's NEW CHAMP	Sport Special	79.50
Metro	39.50	Baker's KICKER & CATCHER	Record Time	89.50
Three Score	22.50	Jennings' BOBTAIL & SILVER MOON	Dark Horse	99.50
Hi-Dive	72.50	Mills' THREE & FOUR BELLS	Blue Grass	125.00
Miami Beach	79.50	Mills' JUMBO, P. O. & F. P.	'38 Skill Time	89.50
Belle Hop	85.00		Triple Entry	115.00
Repeater	39.50		Square Bell	69.50

Many other games in stock. Write for Complete List of America's Finest Reconditioned Machines. 1/3 Cash With Orders, Balance C. O. D.

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

ESTABLISHED 1925—GROWING STEADILY EVER SINCE!!

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

BREAKING EARNING RECORDS EVERYWHERE FROM COAST TO COAST With Its TRIPLE APPEAL!



Keeney's

SUPER BELL CONSOLE



**CONVERTIBLE
CASH, CHECK
or FREE PLAY**

IMAGINE THE THRILL!
Player can win on
1 ROW, 2 ROWS
or even 3 ROWS

They'll stand in line to play SUPER BELL. They can't resist it, nobody can. That's why it's the most colossal money maker EVER MADE! Landon's score like other symbols. Jumbo, double sized reels. Bell fruit or animal symbols. 25c model and mint vender at additional cost.

WRITE FOR FREE TRIAL OFFER!

An Apology! DUE TO AN AVALANCHE OF ORDERS FOR FORTUNE WE MUST ANNOUNCE THAT THE NEXT 3 WEEK'S PRODUCTION OF THIS 1 or 5 BALL CONSOLE TABLE IS COMPLETELY SOLD OUT.

J. H. KEENEY & CO. NOT INC.
"The House That Jack Built"
6630 S. Ashland Ave. Chicago, Ill.

FALL BARGAINS—FREE PLAY

Anabel . . . \$15.00	Mystlo . . . \$27.50
Bandwagon . . . 20.00	Metro . . . 28.50
Blondie . . . 18.00	Polo . . . 16.00
Cadillac . . . 16.00	Paradise . . . 32.50
Double Play . . . 62.00	Play Ball . . . 46.50
Do Re Mi . . . 58.00	Powerhouse . . . 16.00
Drum Major . . . 15.00	Red, Wh. & Bl. . . 28.50
4 Diamonds . . . 59.00	Rotation . . . 14.00
Flicker . . . 27.50	Sea Hawk . . . 52.50
Gold Star . . . 22.50	Silver Skates . . . 47.50
Horoscope . . . 64.00	Sparky . . . 24.00
Jolly . . . 13.50	Sport Parade . . . 35.00
Landslide . . . 15.00	Stratoliner . . . 31.00
Line Up . . . 16.00	Stars . . . 33.00
Leader . . . 19.50	Sunbeam . . . 38.50
League Leader . . . 39.00	Zombie . . . 28.50
\$12 Ea.: Commodore, Folles, O'Boy, Roxy, \$10 Ea.: Cowboy, Double Feature, Lancer Thriller, Triumph, Chips (Nov.)	
1/3 Cash Deposit. Under \$18.00 Full Cash. Cable Address: Colnmachin, N. Y.	
MARC MUNVES, INC. 555 West 157th St. New York, N. Y.	

First-Run Keeney Fortunes Sold Out

CHICAGO, Aug. 30 (MR).—Bill Ryan, general manager of the J. H. Keeney & Company, reports that the first-run of the new Keeney one or five-ball convertible payout or free-play console table, Fortune, has been sold out. Bill States, however, that a second run has been started and deliveries from this group will go forward in less than a week. While Fortune was never officially announced, a pre-announcement brought so many inquiries and orders the initial run lasted but two weeks.

"Jack Keeney and I have been kept busy greeting all those out-of-town distributors who started to pop into the factory as soon as we were out with a new console table and new console bell. Trite as the words may sound, there's real truth in the statement 'they came, they saw and they bought!'"

Trippe Reports Business Strong

ST. LOUIS, Aug. 30 (DR).—Carl Trippe, head of Ideal Novelty Company, St. Louis, reports that the phonograph business is very good. "We have reports that whenever a ToneColumn phonograph is installed, collections are doubled," declares Trippe. "A favorite way of upping collections in locations having wall-box systems is to install one of these phonographs. The results are amazing."

Trippe reports sales very good on other machine lines as well, saying that sales are up despite reports of operators that August collections were down from those of July.

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

PAYOUTS	
Big Game . . . \$79.50	Paces Races, Brn. 30-1 \$90.00
Fair Grounds . . . 15.00	Saratoga, Skill Field . . . 70.00
Fast Time . . . 70.00	Sport Page . . . 42.50
Good Luck . . . 35.00	Square Bell . . . 52.50
Grand Stand . . . 52.50	Sugar King . . . 45.00
Jennings . . . 75.00	Track Time, 1938 . . . 97.50
Cigarolla . . . 75.00	
1-2-3 . . . 35.00	
LEGAL EQUIPMENT	
Anti Aircraft (Brown Cab.) . . . \$52.50	Anti Aircraft (Black Cab.) . . . 37.50
JAILBIRD GUN . . . 45.00	Rockola World Series, '37 . . . 25.00
Seeburg 15 Record . . . 52.50	Texas Leaguer . . . 35.00
Wurlitzer 412 . . . 37.50	
SPECIALS	
Landslide . . . \$19.50	Play Ball . . . \$47.50
Dixie . . . 24.50	Wildfire . . . 44.50
Terms: 1/3 Deposit, Balance C. O. D. Write Us for Complete Price List on New and Used Games.	
OLIVE NOVELTY CO.	
2625 LUCAS AVE. ST. LOUIS, MO.	

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

"V for VICTORY"—VALUES

—IN STOCK FOR IMMEDIATE SHIPMENT—

MILLS Three Bell—Four Bell—Jumbo Parade Free Play—Jumbo Parade Payout—Jumbo Parade Combination Free Play & Payout With Mint Vendor—New Slots	
—BALLY Hi-Hand—Roll Em—Big Top—Jockey Club—'41 Derby Free Play—KEENEY Fortune—Keeney Super Bell—GENCO Jungle—GOTTLIEB Champs	
—EXHIBIT Knockout—CHICAGO COIN Star Attraction.	
Groetchen Pikes Peak, 1¢ or 5¢ Play, Brand New, Legal \$19.50	
Groetchen Imp, 1¢ Play, Cigarette Reels, Brand New, Cartons of Six 60.00	
Wurlitzer 1939 Counter Model 61 Phonograph, Illuminated Complete With New Stand to Match \$79.50	
Mills Jumbo Parade, Free Play, New Type Head \$94.50	
Jennings Fastime, Free Play Console, Marbletop Cabinet 99.50	
Evans Jungle Camp Console, Free Play, Like New \$109.50	

AUTOMATIC PAYOUT CONSOLES		
Mills Jumbo Parade, Latest Mod., Like New . \$109.50	Mills Track King . \$29.50	Paces Races, Br. Cab. . \$104.50
Jennings Fastime . 89.50	Pace Saratoga, Skill . 89.50	Bally Royal Flush . 89.50
Evans 1939 Galloping King Dominoes . 89.50	Jenn. Multiple Racer . 49.50	Mills Square Bell . 65.00
	Evans Lucky Star, 7 Coin \$119.50	Evans Gal. Dom. '40 150.00
AUTOMATIC PAYTABLES		
Bally Santa Anita . \$135.00	Bally Sport King . \$125.00	Bally Long Shot . \$144.50
Bally Hawthorne . 57.50	Bally Gold Medal . 34.50	Bally Sport Page . 57.50
Bally DeLuxe Preak'ness . 32.50	Bally Stables . 27.50	Western Hey Day . 27.50
Western Quinella . 27.50	Western Derby King . 27.50	Bally Grand National . 84.50
ONE OR FIVE BALL FREE PLAY NOVELTY GAMES		
Bally Blue . \$125.00	Bally Gold Cup Console \$99.50	Bally Sport Event . \$99.50
Bally Sport Special . 84.50	Western Seven Flashers . 94.50	Bally Dark Horse . 109.50
	Record Time 94.50	Bally Victory 42.50
		Bally Eureka 37.50

TERMS: 1/3 DEPOSIT WITH ORDER—BALANCE SIGHT DRAFT OR C.O.D.

MONARCH COIN MACHINE CO.
1345 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

MACHINE CLOSEOUTS

Texas Leaguers (De Luxe Model) . . . \$32.50	Pool Bowling \$14.50
Chicken Sams 34.50	Western DeLuxe Baseball, F.P. . . . 49.50
Evans Ski Ball, Free Play 42.50	Evans In the Barrel 49.50
View-o-Scope (New) 12.50	
All Machines thoroughly reconditioned and ready to operate.	
ROBINSON SALES CO., 3100 Grand River, Detroit, Michigan.	

KNOCK-OUT

by EXHIBIT

Ask any . . .
Operator who
has them!!!
He'll tell you
"It IS . . . A . . .
KNOCK-OUT"

Order from Your Distributor
EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

114.50

BUY DEFENSE BONDS

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS

ALLIED APPROVED

RECONDITIONED COIN MACHINES **USED!**

FREE PLAY GAMES

Sport Special . . . \$84.50	Metro . . . \$52.50	Big Show . . . \$26.50
Sluggo . . . 62.50	Mills Five in One . . . 49.50	Jolly . . . 24.50
Miami Beach . . . 62.50	Attention . . . 49.50	Commodore . . . 23.50
Sun Beam . . . 59.50	Leader . . . 44.50	Punch . . . 23.50
Boom Town . . . 57.50	Gold Star . . . 42.50	Oh Boy . . . 22.50
Flicker . . . 54.50	Dude Ranch . . . 41.50	Lucky . . . 19.50
Paradise . . . 52.50	Mills 1-2-3, 1939 . . . 39.50	Super Six . . . 19.50
	Dixie . . . 37.50	Supercharger . . . 19.50

AUTOMATIC PAYTABLES

Santa Anita . . . \$122.50	Grandstand . . . \$79.50	Derby King . . . \$57.50
Sport King . . . 122.50	Thistledown . . . 59.50	Derby Time . . . 39.50
Grand National . . . 84.50	Hawthorne . . . 57.50	Dead Heat . . . 37.50

PHONOGRAPHS

Wurlitzer 500 . . . \$157.50	Seeburg Concert Grand . . . \$139.50
Wurlitzer 600 . . . 142.50	Seeburg Plaza . . . 134.50
Wurlitzer 618 . . . 59.50	Seeburg Casino . . . 134.50
Wurlitzer 716 . . . 59.50	Seeburg Crown . . . 134.50
Wurlitzer 61 Counter Model . . . 79.50	Rockola 1940 Super Rockalite . . . 194.50

LEGAL EQUIPMENT, GUNS, ETC.

Bally Rapid Fire . . . \$104.50	Keeney Anti Aircraft, Bwn. . . \$59.50
Seeburg Shoot the Chutes . . . 89.50	Keeney Anti Aircraft, Bik. . . 49.50
Seeburg Chicken Sam . . . 49.50	Rockola Ten Pins . . . 47.50

IMMEDIATE DELIVERY ON ALL NEW GAMES!
PHONE: CAPITOL 4747 TERMS: 1/3 Deposit, Balance C. O. D.

So. Automatic Tells Of Sales Results

LOUISVILLE, Aug. 30 (DR).—"Hundreds of operators responded to the Southern Automatic Music Company's sale of the year," declared Leo Weinberger, firm official, in commenting upon the success of the value-giving event.

"Usually a volume sale such as we just held at our four salesroom is accompanied by some complaints upon the part of purchasers. It is gratifying to Sidney Stiebel and myself that with the large volume of games sold, we have not received one complaint.

"On the contrary," Weinberger continued, "we have received many complimentary letters. Sheer modesty prevents us from mentioning the contents of these letters.

"We have added hundreds of new friends to our long list of satisfied customers. Best of all, we know that our tremendous investment in equipment to recondition used machines for resale has proven itself beyond a doubt. The Southern Automatic Music Company enjoys an exceptionally fine reputation for fair dealing and reliability. Coin-controlled equipment, regardless of whether it is new or used, must pass the rigid inspection requirements of our service departments before it is shipped to the purchaser.

"Each of our salesrooms in Louisville, Cincinnati, Indianapolis and Nashville maintains its own fully equipped service department and the technicians employed in these departments are all experts, qualified by years of experience in the automatic field.

"Stiebel and myself have conferred with our branch managers about offering a limited number of real specials each week to the operators. We know that it will make a big hit with the operators. We have inaugurated that policy with this issue of *The Billboard*."



BERT LANE Writes:

A JINGLE ON JUNGLE

From the makers of hit games galore Comes **JUNGLE . . .** for profits that soar.

It's a new Genco wow That makes money, and how! If you've got just a few, order MORE!

SEABOARD SALES, INC.

619 10th Ave., N. Y. Wisconsin 7-5688

Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

COIN OPERATED MACHINES

BUY DEFENSE BONDS

I. L. MITCHELL & CO.

A BETTER BUY AWAITS YOU HERE!

Anabel . . . \$15.00	All American . . . \$29.00
Drum Major . . . 15.00	Stratoliner . . . 29.00
Landslide . . . 15.00	Flicker . . . 27.50
Powerhouse . . . 17.50	Stars . . . 32.50
Velvet . . . 35.00	Sports Parade . . . 33.50
1/3 Down, Bal. C. O. D.	Silver Skates . . . 49.00

Write for our complete list of New and Used Merchandise Machines and Counter Novelty Games.

AND SUPPLIES
1141 DE KALB AVE.
BROOKLYN, N.Y.

WANT TO BUY

25 PACES RACES (30 TO 1)
10 BAKERS RACES (30 TO 1)
15 1938 TRACK TIMES
50 MILLS LATE BLUE FRONTS

State Serial Numbers. Condition and Lowest Cash Prices in First Letter.

WANT A FIRST CLASS EXPERT-ENGED MECHANIC FOR PAYOUT TABLES, CONSOLES AND SLOTS.
Give full details as to age, experience, references and salary expected.

3147 Locust St.
ST. LOUIS, MO. **CALL NOVELTY CO.**



PITTSBURGH'S NEW WURLITZER DISTRIBUTOR is reported off to a great start. According to Jackie Fields, general manager of Mayflower Novelty Company, orders are piling in for Wurlitzer phonographs. Here are a few customers who called one busy morning recently. Left to right: Sitting—George Forney, John Ziegler, C. A. Stiles and Mrs. Forney. Standing—Leo Pasciak, serviceman; Ray Peterson, credit manager; Jackie Fields, general manager; Johnny Schwartz, Wurlitzer assistant general sales manager, and George Terzis and Frank Karones, music merchants. (MR)

McCormick Strong For Buckley Music

GREENVILLE, N. C., Aug. 30 (MR).—“In all my years of experience in the music field I haven't seen operators enjoy the business that 1941 is bringing them,” says L. B. McCormick, of McCormick Music Company, Greenville, N. C., distributor of Buckley Music Systems.

“I have been associated with the music business almost from the beginning, as a factory salesman, a distributor and operator. I have been thru all of the developments in the field. Now I feel that all of us can readily get ourselves established in the life-time business.

“Remote-control systems as developed

and marketed by Buckley, are the best thing up to now. Once installed by well-trained men, the systems are trouble-free and profit makers for every hour in the day and night. I am really a crank on the subject of trained men, for when I started in the business, I really studied salesmanship as it applies in the music field. I didn't stop with my schooling in salesmanship but I went right on thru and schooled myself in the field of service and installation work.

“Now, as soon as my men know the Buckley Systems, know how it is made and how it should be installed, I tell them that their biggest job is to give this same knowledge to operators and to every man connected with the operator's business. This complete set-up is the real secret of success in my organization. It accomplishes one thing—proper operation for steady profits.”

Rosenberg-Munves Report Sales Upped

NEW YORK, Aug. 30 (DR).—Hymie Rosenberg, of Rosenberg-Munves Corporation, reports unusual activity for the new Rifle Sports, with orders piling up and deliveries being rushed as fast as possible.

“Altho Rifle Sports is not a coin-operated item, its possibilities immediately appealed to coinmen,” stated Rosenberg. “Operation is simple and once the unit is set up there is no additional expense. The same pellets are used over and over again, and replacements are not required in the fool-proof unit.

“Another advantage the item has over the ordinary shooting gallery is that it is unnecessary to have any special buildings or safety devices. Carnival men say the compact unit is just what they have been looking for because it can be easily moved from place to place and can be set up for operation in a store location during the winter.”

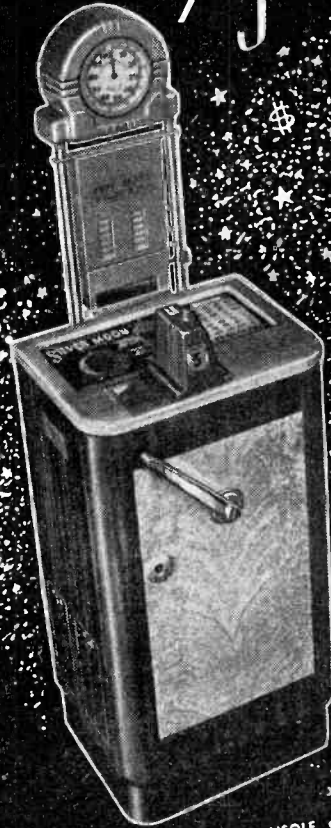
Levine Plans Fishing Trip

NEW YORK, Aug. 30 (MR).—Max D. Levine, president of Scientific Machine Corporation, is planning a deep-sea fishing trip for his assistants, as an expression of appreciation for the fine work they are doing in the factory in producing Batting Practice. Joseph Cannella, shop foreman; Irving Landman, electrician, and Fred Halparn, secretary and treasurer, will make the fishing cruise.

“Thru the combined efforts of Joe, Irving and Fred,” said Max. “the production and distribution schedule is being maintained to keep pace with the many orders received from operators all over the country.

“Now, tho the fall rush is under way, I feel the boys are entitled to a little relaxation. Therefore, over the holiday week-end I am chartering a boat and we will go down to Cape May for some deep-sea fishing. Tuna and sailfish are running and there should be plenty of excitement and sport. We will be joined by Harold Gorman, New Jersey district manager for Batting Practice. The others are dyed-in-the-wool deep-sea fishermen, while I get the greatest satisfaction from fishing with a camera.”

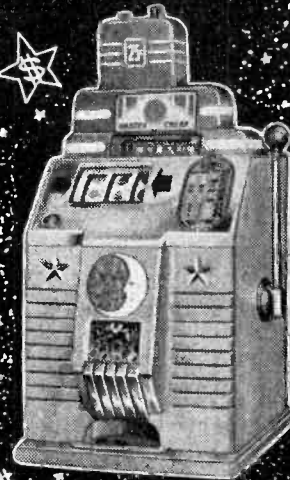
CHIEF Money Makers by JENNINGS



NEW VICTORY CHIEF • This colorful new Chief gets more attention, faster play, bigger profits. Seamless gold finished cabinet; patriotic red, white and blue trim; non-clog coin chute; larger payout cup; flashiest of all jackpots; velvet-smooth action; effortless gear shift lever 1c, 5c, 10c, 25c play.



JENNINGS FREE-PLAY CONSOLE • Now on location everywhere! Acclaimed the finest and most profitable free-game in the industry. Totalizer dial adds, subtracts free games; Fully metered. Compact, two-tone cabinet. Also available in payout model or convertible model with special switch. Mint vender, check separator, optional equipment.



SILVER MOON MASTER CHIEF • The slug-proof jackpot machine now in demand by profit-wise operators throughout the country, equipped with the famous National Slug Rejector. Jackpot grille and drill-proof plates, optional. Colorful beauty to get the play... positive slug protection to safeguard your profits.

MODEL XXV CIGA-ROLA • Most ingenious money-maker ever designed. Dual-action—straight cigarette merchandiser plus amusement feature which yields up to 37c per package of cigarettes. Moneychanger unit permits direct sales at retail prices. No need to package pennies. Earns big money—opens new territory. Get the facts today!

JENNINGS MODELS ARE BIGGER MONEY-MAKERS! Jennings machines are designed for ONE purpose: to make MORE money for you! Jennings designers give you NEW ideas that create NEW operating opportunities. Jennings models have the built-in appeal and stamina that keep them on the job months after ordinary equipment is considered obsolete.

All Jennings amusement machines are equipped with the famous “Fine As A Jewel” Chief Mechanism, providing rugged strength and dependability. Jennings standardized equipment is easier to operate, easier to service. For complete information on these and other Jennings money-makers, see your distributor or wire us today. Buy the best... Buy JENNINGS!

O-D. JENNINGS & COMPANY SINCE 1906 RATED AAA1
4309-4339 WEST LAKE STREET • CHICAGO, ILLINOIS

AMERICAN EAGLE

Bell-Fruit Reels, Mystery Award Free Play Token Payout. 1c or 5c Models. Mechanism unconditionally guaranteed for 2 full years.

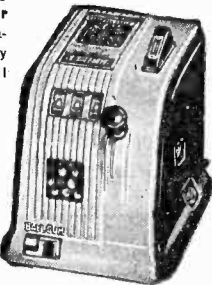
SAMPLE \$34.50

Ball Gum Model Only \$2 Extra.

BALL GUM

15c Per Box, 100 Pieces. Case of 100 Boxes, \$13.75.

1/3 Dep., Balance C. O. D.



SICKING, INC.

1401 CENTRAL PKWY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.
SICKING COMPANY OF INDIANA
927 Ft. Wayne Ave., INDIANAPOLIS, IND.

SPECIAL!

\$14.50

Super Six
Topper
Big Six
Airport
Jumper
Golden Gate
Rebound
Double Feature
Mr. Chips
Triumph
Flash
Side Kick
Champion
Bangs
Fifth Inning

\$19.50

Score Champ
Red Hot
Limelight
Big Town
Commodore
Oh Boy
Bowling Alley
Score Card
Lite-a-Card
Brite Spot
Landslide
Flagship
Lancer
Miami
Majors

TO AVOID DELAY, GIVE SECOND CHOICE
1/3 Deposit, Balance C.O.D.
MILWAUKEE COIN MACHINE CO.
3130 W. Lisbon Ave., Milwaukee, Wis.



DIGGERS WANTED

Mutoscopes only. Rib Fronts or later. Any quantity. Must be cheap.

Rex Novelty Company
255 Natoma Street. San Francisco, California

THE NEW CHAMP

OVERWHELMINGLY DEMANDED IN THE GOTTLIEB "WALLOP POLL"

WONDER GAME!

The game that will pay all of your Defense Taxes!

GOTTLIEB "WALLOP POLL"

Is Gottlieb's **NEW CHAMP** the best game of the year?

YES NO

FOR DEFENSE

BUY UNITED STATES SAVINGS BONDS AND STAMPS

THE WINNAH!

And HOW They Want It! Operators and Distributors were unanimous in insisting upon production of this haymaker hit!

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.
1140-1150 N. KOSTNER AVE., CHICAGO



P.S. Latest Gottlieb "WALLOP POLL" insists upon another production run of SPOT POOL!

PLACE YOUR ORDER IMMEDIATELY!

"It's Atlas Every Time!"

SAYS THE SMART OPERATOR

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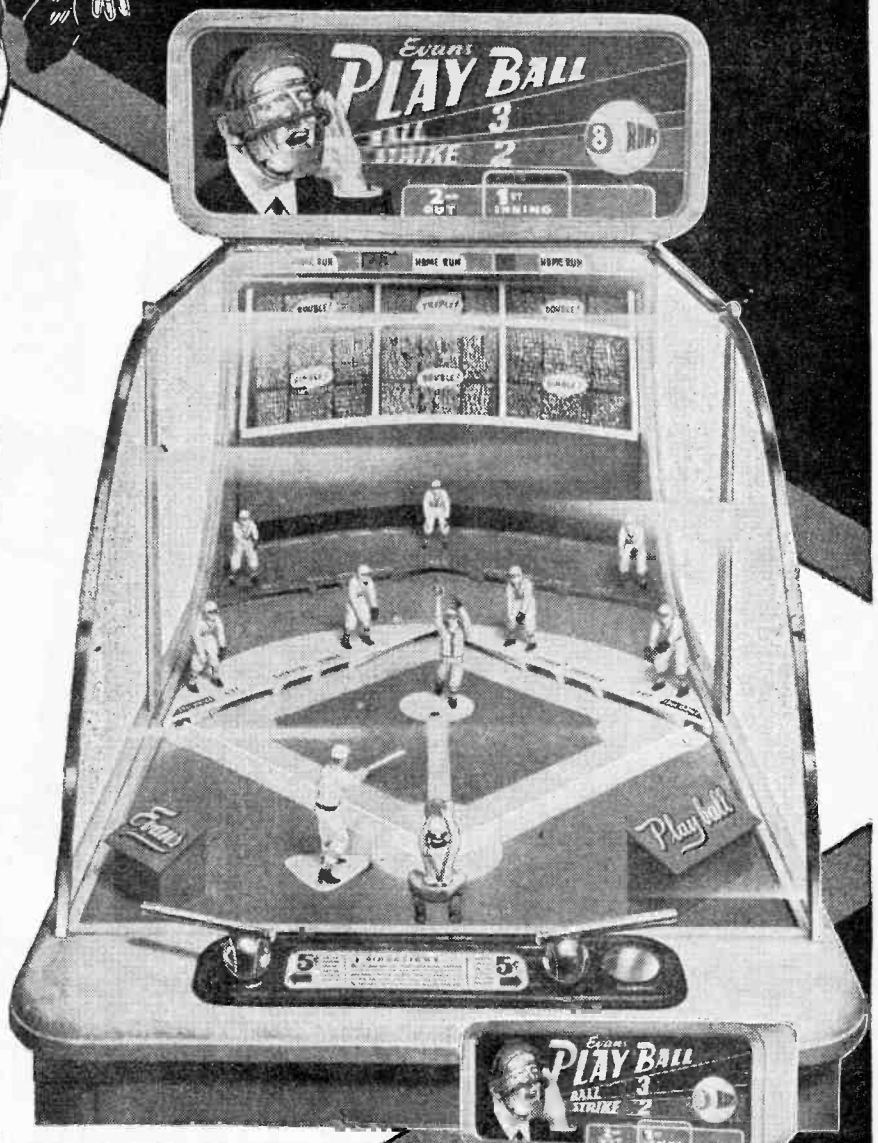
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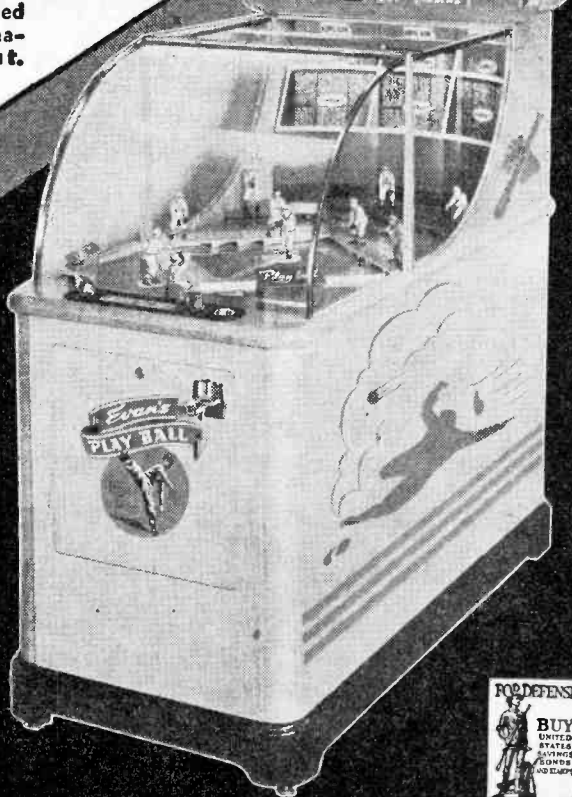


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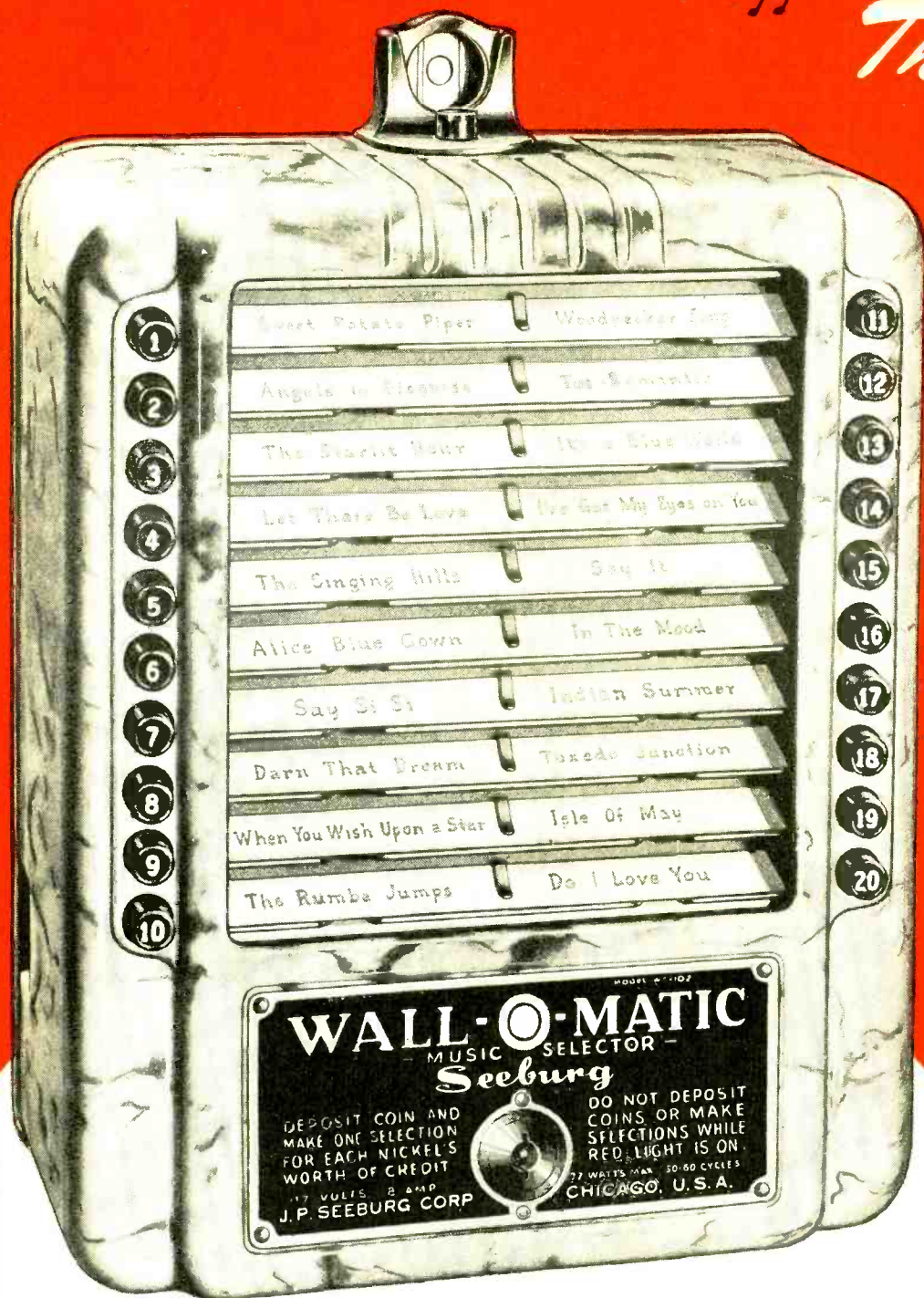


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