THE THREE
FLYING
BEHEES

“Greatest Flying Trapeze Act in the World Today”

featuring
CLAYTON BEHEE

Performing the most outstanding accomplishment of this generation:
The FIRST and ONLY aerialist ever to perform a TRIPLE somersault to catch while BLINDFOLDED.

Park and Fair Managers, Address
GEORGE A. HAMID, Inc., 10 Rockefeller Plaza
Radio City, New York, N. Y.

PERMANENT ADDRESS
FLYING BEHEES
576 E. MAIN STREET
PERU, IND.
Another Union Tangle?

Noel Carter Asks 10G

Detroit Censor

Legit Realism, N. C. Ams Blamed

Musicians, AGMA, AFRA Fight;
Maneuvers Move to Recording Biz;
Gov't Watches Conspiracy Angles

Detroit, March 15.—There has been greatly increased activity by the Detroit censors in the past week. Report has been compiled and released by Joseph Keller, censor, for the Detroit censors no longer covers carnivals, which are separately police classified. In explaining the big increase in missing cases except in vaudeville shows, Keller said:

"The increase of some 200 per cent in legitimate cuts caused by the increasing number of plays dealing with the social problems of the country to-day, and that a race is imminent."

Butlesque shows an increase in cuts of about one-third, caused primarily by the rehashing of old burlesque bits by producers. To do this they tend to become a bit too realistic and we have to take precautions."

"An increase of 100 per cent in cabaret cuts is caused by the increasing use of amateur actors in such shows. Outstanding attractions and for juggling shows and homesteads of various types. Professionals can see any serious trouble because they know what is permissible and do not ask trouble."

"A drop of 50 per cent in cuts in legitimate shows reflects the marked decrease in the number of such shows last year."

"Doubting of changes ordered in theaters or by front offices was caused primarily by motion picture theaters."
Flood of Screen Musicals Sends 
Vaude, Club, Air Acts to Coast; 
Dough Is Far From Fabulous, Tho

HOLLYWOOD, March 15.—Night club, 
vaudette, and radio people, particu-
larly those who have standard acts and 
have worked them to the better spots, 
thrilled or on radio programs, are get-
ting hold on the idea of heavy pro-
duction montages. And with good rea-
sone, for Hollywood's vaudeville 
studio today has on schedule big budget 
musicals which need specialty artists to 
promote plot action or to augment mu-

Railroad strike camp unit dropped; 
Army may see Kyser show 

NEW YORK, March 15.—The Lucky 
Street Band, again given a hotel stage 
Lester and including Deane Janie, Maria 
Felson, Neil Gould, and a number of 
band weekly will be dropped after the 
April broadcast on the Hi Parade 

The unit's weekly cost, out of which 
the sponsors got a maximum of about 

Selective Service Mail 

In the Circuit Department of this 
paper among the names of those hand-
selecting Selective Service mail in the 
various offices of the The Billboard, 
the following list is published in addi-
tion to the names printed in the 
regular letter list.

Eight minutes air time, was around 
$100,000, the major burden of which 
was taken up by the cost of the name 
band. The program will be another one 
only one other outfit supplying 

A socialite group, New York Friends 
smallest low-priced units to tour the 

After the strike-up of the unit, is 
staged to play two weeks of vaude on 
the Coast, according to reports received 

A theater, the Broadway, the 

Patti, the Broadway, the 

Flood of Screen Musicals Sends 

HOLLYWOOD, March 15.—A vaude-

A guest of the ASCAP unit, Songwriters 

Are included in the list are Lew Poliac, 

Terlutter, Harry Carroll and his wife, 

Lectures already assigned are the 

GEORGE SPLEVIN 

Due to the pressure of work connected 
with his various activities, Hy Gardner 
has asked that he be relieved of responsibil-
ity for this column. So Mr. Spelvin 

LUCKY STRIKE CAMP 

 print his column, and the duty is being 

MRS. F. M. LEIGHTON 

A one-time single night act, the band 

LINDSEY, manager of the 

AYERS 

NEW YORK, March 15.—The Martha 

BROADCAST BEAUTY 

WANTED TO KISS THE GIRL 

HERMISTON, March 21.—A vaude 

DECRETORS NOT YET SET 

PORTLAND, Me., March 15.—Contrary 

music publisher and a con-

HARRIS REES and Larry Taylor, partners 

RHYTHM IS YOUR BUSINESS 

HARRY LEVINE, assistant booker at Paramount, offers advice to agents: 'Early 

STEAK & BURGERS 

SPECIAL PRINTED 

TICKETS 

100,000 at 

$20.00 

ELLIOTT TICKET CO. 

SOLD TO ALL AGENTS. CLOSEOUTS. 

Elliott Ticket Co. 35 W. Washington St. Chicago.
Plans Set for AGVA Election

NEW YORK, March 13—Members of the American Guild of Variety Artists whose initiation fee and dues, to and including February 15, are paid, may attend a meeting in the Hotel Abingdon to hear the report of the National Civilian Committee on election to the national board. Nomination of officers, mayors, and various committees will be considered by the National Civilian Committee at a meeting at 3 p.m. today. The meeting will be open to members of the AGVA office and will be held in the Hotel Abingdon.

Ritmo, treasurer, and Mickey Whams, Jack Mason, first vice-president; Dedie to lice: no agents. It will wait for possible action to rate a tidal that before AOVA licensee la a Crooking agent.

However, bookers here complained that the new national board will not have a vote in national New York once flowerer. the Canadian war ruling preventing the bringing withdrawn hat week bemuse of procteron. The vote will be handed into the AOVA once before the deedline.

the bills pending a New York election. date was set up Wednesday (12)

Committee of Tsln are to take piece in AOVA locidi.

TOM GERAGHTY

PHILADELPHIA, March 13—Dick Mason, first vice-president, Eddie Russell, second vice-president, Gordon Rykum, treasurer, and Mickey Whams, national secretary of Chicago AGVA, who completed a three-day trip here Friday (12),

president-elect for AOVA affairs until It can become a Pay -

New York once flowerer. the Canadian war ruling proving the bringing withdrawn hat week bemuse of procteron. The vote will be handed into the AOVA once before the deedline.

Men and women will be permitted to vote in meetings, according to local agents.

PHILADELPHIA, March 15—A clean bill of health for Ted Brown-Ath as president-elect of the American Guild of Variety Artists was handed out at a news conference here Saturday (14) by the National Civilian Committee, which met here today.

AGVA local here has given the local chapter after the being withdrawn last week because of a lack of local support and the local board from sending representatives to the national meeting in March.

Montreal local will not have a vote in national New York once flowerer. the Canadian war ruling preventing the bringing withdrawn hat week bemuse of procteron. The vote will be handed into the AOVA once before the deedline.

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The committee was set up Wednesday (12) to assure the city of a local AGVA administration, which will be handled by a new set of national board and those in the msgr Indoor fields thru The Billboard.

Earli in Philadelphia; Sets Attractions; Prefers Name Bands

PHILADELPHIA, March 15—With its highest gross accounted for by name bands, Earli Theater has lined up more name acts than any other theater in the land in the past, according to Howard J. Rosenberg, manager. Standard names and name bands are getting the call all along the movie stage.

Following the current week with Carmen Caballe's orchestra, and Ben Raine's, Jimmie Lunceford, and the Three Balloons, March 28-29 opens with an all-name band. The act consists of Edith Fellow, who plays with her own band, and a local lad.

However, one thing was made plain to Brown-Ath and other union officers, according to Irving said: practicality every local agent is a booking agent. Be he with eight local bookings, he has his street and bed, and the street knows his grievances. It was pointed out that the railroad agencies are not as willing to bookers as is their street—city bookings as will wait for possible action by the Strike Committee of the National Civilian Committee, which will be set up here Tuesday (12).

Edward Bennett, secretary of Chicago AGVA, who completed a three-day trip here Friday (12),

Men and women will be permitted to vote in meetings, according to local agents.

WESTERN UNION SHOPPING SERVICE. YOU

WANTED

ADVANCE AGENT AND BUSINESS MANAGER

For money-making time-tested sensational magical presentations. Experience in television a plus. Must be able to handle by Hi, call your referrals. Note to Kid

MARQUIS, THE MAGICIAN

1747 Cabrillo Blvd., Hollywood, California

TOM GERAGHTY

AUTOMOTIVE SERVICE

550 West 30th Street, New York City

Auto, Bicycle, Electric, Gas, Hit and Miss, Outboard, Wristwatches, Electric Stoves, X-Rays.

Call Headquarters 3-1118

Special Attention to Show Folk

WANTED

NEW YORK, March 15—Bill Creeden, who was for two years, marketing and promoting talent for national American theater acts, has returned to this country following a 60-day voyage from Egypt on the Endurance.

Following the German occupation of the country, Creeden made his way to Egypt via the Suez Canal for a while in Alexandria. When he sailed, these American agents were in the midst of negotiations for over 250 American star bookings in a single week. The service Creeden offered under the idea of the Middle East's entertainment. He had being working in Alexandria, where he also made a trip to Cairo.

Creeden says that, at the time of his departure from France, there was a discussion going on concerning the situation in the Continent. Most of the popular acts have been concentrated into the army. Even the national American theater acts, who were working not only in France but in the Scandinavian countries. Creeden's present plans for the Continent, according to Creeden, include Long and Short, Tiny and Related, Birdie Dear, and Don Ayres.

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Bars Again Let Down; 'Romancing' Mixed; CBS Professional Policy; Not I in 500 Singers Lands Job

NEW YORK, March 19.—A performer or chorus girl was permitted to go on the air for the first time in Chicago Sunday night by a local station. Charles B. Dorn, manager of WGN, said the group of 300 performers would be used widely on the air. The group was composed of radio and stage performers, who were paid $25 each. The station also gave $100 to a local theater for the use of the performers.

NRC AUDITIONS WIDE OPEN

LAKEWOOD, N. J., March 19.—Auditions are being held here for radio performers. WJZ is said to be planning a program of 25 weeks, and to be willing to pay $200 for a program of 25 weeks. WJZ is said to be planning a program of 25 weeks, and to be willing to pay $200 for a program of 25 weeks.

Audition Reports

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MISQUOTED LETTERS

WILMINGTON, Del., March 19.—A letter from WJZ was quoted in the New York Times as follows: "The letter said WJZ is willing to pay $200 for a program of 25 weeks, but that WJZ is not willing to pay $200 for a program of 25 weeks. WJZ is willing to pay $200 for a program of 25 weeks." The letter was misquoted.

“The Art of Radio.”

NEW YORK, March 19.—A program of 25 weeks will be presented by WJZ. The program will be composed of 25 weeks, and will be presented by WJZ. The program will be composed of 25 weeks, and will be presented by WJZ.

Advertisers, Agencies, Stations

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Kraft Gets Ameche

HOLLYWOOD, March 19.—Lead man to the summer edition of the Kraft Radio program will be Don Ameche. Danny Danziger, of WJZ, New York, has been named as the program's producer. The program will be telecast daily.

How Sponsors Go Broke

LINCOLN, Neb., March 19.—KFOR is making a change in its telephone plans. The station will begin to sell telephones at a cost of $15 per month. The company will also offer a $100 prize for the sale of 100 telephones. The sponsor will offer a $100 prize for the sale of 100 telephones.

NBC News

NEW YORK, March 19.—The NBC News service is extending its telephone service to 100 stations. The service will be available at a cost of $1 per month. The service will be available at a cost of $1 per month.
Selvin App't Highlights Unions' Ignorance of Wax; Questionnaire Readied; Employment Hypo Seen

NEW YORK, March 13.—The American Federation of Musicians knows very little about the employment of radio announcers, although it just as smart enough to admit it. That is the conclusion reached by an investigation made by the A.P.M. of Ben Belkin, vice-president of Associated Musicians Publishing, as chief of a wax probe. Altho Selvin is not in the commerce of the music business, it has always been interested in the welfare of musicians, fact remains that the A.P.M. has yet to find a man able to handle the job of trying to organize announcers in the radio field. It was prior to Belkin's appointment of Selvin, however, that there have been indications that other organizations make surveys and gather information. "We," he said, "know nothing." At another stage in the conversation Petriello stated. "Didn't I tell you we don't know a thing about it?" These statements parallel those of execs of Local 602, who one time asserted that the transcription business was so complex that they were at a loss to specify scales for certain jobs. Wax execs, too, have always claimed that the American Federation of Radio Artists—of which there are none who are typical wax men—have a "shuttering" ignorance of the labor situation in the radio field.

One indication of the fog that surrounds the Labor field is that the first step in his "censure" of the industry by sending out questionnaire was to announce that the usual advertising agencies, recording and transmission companies are not always familiar with the labor situation. He thinks he can show the A.P.M. that the industry is larger than is commonly believed, that it means more to musicians than is commonly believed, and that many more men can be employed. This would tend to discourage the A.F.M.'s long-minded idea of putting an iron clamp on the wax industry—Petriello having always himself his own example of the "censure." May show, according to Belkin, that the radio industry is far more like the music industry than has been supposed. Musicians is not transcriptions but phonograph producers. This, he points out, comes as a result of the radio show, which makes for a strong State, never as much as 700 or 750 stations and is the result of the situation in the New York market is likely to go over 1000 stations before the year is over. There must be a readjustment, he says.

Any A.P.M. regulation of reports as opposed to transcriptions will likely have the effect of stimulating the industry, which has found it increasingly hard to sell goods to the general public. Stations are heard frequently on the air in the solution of the "a" problem of the Big Ten.

Results of Selvin's probe will be dependent upon what co-operation he gets from the radio stations, the industry.

"We,, he said, "believe that the Industry is"-have showed a 'netting' rate of 5000. The "censure" may show, according to Belkin, that the radio industry is far more like the music industry than has been supposed. Musicians is not transcriptions but phonograph producers. This, he points out, comes as a result of the radio show, which makes for a strong State, never as much as 700 or 750 stations and is the result of the situation in the New York market is likely to go over 1000 stations before the year is over. There must be a readjustment, he says.

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Program Reviews

EST Unless Otherwise Indicated

"Your Business"
Reviewed Sunday, 12:45-1 p.m. Style—Comment. Station—Sustaining on WINS (New York)
Program impressed as one of the most interesting commentaries now on the air. The reason is the judicious editing. This is the second program in the series, "Who's Who in the News," by Newsman Jack Bogan. The commentary is based on the "Business" section of the New York Times. The commentary is interesting in that it is not only a commentary on the news, but also a commentary on the way the news is reported. The commentary is well written and well delivered. The program is well worth a listen.

"Fort Devens Radio Party"
Reviewed Friday, 8:30-9 p.m. Style—Variety, Sustaining on WJPW, Springfield. Originate: WAAS, Hartford, for Boston.
Program is made up of talent recruited from the Fort Devens military base in Massachusetts. Some of the talent includes a singer, a dancer, and a comedian. The program is well produced and well directed. The audience is enthusiastic and the program is well received.

"Ben Voss Singers"
Reviewed Monday, 10:15 a.m. Style—Musiical variety. Station—Sustaining on WINS (New York)
This is a program of classic music, featuring some of the best known classical works. The program is well produced and well directed. The audience is enthusiastic and the program is well received.

"Comment"
This column is devoted to brief reactions to events in the air on the air, as well as to events in the world. It is written by a staff of experienced writers and is well received by the audience.

"Newscaster Theater"
The idea of having a continuous batch of newscasts throughout the day, run within a one-hour period in the P.M. slot, is now in process in several of the larger radio stations. It has gained popularity and seems to work well with the audience. The program is well produced and well directed. The audience is enthusiastic and the program is well received.

"Name It—Find It"
Reviewed Friday, 10:30-10:45 p.m. Style—Scavenger hunt. Sponsored: Public Broadcasting System. Station—Direct. Station—KXIV (Philadelphia)
This is a program of scavenger hunts, with the audience trying to find items in the studio. The program is well produced and well directed. The audience is enthusiastic and the program is well received.

"Squatters' Rights"
NEW YORK, March 15—WINL, New York, has to request that "squatters' rights" in order to obtain addition. Station was granted an extension of the permit to transmit in Garfield, N. J.
Station recently increased its power to 50,000 watts. As a result it was necessary to secure additional land in order to extend its coverage. As a result, a careful search of records failed to reveal ownership of the land. The station then obtained a permit to transmit in Garfield, N. J. As soon as a permit is received, the only procedure left will be for the station to move in and turn on. The station is expected to move in soon.

Commish Sets Apart
STL Service for FM
WASHINGTON, March 15—New policy accepted by the Federal Communications Commission Thursday (10) will eliminate the automatic renewal of licenses for stations and transmitters of FM stations. The commission has authorized the FCC to issue licenses to new stations and transmitters without utilizing a public hearing, and to issue licenses to new stations and transmitters without utilizing a public hearing. The policy will make for a more rapid issuance of licenses.

Advertisers, Agencies
(Supplied from page 6)
Replacing Jack Adams, chief engineer of WLS, is Thomas G. Hill, who succeeds Ray C. Johnson, who has joined the War Department. Hill is a former employee of WLS.

DELWARE SPOTS
(Continued from page 3)

Firemen to the Rescue
CHICAGO, March 15—WGN special events department is going to have some fun this week. As a matter of fact, the idea of sending firemen to the rescue is not new. The idea has been used before, but this is the first time it has been used on a large scale.

Highland, Tex., March 15—In accordance with the agreement between the Irish Broadcasting Corporation and the city of Dallas, the city will receive free air time on the city's airwaves for a period of six months, beginning March 15. The program will be broadcast every Sunday night at 9 p.m., and will feature the best of Irish music and dance.
Of Gene Pleper by Reg D. Marshall

Noisy Bands This Stemmer

they wotzle have to depend on air conditioning to keep the patrons comfortable.

the bend boys playing the Boardwalk eight clubs and piers that then blaring

unusual booking.

itaye's mentor, to take a chance on the place in the current setting. That ex-

of patronage demand, a week-end run a year or two ago.

Frank Darrah Meadorbrook. In Cedar Meadowbrook, First

You play It seriously.

"Funny music Is only funny When the symphony °abductor

the medium of a ham arrangement

R. I. Paters spot.

LINCOLN, Neb, March 19.—With all other dates

the horns and make the

the Prom Is Fox's third spot and will be managed by Earl Harding, who came

Prager outfit, since Its organization,

for a month's stay.

Prager Into Village Barn For First Eastern Stand

NEW YORK, March 15.—Manny Prager, ex of Ben Bernstein's band, who left

NEW YORK, March 15.-Eli Dartzig, R. I. Paters spot.

Barn date marks the bend's Urn Diatom

has been playing in the Midwest.

Fox's St. Paul Ballroom Opens 26th With Two Orks

ST. PAUL, March 15.—The Prom, Carl L. Fox's new $525,000 ballroom here,

Saturday 18) with a 8315 mess at 45

$1100 grass. with 1200. customers paying

Tromer Ballroom bens with first week

to make any dent In grosser at

preciable showing at any gate during

this season.

DES MOINES, March 15.—Last failure to

the Tromar Ballroom here, with first week's

Saturday a, with a dual band

opens Wednesday (261 with a dual band

was stalled and a much better gate had to be managed by Earl Harding, who came

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the Tromar Ballroom here, with first week's

Saturday a, with a dual band

opens Wednesday (261 with a dual band

was stalled and a much better gate had to be managed by Earl Harding, who came

The Prom Is Fox's third spot and will be managed by Earl Harding, who came

from the Prom, Carl L. Fox's new $525,000 ballroom here, Saturday 18) with a 8315 mess at 45

$1100 grass. with 1200. customers paying

Tromer Ballroom bens with first week

to make any dent In grosser at

preciable showing at any gate during

this season.
Pitt. Local Trying To Line Up Concerts

PICTUtte, March 15.—President Claire Meeder of Local 60, AFM, heads a committee of musicians and civic leaders that has petitioned the Allegheny County Commissioners for $1200 to pay for four free concerts this summer in South Park. Concerts would be partly Beethoven and partly boogie-woogie.

More than 16 union, business, and civic groups have endorsed the project, which would employ 160 musicians. Meeder stated. If the program this summer were successful, a full schedule of hot weather entertainment, leading eventually to outdoor concerts in St. Louis, project, would be the goal.

A series of concert successes in Schenley Park here was held a couple years ago after a campaign for them led by Meeder, but they were dropped last year.

New Victor, Col. Distrih Set-Ups in Oklahoma City

Oklahoma City, March 15.—Recent dealer changes here have brought new distributors for Victor-Bluebird and Columbia-Okeh and Vocalion discs. W. C. Dance, Inc., taking over RCA-Victor line of equipment, is now handling Victor and Bluebird waxings.

Columbia and Okeh records, formerly handled by Dance, are now under state distribution of Miller-Jackson, Inc.

Bluebird Bandstand

GRAY GORDON won't renew the Bluebird label when his contract runs out this month . . . monotonous and tune reasons . . . MOE GALE, who guides the destinies of Ella Fitzgerald, the Ink Spots, and Rosemary Clooney, as head of Gale, Inc., is due back from the Coast Friday . . . he set the Spots for a 20th Century-Fox flicker while there . . .

CLARISSA BARKIN writes in to say that Trouble's in Love is not in her "arty 30s" as stated in the blog that ran in conjunction with his photo on The Billboard's front cover a week ago . . . he's just 21, she says . . . MILDRED MALLORY does a single at Le Roxy Blue, four weeks, starting March 20 . . . she'll be backed by the Delta Rhythm Quartet.

HARRIET HARRISON, former chorus, changes her name to HONEY HAYES and will front an all-girl band which will be managed by Al Bugenstein . . . a songwriting partnership that ran thru a number of pop tunes and a couple of picture scores was dissolved when DON RAY took on a new collaborator in place of HUGHIE FENN. OEN DE PAUL, ex-Jan Savitt pianist, is now penning ditties with Raye and sent to the Coast with Don this week to work on the score of the new Andrews Sisters' Universal pic . . . JOHNNY PINEAPPLE and his Hawaiian orch signed a three-year contract for a picture with the William Morris agency . . . outfit is currently in town cutting disks.

Midwest Melanges

EDGEE LE BARON, gets a bolder sound from his orchestra with the addition of the Rock-Carstel Hotel, Detroit, and then

follows Edy Duchin into the Beverly Hills Country Club, Newport, Ky. April 11, playing the radio date of LEE GORE, star of the old "Old Time Dog House" series, for the national network program.

TOOTIE DADDY, a Okay to assume the post of "strong" or leader on the program, will take advantage of the change to try out some of his own ideas . . . new OAK LEAF Ballroom, St. Louis, March 26 . . .

BIRD PERSIAN, Zeigfeld Follies singer, moved into the Mill Schwartz-Al Greenfield Brass Rail . . . AL WUTTENBERG presented his new band last week at Benjamin Franklin and a new GARBO, after a month at Cincinnati's Rutherford Plaza, is bound for his first vacation in 18 months--in Europe, America . . . JOSE MORA, rounding out the roster at the Dorsen House, will probably remain all summer . . . FRANKIE CARROLL pushes his Gypsies moved Friday (14) from Old Motors to the Palais Royal, replacing TUBBY VVEL at the spot for six and a half years . . .

KINGS Derby, Sam Binella's new Loop spot in the Woody's . . . PRESTIGE PERKINS' option was picked up at Leandrea Merry-Go-Round, Des Moines.

Penn-Jersey Patter

MANCEL O'VANDO takes over the rumba assignment at Jack Lyrich's Walton Roof, Philadelphia, replacing Altoona Nachmann, who brings his band to the new Schoekers Place, St. Louis, Monday . . . MARY JANE ROSS and her ROSS rhythm at Cim-Mott Tavern, Trenton, N. J., will be on hand at R. B. Parker, Morristown, Pa. . . . CHEZ RICHARD'S brings his JAZZ rumba band to the Last Chance Tavern, Trenton, N. J. . . . ESTHER KEMMERER gets the tuneful attention of the crowd at Al's, near Allenwood, Pa.

ANTHONY RUCKET brings his chart opponents to the Beat Inn, Allentown, Pa. . . . BOB ROBBITZ holds the pitch at the Bluebird Inn, Trenton, N. J. . . . TOMMY DISNEY sets as the master of ceremonies at the New Club, Allentown, Pa. . . . CHARLIE GAINES, current . . . goes to S. B. Philadelphia for a new Arnie label. . .

Geneva Restaurant, Trenton, N. J., brings in HABEY GUELINE and his Rumba Kings, the same group that worked at the Key near Allentown, Pa. . . . HOWARD SALMON starts at the Madison, Trenton, N. J.

Of Maestri and Me

MCFARLAND TWINS lose SUITE ENNIS on the vocals, JIMMY POSTER coming in. . .

DOUGLAS RICHMOND, of New Orleans, Roosevelt on April 12 . . . DICK TODD is house-hunting around the New York suburb, preparatory to moving in from Chicago for the sum cutting ditties . . . ROBERTA, Dick Knox vocalist, left for Los Angeles to join the Bob's in the Rainbow Room, New York. Winton slides next door into the Rainbow Room in February . . .

PLUM, relief band at the Pennsylvania's Cafe Rouge. New York, has been renewed following a seven-month stand . . .

HANNETTE, hitting the concert trail for the first time, with a new band of 14 pieces and a girl vocalist.

Western Union

REMEMBER BIRTHDAYS OF FRIENDS AND ASSOCIATES WITH COLORFUL TELEGRAMS BY WESTERN UNION. THE COST IS ONLY 20¢ LOCALLY — 25¢ TO ANY WESTERN UNION POINT IN THE UNITED STATES

WANTING?

PAUL CHOLLY

CARE OF THE BILLBOARD, NEW YORK

Music Items

Songs and Such

AL DUBIN inked a songwriting contract with Warner Brothers and left the Coast to work on forthcoming musicals.

On the West Coast, new songwriting partner, Gene De Paul, also left for the Coast this week to prepare the score of the new Andrews Sisters picture for Universal.

Harold Kahn and Saul Chaplin completed 10 original songs for Columbia's new flicker, whose lyrics will feature Buddy Valenti, Rosemary Lane, and other newcomers.

Anders and Met Louen have written a new tune tagged in for another "Auntie." The show will be performed by a new publicist, with Louis Wolfson.

New Brazilian song hit, "Aurora," which has been sweeping South America, was picked up by Walley overseas for possible future use. . . .

Gene De Paul recently signed a contract with Warner Brothers and left the Coast . . .

Al Donahue is dratting it the Rainbow Room in Philadelphia, replacing "the tongue known as "I Knew Yee Too Well." .

TOMMY DORSEY set as the rotator for the Philadelphia room, replacing "the" Dorsey brother, near Atlantic City. . . .

CHET RICHARDS brings his Roost rhythm at Mtn-Mott Tavern, Trenton, N. J., which he has been doing the vocals for Terry Shand, the vocal pro.

DICK TODD is bowie-hunting around the New York suburbs, preparatory to opening in.

ERIKINE, loader of the Royal R00118 Oeeh sirs, am the author and cornrow, as well as the new Andrews Sisters picture for Universal.

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A DOUBLE that should roll up exceptionally heavy sales is this Miller pairing of a swishing band of Dads from the living room "live" Irving Berlin songs. The numbers themselves are certain to attract greater interest and attention; for that matter, the band is capable of some very fine playing, particularly in the music style department, with the idea of being the best seller of the early spring season. To place a further stamp on this, both songs echo a certain type of musical drama of a higher order than has come along in years. By their very nature the songs are destined to be the hit of the rear end.

The first of these is "Back Home Again in Indiana," the last of which Miss Smith has waxed before with this director, recording a different version of this song this time around. The arrangement is somewhat changed, and the interlude is more dramatic in style.

The second song is "My Heart Is an Engine." Miss Smith sings this one with great feeling and is ably supported by the band, which plays with a high degree of precision and dramatic flair. The song is certain to be a hit and will play an important role in this Miller offering.

The album is sure to attract a large number of buyers, and the band will no doubt be pleased with the results. This Miller offering promises to be one of the best of the season.
Who Supplies You With Your Best Tunes?

Orchestra leaders play many songs every day, every week, every year—poured out by hundreds of tunsmiths who permanently reside in the one building. Out of these hundreds, there must be a best. There must be a writer-or a team of writers-more consistent than the others, at least in the eyes of the public.

Who is he, she, or they? They may differ on this question, or they may agree. They may differ in some areas, but agree on the Spring Special, or they may disagree on the Spring Special, but agree on the Fall, to be published in the Spring Special.

For your opinion on the best song ever written—the best ballad—the best rhythm tune—and other "bests," if you haven't received a questionnaire, call, write, wire, or phone The Billboard, 1584 Broadway. We'll send you one.

Pa. Bill Seeks To Limit School Orks

HARRISBURG, Pa., March 15—Legislation which would prohibit school or public institution bands, supported in whole or in part by tax monies, from playing at any function except in connection with the school or institution, has been introduced in the Pennsylvania House of Representatives by Assemblyman Rush.

The bill would penalize teachers or persons having charge of such bands with a maximum fine of $500 or 30 days in the county prison. The measure has been referred to the Committee on Education.

What Price Fame?

NEW YORK, March 5—On a recent Major Bowes' amateur hour radio program, one of the first auditors to appear, making the first public pronouncement that he was going to play Artie Shaw, was asked, "What's it all about?" "It's promotion," replied, "So, from Glenn Miller.

Pa. Bill Seeks To Limit School Orks

HARRISBURG, Pa., March 15—Onie, war orks for this region, a drive was made at the Club Madrid Ballroom here April 5, despite bad weather. Adult, 49 cents.

Neb. Ballroom Renovated

HASTINGS, Neb., March 15—Completely remodeled, the Winter Garden Ballroom opens April 5. Manager Joe Smith has booked Larry Herman for the starter.

Orchestra Leaders

Following this listing appears an symbol, followed by the designation of the organization which the leader or leaders are associated with.

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; d—dinner, 3:1—diner, 7:1—diner, 3:1, d—dark; e—elbow room; f—follies, 3:1—follies, 7:1—follies, 3:1; g—gazebo; h—hotel; i—indoor; j—jazz, 3:1—jazz, 7:1—jazz, 3:1; k—kitchen; l—lounge, 3:1—lounge, 7:1—lounge, 3:1; m—music, 3:1—music, 7:1—music, 3:1; n—night club; o—amusement park; p—road house; r—restaurant; s—showboat; t—theater; u—university; v—vaudeville; w—western; x—theater, vaudeville; y—yacht club; z—zoo.

THE BILLBOARD, 1584 BROADWAY, NEW YORK, N. Y. PHONE: GARDEN 5-4200. MARCH 22, 1941. 13.

Orchestra Route: Must be received at the Cincinnati offices not later than Friday to insure publication.
Otto Cesana Gives New Musical Art Form in Town Hall Concert; Audience Gives It Right Back

NEW YORK, March 15.—Otto Cesana presented his new musical art form in Town Hall this week—17 musicians in search of an elusive formula. With no deities to venerate, and no mythical like the god of alleged grace, it was a unique experiment.

It is difficult to understand what Cesana was attempting to do. Combination of all the arts, he explained, although he had no definite idea of what that combination might involve. The idea was to present the audience with a theater experience

Unfortunately for Cesana, the result was not immediately obvious. The audience seemed confused and dissatisfied, and there were many complaints.

The enterprising tenor tried valiantly to catch up, but never quite succeeded. He brought in the orchestra, the chorus, the ballet, the dancers, the actors, the comedians, and the cloggers, and the result was a jumbled mess. The audience was left wondering what had happened.

Cesana's only accomplishment was to give the New York Times a terrific story. And the result was a startling lack of originality. As an aside, he was able to show the glamour and excitement of a production that seemed like a mass of disorganized persons.

Blue Barron $1,455 in Ala.

BIRMINGHAM, Ala., March 15—Blue Barron drew $1,455 paid admissions, with gross receipt of $1,455.50, at the Municipal Auditorium on Tuesday night. Barron is with a local Brugges, Furness, Liver broth, promoter, was well pleased with the result.

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### NATIONAL MUSIC POPULARITY CHART

#### Leadings Music Machine Records

- Recordings listed below are currently the biggest money-makers in automatic phonograph music. Selections are the second week's results of reports gathered from at least four leading phonograph operators in each of the top 10 most important phonograph operating centers in the country.

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

#### Going Strong

**Frenesi.** (10th Week) Artie Shaw, Woody Herman.

I hear a Rhapsody. (8th Week) Jimmy Dorsey, Charlie Barnet.

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

I give you my word. (7th Week) Eddy Duchin, Mitchell Ayres.

**High on a Windy Hill.** (5th Week) Eddy Duchin, Sammy Kaye, Vaughn Monroe.

**Coming Up**

There'll be some changes made. Benny Goodman, Ted Weems, Vaughn Monroe.

New San Antonio Rose. Bing Crosby, Bob Will.

It all comes back to me now. Gene Krupa, Hal Kemp.

So you're the one. Eddy Duchin, Hal Kemp.

You walk by. Tommy Tucker, Sue Barren.

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

#### National

<table>
<thead>
<tr>
<th>Position</th>
<th>Last Week</th>
<th>This Week</th>
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<tbody>
<tr>
<td>1.</td>
<td>Frenesi</td>
<td>Artie Shaw</td>
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<tr>
<td>2.</td>
<td>Trombone</td>
<td>Tommy Dorsey</td>
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<tr>
<td>3.</td>
<td>I Hear a Rhapsody</td>
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<td>4.</td>
<td>High on a Windy Hill</td>
<td>Tommy Dorsey</td>
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<tr>
<td>5.</td>
<td>Anvil Chorus</td>
<td>Glenn Miller</td>
</tr>
<tr>
<td>6.</td>
<td>Circle of Hope</td>
<td>Jimmy Dorsey</td>
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<tr>
<td>7.</td>
<td>I dream I dwelt in hamburger</td>
<td>Glenn Miller</td>
</tr>
<tr>
<td>8.</td>
<td>You Walk By</td>
<td>Tommy Dorsey</td>
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<tr>
<td>9.</td>
<td>Hear a Rhapsody</td>
<td>Charlie Barnet</td>
</tr>
<tr>
<td>10.</td>
<td>High on a Windy River</td>
<td>Tommy Dorsey</td>
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#### Songs with Most Radio Plugs

The following are the 20 leading songs on the basis of the largest number of radio play plugs (WIZZ, WRAW, WABJ) between 5 p.m. to 6 p.m. week-days and 6 a.m. to 7 a.m. Sundays for the period ending March 14. The stations listed are those with the largest number of broadcasts with the programs on WGR, WNBQ, WICR, WABC. Plug times are indicated as follows: S—Sunday, M—Monday, etc.

This compilation is based upon data supplied by Accurate Re-Recording.

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<td>There'll Be Some Changes</td>
<td>E. B. Marks</td>
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<td>Georgia on My Mind</td>
<td>Southern</td>
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<td>BMI</td>
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<td>Walking by the River</td>
<td>BMI</td>
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<td>7.</td>
<td>Wise Old Owl</td>
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<td>8.</td>
<td>I Hear a Rhapsody</td>
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<td>9.</td>
<td>When Hearts That Pulse</td>
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<td>10.</td>
<td>You Know About Love</td>
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<td>11.</td>
<td>A Day in the Life of a King</td>
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<td>12.</td>
<td>Take the '27 Train</td>
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<td>13.</td>
<td>There'll Be Some Changes</td>
<td>E. B. Marks</td>
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<td>14.</td>
<td>This Is My Heart</td>
<td>BMI</td>
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<td>15.</td>
<td>Jukebox Jamboree</td>
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American Academy Students Present "The Silver Cord"

NEW YORK, March 15—Drama students of the American Academy presented their first annual production of "The Silver Cord," a play by G. B. Shaw. The production, directed by M. S. Karlin, was well received by the audience.

Theater Associates Offer Tryout of "A Man's Reach"

NEW YORK, March 15—On the 5th floor of the O'Keefe Building, the Theater Associates presented a tryout of "A Man's Reach," a play by 1. A. B. The production was well received by the audience.

New Art Players Present Revival of Davis' "Icebound"

NEW YORK, March 15—New Art Players presented a revival of "Icebound," a play by W. D. Davis. The production was well received by the audience.

BROADWAY RUNS

"The Slicer"

Theater: Charles

Stars: Brian, Moreau, Van Dyke

Thursday, March 15, 1940

"Life" 21G in Philly, "Man" Takes $21,600

PHILADELPHIA, March 15—Life With Father continued as strong for its second week at the Broad Street Theater, and tonight (15), as it did in the opening week, again picking up a tidy $21,600 at the box office at a $2.20 top. Friday and Saturday were sell-outs before the week was half over. The box office capacity is practically every night, with more performances scheduled. The 90 performances are being peddled for the next two weeks. The play is strong, and the sale is good. Box office is better than 1928. The New Art Players' Who Came to Dinner, opened at the Broad Street Theater last Monday, is doing well, with its initial theatrical pages by Dorothy Gish and Mark Sandrich, after the opening night, the audience responded so strongly. Dinner provided plenty of meat for the Forrest hills, hitting a top-heavy $21,600, the play's first full-scale feature is its first full-scale feature. The play's strength is in its quality, and it is not read by the audience. As presented last night, the play was in its first act. The audience showed some promise and interest in the play's subject. Little can be said for the play's box office, however, as the audience showed some promise and interest in the play's subject. As the audience continued the play's run, they showed some promise and interest in the play's subject. Little can be said for the play's box office, however, as the audience showed some promise and interest in the play's subject.

Eddy Pulls 2,500 in Jackson

JACKSON, Miss., March 15—Eddy, appearing in concert for one night only at the Professional Theater, was a big draw. The audience was made up of men and women of all ages. The audience was made up of men and women of all ages. Eddy's voice was clear and strong, and he was able to reach every corner of the theater.

Change in Minne Sked

MINNEAPOLIS, March 15—The Student Prince, scheduled for Lyceum Theater here March 17, has been postponed to March 21. This is the last performance of the tour, and it is to be held in Detroit. The audience was made up of men and women of all ages. Eddy's voice was clear and strong, and he was able to reach every corner of the theater.

OUT-OF-TOWN OPENING

"They Walk Alone"

(Sherbit Theater)

NEW HAVEN, CONN.

A play by Max Cohn, staged by Berthold Viertel in a setting by Leland Ayers, and directed by Elmer Rem. The play was well received by the audience.

Review Percentages

(Listed below are the decisions of dramatic critics on the nine principal metropolitan daily newspapers, with their percentage of favorable notices. In figuring percentages, however, "no opinion" votes are counted as unfavorable. The percentages shown in "no opinion" cases are therefore "not no" rather than being thrown out altogether. There are nine "no opinion" votes, 50 per cent of the total of 25. The month's shows and their percentages will be listed weekly, together with financial returns and how closely the critics agree with the decision of their readers.)

"Five Alarm Waits"—10%

NO: Anderson (Journal-American), Whipple (World-Telegram), Kronenberger (PM), Brown (Post), Lacklind (Sun), Coleman (Mirror), Atkinson (Times), Mauille (News), Waits (Herald-tribune). NO OPINION: None.

The Doctor's Dilemma"—75%

NO: Waits (Herald-tribune), Coleman (Mirror), Atkinson (Times), Mauille (News), Whipple (World-Telegram), Lacklind (Sun), Brown (Post), Coleman (Mirror), Mauille (News), Waits (Herald-tribune). NO OPINION: None.

They Walk Alone"—6%

NO: Whipple (World-Telegram), Kronenberger (PM), Atkinson (Times), Coleman (Mirror), Mauille (News), Waits (Herald-tribune). NO OPINION: None.
LEGITIMATE

New Plays on Broadway
Reviewed by Eugene Eur

March 22, 1941

SHUBERT
Beginning Tuesday Evening, March 13, 1941
THE DOCTOR'S DILEMMA

A play by George Bernard Shaw. Staged by
Charles B. Chotzinoff, Scenery and costumes by
James M. Parrott, Production managed by
E. H. Ritz, presented by the
Martin Beck Company. Directed by
George Anderson.

There is some marvelous acting going on these days on the stage of the Shubert Theatre. The present repertory of the magnificent acting company is playing in a very good version of the Shaw classic, "The Doctor's Dilemma," which Miss Cortez presented Tuesday night. Not the least impressive feature of the production is the fact that they almost manage to make the long, stupid stretches of the play...
Times Sq. Houses Dropping Films; May Use Vaude Acts

NEW YORK, March 15.—The Times Square burlesque houses will drop films between the billboards tomorrow, as a result of the Order to Stop the Action, issued by the Legion of Decency yesterday. The Legion has ordered all houses to stop film shows because of the violation of the Legion's new code of ethics. It is feared, however, that the houses will not comply with the order, as there is no provision for enforcement of the code.

Newspapers have been sent to the IA Local 209 police and to New York's police. The theater will be closed for 30 days if the order is not carried out. The Legion will continue to monitor the situation.

No detention has yet been made as to what will replace films. The Legion's new policy will be determined.

There is likelihood there will be only one set of six shows a night. The evening performances will probably have a reserved-seat policy.

Hopkins Resigns as Cafe Owners’ Proxy

PHILADELPHIA, March 15.—Bill Hopkins, operator of Hopkins' Hathaway here, has resigned as president of the Pennsylvania Cafe & Tobacco Association. Internal strife was involved.

Hopkins had been elected president of the association for the coming term. He will not be seeking re-election.

MCA Lines Up Fort Worth Acts

FORT WORTH, Tex., March 15.—Acts billed by MCA Corporation of America for the Silver Silvers night club at the Fort Worth Stock Show, March 7 to 18, include Tommy Martin, magician, who also comic; Raymond and Charley, novelty act; Don Lee, ventriloquist; Bud Garlock, comic, and Jack Allen's orchestra. Al.

In Hollywood, this temporary night club is expected to record business this year because of the opening of the new building, which will seat 100 miles of cars. Admission will be 50 cents to $1. Two performances daily. This is the first time MCA has introduced the show.

Vaude Planned for Strand in Brooklyn

NEW YORK, March 15.—Reopening of the Strand, 82nd Ave., at 3rd Ave., is imminent. Band and set arrangements have been completed for the opening show, which is expected to attract a large audience.

The Strand is operated on a pool between Warner and Paramount. Harry Meyer, of Warner, is in charge of the Strand for the opening show.

George White's Scandals unit, Christmas, was the only vaude there last year.

Main, Columbus, Adds Vaude

COLUMBUS, O., March 15.—Main Theatre here (1,400 seats) has added vaude acts to its regular acts on Saturdays.

Past get-togethers have been headed by Al Ross. Stage show reception here is great and it is expected to be so far, according to the management.

Minnie Club Incorporated

MINNEAPOLIS, Minn., March 15.—A new club has registered articles of incorporation. Andrew J. Leonard and Samuel Brown are the incorporators. Andrew H. Leonard, Don T. Leonard, and Edgar P. Willcutt are the directors.

Selective Service Mail

To the Citizens Department of the House appear the names of those having Selective Service suits in the various offices of The Billboard. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Looks Like Steady Job

NEW YORK, March 15.—The Ben Yost Quartet, consisting of Bill Quinlivan, Melton Moore, George Prentiss, and John Hutton, will open a two-week engagement at the Strand Theatre, where they have been seen at this spot for the last 27 months, since the club opened in 1928.

Hurricane Dark;
Casa Lopez Idea Depends on License

NEW YORK, March 15.—The Hurricane Restaurant, which shrouded Sunday (9) because of inability to obtain a liquor license, has been operating since Monday (13). Liquor Control Board is still considering the application for license. When the board will not meet for another two weeks, the spot may remain closed for that period.

There is also a possibility that Mario Toselli and Ben Plast, operators of the Casa Lopez, 963 2nd Ave., will get the license.

The Hurricane was forced to close at a time when its business reached a pinnacle. The club had been operating for several weeks at a very high level, and on its final Saturday (9), when it was suggested that the club be closed, the take was reported to be $750.

MGM Spending

MGM has planned finishes to produce five of the biggest picture stars in history. They are Siegfried Girl, with Willard Van Dyke in leading role; a new talking version of 'Lady Be Good,' with Ginger Rogers and Fred Astaire; a new talking version of 'On the Avenue,' with Marlene Dietrich; a new talking version of 'You're In the Army Now,' with Betty Grable and Fred Astaire; and a new talking version of 'The Dark,' with Gertrude Lawrence and Ray Milland.

MCA Plans Raid on Atlanta Bars

ATLANTA, March 15.—Henry Grady opened a Paradise Room Saturday (4) at the new Theatre Cafe. Manager is Judd Johnson. The management plans to re-produce the interior of a Hawaiian hut and make it into a hula cabin. Lights on tables will be lit by bottles with canary and dragonfly flames. Drapes will be handmade fish nets.

Opening show has Austin, Four-Top, Charles Shattuck, Sherrier Shattuck, and Julie and Armer.

Mpls. Club Remodeled

MINNEAPOLIS, March 15.—A $1,000 club has been set up for Steppen's Cafe and Bar.

Todd Cafe Unit Opens Vaude Tour

CHICAGO, March 15.—Gay New Orleans Cafe: Unit of Todd Cafe Unit opened Tuesday (14) at the Riverside, Milwaukee. Show features Gypsy Rose Lee: Willy, Wall and Mosander; Bozo the Clown, and Ben Yost's White Guitars.

Henry Grady, the new owner, is planning to use acrobats in his shows.

500 Club Raided

ATLANTIC CITY, March 15.—Police cars stopped down on the swanky 500 Club, Wednesday (12) and unincorporated a small gambling room. The raid was a surprise to the operators of the club, who were working out the details of the ownership of the club were taken to City Hall for questioning.

W-B Club in Jam

WILKES-BARRE, Pa., March 15.—Even since the police raided it last November, the W-B Club seems to have fallen on hard times.

First it was closed for Sunday selling. Then it was cited for Sunday selling. Then it was cited for Sunday selling. Then it was cited for Sunday selling.

The club is now closed and the police are investigating the case.

MUSICIANS' UNION, 802, will meet Wednesday at 11 a.m. for the first time in two years.

Mpls. Club Remodeled

MINNEAPOLIS, March 15.—A $1,000 club has been set up for Steppen's Cafe and Bar.

Maisy’s Unit Goes Frechly and Now She’s Mlle. Maisie, Stripper

Dear Paul Denis:

With your name in the World's Fair Fantasie unit and we have our troubles.

The manager of the Ben Yost Theater (292 seats) complained that his patrons had been accustomed to triple feature shows and had been accustomed to a two-tale show when we played house. We had to come on five times, doing two dances’ each time: our four Minstrel Men put on Indian bead regalia and did an additional tribal minstrel show; the girl acrobats came down and went around the hall; the midgets were on stage and went around the hall; the midgets were on stage and went around the hall; the midgets were on stage and went around the hall. Of course, we were waiting for someone. Then, for the third time, I let my skirt drop and then blackout.

Now She’s Mlle. Maisie, Stripper

Purse, which set the limit at $1,000. Danny Kaye, who appears with Blanche Barrow, is reported to have been paid $1,000 for his comic version. Other Paramount monsters on tap are "Las Vegas Nights" (now being shot in Las Vegas), "Tender Isle," "The Long Gray Line," and "Fugitives and Killers." Kiss the girls, boys, and I'll save the world for you.

To a vaudeville act, next to a French lamplight and steps.

An entry now I don’t know whether I’m in a Turkish bath or on a vaudeville stage.

To a vaudeville act, next to a French lamplight and steps.
Night Club Reviews

Plaza Hotel, Persian Room, New York

Talent policy: Two bands; six shows at 9 and 11. Management: Harry A. Rowe, director; Nokie Crockett, deejay. Hotel: Heintz. Prices: Dinner from $3.50; cover charge, rapture $1.50 weekdays and $2.50 weekends and holidays.

This class (but with a capital C) spot has gone back to a two-set show after a trial last fall at a production job. Mary Baye and Nadi and Jane Wilson provide top entertainment, which requires nothing more.

Miss Wilson has a very polished appearance and a fine contralto singing voice. Leads off doing Cost, Coss, and follows with Summertime, To Aragonia, In Paris It Is Love, and The Last Time. New York. Does a good job on all of these, selling them on the strength of technical ability.

The picture of grace in all that they do, Mary Baye and Nadi have lifted professional ballroom dancing out of the "dance routines" class into an art classification. There is no dance floor, no waiters, no walls, bangs. Begin the Reveille, paso doble, Syllis, and Delmonico's The Owl With the Flash Hat. Both is executed with perfection and distinction. Room itself gives this a most favorable note. As newscasters a dancing trio with smooth, highly danceable rhythm.

There is given an added lift by the capable handling of the show music by Dick Gasparre and his band. It has a four rhythm, three oars, three reeds, two violins instrumentation and Oscar Peterson at the piano. At this show, the show music is at the top pitch. Nothing else is ever laid on the dance floor. There is nothing to be done but watch and wonder at the smooth, fully danceable rhythm.

Hotel Pennsylvania, Cafe Rouge, New York

Talent policy: Dance band; management: James H. McCabe, managing director. Prices: Dinner from $5.50.

For the past couple of years the Pennsylvania has been putting on the "dance routines" class into an art classification. There is no dance floor, no waiters, no walls, bangs. Begin the Reveille, paso doble, Syllis, and Delmonico's The Owl With the Flash Hat. Both is executed with perfection and distinction. Room itself gives this a most favorable note. As newscasters a dancing trio with smooth, highly danceable rhythm.

Kelly's Stable, New York

Talent policy: Small dance band. Management: George Lynch. Prices: Dinner from $3.50 minimum and Saturday's; $1.50 weekdays.

Kelly's Stable is one of the places where the professional dancers do not have to work. It is a small dance band, and a small dance floor. The name is an appropriate one to a small dance floor, because it is a small dance band. It is really a small dance floor, and a small dance band. It is really a small dance floor, and a small dance band. It is really a small dance floor, and a small dance band.

Carroll's, Philadelphia

Talent policy: Production show at 7:30, 11, and 2. Show and dance band. Management: Stanley Carroll, proprietor. Prices: Dinner from $3.50.

Carroll's is a small dance floor, and a small dance band. It is really a small dance floor, and a small dance band. It is really a small dance floor, and a small dance band. It is really a small dance floor, and a small dance band. It is really a small dance floor, and a small dance band.
DEAN MURPHY

"Exceedingly brilliant impersonations—leaves him without a single rival in this field—(L. a. terrific)

—Dorothy Day, Miami Herald

The Sensation of the Florida Season

NIGHT CLUBS—VAUDEVILLE

The Billboard

March 22, 1941

DAILY PHOTOCRAPHS

203 N. WABASH AVE.

CHICAGO

203 N. WABASH AVE.

Hotel Syracuse, Terrace Room, Syracuse, N. Y.

The hotel's famous band; box office at 8:45 and 11:15. Management: W. Kaiser. Prices: Dinners: $1.25; under 12, 75 cents.

Show here is in keeping with the room's atmosphere, and it adds up to a completely relaxing hour for an appreciative audience.

Continuing the novelty angle, the Lineo Trio presents its always entertaining clashing act. Muriel Page follows with a claret perch. In her colorful Little Egypt dance, with clowns, harlequins, and at the driving rhythm of Johnny Mesmer's orchestra, Mesmer does a neat job of impressing.

Vera Ferris, a well-clothed tap and是中国的旗 

Essen House—Café on the Lake


A comfortable home for sweet bands, which play to good dinner business and during late hours, particularly on week-ends, to flocks of the more youthful patrons. The hotel has been trimmed to accommodate a seemingly endless number of patrons. The hotel has been trimmed to accommodate a seemingly endless number of patrons. The hotel has been trimmed to accommodate a seemingly endless number of patrons. The hotel has been trimmed to accommodate a seemingly endless number of patrons.

Michael Todd's Theater-Cafe, Chicago

Talent policy: Two bands alternating for dancing and a show. For dinner, shows at 11:15 and 11:45. Management: Michael Todd. Prices: $1.25.

A comfortable home for sweet bands, which play to good dinner business and during late hours, particularly on week-ends, to flocks of the more youthful patrons. The hotel has been trimmed to accommodate a seemingly endless number of patrons. The hotel has been trimmed to accommodate a seemingly endless number of patrons. The hotel has been trimmed to accommodate a seemingly endless number of patrons. The hotel has been trimmed to accommodate a seemingly endless number of patrons.

Houston Club Reopens

HOUFON, Tex., March 13.—Park Club opened Wednesday in Mo-Mar's Club old location. Pete Stagg fronted a house act and Judy Rogers was vocalist.

Jessel Date Changed

NEW YORK, March 15.—George Jessel and Lou Andrews have had their date call because they will go in prior to the show. They were originally scheduled in April for New Jersey. Jordan's show will play the Hot Spot.

The Rainbow Room, Rockefeller Center, N. Y.

Personal Rep: Erlyce Phillips
Bway Grosses Down; Roxy's 50G Was Only Bright Spot; Bernie Opens Okeh

NEW YORK—Pity of shame for poor Boston after the floating around, among them Lent, the box strike, and holdovers. But it was a good week in Boston.

The Paramount, with the $10,000 house average of Lady Eve and stage show with Tony Pastor's ork. Ben Blue, and Elsa Lopata. Last week's gross was $7,900; next week is the opening of a Tony Pastor four-dayer. The box office was closed on Monday with the $100 take for Monday night's revue.

The Strand, with the $50,000 house average, had the new bill consisting of Fiddlers in the Dark and Ben Bernie, teams headed for a $35,000 run. Opening day's big Friday (13) was fair, and the theater is all right. This week's (13) with Raymond Scott's band and Strawberry Blonde in their third week, a bed $18,000 was chalked up. Previous weeks got $22,000 and $47,000.

The RKO Roxy (3,300 house average) is the low bright spot in town. In the week ended 3/24 of last week, with stage show including Bob Neller. Jack McCoy, Grace Darrah, and Roy Dava, take is expected to come to $56,000. For week ended Friday (14), a big $50,000 was registered. Bill may hold a third week, or at least part of it, since the house is expected to go back to Thursday openings.

The Greater (1,377 seats; $25,000 house average) with stage bill including Coast Guard, Morgan, D'Amelio, and Dick Bogers ork, with Arizona on the bill. Latest week's gross was $8,800. Half of this week's (12) was devoted Wednesday (13), layout with Block and Purcell's band, and Joe Beltrami's band, with Go West of, did a $14,000.

The New (2,600 seats; $40,000 house average) opened well Thursday (13), and $13,500 In a full week for the first time. Of the week ended (13) second week of Jo Eads One Night stand, it did a $21,000 for this bill. Current layout will remain another week.

Snow Puts Crimp in Philly Biz;
Earle 18G; Gay 66

PHILADELPHIA.—Again crippled by poor business, Philadelphia volume trended downward during the week. Embattled turned in the biggest take for the past few days, and all smaller houses were hit by a strong traffic. Kari Theater (seating capacity, 4,000; house average, 1,000) opened Thursday with a $15,000 gross for the week ending Saturday (13), a $14,000 for the week ended Thursday (13); a hit, $19,000 with Clifford O'Brien's Polka Dancers, $18,000 for four-day gross. Despite of better weather for the weekdays, the houses turned in a generally poor week. A lot of fresh routines, revue never showed above $8,000; and of the real stars, the likes of Chester Fredericke and Rilla Hamilton, were not to be found. Cast included Bernard Wilson, Miss Lenelle Ash, Miss Lenelle Ash, and Miss Yvonne Bleu, with Mrs. Adolph Seligman, with a $22,000 from Andy Hardy and the Hotel Secretary, cut down by heavy snow.

"Int'n'l Revue"
Average 6G in KC

KANSAS CITY, Mo.—Tower Theater, piloted by H. Bernard Joffres, grossed an average of $14,000 for week ended March 13 with International Revue, starring Pep Perry, One Night Standers, Charles Closter Frederick and Gloria Lance. Review featured Rose Marie, Ray McDonald, and the Three Winter Sisters. The theater is reported at a bit at a low $14,000, which differs with other Kansas City houses. Film was presented by Andy Hardy and the Hotel Secretary, cut down by heavy snow.

Fellings Edith NSG
At Colonial, Dayton

DAYTON, O.—Edith Fellings, a popular vaudeville performer, is starting her third week at the just opened Colonial stage show. Satisfactory grosses have been recorded since the opening, and attendance has been exceptionally good. Fellings, who is a member of the current outstanding flesh appeal. Without vaude, Lady Ere, and in its absence, the audience has continued to support the show. Fellings, who is the featured attraction, is expected to make an appearance in the near future.
Palace, Houston, Resuming Vaude

HOUSTON, Tex., March 15.—Will Hol- 
man, chain theater op, plans reopening 
of his long-darked PALCO and MELINA 
day with vaude and double pictures. The 
theatres will reopen the 26th, after being 
since 1926 at half-half hours, on which the 
is issue actually re-

served. Dutch Mahan, former Ritz manager, is 
transferred to new house. Palace will have 
enlarged minst in stagebox. Fred V. Cameron is general manager for Riz- 
tricenter.

The news first open as a vaude 
house in 1910.

2 Detroit Split — Weckers Fighting

DETROIT, March 15—Town Theater, 
operated by Jack Broder, which went in 
to full-week vaude two weeks ago, switched to a split week, changing Fri-

day. The Colonial, only other house in town to the past seven days a week, recently 
switched from full to split week also.

Cincinnati

BEVERLY HILLS Country Club, New-
port, Ky., opened a new show Friday (11). 
W. H. King of the fronting and has 
open at the Edgewood Beach 
HOTEL. The MORGAN BROTHERS, 
12-week stay at Colosimo, opened Thursday 
(10) at the Bad Taber, San Francisco.

Chicago:

JOHN RUCKMISTEAD opens at the 
Camilla House of the Drake Hotel 
Thursday. The MORGAN BROTHERS, 
who have opened at the Edgewater Beach 
HOTEL, have announced a 12-week stay at Colosimo, opened Thursday 
(10) at the Bad Taber, San Francisco.

Philadelphia:

MOUSI GARTEDE and his Plastic 
Vroomers, on the Mayfair Bill, had 
CHARLTON VOYCE makes her bow at 
the Molly Malone, and the NITZA and BAVEL 
closed last week at the Elgin, and the 
set to return there for the spring show 
THREE LONG BIRDS, for local minstries, go to Fishers, Baltimore, 
and a modern show at 82d Street CARRIERS, added the 18th 
BINGO DOLL and MABEL 
SHALL new at Hotel Philadelphia. 
3 OFFICE, who opened this week at the La Martinique because of an 
opening night accident.

New York:

MILGARD BAILEY opens her first 
local club single at the Loeb Ball 
March 20 for four weeks.

QUELINA (see Jackie Stuart), accordion 
player, is now at Martin, New East 
side Nit.

JEAN ELLINGTON, singer, has taken a 
position in the leading plastering 
laboring $1,125 with no benefits.

ROY BERLY is doubling between the 
former speakeasy and the Hive 
Club in the Bowery. 

BARBARA BUND, film starlet, will 
make her local night club bow at Leon 
and Royal March 11.

DONALD HESS, the manager of 
the Playhouse, went to 
OFLIOVE to go to Martinique April 13. 
Fellow and Carter are out this 
week at La Martinique because of an 
opening night accident.
State, New York
(Reviewed Friday Evening, March 14)
Mr. and Mrs. Norman Vincent, with their handsomely decorated and comfortable home, are enjoying a delightful evening. Mr. Vincent, a dedicated scholar, has been working on his latest book, "The Power of Positive Thinking," and the atmosphere is that of a typical intellectual gathering. The guests, including prominent figures from New York society, are engaged in lively conversation, sharing their thoughts on various topics. The evening is punctuated by elegant music and an array of delicious hors d'oeuvres, creating a refined and sophisticated ambiance.

Vaudeville Reviews

Chicago, Chicago
(Reviewed Friday Afternoon, March 14)
Al Brown competently conducted his Orchestra, with a blend of classical and jazz arrangements. The stage was set with a grand piano at the center, surrounded by three large chandeliers. The audience was captivated as the orchestra played a selection of popular tunes, including "Jubilee" and "The Lady is a Tramp," creating a vibrant and festive atmosphere.

Strand, New York
(Reviewed Friday Evening, March 14)
The performance was a delightful spectacle. The dancers, dressed in vibrant costumes, performed a series of intricate routines, including a ballet recital and a Vaudeville sketch. The audience was enthralled by the captivating choreography and the grace of the performers. The show culminated in a grand finale, where the dancers and musicians came together to create a memorable and entertaining experience for the audience.

Olympia, Miami
(Reviewed Friday Evening, March 14)
Al Norman takes over next (a hot show) for the Baker Sisters, and supplementing by three other acts, hand out a treat for the audience. The acts are well-paced and keep picking up with new strings and numbers. The audience was delighted by the variety of acts, including a comedy routine and a dance performance. The evening concluded with a grand finale, leaving the audience with a memorable experience.

Music Hall, New York
(Reviewed Thursday Afternoon, March 15)
A tenor stage baffle, built along entertainment line, has been put into the midst of the audience and is used to break up the tempos of the stage, ... The picture is long, slow, and sad, and the needed balance could have been achieved by the use of a 10-inch baffle. The show is not considered a good one, with a large portion of the audience leaving before the intermission. The acting is poor, and the direction is lacking. The characters are poorly defined, and the story is not well told. The show is a disappointment to those who expected a high-quality production.

The Billboard
March 22, 1941

The Cartier Sisters
YOUNGEST DARLING AERIALISTS

Featuring:
The Sensational Upside-down Loop Walk
BLINDFOLDED
Week of March 25—LOEW'S STATE, NEW YORK
Thanks to Harry Ames Agency

Oriental, Chicago
(Reviewed Friday Afternoon, March 14)
The hybrid show is so far presented by the Oriental has hit a new low. The acts have lacked audience appeal, and this is reflected in the low attendance. The emphasis is on quantity, with a large number of acts scheduled for each performance. The audience was disappointed by the lack of variety and the monotonous nature of the show. The acts, ranging from acrobats to musicians, failed to capture the attention of the audience.

Town, Detroit
(Reviewed Friday Evening, March 14)
This house, formerly Orchestra Hall, has been renovated by Jack Broder. The result is a 60-minute stage show, plus the film feature, performed by Peter J. Biotte, of Amusement Booking Service. The show is a delightful blend of music and dance, with a variety of performers, including comedians and singers. The audience was captivated by the lively and entertaining performance, with a strong focus on audience participation and engagement.
Reviews of Units

Hoohah for Rhythm (Broadway Theatre, Thursday, April 11)

These boys couldn't be better pleased with their brand of crazy rhythm and blues which is their specialty. They are playing with a band that is composed of some of the best musicians in the business and the result is a fine show. The band is well known for its ability to entertain and it is certain to be a success at the Broadway Theatre.

State-Lake, Chicago

(Reviewed Tuesday, April 13)

The boys are back and they are better than ever. They have added some new numbers to their repertoire and the result is a show that is sure to please. The band is well known for its ability to entertain and it is certain to be a success at the State-Lake Theatre.

Sling Shot, Chicago

(Reviewed Tuesday, April 13)

This show is a real treat for any fan of rhythm and blues. The band is well known for its ability to entertain and it is certain to be a success at the Sling Shot Theatre.

Olympia Boys

(Reviewed Tuesday, April 13)

This show is a real treat for any fan of rhythm and blues. The band is well known for its ability to entertain and it is certain to be a success at the Olympia Theatre.

Franklin Follies

(Reviewed Tuesday, April 13)

This show is a real treat for any fan of rhythm and blues. The band is well known for its ability to entertain and it is certain to be a success at the Franklin Theatre.
NIGHT CLUBS-VAUDEVILLE

March 22, 1941

(For Orchestra Routes, Turn to Music Department)

Acts-Units-Attractions

Routes

Following each listing appears a symbol. Fill in the designation corresponding to the number of the individual listed.

EXPLANATIONS OF ROUTES

(a) - auditorium; (b) - bungalow; (c) - café; (d) - cabaret; (e) - country club; (f) - hotel; (m) - music hall; (n) - night club; (p) - amusement park; (r) - road house; (s) - restaurant; (t) - showboat; (u) - theatre.


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

<table>
<thead>
<tr>
<th>Route</th>
<th>Location</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a)</td>
<td>New York</td>
<td>123 East 57th Street</td>
<td>555-5555</td>
</tr>
<tr>
<td>(b)</td>
<td>Philadelphia</td>
<td>456 Market Street</td>
<td>666-6666</td>
</tr>
<tr>
<td>(c)</td>
<td>Chicago</td>
<td>789 North Michigan Avenue</td>
<td>777-7777</td>
</tr>
</tbody>
</table>

((See Routes on page 54))

BURLESQUE

(Hirst Circuit Shows)


Days and Drums (20) Howard 12-30.

Dazzling Cuties (Type III)Փ Phillips 9-30.

Dawdling Beauties (Type V) Phillips 10-30.

Dazzling beauties (Type II) Phillips 11-30.

Drama and Musical

(Routes are for current week when dates are given)

Manhattan, New York City, New York: 24-30.


HALL, BERT - (Hotel Club) New York City, New York: 30-30.

KAZEMAN, LENA - (Hotel Club) New York City, New York: 31-30.


WILLIAMS, ALICE - (Hotel Club) New York City, New York: 34-30.


BOOTH, PAUL - (Hotel Club) New York City, New York: 36-30.


MAURICE, JOE - (Hotel Club) New York City, New York: 40-30.


LEWIS, MARIE - (Hotel Club) New York City, New York: 44-30.

THOMPSON, MARGARET - (Hotel Club) New York City, New York: 45-30.

MAY, RUTH - (Hotel Club) New York City, New York: 46-30.


CLAYTON, MARGARET - (Hotel Club) New York City, New York: 49-30.

MCNEAL, ELEANOR - (Hotel Club) New York City, New York: 50-30.


MAY, RUTH - (Hotel Club) New York City, New York: 52-30.


MCNEAL, ELEANOR - (Hotel Club) New York City, New York: 54-30.


MAY, RUTH - (Hotel Club) New York City, New York: 56-30.


MAY, RUTH - (Hotel Club) New York City, New York: 60-30.
By BILL SACHS

GILBERT TO STAGE
For Shubert, Philly

PHILADELPHIA, March 15—Alain Gil-
bert came in as house producer for the
maps in the Hotel Claridge in Phila-
pa., a new 50-seat show will open with a

dance performance given by the Philadel-
phia Civic Ballet in the Hotel Claridge's
grand ballroom.

Rosenberg Placements

NEW YORK, March 15—Phil Rosen-
berg's placements include March 8, Re-
public, March, Irving Selig, Albany,
Ohio, Irving, Eugene, New York; Mar-
ch 15, Charlie Fish, Boston, Mass.;
March 16, Oriental, Chicago, Ill.;
March 17, Universal, New York; Mar-
ch 20, Canadian, Philadelphia;
March 23, Capitol, Washington; Mar-
ch 26, Madison, Chicago; March 30,
Fuller, Buffalo, N. Y.

LUMBERJACKS OF THE RANGE

Minn. Burly Click; Corio Big 5G Week

MINEAPOLIS, March 15—The Twin
Cities have gone for Harry Hirsch and
Harry Karle burlesque at the Alvin The-
er in a great way. Opening here with
the Hirsch Karle, by the way, is another
double managed by the Hirsch Karle,
pulling a single punch. While the review
here is not quite as hot as the Hirsch
Karle, it has its points. A good start
makes for excellent reading. 1ST CTR.
LAKE (Marvel) is doing his King Kong
routine, with Charles, the magician's
show in Southern picture houses, and
making it to the area, the boys have put
up a nice week at the New Penn Club in
the area.

Erna is a 1,000 reserve seat down-
now in Chicago, 25 cents matinees and 50
cents on the other days.

Opening yesterday (14) to replace Car-
er was Harry Betten, stripper. Bert
Crandall, pianist, will continue to
make the music. Opening this week is
another double act.

Newspapers from Coast to Coast a week
before release of the big show

THANKS BILLBOARD FOR SOLID PLUGS

OCT. 12, 1940—

BILLBOARD, as usual, may seem to
be doing well when shown contract to
read, but when the show is leaving the
theatre, it is a different matter. The
removal of the show is a certainty.

EDITH ANDERSON, now Muriel Barret-
tt, is in the theatre district, and she
is still doubling between the Club
Biltmore, Philadelphia, and the Odeon
for a strip act at the Lyceum, Ar-
uton, Los Angeles. She plans to
stay there until a new strip act is
sent in. She left the Odeon for a
strip act at the Palace, Philadelphia.

JOHN LAVON close on the Midwest
Circuit at Watauga, Conn., March 29.
EILEEN CARROLL, as usual, will be
the feature attraction at the Alvin, Min-
neapolis, opening Monday 23.

LAVON, strip feature at Carroll's,
Philadelphia, on exhibit to meet with a
new world record, but not for dancing.
She raises Great Dances and Almira in
her space time, and her prize pack-
ent includes Buckminster Fuller, 27½
inches high, bids fair to top the record
of 21 inches.

JOAN RYDER, gate permittee to play
McClure Club 15, Philadelphia, is
being joined by Betty Lee (Miss Mat-
thews) soon.

Expands Biloxi Shows

BILoxi, Miss., March 15—Grove Night
Club, which has been closed two
weeks, has been opened by M. Paul
Jones, who engaged a new troupe of
artists.

New policy opens with Monte and
Rhoda, Brenda Langdon, Ray Bradshaw
and Son, and shows with Thomas, min-
nie and Alvin. A new 50-seat house is
being built by Mrs. C. A. Heath, Bil-
ox, Miss.

JOHN MULDOON opens March 23 in
the Palace.

EXTRAORDINARY Notes

PLUGS OR SOLID PLUGS?

HOTEL CLARIDGE

The New York City Home
For All Show-PolK

HOTEL CLARIDGE
BROADWAY AND 44TH STREET

The theatre will open March 22 at
11:00 P.M. with a benefit performance
for the American Red Cross.

A FULL LINE OF MAGIC

For Sale

BILLAGE, 535, 536

Card Tricks

Marble Magic

H是他s LALA LEVINA

Mrs. Lala Levine

BROADWAY, 605

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BROADWAY, 605
Gale Troupe Begins Road Trek March 24

NEW YORK, March 15.—Gale Troupe, the 15-person dramatic and vaudeville show managed by James Norman Gale, is slated to hit the road March 24 to play through the end of July. The company, including New Jersey and Pennsylvania, Troupe will switch to carnivals when the weather permits. This will be Gale's second tour this season.

The Gale organization owns a five-pink and operates and presents plays and vaudeville shows in combination with vaudeville. Troupe will travel in three cars. Three sets of flat and stage properties are carried.

The troupe is rehearsing a three-act play, "Captain Dostaler's Daughter." Other bills in the company's repertoire are "Rich, Room for Rent, Call of the Woods," "Imagination, Sarah Jane, and Take My Life!"

In the cast are James Gale, character; J. E. Currie, Matt; N. A. B. Minet, leading woman; Arthur Durham, second business; Mary Bylman, characters; Rita Purcell, characters; Mary Jane Stockman, ingenues; Leslie Culver, Juve; and Henry Brown, general business and characters.

Demorest Sr. Back In Tent Show Biz

CAMP BLANDING, Fla., March 15.—Robert E. Demorest, the portable tent show impresario who retired from the field last fall, is planning a re-entrance into the show business with a new partner, E. W. Hayes. Demorest has taken over the Elmore Lowne tent theater to be located on the outskirts of this post near the entrance of Camp Blanding. Demorest has had an entirely satisfactory season since the opening several weeks ago under the stewardship of his second in command, Ernest D. Bush, who has taken over the entire operations and housekeeping of the tent show.

The Demorest company took 18 people. Lee Allen has the orchestra. The troupe makes its headquarters in a large house on Angelsley Lake, with the members filling in their spare time with hunting, fishing, and sailing.

C. W. Webb Buys Savidge Equipment

WAYNE, Neb., March 15.—Walter Savidge, who for years has operated his own dramatic company under canvas, has sold his entire canvas theater with full equipment to C. W. Webb, owner of the Russell Bros./Circus. wintering at Bolivar, Mo., for $6,000. Savidge has also consigned the canvas for 2,000 patrons.

C. W. Webb, of Lincoln, was here this week to look after the loading of the shipping and the tent and equipment to his home base.

Endurance Shows

(Communications to BILL SILL, SACS, Cincinnati Office)

9 Teams Hang on in Chi

CHICAGO, March 15.—With an even hundred days clocked off, the Coliseum contest continues to pull in vast crowds. Still going strong are Phil Arnold and Joe Speran, who have been a hit in recent years with traveling tent shows. Topped by Cat and Robert Val and Harriet Blunt, Buddy Jefferies and Bob Bennett, and the trio of Dills, Dilleen, George Bernstein and Lena Barlow, Johnny Hughes and Sally Smith, and Rockie Goodwin make up the show. Playing in getting on the bench trade by putting on a contest before Old Salt starts building.

CHARLEY BALDWIN cards that he is at home in Anderson, Ind., where he is working at the Colby Lamp Company. Charley says he will not be able to participate in vaudeville again after he suffered a leg injury in a motorcycle accident.

ANSWERING the recent query as to who is the oldest clowns in the field today, Bobby Brash, aged 71, and Kit Marlow, 67, both of the Red Salt short address, claim that classification.

ST. LOUIS fans would like to read notes on Mary Piggley and Art Robertson.

B. M. (Chuck) EDWARDS' endurance epistle: "After 13 years in the game, I find that every year I make a walk in Clanton, O. November 4, 1928, with a contest at Mayfield, Bullcorn, which ran 75 miles. Dan Balabury and Virgil Sneathen have held the same distance for the past five years I have been associated with the Sinclair, of Meyers Lake Park, Fl., at the Savannah. S. A., of a distance of marathon fractions, then with Fred Fewing and Tom Glamier of Stockton. We left with Crockett and Pop Durans in a series of contests which entered with Crockett, out of Florida."

CELEBRITY BALDWIN, cards that he is at home in Anderson, Ind., where he is working at the Colby Lamp Company. Charley says he will not be able to participate in vaudeville again after he suffered a leg injury in a motorcycle accident.

CAPITOL CITY Show Slated

WASHINGTON, March 15.—With a dearth of fish entertainment in this territory, the Capitol City Show is coming again, slated to get under way for the middle of next month, if the weather permits. The program will be in the Riverside Stadium, and will not doubt benefit by the fresh sea air and the open seats. Tickets issued to those who are interested in getting on the bench trade by putting on a contest before Old Salt starts building.

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Non-Theatrical Films

Conducted by The ROADSHOWMAN
(Communications to 1504 Broadway, New York, New York)

Operators Can Cash in on Vogue for Old-Time Movies

NEW YORK, March 16.—At this time of year, when operators are looking for the current vogue for revival of old-time movies, they may be interested in hearing about Irving K. Meinheimer, former roadshowman. Meinheimer exhibits old-time pictures, and his shows have been so successful that he has a million-dollar business now.

Meinheimer's pictures are exhibits of old-time movies, and he has a large collection of these. In addition to his own pictures, he has many pictures that are available from other dealers. Meinheimer is not the only one who is making money from this business, but he is one of the most successful.

Meinheimer's pictures are not only popular with adults, but with children as well. The pictures are particularly popular with children because they are often entertaining and educational. Meinheimer's pictures are shown in schools, and they are also shown in homes.

Meinheimer's pictures are shown on a large screen, and they are accompanied by music. The music is often provided by a live orchestra, and the orchestra is an important part of the show.

Meinheimer's pictures are not only shown in the United States, but they are also shown in other countries. Meinheimer has been successful in taking his pictures to other countries, and he has been able to make a good profit from this business.

Meinheimer's pictures are not only shown in theatres, but they are also shown in other places. Meinheimer has been successful in taking his pictures to other places, and he has been able to make a good profit from this business.

Meinheimer's pictures are not only shown in the daytime, but they are also shown in the nighttime. Meinheimer has been successful in taking his pictures to the nighttime, and he has been able to make a good profit from this business.

Meinheimer's pictures are not only shown in the winter, but they are also shown in the summer. Meinheimer has been successful in taking his pictures to the summer, and he has been able to make a good profit from this business.

Meinheimer's pictures are not only shown in the daytime, but they are also shown in the nighttime. Meinheimer has been successful in taking his pictures to the nighttime, and he has been able to make a good profit from this business.

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Meinheimer's pictures are not only shown in the winter, but they are also shown in the summer. Meinheimer has been successful in taking his pictures to the summer, and he has been able to make a good profit from this business.
Colling had been in vaudeville with Botta Brothers stock, operated with the Sun Bros. Circuit. His three children, Frank, Paul and John, survive. Other survivors include his widow, Eula, and two brothers, H. H. and H. W., both in Los Angeles.

DEAN-Hobart, 63, formerly of the Domio Bros. and Sparkes circuits in Chicago, Ill., died March 10 of a heart attack. He was born in New Orleans, La., in 1870. He was a member of the cast of the "Our Southern Girls" at the New York Hippodrome, and was also with the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DEWITT—William, 94, died of a heart attack March 12 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DILLON-Helen, 82, former resident of Los Angeles, Calif., and member of the cast of the "Our Southern Girls" at the Casino in New York, died March 13 at the Royal Garden Hotel, New York. She was born in Los Angeles, Calif., in 1870. She was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. She was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DODSON—Thomas L., 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DODSON—John W., 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DONALD—Seward, 82, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DONOVAN—William, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DOUGLAS—Charles, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DOW—Jas. C., 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DUFFY—Marie, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. She was born in New York City, Jan. 1, 1870. She was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. She was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DUNCAN—Zenon, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DURKIN—Mary, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. She was born in New York City, Jan. 1, 1870. She was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. She was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DUPRE—Sidney, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

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DUMAIS—William, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DUNLAP—Thomas, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DUNLAP—Jane, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. She was born in New York City, Jan. 1, 1870. She was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. She was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

DUNLAP—John, 78, former vaudeville performer, died March 14 at the White House Hotel, New York. He was born in New York City, Jan. 1, 1870. He was a member of the cast of the "Our Southern Girls" at the Casino in New York, later joining the "Our Southern Girls" at the Chicago Coliseum. He was also with the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum, and later joining the "Our Southern Girls" at the Chicago Coliseum.

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Hames' Fort Worth Start Fair; Other Shows Represented

PORT WORTH, Tex., March 15.—With new business developed in the southwestern Exposition and Fat Stock Show, the Hames Shows have received a new stimulus. In addition to the two-day bill, the company is shipping the stock shows. The Hames Shows have been cut down to a one-day show, and four of the shows will be brought into Fort Worth for the remainder of the season. The Hames Shows have been a great success, and the company is looking forward to a prosperous year.

Rain Beats Tidwell At 2 Dates; Bow in Mineral Wells Okeh

MINERAL WELLS, Tex., March 15.—With all departments clicking, T. J. Tidwell, manager of the Tidwell Shows at Mineral Wells, has been forced to postpone two shows in order to avoid rain. The shows, which were scheduled for March 13 and 14, were postponed due to the inclement weather. Tidwell is looking forward to a successful season, and the company is planning to open a new show in the near future.

Arthur Plays Host To PCSA at Formal Bell, Calif. Debut

BELL, Calif., March 15.—Following a successful tour, Arthur C. Beatty, owner of the Beatty Majorettes, has returned to Bell, Calif. He has been invited to attend a formal dance, and will make his debut in Bell. Beatty is looking forward to a successful season, and the company is planning to open a new show in the near future.

Beatty To Take Animal Show on Jones Expo Tour

FORT LAUDERDALE, Fla., March 15.—Local newspapers carried a story announcing that contracts had been signed between Lawrence Phillips, owner of the John J. Jones Exposition, and Clyde Beatty, noted wild animal trainer. The Beatty Majorettes will be presented at the Jones Exposition, and the company is planning to open a new show in the near future.

DeBelle and Queer Contract Side Show With Jones Expo

MOUNT PLEASANT, Pa., March 15.—Star DeBelle, widely known showman and publicist, announced today that he and Clark Queer, publisher of The Mound Messenger, had signed contracts to present a side show at the John J. Jones Exposition in Mount Pleasant, Pa. DeBelle is looking forward to a successful season, and the company is planning to open a new show in the near future.

Spring Benefit Draws Over 850

Prelim check-up indicates profit will be near $1,000 — success pleases workers

CHICAGO, March 15.—The eighth annual Spring Benefit for the Showmen's League of America on the Chicago Live-Traffic Line, held at the United Center, resulted in a profit of over $1,000. The show was successful, and the company is planning to open a new show in the near future.

Gangler Bros. Unit To Tour With Buck

TRENTON, N. J., March 15.—After 15 years of touring with The Horse Show, The New Buck Unit will tour with The Horse Show in the near future. The company is planning to open a new show in the near future.

O'Connell Is Strates P. A.

BOSTON, March 15. Thomas F. O'Connell and here today that he had signed as publicity director for the Strates Bros. Shows. Well known as a press representative, O'Connell promises to help build the Strates Shows into one of the most successful in the country. He will also be a member of the management team.

Weiss Bingo With William

NEW YORK, March 15.—Ber Weiss, president of Weiss Bros. Shows, has announced that he has signed one of his de luxe houses with the Ben Weiss Bros. Shows. Weiss is looking forward to a successful season, and the company is planning to open a new show in the near future.
SUE YOU CAN MAKE MONEY
with an old model or with a second-hand Tilt-A-Whirl
BUT YOU CAN MAKE MORE WITH
A SMART NEW 1941
TVLT-A-WHURL
THE TIME TO BUY IS RIGHT NOW
SELLER MFG. CO., INC.
FARIBAULT, MINN.

CARNIVALS
ST. LOUIS
ST. LOUIS, March 13.—A number of
shoocagers have gone westward, in
the fourth annual St. Patrick's Ball
ton the evening of St. Patrick's Grand Ballroom
under auspices of the International
Association of Showmen and Missouri Showmen's
Women's Club. Sue Solomon, owner
of Liberty's, is going westward, from quarters to the north.
Dr. advising he has a good still date and fair hunting.
C. A. Allis, general
agent Rogers Greater Shows, visited
The performances Wednesday night, the route from southern Illinois to quarters in Humboldt. The in Louis Berger, general
agent Goodwin Wonder Shows, was
there for several days evil dealing railroad
contracts for the show. He left on Tuesday for Little Rock, Ark., quarters.

M. C. W. Williams, manager of Snap's, Greater Shows, played the
Billboard this week with one route to Chicago, Ill., and with Tran Snap, former
employer of Snap's Greater Shows, to quarters in Joplin, Mo. The Snap, as usual,
sent their annual winter vacation to California. Snap looks forward to a
bazaar season and spent his general agent, Jack Downey, has the show
booked solid. Charles Oliver, owner Oliver Amusement Company, has things lining
in quarters preparatory to opening up in Chicago next week. T. F. Fisher, owner Fisher's United Shows, also
had new quarters in his local town. Jimmie O'Neill, vet free act manager, is
associated with the Sidney Belmont Amusement Company.

Bub Rowe, cookhouse operator, has
his father ship out of state, planning on
using that state in Missouri and is working on the
preparation of a new outfit. Bub has put a part of his new Great Amusement Park near Waynesville, Mo. Pete Rust, co-owner Burwell & Rust Shows, and living in

BELLEFILLE, III., that makes daily trips to this
spot. Donnelly, ride owner, advises he has a string of picnics
being well taken care of for the present. Annual portraits of the
home face he purchased recently, Harry
Burgess, owner of Greater Shows, has
bought in his enlarged headquarters at
3833 Lindl love Boulevard. Matt Dav
is general manager. C. P. N. & S. Sales Company, arrived yesterday.

C. W. (Doc) Merten, vet carnivale, is
still confined in Koch Hospital, Koch, Mo. He was with such shows as Col.
Francois Forti, Forti-Monday, Delkirk-Humphries, R. J. McColl, W. J. B.
Kaufmann, Riley Bros. he has spent most of his time in St. Louis. Greater Shows are
in the city at the present time.

ARTHUR PCSA HOST
(Continued from page 28)
manager; Mrs. Dolores Arthur, treasurer;
Vic Billboard, director; Charles G. Meade, secretary;
Jimmie Emerson, assistant secretary and banners; Dale Petrone, biller;
Jack McKeever, foreman; Men Terbat, assistant secretary;
Hoober Campbell, general
director; Walton do Pellaton, secretary and pub.

WIN - PLACE AND SHOW
You Win any Place and Show with Preserve
several green treated canvas. Pelting rains have no effect upon a Preserve. Preserves are
foolproof, easy to handle, and easy to carry.

ROBESON PRESERVE CO.
SOLE MAKERS, DEPT. 9, PORT HURON, MICH.

BECKMANN & GERETY SHOWS
WANT AN A-FOREMAN FOR MERRY-G-ROUNDE. EARL CHAMBERS WANTS MAN TO
TRAIN AND WORK MONKEYS IN MONKEY SHOW. ADDRESS
BECKMANN & GERETY SHOWS
EXPOSITION PARK
SAN ANTONIO, TEXAS.

SICKELS UNITED SHOWS WANT
RIDE HELP FOR MERRY-G-ROUNDE AND PERRY WHEELS. CONCESSIONS OF ALL KINDS CASH. RIDES, DIGGERs, WATER SLIDES, RINGS, & STUFF. CONTACT WALTER SICKELS, SAVANNAH, TENNESSEE, PHONE "BEECH" 620.

ELK VALLEY SHOWS
OPENING APRIL 5—TWO SATURDAYS
Want Ride Help not consisting. Will buy or trade for Strike, Top, Cyclone, T. B. Hiller, Bell Sister, or Gallery, Land Saddle, Facing, Calloway, Bell. Address, Walter Sickels, Savannah, Tenn., 1660, T. B. Hiller, Bell, or No. 50. All replies.

BILL AKINS, MGR., P. O. BOX 111, FAYETTEVILLE, TENN.

YELLOWSTONE SHOW WANTS
People for Athletic Show. Girl Show. Make complete outfit for us. Will show any show that has nine men's and women's acts. Can place Bills and Cyclone Ride. Give us Agents for Greater Shows and Circus. Also Bill Hare and Dog House Help. Have Long-A-Planes, Chippewa and Indian for sale or hire. Write Sickels, Savannah, Tenn.

W. S. REAL, BOX 804, ALLEGONER, N. Y.

NEW TENTS
FOR SALE OR RENT
VANDERBHERGEN, INC.
2840 RALSTON RD.

TENTS-BANNERS
44X120 STANDING RING OUTFIT, complete
CHARLES DRIVER—BERNICE MIEDELDORF
O. HENRY TENT & CO. NO. 4, NORTH CIRCLE DR.

CALL—LAST CALL—CALL
GET BIG SHOWS AND BIG CARAVANS MOTORIZE
Before the New Price Rule Takes Effect
CALL CHARLES DRIVER, 2840 RALSTON RD.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.


golden belt shows

AERIALISTS WANTED

Established since 1934. Highest Aerial Tiers for trade shows, national conventions, fairs, etc., available for engagements.

R. RICHARDSON, Manager

Wanted for special engagements.

SAM WEINTROUB

H. V. PITIERS, NCR., 100 LIN. MO.

BANKERS WANTED

Find out why our Aerialists are in demand everywhere.

WANTED - CONCESSIONS THAT DO NOT CONFLICT.

AL DROWN WANTS SIDE SHOW ATTRACTIONS, ILLUSION SHOW, ADVERTISING TRUCK.

MAX GOODMAN

CONCESSIONS

RIDE HELP

SHOW WORLD WILL BE WATCHING THIS SEASON

MAX GOODMAN

P. O. BOX 21

LITTLE ROCK, ARK.

G. T. Fitzpatrick Shows

General Delivery

CHARLESTON, S. C.

PERSHAW SHOWS

OPENS WED., APRIL 2, 1941

WANT SHOWS AND CONCESSIONS.

Address Minnesota, St. Louis, Inc., 501-505 S. Dearborn St., Chicago, Ill.

SAM WEINTROUB

WANTS

Agents for Grind Shows, also good Truck Drivers. Care of General Delivery, Avon Park, Fla.

BARKER SHOWS

OPENED WED., APRIL 2, 1941

SUBSTITUTE TENT CARDS

S. S. WHITLOCK & CO., 117 DOWNTOWN, LITTLE ROCK, ARK.

WANTED

A貧urous, A. C.

GIRLS WANTED

Baby, Baby, Baby, and General Girls. For entertainment purposes.

LAWRENCE GREATER SHOWS

COLUMBIA, S. C.

ROGERS GREATER SHOWS

COLUMBIA, S. C.

WANTED

G. T. Fitzpatrick Shows

General Delivery

CHARLESTON, S. C.

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General Delivery

CHARLESTON, S. C.
**GOLD MEDAL SHOWS**

**OPENING APRIL 5 AT COLUMBUS, MISS.**

Spring Live Stock and Horse Show

Want Fresh Custard and legitimate Concessions operating for not over 10c. Want Managers with talent for Girl Revue and Posing Show. Can place one more meritorious Grind Show, also Crystal Maze or Fun House. Will book Flying Skooter or Rocket and Live Pony Ride. Frank Flannigan,write. Ride Help that can drive Semis. Useful People in all lines, write.

**AL WAGNER, MGR.**

---

**BLUE RIBBON SHOWS, Inc.**

**OPENING COLUMBUS, G.A., MARCH 29**

Plain Belt Games, Pointers, Yorkie Poo, Poodle, Pomeranian, Apples, Candy Floss, American Mutt Circus, Mutt Circus Concessions that don’t conflict. Ride Help with satellite service. Contact on Plain organization.

ADDRESS: 236 MASONIC TEMPLE BUILDING, COLUMBUS, G.A.

---

**WORLD OF FUN SHOWS LAST CALL**

Opening Greektown, Ill., March 29—Two Saturdays

All travelers, car dealers, hotel operators, department store managers, county officials, and all other interested parties are invited to attend the meeting of the World of Fun Shows, limited admission only, March 26-27, at the World of Fun Shows, 251 S. Main Street, Chicago, Ill.

**AL WAGNER, MGR.**

---

**CRESCEPT AMUSEMENT COMPANY WANTS**

Clay County Fair, Creek Cove Springs, Fla., week Mar. 24. 75,000 government people new airport last month open in Florida. First show in five years. Concessions that work for Show, Lead Gallery, Belt Games, Custard, Penny Pitch. Shows with our outfits. Info Show, Dog Show, Snares, Penny Pitch, Rides—Roll-A-Ram and Octopus, Dayton Beach and Gainesville, Florida, following. Address: Allen Park this week, Green Cove Springs next week.

---

**Hughey & Gentsch Shows**

**OPENING GREENWOOD, MISS., SATURDAY, MARCH 22ND, ON UPTOWN LOT**

West Ride Show, will furnish electric, also Band or Pat Show, Mechanical Giant, U.S. Show, or any other Electric Show. Will furnish any outfit wanted. Address: J. A. STOKES, ALEXANDRIA HOTEL, AUGUSTA, GA.

---

**FOR SALE**

One 3-Alarm Marion-Buffalo-Rochester Motor-Go-Round, newly built and in good condition. One Marion Show, complete outfit with 900 lights, 2 handsets, all platforms, 100 large go, five 50 horse power engines, Will sell or trade for larger outfit. Also J. B. Mew, 394 South Main Street, New York City. Address: John B. Mew, Box 75, northeast.

ADDRESS MAURICE MILLER, YORK, SOUTH CAROLINA

---

**J. F. SPARKS SHOWS**

**SHRINE CEREMONIAL CELEBRATION**


---

**WANT DESIGNERS THAT CAN DESIGN CARNIVAL SHOW FRONTS. Year Around Work, White, Stating Salary Expected. DODSON’S WORLD FAIR SHOWS FAIRGROUNDS, JACKSONVILLE, FLA.**

---

**MIMIC WORLD SHOWS**


---

**BLUE RIBBON SHOWS, Inc.**

**OPENING COLUMBUS, G.A., MARCH 29**

Plain Belt Games, Pointers, Yorkie Poo, Poodle, Pomeranian, Apples, Candy Floss, American Mutt Circus, Mutt Circus Concessions that don’t conflict. Ride Help with satellite service. Contact on Plain organization.

ADDRESS: 236 MASONIC TEMPLE BUILDING, COLUMBUS, G.A.

---

**MUSIC WORLD SHOWS**

OPENING APRIL 19

Long Beach

Concessions that work for The, Commodores and Catalina. One Gang, Comanche, Catalina, your show. Will book any outfit desired. Any concession agent that can get us any kind of showmen. Will hire any kind of showmen.

---

**RIDE MEN**

Want capable Foreman for Wicks, also Secured Men. Also have capable of taking charge of 90-100 or more. No experience needed. Will send out capable men. Will furnish new outfits.

C. E. BARFIELD

Galtier Theater Park, Miami, Fl.

---

**OWING TO DISAPPOINTMENTS**

Wants Shows, Rides, and Concessions.

R. E. JONES, RISCO, MO.

---

**SCHMIDT’S GREATER SHOWS**

 WANT RIDE HELP

For More-Ball-Round, Field Work, Tilt-Shifts and Location Shows to use at shows. Address: Box 11, Seattle, Wash.

---

**Ralph R. Miller**

Can place capab hiding at the following shows:

Charlotte, N.C., $10,000 a week, will look for location shows, Outing shows, Tent Shows, and all shows.

Address: Box 118, Eustis, Fla.

---

**GOODEN GOLDEN SHOWS**

Goldsboro, S. C.

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**NOTICE**

Mr. R. E. (Harry) Miller has completed his contract for the building of the Parry Shows, so all correspondance will be directed to Ralph R. Miller.

---

**GOLD MEDAL SHOWS**

**OPENING APRIL 5 AT COLUMBUS, MISS.**

Spring Live Stock and Horse Show

Want Fresh Custard and legitimate Concessions operating for not over 10c. Want Managers with talent for Girl Revue and Posing Show. Can place one more meritorious Grind Show, also Crystal Maze or Fun House. Will book Flying Skooter or Rocket and Live Pony Ride. Frank Flannigan,write. Ride Help that can drive Semis. Useful People in all lines, write.

**AL WAGNER, MGR.**

---

**Lang Wins in Austin Despite Weather; Accident Mars Trek**

AUSTIN, Tex., March 15—Altho hindered by indifferent weather, Dee Lang’s-Fangen store managers placed a nearly flawless stand at Butler Showgrounds here on March 9, under American Legion Post auspices. Business was good when weather permitted. On route here from Cincinnati, the 26-year-old Arizona native and former A&J racer, Harry Lang, sidestepped from the cab of one of the trucks while its brake lining was being adjusted and was fatally crushed beneath the truck’s dual wheels.

---

**CROWLEY’S UNITED SHOWS**

**OPENING APRIL 19**

Long Beach

Concessions that work for The, Commodores and Catalina. One Gang, Comanche, Catalina, your show. Will book any outfit desired. Any concession agent that can get us any kind of showmen. Will hire any kind of showmen.

---

**I. O. O. F. JUBILEE SHOWS**

**OPENING MARC 29**

At Gideon, Mo.

Mills working three shifts

Want Shows, Rides, and Concessions.

R. R. D. JONES, RISCO, MO.

---

**WANT RIDES**

For More-Ball-Round, Field Work, Tilt-Shifts and Location Shows to use at shows. Address: Box 11, Seattle, Wash.

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---

**GOODEN GOLDEN SHOWS**

Goldsboro, S. C.
Warren, O., Good for King; Dayton Bowl Is Satisfactory.

DAYTON, O., March 15—Pitco King's New Lane was recently installed in the Dayton Bowl, and the change is proving a success. Over 1000 attendances have been held in the last week, and all reports are that the bowling is improving.

Joe Levine closed here and took over the operation of his bowling department has been closed and taken over by Harry Harvey, with whom he has been associated for many years. Joe plans to open a new bowling alley in the near future.

Kortes' Unit Garners Fair Results at Hollywood.

HOLLYWOOD, March 15—Said to be the first unit of its kind ever to open here, Pete Kortes' World's Fair Museum has been a big hit. The unit features many attractions, including a neon sign which lights up at night. The unit is located on the main drag, and all reports are that it is drawing large crowds.

John H. Marks

EVERETT, WASH., March 15—A recent blizzard delayed the scheduled opening of quarters, activities, but with warm weather and plenty of stock, the businesses are booming. Several changes have been made in the board of directors, and new managers have been appointed to the various departments. The new managers have been able to work closely with the employees and have been able to improve the overall efficiency of the business. The new managers are: Mr. Smith, in the business department; Mr. Johnson, in the personnel department; and Mr. White, in the finance department.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

John H. Marks

Sacramento, Calif., March 15—A recent blizzard delayed the scheduled opening of quarters, activities, but with warm weather and plenty of stock, the businesses are booming. Several changes have been made in the board of directors, and new managers have been appointed to the various departments. The new managers have been able to work closely with the employees and have been able to improve the overall efficiency of the business. The new managers are: Mr. Smith, in the business department; Mr. Johnson, in the personnel department; and Mr. White, in the finance department.

Zeiger United

ALBUQUERQUE, N. M., March 15—Work at quarters, under supervision of Hugh Warren, is almost finished and the unit is ready for opening. On April 1, Bill Parrar received and installed a new floor, and the unit is now ready for opening. The unit features many attractions, including a neon sign which lights up at night. The unit is located on the main drag, and all reports are that it is drawing large crowds.

Dave Devillers, Address Communications to Cincinnati Office

WASHINGTON, D.C., March 15—The National Museum of American History has announced the opening of a new exhibit, "The Art of the Circus." The exhibit features a collection of circus artwork, including paintings, prints, and photographs. The exhibit is open to the public and is free of charge.

Just to Stop False Rumors

10 Outstanding Carnivals Have Booked Jolnes' Better Bingo Games

C. J. BACH, SAM LAWRENCE, JAMES E. STRATTS, ART LEWIS

JACKSON, MISS.

STARR'S BINGO SHOWS, BOX 706, JACKSON, MISS.

P.S. West High Airport Free Air.
AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA

Beginning September 1, 1941, our initiation fee will be increased from $10 to $25.

You are urged to join now for only $15.

Contact your nearest League member or write direct to Membership Committee.

SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.

SNOW CONE FLAVORS

Write for our new price list on Snow Cone, Candy Floss and Candy Apple Supplies. You'll get better supplies for less money.

Ask for details on our special deal on a Brand New Electric Ice Shaver.

GOLD MEDAL PRODUCTS COMPANY

133 E. PEARL STREET,
CINCINNATI, OHIO

12th Annual Tour

CANADA---SIMS' GREATER SHOWS---CANADA

Will book a FAT GIRL Show or a GOOD SNAKE Show; will supply tents and wiring. BETTY KING wants Wonder, Mind Readers, Talkers, and Grinders. WANT legitimate Concessions of all kinds. WANT General Agent who can stay sober and show results.

Have 12 good fairs booked. Show opens April 25 in Walland, Ontario. Correspondence invited. Apply

FRED W. SIMS, P. O. Box 85, Toronto, Ontario.

16 CLASS "A" FAIRS
SNAPP GREATER SHOWS

Featuring Their Own 10 Rides

CAN PLACE SHOWS AND CONCESSIONS

WILL MAKE GOOD PRODUCTION TO SHOWMEN WITH THEIR OWN EQUIPMENT.

CONCESSIONS THAT WORK FOR 10c

Exclusive contract with Confectioners, Band, Bier, Stereo, Carnival, Country Store, Fish Pond, Long and Short Range Galeries, Penny Pitch, Ham and Bacon, Groceries and Ball Games, at still dates only.

WILL BUY FOR CASH----NO. 5 ELI FERRIS WHEEL

SNAPP GREATER SHOWS, 118 Joplin Street, Joplin, Mo.

SNAPPE GREATER SHOWS

OPENING DATE--MOBERLY, MO., APRIL 19

Playing Room Town Hall Rides, and Illinois, Indiana and Missouri Fair and Celebrations.

WANT SHOWS, RIDES, AND CONCESSIONS.

Want Help for Rides, Ball Games, Stereo Shows, and Circuses for One-King Circus.

Good Treatment--Long Season--Reasonable Terms.

Address: E. A. HOCK, Care Hotel Randolph, Moberly, Mo.

MINER MODERN MIDWAY SHOWS

Opening Date: Moberly, Mo., April 19

Playing Room Town Hall Shows, and Illinois, Indiana and Missouri Fair and Celebrations.

WANT SHOWS, RIDES, AND CONCESSIONS.

Want Help for Rides, Ball Games, Stereo Shows, and Circuses for One-King Circus.

Good Treatment--Long Season--Reasonable Terms.

Address: E. A. HOCK, Care Hotel Randolph, Moberly, Mo.

CONVENIENCE SHOWS

Wanted for Opening Towanda, Pa., Saturday, May 10

Rides and Shows not conflicting with what we have booked. Can lease Concessions that work for stock. We have 15 weeks of Celebrations and 7 fair booked.

Address: MICKEY PERCELL, BOX 106, Waverly, N. Y.
CARNIVALS
March 22, 1941

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

INVASIONS! Only of new territory.

JERRY FURR, who will have an
attraction on the Mighty Showy Mid-
way, is in Miami planning his unit.

GEORGE ROBINSON has booked his penny
pitch stand with his Premier Exposition
Shows.

AGAIN in charge of mechanical and
electrical departments of Bulluck Amuse-
ment Enterprises is M. H. Baker.

COT these M-C-M games respected yet?

LEONARD SPRODTS has been signed to
handle the Ferris Wheel on Imperial
Shows, Joe Carroll reports.

BOOKING his high striker and
jezyly stand on C. P. Zeiger's United
Shows recently were Mr. and Mrs. Joe
Devin.

HAVING spent the winter in San
Francisco, Mr. and Mrs. Charlie W.
will hit the road soon with Parada Shows

SPRINT day's been on hand with poets
and midway spouting and speaking.

FORMER concession manager on the
C. P. Zeiger, Eastern Shows, Leland Gar-
ner has recently been induced into the
army.

READING in the afternoon edition of the
United Press, it revealed that Mr. and
Mrs. Mike B. Johnson had recently
recently been Mr. and Mrs. Mike
B. Johnson.

HAVING wintered in Miami Beach,
Mr. and Mrs. Mike B. Johnson, who are
wintering in Pensacola, Fla.

AMONG recent arrivals to Mighty
Showy Midway's quarters in Austin,
Ala., were Mack McRaby and family,
concessionaires.

The midway world needs lots of education
in the business of winter living.

STATEMENT made by Mrs. Mary "Ma"
Franklin has been signed to
handle press duties on Goodwin Wheeler
Show, according to its owner, Mr. and
Mrs. Tom Mathews.

AMONG recent arrivals to Mighty
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BOOKING their two kiddy rides and
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MR. AND MRS. KARL SHELLHANZ
apart, Bonnie Jean, have looked their
snow coat, candy coat, and
diddy ride with W. A. Gibbs Shows.

HAVING wintered in Miami Beach,
Fla., Jimmy Adams reports he will return
return return return

CONCESSIONAIRES and show opera-
ators Mr. and Mrs. Harry Crivich are
witting in Minneapolis, where they
are looking forward to the road.

MINEO MORISHIMA Shows have been
awarded the midway contest on the
50th Anniversary Celebration inAlpha,
N. Y. M. Mayor Joseph E. Smith uses

MOHIE TRIMMER will again have his
Balloplane and photo gallery with
C. P. Zeiger United Shows.

BOOKING their two kiddy rides and
pitchers with C. P. Zeiger United
Shows recently were Mr. and Mrs. Mike
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witting in Minneapolis, where they
are looking forward to the road.

MINEO MORISHIMA Shows have been
awarded the midway contest on the
50th Anniversary Celebration inAlpha,
N. Y. M. Mayor Joseph E. Smith uses

MOHIE TRIMMER will again have his
Balloplane and photo gallery with
C. P. Zeiger United Shows.

BOOKING their two kiddy rides and
pitchers with C. P. Zeiger United
Shows recently were Mr. and Mrs. Mike
Datta, who are wintering in Pensacola, Fla.

AMONG recent arrivals to Mighty
Showy Midway's quarters in Austin,
Ala., were Mack McRaby and family,
concessionaires.

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concessionaires.
PITY
DARKNESS caught two footnotes.

JACK W. DONAHUE (Obi in the,

at the Little Church Around the Corner and a number of celebrities.

Bobby Bellestage and screen star, "Bobby Greater Shows," Bert Rosenberger miraculously returned to the road last week after a year, his 40th in show business.

Bobby's wreck was badly wrecked.

DANNY LABoRHEIN, Jr., bongo player on the Royal American in 1940, has joined the Shows. He was born in Germany and has traveled in Europe, the Orient, and South America.

DANNY's return from a successful business trip. He is looking forward to a banner year.

THESE MEMBERS of Johnnie W. Henrot Exposition were photographed at the home of Treasurer M. B. Henott, near the shows' quarters in Greensville, S. C. Bottom row, left to right: M. B. Henott, Mrs. Minnie Henott, and Mrs. Sue Henott. Middle row: Mrs. Henott to Mrs. John Guest, balloon artist, and standing is Mr. and Mrs. John Guest, business manager. Front row: Mrs. Minnie Henott, Mr. and Mrs. Sue Henott, and Mrs. John Guest.

NOTES from Crystal Exposition Shows' quarters in Camden, S. C., by H. Lewis, return to the road.

AFTER waiting an hour for his order of a half-fried chicken a midway manager ordered a large order of half-fried chicken on hand today. When do we get it? The waiter replied, "Just as soon as somebody orders another half the boss will buy one. Yes, it's tough right now to let a chicken spoil."
SHOWWEN'S LEAGUE OF AMERICA

Sherman Hotel Chicago

CHICAGO, March 21.-Chairman Harry W. Hennes was in the chair at the March 7 meeting and with him at the table were Raymond T. Metz, Secretary; C. A. Peterson, Assistant Secretary; Rev. W. H. S. Fitch; and a number of other directors and members.

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Sponsored Events
Veteran, Lodge and Other Organisations Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Minn., Iowa Shows
Set Vaude Line-Up

MINNEAPOLIS, March 15.—The 10th annual Minnesota State Flower Show, sponsored by the Minneapolis Bookers Exchange, got under way Tuesday in the C.C. Club with an eight-day run. With admission set at 50 cents, the show is expected to outdraw the 1940 event, which drew an attendance of 12,500, according to Manager H. H. Corey, who expects to surpass the 1940's attendance.

William Morton, magician, and Frisco Boys will appear in the March 19 show. Billie Clark, headliner of the March 21 act, will be a guest, and the March 23 show will feature the Minnesota State and National Rodeo and the March 24 show will feature the Minnesota State Rodeo and the March 25 show will feature the Minnesota State Fair.

Minn. Legislature Moves
To Aid Annual Aquatennial

MINNEAPOLIS, March 15.—A resolution, introduced by Senator E. J. Hirsch, was passed by the Minnesota legislature on March 15 for the purpose of aiding the annual aquatennial of the city of Minneapolis. The resolution provides for the establishment of a board of three members, to be appointed by the mayor of the city of Minneapolis, for the purpose of carrying out the resolutions of the Legislature.

The board shall consist of a member of the Legion of Honor, a member of the American Legion, and a member of the State Bar Association of Minnesota. The resolution also provides for the appointment of a committee of three members, to be appointed by the mayor of the city of Minneapolis, for the purpose of carrying out the resolutions of the Legislature.

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Texas Show To Have Vaude
BROADWAY, Tex., March 15.—A one-cent admission will be charged for the national show on March 15, the day of the annual aquatennial of the city of Minneapolis. The show will be held at the C.C. Club and will feature the Minnesota State Fair and the Minnesota State Rodeo.

For the purpose of carrying out the resolutions of the Legislature, the board of three members shall consist of a member of the Legion of Honor, a member of the American Legion, and a member of the State Bar Association of Minnesota. The resolution also provides for the appointment of a committee of three members, to be appointed by the mayor of the city of Minneapolis, for the purpose of carrying out the resolutions of the Legislature.

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TEXAS STATE FAIR, Houston, Tex., March 15.—The 100th annual aquatennial of the city of Minneapolis will be held on March 15, the day of the annual aquatennial of the city of Minneapolis. The show will be held at the C.C. Club and will feature the Minnesota State Fair and the Minnesota State Rodeo.

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In the center of the back of the Buffalo Dui sbowtag the head and bust engraving like a severe heavy, and engraved like a rim.

Almost Good has showed this piece to many old showmen, some coming light on its history. It was probably given to one of the Wild West advance agents who lived in Almonten years ago.

As their poor memory recalls it, late George Schick was in the gross busi-

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**CIRCUSES**

**March 22, 1941**

Conducted by CHARLES WIRTH — Communications to 25 Opera Plaza, Cincinnati, O.

**41**

**OLD KING COLE AND MOTHER GOOSE THEME OF RB SPEE; ART CONCELLO ARRANGING UNIQUE GIRL FINALE**

SAUKATA, Fla., March 15—Ringing bells; marching bands; a de luxe Monday night show; and numerous other unique attractions will be included in the Old King Cole and Mother Goose theme of the Ringling Bros. Barnum & Bailey Circus this year, according to Art Concello, who said: "I am anxious to provide a show to delight the young and old alike, and we are doing just that in numerous ways."

**HARRY THOMAS**

Jacobs Not With Wallace; Staging Own Circus-Rodeo

PERU, Ind., March 15—Tevrell and Dolly Jacobs will not be with Wallace show, as they have made a special arrangement to appear Sunday night, March 18, at the Mpls. Shrine Gate Tops Last Year's

MINNEAPOLIS, March 15—Rohr's Shrine Circus won its 24th annual Shrine Circus here last Saturday (8) with a gate that was ahead of the 1940 gate by a sum of $6.300, according to the chairman, announced. During the six-day period of the circus, several capacity crowds filled the auditorium. A financial return of $30,000 will be reported, and an average gross receipts will not be known for several weeks because more than 4,000 local Shriners have to report on their minimum of 10 tickets each. The public is again shown the circus's charitable and philanthropic program.

**38,000 See H-M in K. C.**

KANSAS CITY, Mo., March 15—The best attended five-day indoor circus ever held was the Hamill-Morton Police Circus in Municipal Auditorium here March 4-8, according to Bob Morton, admission numbers numbered over 80,000 during the engagement. On Saturday night a midnight show was given, at which the overflow, and on Friday night about 5,000 were turned away. It was the first time that the municipality was given a chance to hear the animals in the auditorium. The Kansas City police, who sponsored the show, netted a profit of $30,000, according to S. J. Smyth, vice-president of the Police Benefit Association, who was elected president last year's. Morton wired: "Have all booked for the grand opening of the season at the Mosque, and are expected to make an extra $1,000."

**THOMAS IN DUAL ROLE WITH COLE**

Becomes announcer and radio-head—animal sounds to be recorded at show's zoo

LOUISVILLE, Ky., March 15—When Cole Bros. Circus hand Strus hits up the opening time this year, a new voice will be heard over the loudspeakers. It will be the voice of Thomas, one of radio's most popular announcers, who has been given a more prominent part in the Cole Bros. series. The arrangements have been just completed with J. M. Newton and James Ryman of the Cincinnati Recording Corporation, of which Newton is manager, and it was decided to use the radio transcriptions. A mobile sound recording unit will arrive at winter quarters March 10 and be set up in the zoo, where Thomas, who was present with Radio Station Whas and Ktsw last December in Louisville about July 7 to assume his new duties.

**PUBLICITY OFFICE BUSY**

Much has been written about the different departments at the Cole quarters, especially the publicity, office, which, right now, is working day and night, to complete the huge volume of advertising material for the upcoming season. But the publicity office is not the only one that is busy. The publicity office. Richard Stettlerday, who is in charge of the publicity office, has been working so much that he has not found time to see the show, is in New York handling the advertising copy and reports that he has not seen the show in several weeks. The weather has been a little more like spring, a very noticeable gain and the show is in its early stages. The public is again shown the circus's charitable and philanthropic program.

**30,000 See H-M in K. C.**

**SPONSORS NET OVER $20,000**

**Mills Elephant Dies**

BROOKLYN, March 15—Mills Bros. Circus lost the last of its elephants at the Armory here. The animal was hit by a railroad train the other day, and it was planned to take his two elephants and his elephant, which has been in the show, which has been in the show for six weeks.

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The Flying Behees

Have a New Exclusive Feature

See Inside Front Cover of This Issue
CIRCUSES

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, March 13.—The following men have Service Selective Mail at The Billboard's Offices. Members of the corps cast up the agencies and enlistees in the

CINCINNATI OFFICE, 2577 PAVE OPERA PLACE

Adler, Alfred
Aldridge, Elmer
Andersen, John J.
Anderson, Edward C.
Anderson, Millard P.
Anderson, William
Anderson, William
Andres, John
Andrews, Chester H.
Andrews, Earl
Andrews, George
Andrews, John C.
Andrews, John H.
Andrews, John W.
Andrews, Leonard
Andrews, Seaborn
Androsz, Louis
Anker, Harold A.
Ankerson, L. H.
Ankerson, Robert
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Anniotti, Frank A.
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NE MEET SETS HIGH MARK

Visiting Reps Put Session in Conclave Class

Diversified program gives wide appeal—second term handed President Clare

BOSTON, March 19—Setting a mark in a single day for the parent organization to shoot at during its almost weekly session, the American Amusement Parks, Pools, and Beaches, held its annual convention in the Manger Hotel, Boston, on March 11, still be host of the group's 1941 summer meeting. According to custom, this will mean that he is to become president of the section in 1943, to succeed John T. Clare.

EUGENE W. CARR, director of Life Parkway, Seattle, Wash., who was elected first vice-president of New England Section, National Association of Amusement Parks, Pools, and Beaches, at the 12th annual meeting held in the Manger Hotel, Boston, on March 11, still be host of the group's 1941 summer meeting. According to custom, this will mean that he is to become president of the section in 1943, to succeed John T. Clare.

Hamid Pier To Bid For Camp Dix Men

ATLANTIC CITY, March 19—Efforts have been made to get Atlantic City and Hamida Millionaire Pier a bid for Camp Dix, N. J., and their families on both ends of the week-end.

George A. Hamida, pier operator, and Brig.-Gen. Edward C. Rose at Camp Dix, New Jersey, has given the subject of the competition to the men at 50 per cent of the prevailing admission price, including all Saturdays, Sundays, and holidays. Berg. Rose is said to have suggested that the Atlantic City Chamber of Commerce make representations to the transportation companies to serve Camp Dix and this resort during the summer months.

The offer would apply to all uniformed soldiers, sailors, and marines. He is contemplating a weekly Camp Dix Night.

GOVNIUE: Men—$400,000 to Destroy Beach dance parties, now in session on several cotsage here on March 3, Gov. Hamida novely shows, bowling alley, and dance hall. Walter Perkins, owner, was in California.

Hodge Predicts Largest Volume In History of NAAPBP Risk Plan

CHICAGO, March 19—From the offices of the Executive Secretary A. H. Hodge has come word that the 1941 plan for the National Association of Amusement Parks, Pools, and Beaches, held its annual convention in the Manger Hotel, Boston, on March 11, still be host of the group's 1941 summer meeting. According to custom, this will mean that he is to become president of the section in 1943, to succeed John T. Clare.

The story of the plan is told by the communication which has been mailed to the entire amusement park and pier industry. In forecasting the largest volume in the history of the plan, Secretary Hodge said, "Our relations with the officials of the Associated Indemnity Corporation of San Francisco are of such a nature that we can afford to be more optimistic than we have been in the past. The fact that our own committee is privileged to meet the corporation at this time gives us the opportunity to make available to the amusement industry a plan that we believe is as good as any other that is being offered."

AC Pier Battle Going to Court

ATLANTIC CITY, March 19—The city and ocean pier interest operating south of the Boardwalk entered long contemplated the opening of its own pier to the open sea, but last Thursday, Hasen, attorney for the corporation, petitioned enforcement of the city's ordinance, which would have been before Vice-Chancellor John W. Frank. The act was not in question that the affections of this pier were made when the city said. Roy reported the position was disused to sit in any other hearing. In addition to the city, the defendants named are Atlantic City Steel Pier Company, Atlantic City Steel Pier Company, the city, Steel Pier Company, and the city. In addition to the city, the defendants named are Atlantic City Steel Pier Company, Atlantic City Steel Pier Company, and the city. In addition to the city, the defendants named are Atlantic City Steel Pier Company, Atlantic City Steel Pier Company, and the city. In addition to the city, the defendants named are Atlantic City Steel Pier Company, Atlantic City Steel Pier Company, and the city.
The Pool Whirl
By NAT A. TOR
All Communications to Nat A. Tor, Care New York Office, The Billboard.

Rumors of a beauty contest will be held in Palm Springs (N. J.) Amusement Park on April 26. It will be open only to girls who wear Bespectacled beauties, and conducted by the community Optimists’ Association. Some Bespectacled beauties have already entered and it is expected that over 200 will lineup for the finals, paraded in the traditional bathing attire. Arrangements have been made for the winner to fly to the New York office of The Billboard. The contest will be open only to girls who wear Bespectacled beauties.

Crepes Hangers Shown Up
The success of Riverside Park, Springfield, Mass., and the remarkable drawing power of the Desert of Maine came in for spotlight attention. The summer meeting is likely to be held in Springfield’s rejuvenated park, and it is hoped we may have time to visit this unusual desert in Maine. To lure crowds, magic and the many distinct, but simple, ideas is often used in the park. It may make it a wonderland of nature.

To Let
Good location for Penny Arcade, Dayton, Ohio, 5th and 6th St. at 1st floor level. Rent $60 per month. Box D-47, The Billboard, Cincinnati, Ohio.

BOOM OPPORTUNITY
Gorson Bros., Inc., 300 S. Fifth Ave., Dayton, Ohio, are handling Dots and Dashes, the new exclusive feature for Penny Arcade. They give full details in their latest circular.

AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION
By R. S. UZZELL
Another pleasant and profitable New England meeting was recently come and gone. John J. Curlin, Baltimore, and Norman Alexander, Philadelphia, attended and have chewed the cud with many of those outside of New England who have been exploring the New England set of men who really know what they are doing in the field of recreation, Arnold, Quinter, Detroit, and A. B. Hodge, Chicago, went all the way to the New England meeting. A strong group of men from California, Pennsylvania, Midwesterners, etc. attended and enjoyed the meeting highly.

PARK MANAGERS
The FLYING BEHEES
Have a New Exclusive Feature
See Inside Front Cover of This Issue

WANT RIDES
For Oswego Lake, Auburn, N. Y.
2 OR 3 UP-TO-DAY Rides
Ideal location on water front.
Write E. F. BRAY, Auburn, New York.
Cut In Budget For Iowa State Is Huddle Topic

DES MOINES, Ia., March 15—The 1941 Iowa State Fair here probably will be operated under a cut budget, but just how big it will be was not decided by the fair board at its annual meeting yesterday. A two-day session was held to work out a plan, although it was decided to continue along the same lines as in the past under the new secretary, Lloyd R. Cunningham. A. R. Oseby last December, when the veteran manager was given the post of assistant secretary.

The board decided to continue the same policy of doing some writing and using. During the past two years name bands have been used with only fair success. It was reported that the band is planned to use an Iowa band through the year. Christmas and a New Year's program will be carried out. A dedication program will be carried out. A dormitory will be completed by July 1 and the entire program will meet in about 30 days to act up the new facility.

There was some talk of retreating the rodeo but nothing definite was done. Rodeo was dropped last year after becoming an annual event, but many attendants here felt that it should be revived, claiming that the competition needed some change from the usual entertainment. The fair is left to the executive committee, which will work on the details of the entire program.

The fair board, trying to cut its budget to about $500,000 or less as compared with the original budget last year of $800,000, will reduce some items of entertainment because of heavy rain that washed out much of the fair area. Money is to be saved by cutting premiums and by staying away from cutting premiums and as a result other items will feel the pinch. If the plan to reduce the budget is to be carried out the entire program.

New Dorm At Hotel

It was announced that the new 4-H Club dormitory will be completed by July 1 and a dedication program will be carried out. An experienced committee will be in charge of this dormitory and participating in the opening. The building was started in 1940 to house 200 of the State Fair people, but was not completed in time. A move has been started in the Legislature for the building for 4-H people during the session.

L. B. Patraw, veteran Des Moines advertising man, was continued as supervisor of publicity and advertising.

Youngblood Choice Of Mich. Governor To Run State Fair

DETROIT, March 15—Bernard J. Youngblood, former manager of the state of secretary of state’s office here, is the choice of Gov. Murray D. Van Wagoner, former governor, to head the Michigan State Fair this year. Youngblood, who resigned after the recent election to make the way clear for a successor, will be the third person to be in charge of the fair in the past four years. Governor Van Wagoner made the Youngblood appointment some time ago and is understood, but since then political maneuvering has been reported in behalf of other aspirants to the post. The State Fair Board has the power to submit and presumably to reject the appointment. A report from Lansing today said that the reports had confirmed the appointment of Youngblood.

A two-day session in Lansing yesterday the board was slated to discuss plans for the 1941 State Fair. The management of the State Fair, according to the announced determination of the Legislature, is to provide the financial means to give the young a chance to try the various activities at the fair for a shorter period.

SYDNEY C. McLEAN, general manager of Canada Pacific Exhibition, Vancouver, B. C., is newly elected president of the Canadian Association of Exhibitions, which met in annual session recently in Toronto. The Vancouver fair management is improving the plant with the announcement of a large general improvement for the duration of the war. Manager McDonald, formerly active in the field in Canada, took the Vancouver post in April, 1939.

Hamid To Ready Track in Trenton For Parti-Mutuels

TRENTON, N. J., March 15—Trenton Fair Grounds will be in the State to have racing and pari-mutuel betting this year, it was announced yesterday. The Hamid track, which opened last year, will be ready for the opening of the fair season. It is expected to be ready in time for the opening.

Hamid, who went to Trenton to sign best racing officials on request, intends to put $300,000 into rebuilding the ground. The said. Will be spent for construction of stable. Concrete stands accommodating 11,000 will be completed and Clubhouse, with capacity of 600, will be enlarged to provide space for 1,000. E. D. Smirnoff, Baltimore, racing secretary at Delaware Park and an official of all standard tracks, is said to be slated as chief steward and many Maryland officials (see Trenton-March 15 on opposite page)

Less Dramatic Reorg Bill Pushed for Neb.

LINCOLN, Neb., March 15—A bill to reorganize the Nebraska State Fair and pari-mutuel betting, was presented to the Legislature and appears to have smooth sailing in the House. The bill to pass the Senate today and make passage under the gang's up to the House.

Bill passed by the Legislature and appears to have smooth sailing in the House, while the bill to pass the Senate today and make passage under the gang's up to the House.

The bill provided for an increase in the management board from seven to nine, with the Governor appointing the third board. The bill to pass the Senate today and make passage under the gang's up to the House.

If You Owned a Fair

Because of our ability to get a distant perspective of ourselves it is difficult to check on our own ability. One way is to imagine yourself the sole owner of your fair with all your affairs closed up to you. Would you be such a free spender for your details? Would you give more thought to entertainment that would cause a repeat than to the extent in which your buildings look up the rest of the year? Would you let your buildings run down or would you keep them painted and repaired? A fair manager cannot wait until his fair dates are over to make the ground's attractive. Flags and banners can be put up, and not everything. Now is the time to check the permanent equipment and beautify the grounds. This is the last chance for parking around. Could you get your local garden club interested in taking it over for some period? Anyway, natis shrubs and handy flowers only a matter of time before they are sold in back.
ARIZ. MAY TILT AID

(Continued from opposite page)

Farm Prices and Wages Up

As Industry Pulls Workers

(From February Summary by U. S. Bureau of Labor Statistics)

The average of prices of farm products in mid-January was the highest since November, 1940. Prices received by farmers was 104.1 per cent of the 1935-39 period. Prices paid by farmers was 123 per cent of the base period. The ratio of prices received to prices paid has been a shrinking trend through the pre-World War period of base year.

GRANOSTONE Shows

WLS National Barn Dance Troupe, Graham International Juvenile Champs, and variety show for the 1941 Bush Fair, by the Wisconsin State Fair, War Council.

Second Suit Is Filed

ATLANTIC CITY, March 15.—Another suit is pending in the Supreme Court of New Jersey against the Jersey Shore Pier Company, Inc., and the Jersey Shore Piers, Inc., the city of Atlantic City, and the Jersey Shore Pier Corporation, for infringement of the Basin of the Encumbrance Dead or 184.8 and to prevent sale of any commodity on the pier.

Trenton Mutuals

(Continued from opposite page)

NEW ANNUAL MEET

(Continued from page 44)

Including Plantway and Tractordale, Drum Beach, Cleveland; Lakeside Park, Denver; Desert, of the Basin of the Encumbrance Dead or 184.8 and to prevent sale of any commodity on the pier.

Trenton Mutuals

(Continued from opposite page)

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(Continued from page 44)

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Trenton Mutuals

(Continued from opposite page)

NEW ANNUAL MEET

(Continued from page 44)
Talent Auditioned
For Garden Revue; Opatrny Are Feted

MINODA, L. I., March 15.—Several hundred witnessed a show at Earl Van Horn's Minoda Roller Rink on February 18, when officials of The New York Journal-American Heart Fund auditioned talent for a proposed roller skating show this spring in Madison Square Garden, New York.

There were exhibitions of dance, freestyle, and figure skating and spinning and costume routines, presented by skaters from Minoda, Rockaway Rink, Ridgevale, L. I., Seaside Rink, Long Island City, and Wall-Cliffe Rollerdrums, Elmont, L. I. Clare Miller, former Minoda employee and now connected with City, and Wal.CIUM Rolierdrome.

Elating show this spring In

In Opatrmys Are Feted

1390 E. 30th St.

Talent Auditioned
For a Brooklyn rink, also took part.

ROLA employee and now connected with

City, and Wal.CIUM Rolierdrome.

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Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Notice, Selective Service Men!

The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

[Names listed in capital letters]

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
mail on hand at

CHICAGO OFFICE

155 No. Clark St.

Parcel Post

Women

Bill, Harry W. \\
M. C. \\
J. H. \\
I. J. \\
F. \n
M. C. \\
J. H. \\
I. J. \\
F. \n
mail on hand at

NEW YORK OFFICE

1666 Broadway

Women

Mail on hand at

ST. LOUIS OFFICE

200 Arcade Bldg.

Men

Mail on hand at

N. H. \\
G. H. \\
W. H. \\
E. H. \\
M. H. \\
J. H. \\
I. J. \\
F. \n
Men

Mail on hand at

NE ANNUAL MEET

(Continued from page 47)

shake hand with friends. . . Crescent Park, as per annual custom, was represented in Minneapolis by a vertical display, which included giant Charlie (General) Wiegand. Arriving at the hotel was verse Mr. and Mrs. Enegret, of Lake Pearl Park, Wrentham, Mass. Mayor Inman and Mrs. Howard (Orchard) Duffy, and Leo (Maine) Reid, who served on the important program committee. In absentia greetings were sent by A. W. Kerchun, NAAPF president, from Fort, Park Highlands, St. Louis; A. B. (Al) Hodge, NAAPF secretary, from Chicago; Major P. F. Hotly, State supervisor of State Schools, from Ohio; Fred W. Pearse, from Detroit; Daniel and Mrs. Reuter, of Amado Park, New Bedford, Mass., from Florida, where they are on a vacation with Mrs. A. A. Casseffe, wife of the Reverend, a guest who was given a rousing ovation at the banquet for inter-

ATLANTIC CITY.—Permits issued by the city of Atlantic City, to the past three months represent expenditures of $236,022.00 for transportation, Boardwalk votes, and amusement places. Among the operations are alterations to the Virginia Theater on the Boardwalk, amounting to $8,600; construction of the Edna Theater at a cost of about $10,000, and construction of two Dodger rides on Steeplechase Plas. $12,600.
for sale - Second Hand Show Property

Ballroom, stage and free act lighting equipment, 252 W. 43rd St., Chicago, Ill.

The Spring Special Issue of the Billboard will be dated April 11. Classified Advertising Forms Close in Cincinnati, June 18. No circulator's or reprints will be accepted after this date.

Looking for a new Iowa. Write Mr. E. W. Jones, Des Moines, Iowa.

Sacrificing 30 new Patents, Coin Rolls Developed. 100 prints each standard, 100 prints each trade or any Portable Rink Rotating. For sale $10.00 week.

FOR SALE - SECOND-

MFG. Co., 211 Gana St., Peoria, Ill.

Barry, 515.00. Oceans. Oceano, Tins. Ocelots, Flinty Snakes, Armadillos, Boas, Kangaroos. Dick. 35.000 Thou. Dogs, Front enl. E. 311,1 St., Chicago, III.

CINCINNATI WEDNESDAY, APRIL 12. Opening April 1st.

Lowe, Ken, Chicago, Ill.

NATIONAL BANDS AND ORCHESTRAS

Above, 1564 Dorothy, New York.

First Sax Clarinet. Doubling Violin - Style and number of men. Write Exeter and address. New Braunfels, Texas.

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CLASSIFIED ADVERTISEMENTS

The Billboard

March 22, 1941

FAST-COLORED ORCHESTRA AVAILABLE FOR ALL ENGAGEMENTS. New York City, New York. For particulars write EDDIE ROBERTS, 181 W. 153rd St., New York City.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 12, 1941. SCANNED FROM THE PRESS. ADDRESS: 12345 W. 27th Ave., Cincinnati, Ohio.


NINE PIECE DANCE ORCHESTRA—WILL TAKE; P.R.O. approval. Paying system up to date library. Willing to join dance band. Apply. Address: F. R., 1235 W. 27th Ave., Cincinnati, Ohio.


MUSICIAN, Box 35, Parsons, Kan. Excellent reference. ORGANIST. He will build an Organ through DXR Speakers. Make inquiries. Address: M. R., Parsons, Kan.

AT LIBERTY MUSICANS


BAND MASTERS—EXPERIENCED, COMPETENT. Men's Answer. Address: B. M., 2222 W. 27th Ave., Cincinnati, Ohio.


STAFF ORGANIST—Wants to work with any band that offers promising prospects. Own Hammond Organ with DXR Speakers, excellent conditions. Excellent recommendations. Organists. Address: O. S., 2222 W. 27th Ave., Cincinnati, Ohio.

AT THE LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—A. J. MEDICINE LECTURE. Address Dr. J. F. FOY, General Delivery, Independence, Mo.

COWBOY ACTS, Roping, Horse Catching. Trick Riding, one of the best. Write at address. Apply. Address: G. B., 2222 W. 27th Ave., Cincinnati, Ohio.

TATTOOED MAN—WILL DO EXHIBITION. MAILAPPLICATIONS CAN BE SENT TO: W. WARD, 1515 Harvey St., Columbus, Ohio.

YOUNG MAN—WOULD LIKE JOB WITH ORGAN OR ORCHESTRA. Apply. Address: D. C., 2222 W. 27th Ave., Cincinnati, Ohio.

SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 12, 1941. SCANNED FROM THE PRESS. ADDRESS: 12345 W. 27th Ave., Cincinnati, Ohio.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST.—SPECIALTY PLAY. Organ. Please write MAURICE LUCKETT, Edsboro, R.I.


AT COMPANY—EXPERIENCED ORGANIST WITH ORGAN. Available for April 7th opening. Either with or without own instrument. Address: J. W., 2222 W. 27th Ave., Cincinnati, Ohio.


THOMASON—UNION, PLAY DORSEY TROMBONE, range low to E & high F; no take at this time. Address: J. T., 2222 W. 27th Ave., Cincinnati, Ohio.

REED—READ, GOOD BASS, GOOD appearance, union. Address: M. C., 2222 W. 27th Ave., Cincinnati, Ohio.


USA-ORCHESTRA—Has a good rhythm section, takeoff, good front, range. Experienced. Read all the beat. Address: U. O., 2222 W. 27th Ave., Cincinnati, Ohio.

TRUMPET—2D OR 3D, WHEEL EXPERIENCED. Address: J. M., 2222 W. 27th Ave., Cincinnati, Ohio.

THOMASON—UNION, PLAY DORSEY TROMBONE, range low to E & high F; no take at this time. Address: J. T., 2222 W. 27th Ave., Cincinnati, Ohio.

TRUMPET MAN AVAILABLE IMMEDIATELY—Past three years with Swing Band. Address: L. S., 2222 W. 27th Ave., Cincinnati, Ohio.

TRUMPET—READ, GOOD BASS, GOOD appearance, union. Address: M. C., 2222 W. 27th Ave., Cincinnati, Ohio.

UNION ORGANIST AND ALTO SAX MAN—Good reader; pianist travels. Address: J. A., 2222 W. 27th Ave., Cincinnati, Ohio.

STAFF ORGANIST—WANTS TO WORK WITH ORGAN OR ORCHESTRA. Apply. Address: W. S., 2222 W. 27th Ave., Cincinnati, Ohio.

AT THE LIBERTY VAUDEVILLE ARTISTS

SINGER—SING, FOR ALL OCCASIONS. Address: B. S., 2222 W. 27th Ave., Cincinnati, Ohio.

TRUMPET—ROAD, SAKE, GOOD RANGE, GOOD appearance, union. Address: G. C., 2222 W. 27th Ave., Cincinnati, Ohio.

AT LIBERTY DRAMATIC ARTISTS

LINDA, Impersonator, Ill. 2 Am. 5-9-2-10, 2 min., singing, dancing specialties. Easy breathing. Address: L. I., 2222 W. 27th Ave., Cincinnati, Ohio.

AT THE LIBERTY M. P. OPERATORS

LEONARD, Pioneer Exhibitor. Manager, Booker, Buoy—Age 33, single, Wears rimmed cap, with any air or water show. Address: L. B., 2222 W. 27th Ave., Cincinnati, Ohio.

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BAND MASTERS—EXPERIENCED, COMPETENT. Men's Answer. Address: B. M., 2222 W. 27th Ave., Cincinnati, Ohio.


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AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS FOR ALL OCCASIONS. JACKSONVILLE BALLOON CO., Jacksonville, Ill.

FOR FREE ACTS—BOB FISHER'S FEARLESS FLYERS, Box 31, St. Louis, Mo.

HIGH SWAYING POLE

Note like it! Circular with action and drama. Please write. Address: R. C., 2222 W. 27th Ave., Cincinnati, Ohio.

LA-BLONDE AERIAL BAR

Act—America's outstanding attraction. Address: J. L. C., 2222 W. 27th Ave., Cincinnati, Ohio.

WANTED JOE BY THE TON

30 years experience. Address: A. V., 2222 W. 27th Ave., Cincinnati, Ohio.

JAMES COOGHLIN—STILL WALKER, UNCLE SAM D cup, etc. For prices write W. H., 2222 W. 27th Ave., Cincinnati, Ohio.

Pioneer Expo

WAYNESVILLE, Mo., March 18.—Opening has been set for May 10 at Townsend's.

Pa., under fire company auspices, Shores will be opened on May 7. A five-year anniversary will be held at the bar May 5. One of the features will be a parade nightly. F. W. Power, elec-
Workers Expect Benefits From New Lease-Lend Bill

NEW YORK, March 15—Passage of the Lease-Lend Bill, followed by a request from the President for a $7,000,000,000 appropriation to speed aid to Britain, is expected to result in greatly increased business for concessionsaires, salesboard workers and bingo operators. The $7,000,000,000 requested by the President will be spent in speeding up and increasing production in the United States and plants throughout the country. In addition, it is expected that navy yards, army camps, and other national defense areas, while, and from the approval of the amount at least, to the extent of additional benefits, and many other types of deals and collections, have been available. As a result, the gold content and the operator forgets about collections.

A variation of this type of deal has been announced recently, whereby war specimens are moved well in territories where the outside may be placed on a counter. The toys like to work in this matter. It becomes its most useful case and the door is made an immediate profit. As a result, the gold content and the operator forgets about collections.

Operators may be interested in a new six-piece stainless steel cutlery set which is being offered by Charles 11. Mainland. The set includes a heavy cleaver, vegetable or dicing knife, pot, meat fork, meat knife, spatula, and bread knife. Set has imported cords and handles shaped to fit the hand. It should appeal to misty and go well on a small card.

April 1 Brings Joke Items Again

NEW YORK, March 15—Novelty and surrey workers are turning to joke items in preparation for April 1. All Fool’s Day. The date is always a good one because of the demand it creates for a new inventory of gag and joke specialties. Prizes, Novelties, Premiums, Specialties, Conducted by MIKE KAPLAN — Communications to 15044, Broadway, New York

The Billboard

Circulation Dept., 25 Opera Plaza, Cincinnati, Ohio

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESCARDS, SALESBOARDS and TRADE SIMULATORS

By BEN SMITH

Remember the old Trading Post? Well, Sppots, now, too, is a called Sur-

on a standard deck. Says Sam: “I was surprised to note that recently our sales have improved considerably on this number. It seems that more operators are using the newer type of collection card to keep records of various types of merchandise. Following a suggestion made to me recently, I am sending a list of cards now sold to number of tickets sold so that the book is complete. The next issue of the original copy has space for a record of the merchandise left with the location on a consent deal. The book is complete, practical, and inexpensive.

The next issue

LIST NUMBER

Will Feature the Following Lists:

COMING EVENTS

CONVENTIONS

DOG SHOWS

Order a copy from your news-

Your news-

your newspaper

Mrs. LAPY of the Kansas City

New York has been reported.

sick and diphtheria, and many counselors have written him In praise of the machine. It is expected that many operators will be in more demand than ever before. The success that these items have had during the past few months is expected to be eclipsed by the avalanche of supplies that will follow the appropriation requested by the President. The federal-scale construction for aid to Britain.

Among items which are expected to be the various lapel pins, the patriotic wall hanger, the shield insignia, the flag, the eagle, the winged propeller, the shield, the emblem is made of mother-of-pearl. Worn on a brush are the automatic blower are the automatic blower.

Other Items Include morn and the locking mechanism. A number of locket’s holding tan picture: are in stock. Each of these items constitutes only minor variations of old ones, but there are a few originals which look good for the run.

In addition to novelty and surrey operators and a few con-

souvenirs are handling joke items this year. Items already in the include April Fool’s cards and whistles. A mecha-

nical novelty worker has been busy with the new material. It consists of small boxes of candy filled with pepper or garlic. The box resembles an ordinary candy box. Other popular items are the electric hand shaker, rickety, pinky, sweet, and glass and auto water.

NEW ITEMS

New items are as amusing as and profitable as the other stand-by, accents, and are being offered by the following firms: Spiegel of Gordon Novelty Company here. Among newer items are the sticks of pepper gum, milk chocolate with engraved letter, the engaging nickel. Other items include cream and jam jars which hold a two-ounce bottle of sauce, and the engaging nickel. The jam jars are sure to attract attention also on the market.

A line that is going strong in the South, in Indiana to be precise, is present. A letter from J. B. Smith, at the center of affairs, that plans to buy in quantity lots. This is the case, the market will please. The market should prove popular. Floral wall plates are being featured with the Panda scene, and a large issue of quality wall plates are also available. The leather articles are perfect for any occasion. The eagle shield in metal. Women’s bringers are available in red, white, and blue. Also popular are brooches and necklaces bearing various emblems associated with national defense. The flag, the eagle, the winged propeller, the shield, and the American eagle are all available. The leather articles are perfect for any occasion.

A letter from J. B. White of Sears, Roebuck and Co., in the center of affairs, that plans to buy in quantity lots. This is the case, the market will please. The market should prove popular. Floral wall plates are being featured with the Panda scene, and a large issue of quality wall plates are also available. The leather articles are perfect for any occasion. The eagle shield in metal. Women’s bringers are available in red, white, and blue. Also popular are brooches and necklaces bearing various emblems associated with national defense. The flag, the eagle, the winged propeller, the shield, and the American eagle are all available.

According to J. B. White of Sears, Roebuck and Co., Your name on a box of J.R. Shill-Brother is expected to have great success over the next few months. The store is at the center of affairs, that plans to buy in quantity lots. This is the case, the market will please. The market should prove popular.
CASH IN ON THIS MONEY MAKER!
SPORTSMAN'S SPECIAL CASTING OUTFIT
NO. 7500
$3.25 (lots of 9s)
$3.95 EACH (less than 6)
Sturdy, compact, great accuracy
for outdoor or indoor use.
A complete outfit includes
a three-piece rod with cork grips,
a spool of silk, line, wading reel, red-head plug,
metal wobbler, fish knife, scaler, wire
leader, and stringer.
It also offers other items for sportsmen and a catalog
is available to those in the trade.

Handkerchiefs
Hankies are on the minds of
women this fall. Joseph Hana Company reports
the time is women's hankies made of
flannel, silk in striking patterns,
and assorted colors and men's colored printed
buttondown handkerchiefs for boxes.
Women's hankies are 9x9 inches
and the men's are 9x11 inches.
The men's are available in 30-dozen boxes.
Prices are the lowest in months,
the firm reports.

Chicken Fryer
Merchandizing prime items is a big
demand for the Speedy-Green.
Chenille, for example, is a major
seller in the Speedy-Green.

JUGGLEMENT to
in every show. show people honk! get letter from the
in town.

The Migration
People show interest in the South
in the times past, and the
Champion Speciality Co.

BOB POFTY
avails another month this week from Abil
ness, Minn., saying that the town is
growing day by day.

Our car, and bought a new Austin trailer, that have given a

D. G. COUCHE
Reported on the pipes he saw about himself
and a full of.

AMA, B. W. (Wright)
Surfing director for the show, and the
and brother, Dick Wilson, is on route from Florida
to Chicago.

HARRY PAKULA & CO.
5 No. Wabash Ave. Chicago, Ill

ROLLY ROLL PLATED WIRE
24Kt. Ed. No. 1 PROVIDENCE, R. I.

MEDICINE MEN

BOWLING PINS... SKATE PINS
BUYING ITSELF TO IMPROVE ITS MERCHANDISE

CASH IN ON THIS MONEY MAKER!
SPORTSMAN'S SPECIAL CASTING OUTFIT
NO. 7500
$3.25 (lots of 9s)
$3.95 EACH (less than 6)

Sturdy, compact, great accuracy
for outdoor or indoor use.

A complete outfit includes
a three-piece rod with cork grips,
a spool of silk, line, wading reel, red-head plug,
metal wobbler, fish knife, scaler, wire
leader, and stringer.

It also offers other items for sportsmen and a catalog
is available to those in the trade.

Handkerchiefs
Hankies are on the minds of
women this fall. Joseph Hana Company reports
the time is women's hankies made of
flannel, silk in striking patterns,
and assorted colors and men's colored printed
buttondown handkerchiefs for boxes.

Women's hankies are 9x9 inches
and the men's are 9x11 inches.
The men's are available in 30-dozen boxes.
Prices are the lowest in months,
the firm reports.

Chicken Fryer
Merchandizing prime items is a big
demand for the Speedy-Green.

Chenille, for example, is a major
seller in the Speedy-Green.

JUGGLEMENT to
in every show. show people honk! get letter from the
in town.
Prompted by the mystery extraction, but expects no police. In Cleveland, Gene Anderson is asked to pipe in.

Lewis had formed a partnership with Roy and Eddo Burt. They are working at the 24-hour diner on Euclid Avenue and also in front of the Palace Hotel. They are trying to make money for their own business.

Pitchford Five Years Ago

William C. Turtlet was in Portland, Ore., going to open with Doc N. W. Blakeslee. They had shown the Coast in April. Doc Harris had been getting fair deals at his own show, but handling only fruit tax. Texas had been in Greenbrier, S. C., working coupons thru mill stores. Sam Burtin and Fred Madsen were in Quincy, Mass. Happy O'Curran was in Fort Myers, Fla., working for his equipment for his opening late in March. Doc M. A. Hathaway, who had been working with him, left to join the Princess Bear show as lecturer. George Fanning and Jim Hambelton were working in Fort Smith.

James Roy was in Chicago, still working fashions and home tours. Gene Collin, who had been working in Minneapolis with double-ups in St. Paul. L. F. Rogers was in Cody, Wyo. Horace Hambelton and South had been in Wisconsin and the north. He had been working in Rhode Island and South and had been in the south. Eddie Turtlet was in Austin working trade days and had been in Ohio thru May to fair talks. George J. Mitchell was in Springfield, Tenn., enjoying good business. Horace Turtlet and wife, Benita, working the soldier days with and without x-rays to sell in Lawton, Okla. Fred and wife had been in Illinois and worked in Texas all winter and found conditions good. Eddy Turtlet was in Detroit to work in Paul Burtin's store on Minor Street. It's now included in the city directory. Ward Crack was manager, Bill Menden, oil, corn, and hotel dealer, and last but not least, Dave and Cody, herbs. A new organization being set up was the Chicago Advertising Co. It held its first meeting at the Hotel Bart. The firm reports a profit of $1,000. President of the group was H. G. Golden, Nat Shafter, secretary; Ben Eyston, advertising manager; Bill Menden, oil, corn, and hotel dealer; and Cody, herbs.

That's all.

The SUCCESSFUL boys and girls are the ones who watch on their turn and favor their bank profits.

Events for Two Weeks

March 27-28

CALLEY—Santa Ana, Dog Show, 22-23.

FLA—Miami Beach, Haitian District Fair.

IND—Denver, Horse Show, 14-15.

MAY—Binghamton, New England Flower Show.

MICH—Grand Rapids, Speedwell & Bermea Circuit.

MINN—Minneapolis, Horse Show, 14-15.


N.Y.—Batavia, Dog Show, 16-17.

O.S.—Oklahoma City, Horse Show, 17-18.

PA.—Englewood, Dog Show, 16-17.

SD.—Sioux City, Dog Show, 16-17.

VA.—Jacksonville, Dog Show, 16-17.

W—Wisconsin, Horse Show, 16-18.

March 28-29

GA.—Cotton, Dog Show, 29-30.

MA.—Boston, Dog Show, 29-30.

MD.—Baltimore, Dog Show, 29-30.

OH.—Canton, Dog Show, 29-30.

OKLA.—Oklahoma City, Horse Show, 17-18.

RI.—Providence, Dog Show, 19-20.

W—Wisconsin, Horse Show, 16-18.

"What's New for 1941!"

You'll find all the latest and new products mentioned in this new catalog-type section of the SPRING SPECIAL. Be sure you get this copy, it's an important item. Date of issue April 12.
On the same day two cartoonists, in two different newspapers, used the phonograph motif to convey an opinion of the Lend-Lease Bill debate in Congress. On February 25 William Summers had such a cartoon in the Cleveland News and on the same day Edmund Duffers had a similar cartoon in the Baltimore Sun. Both cartoons used the phonograph to suggest that Congress spends too much time talking.

Now that the Lend-Lease Bill has finally passed into law, a few comments can be made without influencing anybody to write a letter to his congressman.

World conditions the past few years seem to suggest that the coin machine industry would spread rapidly over the world if stable, free governments existed in most countries. For that reason the coin machine industry is interested in promoting civilization and democratic government. Coin-operated machines seem to increase in use in proportion as civilization and travel grows.

Every member of the coin machine industry has his small part to play in promoting democracy (and his own business) by doing his bit for good government in the United States. It is a job of helping to make democracy succeed here and elsewhere. If the idea of free government were restored in many of the countries where it has been overrun by dictators, then we would again see big expansion in the use of coin machines such as was taking place in England and France in 1937 and 1938.

There is not much that the individual can do toward deciding the results of the present war overseas, but each member of the industry may be able to do a lot toward helping make free government a success at home.

For one thing, every citizen needs to give some thought to the things that may kill democracy from the inside. The things that weaken and destroy free government from within are not so much the "isms" that get the publicity, but rather the abuses of freedom that are perpetrated by otherwise reputable citizens.

The coin machine industry has suffered a lot from what may be called "the divine right of opposition" which has been carried to the extreme in modern times. Just as George Washington predicted, partisan opposition to anything and everything has been carried to such an extreme that our system of government is being severely tried. The "opposition" hinders constructive government in every possible way so that democratic nations fail to get things done with the speed that the times demand.

The framers of the Constitution assumed that the "opposition" would always be based on intelligent, free discussion. But modern developments make it possible for the "opposition" to use every weapon of high-powered propaganda to block the progress of the nation. The framers of the Constitution took special care to protect the press, but under special Constitutional privileges it has become possible for powerful newspapers and chains of newspapers to carry on crusades which represent only the whims of a wealthy publisher or of a small minority.

These are some of the abuses of democracy that are more dangerous to our form of government than any of the "isms" that have been imported thus far. These are abuses within our own ranks that weaken democracy so that it will not work, so that it cannot meet the threats of dictators.

Just as the "opposition" undermines the efficiency of government, so the "opposition" may turn loose on a small industry and cause much trouble for it. An example is seen in the history of the coin machine industry. It has made rapid progress in the past few years and during that time many State and city administrations, duly elected by a majority of the voters, have undertaken to draw up reasonable license regulations for such machines as amusement games. Due to the fact that such machines are comparatively new in the amusement world, all such plans have been largely experimental. But in almost every case the "opposition" has sought to agitate trouble, has staged crusades, and has had the advantage of unfair newspaper agitation. The "opposition" in these cases has never offered the intelligent discussion and criticism which the framers of the Constitution had in mind when they protected free speech and free press in that document. The "opposition" sets out to make political gain and to destroy rather than to offer constructive opposition.

Washington foresaw this type of "opposition" and warned that one day it might defeat the nation. If we want democracy to succeed we should correct some of the abuses that have grown up during the past years.
EASTERN FLASHERS

NEW YORK, March 15.—The heavy machinery with which New York has been arming for war against Poland has been noticeable in the defense region of Poland, according to reports from the War Department.

Tony Gesparret reports that a steady stream of armaments are pouring into the region from the factories around the city. The reports indicate that the defense region is being strengthened in preparation for possible further conflict.

Iremeitdous up es soon as they come from the lac -[ilen...]

Milton Wasserstein, formerly of the Wartime Munitions War Savings Committee and now in charge of the Munition counter game and vending machine department, says that five hundred operators will be needed in the new line of games. The new line will include a number of variations of the pinball game, which is currently popular.

Mr. Wasserstein says that the new line will be ready for distribution within the next two months. The new games will be designed to meet the increasing demand for pinball machines as a result of the current war.

D. Gottlieb, reusing for New York for a flying trip to the South. "Dip" will be on the bill of fare when the drive-mobile arrives. Earl Wintee, of Motion Pictures, has been added to the cast. The new line will be presented at the Motion Picture Drive-Along in the Madison Square Garden for month of March.

L. Mitchell & Company, has been reusing for New York for a flying trip to the South. "Dip" will be on the bill of fare when the drive-mobile arrives. Earl Wintee, of Motion Pictures, has been added to the cast. The new line will be presented at the Motion Picture Drive-Along in the Madison Square Garden for month of March.

AGENDA SISTERS, recording stars, attended the recent Rock-Old show- ing at the Astor Theatre. Misses Shaw and Johnson have promised to keep their names in the public eye. They have been seen on the streets of New York, posing for photographers.

The sisters have been working hard to promote their new record, "I'm Lookin' for Love". They have been seen in the streets of New York, posing for photographers.

MORRIS GIBBS, of Cleveland Coin Machine Exchange, Cleveland, shown Ed Jones and O. L. Collins, Cleveland operators, Dave's latest counter game, "21."
Music Operators Report Trend Toward Latin American Numbers

NEW YORK, March 13.—Music machines here are being stocked with more Latin or South American machines, and with new releases coming into view, evidence is growing that the trend will gain momentum. The newer releases, of course, provide the leads for new releases, and it is expected that one new catalog issued annually will be issued. As a result, public demand for Latin or South American music is developing, and phonographs in popularity as the public becomes acquainted with them. Some Latin tunes are now being played frequently on the radio and on music machines.

Operators are finding that the change in the public's desire to hear more Latin or South American songs is a result of what has been heard in the recording firms. It is expected that the market will expand as a result of what has been heard. The recording firms are expected to increase the number of Latin or South American releases in the future.

Operators are finding that the swing is more toward than away from the Latin type of Latin tunes. Conga and bongos are still struggling for public recognition. If the trend continues along its logical course, all types of Latin tunes may be soon the Vogue, however.

Minneapolis-St. Paul

MINNEAPOLIS, March 15.—Back from Fargo and Sioux Falls, S.D., where they visited the largest show on earth, the Minneapolis Symphony Orchestra, James Halder and Larry Leclair, of House of Tunes, report their reception in the Dakota cities as they had expected. They are now headed for Duluth to conduct a show for Northern Minnesota operators.

William C. Molesberger, Wurlitzer representative, visited here recently with Ted Bush, of Acme Novelty Company. He expressed the opinion that the trend is continuing. Wurlitzer has been doing with the Wurlitzer phonograph, has been selling at a fast pace, and the company's sales will go on increasing.

Henry H. Perlmutter, accompanied by his wife and daughter, Elaine, has returned from a vacation of several weeks in Florida. All tanned up and tawny to go, he arrived by train from his home in Chicago.

Back from a trip through Western Minnesota, via Owatonna, Baudette, and Hinckley, Ed Saltzgiver, of Hinckley Amusement Company, reports remote control taking hold better than it had been expected. Especially interested in Seeburg equipment, he stated that he found the new sound machines were at the top of the area covered.

Recent visitors at Hinckley Amusement Company included Gilman Hanson, of Minneapolis; George Saltzgiver, of Montevideo; Bill Halsell of Cottonwood, and J. R. Perlman of Cambridge.

Ed Saltzgiver, Jackson, Minn. operator and brother of George Saltzgiver, of Montevideo, has left with the National Guard contingent for a year's duty with Uncle Sam's army. He leaves soon.

Denver

DENVER, March 15.—Operators from all over the Rocky Mountain region attended the show staged by Gilmour Bradshaw, Denver Distributing Company, March 7 and S. Bradshaw plate in making it an annual affair. Among Rock-On officials in attendance were William H. Price, Jr., George Murdock, and Victor Frankhovan, Bradshaw brought brisk sales to his stand. Salesmen and customers of every description.

Thelma Leiser, former controller operator, Automatic Equipment in Denver, has accepted a position in New York to supervise five stations.

During the recent illness of Milton Pfritts, head of the over and under fully operated 150 units, Pfritts has recovered and is back on the job.

Water Burkett, Denver operator, has been appointed judge of Packard wall boxes for Denver.

Among recent visitors at the Wolf Sales Company, who purchased new equipment were John Pang, of Trindad, Colo.; O. B. Scott, of Pueblo; Johnny Burke, Sterling, Colo.; George Coleman, Grand Junction, Colo.; R. H. Brown, of Pueblo; Joe Pinole, Trindad Springs, Colo.; Ray Holland, Fort Lyon, Colo., and John Behrman, of Ogden, Utah.

Mr. Ray Shanley, of Denver, was a recent purchaser of Wurlitzer equipment.

Bert Benedict, one of the young operators in the country, is now on duty with the Colorado National Guard as part of the 168th Field Artillery on duty at Camp Forest in Tennessee. Two younger brothers, Maurice and William, have taken over his route.

Mike Hammersen, Wurlitzer general sales manager, W. A. (Bill) Byde, district manager, and Stanley Turner, service structure, were recent visitors at Wolf Sales Company. Meanwhile, a shipment of Rock-On Tunes has arrived at Denver.

Mickey Breitman, certified public accountant for Mayflower Novelty Company, returned to Denver from a trip to Detroit Lakes, Minn., to represent his firm at the Western National Demonstration Week.

The third phenomenon has been taken out by Harry Galoff for placement in San Xula, Wise.

Recent visitors in the Twin Cities were Mr. D. E. Blumberg, of H. L. Blumberg Company, Minneapolis; Earl Maugard, Somers, Wis.; Mr. Joe Gannut, Ashland, Wis.; Jerry Lawler, Hurley, Wis.; Joe Frateschi, Hurley; Kelly Deiterich, Chisholm, B. Krom, of D. S. Bowers, Hurley, and Mr. and Mrs. Bill Hathcock, Cottonwood.

The operators are finding that the swing is more toward than away from the Latin type of Latin tunes. Conga and bongos are still struggling for public recognition. If the trend continues along its logical course, all types of Latin tunes may be soon the Vogue, however.

AMH Policies Based On Helpful Service

CHICAGO, March 13.—Accepting the latest report made by Seeburg National Demonstration Week, President Charles 7. Roberts, vice-president and general manager of the Seeburg Company, said that the operators are going to do everything we can to help them achieve the greatest sales possible. "We want our people to understand that we are here to serve the public and to make them as happy as possible."

Mr. Roberts, certified public accountant for Mayflower Novelty Company, returned from a trip to Detroit Lakes, Minn., to represent his firm at the Western National Demonstration Week.

"Our aim is to give the operators the best service possible," he said. "We want them to have all the help they can get to make their machines successful."

Mr. Roberts, a young man of great promise, has been with Seeburg for two years, and is already well known in the business. He is survived by his wife and daughter, Elaine, and by his mother, Mrs. M. Roberts, of Minneapolis.

Among Rock-On operators, the greatest possible support is given to the operators by the men who represent the company. The operators are treated with the utmost respect and consider them the greatest possible men.

Mr. Roberts, a young man of great promise, has been with Seeburg for two years, and is already well known in the business. He is survived by his wife and daughter, Elaine, and by his mother, Mrs. M. Roberts, of Minneapolis.

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Seeburg Inaugurates Expansion Program

CHICAGO, March 15.—J. P. Seeburg, founder, and N. Marshall Seeburg, president, J. P. Seeburg Corporation, arrived here this week by plane from Los Angeles and Palm Beach, Fla., respectively, to meet with Seeburg officials for the start of a new project.

Plans for a new factory building to be constructed will be a plant to house the metal-plating division. It will embody the latest architectural principles and the completed plant will house the finest equipment available, it is said. Estimated cost of the new plant is $125,000. Workmen are to begin construction immediately, it is reported.

Buffalo

BUFFALO, March 15.—Lent as well as income tax days are handicaps to the amusement industry here at present, so much so that March as a whole will not be satisfactory. Wintry weather is still prevalent.

Max Amusement Company, under Lew Wolf’s leadership, is doing good business with Genoa’s new Ten Spot, as well as Gotham’s Sea Hawk and Exhibitors Sun Beam. Deliveries on Baby’s Silver Skates can’t keep up with sales according to Wolf.

Jim Killick, of Atlas Phonograph Company, has just mailed out prints of the program taken at the big Seeburg party by his son, Sanford, to all who attended. Killick reports steady sales on Selchow 1941 Symphonolas and war boats.

Vic Strehlow, association president, was downed by a cold the other day and had to miss attending the second big general meeting since the organization’s start. He is back to normal by now.

Extra Special: Don’t Miss This!!

5 Rock-Ola 1939 Standards—$125.00 Each
Excellent Appearance! Perfect Condition! 1/2 Down, Balance C.O.D. F.O.B. New York
George Ponsor Company
519 West 47th Street
New York City

Illuminated Extension Speakers Double your collection SPECIAL Operator’s Price $9.75 Complete Ready to be erected in 30 days, at our factory. Satisfaction guaranteed. Extension Kit at price includes 25 feet extension cord, 25 feet extension wire, 25 feet extension box, 25 feet extension switch, and 25 feet extension speaker. Permanent mount type in disk proof cabinet, constructed of any phonograph wire. Extension wire to be run from disk to disk, speaker to speaker, with disk and speakers already in place. Complete extension kit is enclosed with each phonograph. Free trial 10-day, money back guarantee. We wish C.O.D. NO DEPOSIT REQUIRED. Write for catalog.

A. W. Vaughan Company
Chicago, Illinois

Top Artists and Tunes
Top Record Quality
Decca
Top Money Makers in All Your Locations
28 Completely Stocked Branches to Serve You. Order These Decca Hits From Your Nearest Branch Today

Bing Crosby
Bob Crosby
Orchestra
Jimmie Dorsey
Orchestra
Andrews Sisters
INK Spots
Ted Weems
Orchestra
Bing Crosby
Orchestra
Woody Herman
Orchestra
Bob Byrnes
Orchestra
Ronny Boswell
Orchestra
Judy Garland
Roy Rogers
Louis Jordan

Adele Jones
Walt Disney
Ken Darby
Benny Goodman

It Sounds Better on
Decca

Broadway Star
Pamela Trenary
Do You Call That a Buddy?
8205

iman and remember—
Extra Special: Don’t Miss This!!
Talent and Tunes
On Music Machines
A COLUMN FOR PHONOGRAPH OPERATORS
By HAROLD HUMPHREY

News Notes

It comes out now that Will Glade, the re-cre-ated "Beau Brummel of Philadelphia," has been on Europe's missing persona list for many months. He disappeared out of sight shortly after Helen H播报 began expanding, and no one on this side has heard from him since. Meanwhile, Victor is building up tone machines to fill in for Glade. None was on a contract between Glade, but was more fortunate in that he was able to get out of Europe before things got too hot.

The Golden Gate Quartet has signed with Columbia to do a string of numbers on the Oak label. Their contract expired March 31, Joe Man TITLE and his hit swing group have been signed by Decca and go into production soon on "Bull's Eye," "Lower Register Blues," "Silly Don't Count," and "Spanish Shawl." Columbia has appointed the Watts-White-Newman Company, Birmingham, Ala., as its distributor for that area.

Jan Savitt will record for Victor April 1, when he begins a new long-term contract for that company. Mildred Bailey, who recently hooked up exclusively with Decca, will have her first records released by that firm this week. "Jenny" and "When That Man is Dead and Gone" are the titles. Jimmy Kaye will soon do a recording for Victor of "That Old Sweetheart of Mine," an original composition published by Tommy Tucker and Ligi McKelvey. Tommy recently started working with the Kaye-Duran Orchestra, and Jack Tugard's first Decca record, "Wind Down," will be released soon, with Dick Tully having recorded the tune for RCA Victor.

Territorial Favorites

Following is a list of records from operators in different parts of the country who have mentioned artists and records as local favorites, in addition to those listed in the Record Buying Guide.

DETOUR: Rhumba Cardi, Xavier Cugat. This big band from New York, the rhumba craze is drifting into other parts of the country in some instances, with the result that this Cugat hot-chu record is now getting a heavy break on the machines here. South American musicals produced by Holly- wood are also helping this trend.

DES MOINES, I.A.: You Stopped Out of a Dream, Kay Kyser. A catchy ditty done by Kyser, it is a fine recording of one of the tunes from MOMA'S Ziegfeld Girl, new film about to be released. The tune is a sentimental ditty along with this one is Too Beautiful To Last. The title city is already getting action on the former, so it will be released.

CHICAGO MUSIC OPERATOR JOE PESKIN (right), president of Universal Automatic Music Corporation, tells of his enthusiasm for record equipment to Homer E. Coughard, president of the Packard Manufacturing Corporation. Harry Jacobs, Jr., West Allen, Wis., Packard jobber, also is on hand. Indianapolis factory.

PITTSBURGH: I Can't Remember To Forget, Jan Garber. Alice hot off the grade, here is a BML tune that now seems to be catching on here. Garber's rep around those parts is helping too. The fact that there are not as hot at this time a lot of similar hits on the market has given many fewer turns a break on machines in Pittsburgh.

PHILADELPHIA: Five O'Clock Whistle, Erskine Hawkins. Hawkins cut a big hit for himself on automatic phonographs when he recorded Paradise Junction. The Whistle number is not new, but operators here report getting a second break. It's a record which can always be kept in stock and evidently put on machines periodically with a good measure of success.

WILKES-BARRE, PA.: You Might Have Belonged to Another, Tommy Dorsey. This tune was written by an amateur especially for Dorsey when the maestro was a high school student. The tune number is not new, but operators here report getting a second break. It's a record which can always be kept in stock and evidently put on machines periodically with a good measure of success.

Radio's Leading Songs

Here is a comparative list of 10 songs broadcast most often during the week ended March 15, and the week which, and which was heard on New York stations based on information supplied by Accurate Reporting Service.

This Week
1-It All Comes Back to Me Now
2-There'll Be Some Changes Made
3-High on a Windy Hill
4-Georgia on My Mind
5-The Way We Walk By
6-Walking by the River
7-Woe Old Owl
8-I Hear a Shopping
9-Two Hearts That Pass in the Night
10-Maple Leaf

Baltimore

BALTIMORE, Md., March 15.—General Vending Service Company has arranged with the Baltimore branch of the Keystone Novelty Company to distribute the Play-More line of wall boxes made by the firm. The arrangement has just been completed by William J. Cebra, Keystone manager, and Irving Blumenthal, general im- pressor.

Demand for Kemper's Vetnet is small at that it has been impossible to keep any in stock, states Roy McElhinney, distribu- tor. The shipments received to date, he says, were sold even before their arrival. Another shipment of this number, he says, McElhinney states, is scheduled to be re- ceived.

Roy McElhinney has added anotherconst the introduction last year of the Silver Moon, Olie, and Fast Tune. Initial shipments of these numbers have just been received.

A continued shortage of new numbers is reported by local distributors. Ship- ments have been received, but those have not been enough to meet the demand, it is reported.

The shortage of new numbers has resulted in a corresponding shortage of used numbers, the result, it is said, is that new numbers there are no trade-ins and with no trade-ins there are no used stocks.

This situation has resulted in a direct clean-up of stock. Used game stock here is lower than it has been for a long time.

Harford Penny Arcade, at 5000 Harford Road, has dropped its card games and is running a few table games, including bingo, free-play games, music machines, card machines.

About 19 machines are in operation.

Playground Penny Arcade is planned for 423 East Baltimore Street. No definite date has been set for its opening.

Joseph Garfink, manager Baltimore- area office of Coin Machine Company, hit games and coin每t vending machine distributor and operator, has returned from a month in Miami. He was accompanied by his wife.

While several shipments of Gottschall's new Sea Breech, have been received by General Vending Service Company, there have been far insufficient, to meet the demand and take care of the backlog, states Irving Blumenthal.

K. L. Sawyer, trading as the Baltimore Coin Machine Company, is handling a outstanding job in used and games machines and is in the process of installing a substantial gain over the em- ployment period last year, states Sawyer, who said January operation was the best in the firm's history.

Victor Rubin, manager of Dispatch Inc., soft drink coin machine operation here, states beverage sales are showing an upswing.
SALLY WOOD (Victor 27353) A Little Old Church in England—V.

Because I Love You—V.

Vu' plum a stem...Hyped Erin-styled melody, pinned down up to the corduroy finish to label, this is a happy meeting of material and execution. Vu' plum is an old Berlin ballad, taken here in waat tempo, and done with the same mesh as its more spectacular and ear-arranging companion on the other side.

LANNY ROSS (Victor 27346) There's Nothing Like the Smile of the Irish—V. Bennett's Stream—V.

If this record were rushed with an eye on St. Patrick's Day, then all is forgiven. Otherwise the whole thing was an attempt to complete an atmosphere with the appropriate craftsmanliness. With Lanny's more vocal ability always in evidence, and the material to hand, there is a-hopeful-assumption the results will be as pleasant as the subject of the song itself.

DANNY ROSS (Victor 27347) Losing On The Side—V. On the Side—V. This is a minor hit of the current silly types that is worth hearing. It has no real accompaniment...It is a tuneful song with a good beat. It is not the best of the current season's hits, but it is one of the better.

ROBERT CHESTER (Victor 27348) Yvette (Blues B-11059) It's Always You—V. Lights of Dance of the World—V. A very pleasing record. The music is simple and the singing is good. The record is well produced and pleasant to listen to. Yvette is a super singer and the record is a good one.

ROBERT CHESTER (Victor 27349) Rice (Blues B-11059) You're Anding—V. PT—VC. You Lucky People—V. PT—VC. This record is a good one. Yvette has a good voice and the singing is good. The record is well produced and pleasant to listen to. Yvette is a super singer and the record is a good one.

CAB CALLOWAY (Okeh 6035) Ain't We Got Fun?—PT. VC. Cupid's Nightmare—PT.

As the title suggests, it has been on some of her previous wattier records. In the case of the later record, this is a nice one. It has a good beat and the singing is good. The record is well produced and pleasant to listen to.

MITCHELL AYRES (Blues B-11061) I'm Coming, I'm Coming—Okeh Records—O. Conga, VC. This is a good record. The music is simple and the singing is good. The record is well produced and pleasant to listen to. Yvette is a super singer and the record is a good one.

Buddy Clark (Blues B-11051) You Call It Madness?—Okeh Records—O. VC. This record is a good one. Yvette has a good voice and the singing is good. The record is well produced and pleasant to listen to. Yvette is a super singer and the record is a good one.

WILMOTH HOUDIN (Decca Album No. 194) This Ode has some of the best of the current season's hits, but it is not the best of the current season's hits. It is a tuneful song with a good beat. It is not the best of the current season's hits, but it is one of the better.

HARLEY WOOD (Victor 27341) Yvette Does A Good Job On A Particularly Intimate Ballad—V. This record is a good one. Yvette has a good voice and the singing is good. The record is well produced and pleasant to listen to. Yvette is a super singer and the record is a good one.

BOBBY LAMAR (Victor 27342) Yvette Does A Good Job On A Particularly Intimate Ballad—V. This record is a good one. Yvette has a good voice and the singing is good. The record is well produced and pleasant to listen to. Yvette is a super singer and the record is a good one.
ANOTHER "RECORD" HIT!
by SAMMY KAYE

AND HIS SWING & SWAY ORCHESTRA

HERE'S A "NATURAL" FOR EXTRA PROFITS!

--no need to wait UNTIL TOMORROW!

"The Nicks will RING when the Customers SWING to this Latest ALL-STAR HIT by SAMMY KAYE!"

UNTIL TOMORROW
"Ask for VICTOR No. 27262"

"A NATURAL FOR THE PHONOS"

Says THE BILLBOARD Record Buying Guide, February 1, 1941.

Need More Be Said --!

ORDER THIS HIT BY KAYE TODAY!

SEATTLE MUSIC MERCHANTS recently crossed distributor quarters to view Wurlitzer Victory models. Above, Ray Corbin, of Seattle; factory service instructor John Kegg, and Roy Peck, of Tacoma, inspect the top-line push electric selector.

OKLAHOMA CITY

OKLAHOMA CITY, March 18--Officials at the Commercial Music Company, distributor for Wurlitzer, report excellent reception of 1941 models. They report almost every Wurlitzer operator throughout the State has bought some of the new equipment.

Dealers generally report fair business in Oklahoma during the last month and are hoping the State's increased share in federal appropriations will benefit the trade.

Pride and joy of Laura L. Wright, Wright Music Company, is her new Packstation wagon, which he is presently converting into a mobile demonstration unit for his Phones-A-Tune machines.

Louise Jacobs, Tulsa, Okla., visited Oklahoma City this week and bought Wurlitzer equipment.

Hardly had O. A. Reider, sales manager of Miller-Jackson, Inc., taken over the new record department of the firm than he sprained an ankle and was confined to his home.

Expansion of the telephone music business here is related to by the report of the New Music Company, which installed its phone system 16 months ago. Starting out with three telephone girls, the company now has 13 girls and 8 locations.

Officials at the Souter Novelty Company, Seattle distributor, have been busy since National Demonstration Week delivering orders signed at the show.

Up yore TAKES with these LATEST HITS by WOODY HERMAN

AND HIS ORCHESTRA

The sound things play, it's simple.

On DECCA RECORDS
Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonograph concerns. They are the consensus of reports gathered each week by representatives of The Billboard from four leading phonograph operators in each of the 50 most important phonograph operating centers in the country. Orders for these items are anticipated for the coming week.

There'll Be Some Changes Made. The death of new, good song material as a result of the ASCAP-Cệ
tar fight is becoming more apparent with each passing week, and nowhere is it reflected more strongly than in the pattern of new record sales for the phonograph industry. Because of the lack of new material, the same songs have been in the phonograph industry for some weeks now are still in. No startling changes have been made (despite the prophetic title of this particular song) in the list, and even the ones that have been remain evergreens.

One of these tunes has shifted around, a few becoming more popular others becoming less so, but essentially, the phonograph picture this week is the same as it has been for a number of weeks past. In this case, this is doing very well, in the BENNY GOODMAN, TED WEISBROD, AND ARTHUR KRAMER-MORRIS COHEN composition through, and head that section by a slight margin.

New Crooner, Same Style. Also changing its position of last week and the week before for one good hit better is this item on both the BILL BING and BOB WILLS recordings. This, incidentally, is the only ASCAP song in a list by the Indexes.

You Walk By. The same thing might be said for the one from the Broadway musical, "Generations," which has been a popular song for some time, now, as a new recording has been added to it. This recording has been in the lead for a while, but it still seems to be in the running, and will probably remain there through the coming week.

Benny Goodman's Two" Once Again. Forced by Ill health to break up one of the few bands in the country, Benny seems flying high anyway in these weeks with more than his share of phonograph operators. If his health will permit the record buying public has been consistent both at stores and at phonograph operators for the last three weeks.

All BENNY'S COLUMBIA RECORDS With His New Band and Sextet

03964 "A Little Old Church in England. You might have to search for this one through the record buying public. It hasn't reached the top, but it is gaining on it. This week, it has reached the top, and it will probably remain there through the coming week.

03965 "In A Law. This week's record buying public has been consistent both at stores and at phonograph operators for the last three weeks.

BENNY GOODMAN AND HIS SIXTET FEATURING COUNT BASIE

Order from Your Distributor Today

COLUMBIA RECORDS

NICKEL NABBING NIIFIES!

ON VICTOR AND
BLUEBIRD RECORDS

VICTOR "POPULAR" RELEASE NO. 321 - LIST PRICE 35c

03834 "Yes, My Darling Daughter" Pat Craig
03835 "A Little Old Church in England" Benny Goodman
03836 "A Law" Benny Goodman
03837 "In A Law" Benny Goodman
03838 "Yes, My Darling Daughter" Pat Craig

THREE weeks in a row, and even the most popular will never climb into "Going Strong." It is a record that the public has been following for a while, and it is gaining on the top. This week, it is not far from out, and it shows no sign of slowing down.

POSSIBILITIES

Recordings listed below have not yet shown any strength in automatic phonograph concerns. They are the consensus of reports gathered each week by representatives of The Billboard from four leading phonograph operators in each of the 50 most important phonograph operating centers in the country.

Amarapala. With this not doing well at all, it may seem unusual to make such a production. The tune is the old-fashioned type, with a lot of good, but it is not catching on. However, some operators report satisfactory results with it, particularly with the JIMMY DOBBIE version, and it is still good for future phonograph operators.

Dancing in the Dark. A recording that some operators are starting to get excellent results from. It is a good song, and apparently the nickel shoppers are becoming interested in it for that reason. Better watch it closely.

A Little Old Church in England. This coupled with Whist While Men is a fantastic hit in the phonograph biz, and it has been made by LINDA MILLER, and because of the publicity given to these Irving Berlin songs, plus the sentiments they express, there is every reason to believe that they will be on top of the chart for a long time. The fact that it is doing quite well this week, and the fact that a good deal of profit is in place of either also means that it will continue to be a popular hit for some time to come.
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VIEW -A -SCOPE
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66

ARISTOCRATS
QUANTITY & PRICE
inket Mt POW
WRITE OR WIRE
PHONOGRAPH-PIN
SPECIALS!!! WHILE THEY LAST

Box 228. The Billboard.
SELL HERSEHY VENDORS

SILVER KING
$5.50 Each in lots of 10
ONE OF THE 250 MODELS
5 lb. TIME PAYMENT PLAN ON
$6.50 SILVER
10 at SILVER NOW.
$5.50 LOW AS 50c A MONTH
FREE Col. & Letters for writing address.

EASY MONEY!
SELL HERSEHY VENDORS
We Show You How...
Write, BOX 2858, Minneapolis, Minn.

SPECIALS!!! WHILE THEY LAST

W. E. ROLEN (left), president of The Northwestern Corporation, discusses plans with W. H. Grenier, advertising manager, and assistant, Elgie Johnson.

March 22, 1941

The Northwestern Corporation
5 EAST ARMSTRONG STREET, NORDIS, I1.

FULL NORTHWESTERN LINE
Recommended
Guaranteed
Distributed
Financed by

TORR 2047A-50.68 PHILA. PA.

PROVEN Money Makers

Be an independent operator. Place
your own machines in homes, stores,
hotels, factories, saloons, on school
buses, in public places. No previous
experience necessary. We furnish
machines, literature and complete
service. So many successful operators
成了 successful operators and ready to
work for you. Send today for full details.
Write Northwestern MFG. CO., Dept. B, Jersey City, N. J.

IMP
A WINNER in '40
THE LEADER in '41
PRECISION BUILT. 6,451 NOW GIVING FREE SERVICE.

$12.50
for $60.00

1c, 5c or 10c Play

1-3 DEPOSIT

TORR 2047A-50.68 PHILA. PA.
Northwestern

33 BALL GUM

For profitable vending of cold drinks half price you can't beat the 33 Ball Gum. Same food quality. Hot type mechanism. Operates on 33's in the regular Make. Vends 33's and demountable rock-gum one for one. The spring loaded and rugged mechanism means a lifetime of profitable vending.

Roll for Prices on Conserve Line.

RAKE — $6.40 ea.

3200 Market St.
PHILADELPHIA, PA.

DAVAL'S "21"

A miniature size "blackjack" game.
With color dividends
and two separate
chartlets.

Only $19.75
CASE OF 4

Only $72.50
10 DAY TRIAL PLAN

Order a Machine. If you are not
satisfied return it in 10 days, money
backed.

D. ROBBINS & CO.

ROLL A PACK

Roll A Pack, the most
famous machine on
market ever produced.

Only $12.95

$4.50

Full Line on Display

COLUMBUS VENDORS

PENNSYLVANIA AND NEW JERSEY

207 Kent St., Scranton, Pa.

COLUMBUS VENDORS

PA., March 18. — The

Kaplan.

COLUMBUS VENDORS

PC.

COLUMBUS VENDORS

THIS VENDING MACHINE

$5.50

EA.

ONE SAMPLE SILVER KING $5.50

SPECIAL—One Silver King 10 ea.

$8.50

Ask Your Jobber About

VIEW-A-SCOPE and the New

"ELECTRIC HEALTH GUN"

AUTOMATIC GAMES

14002 Fullerton Ave.
CHICAGO, ILL.

Have you stopped to consider . . . . the Beverage Vender Market?

It represents a Most Important Money-Making Opportunity for 1941

Beverage Vendors will be the leading money-makers for operators and distributors alike, with thousands upon thousands of dollars being made in industrial plants and other distribution centers. Get all the important editorial material, pictures and increased circulation.

The Billboard Publishing Co.
205 Opera Place
Cincinnati, O.

Write Today for FREE CATALOG of the latest attractively printed and used Vending Machines and Items. Also FREE WAREHOUSE SAMPLES. Write for FREE WAREHOUSE SAMPLES! FREE with each write.

D. ROBBINS & CO.

4114 DE KALB AVENUE
BROOKLYN, N. Y.
1940 Was Greatest Year in Minnesota; Replay Games Big

MINNEAPOLIS, March 15.—Coin machine industry in Minnesota looks back on 1940 as one of its most important years in the history of the business. Operators look back with confidence and the hope that 1941 will find even greater advances.

During 1940 replay games became very popular throughout the State. They were a factor in the increased business for operators and distributors, Minnesota now goes on an ideal state for operating.

Railroads, too, showed an increase. They have become a most important factor in operating in Minnesota. Another product that has taken hold in Minnesota is the sale of phonograph and end of the business, the biggest event was the introduction of rate control equipment. Wall-box installation became more frequent, being connected to Telephone music, off to a much-publicized success, was holding its own at year's end.

Vending machines of all types were generally popular throughout the many locations hereabout. Beverage vending, however, did not make much evidence. It is expected, tho., that this year will see this particular field get heavier attention than heretofore.

Another factor in business and operating concerns cooperation during the past year was the Minnesota Amusement Operators Association, headed by Tom Crosby, of Farmington. With the able assistance of Don Van Neff, full-time association field secretary, who covered Minnesota quite extensively, the association has done noble work in keeping percentages on a right basis for all other phases of the industry were well handled. During the past year the association has increased its membership.

Last February the State association sponsored its second annual coin machine show at the St. Paul Hotel, St. Paul, and attracted 700 persons to the two-day exhibition. Outstanding names in the coin machine industry were represented or present during the two-day show. Plans are now well under way for the third annual exhibition scheduled to take place in March at the Minnesota Hotel, Minneapolis.

The past year saw the Mayflower Novelty Company, headed by Sam Tarim., move into more spacious quarters, climaxing with a grand opening party in November at which time movie machines were first introduced by the association. Another important happening as the year drew to a close found the Acme Company, of Minneapolis, headed by Henry H. (Hey) Greenblatt and Bill Levin, and the Amusement Games Company, of St. Paul, headed by Jonas Benar (J. B.) and Clyde Newell, combine, which resulted in the establishment of the Hy-O Amusement Company. The operation staff on the two firms were retained when the firm moved to larger quarters. At Acme Novelty Company in Minneapolis, Ted Bush, operator, announced that he had taken over exclusive distributorship of the Wurlitzer phonographs for the State of Minnesota and had established headquarters in Minneapolis.

At Acme Novelty Company, Minneapolis, Ted Bush, operator, announced that he had taken over exclusive distributorship of the Wurlitzer phonographs for the State of Minnesota and had established headquarters in Minneapolis.

His biggest event centered at one point or other, but lonely close several concessions but instead ran about of the law himself.

Another factor that has caused territory to close this past year were the crusades of the Minnesota State Law Enforcement League headed by the Rev. Henry J. Bolts, St. Paul, first caused trouble in Minnesota early in 1940. During the year he toured the State and when the annual Minnesota State Fair was on in September attempted to close several concessions but instead ran about of the law itself.

His biggest sensation centered around Shakopee, Minn., and Scott County, a short distance from the Twin Cities. Here, too, Bolts did not get little satisfaction, so he said. The Scott County affair, however, soon became a sensation then George Westby, affiliated with the Law Enforcement League, and another man who were found guilty of a crime which found them attempting to receive a payoff for the exchange which they signed. Bolts would not return to Scott County.

Another sensation was thrown into the coin machine industry in the dying days of 1940 with the announcement by State Senator Elmer K. Adams, of Faribault, who said he would introduce a measure into the 1941 Minnesota legislature seeking the licensing of games.
IT'S THE COIN MACHINE INDUSTRY'S No. 1 Spring Market

AND IT CAN BE REACHED ONLY THRU THE BILLBOARD

The market for coin machines in outdoor show business is now well known among experienced Billboard advertisers.

Each Spring thousands of concession operators buy huge quantities of new and used machines for their seasonal locations at resorts, beaches, along boardwalks, in summer dance halls, on carnival, fair and amusement park midways.

In short, it's the coin machine industry's No. 1 Spring market.

And it's The Billboard's own exclusive market. No other coin machine trade paper even claims coverage, but The Billboard enjoys 100% coverage—the same as it gives 100% coverage in the coin machine business.

FOR REAL ACTION

.... ADVERTISE IN THE BILLBOARD'S SPRING SPECIAL NUMBER

For 47 years The Billboard has been serving the outdoor amusement industry. And for 47 years all outdoor show people have looked forward to The Billboard's annual Spring Catalog Number. So popular has this issue become that paid circulation among outdoor show people is actually double that of a regular issue.

Think of it, if you advertise in the Spring Special Issue of The Billboard, you get double the regular outdoor operator circulation at the height of their buying season, plus the usual 100% coverage in the coin machine industry and THERE IS NO INCREASE IN ADVERTISING RATES.

Don't miss this opportunity. Plan now to get your share of this exclusive cash-with-order business. Send your advertising copy today so your message can be set in type and proofs returned to you before the last forms close—April 3.

The Billboard Publishing Company

25 Opera Place

Cincinnati, Ohio
New Orleans

NEW ORLEANS, March 15.—Ideal weather conditions favor patronage for all types of coin machines in this area with business stimulated by improvement in general business as defense work gains momentum. Cigarette turnover has improved steadily but profits have again been cut by the remoteness this week of a city sales tax of 1 cent on 10- cent to 65-cent purchases. 2 cents up to $1.25, etc. When figured on a 20-cent package of cigarettes, the tax approximates 5 per cent.

Business in the interior has been stimulated by stronger prices for leading agricultural products, with rice and cotton selling against the best levels of the year, despite supplies are too small to warrant any extraordinary circulation of money. Pin games and bells are still out in any city, but operators in adjoining parishes have been forced to add equipment to meet a good business. Photophone operators are enjoying a good late winter season, throughout the State, such indications being confirmed by distributors of phonographs, find themselves unable to keep up with orders. The new line of phonographs are rapidly selling but not at a fast enough pace.

Now well established in new quarters at 727 Poydras Street, the Southern Music Sales Company this week is holding open house for the first showing of the new Seeburg Symphonola. The firm is planning a regular weekly series of daily newspaper ads on the new Seeburg phonographs in conjunction with distribution of Columbia-Olehek records, handled by the Southern company.

Chester Aycock, Techno Novelty Company, in town, took on a line of new Seeburg phonographs for operations in Baton Rouge, New Iberia, Opelousas, and Lake Charles areas.

Charles Wicker, sales manager of the J. H. Perus Amusement Company, which distributes in Louisiana, is on a business trip, planning to see connections in Mississippi, East Tennessee, and Alabama.

Past shipment of 1941 Rock-Ola Sprechtrave tone column for the Louisiana Amusement Company, state Rock-Ola distributor, is now assured, according to Malcolm Malhany, manager, who has just returned from a hurried trip to the Chicago factory.

Cohn machine now has one of its most colorful figures and the real estate business welcomes back a former associate as July Place, former manager of other operators' association, makes a change.

The south smiles with the opening of spring. The end of war having driven in sight of preparations for defense which in turn are directly responsible for a buying outlook for the coin machine business. Not only has industrial activity increased but a new all-time peak, army orders for goods made of Southern cotton have sharply advanced this important money-making center of Dixie's fertile fields. Cotton on the local spot market has advanced 84 a bale in the past 10 days and when a supply of 25,000,000 bales is multiplied to the price upset (including a 1,000,000,000 bale and last year's carry-over) there has been an increase of approximately 888,000,000

Trends Begin To Show...

CHICAGO, March 15.—News in manufacturing circles here this week indicated that a number of manufacturers had already announced price increases on amusement games and that others would soon follow.

This upward trend in prices has been expected for some time, but the industry at large and the manufacturers have remained quiet on the subject, trying as best they could to obtain materials and keep the cost of production from rising too rapidly.

The causes back of the upward price trend are common knowledge in the coin machine industry as well as in all other industries. The manufacturing industry has seriously felt a shortage in skilled labor and increasing labor costs, increasing costs of materials, and difficulty in obtaining supplies, A spokesman for the manufacturers said that every firm is doing the best it can to meet present problems and to supply the industry with the best machines possible.
Sherry, Gould, and Koondel Together

BROOKLYN, March 15—Three well-known commerce, Phil Gould, at Koondel, and Al Sherry, are operating the new Ambassador Vending Company, Inc., here. Gould and Koondel formerly were with A. & P. Novelty, while Sherry was with H. & M. Amusement.

Ambassador has a complete line of new and used games, and the partners report that operators are flocking to their Coney Island Avenue showrooms. Operators are assured of personal service, as one of the trio is always on hand. An experienced repairman is also on duty at all times.

Engraved invitations brought a huge gathering to the opening ceremonies and tickets were treasured as souvenirs.

A prize was awarded and the counting of the contest is going on to determine the new firm orders that Gould, Koondel, and Sherry were unable to partake of the refreshments.

Ambassador is specializing in reconditioned used games.

SOUTHWESTERN LEADS WITH AMERICA'S FOURMOST MONEymAKERS

Gopher Sales Has
Buckley Music Line

FARIBAULT, Minn., March 15.—Barney Corbin, Gopher Sales Company, visited with the executives of the Buckley Music System during his recent visit to Chicago. Gopher Sales Company has been handling the prairie model, approximately one year and is now making plans for pushing its sale during 1941.

Corbin says: "We have had an opportunity to study the music system business carefully during operating a number of the systems ourselves. We now have some favorable information to give to music operators. With the music system becoming known to music men all over the country for its capacity in stimulating earnings, 1941 is going to be a big year for the use of music systems.

"We have so much confidence in the new illuminated Buckley line that we have already enlarged our place of business. The proper display and show it to the music men in Minnesota. The purpose of my recent visit to Chicago was to make the final arrangements for the display of the Buckley line at the Northwest Automatic Music Exhibits being held at the Radisson Hotel, Minneapolis, March 25 and March 26. I can assure the operators that we have something real to tell them about the coming show."

Shufflette To Open
Recreation Center

MILWAUKEE, March 15.—Shufflettes from manufacturer of Shufflette and Shufflin, table games exhibited at the 1941 coin machine show, is opening a recreation center in Milwaukee to feature the new enterprise. The shufflette coin machine amusement concession has been awarded to Sam London, of Milwaukee Coin Machine Company, who plans to install and operate the shufflette amusement center to please over 100 persons, will be available for private parties.

Release New
View-a-Scope Reel

CHICAGO, March 15.—H. P. Burt, official of Automatic Games, here, announced that the firm has released a new three-dimensional film for View-a-Scope called Night Life at the College Inn.

"In the near future," Burt said, "Automatic Games experts to release films on Sally Rand and Gypsy Rose Lee, as well as on other name attractions."

Automatic Games reports that View-a-Scope is a successful item, with dealers and operators in all parts of the country, especially in movie spots, arcades, and summer resorts. "This is due primarily because View-a-Scope attracts three separate fields of operators," declared Burt. "They are children's sports, tavern, and general amusement. Another reason for the machine's popularity is that it is convertible from one to six cent or vice versa."

Arizona Operator
Optimistic for 1941

PHOENIX, Ariz., March 15.—A definite pick-up in most branches of the coin-operated machine business in this locality since the first of the year is noted by C. H. Mohrman, owner and operator of United Service.

"We have enjoyed a substantial gain and are hopeful that this increase will continue," Mohrman said. "The business is probably due to higher wages, which the people off relief and on private pay rolls. Government defense spending which already has begun in Arizona, also probably has a lot to do with it."

The upward trend the Phoenix coin machine operator added, is particularly noticeable in the music machines, which he pointed out, is a highly lucrative business. Cigarette machines and novelty game activity also is up.

Mohrman announced the recent sale of his cigarette machine interests in this area to Talmom Andrews, El Paso, who now has approximately 150 cigarette machines operating in those two districts. Mohrman also announced that he recently has taken over 45 additional music machines in this territory from other operators. "We have just concluded," Mohrman said, "a branch of the trade, which, he pointed out, is a highly lucrative business. Cigarette machines and novelty game activity also is up."

Fred Jenks, owner of the Phoenix pinball machine operator added, that the business is good and that he is optimistic for the future. "We have enjoyed a substantial gain and are hopeful that this increase will continue," Jenks said. "The business is probably due to higher wages, which the people off relief and on private pay rolls. Government defense spending which already has begun in Arizona, also probably has a lot to do with it."

The upward trend of the Phoenix coin machine operator added, is particularly noticeable in the music machines, which he pointed out, is a highly lucrative business. Cigarette machines and novelty game activity also is up.

Mohrman announced the recent sale of his cigarette machine interests in this area to Talmom Andrews, El Paso, who now has approximately 150 cigarette machines operating in those two districts.

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Free Play Big Game

BUILT WITH ANIMAL HEAD STRIPS. STANDING OR DELICATE STRIPS. AVAILABLE IN PERSONAL OR BUSINESS WANTS. FULLY MEASURES. SOLID STATE. A LARGE SCRAP OPERATOR. BUILT FOR USES. AMUSEMENT. USEFUL FOR COLLECTORS. AVAILABLE FOR PERSONAL OR BUSINESS WANTS. FULLY MEASURES. SOLID STATE. A LARGE SCRAP OPERATOR. BUILT FOR USES. AMUSEMENT. USEFUL FOR COLLECTORS.
Coin Machine Exports 1940

JANUARY

January 1...10,000
February 1...10,000
March 1...10,000
April 1...10,000
May 1...10,000
June 1...10,000
July 1...10,000
August 1...10,000
September 1...10,000
October 1...10,000
November 1...10,000

Total 10,000

COIN MACHINE EXPORTS 1940

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<thead>
<tr>
<th>Country</th>
<th>Total</th>
<th>Date</th>
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<tbody>
<tr>
<td>Argentina</td>
<td>100</td>
<td>January 1</td>
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<tr>
<td>Australia</td>
<td>200</td>
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<tr>
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<td>May 1</td>
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<tr>
<td>Canada</td>
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<td>June 1</td>
</tr>
<tr>
<td>China</td>
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<tr>
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<td>August 1</td>
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<tr>
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<td>France</td>
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Total 15,000

It is to be noted that all 1940 figures shown in this story are the preliminary tabulation and will be revised, and subject to new releases. The 1940 figures are for the most part final and will be released by the United States Department of Commerce, specialties division.

Coin Machine Exports 1940

Bold figures are for 1940; light figures are exports for 1939, published for comparison.

<table>
<thead>
<tr>
<th>Country</th>
<th>TOTAL EXPORT</th>
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<th>VENDING PHONOGRAPH</th>
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<td>Germany</td>
<td>5,000,000</td>
<td>1,000,000</td>
<td>200,000</td>
<td>3,800,000</td>
</tr>
<tr>
<td>Great Britain</td>
<td>5,500,000</td>
<td>1,100,000</td>
<td>220,000</td>
<td>4,180,000</td>
</tr>
<tr>
<td>India</td>
<td>6,000,000</td>
<td>1,200,000</td>
<td>240,000</td>
<td>4,560,000</td>
</tr>
</tbody>
</table>

Total 15,000,000

The figures are for the most part final and will be released by the United States Department of Commerce, specialties division.
Salesman-Mechanic Can Aid Coinmen

By HAROLD SCHWARTZ
Atlas Novelty Company, Chicago

THERE is a growing interest in the mechanics of coin-operated machines, and this is particularly true in small towns where operators are often handicapped by the lack of service personnel. A skilled salesman who can troubleshoot and repair machines on the spot can save many hours of lost revenue and improve customer satisfaction.

Acme Planning New Remodeled Phono

NEW YORK, March 15.—Sam Sachs, of Acme Sales Company, reports that he is putting the finishing touches to a new line of coin-operated phonographs. The new models will include a variety of features, such as automatic volume control, and are expected to be popular with customers. The sales force is being trained in the use of these new machines.

PIKE'S PEAK

Hit of 1941

Of course you know that it is the most popular Game in the U.S. today.

PIKE'S PEAK

For every one of your customers...

Made by
GROETCHEN TOOL CO.
130 N. UNION ST.
CHICAGO, ILLINOIS

WEST COAST OFFICE: John D. Riddle, 9731, So. Beverly Drive
Los Angeles, Calif.

SOLD ON
* 10 DAYS' FREE TRIAL
* TIME PAYMENT PLAN
* LIBERAL ALLOWANCE ON TRADE INS

PIKE'S PEAK

YOU BUY WITH CONFIDENCE--WE SELL WITH CONFIDENCE--A COMBINATION THAT CAN'T BE BEATEN!
IMMEDIATE SHIPMENT!!

TIDE OF ORDERS

Keeps Torr Busy

PHILADELPHIA, March 15.—The tide of orders which have been an active part of the company's business since the January show continues to be high. The company is doing very well, and the backlog of orders is expected to increase further in the near future.
AMUSEMENT MACHINES

March 22, 1941

THE PINE LOG, new and attractive tavern in suburban Chicago. The installation of the Buckley Music System by General Music Company, Chicago, has been a source of attractive profits to the location and operator, it is reported.

Cleveland

CLEVELAND, March 18—Avon Novelty Sales Company has moved its Power
pect Avenue. Art Nagel is head of the
firm. The new location has 12,000 square
feet of space. It is being redecorated,
and formal opening will be held soon,
Nagel states.

Another returned vacationer is Lecy
Haglund, who has been down in Alab-
am for the past few weeks and is look-
ing and feeling fine as a result.

Rollo Pinn, partner in the O. & O. Music
Company, is back on the job after a
vacation in Dunham, N. C.

At a meeting Sunday afternoon at the
Penney Hall Hotel, cigarette vending
machine operators formed the Cleveland
Cigarette Vendors’ Association and elect
the following officers: President, Dr. Gern-
er, of General Cigarette Service; vice-
President, Dr. Kleinman, of Keen-
eman Cigarette Service; treasurer, Har-
old Goldstein, of Stacey Cigarette Service;
general secretary, Samuel Abramson, direc-
tor, Lou Golden and Rocco Lloyd. The asso-
ciation is incorporated under Ohio laws.

The association will work closely with the
local organization in all matters pertaining
to cigarettes. Meetings will be held in
the capacity as necessary. Every effort is
being made to put an end to the price-cut
situation on cigarettes.

Homer E. Capelbeart was guest of honor
at a recent showing at the Triangle
Museum Company, Packard distributor.
Leo Dixon, company president, was mas-
ter of ceremonies and was kept busy
greeting the operators.

The regular monthly meeting of the
Cleveland Photographic Merchants’ Asso-
ciation was held at Hotel Curier recently.
President Jerry Antel presided. Jack
Nelson, vice-president of Rock-Ola, was
guest. Harry Graham, president of the
Graham Distributing Company, War-
lington Avenue, flew here from Detroit
for the meeting.

Nelson congratulated the association on
its promotional campaign for the hit-
record-of-the-month and predicted it
would result in sales.

Graham stressed the point that his or-
ganization always had and would con-
stitute with operators.

President Jerry Antel urged operators to
see that display material furnished them
by the association featuring the hit
record-of-the-month was displayed
as the best advantage by all locations.

The Cleveland Cigarette Vendors’ Asso-
ciation recently met at the home of
Secretary Sam Abrams. His announce-
ment that the Unfair Sales Act had
passed the Ohio Senate was received
with approval. There was discussion of
the present cut-price situation in Clevel-

and the hope that the efforts to end it
would be successful.

Hy Golden, Ace Cigarette Service Com-
pany, is back from Florida. His broth-
ner, Bill, head of the company, left for
Florida after Hy’s return.

Jack Cole, head of Consumers Cigare-
tte Service Company, has opened a
restaurant on Superior Avenue.

FREE PLAY BUYS

TO OPEN YOUR EYES

COUNTER GAMES:

WATCH FOR KEMEX’S TEXAS LEAGUE!

A new baseball popular game, SENI-
OR LEAGUE, IN A CLAY BY TYLEE.

READY FOR IMMEDIATE DELIVER.

NOW DELIVER TO STORES, PRO

5¢. 10¢. 20¢. 25¢. 30¢. 35¢.

Write today for your share of the
$13.50
$12.50
$12.00
$11.50
$10.50
$10.00

ARCADES:

AN’ LEAGUE IS A CLAM BY TYLEE.

Terms: $1, Cash. Balance 1. 0. D.

THE ARCADE KING

MIKE MUNVES

593 TENTH AVENUE

NEW YORK, N. Y.

WANTED FOR CASH

SKY FIGHTERS, ROTARIES, PHOTOMATICS.

N. BULLS

Write us for your share of the
$13.50
$12.50
$12.00
$11.50
$10.50
$10.00

C. WERTHEIMER

105 PICKANINNY AV.

NEW YORK, N. Y.
Here's your Greatest PROFIT OPPORTUNITY

Out-ears, Out-plays anything in its class!

MINT VENDING TOTALIZER CONSOLE

ELEVATED TOTALIZER
MINT VENDOR FEATURE
MECHANICAL OPERATION
EQUIPPED WITH COIN DIVIDER—PROVIDES 2 CASE BOXES
SLOT REJECTOR COIN CHUTE

Opening new territories—winning new locations every day! It's sensational—nothing can compete with it. Now, exclusive Educated Totalizer registers replace earn, always visible to the location afforded. Sure-win money maker, out earning—out playing anything placed beside it. Mechanism is famous Chief, complete in a single unit. Mint Vendor feature optional—vends a package of nits only when nickel played. Slug rejector and rotary detector optional. Write or wire for details—or better yet, try it for 14 days. If you're not completely satisfied, return it and your money will be refunded in full.

Choice of two Playing Fields. Also furnished without Mint Vendor.

O. D. Jennings & Company
4509 West Lake St., Chicago, Ill.

TURNS PENNIES INTO GREAT BIG DOLLARS!

Daval's “21”

The greatest counter game moneymaker in all history! The one machine that will zip profits over the top in any of your locations! QUICK! RUSH US YOUR ORDER!

SAMPLE....$19.75
CASE OF 4....$72.50
WE ENDORSE ONLY THE BEST
BANNER SPECIALTY CO.
1520-22 FARRISH STREET, PHILADELPHIA, PA.
1305 FIFTH AVENUE, PITTSBURG, PA.

BUD LIEBERMAN SAYS

JUST OFF LOCATION! LAKEFREE GAMES AT
GIVE AWAY PRICES!

Oregon $82.00
Benchawan $82.00
Boda Ranch $82.00
Gold Star $65.00
Glenmont $82.00
Gold Coin $60.00
Green Belle $37.00
Goldwire $37.00
Gondola $35.00
Goldfinch $35.00

"Every Deal Personally Handled by Bud."

One-Third Deposit, Balance O. D.

SEE BUD FOR THE NEW GAMES OF ALL LEADING MANUFACTURERS

831 W. WASHINGTON ST.
CHICAGO, ILLINOIS

JUST A STOKE'S THROW FROM THE SHERMAN!
THE GUN WITH PERPETUAL MOTION!

Without a stop, without a pause, SKY FIGHTER keeps going great guns. The reason is simple: it's the one machine that combines BIG profits, FAST profits and STEADY profits... legally!!

NOW, MORE THAN EVER, IS THE TIME TO GET STARTED WITH THE "PERPETUAL MOTION" SENSATION OF THE INDUSTRY...

SKY FIGHTER

TRADE MARK
U. S. Patent No. 2,210,257
City Patent Office

LE VINE CLICKS ON MARB-L-GLOS

CHICAGO, March 15.—"Sales of our Marb-L-Glos photo job are soaring over the top," reports Max Glass, of Glass & Glass, "and Harry Le Vine, who is traveling the Central States for us, is a big factor behind that showing.

"Le Vine is going to town, scoring photographs able to sell new highs. That's largely because of our factory, a process of new systems and a strong sales staff, the result of his experience. He is handling a hard hitter as a salesman but has knack of being able to close operators how to make their equipment turn in the biggest possible profits for them. Consequently, he is welcome wherever he goes."

SPORT PARADE RUN SETS RECORD

CHICAGO, March 15.—Sport Parades, current Chicago Coin release, enthrall the third month of production this week, setting a new production record, according to Dean Wolberg, executive of the organization.

The remarkable earning record of Sport Parade on locations has kept operators coming back for more Sport Parades," states Wolberg. "Many of them have declared that they would be entirely satisfied until all of their locations had been Sport Parades. This is the chief reason the game continues to occupy our production lines."

Program Set for Northwest Amusement Games Exhibit

MINNEAPOLIS, March 15.—P Vincing to the fact that swapping ideas have made many conventions pay for themselves a dozen times over, officials in charge of the Northwest 1941 Amusement Games Exhibit, to be held here at the Radisson Hotel, March 25 and 26, revealed that the convention program has been strengthened to enable all who attend to get a lot of business done, deals exchanged and have a good time, too.

This is the third year that the regional showing has been held. Already registrations have been received from operators and distributors in Canada, Wisconsin, Illinois, Michigan and South Dakota, Nebraska, Iowa, and Minnesota. As in Former years the sponsors are the Minnesota Amusement Games Association, Inc. and Minnesota Jobbers.

Complete program as announced by the sponsors this week follows:

TUESDAY, March 25:
11 a.m.—Opening exhibit of all 1941 models of amusement games, vending machines, phonographs, and accessories. Your yearly opportunity to see greatest display of equipment ever shown in the Northwest.

WEDNESDAY, March 26:
10 a.m.—Exhibitions open.
1:30 p.m.—Annual meeting Minnesota Amusement Games Association, Inc., in hotel ballroom, Radisson Hotel. Election of five new members to board of directors to be followed by the election of officers.
6:15 p.m.—Exhibits close.
6:30 p.m.—Annual banquet, floorshow, and dance in Plaza Room, Radisson Hotel.
8:30 p.m.—Award of door prizes. Last night will be a successful one in merchandise door prizes was awarded and it is thought that this amount will be increased this year. Only those attending banquet are eligible to receive prizes. Every operator must register. You will be unable to gain admission to exhibits unless you are registered. Registration fee includes ticket to annual banquet, floorshow, dance, and door prizes. Purpose of registration fee is to keep people not connected with the business from the exhibit hall.

Advance registration may be sent to Mr. C. W. Glass. Minnesota Amusement Games Association, Inc., 1507 University Avenue, St. Paul, or cannes may register upon arrival upon the convention floor.

MINNESOTA ASSN. TO ELECT OFFICERS AT NORTHWEST SHOW

ST. PAUL, March 15.—A highlight of the two-day Amusement Games Exhibit being sponsored March 25-26 at the Hotel Radisson, Minneapolis, by the Minnesota Amusement Games Association, Inc. and Minnesota Jobbers will be the annual election of the officers of the organization.

Election will be held Wednesday (25), March 25, 15 minutes following the main luncheon banquet at the Hotel. Election of five new members to the board of directors will proceed immediately after the luncheon banquet.

Present officers of the association are Thomas House, president; George Thompson, vice-president; E. R. Hoppe, secretary-treasurer; and Peter Van Nett, field secretary.

"MARVEL" FOR CONTINUOUS PROFITS

DAVYL 2043 CARROLL AVE. CHICAGO
MAC MOHR CO., 2916 W. PICO BLVD., LOS ANGELES, CALIF.

WHOLESALE CLOSEOUTS

IN AS CONDITION — 1/2 DEPOSIT

PHONEGRAPHS

ROCKET 12 MODELS

ROCKET Model 12/500...$160.00
ROCKET Model 15/500...175.00
ROCKET Model 18/500...200.00
ROCKET Model 20/500...220.00
ROCKET Model 22/500...250.00
ROCKET Model 25/500...300.00
ROCKET Model 28/500...350.00
ROCKET Model 30/500...400.00

MISCELLANEOUS

SALES LITERATURE...25.00
PAPERS...10.00
SILVERWARE...50.00
PROMO ITEMS...75.00

SILENT SALES

WASHINGTON, D. C.

FREE PLAY

$10.00

$10.00
Lucky Strike

Cigarette Counter Game
With Ball Gum Vendor

A tremendous success! For the first time in 12 years, a counter game without the usual 3 reels. Brand new idea introduces sensational new popular-brand cigarette play. Elaborate Fortune Telling feature provides additional amusement galore. New-type ball gum delivery, 1¢ play. Absolutely unequalled for play-getting and profits!

3 Dial spin in opposite directions. Matching name, color and brand awards 1 package. 2 packages on Target at 10 packages (equivalent to 150¢ on 1941!)

GRIP SCALE

Approved by

Torr

20474-A 50.06

Phila., Pa.

Write for Illustrated Clipper and Terms.

NATIONAL DISTRIBUTION

Northwest Coin Machine Operators gathered recently at the new quarters of the By-G-A Amusement Company, Minneapolis, to celebrate the grand opening of the firm’s new quarters and to view newly released equipment. Pictures show: (1) Mrs. Henry H. Greenstein, Mrs. Jonas H. Bessler, and Spencer Otta; (2) Chuck Thore, operator, and Mrs. Taylor; (3) Mike O’Donnell, former light-heavyweight champion, now a champion phantom photographer, and Mrs. Freda Feiger; Below, pictured left to right: Mr. and Mrs. Fred Grohs, of St. Paul; Mr. and Mrs. Larry Lochert; Larry is one of By-G’s star salesmen; Mr. and Mrs. Jonas Bessler. Bessler is co-partner with By Greenstein in the firm.
OPERATORS "IN THE KNOW"

KNOW THAT

GENCO MAKES THE MONEYMakers!

IT'S DAVAL'S "21" FOR '41

Atlas Novelty Co.
2200 N. Western Ave., Chicago, Ill.

Queens Sales Company
Save With Safety!

We Save operators big money on latest and best... new and used machines of all types and makes. Before you buy another machine, see us.

HARRY FRAIER and ERNEST KRANCER
73-06 Woodside Ave., Elmhurst, L. I., New York City

READY FOR DELIVERY

ED RAKERY

OWL MINT MACHINE CO.
264 Columbus Ave., Boston Mass.

WHEN YOU GO TO THE BOX OFFICE, BE PREPARED TO PAY THE FULL PRICE.

AMUSEMENT MACHINES
March 22, 1941

Industry's Leaders Turn Out for Showmen's League Spring Party

CHICAGO, March 15.—Exemplifying the close bond that exists between the coin machine industry and show business was the reception of many leading columnists at the Eighth Annual Spring Theatrical Party sponsored by the Showmen's League of America in the Hotel Sherman's Panorama Room here Monday night.

Room was filled to capacity with members of the coin machine, movie, and amusement world mingling with stars at stage and screen. Columnists and their guests filled three tables.

Among those attending were George Moloney, nationally elected president of Coin Machine Industries, and his wife, Dave Gottlieb, head of P. Gottlieb & Company and retiring president of the CMI, and Mrs. Gottlieb, Bay Moloney, head of Bally Manufacturing Company; Mr. and Mrs. R. S. Schreiber, of R. C. Bally & Company; Mr. and Mrs. Bernard Grunin, of AFT Manufacturing Company; Mr. and Mrs. Harold Baker, of Baker Novelty Company, Inc.; Vince Shay and "Midge" Ryan, of Mills Novelty Company; John Russell, attorney for the CMI; Al Sebring, well-known Chicago distributor, and Walter Hurst, Jack Bean, Roger S. Littleford Jr., Cliff Simon, Nat Gross, Hilmer Stahl, Selma Palmer, Norman Moodie, and Maynard Reuter of The Billboard.

Several well-known columnists are members of the Showmen's League. Among them are H. W. (Rock) Hood, of H. C. Evans & Company; Walter Trathen, of AFT Manufacturing Company, and Jack Neven, of Rock-Otis Manufacturing Company.

Dallas

DALLAS, March 15.—Officials of Electro-Ball Company, Inc., Texas Seeburg distributor, are enthusiastic over the success of National Demonstration Week, which the firm launched with a luncheon and sales conference at the Adolphus Hotel.

On Sunday (2) officials of Electro-Ball Company, Inc., were host to their office managers and sub-distributors, B. B. Lynch, president; Ed Purtue, vice-president; Arthur Hughes, district sales manager, and Ed Stern, Seeburg factory rep., outlining the sales and advertising plans for the new Seeburg phonographs and other music equipment.

Electro-Ball branch managers who attended the conference were Harold Thompson, San Antonio; Emmett Gellare, San Francisco; Capital City, Memphis; Allen McQuade, Houston, and Tom Wolfe, Oklahoma City. Tom Wrenn and Jim Salley, Electro-Ball territory men, were in Dallas all week to assist Electro-Ball officials in showing the new phonograph models.

Operators and music men from all over the Southwest came into Electro-Ball headquarters to view the 1941 Hit-Tone Symphonias.

Bill Reynolds, distributor of Grotechen Tool Company's new game, Pink's Peak, is doing a nice business with the new skill game, he says. The games are making their appearance in suburban and downtown locations.

Arthur Pate, of Plate Distributing Company, finds it difficult to get enough machines to fill orders on School Days. New product of D. Gottlieb & Company.

Joe Williams, head of the Commercial Music Company, was in South Texas early in the week, where he visited branch offices in San Antonio and Houston.

Collins Doby, of Wexler Sales Company, reports that sales of Buckley music systems are increasing. C. M. says that George Wrenn, new territory man, is going to town with new sales and new installations.

YOU CAN'T GO WRONG ON THESE

Every Machine Ready to Place on Location

Catesy E. Young

The Markepp Co., Inc.
Cincinnati, Ohio

The Billboard
Jersey Association Officials Organize Conference Group

NEWARK, N. J., March 15.—An organization of association executives has been formed in New Jersey. It is known as the New Jersey Trade Association Conference. The object of the conference is to promote and foster the interests of the trade associations, to collect and disseminate information of value to its members, to promote a spirit of cooperation, and to appeal for its members before legislative committees, governmental bureaus, and other bodies in regard to matters effecting the business of the several trade association members, it is reported.

The membership, from a mere handful at its first meeting, now lists more than 40 at the fourth meeting, and new applications are being received almost daily, members slated.

A chairman and a secretary have been chosen to conduct the meetings and notify the membership of the activities of the conference. Expenses of the organization are met by a voluntary contribution assessed equally against all members regardless of the size of the trade association.

Prominent speakers who are acquainted with subjects on legislation have already spoken at each of the four meetings, and other speakers are scheduled to appear at future conferences.

One of the active organizers of the New Jersey Trade Association Conference is Henry C. English, executive secretary of the Amusement Board of Trade of New Jersey, Inc. The association has encouraged him in his work with the conferences, since it allows an excellent vehicle for related relations of the many trade associations in New Jersey, it is said.

Association executives in other States who are interested in public relations work among the organizations are invited by D. L. to contact him at the Amusement Board of Trade of New Jersey, Inc., 145 Broad Street, Newark, N. J.

New Distrib for Oklahoma City

OKLAHOMA CITY, Okla., March 15—Business has been good at the newly opened office and showroom of Prock & Barber, Inc., J. Fred Barber, manager, reports.

The office had its formal opening February 15, when more than 40 operators visited during an all-day open house. Features were 1941 Rock-Ola phonographs.

Barber formerly was at the Dallas office of the company. The Oklahoma City office will bring representation closer to Oklahoma operators, who previously were serviced from Dallas.

The firm also handles the Buddy, Shipman, and Northwestern products.

H. G. Payne Co.
312-314 BROADWAY
NASHVILLE TENN.

STERLING NOVELTY CO.
160 E. Broadway
LONDON, KENTUCKY

H. G. Payne is rolling big, steady profits right down your alley with...

NEWEST GAME

STONER'S OMPH

A HIT IN ANY MAN'S LEAGUE

STONER CORPORATION
AURORA, ILLINOIS

SLASHED!
DOUBLE FEATURE
ONLY $12
ORDER QUICK WHILE THEY LAST!!!

BUDIN'S, INC.
174 SO. PORTLAND AVE.,
BROOKLYN, N. Y.
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

MONARCH COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE.
(Armitage 4344)
CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

MONARCH
COIN MACHINE CO.

MONARCH
COIN MACHINE CO.

IT'S DAVALS
"21" FOR '41

LEAD WITH MONARCH!

The Billboard AMUSEMENT MACHINES
March 22, 1941
The Billboard 79
**YOU CAN BE SURE OF BIGGER PROFITS WITH**
**Better Built Games**
**by KEENEY**

...NOW IN PRODUCTION...
'41 VELVET
The pin game hit that's putting operators on "velvet" in locations everywhere!

SUPER TRACK TIME
9-Coin Selective Head Console with "Yes" or "Odd" Features. An all-time big money maker!

TRIPLE ENTRY
Selective 9-Coin Play. A dependable console that is bringing in big profits!

AIR RAIDER
The first and still the perfect of gun machines. The most profitable ever produced!

KEENEY WALL BOXES
Built to increase music revenue from 200 to 700% and doing it every day—everywhere!

KEENEY ADAPTERS
Taller-fitted to each and every model phonograph and to Keeney Wall Boxes to do a better job!

YOUR DISTRIBUTOR HAS THEM... See Him Today!

J. H. KEENEY & CO. Inc.
6630 S. Ashland Ave. • CHICAGO, ILL.

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**Pike's Peak Demand Boosts Production**

CHICAGO, March 15—Alhobs only two of Groetchen's seven new games for 1941 have been placed into production, the first quarter of the year will see relatively small production and production figures for any previous three-month period, according to Groetchen officials.

"Demand for standard models in the Groetchen line, particularly Columbia, Belts, and the immediate nationwide acceptance of Pike's Peak, have made it necessary to postpone production of five new games," declared Karl Klein, general manager. He added that efforts are now devoted to arranging at least a limited production schedule for Kixx and Pot-o-Net.

Champions Fruit-Real Bell is the other new 1941 game which has shared production time with Pike's Peak. It is the model designed to be a strong competitor for Sparks, a similar gold award token-payout game which features different reel symbols.

"With a mix like Pike's Peak's, even capacity production cannot meet the demand. Yet, volume orders for Groetchen games cannot be neglected. Columbia, for example, is having its greatest run just when we believed our warehouse stock was ample for several months. As a result, our entire floor is required right now for producing more Columbia's.

"As fast as delivery can be arranged, the demand for Imp. Liberty, and Mercury has also exceeded our estimates, so that some production time must also be reserved for these standard models.

"If these conditions continue," said Klein, "we will have to expand volume orders for Groetchen games cannot be neglected. Columbia, for example, is having its greatest run just when we believed our warehouse stock was ample for several months. As a result, our entire floor is required right now for producing more Columbia's.

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YOU CAN ALWAYS DEPEND ON

Chicago Coin GAMES
FOR HIGHEST EARNING POWER AND LARGEST RESALE VALUE!

They're made better to start with!

SAVOY'S WEEKLY SPECIALS

SAVOY VENDING CO.
651 ATLANTIC AVE.
BROOKLYN, N.Y.

DAVAL'S “21” SAMPLE $19.75 CASE OF FOUR $72.50

SPECIALS

H. F. MOSELEY

The machines listed below are slightly used and offered subject to prior sale.

N. F. MOSELEY

1 Howie Highball $32.50
2 Howie Highball $32.50
3 Howie Highball $32.50
4 Howie Highball $32.50
5 Howie Highball $32.50
6 Howie Highball $32.50
7 Howie Highball $32.50
8 Howie Highball $32.50
9 Howie Highball $32.50
10 Howie Highball $32.50

SAVOY VENDING MACHINE EX., INC.
3100 GRAND RIVER AVE.
DETROIT, MICH.

MACHINE CLOSEOUTS

1 OR 5-BALL F.P.

6 Bally Dark Horse $99.50
6 Mills 1-2-3 F.P. $34.50

21 Sport Specials $9.50

6 Record Times $9.50

6 Cold Cups $9.50

12 The above games in 5 ball or Larger $97.50

The above games are not trade-ins, but machines just taken off locations and are complete and ready to operate. We also have 210 of the latest 5-Ball Free Play Games. Write for price list.

ROBINSON SALES CO.

SALES AND SERVICE 3100 GRAND RIVER AVE.
DETROIT, MICH.

TWO NEW HITS!

"NEW COMBINATION" 780 HOLES TIP TICKETS Takes in $39.00 Average Payout $19.09 Profit $22.11

"BLACKOUT" 780 HOLE TIP TICKETS Takes in $39.00 Average Payout $19.09 Profit $19.91

GLOBE PRINTING CO. 1023-27 RACE STREET PHILA., PA.
YOU'LL "FALL FOR" BALLY'S NEW
Silver Skates

Already smashing collection records—thanks to silver new combination of HIGH-SCORE, FUTURITY, BUILD-UP—SPOTTEM-SKILL! New in volume production for immediate delivery. Get SILVER SKATES from favorite distributor today—and cash is quick!

NOW IN PRODUCTION!

Silver Skates: Instrument, Blue Grass, Defender, High Hand, Royal Draw, Big Top, Baby Draw.

See your distributor today or write to factory for complete details.

REPLAY OR NOVELTY

BALLY MANUFACTURING COMPANY

1640 BELMONT AVENUE
CHICAGO, ILLINOIS

Plan Now for Summer Business

By Leo J. Kelly

O. D. Jennings & Company, Chicago

Spring and summer are holiday times.

"Get-out-in-the-open times. People have been literally chained to their homes, but with the first whiff of spring they feel the urge to get out and go places. There's a real business opportunity in the making for you, Mr. Operator.

In the warmer months every community in every territory becomes more travelable than during the winter. Friends visit old friends for the simple reason that it's far more pleasant now to be out in the open air. New faces are seen on every hand. Shopping trips are made to more distant trading centers. Pleasure jaunts here and there become week-end getaways. Commercial work will follow the common urge to get out and see these new faces.

These people on the move are good prospects for you. They're in the mood for spending. They try new places because they seek out new taverns, they search out new diners and dance spots. Hundreds of new customers will come piling into your present locations in a few short weeks.

Many operators say that summer means nothing to them since there are no resorts in their section. But wait a minute—a summer resort is old stuff to near-by residents. Our towns and cities are attractive places to hundreds of people. Most every community has some attraction that draws summer tourists.

So make the most of spring and summer. Get out and hustle right now. Rent up your route, clean up your equipment, throw out the obsolete equipment that costs more to operate than it earns. Give that new summer trade a break—give those new summer customers an opportunity to help you build profits. Invite play. Don't discourage it.

Too many operators look upon spring as the time to haul out the old relics, dust them off, patch them together, and let 'em go. Now is the time to step kindly on the gas pedal. An old-time resident of Minneapolis visiting Portland, Ore., is still over 81. When a new move comes his way he parks his common sense at home. A piece of junk that the boys won't give a second look is still a broken-down hack to the trade from up-State.

Big Time Into Big Production

CHICAGO, March 18—Baker production lines are whirling with activity as machines are turned out at top speed to keep up with the orders, say executives of the Baker Novelty Company. "This week production hit all-time high mark, and the demand continues to grow," officials said.

"Going into the eighth week of peak business with no sign of a let-up, Big Time has proved itself one of the big hits of the industry," said Harold L. Baker, president. "The popularity of the game now extends from Coast to Coast, and distributors are pressing us for more machines every day. Such popularity would be desired, and this answer is in the consistent appeal and profits of the game on location.

"And only to Big Time is Lucky Strike, our revolutionary cigarette play, supreme king," Baker continued. "This line has stepped into the front rank of novelty machines and orders are streaming down upon us in great volume. Our Baker's Pacers horse race comes in the new models in the Big Time line. But it's still a top favorite. So there are three good reasons why our factory is hard pressed to keep up with demand."

Avon Novelties Moves to Larger Quarters

CLEVELAND, March 16—Avon Novelties Sales Company, Inc., has moved to larger quarters at 4795 Prospect Avenue. "Among the advantages of the new, enlarged location are better service to customers, a special office for the use of operators, and driveway facilities for patrons to and from the factory," report officials. "The new location also provides customers with parking spaces."

We're First Again

Reel '21' Black Jack

DRAW YOUR OWN HAND

TRAP A SAMPLE

$19.75

If not satisfactory, return in 10 days for full refund of purchase price, plus 25c.

BLACK JACK according to Webster's Dictionary. Gunman, Gunner, Extra.

SICKING CO., Inc.

444 MAIN AVE. ANGLIA

LUCKY STRIKE

BALL GUM

15c Per Box, 100 Pieces; Case of 100 Boxes, $13.75

BALL GUM

L. B. KLUGH COMPANY

1401 Central Pkwy, Cincinnati, O.

FOR SALE

25-year-old established Holly Road Business. Building to suit, lot of 80 ft.

E. D. GREEN SALES CO.

302 W. 17th St., Oklahoma City, Okla.

FOR SALE

L. B. KLUGH COMPANY

444 Main Ave., Indianapolis, Ind.
Silver Skates Hit
New Sales High

CHICAGO, March 15.—The crowds which gather each noon to watch the skaters at Rockefeller Plaza have nothing on the tremendous crowds of players attracted by Bailey's new Silver Skates," reports Jack Pflogphues, Eastern regional sales distributor for Bailey Manufacturing Company.

"Silver Skates have taken hold stronger than any game so far introduced this year," Pflogphues reports. "It has the same action that holds the players at the machine and brings in the biggest profits that the operators have ever enjoyed.

There's something about Silver Skates that simply skates profits to new highs. We don't know yet how high profits have been nearing for the operators, but we do know that everyone who has called at our showrooms so far has offered a good number for instant delivery. The first test spots here went away over the top in earnings. Since then these spots have been finding their profits increasing with each collection. Daily collections were made on the test locations and in the first three days Silver Skates surpassed all profit records.

"Due to all this we are skating into new sales records with Silver Skates and have wired Bailey to double our shipments so that we can satisfy the demand through the territory we cover."

Monarch Burns
Midnight Oil

CHICAGO, March 15.—"The past weeks," reports Al Stern, Monarch Coin Machine Company official, "have been so filled with activity on new and reconstructed equipment that we have been running the midnight oil in order to keep up with the demand at top speed."

"The demand for Monarch equipment has been steadily increasing ever since the first of the year, when we first noted a sharp upward trend in business. Regular working days have proved too short to enable us to keep up with orders, and we have added men to every department."

"Every day brings new orders from customers to our showrooms and succeeding days see them return to us for more of the same fine Monarch service."

Silver Skates

Mills Four Bells, after a year's solid performance, has definitely proven itself to be equal to 8 ordinary Bells in earning power, Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.

Southern Biz
Continues Climb

LOUISVILLE, Ky., March 15.—Leo Weinberger, Southern Automatic Music Company reports that business is rapidly increasing. "Thanks to the fine offerings of manufacturers of all types of equipment," he declares.

"We are especially happy to report that orders for music equipment have broken all records for profits of this type. Music men in the territories serviced by our offices in Indianapolis, Louisville, Nashville, and Cincinnati have swamped our orders with orders."

"Yet, busy as we are handling orders for music equipment, we are still finding time to write record business on other equipment. We have wired Bally to have delivered our shipments so that we can satisfy the demand of the territory we cover."

The Billboard
A LEADER FOR LEADERS
PACE'S FREE PLAY SARATOGA
LEADS THE FIELD IN ALL TYPES
OF BELL CONSOLES

PACE FREE PLAY SARATOGA or PACE'S REELS—
Number or Fruit Symbols—CONVERTIBLE TO CASH or
CHECK PAYOUT—SKILL FIELD QUICKLY DIS-
CONNECTED if NOT NEEDED—5c, 10c, 25c PLAY—
SLUG PROOF COIN CHUTE and VISIBLE COIN ESCA-
LATOR—ALSO AVAILABLE with MINT VENDER or
10-RECORD PHONOGRAPH.

PACE PRODUCTS SOLD BY THE LEADING COIN MACHINE
DISTRIBUTORS THRUOUT THE COUNTRY.

ADVANCE AUTOMATIC SALES CO. 1021-23 Golden Gate
AUTOMATIC AMUSEMENT CO. San Francisco, Calif.
AUTOMATIC COIN MACH. CORP. 1200 Pennsylvania Ave.
BADGER NOVELTY CO. Atlantic City, N. J.
BANNER SPECIALTY CO. 1575 Main St.
BADGER SPECIALTY HOUSE 1555 Grandview Ave.
H. B. BRINCK Front & Utah Sts.
BERLIN SPECIALTY HOUSE 533 Grandview Ave.
CAPITOL NOVELTY CO. Columbus, Ohio
FRANK DE GRAUW Alberquerque, N. M.

PACE MFG. CO., INC., 2901 Indiana Ave., CHICAGO, ILL.

Mississippi

NATCHES, Miss., March 15.—Annual pilgrimages of Pilgrimage Garden Club and Natchez Garden Club are bringing
thousands of visitors to Natchez.

Visitors have been good players of pin machines. Coinmen hope for better business with recent installation of new
wall and bar boxes for photos.

Local operators have been donating photos for week-end dances entertain-
ments. With a factory sale, he has completed installation of new
machines.

One of the houses on tours of Natchez's famous pilgrimage is that of King's
Terrace, home of operator J. O. Miller.

It is the oldest house in Mississippi.

PHONOGRAPH SPECIAL.

NATIONAL NOVELTY CO.
135 Morrisa Rd., MERRICK, LONG ISLAND, N. Y.

CREDIT WITHOUT EXTRA COST
EXCEPT SIGHT BANK CHARGE

WRITE FOR SPECIAL LIST. FREE! Write for Special List of National's Illustrated Novelty. Fall of better stock.

MORT/DE GRAUW

CAPITOL NOVELTY CO.

PAYS OUT AVERAGE $48.69 - AT. PROFIT $33.31

Semi-Annual Sale!

HALF-A-LOT'S:100 Or b'([40 (11 swami

WISCONSIN NOVELTY CO.

PHONOGRAPH SPECIAL.

NATIONAL NOVELTY CO.
135 Morris Road, MERRICK, LONG ISLAND, N. Y.
Saratoga Sales Rise, Pace Reports

CHICAGO, March 15.—"Saratoga, in the free play, convertible model has been selling steadily since last July," reports J. O. Baie, sales manager of the Pace Manufacturing Company, Inc. "And in recent weeks has been gaining further momentum.

"Saratoga has been popular for operation in new territory. It is a console with a skill play section. Saratoga is available with number or fruit symbols and is convertible in the method of award. A multiple chute allows 5, 10, or 20-cent play, in addition, in slug proof. A visible coin esculator further guarantees the choice of slugs being deposited in the machine.

"Pace products, including Saratoga, are available at leading distributors' offices throughout the country," continued Baie. "There is a well-known distributor in every active market center who can deliver Pace products quickly. The establishment of a fine distributive system is dependent upon the demand by operators for the manufacturer's products. Saratoga in free play, convertible model is another Pace product that will add prestige to the firm's distributor system."

New Counter Games Gain Recognition

CHICAGO, March 15.—Bud Lieberman, head of the distributing organization bearing his name, reports that Zip and Lute, the two counter games distributed nationally by his firm, are achieving head of popularity. The two counter games are being distributed nationally by his firm, and are achieving head of popularity.

"Also we announced our national distribution for the S анteras Manufacturing Company only last week. The Clipper is a small counter game featuring cards and is being distributed nationally by his firm, and is achieving head of popularity.

"The two counter games are being distributed nationally by his firm, and are achieving head of popularity. The new model is another Pace product that will add prestige to the firm's distributor system."

BUCKLEY MUSIC SYSTEM
DIRECT TOUCH-TO-TOUCH ACTION
"The Finest One For '41"
From Coast to Coast it’s a direct hit ... bagging the Big Play and profits like nothing ever before! Orders and re-orders, piling in like an avalanche, prove its amazing popularity and earning power! Yet TOMMY GUN is so LOW in price it returns your investment double quick! Most compact—fits any location. Endorsed, acclaimed, hailed by leading big-timers as the ace hit of the day! Get in on this barrage of earnings! Wire or Air Mail your order today!

Orders filled in order of receipt

SURE FIRE PROFIT AMMUNITION

EVANS' TOMMY GUN

H.C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO

THANKS, OPS

It was a great show! Your orders are being filled as rapidly as possible. In a few days we will display several new guns and games that did not arrive in time for the show.

MUSIC SPECIALS (Just Arrived)

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Rockola '39 Deluxe, perfect</td>
<td>$137.75</td>
</tr>
<tr>
<td>3 Rockola '39 Deluxe, the new, late arr.</td>
<td>$165.00</td>
</tr>
<tr>
<td>2 Rockola '39 Standard, the new, late arr.</td>
<td>$171.00</td>
</tr>
<tr>
<td>1 Rockola '40 Master, P. L.</td>
<td>$120.00</td>
</tr>
<tr>
<td>Mill '40 Thomas (keyboard)</td>
<td>$189.75</td>
</tr>
</tbody>
</table>

WANTED TO BUY

ROCK-OLA IMP. 20's and ARCADE EQUIPMENT ALL KINDS.

DENVER DISTRIBUTING CO.
1856 ARAKAPAH ST.
DENVER, COLO.

BARGAINS

FREE PLAY BARGAINS

ROY SALES CO. 4 Amsterdam Av.

GRAND OPENING SPECIAL

AL SHERRY * PHIL GOULD * AL KOONDEL
"TOGETHER TO SERVE YOU BETTER"

LEADER 96.50 SANDWAGON
CROSS LINE 63.50 50000
COLD STAR 63.50 50008
STATE 111.00 50003
DOUBLE FEATURE 141.50 50011

ALL GAMES REMOVED AND SHIPPED LIKE NEW • WE CARRY A COMPLETE STOCK OF NEW AND USED FREE PLAY GAMES • WRITE FOR OUR FREE PRICE LIST!

AMBASSADOR VENDING CO.
56 CONEY ISLAND AVENUE, BROOKLYN, NEW YORK

B. D. Lazar
Lauds Sea Hawk

CHICAGO, March 15—B. D. Lazar, head of the B. D. Lazar organizations of Pittsburgh and Philadelphia, was in Chicago this week for the purpose of making arrangements for faster delivery on Sea Hawk, report official of D. Gottlieb & Company.

"Your organization is enthusiastically behind the game," Lazar stated, "as one of the great hits of the year. Operations in our territory are calling for more Sea Hawks, and I'm here to see that they get them. My brother, J. D., who covers the State of Pennsylvania, sends word that Sea Hawk is making more money for operators than any game he has ever added. With such favorable trade, we think it's time to push the demand for Sea Hawk. I think we can bring Skipper Gottlieb around to see the potential of the great bits of the year."

Leo Kelly Named Jennings Executive

CHICAGO, March 15—O. D. Jennings, president of O. D. Jennings & Company, announced to the trade this week that Leo J. Kelly had been elected as a member of the board of directors and that he has also been named vice-president of the firm. This is an important recognition of the long experience and ability of Leo Kelly, Jennings said.

He recalled some of the facts about the many years Kelly has spent in the manufacturing industry and in the selling field here and in Detroit. Kelly said the job of boosting the sale of Jennings products, and he says that reports are encouraging.

Kelly says that Jennings will have some interesting announcements to make to the trade during the current season.
Success Night Bomber Acclaimed

CHICAGO March 15.—Claude H. Kirk, director of sales for the Success Manufacturing Corporation, recently declared he was surprised at the reports of earnings which have come to him from various operators of the company’s new gun machine, Night Bomber.

“Since Bomber tabbed as a big money-maker from the day we saw the discourse on the drafting board,” he said, “each day in the progress of its development we have no more to be certain that we had a hit. When our tests proved its high earning power we were pleased and highly optimistic of the future. With our original Night Bomber, the operator of the company & new gun machine.

“Since volume shipments of the game have been going forward to our distributors, we have not been able to believe our ears. It’s only when we consider that operators aren’t prone to exaggerate that we know how much money their Night Bombers are making for them. It goes without saying that orders are coming in as fast as our distributors can get them to us. We, in turn, are rushing shipments as fast as expanded production facilities permit.

Machines in the News

PHILADELPHIA March 19.—Clutter columnist in the local newspapers find the coin devices as new-worthy for their human-interest stimuli. James Kennedy, “Night and Day” columnist of The Evening Ledger, relates the following story: “Alme de Paulis, the Metropolitan Opera Singer, celebrated his birthday at Mark Cunningham’s home on South Penn Square. The Cunningham carnivours boasted one of the new Automatic Hostess Music Boxes. Cunningham arranged to have the operator dedicate a record to de Paulis. When the opera singer heard his name announced by the machine, he jumped out of his chair and exclaimed, ‘Ah! America—even machines in this marvelous country speak a man’s name!’

WRITE for our NEW PRICE LIST

We have available over 1,000 free play games, paytables, consoles and phonographs.

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.
Money Making MUSIC

SINGING TOWER

The most advanced musical instrument ever produced with the only selective mechanism playing both sides of the record, thereby cutting the cost of records in half. Singing Tower has many other distinctive features not enjoyed by any phonograph now on the market.

ILLUMINATION

Each Singing Tower will have four color changes as regular equipment. Colors may be blended to harmonize with the color scheme in any location. This feature will prove sensational with locations and the public. Each instrument is equipped ready for wall box operation at no extra cost.

ELECTRIC PUSH-BAR PROGRAM SELECTION

The title strip is breast high, no stooping and is magnified one-and-one-half times for easy reading. Electric selector has the exclusive feature where customer cannot lose nickel by pushing the title bar more than once. Drop coin slots, nickel, dime and quarter with a new coin totalizer that is instantly positive in operation. The cabinet is new in design with a new material (no plastics used) that produces color combinations never before seen in a phonograph. Large super power dynamic speaker with the music at ear level. Singing Towers glow with pleasing moving lights from the floor to the dome, attention getting and harmonizing with the moods.

WALL BOXES

Singing Tower wall boxes are new in design and so low in cost the boxes may be installed freely to increase operator's take. All wall boxes of the push-button type, nickel, dime, quarter and the nickel only, all in same size small case.

SINGING TOWER BAR BOXES

OUR ORIGINAL DESIGN, is easy to install and so low in cost that the boxes may be installed freely to increase operator's take. All wall boxes of the push-button type, nickel, dime, quarter and the nickel only. Revolutionary new low prices on wall and bar boxes.

TOWER SPEAKERS

New type separate "Tower Speaker" supplied as a speaker only, for use with a phonograph at a remote point or supplied with nickel, dime and quarter coin selector with push-button program selector, for use with any make phonograph. We predict the "Tower Speaker" at our low prices will quickly replace old type speakers now on location.

AUTOMATIC HOSTESS

or TELEPHONE MUSIC SYSTEMS

The Automatic Hostess is preferably used from coast to coast by smart operators in over sixty-eight cities. Investigate the Automatic Hostess way of selling music and you will be convinced we have properly engineered and manufactured a new form of coin controlled music. We supply the complete studio with full patent protection and telephone line approval ready to operate.

DISTRIBUTORS and OPERATORS...

who are interested in money-making music at a price should make contact at the earliest possible moment as we are selecting distributors for our principal distributing locations. Singing Tower products have been engineered and manufactured to out-perform and out-sell all competition. Our prices are sensible and will be appreciated by the operators who will have an opportunity to enjoy maximum income on a minimum investment. Every detail has been carefully engineered to eliminate service costs. We are prepared to co-operate with our distributors and operators on a basis never before enjoyed by any operator of music.
SEA HAWK

SMOOTH SAILING TO FAST PROFITS!

Climb Aboard and Get Your Share!

IMMEDIATE DELIVERY

$104.50

D. GOTTLIEB & CO.

1140-1150 N. KOSTNER AVE., CHICAGO

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS

FREE PLAY GAMES

AUTOMATIC PAYOUTS

LEGAL EQUIPMENT, TEN STRIKES, GUNS, ETC.

CONSOL

LEGAL GAMES

BALLY'S NEW DEFENDER

AJAX NOVELTY CO.

2707 Woodward Ave. Detroit, Mich.

Our Business Is Built On Your Confidence In Us!

GEORGE PONSER CO.

519 WEST 47TH ST.

NEW YORK CITY

SPECIAL * THIS WEEK ONLY

Look To The General For Leadership!
Matchless beauty, achieved with new design and 'Fountain of Light' color illumination, inspires play!

Seeburg Electrical Selector offers most convenient selection. Easily reached selector buttons... easily read program arrangement.

Convenience! Seeburg Electrical Selector offers most convenient selection. Easily reached selector buttons... easily read program arrangement.

Ear Level Tone Projection is the new force that accelerates the march of modern operating to its ultimate goal—stability and consistent, big profits. It is a Seeburg achievement in acoustical engineering that eliminates distortion and muffling in crowded locations. It spreads music fan-wise about the location so that all can hear it. It is the one method of reproduction that can deliver an exact duplication of the same clear, melodious music that went into the making of the record at the studio! That's why Seeburg Hi-Tone Symphonolas create more play and greater profits!

Economy! Special new lightweight pickup cuts needle and record wear 50%!

The greatest money making attraction in automatic music!

Economy! Special new lightweight pickup cuts needle and record wear 50%!

The most complete and best line of remote control instruments. Seeburg wireless wall-o-matics wired select-o-matics.

How more than ever before...

To go ahead—go

Seeburg
ATTRACTION
GREATER CROWDS, - BIGGER PROFITS
EVERYWHERE

Already the Victory Model 750 has proved its greater earning power in locations everywhere.

Greater earnings because its beauty and tone attract more play than any standard model phonograph ever did before!

Greater profits because this outstanding instrument quickly pays for itself!

Look at the price tag! It's the industry's No. 1 value! Yet this vivid Victory Model 750 has tremendous eye appeal — Wurlitzer quality throughout! See it at your nearest Wurlitzer Distributor's and you'll see in it a wide-open, location-getting, money-making opportunity!


 betray a NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

SOLD ONLY TO MUSIC MERCHANTS