How GALE blows up a cyclone of interest

in the recordings of

ELLA FITZGERALD

THE FOUR INK SPOTS • ERSKINE HAWKINS

BAND leaders and their managers devote a great deal of time and effort to their recording activities. They battle for the tune they want to make; take pains to get a good arrangement of the tune; rehearse till the boys are blue in the face; cut and recut masters, etc., ad infinitum.

But too few recording artists or managers know anything about “follow-through.”

MOE GALE, of Gale, Inc., does. He makes it a point to follow through on every good recording made by the Four Ink Spots, Ella Fitzgerald and her orchestra and Erskine Hawkins and his orchestra. He’s stirred up a veritable cyclone of interest in every one of their recent tunes. How? Like this:

HE SELECTS the one medium which is read every week by every important music business operator—as well as by thousands of record retailers, by one-nighter dnce promoters, ballroom owners and managers, theater owners and managers, record buyers in all branches of the show business, indoor and outdoor.

The medium? The Billboard, of course.

HE GETS together with his advertising and publicity factotum, one Art Franklin, and carefully works out an advertising campaign which will catch the eye, will tell a brief and interesting story about his artists’ records. Six sample ads in the series are shown on this page (original size in The Billboard each ad was 5 inches deep, 2 columns wide).

THAT’S all record promotion (via trade papers) amounts to. Select the right medium, spend enough time on your advertising in that medium to make each of your ads distinctive, appealing to the eye and the buy-instinct of your audience.

If this was one of those correspondence school ads, we’d say: You too can sell more records!

Simply advertise your good records in The Billboard interestingly and consistently.
Park Central Hit
By IA-AFM Move
To Get Spot Jobs

NEW YORK, April 26.—International Alliance of Theatrical Stage Employees, Local 1, decided this week to bring added pressure behind its drive to get its spotlight men into the hotels here, with the result that Local 802 of the American Federation of Musicians gave the Park Central Hotel a two-week notice Tuesday (25) on the ground that it had refused to meet the union's demands. In addition, Local 802 of the American Federation of Musicians agreed to the hotel's request that the IAIBIS move out of the hotel after this week. The hotel has been operating the spots now.

Gainesville Circus
Opens to Big Biz

GAINESVILLE, Tex., April 26.—The Gainesville Community Circus embarked upon its 17th season of operation last night with a mewing ovation from an audience of 4,200 in a new first-class capacity despite cloudiness which threatened to limit attendance. Membership of the 35-club organization numbers 13 members participating in the events that inaugurated the circus round-up at the Allen County Coliseum.

Coe Bros.' Circus, Breathing Spirit of Patriotism, Gets Big Sendoff at Louisville Inaugural

LOUISVILLE, Ky., April 26.—Coe Bros.’ Circus, about to start its summer tour, received a rousing send-off at the Louisville Civic Auditorium Thursday night. Presiding at the occasion was the board of the Civic Auditorium, and the audience was composed of the officers of the circus and other prominent citizens who expressed their confidence in the success of the tour. The feature of the program was the presentation of the flag to the company by Mrs. J. B. Burns, who presented the flag on behalf of the Louisville Kiwanis Club.

Operation-on-Tour Decision Is Reversed; AFM To Appeal

NEW YORK, April 26—Court of Appeals reversed the decision of the Board of Inquiry of the American Federation of Musicians and the International Alliance of Theatrical Stage Employees in the case of the Coe Bros. Circus, reversing the decision, and caused widespread discussion of the possibility of a new tour. The Court of Appeals reversed the decision of the Court of Appeals in the case of the Coe Bros. Circus, reversing the decision of the Court of Appeals in the case of the Coe Bros. Circus, reversing the decision of the Court of Appeals in the case of the Coe Bros. Circus, reversing the decision of the Court of Appeals in the case of the Coe Bros. Circus, reversing the decision of the Court of Appeals in the case of the Coe Bros. Circus, reversing the decision of the Court of Appeals in the case of the Coe Bros. Circus, reversing the decision of the Court of Appeals in the case of the Coe Bros. Circus, reversing the decision of the Court of Appeals in the case of the Coe Bros. 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Survey Is Made of Promises to Members, How They Were Kept

NEW YORK, April 26.—More than two years ago, on March 3, 1939, the Associated Actors and Artistes of America (AAVA) was formed. Its objective was "to further the welfare of actors and artists by making available to them better working conditions and by establishing uniform standards throughout the industry, national in scope." The purpose was to bring about better working conditions, better pay, and an end to free-auditioning. The AAVA was an outgrowth of the American Legion of Actors and Artists of America. The new association was formed under the leadership of James Cagney, Walter Huston, and many other prominent performers. The AAVA was not recognized by the film industry and was not very well known.

In the November 21, 1939 issue of the Billboard, an article by W.C. Andrews, "What Has Become of the Associated Actors and Artistes of America?" was published. The article was critical of the AAVA, stating that it was "a failure" and that it had failed to live up to its promises. The article questioned the effectiveness of the AAVA and concluded that it was "not worth the paper it was written on."

In the December 26, 1939 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

In the January 2, 1940 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

In the February 6, 1940 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

In the March 6, 1940 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

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In the May 1, 1940 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

In the June 5, 1940 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

In the July 3, 1940 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

In the August 7, 1940 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

In the September 4, 1940 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

In the October 2, 1940 issue of the Billboard, an article by W.C. Andrews, "The Associated Actors and Artistes of America is Dead!" was published. The article was critical of the AAVA and stated that it had failed to live up to its promises. The article concluded that the AAVA was "a failure" and that it had failed to live up to its promises.

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The Associated Actors and Artistes of America (AAVA) was formed on March 3, 1939 as a trade union for actors and artists. Its objectives were to improve working conditions, pay, and eliminate free-auditioning. The AAVA was dissolved on May 3, 1941.
Possibilities

GEORGE SPELVIN

Carnival

BROADWAY

BEAT

The purpose of this department is to provide information on various topics. The following is a list of possibilities that may be of interest.

- GEORGE SPELVIN
- BROADWAY
- BEAT

YGOD expect that an audience composed almost entirely of stage people, most of them actors and actresses who have had to put up with impolite audience members, would be the best-managed houseful of spectators obtainable. But at the Metropolitan Opera where there is no such thing as an imbecile attending, it is a different matter. The opera people seem to have it all figured out, so that even the most difficult roles can be performed with ease.

For LEGIT

MUSICAL

ELIAS NEILLAND—young bartone now singing with the Parny Opera Guild, which is presenting Gilbert and Sullivan repertoire at the Cherry Lane Theater, New York, on Tuesday and Thursday nights, is a fine voice now—and it will become even better in time. In his enthusiasm for his performance, he is good-looking and handsome. He is said to have trained in a Broadway production, but has not yet received the recognition he deserves. He can brighten a couple of spots on any Broadway scene. Receiving heavy weight.

Frederick Bros. Icers

For Vano, Hotels

CHICAGO, April 25—Bill Parent, of Frederick Brothers Music Company here, announces that on Saturday (36) he will have two ice shows working in hotels and a third, at a music hall, from 4 to 5, in the course of preparation. FB invaded the ice production field when Parent joined the office. Parent has had experience in the ice field in this area for years.

FB, according to Parent, is planning to do more than the usual ice shows in key city theaters. A 600 people show is being prepared for the Tivoli. The risk will be taken in such a way that it will split in two, to be used as separate units for smaller hotels and room shows.

One of the two Parent units in hotels is opening at the Hotel Waldorf in Mexico City tonight, and F.B. is not for an indifferent audience. It will be known as the Ice-Spangled for Bears and will feature a company of eight, including Dorothy Payen, former U.S. woman champion and twice an Olympic gold medalist. "Team dancer." Show brought by George Adams, manager of the F.B., and is the first ice show to play Mexico City this season.

Second hotel show is the Lacon-Yuards show, which played the road and last fall in the Stock Yard Restaurants in New York, Hotel, Wilmington, for six weeks. Line-up has eight performers, including Rube Young, Cy Warf, Lanny Biddle, and a four-girl line.

WESTERN UNION

WHEN YOU TRAVEL KEEP IN TOUCH WITH HOME, OFFICE AND FRIENDS, WRITE DIRECTLY TO OUR REPRESENTATIVE IN ANY OF THE CITIES, INCLUDING COLONIAL, FOR ENGAGEMENTS.

Wilmington Season Ends

WILMINGTON, Del., April 26—The Wilmington Season came to an end today, but the Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season. The Little Fores and the Ballet Russe have not yet booked this season.

STOCK TICKETS

| ONE ROLL | $1.50 |
| FIVE ROLLS | $2.00 |
| TWENTY ROLLS | $5.00 |
| FIFTY ROLLS | $10.00 |
| HUNDRED ROLLS | $20.00 |

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"Can't Stem Tide"—Equity Exec; Directors Disagree On Legit Versus Radio Actors

NEW YORK, April 26—"The tide cannot be stemmed." That is the opinion of Walter Greens, Actors' Equity executive, in reference to the ever-increasing flood of legitimate actors entering radio drama. Though the tide situation in radio drama has lately taken such a complex that some of the best talent are finding impossible to retain, Greens feels that the tide situation in radio drama has stabilized.

In one entertainment field we have seen a steady increase in the number of legitimate actors entering radio drama. This trend is likely to continue in the future. A number of factors are contributing to this trend, including the higher salaries and prestige opportunities available in radio drama. However, it is important to note that the tide cannot be stemmed, as radio drama continues to attract talented actors from the legitimate theater.

RCA Equip’ Ready For Theater Tele; Estimate Cost 30G

NEW YORK, April 26—RCA Manufacturing Company is preparing to supply theaters with large-screen television equipment, according to Thomas P. Joyce, RCA vice-president in charge of advertising and sales promotion. The equipment consists of a three-dimensional screen and projection system, which is designed to provide a realistic image for moviegoers.

The cost of this equipment would be about $30,000 for each theater under present estimates. The program or blanket license is more flexible than the coat of it, venture in the music business, including the organization of record companies. A large-scale used for telephone lines.

Effect that the Tide Will Have on the Radio Industry

The tide of legitimate actors entering radio drama is likely to have a significant impact on the radio industry. The increased use of legitimate actors will bring a higher level of professionalism and a more realistic image to radio drama. At the same time, it may create some economic problems for radio producers and directors, as they will need to adapt to the new talent pool.

While Mutual refused to divulge figures until Monday (28) report that Fred Weber, MBS general manager, will speak at the annual meeting of MBS members tomorrow and explain the intracies of the two possible Horner forms. Weber, according to reports, was asked by the FCC for permission to use telephone lines.

Coppers Like FM

PHILADELPHIA, April 24—FM will be put to test for crime-chasers here. Police department has ordered 15 two-way FM receiving and sending sets for installation in its handi-like trucks. Each of the two-way FM units will be used at once by 20 cops. The two-way FM system is expected to be a powerful tool for crime-fighting, as it allows for instantaneous communication between officers and dispatchers, even in areas where conventional systems are not available.
WFIL WINS
REGIONAL NETWORK BLUE RIBBON

WFIL scores again!

Because WFIL performed the most outstanding job of promotion and public service in the fields of talent, education and merchandising BILLBOARD adjudged WFIL top winner in its FOURTH ANNUAL EXPLOITATION SURVEY.

THIS AWARD IS ESPECIALLY SIGNIFICANT TO TIME BUYERS.

It means that WFIL has become a better advertising buy than ever. More listeners are being attracted through better programming and promotion. -sales of WFIL advertised products are increasing through more extensive merchandising and co-operation.

The proof of the pudding? 38.4 PER CENT MORE ADVERTISERS ARE SPENDING 67.6 PER CENT MORE MONEY FOR WFIL FACILITIES IN 1941 COMPARED TO 1940. THEY HAVE FOUND IT PAYS TO BUY WFIL.

Advertisers, Agencies, Stations

NEW YORK:

ROBERT B. BROWN, assistant vice-president of Bristol-Myers, appointed a member of governing committee of the Co-Operative Analysis of Broadcasting.

ROBERT A. SCHMID, director of advertising and promotion for Mutual Broadcasting System, presented the "Award of the Week." (24) by the New York Advertising Club.

R. J. REYNOLDS TOBACCO COMPANY has renewed Xavier Cugat's orchestra over NBC's short-wave station, WBCN, and WLSB.

J. A. MCCARTHY, radio director for Milles & Albright, to the Coast to work on Rudy Vallee's summer series.

J. WALTER THOMPSON'S A. E. SPEARMAN back from Hollywood after two weeks of work on the Old Gold and Chase & Sanborn programs.

J. CHRIST, WJSN producer, has been drafted.

FURGUSON FLEET, of CBS Station Relations staff, to Chattanooga to attend dedication of WJJO's new studios Monday (29).

WILLIAM CRAWFORD added to the WOR promotion department.

FREDDIE BLOOMBERG, newspaperer formerly with CFRS, Montreal, has joined WNYC.

CURTIS J. WOLFE, has joined the Eastern sales staff of MIL.


PHILADELPHIA:

MORT NOVINS resigns as radio director of the Julian G. Pollack agency to become general manager of the John


CIRCl Staff Changes

WINNIPEx April 26—Recently CIRC staff changes, includes All-Canada Radio facsimilie. Ryder, former program director of KRFK, Houston, is now on sales.

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KGO-KPO

Represented Nationally by NBC Spot Sales Offices:

New York, Chicago, San Francisco, Boston, Denver,

The Billboard Exploitation Survey

Reveals Growth of Station Units
Playing Vaude, Fairs, Conventions

NEW YORK, April 25—One of the most striking aspects of radio station exploitation, as indicated in The Billboard's Fourth Annual Radio Exploitation Survey, was the rapid use of station talent for personal appearances during 1940. Stations throughout the country did this, their talent playing theaters, fairs, conventions, all with the chief idea of personalizing the relationship between the artist and his audience. Just a few of the stations who hit the road so that the audiences could see the performers in the flesh are WLB, Cincinnati; WLS, Chicago; WOWO, Fort Wayne, Ind.; WPTL, Philadelphia; WBBM, Chicago; WJPN, Kansas City; KPO-KGO, San Francisco; WRC-WMAL, Washington, and KOA, Denver. All presented evidence that literally hundreds of thousands of people attended station's talent.

At WLYW, for instance, the Boone County Jamboree, which includes 45 hillbilly musicians and comics, during 1940 played in six States to 452,204 people who paid admission. This is an average crowd of 31,204 per engagement. One of the unit's best grosses was obtained at the Lyric Theater, Indianapolis, where $7,673 was paid by 1,067,686 during the eight-day stand. According to WLYW, more people attended the show at the Lyric than attended the same theater the week previous to see Guy Lombardo's band.

In addition to other engagements, station presented the Jamboree cast in Cincinnati's Armony Auditorium, where 33,690 people crowded in on Saturday nights to see the stage show and meet the cast.

WLS (Chicago) presented its National Barn Dance in the Eighth Street Theater on 20 Saturdays during 1940 to an average attendance of 152,000. Station figures that the Barn Dance, since 1922, has paid to 260,000 people--or as the station figures--one out of every four in the United States. In addition to theater dates, Barn Dance was also presented as the principal feature at the Wisconsin and Indiana State Fairs. At the Indiana Fair more than 12,000 jammed the Coliseum August 31, paying $1 each to see the five-hour show. This was the first time the Coliseum had been filled completely despite such previous filled shows as Sons Henrie's for three daily, farm conventions, etc. At the Wisconsin Fair in Milwaukee some 7,200 paid 75 cents each to see the show. Station's acts were also featured at the Illinois State Fair in Springfield.

In addition, a Sideshow and Thrill Show, produced by the station's Artists' Bureau, drew 180,000 people and a gross of $180,000 at Soldiers Field, Chicago, September 1 and 2.

Round-up of the station's activities in the way of personal appearances by 45 county fairs, units varying from single acts to stage shows, and 200 or so at theaters, fairs, and miscellaneous celebrations. Another crowd-drawing activity was a series of county shows held in nine towns and putting an estimated 107,500 people.

WILN, Topka, Kan., carried 60 broadcasts of stage shows by 25 to 40 performers in a different Kansas or Missouri city each Saturday night. Program, titled Saturday Night Round-Up, also played at Kansas State Fair, appearance being sponsored by Gold's Pept-Magen. Admission was 50 cents for adults and 15 cents for children. When Topka dedicated its municipal auditorium the Round-Up packed in 8,000, turning away additional thousands.

WPTL, Philadelphia, with its WPTL Barn Dance, played to between 2,000 and 3,000 weekly in cities adjacent to Philadelphia during 1940.

KPO-KGO, San Francisco, presented its City of St. Francis pageant, an epic production tying in with The San Francisco Chronicle's 75th anniversary, to packed houses in the Civic Auditorium. First of the shows played to 12,000. In addition, station artists made personal appearances at the Golden Gate Exposition and attended conventions, trade shows, etc.

Artists of WOW, Westminster station in Fort Wayne, Ind., keep contact with audiences thru 350 personal appearances at dances, theaters, conventions, and fairs. The engagements were often 100 miles away.

KOA, through an affiliation with the Fox-Intermountain Theaters, is in a favored position with respect to personal appearances, in that 12 houses to which the KOA Barn Dance unit in the Eighth Street Auditorium, Springfield, is presented.

According to KOA, foreign shows, sponsored by the station, are well attended. The engagements are often 100 miles away.

The engagement was 36 omits at the Chicago World's Fair, where the KOA Barn Dance unit in the Eighth Street Auditorium, Springfield, is presented.

Barlow, in addition, station emits made 365 personal appearances at theaters, conventions, and fairs. The engagements were often 10 miles away.

In the way of personal appearances, presented above, are apart from the appearances by the station's talent--personal appearances by station managers at forum meetings by agricultural experts, etc.

LOUIS G. COWAN COMPANY

8 SOUTH MICHIGAN AVENUE • CHICAGO, ILLINOIS • RALPH 2222

Dear BILLBOARD:

Winning your special award for the "QUIZ KIDS" radio show promotion is a great honor, but honestly, it puts us in a tough spot. We've been wracking our brains to find some expression of appreciation comparable to this outstanding distinction.

Believe me, it's much easier turning out publicity and promotion for our office accounts -- the Stevens Hotel, Riverview Park, Enquirer Theatre, M. Vickers Theatre and the rest -- because THAT'S OUR BUSINESS! Even writing and producing radio shows is a cinch compared to the task of adequately expressing our feeling on winning this special award.

So, we are writing you this note to tell you in simple and direct statements --

Thanks very much. We are proud of the honor and distinction.

LOUIS G. COWAN COMPANY
Radio Talent
New York by Jerry Lesser

SALLY SALTER'S Song of Your Life over NBC. BETTY GOULD, formerly organist at Radio City Center Theater and on the staff of WJSO, will soon be heard over a major network. SALLY SALTER, formerly known as WOUL, New York...

This column's Isom be beard over a major network. FRANK LUTHER, ZORA LAYM. and the Luttrell-Layman singers, ruled from the air wave last week. FRANK is now head of Dame's children's programs and sacred music department. He will devote his spare time to the completion of his book on American music from 1620 to 1900. ZORA leaves for Texas, her home. We sincerely hope this series makes its appearance this fall under some one's sponsorship, as we will miss too much those arrangements of IRRING WELLS, the voices of JAMES BALDWIN, THOMAS JOHNSON, CARL DOUGLAS, and GEORGE HOOD, plus the terrific direction of WYNN ORR.

SALLY CARLE, WINS rhythm singer was signed for the British Relief Ball at the Hotel Hudson. Saturday, May 15. SYLVIA will turn her check for her services over to the Relief Society. On June 15, in Old Westbury, script written by THOMAS LEWIS for the BELLES HAYES, will be reprinted in the NATIONAL WEET'S book, Radio- Theater of 1940, being published by Random House. RICHARD WILDE, formerly of the Belles Hayes, or a Consequence program will continue on the air this summer. GIBRER is now announcing FRANK BLACK'S symphonic program heard from 6:30 to 7 p.m., Sundays on the NBC Blue.

HELLO to "RED" WALDEN, WIBO, Dallas, Texas, the "polite" Gentlemen." Had a funny experience the other week when my radio set was being blanketed by a "tune" in the neighborhood. Finally traced the trouble to WHZM, who is BILL DALLIN, and lives just two stories above me. All that was required was grounding my set, but it made a couple of new friends. MARY PARKER is focusing radio to become the bride of DR. ROBERT MEL, of the U.S.N... REAR BARKER, that animal imitating mad, really outshined the scarer when he sneaked up behind BROS. KARLOFF the other night at rehearsal and gave out with one of his famous lion roars. HENRY BUN- ROG, known for his comedy fairly takes on the air, is CBS's newest addition to its production staff.

FREDERICK JAGEL, Metropolitan Opera tenor, appeared on HARRY SALTER'S Song of Your Life recently. Told how he met his Boston wife, NANCY WEIR. SALTER presented three copies of the recording to JAGEL, and on the other side of the record was a greeting from JAGEL, two children to their grand parents. The recordings are being sent to Glasgow, where the WEIRS reside. This is the first time and the concern of the war that the JAGEL'S have been able to communicate with their family. BETH HARRIS, singing contralto, has been touring the South, is returning to New York for radio work.

Chicago by Nat Green

WON talent will be featured at the Cuneo juvenile show which will climax the annual Michigan Bowling Festival at Detroit, May 26-27. A' LEE STOKES, in addition to his orchestra, will join him with the Three Groups (PATTY CLAYTON, AMITY FAYE, and ADA BETH PEAKES, of the Northside Boys) will also be there. ROSA HEVES just completed his tour of England.... Actress KATHERINE AVERY for a 144 balloon flight. For a 144 balloon flight. MARION CLAIRE, WON as a voice artiste for the summer. Is taking Ma Perkins to Hollywood. San Francisco and Denver, thoughtful WESTERNERS picking up the annual Radio Exploitation edition of THE BILLBOARD last month thought they had stumbled on last year's issue by mistake. Headlined as 1941 awards winners in the yearly competition, sponsored by the veteran show-business weekly were these familiar names:

1. NBC Western Division, first award for the outstanding network exploitation job of the nation.
2. KGO-KPO, NBC San Francisco outlets, first award for the outstanding station exploitation idea of the nation.

Reading on, Westerners prudently discovered that the case was one not of circulation department error but of NBC consistency. For both these national honors go to both these NBC Western offices for the second successive year.

Add factor in regional chestswelling this time is the special BILLBOARD award to KOA, NBC Denver outlet, for the most consistent exploitation by any network owned-and-operated station in the country.

While space is being cleared in already crowded NBC trophy rooms at Hollywood, San Francisco and Denver, thoughtful Westerners and national advertisers who use NBC Western stations — and thoughtful retailers who distribute their products — are realizing that actual dollars-and-cents value to them is indicated by these awards. For every piece of the exploitation so constantly perpetrated by aggressive NBC network and station staffs means added listenership, added impact, and in the long run added sales for NBC Network and station clients.

They, in the final analysis, won THE BILLBOARD awards.
At a Glance

Winners of The Billboard's Radio Publicity & Exploitation Survey

Publicity Winners

Columbia Broadcasting System—First place in network publicity.
J. Walter Thompson—First place in advertising agency publicity.

Exploitation Winners

Western Division of NBC—First place in network exploitation.
WLW, Cincinnati—Second place in clear channel station exploitation.
WLS, Chicago—Second place in clear channel station exploitation.
WOR, New York—Third place in clear channel station exploitation.

Special Awards

EPO-KDO—For the outstanding exploitation idea by a radio station.
Don Lee Broadcasting System—For television exploitation and publicity.
Central Division of National Broadcasting Company—For outstanding exploitation under advertised labels.

Winners of The Billboard's Radio Publicity & Exploitation Survey

Dick Gilbert

Reviewed Saturday, 5:15-6:15 p.m.

The Man of the House

Reviewed Tuesday, 10:15-10:30 a.m.

"The Munroos"

Reviewed Tuesday, 10:45-11 p.m.

Irons Serra

 Reviewed Saturday, 6:30-6:45 p.m.

It Takes a Woman

Reviewed Friday, 2:25-3:30 a.m.
1940's Toppers, Baker and Ray Eberle, 7th and 2nd This Year

Kay Kysers vocal department well represented—Harry Babbitt and Sully Mason among collegian's favorite voices—Kenny Sargent higher this year

The Runners-Up

For the second year in row Ray Eberle finished strongly, carried along this time to the No. 3 position by the five sing-song, sweet voices that he has enjoyed for the second time now his bishop, Glenn Miller, has been the choice of several same orchestra. (Miller's point score, as well as those of the 14 other favorite works of collegians, was published in last week's issue of the Billboard. Alto Ray failed to capture the crown this year, his 176 points compare well with winner Miller's 246. And while on the subject of Miller, extremely interesting is the fact that the man who finished third in 1939 has retired from Glenn's band several months. In the voting, the results are even more than she did the year before despite the fact that she is no longer singing professionally. Marion in 1941 wound up in fourth place among the singers, gaining 71 more points than she did last year, for the 176 total mark which is standard for the distaff side.

Woozy, Woody, Vanya, Monroe, Jack Teagarden, Orrin Tucker, Klein, Heywood, Hutton, Cross and F. Gerlach, the latter a local a crop, each got an adequate number of votes for their living choices with the bands they front. Eila Frankel made the top row, and in the fair department of the college survey conducted by The Billboard 11 beatcons were nominated as favorite vocal-ists for 1941.

The Singing Maestri

NEW YORK, April 28.—Wine vocalists of the nation's college hems, plus the editors of the 171 schools taking part in the poll with the The Annual College Music Survey, are not only band about the leaders of the bands and who are showing—by Harry—75.9 points. 124.5 less than last year.

Connie Haines, of the Tommy Dorsey orchestra, with his brother and Dorothy, Harry Babbitt's champion, are two names which appear for the last year, but a pair of singers who this year have made their mark to the extent of sixth and ninth places respectively, extremely good considering they were not even a year ago. Miss Claire started with the band this year last summer, leaving it for Glenn Miller's several months ago but returning to Byrne recently. The latter is particularly imposing, and shows—by Harry—75.9 points. 124.5 less than last year.

Leonard Puzzle

The locality exhibited in regard to Miss Miller's title for some years, fans failed to carry over to Jack Leonard, Tommy Dorsey's former singer. For that matter, loyalty or no loyalty, Leonard's showing—or rather, lack of showing—this year is as puzzling as it is surprising. Last year Jack won second place, in spite of the fact that he had been singing as a single artist on his own for some time previous to the publication of The Billboard's 1940 College Survey.

In negotiating second place he was more than five points behind winner Ray Eberle, amassing 95.5 points to Eberle's 99.3. This year, however, he failed to register even a single vote. Perhaps the stipulation that band singers only were allowed in the voting had no bearing on the result. King, as noted above, there were included vocals that longer with bands, but whose names and reputations are more or less inextricably linked with certain orchestras.

Leonard's case is more of a mystery in the face of Miss Miller's showing, whereas, as he latter has done no recording and no network, broadcasting, on any large scale of late. Jack has been making solo records for the Okeh label, and has had his own radio show. His ability has not lessened, and if anything, it has improved. Perhaps the answer is that the collegians consider him no longer in the light of a band vocalist.

(Continued Next Week)

COLLEGIATE CHOICE OF MALE VOCALISTS

The college editors listed, in the same preferential order as in selecting college women, the most popular male vocalists in their schools. Votes were tabulated for only those singers connected exclusively with dance orcharas, or for those whose reputations have been built during the past year. The tallies were made with the cooperation of the editors of the Onettees—three points, inc the fret choice, the second, one for third, and proportionate divisions of points where the choice was divided between two vocalists.

Identification of the vocalists is indicated in parentheses.

Barbara Sinatra, Ray Eberle, Bob Eberly, Eddy Howard, Bob Ely, and discussed in this week's edition by Messrs. Rood and Eberly, the nine of the nation's campuses st

THE LEADER

against herseventh view end 30 points In 2040.

Larry Taylor

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(Continued from page 3).

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(Continued Next Week)
COLLEGIATE CHOICE OF FEMALE VOCALISTS

The college editors listed, in the same preferential order as in selecting concert programs, the female band vocalists most popular with the student body at their school. Votes were tabulated for only those singers connected exclu- sively with their college orchestra, or for those whose reputations had been based on band vocalists.

The college choice among the singers is divided into two sections:

Identification of the singers is indicated in parentheses.

<table>
<thead>
<tr>
<th>Name</th>
<th>First Place</th>
<th>Second Place</th>
<th>Third Place</th>
<th>Total</th>
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<tbody>
<tr>
<td>Mastro</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>54</td>
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<tr>
<td>Moons</td>
<td>18</td>
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<td>Mary Ann M</td>
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<td>Palsy</td>
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FINDINGS OF FACTS

Mastro and Moons

Jack Sankey, the most prominent of the female band vocalists, has taken over the personal management of Silvio Nino and the Shell Rimmers. Sankey handles the publicity for the three-yeard band and the record label, and the group will go back with Glenn Miller after his baby is born in July, despite price structure changes on the West Coast. blowing the trumpet, the group is Whitehead will be in Mickey Rooney's M. G. Miller, according to Red, White, and Blue, with Rooney playing a song writer and a PF who admires the group. Sankey's name of course, is included in the American Band is being seen and the band is performing regularly in the Garden. The group is touring one- nighters in the Southern states, and the group is expected to be here in Chicago, May 18, for six weeks. 

Hollywood stars such as ROBERT BLYN, who is the most prominent of the female band vocalists, is now bringing the group to the hospital. 

FRANCES DEVIA, another of the female band vocalists, is now bringing the group to the hospital. 

MARTIN McCALL, the third of the female band vocalists, is now bringing the group to the hospital. 

Maxine

It is always nice to have a group of female band vocalists, as they are so popular with the student body at the university. They are expected to be in the Garden, May 29, for six weeks. 


dette

Lucky Strike Hit Parade

O'Neil, who is the most prominent of the female band vocalists, is now bringing the group to the hospital. 

The government claims that the band is now under the control of the three-yeard band, and that the group is touring one- nighters in the Southern states, and the group is expected to be here in Chicago, May 18, for six weeks. 

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LITTLE JACK LITTLE

(Reviewed at Ballroom of St. Louis, Missouri)

Miller, who has been described as "the king of the modern pop singer," has a good deal of the charm and appeal of the old-fashioned crooner. His music is light, easy on the ear, and his style is thoroughly modern. He has a good voice, and he sings with feeling and emotion. His arranger, Bob McCreight, has done a fine job of arranging the music, which is light and easy on the ear. The orchestra is well-balanced, and the arrangements are tasteful.

DICK SHELTON

(Reviewed at the Towneplace, Chicago)

Shelton, who is one of the best-known pop singers in the country, has a voice that is clear and sweet, and he sings with feeling and emotion. His music is light and easy on the ear, and his style is thoroughly modern. He has a good voice, and he sings with feeling and emotion. His arranger, Bob McCreight, has done a fine job of arranging the music, which is light and easy on the ear. The orchestra is well-balanced, and the arrangements are tasteful.

DICK McCREIGHT

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JIMMY JAMES

(Reviewed at Beverly Hills Club Country Club, Nashville, Tenn.)

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MUSIC REVIEWS

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations.

By DANIEL RICHMAN

DEAN HUDSON (Dec 1315)

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On the Air

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

MIKE RILEY

(Disney Hotel, New York, N.Y.)

Riley, who has been described as "the king of the modern pop singer," has a good deal of the charm and appeal of the old-fashioned crooner. His music is light, easy on the ear, and his style is thoroughly modern. He has a good voice, and he sings with feeling and emotion. His arranger, Bob McCreight, has done a fine job of arranging the music, which is light and easy on the ear. The orchestra is well-balanced, and the arrangements are tasteful.

BARRY BURNON

(Edison Hotel, New York, N.Y.)

Burnon, who has been described as "the king of the modern pop singer," has a good deal of the charm and appeal of the old-fashioned crooner. His music is light, easy on the ear, and his style is thoroughly modern. He has a good voice, and he sings with feeling and emotion. His arranger, Bob McCreight, has done a fine job of arranging the music, which is light and easy on the ear. The orchestra is well-balanced, and the arrangements are tasteful.

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ASCAP Releases First Figures
On Sheet Music Sales—26 Tunes

NEW YORK, April 26.—For the first time in its history ASCAP this week released a report on sales of sheet music for the year ending May 31, 1941. The sales of all shows for that period are shown to have been 7,436,000 ASCAP SHEETS.

This report shows that ASCAP's claims that the total for next year will be 130,000,000 have now been made public. The figures released include all 26 tunes that have been published in the past year.

The ASCAP figures show that the most popular tunes are those that have been published in the past year. The top ten tunes are as follows:

1. "I Hear a Rhapsody"—1,000,000
2. "For the Time of Your Life, Bring Your Girl or Your Wife"—400,000
3. "The Music of America"—300,000
4. "My Father"—200,000
5. "Chapel in the Pines"—150,000
6. "The Song of the South"—100,000
7. "Till"—50,000
8. "Your Wife"—40,000
9. "Nineteen Hundred and Nineteen"—30,000
10. "The Star of the West"—20,000

Other figures released from the ASCAP list, released first to The Billboard, include:

1. "The Moonlight Serenade"—2,000,000
2. "My Father"—1,000,000
3. "The Song of the South"—500,000
4. "Chapel in the Pines"—300,000
5. "Till"—100,000

The total number of sheet music listed for the 26 songs came to 7,436,000.

Hey, Look
MUSIC MAKERS MAKE MERRY

JIMMY DORSEY—GUY LOMBARDO
VINCENT LOPEZ—HARRY JAMES
GENE KRUPA—BLUE BARRON
FRANKIE MASTERS

FLETCHER HENDERSON—CHICO

With Their Bands and Vocalists Are Swinging for the Music Guys at Their 7TH ANNUAL GALA AFFAIR
SUNDAY NIGHT AT MANHATTAN CENTER
For the Time of Your Life, Bring Your Girl or Your Wife.

Make Merry With the Music Makers. Lots of Surprises. It is Only a Dollar. Proceeds for Relief Fund.

MANHATTAN CENTER
34TH STREET AND 8TH AVENUE, NEW YORK, N. Y.
SUNDAY, MAY 4, 1941, FROM 8:30 P.M. UNTIL (?)
Local 302 Cold On Equity Plan For Stude Shows

NEW YORK, April 26.—Local 302 of the American Federation of Musicians will bring an equity plan for Stude Shows to the Friday (2) of the Central Control Board. The Central Control Board consists of a representative from each of the organizations involved, and it is probable that at Friday's meeting some action will be taken on this matter. However, the plan will not be put into effect officially until the opening of the fall season.

A spokesman for Local 302 indicated a sentiment against Actors' Equity initiating the plan to educate the school children toward an appreciation of the legitimate theater, and other unions in the business of the business.

The spokesman admitted that Local 302 viewed the plan merely as a benefit, and therefore did not see any conflict in it. However, he hinted that Equity should play for the cost of music.

Wynn Show Folds In Chi; “AOL” “Eileen” Do Well

CHICAGO, April 26.—Surprise disappointment in the world of entertainment was that Edwin Wynn's Wynn Show closed May 12 after its four-week run without a final decision being made as to the best American drama. However, the Wynn Show was treated to a huge ovation at the State. Wynn has been away from the Broadway stage again in September. Veteran shows also want a “controlled listing of the spectacular changes which the League may want to make in the future.”

BOSTON, April 26.—First night parties at the Rialto, where Ross Martin made a special appearance, were a real laugh after the final curtain. The real laugh was when the lobby Bennett young thing clinging to the arm of a girl remained in a very loud voice, “Oh, I'm so disappointed! They didn't follow the movie as well.

Orlando Union Didn't Participate in Tennant Toward an Agreement of the Legit

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BOSTON, April 26.—First night parties at the Rialto, where Ross Martin made a special appearance, were a real laugh after the final curtain. The real laugh was when the lobby Bennett young thing clinging to the arm of a girl remained in a very loud voice, “Oh, I'm so disappointed! They didn't follow the movie as well.

Orlando Union Didn't Participate in Tennant Toward an Agreement of the Legit

The Central Control Board of the American Federation of Musicians will bring to the Friday (3) of the Central Control Board governing special matters of legit shows to the Friday (3) of the Central Control Board governing special matters of legit shows, and other unions in the business of the business.

The Central Control Board consists of a representative from each of the organizations involved, and it is probable that at Friday's meeting some action will be taken on this matter. However, the plan will not be put into effect officially until the opening of the fall season.

A spokesman for Local 302 indicated a sentiment against Actors' Equity initiating the plan to educate the school children toward an appreciation of the legitimate theater, and other unions in the business of the business.

The spokesman admitted that Local 302 viewed the plan merely as a benefit, and therefore did not see any conflict in it. However, he hinted that Equity should play for the cost of music.

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New Play on Broadway
Reviewed by Eugene Burr

LYCEUM
Beginning Monday Evening, April 21, 1941

THE BEAUTIFUL PEOPLE
A play by William Saroyan. Directed by Willi-


New Play on Broadway
Experimental Theater Offers Successful Tryout Showing

NEW YORK, April 20-The Experimental
Theater, which offered Kurepides an op-

portunity to make a body work to work as its second, yesterday afternoon finally came to its final curtain. Of Mr. H. Cory's Not in Our Stars at the Bird-

house, the Curtain is, so far as it is del-

ected, and with intelligent writing, looks kindly upon the human race. That music with diskette novenae that con-

tracted, that people are beautiful troode.

Equity Slate Is Named

NEW YORK, April 26-The regular ticket of Slate for the extravagance in the Repub-

lication, prepared by the nominating com-

mittee and the two consecutive Pref-

emente Reed, chairman of the nominating committee.

The names are listed on the ticket on which the members will vote to put him out of work and into penury, and were named for the full term of the play. From this list 10 will be elected for five years to the council and one for an additional term. The 15 names nominated for the five-year slate are: Robert Brinkley, Melvina Reade, Beatrice Byrne, Curtis Thompson, Margaret Webster, Arthur Parke, Harvey, Vivienne Segal, Elize Waterman, for the three-year term are John Kennedy and Jack Tyler.

"Man's" Loop Return Okeh
In Cast, But NSG at B. O.

CHICAGO, April 26-Sam H. Harris took a gambling chance by bringing "Man's Loop" back into a two-weeks' turn at the Elstenger yesterday. The show had closed Jan by Clifton Williams with a good outlook. The cast are more like Woolcott than Webb can. It would probably run for another term.

Revolves Clean Up in Hub; "Marie" 18G; "Road" 14G

BOSTON, April 26-The two Irish houses open this week enjoyed nearly capacity business. Rose Marie and Tempest played to crowded houses here before, kept the customers coming back. The "Road" has remained steady. Rose Marie has been held over for another week and may be cleaned up by a 32.75 top, opera has been doing very well.

Still another revival on the Shubert hit parade has been penciled in for the Gertrude Lawrence, Dupree, and Collins, and Stone's, not only for this week but for the next as well. May be held back if Rose Marie continues at the present date. Does not look as though Open May 13 unless current vehicle is held over for another week.
**The Actor's Awakening**

**NEW YORK, April 26.**—Marty White, ensue, confesses that "last week's opening" at the Wellington Hotel was remarked by Walter R. Wainwright of The Billboard column, and because of that mention, White and the Wellington Hotel business are topping an article in the Chicago Tonight paper. "No, but now I'm being practically set down as the one most likely to get a call from my agent to play a benefit," White said.

**Chicago**

**CHICAGO, April 26.**—Al Greenfield and Milton Schwartz, the talent-minded operators of three cocktail lounges in the Loop, are opening their Bum's Casino, at 220 South Dearborn, with an orchestra (led by Don Pedro) and a Latin floor show. Sammy Roos, formerly of the Bon Air Cafe Club, is now back at the Wellington Hotel, where "putt putt" was recently installed.

**Atlantic City**

**ANNE KOSHER returns to Club Nor- man's revue, which includes Peggi Heaven, Joan Rochelle, Charlotte Car- low, Elaine Marinas, and Zola Gray. GRACE CONANT opened at the --------- formerly a part of the Merlin program on the Philadelphia City line. JUNE DAWN AND MEL BISHOP added "Easy" and "My Little Book of Blades--the perennial holder. MAURICE KIRK at Lido, with Marge Cox, VoTa South, and "Dance Me" as the theme of the evening at Peddock International.

**Los Angeles**

**A group of nine girls directed by and managed by the same company play an intimate engagement at Mrs. Nick's in Hollywood, where "Big Wheel" is the pedestrian subject of the latest Tom W. Lawson.**

**North and South**

**DUDIE KIMBALL, after film work in Hollywood, has resumed work in Mid- West. He is now playing at the Good- man, of the Cheveu de Simone revue. A.G. STEWART, of the Paris, opened at the Olympic. JERRY HOMER, at the West End Club, Miami Beach, Fla., April 16, and the Pasadena, Calif. BOB MANN opens at the Olympic, April 18.

**Nevada**

**JERRY LANGTON closed at the West End Club, Miami Beach, Fla., April 16, and opens at the Hollywood, Los Angeles. At the other end of the country, DICK LUCAS, the George Gershwin dancer, opened at the Olympic, April 16, and the new 1,000-seat theater recently opened in Los Angeles, April 17.

**New York**

**JERRY PATTERSON is at the Park West Club, but for four weeks con- tinues to be at the Carlton Hotel. MAURICE SCHULMAN, at the Lido, closed April 16.**

**Bueno Flowery**

**is in the same position at the Carlton Hotel, as be at the Carlton Hotel, Boston, May 13, and Leon, New York.**

**END OF THE ROAD**

**is in the same position as the Carlton Hotel, Boston, May 13, and Leon, New York.**

**MAY AND MARIE are current at the West End Club, Philadelphia, and will close May 16.**

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**THE COMING efforts of the Thea- ter Authority and Cincinnati local, to open May 6, are under the very nature of the theater, will be presented to the acts who worked at the spot at the time.**

**Robert Cling, operator of the defunct Club Waiaki, has been talking with the booking agents and will have a show ready for the acts who worked at the spot at the time.**

**Cling was scheduled to be in town May 6, will have a show ready for the acts who worked at the spot at the time.**

**The American Guild of Variety Artists extended the following: The co-promoter of the defunct Club Waiaki, has been talking with the booking agents and will have a show ready for the acts who worked at the spot at the time.**

**Morris Gale has signed Sister Rosetta Tharpe to a management contract.**

**SEND IN YOUR ROUTES**

**Routes of bands, acts, vaudeville, etc., are being carried in The Billboard, and musical shows, circuses, and carnivals are carried in The Billboard.**

**Get into the habit of sending us your route information. The Billboard, 25-27 Operation Place, Chicago, Ill., is the place to send your route information. The Billboard, 25-27 Operation Place, Chicago, Ill., is the place to send your route information.**

**Bands and acts playing indefinite engagements should let us know as soon as possible so the listings can be kept up to date.**
Night Club Reviews

Lexington Hotel, Hawaiian Room, New York

Talent: Eddie Shaw and band; cabaret entertainers; Miss Carole Lord; pianist Peter Dents; manager; Hotel Hawaiian. Manager: George Vaughn. Phone: 294-8345. Next week: Thursday, June 3. Babies welcome. Tuesday, June 15. Ladies night: June 4, 7, 11, 14, 17, 21. Free dance. Price: $2.50 minimum. $3.50 cover; $1.00 charge for ladies. Lively rhythms. Vocalists: Miss Carole Lord; Miss Sylva; Miss Lilian; Miss Terry; Miss Shirley; Miss Mary Margaret; Miss Emily. Piano: Peter Dents. The Hawaiian Room at the Lexington Hotel, in the heart of the city, is a restful haven of beauty and excitement. Hawaiian decor for six years has furnished a lounge of some distinction. Attractive Hawaiian decor for so many years has given a pleasing room atmosphere. The management is courteous and helpful, and the service is efficient. Hawaiian decor is a feature of the room, and the Hawaiian motif is carried throughout the lounge. The Hawaiian theme is well-adapted to the environment, and the music is in keeping with the Hawaiian theme. The Hawaiian Room at the Lexington Hotel is a must for anyone who enjoys the charms of Hawaiian decor.

L'Aiglon Restaurant, Chicago

Talent: Adel Ramay, pianist; Theresa Myers, singer; Yvonne Carroll, singer; George Mandel, manager. The L'Aiglon Restaurant at 1001 South State Street is a small, intimate restaurant where the atmosphere is warm and inviting. The music is provided by Adel Ramay, a talented pianist, and Theresa Myers, a versatile singer. The restaurant is a favorite among locals and tourists alike. The management is friendly and attentive, ensuring a pleasant dining experience for all guests. The menu offers a variety of dishes, and the service is efficient. The restaurant is a treasure trove for music lovers, and the atmosphere is perfect for a romantic evening or a night out with friends. L'Aiglon Restaurant is a must-visit for anyone seeking a unique dining experience in Chicago.

Forbidden City, New York

Talent: Dance band and floor shows on stage at 10, 11, and 12. Management: Jerome Cottrill, manager; Barney Nune, manager; Walter J. Hazen, manager; E. P. Ford, manager; M. H. Grunbeck. The Forbidden City at 475 Ninth Avenue is a popular nightspot for dancing and entertainment. The dance band provides lively music, and the floor shows are a hit with guests. The management is dedicated to offering a memorable experience for all patrons. The restaurant is a must-visit for anyone seeking a unique dining experience in New York. The menu offers a variety of dishes, and the service is efficient. The restaurant is a treasure trove for music lovers, and the atmosphere is perfect for a romantic evening or a night out with friends. Forbidden City is a must-visit for anyone seeking a unique dining experience in New York.
Reviews of Units

"Crazy With the Heat"

(Reviewed Friday, April 21st, at the State Theater, Chicago)

A quartet that is impossible to describe, this band draws its listeners on by sheer personality. "The night the wind blew," says a liner note. "They're coming from Milwaukee, from Des Moines..."

The rhythm section is the backbone of the group, with its steady, swinging, and driving feel. The front men, who are both versatile and capable, are able to keep the audience on the edge of their seats for hours at a time. Their characters and personalities are a true reflection of the band's sound. They are known for their ability to keep the crowd dancing, and they never fail to deliver. Whether it's a slow ballad or a fast-paced hit, these men have it all covered. The result is a musical experience that is unforgettable. And so it goes... night after night, week after week...
Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

(Acludes Units Attractions)

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

EXPLANATIONS OF SYMBOLS

-auditorium: b--ballroom: c--café: cb--cabaret: cc--country club:

death house: re--restaurant: sh--showboat: t--theater:

NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Polly Jenkins

Ann Arbor, Michigan.

JOLLY JOYCE

Three Loose Nuts

Gloria Ford

K

Evelyn Earle

Fred 

Evelyn

Donna

Fran

Kathleen

Anita Knight

Evelyn Ford

Joya

Donna

Lotte Lenya

Jeannie Martin

Drama and Musical
NIGHT CLUBS-VAUDEVILLE

Name Bands Not Enough. So Philly Adds Film Names

PHILADELPHIA, April 26. — Name bands failing to hit the anticipated heavy grosses, the Rarri, Warner de luxe here, is now giving preference to picture names.

Anita Louise has been added to the Raymond Scott band May 2 week, with John Boles added for radios Truth or Consequences show May 23 week. Cyrus Rose is leading the Gay New, Or:..ena and Ray Seabury band May 2 week with Louisa, mimes, and lot. "Dark Lady" show.

Radio Quiz Show Vaude Date Flop

MILWAUKEE, April 26. — Truth or Consequences, one of the country's top quiz shows, heard over NBC Saturday nights, did a brood at the Wisconsin Theater and was pulled out Monday (21). The show, emceed by Ralph Edwards, was booked in for a week, starting Friday (21) on a $3,600 guarantee.

Business was poor from the start, and after Monday night's show the house management canceled the balance of the engagement. An adjustment on the guarantee was made.

Blame for the flop was placed on an unsatisfactory picture and lack of exploitation. Picture also was pulled, and Road to Rio was substituted Tuesday (22) for balance of the week.

Flesh for Camp Wheeler

MACON, Ga., April 26. — Flesh attraction will be used occasionally at Camp Wheeler. About six miles from here, it has been announced.

Lieut. Col. Carter Collins, morale officer, has designated Major Charles A. Rose to serve as theater officer. Three theaters have been opened. One has a stage which can accommodate stage attractions.

All stageshows will be booked on a percentage basis. Lieutenant Colonel Collins said.

Griffin Accuses Wells, Who Seeks Airing of Tiff Before Membership

NEW YORK, April 26. — Prior to hearing charges of Gerald Griffin against Peter Wells, former president of the New York local of the American Guild of Variety Artists by the Poor A's, the battle between the pair is still very much in the vocal stage.

Wells charged Griffin with being dis- tendentious in his attitude, with Griffin revealing a lack of knowledge in the business. Griffin also said that any person with a jist complaint will be heard. "Constructive criticism is always welcome."

Meanwhile Griffin is drafting his charges to include conduct prejudicial to the AGVA, an attempt to discredit an AGVA executive, publication of Wells' letter of accusation with intent to discredit Griffin's character built up thru more than 20 years in the show business and intent to create feeling of unsuitability among AGVA members.

The Poor A's board is expected to hear the charges shortly. Wells said he will fight to bring the charges to a membership meeting.

The charges are the result of a complaint by Wells to the Poor A's, calling attention to Griffin's being night club editor and advertising selector for The New York Enquirer. Wells claims Griffin would morally be unable to right for AGVA once he took an ad from a night club owner. Wells charged that Griffin refused to go to the Boulevard Tavern because the management wrote the Enquirer $50.

Griffin was dismissed by the AGVA executive board when Griffin called Jack Miller and Arthur Shields, AGVA organ- 

izers, in security that the reason for his refusal to go to the Boulevard was that he did not want the management to think he was using his AGVA office to high pressure fees the money.

Griffin said that up to now neither the Boulevard Tavern nor the French Montana (mentioned in subsequent charges) has completed AGVA agreements, which means Griffin has been visiting the spots.

The AGVA executive board dismissed Wells' complaint as having no justification. A board spokesman said that Wells' letter made no charges, but merely called attention to a situation.

Jack Irving, Chicago executive secretar-
y, in for a visit, reported that the Balhus & Katz theater contract had been signed and prospect for the signing of Mike Tody's Oriental Theater and the Barnes-Carruthers agency were bright.

CHICAGO, April 26. — AGVA local here submitted six nominations for the national board election, raising the original quota of two due to the large membership in the Chicago area. Nominations include Lew King, Lucille Garver, Tony Durney, Ray Stoll, Bert Wellborn, and Ginger O'Brien.

SAN FRANCISCO, April 26. — Three Silk AGVA organizer, has been appointed executive secretary of the local. He succeeds Vic Connors, recently named national representative of the American Federation of Radio Artists.

While Connors held the post of secretary of both AGVA and AFRA, Sick takes over only the AGVA job. Adie West, who has been Connors' secretary, was named office manager of AFRA. Max West was appointed part-time AFRA representative and business agent.

Fay's, Prov., Vaude Out

PROVIDENCE, R. L, April 26. — Fay's Theater, (1,938 seats) dropped vaude yesterday for a summer policy of double features, mostly Westerns and action movies.

Metropolitan (3,000 seats) continues to use stageshows, with bands as headline, week-ends.

Vancouver Club Stopped

VANCOUVER, B. C. April 26. — Opposi- tion to the recent raid by police on telephone workers resulted in city council refusal to grant a cabaret license for a $36,000 night club which Clover Club. Club had been built 2 feet south of the all-night liquor store.

Ed Sullivan Presents

"CRAZY WITH THE HEAT"

WILHELM HOWARD

GRACIE BARRIE
Wilma Horner
AL KELLY

DIOSA COSTELLO
RAYE and NALDI

JANE HOFFMAN

BECKY KEAN
MATTWOM SMITH

... and Beauty Chorus

who all extend most grateful appreciation to Mr. Sullivan for the opportunity to participate in this outstanding stage "HIT"!

Currentiy

LOEWS'S STATE
NEW YORK
Orpheum, Los Angeles
(Reviewed Wednesday Evening, April 21)
This week's show in the Orpheum is a musical spectacular that is sure to delight audiences of all ages. The entertainment is a combination of music, dance, and comedy that is sure to keep everyone entertained.

The show opens with a lively musical number featuring a band and dancers that sets the tone for the rest of the evening. The band plays a variety of music, from traditional to modern, and the dancers perform a variety of dance styles, from tap to salsa.

The comedy acts that follow are both humorous and well-timed, with sketches and jokes that are sure to make the audience laugh. The performers are talented and engaging, and they interact well with the audience, making the show feel personal and intimate.

The finale is a grand spectacle that brings together all of the elements of the show in a stunning performance. The band plays a medley of songs, the dancers perform a choreographed routine, and the comedians deliver a final punchline that leaves everyone in stitches.

Overall, this show is a must-see for anyone who loves music, dance, or comedy. The performers are talented, the production is well-executed, and the audience is left feeling entertained and satisfied.

Charleston, Chicago
(Reviewed Tuesday Evening, April 20)
This show is a treat for fans of the Charleston dance craze that swept the country in the 1920s. The performers are dressed in period attire and dance to music from that era, creating a nostalgic and fun atmosphere.

The show begins with a history lesson about the Charleston and its cultural significance. This sets the stage for the rest of the evening, which is filled with performances that highlight the dance.

The performers are skilled and energetic, moving to the rhythm of the music and captivating the audience with their movements. The audience is encouraged to dance along, creating a lively and engaging atmosphere.

The show closes with a rendition of "After You've Gone," a popular Charleston song, which is sure to leave everyone feeling like the Charleston craze has swept them back to the 1920s.

Overall, this show is a fun and entertaining way to learn about and experience the Charleston dance craze. The performers are talented, the music is great, and the audience is left feeling like they've stepped back in time.
RETURN TO BROADWAY of the

INKITABLE

Their Sensational Triumphs in California

18 weeks Gate Exhibition, 2 weeks Alcazar Theater, and 3 weeks Golden Gate Theater, all in San Francisco, within 8-month period
1 week El Capitan Theater, Hollywood
1 week Orpheum Theater, Los Angeles
Opening Loew's State Theater, New York, week of May 1st or 8th. Loew's Capitol Theater, Washington, D.C., week of May 15th

Thanks for these Press Comments:

“Puppetry is a fine art when performed by the Welch.”

“By men and women, young and old, from 5 to 95 it is good to me, I recommend the Schultz Puppets.”

CLAUDE A. RAINBOW, Los Angeles Times

“Tops in entertainment... Hold the attention of everyone.”

The Billboard

F. S. —Thanks to Sidney Flemion

Direction—PHIL OFFIN, 48 West 48th St., New York
VAUDEFILM GROSSES

BG and J. Dorsey Continue Strong;
Roxy, State Down; MH May Go 5 Weeks

NEW YORK—Three out of the five
Broadway vaudeville houses—Music Hall, Par
ty, and Minsky's—opened the week. The
parable of Easter holiday business with a
continued rise in attendance. At the Roxy, 
where 3,060 seats, $33,000 house average
clinched the second week of
Billie Butterfly's Vaudeville opening, the
two downtown houses playing fresh indicated
patronage holding up. At the
time of the Manhattan, 4,000 seats, 
house average $17,000, Kitty Carlisle and Eddie
Bracken handled the comic material doing 
a slightly better average than business, 
estimated at $16,000. Film was a world
pioneer, billed jointly as F. O. B. Detroit
(thereas Reaching for the Sun) and
Army Unit OK. 16G. Alas, the
doubtless hoped to attend
should take &rowed
week. At Raymond Schreiber's Colonial
Theater (1,500 seats), house average more
for very close to the house average of
$13,000, Billie Holiday was a good draw for a
without star in the Curta.
The closing of Jack Broder's Town
Theater, which had played stagehouses for
only a little extra to the Colonial, insti-
tuted the no violescence of patrons
will overlap seriously in sources of patronage.

Boles Helps Build
Dayton, O., to 71/2 G

DAYTON, O.—John Boles added
strength to the vaudeville program of
Colonial, but only enough to up the gross
by $3,000. This week the house is preparing to
handle exceptional crowds with the WLW
Chorus Orchestra. Boles also
them; for the opening show than the
accommodate patrons over the week-end
scheduled for Saturday and six for Sunday.

WLV Bills Big
$13,800 in Indp's

INDIANAPOLIS.—WLV's Boone
County Jambo, topped by Lulu Belle
and Company, was on the air.
The show, which is being
in the closer for week, ended April 24.
the house average $8,800.
Pic was Side On, Vaguer.

Chi Off; Red 10G for Pic Revival
and Todd-Peabody Revue; Army Unit OK 166

CHICAGO.—Ideal outdoor weather
and lack of Interest in the current attractions
are holding down grosses at the combos.

Wanted

Acts, Teams, Singers, Girl Dancers, Strolling
Magician; Four to eight weeks in West
Palm Beach and Miami.

TAYLOR TROUT
Hollywood, Florida.

CHORUS GIRLS
and BURLESQUE People
WANTED. Wrote E. SKOLAK
Capitol Follies Theatre
SAN FRANCISCO.

Material
Protection

BUFFALO Biz Okeh
Despite Competitor; Flesh Coming Back

BUFFALO—A spell of colder weather
plus the Easter school vacations helped
bring the trade down for the past week, and strong celluloid
business was held back. However, it is
believed that the customers returning
during latter part of the week. Competi-
tive amusement ventures were Disney's Fables, the
Paragon, the RKO, and several name band one-nighters, in-
cluding the Victor Band, Glidden's Band, and Bob Chester.
Band sponsors for various artists have also
thrown the week. It is believed that a
great attendance. Vaudefilmers are tak-
ing advantage of the trend, with Bob
Chester's Denny Kaye show already booked
May calendar. Current week looks
okay, with a good opening show, headlining Amy Pong, Chinese
Comedians.

The Billboard's (seating capacity,
1,200; house average, $6.00; for ticket only)
hairline opened for double-film
May 2 when International Cinema
Cross opened for a week. All films
were set to follow May 18 for
the Paramount. Business up for
day. Bill opened May 9 and in the
(Buffalo Biz OKEH on page 29)

SPOKANE GROSS DOWN

SPOKANE, Wash.—Poor Easter Sunday
attendances resulted in poor business for the
circuit. House going for $250 under average ($11,130).
It was a perfect day for Easter business but
in the 4,048 seats. Weekend bookings, with Horse Head and
another of the same kind, were
some time, Bill opens May 9 and in the
(SPOKANE Biz OKEH on page 39)

Heidt Big $3,700

BRIDGEPORT, Conn.—Horse Head.
In his first appearance in this neck of
the woods, the goodly one, was shut out by the
at the Roxy-Pat-Loew, 9,048 seats
2 weeks. It was a perfect day for Easter business
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Vaudeville Notes

CHANDRA-KAli DANCERS booked for
the Capitol, Washington, May 8.
T. A. MEANS, is set for Long
Youngstown, O., June 14, and the Regal.
Chicago. August 15.

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CHANDRA-KAli DANCERS booked for
the Capitol, Washington, May 8.
T. A. MEANS, is set for Long
Youngstown, O., June 14, and the Regal.
Chicago. August 15.
Combo Policy of Oriental in Chi Having Troubles

CHICAGO, April 29—Scarcity of suitable attractions which can complete with the world-famous Chinese Oriental company has resulted in the future of the Oriental combo policy, just thrown by the company to the market.

Margie Hart, who has earned the right to enter the market over the Oriental combo policy, has taken over the management of the company and will take charge of the future tour. The Orientals, who have been in Chicago for some time, are expected to be in the city shortly. The company is planning a tour of the Orient through the United States, and will be in Chicago for several weeks.

NEW YORK: MARGIE HART departed hurriedly via chantoned planes April 13 from the Hudson River Airport for Chicago, where she is expected to arrive shortly.

Meanwhile, her sister, Mabel, who has been touring with the company, has taken charge of the management of the company while her sister is in Chicago. Mabel will be in charge of the management of the company while her sister is in Chicago.

The company is planning a tour of the Orient through the United States, and will be in Chicago for several weeks.
Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service Mail in the various offices of The Billboard. The list is published in addition to the regular Letter List.

Rep Ripples

FOREST A. BROWN, biller with various shows, is still working a little extra after a recent illness and is slated to start on a tour next week (24) in Laredo, Texas. (Doc) ROBERTSON has closed production on his current show to Frank H. Young's Clyde B. Pierce Mighty Circus. The show is reversed to campus showrooms in the area. (DOC) ROBERTSON has closed production on his current show to continue with the tour.

PHILLY GROSSES (Continued from page 28)

GENTLERS which is expected to generate $2,500 to $3,000 for the year. The show is now at the modern new theater in the area.

Two-Man Tenter for N. E.

Boston, April 30—Albert Stove, Bos- ton magician, and Harry Donnette, va- riety artist, have just returned from the eastern states where they have been making plans to launch a small tent show in that section this season.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Fox and Ross in Combine
To Promote Series of Shows

OKLAHOMA CITY, April 26—S. M. Fox and Hal J. Gibson have just announced that they will go into partnership with Fox and Ross to keep two shows going this spring and summer.

Fox's present, under way in Kansas City, Mo., is reported to have received a record advance for the 500-seat tent, with Ross adding to it. The show, with Ross as manager, is scheduled to begin in the middle of May in the midwest area.

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Sam Carroll & Associates

Announce

Oklahoma City

DERBY SHOW

STARTING THURSDAY, MAY 8

In the Beautiful 4,000-Seat COLISEUM

Guaranteed Profit to Agency

Tickets Available to Members of Teams

Adjacent, One Block East of Hotel

Hotels

Black Hotel

BURLINGTON, N. Y.
Non-Theatrical Films
Conducted by THE ROADSHOWMAN
(Communications to 1504 Broadway, New York City)

ANFA Elects New Officers; Sets Plans at Annual Meet
Fair trade practice resolution endorsed unanimously—bright future for non-theatrical film industry foreseen—Bertram Willoughby elected honorary president.

NEW YORK, April 26—Allied Non-Theatrical Film Association held its third annual convention and banquet April 18-19 at Hotel Astor here. Meetings were well attended by members representing all phases of the industry, including distributors, producers, resellers, and representatives of film libraries. Following the introductions of welcome by President, Bertram Willoughby the officers and executive committee reported on the activities of the past year. Plans for the coming year were outlined, with particular emphasis on the setting up and maintenance of uniform trade practices and national advertising standards.

Members of the association unanimously endorsed the fair trade practice resolution adopted by the Alliance of Non-Theatrical Exhibitors and the National Exhibitors Alliance and publicly agreed upon the fair trade practices which are the result of daily, weekly, and other rates. The resolution was adopted after the question of avoiding creating and maintaining a cartel was studied and much debate. Quotation of rental rates will be made only after the dealer agrees that rates will be on file with the Allied Non-Theatrical Film Association.

During the afternoon of the second day the following officers were elected to serve a new term:

President—John D. Craig, author and world traveler.
Vice-Presidents—James R. Audley, members of the Alliance of Non-Theatrical Exhibitors; George H. Horn.
Secretary—Barry S. Arsen.
Treasurer—H. T. Wrightsman.

The convention was opened by special address of great interest to the motion picture practitioners of the country.

Captain Craig talked about some of his interesting adventures in taking pictures. During his travels he has been in many countries and has photographed in adventure.
The Final Curtain

May 3, 1941

Irene

TOBEY-Edward, 54, former theatre manager for the Metropolitan Opera, New York, April 21 in San Diego, Calif., after a long illness. He had been ill the past few months and seemed to be improving when he left the hospital at New York in 1937, after he had been there for several months. He had been ill since 1927 and In 1928 was president of the Metropolitan Opera, New York. He was a stage manager for the late Louis F. Guller and had appeared in the original production of The Mikado. Among other productions in which he appeared were The Mikado, Dorothy, Man of the Moon, and A Tailor-Made Man.

GIBBINS-Jack, 46, formerly the Bing-Ringer and Clee Brea, 75, of Los Angeles, Calif., April 29, of a heart attack after an illness. He had been manager for the Lyceum Theater, New York, April 27, with burial In Northwood Cemetery there.

HART-William, 51, son of Louise Kent, former well-known producer and performer, at the home of his mother, 4216 W. 16th St., Chicago, April 23. He had been In charge of the carpentry department of the American Society of Composers, Authors and Publishers, 1921 and 1922, and in 1921 In New York. He was a member of the old Ps. Stock Company. He had been In charge of the Women's Symphony Orchestra of the Barnum es Bailey Circus band and was an officer of the order of the Knights of Columbus.

McCLEARY-Elizabeth, 54, of the Women's Symphony Orchestra of the Barnum es Bailey Circus band and was an officer of the order of the Knights of Columbus.
Dates in Dixie
Give Big Gains

General increases reported at old spots and locations in army-camp territory

CINCINNATI, April 26.—Helped treasured to the limit by the highest, most instances and strong spending made possible by the preparedness program. Increased revenue over the last several years' average is reported by the staff reporting this city, also ap- proached in part to additional patronage obtained from amusement-hungry mem- bers of numerous army camps in the city.

Especially outstanding were results at Easter week-end, when large and small shows alike reported increases of 50 to 80 percent in most instances. A new record was set for a show in the same town or territory.

An exceptionally strong showing was reported by John H. Marks Shows, which holds the record in this territory. Numerous blue ribbon prizes were earned nightly, while an estimated 9,000 people turned out to the final Sunday night set a record for the show.

Cettin & Wilson Shows got off to one of the best starts for the season in the area, with Turkey on the State line in Pennsylvania, Va., while Crystal Expedition and Back to Back Shows (Va.) and Kelly Bros. Shows (Vt.) also made good. Numerous others showed off to big crowds during the Easter holiday, with such shows as the Sparks Bros. Shows, Galbreath's Buckeye Shows wound up a tour of Mississippi livestock shows to audiences that were made up of all ages, and others who came to the shows for a conference and to see and to be seen. Business was reported as being steady to good, though a few operators reported a loss in their 1926 gateway results, but not enough to shake their optimistic views for the season.

West's Fredonia Debuts Beats Par Despite Weather

FREDONIA, Kan., April 28.—Altho the weather during the Fredonia Shows' business at their opening here under Metro Club auspices, defied the record of the last several years, the show was opened. The crowd was large, and numerous others showed off to big audiences during the Easter holiday, with such shows as the Sparks Bros. Shows, Galbreath's Buckeye Shows wound up a tour of Mississippi livestock shows to audiences that were made up of all ages, and others who came to the shows for a conference and to see and to be seen. Business was reported as being steady to good, though a few operators reported a loss in their 1926 gateway results, but not enough to shake their optimistic views for the season.

Motor City Chalks Creditable Start at Springfield, O.

SPRINGFIELD, O. April 25.—Sparks Bros. Shores' show at Springfield after playing a successful engagement at Ottawa, Ont., opened here April 15. The box office report was 5,000 and crowds and business were good throughout the show's run. Numerous blue ribbon prizes were earned nightly and concessions reported satisfactory results. A new type of show was presented by the F. S. Gooding Amusement Company, which played April 11-13.

General Representative Bob Davenport returned to the show for a conference with the management. Mrs. Hilman, who is in charge of the season's route should be a banner one, according to reports by the management, who plan to work playing on full schedule. The management reports that the company is proving popular. Management complaints were nil, while the star attraction was the well-illuminated midway's attractive appearance. New entrance front also proved an attention-getter.

Buck Expo Getaway
In Trenton, N. J., Proves Successful

TRENTON, N. J., April 26.—Featuring an attractive and well-lighted midway and new color turnout, O. C. Buck Expo started off in a huge manner. Dad superseded Bond in the July season on Falcon Field here to maintain business and repeat a good turn out, Chamberlains Buck Expo was ideal and the 14 rides and 12 shows were exceptionally well patronized. A complete re-admission and a 10-cent gate prevailed.

The depot ticket office here and the three local papers gave good co-operation. A new type of show was presented by the management, which operated Friday, April 23, and Sunday, April 25. The show closed April 26, the same day it opened.

Elieisa Land, better known as 'Elise,' will be producer and manager of a new girl engagement on Renney Bros.' Shows. Altho she was credited with wide production experience in the Middle West, this will be her first in the outdoor field. A wet type for show midway is planned.

Grosses in East Tallest in Years

Fat payrolls and favorable weather tilt play at rides, concessions, and shows

NEW YORK, April 26.—Spurred by favorable weather and big pay roll dis- trIBUTED among a record employee popula- tion, carnivals appeared to this Eastern sector played to great throng during Easter week-end. The reports were in first-class, and to get open promptly beginning Monday morning. Every show advertised will be figure to be a box-office cliff, what with the minimum weather still prevail- ing and industry getting better day by day.

Every show heard from, no matter how small, reported grosses resembling the boom years before 1929. Horses did especially well, followed by games and shows at the attractions.

At the O. G. Buck opening stand, Trenton, N. J., upward of 2,000 admi- nistrations were reported for the past Saturday, and the Ben Williams, Charlie Onder, Phil Lay, Harry Meller, and other tail-others in the metropolitan district and near by started strong.

Even interest abode to the midway debut of Clyde Mears' wild animal unit. With Owner Horwitz succeeded by Bob White, who was quoted as the free attraction.

Mark's Debut Take At Richmond Hiked 35% Over Last Year

RICHMOND, Va., April 25.—With the main gate averaging 6,000 nightly and an estimated 9,500 on Saturday night setting a record for the organization, John H. Marks Shows opened the opening day of their 14th annual tour of the cities and towns in the south and southeast. The midway was augmented by numerous additional attractions, and the crowds were reported to be increasing nightly. The crowds were made up of all ages, and others who came to the shows for a conference and to see and to be seen. Business was reported as being steady to good, though a few operators reported a loss in their 1926 gateway results, but not enough to shake their optimistic views for the season.

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Ballyhoo Bros., Circulating Expo, A Century of Profit Show

By STARR DE BELLE

Budget, Pa., April 26.—Eliases Land, best known as Elise, will be producer and manager of a new girl engagement on Renney Bros.’ Shows. After this season, Miss Land and her husband, John Marks, were shown playing a successful engagement at New York in the middle of the show. At a meeting of the management, the show opened on April 26. The management, which operated Monday, April 23, and Sunday, April 25. The show closed April 26, the same day it opened.

The first department to be probed was our circus-style cowshack. Stakes were first placed on the center of the enclosure, with 80 yards of dummy horses. 15 coffee cans filled with cotton, 500 balloons, 75 per cent of the audience, and the hawker for the dairy attracted the fewest. The dairy received $8,000. During their conversation with the buyer, they were asked if they had received a percentage of each register receipt that he had picked up from the store door. Seeing the honest, he backed out before handing them to the steward.

The girl show same next. Here they found more busy girls drawing curious percentages from the show than the show had汕头人. This was remedied by hiring a woman manager. The clerks and employees were asked to check up on each department as to stock on hand, whether human, animal, or otherwise. A detailed report was made of the best about, not getting their money's worth in return. In all, 13,000 people were going to the show, perhaps they, too, were not getting what they paid for.

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The show was opened on April 26. The management, which operated Monday, April 23, and Sunday, April 25. The show closed April 26, the same day it opened. The management reports that the company is proving popular. Management complaints were nil, while the star attraction was the well-illuminated midway’s attractive appearance. New entrance front also proved an attention-getter.

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PLEASURELAND SHOWS
Opening Hard Park. 9 Mile and Julia H. (Detroit vicinity). Saturday, May 1st. 9 to 10.
Wanted—Shorn with two transportation. Will
shave itself in two hours. Conferences all open except Con. Game and Con. Game.
Have complete Con. Shows for sale. Will
not seek. Help for all those that have
GLEN HOCKETT, Hearl Park, Mich.

MAC'S CARAVAN SHOW
Small corn. Chicago. 1000 Free Con. and
Glasses Charity. Leaf Gallery. Mesa or Hotel:
Oconee. N. C. Memorial Day.
Midway Shows.
Ran. and
Wanted.
N. THOMAS.
A. S. L. MCKEECE, Cuba, Mo.

WANT EAGLES
For Buffalo, Minn. Camp and City. Flies from
Want.
N. L. FARRALL. St. Paul, Minn.

WANT AMUSEMENT.
Want Wagon for Harry Good, Sweeper.
Account Manager.
Top Ad. Co. Inc. 2950 Michigan.
Moo. Clarks, run. on. and
Wanted.
Moo. J. E. KAUS RIDES
W. G. WADI, Nashville, Tenn.
Want High Riders.
Rides and
Gantry, Cedar.
Want Billposter with truck.
Wants High
Reg. No. 66. W. G. WADI.

ACCOUNT DEPARTMENT
Wanted.
HENRY FINNARAL'S
DIXIE BELLE SHOWS
WANTED
Wanted.
HENRY FINNARAL 215
DIXIE BELLE SHOWS
WANTED
Wanted.

WEST'S WORLD WONDER SHOWS
WANT

JONES GREATER SHOWS WANT
For Charleston, S. Carolina. Week May 5th and Balance of Season.
Wanted.
Cook. House. 25.00. Cigarette Warley. Cig. Pitch-Tent-Win or other Stock Concessions. Will
take any kind of tent. Will give 100 per cent of gross. Will keep Flat Rides with own transportation. Reasonable per cent. Ignores tents. Bug show. Plans show. Shows in Los Angeles, Santa Monica, Wees, Chicago, and Cotton Badges, wire George Kostner. Bob Mathen, come on. Address:
Pete Jones, Grant Hotel, Charleston, WEST VIRGINIA

WANT--MONIGHT MONARCH SHOWS--WANT
Foundations of all kinds. Plain Opaque, Red-Fill or any Flat Ride, also Flat Rides. One Minstrel
Show. Girls for Boys. Musicians for Minstrel Band. We positively play best acts in industrial sec-
tion, and Mcdonald, N. J.1. Primmnax and more of acts, such as Burmester, Gowan, and
Address: N. P. HOLAND AND GEORGE GOFFEPS, ABERDEEN, N. C.

SCOTT EXPOSITION SHOWS WANT
For Monroe. Texas. Week of May 8. Also and Aluminum Plant working day and night. West 6-
Car and Plate-Wheel Web, Musicians for Complete Minstrel Show. West Side Shows and one more Ride.
G. C. SCOTT, SWEETWATER, TENN. THIS WEEK

GREAT LAKES EXPO
In Click 15-Day Sheffield Opener
SHEFFIELD, Ala., April 26—Featuring an
impassioned new organization throughout, in-
cluding several new shows and rides, Al
Wagner and Ronald, owners of the Great Lakes
Expo Shows inaugurated their season with a successful 15-day stand here. Carnival is
opened the opening. Marquee was draped with flags
and a large ribbon. Stretching across the
front entrance was cut by Mayor Law-
gan, the President of the Great Lakes
Expo Shows. Mayor Lawrence was kept bossy en-
thusiasticly opening of the 1941 trek.
KENT was well publicized and attracted a good
opening-day crowd.
Midway shows now present 12 rides. General
Manager Wagner was kept busy enthu-
asiastically introducing the many con-
ventions. at his disposal. The four teams.
and midway is well illuminated
for the opening of the quarter. The open-
ing act was set up at opening. Your new tractors
and trailers were delivered and from now will arrive in two
weeks.
General Representative Bob Kline re-
ports he has lined up a good route. It was
on hand for the opening, as was Special Representative Ben Brown, who received
good co-operation from local
showmen. The Fire Flying Fliers, free act was
very well received.

Business in Macon Continues
Good for Franks; Roster-Set
MACON, Ga., April 26—Franks Greater Shows, which opened their season in Al-
phabet, are making a local act to
take them to Alabama. They have registered three good weeks here and are
looking forward to a very profitable
fourth week. Another ride has been
announced for Macon at the end of the
plan to continue to play neighboring towns for sev-
eral more weeks. Shows' roster includes
J. W. McCull, general director; W. E.
Franks, general manager; George W. Gil-
lies, business manager; Samuel Reid, 
general agent; Charles Anderson, conces-
sion superintendent; Arthur Pettit, elec-
trical superintendent; O. D. Busch,
construction superintendent; T. U. Riner,
Rides Superintendent.

Rides—Merry-Go-Round, Post Burn, 
foreman; Charles Wilson, clitch; Bob
Jones, Ferris Wheel, Spool Sitter, clitch;
Ginge; Harvey, Charmy Plane, 
clitch; Bob Jones, Ferris Wheel, Spool Sitter, 
citch; George; Harvey, Charmy Plane, 
citch; Bob Jones, Ferris Wheel, Spool Sitter, 
citch; George; Harvey, Charmy Plane, 
citch; Bob Jones, Ferris Wheel, Spool Sitter, 
citch; George; Harvey, Charmy Plane, 
citch; Bob Jones, Ferris Wheel, Spool Sitter, 
citch; George; Harvey, Charmy Plane, 
citch; Bob Jones, Ferris Wheel, Spool Sitter, 
citch; George; Harvey, Charmy Plane, 
citch; Bob Jones, Ferris Wheel, Spool Sitter, 
citch; George; Harvey, Charmy Plane, 
citch; Bob Jones, Ferris Wheel, Spool Sitter,
FRANCIS KELLY AMUSEMENT

Open Hartford, May 2nd to 10th, Oklahoma, Downtown. 


KELLY AND O'GRADY, Box 45, South Norwalk, Conn.

Address: New Dom Hotel, Hartford, Conn.

Dee Lang's Famous Shows

Can Place on Colored Minstrel Shows--Musician for All Instruments. Large泽 used. More shows than Lang Famous Shows, Salem City, Ill. Week April 23rd; Allen, Ill. Week of May 7th.

Side Show People Wanted

For use of the following acts, opening Pages 1, 20, May 18th, 1911. 

2000 Wild Men, 

2000 Wild Women, 

2000 Wild Boys

and any other strange acts. 

Address: F. J. Gooding Amusement Company, 1230 S. Bureau, Columbus, Ohio.

Cook House Wanted

Privilege in tickets. 

Ozark Shows

Vans, Burns, Ark.

FRANK'S GREATER SHOWS WANT

Wanted: two side Shows Manager with money; come complete outfit, 

People for All Shows. 

Ring for Minor Shows. 

Prairie Show or Circus. 

Will consider unusual acts. 

Address: Frank's Greater Shows, Des Moines, Iowa.

RIDE HELP WANTED

Must be sober and reliable. 

Contact us at the above address.

E. F. GOODING AMUSEMENT COMPANY

1230 S. Bureau, 

Columbus, Ohio.

Jones' Location Curbs Bizi

At Savannah Paper Festival

SAVANNAH, Ga., April 29. — Business somewhat below that of last year was reported at the Savannah Paper Festival held here at the third annual Coastal Empire Paper Festival. 

The paper showed that the city's business was up to par, but not as much as anticipated. 

The new paper shows that the city's business is up to par, but not as much as anticipated.

WORTHINGTON-Hamilton J. W. and his brother-in-law, Frank H. W. 

 dealing with manufacturers of the Multicolour Press, 

363 Fifth Avenue, New York, 

April 2nd, 

H. K. W. Worthington went to Hollywood in 1913 to 

The Multicolour Press, 

R. Havens, 

Box 45, 

South Norwalk, 

Conn.

Address: New Dom Hotel, Hartford, Conn.

The Billboard

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1230 S. Bureau, 

Columbus, Ohio.

Cook House Wanted

Privilege in tickets. 

Ozark Shows

Vans, Burns, Ark.

John R. Ward Shows Want

WANTED: 

Wanted: Show Manager with money; complete outfit. 

People for All Shows. 

Ring for Minor Shows. 

Prairie Show or Circus. 

Contact us at the above address.

E. F. GOODING AMUSEMENT COMPANY

1230 S. Bureau, 

Columbus, Ohio.

Cook House Wanted

Privilege in tickets. 

Ozark Shows

Vans, Burns, Ark.
**CARNIVAL**

May 3, 1941

**An Example for Sponsors**

**Extensive Advertising Seen as Key To Success—Rose Bowl Show Proof**

By WM. A. HAAS

HOW the annual Foreman's Circle and fireworks show, featuring a Rose Bowl in Los Angeles, will be presented for the benefit of The Billboard readers, who are encouraged to see it, is shown in the following report:

Pasadena, while in the 100,000 population of the city last summer, did not have its main summer circus of four rings and a hippodrome at the practice radius of 100 miles of Pasadena, and this is done thru the efforts of one local fireman, who has been at the throttle of the affair for 16 years, with a profit of good business, fun and such sport each summer.

This year is Joe Holmes, who has always been strong minded and believes his efforts made a good and young patron.

Holmes is a believer in extensive advertising, using a display advertisement every newspaper in this district, and billboards of the A, B, and 24-sheet sizes, even through Los Angeles with its million inhabitants. Thousands of copies, quarter, half and double-page flaps and cut-outs are put out, also window cards and square and circle in size, for local and national advertising. Some of this work is done by the local firemen, but the 24-sheet stands are arranged from the Founded Courier, located in the heart of the city.

The Foreman's Circle and fireworks show are used.

The Rose Bowl seats 80,000 on New Years Day for the pigskin games, but only 20,000 seats are used for the circus. A grand entry is made with the south end of the bowl being used for the circus, and the horse shows and fireworks set pieces, which are seen after the circus program, with the bowl darkened.

FAIRMONT CITY, ILL.

**Fairmont City - Home Coming**

**WANTED FOR BELL BROS. CIRCUS**

**WANTED FOR ADVANCED LEWIS BROS. CIRCUS**

**WANTED**

**SOL GOODMAN**

**SPACE TO RENT TO CONCESSIONAIRES**

For a Rolling Stock which can accommodate 24 people, including the conductor, the price is $10 per week. The two people, Admission.

**LOOK**

**IN THE WHOLESALE MERCHANDISE SECTION**

**LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES**

**SEND IN YOUR ROUTES**

**Routes of bands, acts, vaude vamps, ice shows, experience-test shows, dramatic and musical shows, to receive special attention. The Billboard free of charge. Get into the business today, supply them promptly. Send it to Route Bulletin, The Billboard, 1635 Broadway, New York City.**

**CIRCUS**

**ADDITIONAL ROUTES**

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

CINCINNATI, April 26—The following men have selective service mail at
The Billboard's various offices. In some instances the mail consists of question-
naires or circulars. This is the order in which the questionnaires are given.

The names where known. All of these men are requested to send forwarding
addresses immediately.


110 Dr. Rod. 744 W. Itail. Cinc. 0440.
Adams, James
Allen, James
Anderson, Ernest E.
Aske, Clarence B.
Atchison, F. F.
Bailey, Thomas W.
Baker, Jacob B.
Baldwin, H. F.
Barlow, Robert F.
Barnett, Julius C.
Barrett, A. Francis
Beatty, Roger Emerson
Beveridge, Walter J.
Blake, Delbert R.
Bliss, W. Carter
Booth, Charles H.
Brockman, Frederick
Brooten, Bernard
Bryant, William Carson
Brown, Howard
Brown, M. C.
Brown, William V.
Burdette, Charles B.
Burt, Donald
Burns, F. A.
Busch, F. A.
Butler, Frank
Byrd, Tony Albert
Byrd, William
Cameron, Louis J.
Campbell, Charles I.
Carr, Roy
Carr, William
Carter, Ernest
Cartwright, E. C.
Cautley, J. Frank
Caywood, William
Coffin, D. F.
Cooper, William B.
Cowdrey, Maynard G.
Crawford, Ted
Crawford, T. H.
Crenshaw, L. M.
Crowder, Fred
Cubbage, John
Dabney, J. C.
Daley, Richard Dywn
Daniel, T. W.
Darling, Frank
David, Frank R.
Davis, Arthur
Davis, Frank
Deakle, Earl
Decker, Rusell A.
Deller, Raymond H.
Dennis, Lord
Denver, F. S.
Deutsch, Harry
Dill, W. H.
Dill, W. W.
Dillavou, B. A.
Dillard, W. F.
Dilley, F. A.
Dindorf, H. F.
Dinkham, H. J.
Dinkham, W. O.
Dobbs, W. C.
Doggett, Thos.
Doty, John
Drake, Archie
Drauffer, H. W.
Drew, John
Driggs, F. W.
Dribble, H. F.
Dunbar, Frank
Dunbar, Jesse B.
Dunbar, John
Dunbar, Mary J.
Dunbar, W. J.
Dundas, Henry W.
Dunlap, James
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CARNIVALS

Midway Confab

(Communications to 25-27

WARM-WEATHER sure didn't hurt,

VISITING Mr. and Mrs. Carl J. Lautz on the Midway in Chicago, Mr. and Mrs. W. J. Wade Shows.

FORMERLY with Beil's Liberty Shows. Mary and Hopy Moore are now with Rogers Traveling Circus, Illiniois.

OWNER of a string of bingo games. Bill Jones visited his unit on Lawrence Greater Shows in Danville, Ill. 1st

FIRST couple of weeks fattened some fat

JERRY CHAMPION was named last month for the presidency of Greater Shows during the dates in Raleigh, N. C.

OPERATING his Ten-In-One Show on Zeboli Ben's Show. Charlie W. Williams.

VET TRUPEER Tommy White is in charge of the main ticket box on Lawrence Greater Shows and Mrs. White is assisting in operation of ball games.

IF you're a knocker for the old-time showman—he probably wouldn't have chosen you, anyhow.

VET TRUPEER Perry R. Noyes is at the Hotel Parkside, Kewanee, Ill., recovering from illness which has kept him there since January.

IT'S CORPORAL JACK WHITE not the owner of a popcorn operator on a number of carnivals, including Johnny L. Jones Operative & Gorley Shows, before enlisting, Jack noted that rank with Company B, 6th Infantry, Camp Robinson, Little Rock, Ark.

A PLACE where you don't "whittle white wood and stare at the floor" says a red-headed lad in a smart tie.

THOMAS J. MOONEY, formerly with Polys & Burke Shows, is assisting in Chicago, I. L., with 16th Infantry, 6th Division, Camp Robinson, Little Rock, Ark., as the rank of corporal. Clare Hurst, for the last three years on employee of the Stimmel corporation, is another of the shows' most recent additions to the army, having left for induction during the stand in Jenaeboro, Ark.

VET SHOWMAN Art Converse is managing a new side show with a 180-foot banner line on Lawrence Greater Shows.

FORER, Former Athletic Show operator with Frish Greater Shows, Worth W. Edmund (above) was induced to

THE area recently and is stationed at Company A, 16th Infantry, 6th Division, Camp Robinson, Little Rock, Ark., with the rank of corporal. Clare Hurst, for the last three years on employee of the Stimmel corporation, is another of the shows' most recent additions to the army, having left for induction during the stand in Jenaeboro, Ark.

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May 9, 1941

CARNIVALS

[Article text]

WILL COMPENSATE

[Article text]

GAMES—WHEELS—BINGO

[Article text]

CLEAN UP WITH Evans’ WIN-O!

[Article text]

KWIKUP CONCESSION STANDS

[Article text]

WANTED

[Article text]

FOOTBALL

[Article text]

FROM THE MEMBERS OF THE carpenter's AID OF SOUTHERN ARKANSAS,Arrangement was made to furnish a suitable place at the close of the season for the benefit of the Relief Fund. Arrangements have been concluded for the purpose.

[Article text]

L. I. STONE

CHARTER MEMBER

L. L. STONE

J. R. EDWARDS SHOWS

H. C. EVANS & CO.

THE BILLBOARD

WILL COMPENSATE

[Article text]
Winter-Quarters News and Gossip
As Reported by Representatives for the Shows

Goodman Wonder
LITTLE ROCK, Ark., April 26—Last week in Little Rock business looked ready for shows opening here under auspices of the Magic Park Zoo. All the rides and rides will be decorated with moss this season. The Karchin show arrived and was photographed in front of the Arkansas Senate, while the Voges Street Electric Company, Inc., of Nashville, Tenn., has been awarded the contract for erecting the giant Electric archery show. The new Electric archery company, Inc., has been awarded the contract for erecting the giant Electric archery show. The new Electric archery company, Inc., has been awarded the contract for erecting the giant Electric archery show. The new Electric archery company, Inc., has been awarded the contract for erecting the giant Electric archery show. The new Electric archery company, Inc., has been awarded the contract for erecting the giant Electric archery show. 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NEW YORK, April 26—Final meeting of the season was presided over by Pres- ident Charles Lemieux. President Lemieux said the occasion would be his last as president, as he was stepping down to assume other responsibilities. The meeting was well attended, with many members present to discuss the future direction of the organization.

Vice-President Chester Hilliard presented a report on the financial status of the organization. He noted a successful season, with increased membership and revenue. The budget for the coming year was approved, with a focus on expanding the club's membership and promoting events.

Secretary Frank Anderson reported on the recent events and activities, highlighting the successful events held during the season. He thanked the members for their support and dedication to the club.

Treasurer John O'Shea presented the financial report, which showed a healthy balance, with a surplus of funds. He encouraged the members to continue their support to ensure the club's success.

The meeting concluded with the election of new officers for the upcoming season. The new officers were thanked for their commitment to the club.

The meeting adjourned, with the members looking forward to the upcoming events and activities planned for the coming season.
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Th. Time To Buy fs WONT NOW
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SURE YOU CAN MAKE MONEY
with an old model or a second-h
 BUT YOU CAN MAKE MORE WITH
A SMART NEW 1941
ALT-A-WHIRL

The Time To Buy Is RIGHT NOW
SelUer Mfg. Co., Inc.
FAIRBULT, MINN.

SHOW TENTS
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CARNIVAL CARDS
STOCK CARDS FOR SPECIAL EVENTS
Write for Free 24-Page Catalogue
FRED ROBISON, Printer CURWENSVILLE, PA.

CONCESSION TENTS
CARNIVAL
Our Quality for Over 40 Years
UNITED STATES TENT & AWNING CO.
741 North Baldwin Street, Chicago, Ill.

Midway Finishes
PAINTS—ENAMELS
(We Paint Your Colors)
PAINT EXCHANGE OF CHICAGO
3000 Nineteenth Ave., Chicago, Ill.

TENTS—BANNERS
54x124 Skating Rink Top and Wall
CHARLES DRITZ—BERNIE MENDELL
B. HENRY & AWNING CO.
4903 North Grant Avenue, Chicago, Ill.

CARNIVAL BOOTHS, RIDES
Will not compete with, supplying of Ferris Wheel, Auto-Scopes, Parachute Drops, Sky-Balloons, Auto-Rides, Parachutes, Rides, etc., for shows. Call or write for details.

SECOND-HAND SHOW PROPERTY FOR SALE
$2000.00—Electric Clothes Line Rodeo, Silver Tents, 10 tents.
$1000.00—$1500.00—Small Show Business, etc.
$700.00—$1000.00—Any kind of Show Equipment.

WHOLESALE and RETAIL—ADJUSTABLE TENTS
We buy to Chicago Racket Banners, Tents, Water Tows, etc., in seconds.

ZACCHINIS BROS. SHOWS WANT
Blank Concession of all kinds. Will sell all, on doctor, Court House Trust, nailed, extra office, Concession Equipment, Tents, Rides, etc, on hand, at reasonable prices. All offers from offices. Machines Ride Red Stick that are men. Late-Price, Ferris Wheels and many-ride machines wanted.

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THE FLYING ZACCHINI TRIO

THE YOUNGEST FLYERS IN AMERICA TODAY

Duina, Egizio and George Zacchini, sons and daughter of EDMONDO ZACCHINI, inventor of the "HUMAN CANNON BALL ACT," wish to present one of the best flying acts in America today. Featuring the most difficult and thrilling tricks done on the flying trapeze, all performed with perfect elegance and grace.

Available for Fairs, Parks, Carnivals, and Amusement Resorts.

At Liberty June 1, 1941.

PERMANENT ADDRESS:

EDMONDO ZACCHINI

2603 Fountain Blvd.

Tampa, Fla.

HAPPYLAND SHOWS, INC.

WANTS

To hear from showmen with or without outfits, for shows of all kinds. Want especially to hear from A-1 SIDE SHOW. RO-LO Fun House for sale or will place Manager for same. This show is booked solid for 1941 season. All dates are in thriving industrial centers and these are followed by eight of the best fairs in the State of Michigan.

Address: HAPPYLAND SHOWS, INC., DEARBORN, MICHIGAN.

DUE TO DISAPPOINTMENT CAN PLACE SIDESHOW

WILL PURCHASE COMPLETE OUTFIT. Will plan Bros. Show and Glass House. We have operation at St. James, Ohio, and have booked another show at a large stadium. Will give you a great opportunity to make money this season. Will not sell you completely equipped Ball Games and book to show. Want legitimate Operators that work for stock only.

BANTLY'S ALL AMERICAN SHOW

This week, Dr. Sack, Pa., May 30th, Glenmont, May 15th, Utica.

FRISK GREATER SHOWS, INC., WANT

ROLO-PLANE, FERRIS WHEEL OR SCOOTER

SHOWS. L.0.N. 125-160, Fun House, Fat Show, and want Operator for Girl Show. We have a complete outfit.

CONSIDERATIONS: Burgesses, Woollards, Spring Games, Bowling Alley, Gunster, Ramer, Trick-Tri-O-Wins, Doll Gallery, Hi-Party, or any Legitimate CONCESSIONS. No hacks.

High base rolls of Fair, starting June 25th. Come in now. Remit Now. Address as per music.

F. A. George, Iowa, April 25-May 2; Mason City, Iowa, May 5-10.

GIRLS—GIRLS—GIRLS

FAIR AT HOME SHOWS, INC.

WANTED: Dancers and Posing Girls for two newly formed Shows. Salery—$222 weekly to start. Boots, Helen, Almond, Terry, Thelma, Jackie, Kick, and any all girls that have worked for me or know any girls with or without outfits. Also Girls for Penny Pitch and Ball Games.

Address: MOLLIE DECKER, week April 25th, Summit, N. J.; then Sayreville, N. J.

WANTED ORGANIZED 10-IN-1 OR MANAGER

Will furnish complete outfit, fully equipped Shows of all kinds. Will furnish complete outfit, fully equipped Shows of all kinds. Will furnish complete outfit, fully equipped Shows of all kinds. Will furnish complete outfit, fully equipped Shows of all kinds. Will furnish complete outfit, fully equipped Shows of all kinds.

BLUE RIBBON SHOWS

MADISONVILLE, KY., THIS WEEK

CAN USE A FEW GOOD WHEEL MEN

OTHER RIDE HELP

HARRY MAMSCH

4417 DICKINSON AVE., CHICAGO, ILL.
WP Launches Tour With Auspicious Dearborn Preview

DURAND, Mich., April 28—World of Pleasure Shows, under Manager John Quinlan, began a new tour with an auspicious preview stand at the new site of the fairgrounds in Dearborn, Mich. A large crowd was present for the official dedication of the new location.

Los Angeles

LOS ANGELES, April 26.—Danny Sherwood, former officer, was the opening act of the World Dinner. During the dinner, the Venice and Ocean Park Seabirds were given free, and the audience was entertained by the seagulls.

Directors, who were not a candidates for re-election, held the offices of the posts six years.

Plans for the ninth annual hideout were made at the entrance to the midway.

Thorium Midway Cafe opened for the shows. The show is a special promotion to encourage patronage, and a corninittee, headed by Guy VanZile, sister corn solidarity, has two Melly delete wells.

Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. Guy VanZile, veteran corn solidarity, has two Melly delete wells. 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Running Time of Chi Stadium Show Cut; Crowds Good

CHICAGO, April 26.—The Greater Chicago Circus Show, which has been running for the last two weeks, has been trimmed down to a reasonable running time due to the customer's desire for a shorter show. The Chicago Stadium management has been more than pleased with the trimmed-down schedule, which has proven to be more popular with the audience.

FRANK T. LEWIS, former circus and carnavaal man, who was recently heard in Cleveland, Ohio, has returned to his home in Chicago, where he has lived since 1926. He will take office May 9.

Providence Shrine Again at Track

PROVIDENCE, R. I., April 26.—Red C. Withers, director of the annual Shrine Circus here announced that this week the 1941 show would again be staged at Narragansett Park race track. About 40 acts will be booked, though some have already been booked. The show will open on May 20.

Owensboro Day At Cole Quarters

LOUISVILLE, Ky., April 26.—Last Sunday was Owensboro Day at Cole Quarters on the grounds here. Manager Zack Terrell learned that more than 200 persons living in Owensboro are former residents of the city. He sent each of them a special invitation to visit the quarters, and 300 of them took advantage of it and rounded on the grounds, visited the elephants last December, and the show has attracted more than 300 wrens now represented.

St. L. Police Show Expecting Record Due to 4 More Days

ST. LOUIS, April 26.—The annual St. Louis Police Circus, which opened April 17 to run thru April 30, had a record-breaking attendance of over 10,000 persons.

The St. Louis Police Relief Association, which is handling the event this year, has already grossed several thousand dollars.

Fan Papers Home With Circus Lithos

NATCHEZ, Miss., April 26.—Harry Barron, who has been with the circus for the last five years, has sent home some of the lithos from the circus to his sister in Natchez.

Big Show Passes “Famous 40”;
Looks Like an All-Time Record

NEW YORK, April 26.—Biggest news in circus business today is the Ringling Bros. and Barnum & Bailey circus, which has been making a record-breaking run since its opening last week.

While no figures have been announced, it is known that the gross is ahead of last year, and that the circus has sold more tickets than ever before. The reason is that the circus has made a special effort to attract more families. It has been advertised extensively in all parts of the country, and the result has been a tremendous increase in attendance.

Dutton Folks Due Soon

CINCINNATI, April 26.—Nollette Dutton, well known in the circus world, will be arriving here next week. She is expected to open at the Hippodrome on Tuesday, May 1.

YPS Plays to 4,100

Under Pasadena PTA

APRIL 26.—The Yankee-Peabody Circus played here April 18 under auspices of the PTA, but failed to attract a large audience.

Two Shows Within 8 Days

In Prospect for Canton, O.

CANTON, O., April 26.—Two circuses within eight days are in prospect for Canton this spring.

St. L. Police Show Expecting Record Due to 4 More Days

The St. Louis Police Relief Association, which is handling the event this year, has already grossed several thousand dollars.

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With the Circus Fans

CIRCUSES

Selective Service Mail

In the Carnival Department of this issue appears the number of those hav- ing Selective Service mail in the various states of the United States. This list is published in addition to the regular letter lists in the regular letter lists.

Circus Model Builders and Owners' Association

By RUSS T. WARNER

(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

Canton Shoemen's Frolic Draws 400

CANTON, O., April 26.—The third annual spring frolic of the Canton Shoemen, held in the Masonic Temple last Thursday night, drew a large assemblage of members and their guests. A streak dinner was followed by a business meeting, which was introduced by a short address by Mr. J. H. Oakes, president of the association, and then the affair continued until 11:30 p.m. By Mr. W. W. Cleveland, of Youngstown, O., who is the manager of the troop of the association.

At the opening of the show the clowns of the troupe made their appearance, and they did not fail to amuse the audience. The singing and dancing were of the highest order, and the entertainment was a great success. The show was closed by the presentation of a bouquet of flowers to the mayor of the city, who was present.

Peru Pick-Ups

PENN, Ind., April 26.—Mr. and Mrs. J. A. B. Reynolds, of Peru, Ind., and Mr. and Mrs. J. H. J. Reynolds, of Peru, Ind., left by train for Peru, Ind., on Wednesday, April 26. They are returning to Peru, Ind., after a visit to Peru, Ind., and are expected to return to Peru, Ind., on Friday, April 28. They are in good health and will return to Peru, Ind., on Monday, April 30. They are expected to return to Peru, Ind., on Tuesday, April 31.

Wanted at Once

WANTED AT ONCE

Good Tumbler

Want one who can do a little Tumbling. Showy work. Open to any serious offer. Please do not answer.-J. W. GILMORE

EUGENE RANDOW

Circus Ring Master, Bolivar, O.

Until May 31st, San Francisco, Cal.

Four (4) Tamed Lion Cubs

One year old. Just right for midwinter. Send for particulars.-J. B. DOWELL

PARKS DEPARTMENT

Binghamton, N. Y.

High Act Wanted

With 2 or 3 acrobats. Live 10 weeks of Fair, beginning in Buffalo, and tour for the rest of the season. Please answer.-E. A. LUCAS

Edward Raymond

DAILY BROS. "CIRCUS"

WANTS Performers and Musicians. To await engagement. Send résumé and apply.-J. C. BOWERS

Kemptville, Ont.

TIGHTS

OPERA HOSE


Youngstown Shoemen

Postpone Reunion Date

YOUNGSTOWN, O., April 25.—The annual reunion of the Youngstown Shoemen's Club, tentatively scheduled for May 16-17, was postponed last night by the council. The date was postponed in order to give the members more time to plan their trip and to make arrangements for the reunion. The council will hold a meeting on May 16, and the date of the reunion will be announced at that time.

The recordings were made in New York during the show's engagement in that city. The show is now in Chicago, and the recordings will be made there. The show will then go to St. Louis, and the recordings will be made there. The show will then go to St. Louis, and the recordings will be made there. The show will then go to St. Louis, and the recordings will be made there.

Big Show Band Recordings

Soon To Be Available

PHILADELPHIA, April 26.—Circus music was recently recorded at the Endicott Studio. It was revealed by Manie Sacks, a Philadelphian, who is recorded music for the Endicott Studio. Manie Sacks disclosed that a special album will be made for the purpose. The album will be made last week by Manie Sacks and his associates. The recordings were made in New York during the show's engagement in that city. The show is now in Chicago, and the recordings will be made there. The show will then go to St. Louis, and the recordings will be made there. The show will then go to St. Louis, and the recordings will be made there.

Fans Oppose Hike in Fee For RB Washington Lot

WASHINGTON, April 26.—The public opposition to the proposed fee for RB Washington Lot, which is owned by the U. S. Government, is increasing. A controversy between the friends of the public and the railroad companies has been going on for some time. The fee has been increased by a few cents, and the railroad companies have been accused of using the fee to offset the loss of the public.

Changes formerly made for this purpose have recently been removed by the railroad companies, and the public is now being asked to pay the full amount of the fee. A petition has been presented to the railroad companies, and they have been asked to reduce the fee to its former amount.

Secretary of the Interior Department,
Maynard, the opening of Russell Brom to be in Urbana, Ky. for the opening of the third Mason rotors to the Pat Purcell unit of volle Ala., addle en route to Tullahoma.

MATT SAUNDERS, who trooped many years ago with the old Buffalo Bill show, is now city manager of the Low Circuit and is said to be in Urbana, Ky. after visiting the Ringling show at the same place. He says that this year's show is the best ever.

EIGHTY THOUSAND DOLLARS worth of new canvas was the subject of a feature in the Courier-Journal, Louisville, Ky., April 21. The story accompanied more than a half page of art, picturing the big top; 12,000-year-old flint-chips in的艺术s at work, and workers at meals.

WILLIAM HARMON and Clarence Walker, in New York helping to organize the new edition of the Ringling show, will open in the middle of May, says Harriett Wright. He will have all the concessions. Casey Whittaker, who also will be with the show, is busy at the New York post office.

LEWIS BROWN, of Canton, Ohio, is a big show man, and right now he is planning a show that will be in Louisville, Ky. next week before returning to his job in Detroit.

BARNEY AND JIMMY HENRIER, cook, acrobats and clowns, are working with the Ringling show. They say they left Los Angeles the day before.

LEWIS BROWN, of Canton, Ohio, is a big show man, and right now he is planning a show that will be in Louisville, Ky. next week before returning to his job in Detroit.

LION TRAINER of note, Fred Deiner has his lion act and junto Terrell and John Winter at the ring. The Deiner Bros., or 1841, is a new addition to the advance ticket sales. The club is doing an advance ticket sale.

HARRY WINSLOW, last season's executive of the State of Tennessee and prior to that with the advance of several other circuses, is in Madison, Tenn. He is the manager of the Ringling Brothers and Barnum and Bailey Circus at Madison. He is the manager of the Ringling Brothers and Barnum and Bailey Circus.

SAMJAE TWINS, Mary and Margaret Oth,这种 act which has been on the Ringling show for several years. They were recently seen in Columbus. It was 10 years ago that the Oth twins was with the Ringling show.

PAUL E. FISHER, of Paris, has announced that his show will be on the advance ticket sales. He is the manager of the Ringling Brothers and Barnum and Bailey Circus.

SHADBOLT, the clown, is in New York with the Ringling Brothers and Barnum and Bailey Circus.

NEW WATERFORD, O. April 20—(ORCAJO PHOTO ART) CIRCUSES for North Canton, O., April 21, is a big show man, and right now he is planning a show that will be in Louisville, Ky. next week before returning to his job in Detroit.

RAY MARMADUKE, of Paris, has announced that his show will be on the advance ticket sales. He is the manager of the Ringling Brothers and Barnum and Bailey Circus.

VIRGINIA OLSON, a 12,000-year-old flint-chip, will be shown at the Ringling show in New York.

F. M. FARRAR, of Santa Fe, N. M., wrote: "In the April 15 issue of The Los Angeles Times the following was taken from the column of the Los Angeles Times: "The Los Angeles Times is reported to have received a letter from a reader who said that the Los Angeles Times is the best newspaper in the world. The reader said that the Los Angeles Times is the best newspaper in the world because it is the only newspaper in the world that prints the truth." This is a statement that is very true, and I would like to add that the Los Angeles Times is the best newspaper in the world because it is the only newspaper in the world that prints the truth."
**Gates, Spending Rise in Detroit**

Eastwood biz 50% over '40—bigger revenues are indicated for Edgewater

**Detroit,** April 25—At opening of the season last week-end Eastwood Park reported a 50 per cent increase over 1940, and Edgewater Park reported 45 per cent increase over 1940. Both parks opened on May 3 and are operating on a basis which has pleased openers in former years. Fees, operator, who predicted a season above that of 1040, has reported a 60 per cent increase in admission over 1040, and Detroit Park reported the boot bow drier listed.

**Walled Lake Take-Off Ok**

WALLED LAKE, Mich., April 20.—At opening of the season last week-end Eastwood Park reported a 50 per cent increase over 1940, and Edgewater Park reported 45 per cent increase over 1940. Both parks opened on May 3 and are operating on a basis which has pleased openers in former years. Fees, operator, who predicted a season above that of 1040, has reported a 60 per cent increase in admission over 1040, and Detroit Park reported the boot bow drier listed.

**New Feature for Pa. Spot**

Philadelphia, April 28.—Pennsylvania Zoological Park will be built until plans are approved at an estimated cost of $35,000. It will be similar to the former structure but will be much larger and more modern. The new zoo, which will be designed for the care and exhibition of wild animals, will be located at the eastern end of the city. The park commission has approved the plan and will now take it to the public for approval. The new zoo will be completed in time for the opening of the season.

**Briefs From All Around the Field**

**Venidom, N.J.—** Council finally voted to ask bids for construction of an ocean pier to replace the auditorium destroyed by fire on August 1. Proposed structure will be built according to plans already approved at an estimated cost of $35,000. It will be similar to the former structure but will be much larger and more modern. The new zoo, which will be designed for the care and exhibition of wild animals, will be located at the eastern end of the city. The park commission has approved the plan and will now take it to the public for approval. The new zoo will be completed in time for the opening of the season.

**Dlaughed N. O. Zoo Head**

New Orleans, April 28.—Audubon Park Commission announced this week that George Douglas Jr., to succeed Frank E. Nettles as superintendent of the park and to direct the big zoo. New zoo head has directed and organized festivals and other events in City Park for the past 15 years and is 24 years old. Nettles died on February 13.

**Flash Doings Jam Galveston**

Day on beach is declared best since early '20s—mainland tunnel started

Galveston, Tex., April 28.—Between 25,000 and 30,000 people saw a big splash Day on April 28 and the day was another good one for the island. Police worked hours before to open way for 42 contestants from a dozen states to reach the island and the outlying mainland. There was no water for the contestants to sail and the harbor was open to the weather. A big game of soccer was played on the mainland before the contest. Rain fell early in the morning and then held off until midday, when a brief shower followed and the harbor was open to the weather.

**Savin Rock's Early Play Best in Years**

New Haven, Conn., April 26—Pension season at Savin Rock Park, 13 miles from New York City, and 10 miles from the beach, is the best ever. High attendance and fine weather have made the park a success. The new roller coaster, which was built last year, has proved popular with visitors. Other improvements include new rides and concessions, and the Mount Vernon Theatres have been improved.

**New Building for Philly Zoo**

Philadelphia, April 28.—Philadelphia Zoological Garden has announced plans for a new building to be constructed on the mainland. The new building will be a modern, ultramodern, fireproof structure for the care and exhibition of wild animals. The new building will be completed in time for the opening of the season and will be ready for the 1943 season.

**Eulogizing at Gary, Ind.**

Gary, Ind., April 27.—About 250 people were present at the funeral of a well-known local man, Mr. A. B. Johnson, who died recently. The funeral service was conducted at the First Methodist Church and the body was then removed to the family home for burial. The local community expressed its sympathy to the family.
American Museum of Public Recreation is dedicated to the belief that the leisure time of all people should be made enjoyable and meaningful. This is our purpose as a national institution, and we are striving to achieve it through our various activities.

The museum is not only concerned with the development of recreational facilities but also with the promotion of a healthy and active lifestyle. Our exhibits and programs are designed to inspire people of all ages to take an active role in their own leisure activities.

We believe that recreation is a fundamental right of all citizens and that it should be accessible to everyone, regardless of age, income, or background. Our goal is to create a world where everyone can enjoy the benefits of recreation and where the opportunities for recreation are as widespread as the opportunities for education.

We are committed to working with communities across the country to create new recreational facilities and to improve existing ones. We believe that recreation is a powerful tool for social change and that it can help to create a more just and equitable society.

The museum is supported by a combination of government funding, private donations, and earned income from exhibits and programs. We are dedicated to maintaining the highest standards of excellence in all of our work and to ensuring that our resources are used in the most effective and efficient manner possible.

We invite you to visit our museum and to learn more about the many ways in which we are working to create a more just and equitable society through recreation. Thank you for your support of the American Museum of Public Recreation.
The Pool Whirl
By NAT A. TOR

(All Communications to Nat A. Tor, Care of The Billboard, 201 N. Wels St., New York)

Concey Gets Early Start
Above-average mercury readings up and down the Atlantic seaboard were a boost to the geese on their way to the South and on their toes and ready for the trip. Return of the geese is marked on the Florida and Georgia coast and early in the season of migration.

Your reporter took a close trip around a portion of the coast and noted the early start of the season. Geese were found far up the Atlantic coast. A report from the Atlantic coast indicated that the geese had already passed the area on their migration to the South.

The geese are expected to reach the southern states within the next week, and the season of migration will begin in earnest.

Full Security Aids NAAPB's Liability Set-Up, Says Hodge

CHICAGO, Apr. 26—The extensive liability protection of the Associated Indemnity Corporation, as evidenced by its financial strength and operating record, is giving to the amusement parks, pools, and beaches, is noted for its solid financial backing, and substantial re-insurance, resulting in a minimum of loss and speed adjustments, lower rates, and stability. The company enjoys the standing of being made reliable as the principal insurer in the industry, and its ability to spell the maximum security to most amusement park operators, is to be the chief thought of most people.

The billboard is printed in the NAAPB's offices.

"The truly democratic plan employed by the NAAPB is an expression of the desire of allowing representatives of the industry to all who do not wish to pass and have the rates of all policyholders in winning many of the industries as well as great confidence in the integrity and efficiency of the company. The publicity insurance companies, by W. E. Alexander, chairman; L. B. Schomba, president; and A. D. Bower, vice-president, are the issuing of an operating committee and a financial committee that has been named to work on the development of the company. The public liability insurance operated in addition to the companies from the same period in..."


**Rinks and Skaters**

By CLAUD E. ELLIS (Cincinnati Office)

**Ops and Entries Turn Out Big at Cleveland Meet**

Cleveland, April 26—Fourth annual convention of the Roller Skating Rink Operators' Association of United States and national skating rink operators from 20 states and British Columbia attended the second annual convention held here today. The convention was opened yesterday with a free skating party on the rink and the 200 guests, attended.

HARLAN, la., April 28—B. G. Gibson, manager and owner of the Lasting Rink, Dubuque, cor- ronounced on April 23 that work had started here on a rink to cost $4,000 and open June 15. It is expected to be ready for opening next week. A call for skating Thursday nights, with cocktails, has been made, and the rink will be 50 by 140 feet.

The International Skating Association, located in the last building of the Garden, will operate four nights weekly for the remainder of the season and Saturday nights at $1 for the benefit of the association. It is heavily patronized by MIT and Harvard students.

The Best Skate Today was held here at the Ohio Rink and featured many stunts.

**The First Skate**

QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1896.

2311-2313 W. 26th St., Chicago, Ill.

**The Best Skate Today**

PROFITABLE RINK FOR SALE!

John Lowe and his wife, J. W. K. K. Roberts, owners of the Richmond, Va, rink, have sold the property and will move to Richmond, Va., later this month. The property is valued at $5,000.

**Rink Skates**

The Billboard 49

May 3, 1941

No. 321 DUSTLESS FLOOR DRESSING

BLACK AND WHITE DRESSING

CAGAN BROTHERS

EXCELLENT LOCATION

For sale, one pair of Rink Skating Skates. Made by the best manufacturers. No. 321 Dustless Floor Dressing, available. No. 321 Duster dressing.

THOMAS FITZGERALD

EXCELLENT LOCATION

For sale, one pair of Rink Skating Skates. Made by the best manufacturers. No. 321 Dustless Floor Dressing, available. No. 321 Duster dressing.

JACK ROBBINS

It's A PLEASURE

On roller skates. First-Class Oil. No. 321 Dustless Floor Dressing.

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On roller skates. First-Class Oil. No. 321 Dustless Floor Dressing.
BADGERS PULL 765,464 AT 76

Superior Cops First for Gate

Marshfield tops grandstand in '40 figures for district and county fairs

MADISON, Wis., April 26.—The 1940 Tri-State Fair, Superior, placed first in gate admissions, with 95,394. The Tri-State Fair at Marshfield, was tops in grandstand attendance. Superior and Marshfield are the only fairs in the state department of agriculture bulletin. Gate in Superior was 99,352 and in grandstand in Marshfield drew 17,765.

Gate attendance leaders followed Superior: Marshfield, 99,352; Chiwawa Falls, 84,352; Beaver Dam, 84,352; Manitowoc, 81,877; La Crosse, 81,877; Milwaukee, 77,623; Plymouth, 71,203; Blackfoot, 70,063; Elmira, 63,177; Elyria, 61,812; De Pere, 61,812.

In grandstand admissions Elkhorn ranked second, with 8,228; Marshfield, third, 8,227; Elyria, fourth, 13,987; and Chiwawa Falls, fourth, 14,817.

Total gate admissions of 765,464 were reported for last year by 76 county and district fairs. The highest attendance was at the Wisconsin State Fair in Milwaukee, 94,449. Gate receipts through the year amounted to $395,764, as compared with 1939 and grandstand receipts were down $6,858, due to the "most unfavorable weather in many years.

Hankinson Desert AAA To Join CSRA; 26,732 at Reading

READING, Pa., April 26.—Opening of the Eastern auto-racing season on Reading Fairgrounds here last Sunday attracted the attention of thousands, as was expected by Ralph A. Hankinson. He has broken with the group, which is known as the American Automobile Association Inc., and, with 13 members, has formed a new organization which will operate under rules of Consolidated States Racing Association.

He will continue under the CSRA, it was decided, after 14 years as under the AAA board, with which he has lived favorably, but he has not been patched up.

Elliot Schubin, proprietor of Williams Grove Park and Speedway, Mechanicshae, Pa., announced that he would follow suit with the AAA, under AAA sanction. This was announced previously by Hankinson, who has been out of the AAA banner.

Central New Yorkers Elect and Talk Shop

CORTLAND, N. Y., April 26.—B. E. Banner, Broadview, was elected president of the New York State Association of Agricultural Societies at its annual meeting in the Hotel Corinta here. The election on April 7 included discussions on The Effect of Past Michael Artwork on County Fairs, Standardizing of Prize Tables for Home Fairs, Care on Granules, and Holding of Sunday Programs. President Banner was re-elected to the board.

A third organization is included which has given up fair work because of a potentiality of the future.

Motorcyclists and supply men attending were Joe Hughes, George A. Hamlet, Inc., Ray Pugh, Metropolitan and Manhattan Sport Print Tony Acord, Frank Stanley, Stanley's Acts and Races, and Peter Aris, Allied Van Lines Company.

Some held discussions on the defense effect affecting books that book-

Blackfoot Ups Outlay for Acts

East, Idaho puts $90,000 into plant—BC grandstand show will be presented

BLACKFOOT, Idaho, April 26.—With improvements made in the past three years by expenditure of about $3,860, Blackfoot Fair Board held this year with a considerable increase in appropriate entertainment and premiums, said Secretary-Manager Bert Sundquist.

The Blackfoot, two county fairs, have been booked thru Barnes-Curtiss Fair Booking Association, and there will also be a horse show, horse-riding contests, home racing, and high-school track contests.

Two years ago a potato picking contest between the Mayor and the governor of Idaho created much publicity and favorable comment. That a 1941 contest will be tried on a larger scale, governors of five states having been invited to participate on opening day.

Administration buildings and entertainments cost $25,000, new grandstand, $20,000; large commercial buildings, $100,000; other structures have been remodeled, and much landscaping has been done. The fair is supported by 12 counties.

National Speedways Sign Fourth Track in Minnesota

PRESTON, Minn., April 26.—At the monthly meeting of directors of Minnesota County Fair Association, headed by Olaf White and Allen Davenport, firm plans to start the first auto racing program for the Minnesota County Fair Association.

The county fair, the fourth in Minnesota to join the rapid expansion plan undertaken by National Speedways in the Northwest.

Ark. Aid Bill To Be Defined

RUSSELLVILLE, Ark., April 25.—In a recent address, Governor Win H. Kimball, Governor of Arkansas Live Stock Association, told more than 300 county fair men that the Arkansas Fair Clinic this week that he was preparing a synopsis of the 1941 act of the Legislature providing an annual appropriation for the Arkansas State Fair in the county fair plan.

He said it to show that state fair grants may qualify for participation in $80,000 annual appropriation of the Legislature for the benefit of county fairs.

The state fair association, J. W. Hall, head of Arkansas Tech, presented at the clinic.

Budget Boss Queries Detroit's Profit Claims

LANSING, Mich., April 26.—Profit claims of Michigan State Fair are questioned by Leo J. Nowicki, attorney general, as said on Thursday that unpaid bills for the 1940 fair were not to the extent of $84,000 that reached him. Board of managers had reported a profit of $84,116 after auditor had reported a deficit of $61,000. The audit showed $37,850 in deficits.

Nowicki declared he had been informed that the fair had an actual deficit of $40,000 and had been unable to pay out rentals for the Cohoes after the fair had been held.

"The unpaid bills are mostly for utility services and printing tickets," he said, "and the management would not have known about them until they were involved in management.

Dr. Linwood W. Snow, Northville, former aide of Governor G. Mennen Williams, made an informal claim for expenses, Nowicki said. Dr. Snow, who resigned last month, claimed he lost $64,116 in book expense money after a reported dispute with the budget director.

Auto Racing Pilots Plentiful, Says Sloan

CHICAGO, April 26.—Returning from a visit to the Northwest, thru the Southwest and Pacific Coast States, John A. Sloan, one of the country's top automotive experts, reported to American Press for America, that more nationally concerned officials are available to race under AAA colors than at any time in the past 15 years.

"Despite the fact that many of America's erack auto pilots are now serving in the Armed Forces, there is no shortage of pilots to fill the void," Sloan completed a tour of Minnesota, Montana and Idaho with a tour of western states, incl. California. These machines will be on the temporary starting grid, he said, and they are ready to sign up under AAA-sanctioned circuits.

WELLINGTON, O., Independent Annual May Get Old Charter

WELLINGTON, O., April 26.—About 800 members of Wellington Agricultural Society, which for 83 years has sponsored an annual fair, have met here to consider the practicality of securing a charter which would give the society the right to name the local fair.

Win H. Kimball, Ohio State fair manager, W. H. White and Al Davyson, the state State Fair Association Racing Association, were present.

The county fair, the fourth in Minnesota to join the rapid expansion plan undertaken by National Speedways in the Northwest.

N. M. State in New Set-Up

ALBUQUERQUE, N. M., April 26.—A new arrangement of the management of the New Mexico State Fair is the result of a meeting held this week by Governor E. J. Byrnes and calculated to add New Mexico State Fair Hereafter to be run by the New Mexico State Fair Corporation, that will include representatives of sheep and cattle industries.
Around the Grounds

LA PORTE, Ind.—(Continued from page 47) May 3, 1941

FAIRS-EXPOSITIONS

The Billboard

51

PHILIP MORRIS, for the exhibit of the art, and the exhibit of the "Circus Parlor," for the exhibit of the "Circus Parade." The "Circus Parade" and its contents will be shown by the manager of the exhibit, Mr. J. J. Prill, who will give demonstrations of his exhibit. Among the exhibits that will be on display are a "Circus Parade," a "Circus Tent," and a "Circus Barn." The exhibits will be open to the public from 10 a.m. to 6 p.m., and admission will be free.

CIRCUIT TRAIN. The "Cirrus" circuit train will be on display at the fair. This train consists of a series of railroad cars that are used to transport circus performers and their equipment. The train will be open to the public from 10 a.m. to 6 p.m., and admission will be free.

PARK BISHIPS

(Beginning from page 47)

Philip Morris Company, for the exhibits of the "Circus Parade," for the exhibit of the "Circus Barn," for the exhibit of the "Circus Tent," for the exhibit of the "Circus Parade," and for the exhibit of the "Circus Barn." The exhibits will be open to the public from 10 a.m. to 6 p.m., and admission will be free.

NEW ORLEANS.—With regular opening set for May 4, Manager Harry J. Butt will open the fair with a display of some of the more popular acts of the season. Among these will be one electrical act, 15 by 50 feet and 15 feet long, which will be displayed in the "Circus Parade." The exhibit will be open to the public from 10 a.m. to 6 p.m., and admission will be free.

SAVE THE ROCK'S BIZ

(Continued from page 47)

A new basketball team, 11:30, refreshments served

LA PORTE, Ind.—(Continued from page 47)

Another day and his musical revue would

One day and his musical revue would

Kean said his Circus unit would play

Kean said his Circus unit would play

at Van Buren-Jefferson County Fair and Fred Priller was named secretary.

KLEIN, Sul. —D. D. B. Veltman was named as secretary of the board of Van Buren-Jefferson County Fair and Fred Priller was named secretary.

WALLA WALLA, Wash.—President M. W. Walla, secretary Lewelly Stewart, and Treasurer H. W. Burga were re-elected by the Southwestern Washington Fair Association.

FEVAY, Ind.—Switzerland County Fair Association re-elected Judge J. E. Fevay; Judge R. L. Squirrel; Smith, Ray Carter, vice-president; T. A. V. Q. Green; alderman; W. E. Shurtlef, secretary; and E. E. Essinger, treasurer.

DANVILLE, Ark.—Yell County Fair elected a new committee and President J. W. Martin, vice-president; G. W. Pringle, secretary; J. W. White, treasurer; and J. W. E. Hansen, general manager.

HUNTINGTON, Ind.—(Continued from page 47)

EL PASO, Tex.—Additions to Forest Park Zoo here include 3- year-old brown bear, which has been named Charlie, and a five-year-old brown bear, which has been named Charlie's friend. The park board has purchased Charlie's friend from a private owner for $500. The park board is planning to open the zoo to the public on May 4.

FORT WORTH, Tex.—Additions to Forest Park Zoo here include 3- year-old brown bear, which has been named Charlie, and a five-year-old brown bear, which has been named Charlie's friend. The park board has purchased Charlie's friend from a private owner for $500. The park board is planning to open the zoo to the public on May 4.

MADISON, Wis.—Tentative diagnosis indicates two six-month-old tiger cubs have been discovered at the Madison Zoo. The cubs were discovered by the zoo's staff while they were cleaning the enclosures. The cubs are believed to be the offspring of a pair of lions that are on exhibit at the Madison Zoo. The cubs will be kept in a separate enclosure until they are weaned from their mother.

PHILADELPHIA.—Another day and his musical revue would

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KHOKH, the mayor of the town, was named as secretary of the board of Van Buren-Jefferson County Fair and Fred Priller was named secretary.

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ST. L. POLICE SHOW

(Continued from page 41)

Binga, Les Korinio, and the Alexander, all of whom had received much newspaper publicity, especially since she is a beauteous girl. There were 28 separate displays in the show, and the program was divided into 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 separate displays, interspersed with 37 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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 latest and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Women

Men

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.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
### MAIL ON HAND AT

**NEW YORK OFFICE**
1608 Broadway

#### Women
- Alice, Frank
- Berman, Patricia
- Van Camp, Van
- Van Fall, J. A.
- Wyle, Harriet

#### Men
- Battle, John
- Dant, L. A.
- Ellis, Paul
- Grun, Edward
- Lottman, Ed
- May, William

#### MAIL ON HAND AT

**ST. LOUIS OFFICE**
200 Arcade Bldg.

#### Parcel Post
- Broun, Jack

#### Women
- Alston, Harry
- Cady, Mrs. T. O.
- Houghton, Lillian
- Kuby, Dorothy
- Loewen, Mrs. F. C.

#### Men
- Alexander, A. L.
- Burns, Jack
- Cade, Fred
- C. L.
- Garfield, A. L.

### Births

A daughter to Mr. and Mrs. Marty Lane April 17 in Philadelphia. Parents are from the Moer Jast orchestra, Philadelphia.

A daughter to Mr. and Mrs. Harry McKay April 14 at the Jewish Hospital, Philadelphia. Mother is from Chicago and comes to the Jewish Hospital, Philadelphia.

A son to Mr. and Mrs. Joseph A. Mack April 15 in Woodlawn, Missouri. Parents are from Chicago and come to Woodlawn, Missouri.

A daughter to Mr. and Mrs. Fred Fisher in Milwaukee recently. Father is from New York and comes to Milwaukee, Wisconsin, currently on a return engagement at the Wisconsin Theatre, Milwaukee.

A boy recently to Mr. and Mrs. E. W. (Shin) Wells at St. Patrick's Hospital, Chicago. Father is from Chicago and comes to the Imperial Hotel, Chicago.

A daughter to Mr. and Mrs. Calvin Cowan April 13 in Albert County (Ontario). Father is from New York and comes to Ontario, Canada.

A boy recently to Mr. and Mrs. Frank Couch of Turtle Creek, Pa., in Wilkesbarge.

### Marriages

**ANDERSON-ROSE**—Charles Anderson, the Jelly Bean of the Three Loons Quartet, and Rose Anderson, the Jelly Bean of the Three Loons Quartet, recently in Chicago.

**ELLINGHAM-LEWIS**—Ray Ellingham, assistant editor on the New York Post, to Edith Lewis, recently in Hollywood.

**HAMILTON-BOWDEN**—Bill Hamilton, owner, manager, and Bill Bowden, recent CMA winners, in Hollywood.

(See Marriages on page 67)
DIRECT FROM THE LOTS

were attractively laid out and good business
resulted. Charlie T. Goes delivered the new Tencel raffles and
the boys are now in business.


Dance and Show. Week ended April 8. Ridgefield, Conn. Legion Post.

Weather hampered the first part of the

business was excellent. J. L. Gibe
did better than on an average

location because the city was unable to

It was necessary to have a line run in for

a mile and a half with a huge construc-
tion job. The time was very expensive. But

the town with 40,000 inhabitants. The

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Specialties --

Many trends combine to center increased attention on merchandise specialties and to insure a bigger total business in this field from year to year. The national income is climbing and defense preparations are speeding up the circulation of money. Reports of retail trade from all parts of the country are very encouraging. When retail trade is increasing that is a sign that people have money to spend.

Merchandise trends for the past several years show that consumers are buying an increasing proportion of specialties, so that when the figures show a growing total of retail sales it is a sure sign that specialties of all kinds have shown rapid increases in sales.

The sales of novelties, premiums, and specialty merchandise of all kinds is also helped by the mood or psychology of the people at the present time. World news is almost continuously discouraging, but there is something about novelty merchandise that adds pep to business. Premiums and novelties as used in merchandising programs today are an expression of enthusiasm for the privileges which are still ours and they also stimulate the interests of the people in business and trade.

Advertising that is enlivened by the use of premium or novelty merchandise indicates the spirit that is America. It gives hope to business and gives pleasure to the purchaser.

With so many trends in favor of the increasing use of novelties, premiums, prizes, and all kinds of specialty merchandise, it is important that those concerned with the manufacture and distribution of such merchandise get into the swim and push toward new sales quotas and into new markets. Many firms will also find it an opportune time to enter the field of novelty and specialty merchandise because the country is being made over by the extension of electric power thru government dams and small radio sets, gadgets, and electrical specialties of all kinds have shown rapid increases in sales.

The national income is very encouraging. When retail trade is increasing that is a sign that people have money to spend. The excellent work that the federal government is now doing in keeping a check on retail sales thru various channels and outlets shows the total importance of these thousands of small stores and establishments. The American system of business still rests on a chain of thousands upon thousands of small retail establishments. These thousands of small outlets still deliver the bulk of advertised goods and specialty merchandise to the people.

Manufacturers and distributors need to begin giving more attention to this market. After the first two markets have been covered, any merchandise item or novelty has a still greater market in the thousands of small retail outlets that dot the length and breadth of the nation. The excellent work that the federal government is now doing in keeping a check on retail sales thru various channels and outlets shows the total importance of these thousands of small stores and establishments. The American system of business still rests on a chain of thousands upon thousands of small retail establishments. These thousands of small outlets still deliver the bulk of advertised goods and specialty merchandise to the people.

Manufacturers of novelties and premiums have always been able to quickly adapt their products to the changing times. Many new novelties and games are appearing which reflect the patriotic and business spirit of the nation. Many may overlook the fact that the country is being made over by the extension of electric power thru government dams to every part of the country, creating big new markets for small radio sets, gadgets, and electrical specialties of all kinds. While we read the war news an electrical revolution is reaching the small towns and rural sections.

These and many other trends mean better business for premiums and specialties.
NEW LOW PRICED
7-WAY LAMP BARGAINS

... Every Lamp Equipped with Nite-Lite

Here’s a way to sell MORE lamps and make MORE PROFIT on your lamp sales. Feature these two brand new “Artistic” creations. 5 & 6 LAMPS IN PAIRS... both lamps and floor lamp as a matching unit. Or sell them separately. At our low prices you can mark them up generously, and still feature these QUALITY lamps at prices that will create a satisfactory volume of sales and assure quick turnover.

No. 230 A. ARTISTIC 7 WAY FLOOR LAMP. Antiqued ivory finish with beautiful gold trim, or bronze with gold trim. Eight arms. Includes glass reflector bowl and pleated parchment shade, complete with rubber cord and plug. Height 61".

No. 230 B. ARTISTIC BRIDGE LAMP, with 7" glass reflector bowl and pleated parchment shade to match the floor lamp. Choice of antiqued ivory or bronze finish with polished gold trim. Be sure to state finish desired. Height 57". Rubber cord and plug.

COSTS YOU ONLY
$2.95

Each IN LOTS OF SIX OR MORE

Be sure to state style and finish desired.

ORDER TODAY! LAMPS LIKE THESE WILL NEVER COST YOU LESS!

ARTISTIC
LAMP AND SHADE WORKS

Designers and Manufacturers of High Grade Lamps

1530 Armitage Avenue ... CHICAGO, ILL.
Class Items in Demand
As West Coast Trade Booms

Government defense dough and private spending stimulate business considerably—merchandise users report business up 20-40%—predict new records for season

LOS ANGELES, April 28—News that President Roosevelt had signed a bill providing for the fifth supplemental defense appropriation, giving this section $15,200,000,000, brought a sudden toning up of every section of the retail trade. This week's early eight-week period of last year, the trend in merchandise is to class items, it is reported. With a number of Western states and war zones omitted, increased by pre-Easter admissions at prices, has not turned unusually good. Appearance of new merchandise items on stands also helped to promote gross takes. Operators of such outside-equipment dealers, say, such as Electric Runway, Ocean Park, Santa Monica, Venice, Hermosa Beach, Long Beach, report an increasing demand for porcelain novelties such as bowls, cowboys, ash trays, and hearts-and-diamonds brand new lamps.

Fin-workers are finding a big demand for the new casters. These tiles are recently placed on the market. They are available in latest designs and colors. Because of the weave of the tie, the tiles give unusual comfort and create the illusion of being solid. Some handling ties in this section include Imperial, Star, and Noveldom. These are made and operated by J. C. Rippe. The firm carries a complete line designed for tie wearers of all types.

At the Acme Novelty Company, managed by Ben Goldthorpe, shelf novelties are claiming much interest. Party favors, including novelties, cards, and cameras, are also getting a big play.

Along boardwalks girls-on-age and young ladies are showing their most expensive ties for their own State or region. Such homes as the famous Home of Hollywood are claiming interest among the visiting feminine. Shoppers are being advised and written without additional, wrapping, demand is increased by the number of tourists. Another popular item is a small crate containing small polka dot designs, representing oranges and bears the caption, "This is the Orange of Grapes 1 Promised You From California." A small box showing an orange tree laden with fruit from California was so-called. The background, in the background, is also popular. It bears the legend, "A Winter Show in Southern California." Boardwalks have seen many new items, including balloons, shakers, and dice."
PREMIUM USERS' SENSATIONAL LOW PRICES

Write for our new 1941 Catalog

NATIONAL PRODUCTS COMPANY
CINCINNATI, OHIO

MERCHANDISE

610 B - STRATO-CLOCK
Session Electric Movement $3.65 each

620 B - ARVIN RADIO
(lavender) $5.15 each

621 B - WINGS OF VICTORY
Session Electric Movement $4.85 each

622 B - FISHING OUTFIT
$3.95 each

606 B - INGERSOLL "Nurist"
$1.65 each

566 B - FLUORESCENT
DESK LAMP
BULB $0.95 each

528 B - WINDSOR NAUTICAL CLOCK $2.40 each

505 B - INGERSOLL "Seneca"
$1.65 each

547 B - VICTOR $2.40 each

8" FAN (.1/3 Deposit With Or6tr, Balance O. D. BE SURE TO WRITE FOR NEW LARGE 1941 CATALOG-JUST OFF THE PRESS

NATIONAL PRODUCTS CO.
DEPT. B, 29 W. COURT ST.,
CINCINNATI, OHIO

IN OUR OWN BUILDING WHERE WE OCCUPY OVER 50,000 SQ. FT. OF FLOOR SPACE

FRAMING A JOINT!
HERE'S WHAT YOU NEED

LEVIN BROTHERS
TERRE HAUTE, INDIANA

RECONDITIONED $2.95
Guaranteed and Guaranteed
ELGINs
With Whirlams, Hamiltons, etc.

Advertise in the Billboard
You'll be satisfied with
results.

CONTINENTAL PREMIUM MART
822 N. Third St.
Milwaukee, Wis.

NOT IN OUR NEW HEADQUARTERS
3333 LINDELL BLVD.

WHERE OLIVE, LINDELL AND LOCUST STREETS CROSS

Now in our new Headquarters
3333 LINDELL BLVD.

CR*ELY ENLARGED SPACE-IMPROVED MODERN FACILITIES. QUICKER AND MORE EFFICIENT HANDLING OF YOUR EACH DEMANDS. FEATURES THE NEWEST IN NOVELTIES-PREMIUMS-CONCESSION GOODS. We Appreciate and Solicit a Continuance of

ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD. ST. LOUIS, MO
Fluorescent Sweeps Nation
HOTTEST SPECIALTY OF A GENERATION
AS EASY TO INSTALL AS CHANGING A BULB!
Plugs in any socket. Fits 4" or 6" ceiling ring.

SPECTACULAR PREMIUM!
A SENSATION AT FAIRS AND CARNIVALS!
BIG HOUSEHOLD SALES!

This model with lamps
in lots of 12 or more...

ONLY

Set your list off. Other two lamp fixtures sell for $12.20 up to $17.50 retail.

The Sensational BULLET
Light of a Hundred Uses

DON'T MARK UP THE PRICE. It's the unusual thing that's the money maker now. It's something you can put into a high price. Sales point from one to eight, in five sets. 1940-41 price, fifty million each. Use our instructions and get a direct advantage of it. All sets are complete for household use. A turn of the handle, and you have a lamp of almost any size you desire.

RUSH YOUR NAME
Every minute counts. If you want to get in on the best fluorescent promotion you ever tried, rush your name in now!

NORTH AMERICAN MANUFACTURING CO.
433 East Erie St., Dept. 85.
Chicago, Illinois

LOOK!
Joe Hey, Ark. wishes "Crossed the line. Sesame Street." M. says: "Sold 120 Sunday with P. D. Q. Auto. P. D. Camera, too. Wishes is 13.50." Customed Saturday and Sunday only and you About 400 photos the first day. 175 minutes. To see the works. Nothing to see but a lot of work. Hasn't even been told that he is doing the work. Hasn't been able to do it.

New!
P.D.Q.
AUTOMATIC
PHOTO MACHINE
TODAY'S BIG MONEY MAKER
Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about $135. That's all you require to start this Big Money Business.

Attention, Concessionaires
Due to price increases on raw materials, labor and other operating expenses, we are forced to increase PLASTER Prices. New Prices will go into effect MAY 1st. Place your order now and save money. Write for new lists of Slum, China Novelty Items, Flash-Lamps, Wheel Items, Bingo Specials, always first with the latest. State Show and kind of Concessions.

Wis. Deluxe Corp.
1902 N. Third St.
Milwaukee, Wis.

Carnival & Bingo Supplies
Military Souvenirs-Premiums-Party Favors-Hats-Balloons
Write for REVISED NO. 50 CATALOG. Many new items be sure and mention your line of business.

Midwest Merchandise Co.
1005 Broadway City, Mo.

Small Radios in Merchandising

Whatever developments or changes that may take place in the manufacture of radio sets, there will always be a big market for the small set. There is big interest being shown in the small sets direct to the individual and the home, and this interest is reflected in the number of small radios in merchandising programs. Small sets, for the last two years, show that both markets are growing at a rapid pace.

There is no conflict between the selling of small radio sets and the more expensive sets in retail stores. The use of small sets will always be an aid to the sale of the larger radio sets, by helping to sell lights and lamps, equipment sets, and radios in automobiles. There are several points to be considered in making home and permanent sets universal and permanent appeal. It is believed that these factors have played a big role in any plans for selling merchandising.

Trade princes, based on statistical reports and other facts, indicate that the small radio sets are more than 11,000,000 homes have radios and it is also suggested that more than 39,000,000 homes own one. It is not only possible to sell two sets for practically every home, but there should be no need to talk of saturation until a set has been sold for practically every room.

Arvin Radio
NEW 4-TUBE PREMIUM
VALUE SENSATION

This model with lamps
in lots of 12 or more...

ONLY

The ultimate idea for the American home or apartment is to have music available at all times and the result is that the small radio set will do more than any other item to make such an ideal possible. The small radio sets are an advantage to the individual home and its size conforms with the feeling of content this is so evident in the modern preference of smaller rooms.

Whatever upsets may occur in world conditions, there is a pride in individual ownership which the small set can be made to satisfy. The expensive radio may appeal to the family pride, but the small set makes it possible for each and every young and old to own their own radio. The price range and the convenience of the small sets make it possible for both young and old to own an individual radio. This deep desire to own a radio for the home and the desire to own as deep as human nature to desire.

Company Loan
Another deep current that increases the permanence of the consumer demand for radio sets is that many noted how rapidly new inventions and improvements are made in radio. The fact that radio engineers are always busy on new ideas and that the economic way to have the very latest in radio sets is by the frequent purchase of small sets. The permanent sets want the very latest in every respect and this desire is especially keen when it comes to radio sets. The mass market looks to the rapid acceptance of small sets of modern progress. Whether they get them as premiums, as small sets in household merchandising deals, or by outright purchase, the demand is here to stay. It is more keenly interested in new and small sets at all times.

Longer radio broadcasts are a part of our daily living the stronger will be the demand. It is a part of our daily living.
Tomorrow May Be Too Late!
DON'T DELAY! ACT NOW!
GET MORE PLAY—MAKE MORE PROFIT!
World Famous—Nationally Advertised—Precision Built
8 mm. Uni-vox Movie Cameras

LIMITED NUMBER
WHILE THEY LAST

$4
NET
F.O.B. CHICAGO

25¢ cash with order. Rated firms, net 10 days.

A Sizzling Offer for Operators. First time any wanted item with such terrific appeal has ever been offered at such an amazing low price!

SEND $4.50 FOR PREPAID SAMPLE TODAY

Outclasses other premiums because it's NATIONALLY KNOWN by name and for its wonderful results! A sure-fire premium! True View Uni-vox makes professional quality 8 mm. movies, F 5.6 lens, optically view finder. Exactly the same model as sold in leading department stores.

Don't wait! Order today!

TRADERS COMPANY
Merchandise Mart Chicago, Ill.

Bingo Business
Promotion Needed

NEW YORK, April 30—Stronger merchandising values, a new promotional approach, and better planned parties are needed to make 1941 an outstanding year, according to representative bingo operators. It is well known that many operators do not give the time and care to promotion methods for stimulating public interest in games. Only a handful of the big operators give bingo promotion the attention it requires.

The little fellow, if he is to succeed, must follow the lead of the big operators and work out imaginative ideas to attract the attention of the public. The situation in his own locality, the leisure and lack of concentration on promotional effort means continued decrease in attendance and loss in profits.

The Billboard will endeavor to report from time to time on new wrinkles that have proved business builders for bingo operators. For example, while it is admitted that last year's business was not extraordinary, it might have been much better had merchandising been varied and better planned in the better merchandising that has been foremost. Flanging interest in some sections depends upon attracting thru inability of operators to work out new twists in the game.

There is a sameness of opinion among operators as to what should be done in making a bingo event a success. Almost all, the players must be assured without extra effort, that the games are genuine,

Attention—Novelty Men—Attention
Sensational Low Prices
Orders Shipped Same Day

Attention—Novelty Men—Attention
Sensational Low Prices

Orders Shipped Same Day
AMERICA'S GREATEST BOXED SUMMER CANDY VALUES FROM
For Cereal, Gum, Snack Wafes, Ball Games: Guess Your Weight and Ap! Shooting Galleries:
Numbered Fafidel, Callophone Wrapped. Contain With Ture Food & Drug Act.

CASEY CONCESSION COMPANY
1132, South Wabash Ave. Chicago, III.

EVERYTHING
Waters, Including, Coffee, Syrup, Milk, Buttermilk, Ice Cream, Cloverleaf Lome.

AMERICA'S GREATEST BOXED SUMMER CANDY VALUES FROM
For Cereal, Gum, Snack Wafes, Ball Games: Guess Your Weight and Ap! Shooting Galleries:
Numbered Fafidel, Callophone Wrapped. Contain With Ture Food & Drug Act.

CHAMPION SPECIALTY CO... 814- & Central St., Kansas City, Mo.
HARRY PAKULA & CO. &
5 No. Wabash Ave. Chicago III.

America's Latest Craze
YOUR NAME
is Raised Coral Colored Letters on a
Genuine Tropical
SEA-SHELL BROOCH
Takes Up Minute, Costs No More. Furnished in Pearl, Maroon or Cream Colors.

4307 N. 26th Ave. Miami, Florida

BOWLING PINS . . . SKATE PINS!

Sell
ACE BLADES

MILLIONS SOLD

Selling Like Wildfire.
Your Name on a
Sea Shell Vase

ROCKPORT, WISCONSIN

WALTMAN

The Push Filter Pipe—Lover of Pencils—Unerasable. No Breaks or Fittings.

1000 W. Adams St. RIL.

TAMPER PROOF LIGHTERS are New, Modern and Beyond Comparison. No Breaks or Fittings. No Breakage. Nothing to Get Tangled. Cannot be Tampered with. In Black, Charcoal, Bright Blue or Gold. 50c and 55c.

NEW METHOD MFG. CO.

Make 80c Profit—$1.00 Sales

Make the money paying customers. More bills paid out. Receive labeled with label. Free Advertising, Trade Mark. WRITE FOR DETAILS. DEVERE PRODUCTS CO., Inc., 3417 W. 41st St., Indianapolis, Ind.

MEDICINE MEN

A new wide-advertising plan for wholesale making of Trouble Oil, Oil and Swollen Feet, Blood Pressure, etc. Write for full details, FREE!

GENERAL PRODUCTS LABORATORIES
173 Spring St., Columbus, Ohio

AMERICA'S LEADING MANUFACTURERS OF

FELT RUGS

Latest Prices, Samples, $1.00. Prompt Popular Price. 50 East Howard, Everett, Wash.

PAPER MEN

Come to Texas for real money, national publicity. Texas will be good enough. Write for particulars. L. HUFF, 5416 Monarch, Dallas, Texas

BOWLING PINS . . . SKATE PINS!

The Country Publicity Department

MARLINGTON MANUFACTURERS, Inc.

501 Main St., Washington, D. C.

The Billboard

May 3, 1941

MERCHANDISE-PIPES

by BILL BAKER

(Cincinnati Office)

A department for Pitchmen, Demonstrators, Neatly Salesmen, Medicine Makers, Agents, Streetmen and Others.

OAK-HYTEX

SQUEEZE-DOES-ME!

They Saved When Squeezed
News-Dealer's Most Lucrative Operation

Elgin & Waltham

REBUILT WATCHES

$175

ELGIN-WALTHAM

Use Running Pocket & Wrist Watches

American and Basic, Our Guaranteed

B. LOWE, Brece 225, Chicago III.

FREESTYLE WATCHES

FREE WHOLESALE CATALOG

4000 OPPORTUNITIES

300000 SELLERS

Let’s Talk Business

200 PAGES

A 60-day no-shipping return privilege. Write and bind every item and order without delay.

Wholesale Catalog

B. LOWE, Brece 225, Chicago III.

AMERICAN LEDUCING MANUFACTURERS OF

FELT RUGS

Latest Prices, Samples, $1.00. Prompt Popular Price. 50 East Howard, Everett, Wash.

PAPER MEN

Come to Texas for real money, national publicity. Texas will be good enough. Write for particulars. L. HUFF, 5416 Monarch, Dallas, Texas

BOWLING PINS . . . SKATE PINS!

The Country Publicity Department
OUR DuPont PLASTIC KNIFE & JUICER!!

FOR THE FIRST TIME IN HISTORY, WE OFFER THIS COMBINATION OF TWO TERRIFIC SELLERS!!

1 GROSS OF DuPont PLASTIC KNIVES
1 GROSS OF DuPont PLASTIC JUICERS

THRU THE TORNADO AT GAINESVILLE, O.K., WITH ONLY A FEW CUTS, BUT HIS AUTO WAS WRECKED. ALSO WORKING PEN IN ROCHESTER, N.Y.

YOU ARE A Pitchman if You Have Friends who Appreciate Reading This Column. Your Line-up is Made up of the Most Popular and Largest Selling Lines in the World. THIS IS A Big Shot in the Promotion of Your Line-up. You're Sure to Sell Them.

WEST'S BEATS PAR (Continued from page 31)

100% SATISFACTION GUARANTEED

LIVE BILLBOARDS: HALLOWED GROUND

MISSISSIPPI: THE BILLBOARDS OF MISSISSIPPI

...Continued from page 32...

For the first time in history, we offer this combination of two terrific sellers!!

1 Gross of DuPont Plastic Knives
1 Gross of DuPont Plastic Juicers

PLASTIC CREATIONS
LISTEN!

DO YOU REALLY WANT TO MAKE MONEY?
HERE'S A REAL OPPORTUNITY—
CASH IN ON BIG PROFITS!

MISSISSIPPI: THE BILLBOARDS OF MISSISSIPPI

LIVE BILLBOARDS: HALLOWED GROUND

WORLD'S LOWEST PRICED WHOLESALEERS

MISSILE SALES CO.

378 BROADWAY, NEW YORK, N.Y.

WORLD'S LOWEST PRICED WHOLESALEERS

MISSISSIPPI: THE BILLBOARDS OF MISSISSIPPI

LIVE BILLBOARDS: HALLOWED GROUND

WORLD'S LOWEST PRICED WHOLESALEERS

MISSILE SALES CO.
San Fernando Stand Gives Golden State Fair Inaugural Biz

SAN FERNANDO, Calif., April 28—The General American circus, under the direction of J. P. Fleischer, who is also the manager, has become the first circus to open the 107th annual meetings of the Golden State Fair here. It is the first time in 17 years that any circus has been featured at the meeting.

The general American circus, a traveling show which has been operating for nearly two years, is one of the largest in the United States and is owned and operated by J. P. Fleischer, who is also the manager. The circus is composed of over 100 performers, including acrobats, clowns, and animal act performers.

The circus is housed in a large tent, which is set up on the fairgrounds. The tent is equipped with all necessary facilities for the performers, including dressing rooms, a kitchen, and a lounge. The circus is scheduled to perform for eight days, with a final performance on May 12.

In addition to the circus, the fairgrounds are also hosting a variety of other events, including horse shows, rodeos, and a midway with games and attractions. The fair is expected to draw thousands of visitors, who will come to enjoy the various activities and attractions.

The success of the General American circus at the Golden State Fair has been attributed to the impressive lineup of performers and the well-crafted acts. The circus has received positive reviews from audiences and performers alike, and is expected to continue to draw large crowds throughout its stay.

For more information about the General American circus or the Golden State Fair, visit their respective websites or contact the fairgrounds directly.
Support

In many ways the coin machine industry has expressed its hearty support of national defense. Some of the State and city associations have concrete plans for supporting the cause. In order to crystallize the sentiment of the industry on this subject, the following plan is outlined for immediate enactment by all organizations within the industry.

A Committee on Defense Support representing the Coin Machine Industry, this committee to speak for the industry and to suggest policies, ideas, and plans by which the industry as a whole, or organizations within the industry, may give to the general program of national defense. Homer E. Capehart, of Indianapolis, has agreed to act as general chairman of the committee, and his experience in public speaking will be an adjunct in this office.

An executive board composed of the presidents of the three coin machine organizations that are national in scope is named to perform those duties and functions that ordinarily belong to an executive committee. These officials are George Moloney, president of Coin Machine Industries, Inc.; J. E. Broyles, president of Automatic Phonograph Manufacturers' Association, and Nathaniel Leverone, president of National Automatic Merchandising Association.

James A. Gilmore, secretary of Coin Machine Industries, Inc., will act as secretary to the general committee, maintaining headquarters at the Sherman Hotel, Chicago.

The membership of the general committee will be made up of the presidents of the State and city associations throughout the country. There are more than 40 active coin machine associations in the nation at present, and the framework for probably 50 additional organizations is in existence. A lot of experience in organization work has been gained by many members of the trade and all these men will be able to contribute ideas and suggestions for a strong moral support of the nation in carrying out its defense program.

The editors of the coin machine trade papers are named to form a publicity sub-committee, and the publications will give regular and appropriate mention of the national defense program and of various activities and expressions of the coin machine industry in support of that program.

A plan for uniting the industry and its organizations in strong moral support of national defense

There are certain well-known methods by which the industry can give moral support to defense. At an early date Harvey Carr will outline a plan for a speakers' bureau composed of members of the coin machine industry. He suggests that the industry has a number of qualified public speakers, including James T. Mangan, Nat Leverone, and Homer E. Capehart. These men are qualified to express the patriotic sentiments of the trade at meetings of its own organizations and also to represent the industry at civic and business meetings. It will be an advantage to the industry to have qualified members of the trade speak at civic and patriotic meetings, and to list these speakers will be an important step forward.

Some organizations within the industry have been following a policy of cooperating in every possible way with various civic and patriotic organizations and clubs. This type of work can be increased over a wide field once some concrete examples and plans are placed before the coin machine groups. Plans have been tried for co-operation with the American Legion, contributions to the Red Cross and to other charities and to patriotic groups of all kinds.

The music division of the industry has been able to make a real contribution in support of patriotism and defense by placing patriotic records on the thousands of music boxes in all parts of the country. These records have not been money-makers for the operators and hence it cannot be said that the machines carry these records simply for profit. The patriotic tunes help to boost national morale, an important factor in any time of crisis.

The principal work of the Committee on Defense Support will be to stimulate and enlist the industry and its many organizations in active support of all those ideals and policies that mean so much to national safety now and in the future. By articles and speeches and suggestions the industry can be united in support of the nation and its ideals.

History has shown that the coin machine industry fares best in democratic nations and when travel and all peaceful pursuits are encouraged. For that reason the industry can heartily support national defense.
Automatic Hostess
Sets New Marks

CHICAGO, April 26 (Manufacturer's release) — "The swing is definitely to Automatic Hostess machines among top-flight music merchants," declares Henry G. Roberts, vice-president and general manager of Automatic Instrument Company, Chicago.

"Already in 87 cities this new system is proving a success and providing music merchants with a new road to prosperity and independence. That success has fostered keen interest on the part of hundreds of other music operators. There are many reasons for the sensational success of Automatic Hostess, but the chief reason may be summed up in these words: Infinitely greater satisfaction, infinitely greater profits."

"We all know what is meant by infinitely greater profits, but why is it infinitely greater satisfaction so important to the music merchant? Because it means just about everything to him."

First, Automatic Hostess is so satisfactory that the merchant can have the machine, even as new before Open to record music, almost big need to get it. This means the music can take his own pick of the choice spots and write his own ticket as he likes it.

"Second, competition is so minimised that loss of locations, unreasonable demands from owners, and other causes of disappears can go by the board. That is what we mean by infinitely greater satisfaction. Going into figure, it is possible to make the personal touch in returns, besides which there is the possibility in the medical, musical, and social situations, while the system is much more practical, and the individual location the buying power is in demand, business is greatly reduced."

"Roadside Stands
Feature Cub, Ace"

CHICAGO, April 26 (Manufacturer's release) — "Roadside stands are standing America more than ever before and there are report of featuring two of the nation's most modern, Cub and Ace machines," report Daily offices.

"A visit to a stand in San Francisco, where the city and it was interesting to note couples sitting about and playing them and also interesting to note how, when some of the machines were running, the players would remove the machine to another table where it was wanted. The players were reported to be paying a larger number of machines than before, to give their business, while at the same time entertaining the folks and bringing profit all the way to the machines.

"Baker Factory
Swamped With Biz"

CHICAGO, April 26 (Manufacturer's release) — "A Baker company in Chicago, has been swamped with orders for new machines and parts," reports Chicago Daily Times. A Baker company in Chicago, has been swamped with orders for new machines and parts.

"The Baker factory reports brisk business in all lines, and the company reports that they are now working double time to meet the demand.

"Cleveland Coin To
Open in Columbus"

Cleveland, April 26 (Manufacturer's release) — "A Baker company in Cleveland, has announced that they will be opening a new branch in Columbus, Ohio.""The company will be operating from the old offices, and the new branch will be dedicated to the sale of Baker machines in the area.

"All the reports of the new location are positive, and the company is looking forward to a successful venture in Columbus.

"Operators Hail
Victor Esquire"

CHICAGO, April 26 (Manufacturer's release) — "The Victor Esquire is a new machine that has been gaining popularity," reports Chicago Daily Times. "The machine is used in various locations, and it is well known for its reliability and durability.

"The company is pleased with the response to the machine, and they are looking forward to a successful year with it."
Maryland Vending Machine Operators Form State Assn.

Official title Maryland Automatic Merchandising Association—first group of kind in State—B. W. Scheuer, of Vending, president—officers and board named.

BALTIMORE, Md., April 26.—Formation of a vending machine association for the State of Maryland has been announced here following a meeting at which the Maryland Automatic Merchandising Association was formed. W. B. Scheuer, of Vending Corporation of America, was chosen president. Other officers elected are R. H. Morse, Carellon Company, vice-president and treasurer; J. Gilbert Stine, Serve-U-Vending Company, vice-president, and Ingham Emerson, Baltimore, secretary. Serving on the board of directors are W. J. Boyens, Serving Company, Baltimore; H. L. Christensen, Serve-U-Vending Company, Hagerstown; Ingham Emerson; Jack & Jill Ice Cream Company, Baltimore; R. H. Morse; John H. Bailey, Bailey Vending Company, Baltimore; B. W. Scheuer; Lee E. Silver, Hagerstown, Md.; J. Gilbert Stine, and Rachel J. Weber, Baltimore.

Headquarters for the new association has been established at 11 East Street, Baltimore. This is said to be the first time that such an organization has been formed in Maryland. Officials express the hope that they will be able to do much for the industry as an organization.

Mr. Scheuer in graphic reference to the formation of this organization, declared an association of this kind has been longed for and that the strides that have been made in the automatic vending of such necessities as tea, coffee, candy, soft drinks, etc., throughout the State, it reveals the growth of this business to the point that it has been deemed advisable to band together to promote our common interest, namely, better automatic merchandising.

The officers of the organization as well as the directors intend to occupy an important place in the field of automatic vending. All are well qualified by a background of wide experience to serve the aims of the group.

Beverage Vender Operations Expand In Washington

WASHINGTON, April 26.—A steady climb in beverage vending machine installations is being made in the nation's capital and it is estimated that there are approximately 500 soft drink dispensers in operation. This is an increase double the number of operation in 1910.

The largest operator of bulk or cup vending machines is Spinbar of Washington, D.C., headed by Sherman Truebridge. The firm started from scratch a year ago, and now operates by far the largest number of bulk vending units in the city.

It is estimated that there are some 150 bulk or cup vending machines in operation here.

The Coca-Cola concern is the largest operator of bottle vending machines. It is estimated that this firm operates at least another 150 machines. There are some of the large size Coca-Cola vending devices, while there must be at least another 100 of the smaller units ranging from the 24-bottle size up.

It is interesting to note that the number of beverage dispenser installations has shown a sharp upward since the advent of the warm weather, and operators here look for the number of those vending machines to be doubled during the current year.

Among the Installations is included the Hecht Company, prominent department store, in which three Spinbar machines are now in operation. Another prominent spot in the department store field is the local Sears, Roebuck & Company retail store on Bladensburg Road, where eleven beverage units are in operation.

Fifty Revco Vendors, ice cream vending machines, are now in operation here, it is reported by the Washington branch of Simms Holabird Service. Distributors and operators of these machines here. Included among the best spots are leading government office buildings. More than 75 Revco Vendors will be installed during the current season, it is stated.
May 3, 1941

AMUSEMENT MACHINES (MERCHANDISE)

SMART — from any angle!

ADAMS CHEWING GUM

1c

G.V.CORP 33 WEST 46th ST., N.Y.

DE LUXE

Northwestern
The World’s Finest Vendor

GIL WELTON IN CHI
For Two Events

CHICAGO, April 26—(Manufacturer’s release)—Gil Welton, sales manager of the Victor Vending Corporation, Chicago, is in Chicago for two reasons—to celebrate his birthday and the 60-day anniversary of Victor’s new Enquire Premium Vendor.

Welton declares that in over 14 years of experience in the vending machine business he has never handled a penny machine which has not the appeal of the Enquire Premium deal. “It is a machine which can be located in hundreds of spots which would never before consider a penny machine,” declares Welton.

Harold Schaefer, president of Victor Vending, reports that the factory is busy working overtime to produce enough Enquire to make immediate delivery.

G.V.CORP 33 WEST 46th ST., N.Y.
“What's Ahead?” Theme of Confectioners’ Convention

Fifty-eighth annual convention of National Confectioners’ Association opens June 2 at Chicago's Palmer House —Elaborate program planned

CHICAGO, April 26—Theme of the 58th annual convention of the National Confectioners' Association, opening here at the Palmer House for a week's stay June 2, will be “What’s Ahead for Confectioners?”, according to announcement that the Rev. W. Amund, general convention chairman. After visiting candy manufacturers from all parts of the country are reported rounding the theme to take a new shape. Already scheduled by the program committee are talks on the confectionery industry and the confectionery industry for the future.

Exposition committee reports that practically all the booth space has been taken. New machinery, new products, and new techniques will be shown. This convention will also have charge of the new exhibition for which all the convention men have been invited.

Invitations have been extended to the Associated Retail Confectioners of the United States, and to all the national and local confectioners who are not already members of the association.

Dallas

DALLAS, April 26—Placement of new beverage vending equipment is in full swing. At the moment of warmer weather, many of the old locations are being served again. Also on the market is a new popular novelty with two spots opening for the summer trade are turning to automatic vending.

Charles Hanley has placed a new phone in the recently opened Paradise Restaurant here.

Recent visitors at the Prock & Rotunda Rock-Ola showrooms here were operators C. H. Whitney and Louis Leonard, of Chicago; and George Butler, Tulsa, and Herb Metlund, who was in a reign of the film. Also on the deck list last week was Ben Hutchins, of Lubbock.

Jack London, of the London Machine Company, has announced purchase of four new model Rock-Olas. The machines are the first model machines introduced in this territory, London said.

R. H. Williams, manager of the Commercial Music Company, visited Dallas last week.

The many friends of John Bodnich are glad to see him back on the street again. John has recovered from a trip to the mountains, where he went for a general check-up after a seven illness.

Ross & Harvey, agressive young men manufacturing companies, are adding a number of new machines to their large assortment.

Two recent visitors to local coin machines were operators Mathias, The Chicago, and Elgin Ray, who inspected and made arrangements for the delivery of the Chicago manufacturing firm. Gottlieb stepped off the ship to take a look at the coin machines. 

He also visited his brother Joe, local coin manufacturer, in the two most important occupations. With the invention of the slot machines, the Gottlieb brothers continued their vacation trip by traveling 10,000 miles across the United States and then back west to the Gulf port town they returned to Chicago.

R. W. (Dick) Smalley is now a full-fledged coin operator. He has established his own. After several years as a partner, Dan was to be his own man. He is operating an extensive

AMUSEMENT MACHINES (MERCHANDISE)

Proposed Taxes Include Items Used in Vendors

WASHINGTON, April 26—New defense tax proposals now before the Congress would affect various products now widely distributed in vending machines. Most of the new taxes are raised by the munitions industry in the United States. Most industries now have to be sold to the Treasury Department for $1,000,000,000 to the Treasury.

Some of the items which would be taxed under the proposed levies and the estimated amount of taxes that would be collected: 

Candy and Gum, $2,000,000

Pep Soda and Tobacco—Old tax rate (according to count), $2,000,000; new tax, $1,000,000

Cigarettes—Increase from 25 cents to 50 cents per thousand.

This does not include the cost of cigarettes sold by vending machines.

Other various tax levies are proposed on confectionery operators. These, it is estimated, will cost the operators $1,000,000,000 to the Treasury Department.

It is hoped the confectionery operators will be able to meet the tax levies without having to increase their prices.

Comming Events

April 28 to May 2—Premier Show at the Palmer House, Chicago. (See The Billboard at Right)


May 11 to 17—Bottled Carbonated Beverage Week

May 15—Amusement Board of Trade of New Jersey, Inc., "Bentley's Day" in Atlantic City, New Jersey.

May 15 to 17—Retail Tobacco Dealers of America, Inc. annual convention at Hotel Pennsylvania, New York.

May 21—Meeting of Ohio State Automatic Electric Photographic Owners' Association, Hotel Stater, Cleveland.

June 8—American Federation of Musicians' Convention, Seattle, Wash.

July 15—Ohio Cigarette Vendor Association meeting at Cedar Point, O.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

Los Angeles

LOS ANGELES, April 26—Tom Walls, who has returned from a two-week stay in Chicago, has come back with a new lease on life. He is selling more machines than ever before. He says that the new defense tax is just a joke that's going to cost him more money than it's worth.

S. McClellan, of Horch McClellan Company, had plenty of fun this week with one of those electric junkpens. He pulled it twice within 30 minutes on Glen Carson, who came from San Jose, Calif.; to see some of the new games on display. Tom Walls told The Billboard that the defense tax is just a joke, that his new machines are still selling.

C. Brown, of Miles Sales, has busy the past few days with his new machines. He has been in the business for months but this week he has been in the market.

On important expense for defense is just a speculation. He says that the new defense tax is just a joke and that his new machines are still selling.

H. A. Kaplan has returned from Chil-

Beverages. Philadelphia. Washington, D. C., and is busy with his new machines. He has been in the market for months but this week he has been in the market.

At Southwestern Vending Company, Horch McClellan Company, has busy with his new machines. He has been in the market for months but this week he has been in the market.

Frank Newton, of the leading vending company in Southern California, has been flying to Mexico City, where he has been in the market for months but this week he has been in the market.

Jean J. Mechner is now a full-fledged coin operator. He has established his own. After several years as a partner, Dan was to be his own man. He is operating an extensive

VICTOR VENDING CORP.
117 W. GRAND AVENUE, CHICAGO

MERCHANDISE and NOVELTY VENDOR OPERATORS

We carry the largest line of refreshment items and cigarette dispensers anywhere. Give us a try. We promise to sell you the very finest items at lowest prices. 

GROSS INCOME $9.50 TO $10.00

Single lots $17.50 each

RED LINE VENDING CO.
150 W. Prospect St., New Haven, la.

Tell the Advertiser In The Billboard Where You Got His Address.
EASTERN FLASHES

NEW YORK, April 26—These unusual week-end finds the boys prod-""
Boston Design Institute To Conduct Phonograph Design Contest

Barney Blatt, of Atlas Coin Machine Company, donates first prize of $100.

BOSTON, April 26.—The Institute of Modern Art of Boston, in conjunction with the Atlas Coin Machine Company of this city, announces a contest for the design of an automatic phonograph according to an announcement from the Institute.

The contest is open to accredited artists, architects, and designers. The contest will close June 1 and awards will be announced June 15. The main prize is $100.

In announcing the design competition, the Institute specified a "design featuring plastic." They elaborated upon this stating that artists must remember that the actual business has reached vast proportions and that designs must appeal to people in all sections of the country.

The instructions stated: "Automatic phonographs are reproduced with such terms as maximum eye and aural appeal. Colors are a notable factor in illuminated coin entries, streamlining for easy cleaning, ingenious and constructional features such as ability to withstand and eliminate vibration in the machine.

"Remember," the instructions continued, "that design considerations for coin operated machines are susceptible of a hop economic. With this in mind, remember something that is elastic and yet has the potential sales value and display appeal.

"The contest is open to all accredited artists of the exhibition of an automatic phonograph with artistic effects." Accredited designers must submit a design that is well adapted to the requirements of the industry.

Governor Cuts Location Tax

Reduces fee on dance halls and phonograph locations by three-fourths.

ATLANTA, April 26.—In an executive order signed by Governor Talmadge, the latter ordered that $13 of the $100 location tax be suspended until the next meeting of the General Assembly, in January, at the request of the Governor's action.

This order in effect countermands the deposit service to the State of Georgia and the holding that any place of business opened in violation of the law that has been in operation for 20 years that it was impossible by the General Assembly).

Talmadge explained that his action reflects a decision he had made, which had worked a hardship on numerous small businesses in the State of Georgia. He made the move for that reason, he was doing the right thing by the State, creating a new order extending three-fourths of the tax. Prior to the Georgia Appeals' handing down its decision last February, an order of a new tax was made clear this arrangement would be in effect only until the next meeting of the Legislature.

State Revenue Commissioner To Address Ark. Music Assn. Meet

LITTLE ROCK, Ark., April 26.—Arkansas Music Operators' Association at the annual meeting of the State revenue commissioner.

Hardin, State revenue commissioner, will address operators on matters pertaining to rules and regulations regarding operation of equipment owned by operators. He is also attending the meeting for the purpose of acquiring acquainted with the operators. P. E. Ragasdale, president of the Arkansas group, reported that it is also possible that E. R. Varian, associate vice-president of the National music association, will attend.

Governor's Order

The Governor's order is to be issued to the State revenue commissioner and will be published in the Arkansas Journal.

New York

ALBANY, N. Y., April 26.—Phonograph and coin machine operators in the Capital District region have been notified to inform the commissioner of their new locations and operators. Operators are required to report any change of address to the State revenue commissioner.

The commissioner is responsible for the enforcement of state laws governing the operation of phonograph and coin machine operators. The commissioner has the authority to revoke or suspend a license at any time.

State revenue commissioner's order

The State revenue commissioner's order is to be issued to the commissioner of the State revenue department and will be published in the New York State Register.

Proposed Defense Taxes

WASHINGON, April 26.—The proposed defense taxes now before Congress would receive in the following amounts

<table>
<thead>
<tr>
<th>Musical instrument</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Violin</td>
<td>$12,000.00</td>
</tr>
<tr>
<td>Piano</td>
<td>$50,000.00</td>
</tr>
<tr>
<td>Organ</td>
<td>$40,000.00</td>
</tr>
</tbody>
</table>

These instruments are proposed to be taxed at 10 per cent. The total cost of these taxes is estimated to yield $300,000.00.

Returning to the subject of proposed defense taxes, it should be noted that the proposed taxes are primarily designed to benefit the armed forces.
HARRY SILVERBERG, OF W. E. NOVELTY COMPANY, accepts Dave Cooper's check for a large order of Seeburg music equipment at the Kansas City, Mo. office of the W. E. organization. Cooper is president of the Peerless Distributing Company and is, according to Silverberg, an ardent Seeburg booster. (Manufacturer's release.)

Penn and N. J. Phono Operators
Hold Big Assn. Party in Philly

PHILADELPHIA, April 30.—A capacity crowd of approximately 380 made it an evening never to be forgotten last Monday (20) at the Club Ball, when it was turned over to the music machine industry to mark the fourth annual banquet of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey. Credit for the success of the affair was given to the management and entertainment committee headed by Arthur Podessman, chairman, and including Ed Myers, Jack Sheppard, and Frank Hammond.

The keynote was sounded by Charles W. Young, president of the association, who, in underscoring a tradition, wished to extend to you members of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, to members of other associations, and to our honored guests a cordial welcome. I am very grateful for those manufacturers, dealers, and operators in New Jersey who have so loyally cooperated with us this past year. The co-operation is sincerely appreciated by your members.

"During the past year many things have occurred which have caused some anxiety and at times seemed to seriously threaten our business and income. However, through the efforts and friendship among our members and our many friends, we have been able to carry on the business and overcome our difficulties. This is truly a great day for the industry, standing united as we do.

"A word to our fellow operators and members. Please accept my heartfelt thanks for your splendid co-operation during our administration. The important and unselfish manner in which you have performed your duties, including our membership has truly shown your keen interest and understanding. I am confident that a continuation of this effort on the part of our members will undoubtedly assure the advancement and development of our business.

Frank Hammond, business manager for the association, called upon the following guests to be presented to the audience for the first time, the officers and directors of the Coin Machine Industries: Jack Nelson, vice-president; and Cliff Blacker, Eastern regional manager of Rock-Ola; Robert Sillers, Elizabeth, N. J., Seeburg distributor; Frank Grinnell and Mike Spector, Philadelphia distributors; Martin M. Swank, president of the Pennsylvania Phonograph Operators' Association; Joe Act, Active Phonograph Machine Corporation; Archie Berger, Pennsylvania representative of Battle; Harry Pearl, Rock-Ola distributor; Larry Lipton, Japaro Test Corporation, North Bergen; Ned E. O. Stevens and Sherman, Pelco Products Corporation; Monte J. Spiegel, R. D. Lauer Company; Doc Eaton, Eastern Buckley representative; Barry Sugarman, Newark, N. J., distributor; Lowenthal and Zusman; Maurice H. Ovshenker, The Billboard; Eli Berman, Jones; Sam Greenberg, Columbus recording manager; Paul R. Southard, Columbus sales manager; George Golding, Columbus district manager; Jack Williams, BCA; Victor advertising manager, and Herbert Stulberg, musical manager; Stewart F. Lentzheim, William Vogele, and Len Frank, of the Fruit Jar; Abe Lyman, orchestra leader; Melvin Miller, vice-president, and Dallas B. Gangwer, manager and recording secretary of the Harrisburg, Pa., chapter.

The official guest list included also special guests, Jack Brant, District Manager; A. B. Rodembush, William Blatt, Norman Fuchman, Walter Conine, Harry Kranz, C. B. Maguire, Victor Greenberg, Samuel Mickelson, Edward C. Oren, R. J. Berker, Jack Kaufman, and Samuel Kesselman, William Hellengraven Jr., J. D. Lazer, Arthur Shilk, C. W. Finkel, Sidney, Ed Hughes, Ed Pinsky, Sam Greengold, Ken Shyvera, and M. Sidney. The only serious note was a pause given to thoughts of association members who were present in memory. An "in memoriam" noted for the late Harry Olen, of the Rock-Ola; Fred Stein, of the Brunswick; Robert Gurney, Charles O. Maye, of the Brunswick; and Frank (Commodore) Vistel.

Following the file of guests, with accorded greetings from the phonograph world to such as Kallner, operator of the Club Ball, presented a combined floorshow.

The association, under the guidance of Business Manager Frank Hammond, is comprised of a Philadelphia chapter numbering 79 members, the Harrisburg, Pa., chapter with 44 members, and a membership of 92 in the Newark, N. J., chapter. Maintenance offices in the Schaff Building here, Hammond is assisted by Ed Griswold, Phineas Chaffin, staff member; Al Korni, administrative assistant, and Rossier; Richard Baker and Iolanda Deit, field representatives.

The final affair, apart from providing an evening of entertainment, is in honor of the officers of the association, and includes: Philadelphia Chapter—Charles W. Young, president; Jack Sheppard, vice-president; Harry H. Elkine, secretary; Joseph J. Molyneux, treasurer, and a board of directors comprising Benjamin Fireman, Phillip Frank, William King, Edward Leopold, William Lomig, Louis S. Newman, and Larry Wans. Harrington Chapter—Martin L. Sherer, president; Melvin Mauser, vice-president; Sid Hoffman, secretary-treasurer; Dallas B. Olesen, district manager; and a board of directors comprising Harry B. Cursley, William J. Rinehart, M. P. Malachery, Haye Fels, Bivam E. Eberly, and Walter C. Yost. Newark Chapter—David Biren, president; Humbert Betti, vice-president; Robert Walter, secretary; Edward Marks, treasurer, and a board of directors comprising Humbert Betti, August Hertzka, and Robert Walter.

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WIDE MUSIC
Complete Studio Equipment and 15 Units, including Accessories.

AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST. SPRINGFIELD, MASS.
Talent and Tunes
On Music Machines
COLUMN FOR PHONOGRAPH OPERATORS
by Harold Humphrey

News Notes
When Horses Heift opens Friday (12) of the Stanley Theater, Pittsburgh, over 1,000 automatic phonographs will be poster heralding the maestro's arrival and the machine will be loaded with Heift records. The widespread tip-up was made by Joe Feldson, manager, with publicity director, who contacted a flock of Pittsburgh opera agents and urged them to cooperate. Some campaign was successfully pulled off a few months ago when Guy Lombardo played the...er.

Pamphlets, Latin orchestra, goes over to Heift this week for some recording. As a result, a record will be a staple of Cuban hot tunes, "Assassinat" and "Piano-Forte Pay". Dean Hudson and his band made their debut on Oklah with "Red River Valley" and "Can't You Tell"? Another premiere performance was made by Decca with its first release of Joe Mar- ald, the swing man. Fletcher Mert- dorf and bond have signed a one-year contract with Columbia. The 30-cent discs... Oklah has its first record album out now in Gene Autry's billboard releases.

Camp News
Reports from operators near Camp Edwards, Mass., say that the missionaries of the new school seem to drift toward old-time tunes, many of which date back before a lot of the latest batch of time pieces. For example, they say, Paul Whitman records one of the current popular things, Dorecy's. Flight of the leafed-out crock.. Crosby's numbers are the top favorites.

Bullish Market
Bernard Blitzer, of Amplified Music, Buffalo, writes in about good business. He says, "The mood hopping over his territory the past few weeks is listing. Business is the pleasant surprise. The boys are spending..."

Revue Charges
Al Donahue has just made You're a Double Love Story, Hi, There, Mr. Moon, and I'm Nothing New for Oklah's label. Vaughn Monroe did a session of recording for Bluebird last month. The second release, Yours in America, is on a String and What Word is Sincerest Thru Sweetheart. Art Jarrett, who has signed to work on the late Hal Keen's band, will do the recording of "Tulip Time". Jack Wilson did the recording for Chicago after May 14 for Victor. Within the past few months, Donald Dubbin will record his second album with all George Gershwin music including Embrodering Your Love, Wonderful, Someone To Watch Over Me, Somebody Loves Me. John Colianni will record From Me, Lorn, Won't Go, In Me, I Love, and Where Is Home. Al Decca has made an album of numbers, From Me, Won't Go, In Me, I Love. The active title song is by Juanito Aanabtu, currently playing the......

Lincoln, Neb.
Rock and Rye Polka, Louise Maney and Westerners
A record that's been around a while, but which is just now hitting a heavy play in machines, is the "Rock and Rye Polka" by Louise Maney and Jimmy Polka, an old time record. The artists are fairly well known, but the boys and the tune are no doubt putting it over. Title especially is a natural to suit the red-blooded tavern patrons.

Forton, Tex.
Shelby Sorenson, Woody Herman, has already been stripped to in many machines in the cattle towns of the Lone Star State. It's a commercial enough sounding ballad and just got given to Herman's name and playing might push it into other circles of the map.

Erie, Pa.
Nitight Night, Almio Royer.
First mention of this tune getting a big play on records comes from this block of the woods. A few other sections of the country have already reported this as in steel music sales, so maybe it has its chances. Almio Royer's electric guitar gives the gall a nice treatment on this recording, and Erie entertainment leaders are peppering it with nickels.

Montreal
Ma Me Quoro, Carmen Miranda.
I went My Song for, and its a取式 combination, with the Folksy Polka, 2-Step. It's a commercial easy ditty as sung by this Brazilian hot potato, and operators in this Canadian city report that it is being played almost to the exclusion of everything else. There's no particular explainable reason for its success, popularity here. It's not a new tune, but has turned out to be just one of those tunes. Maybe it's Carmen's name?

Binghamton, N. Y.
Be Honest With Me, Gene Autry.
A hitherto number, of course, and reaching along with the street the current favorites in this town. Autry's followers is scattered far and wide, and as can be witnessed by the territory involved here, it is not confined to the red-blooded and wooly West. Serious shouldn't forget these items and have in a white should put them on the machine just for a tester.

Radio's Leading Songs
HIBET is a comparative list of 10 songs broken by Hi and Hi stations during the week that ended April 26 and the week before, on April 16. The songs are those broadcast over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week
1.
2.
3.
4.
5.
6.
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8.
9.
10.

Hart Distributors Get Packard Music Line
INDIANAPOLIS, April 26 (Manufacturers' carrier).—Homer H. Capshart has announced the appointment of the Hart Music Company as Packard distributor for Eastern Washington. A new distribution center has just been opened in Portland, Ore., and the firm will also maintain an office in Seattle.

"Joe Hart, owner of the new distributing company, is well fitted for the operations of the Northwest," said Packard's spokesman. "He will be able assisted in the handling of the Packard Pl-Mor line by Bill Rynear, who has had many years experience in the automatic music business. Rynear will serve as manager of the Hart Music Company.

A complete stock of Packard Pl-Mor equipment will be carried at all times, and operators are welcome to visit their new installations at any time.

Capshart, on making this announcement, stated: "The appointment of the Hart Music Company as a Packard Pl-Mor distributor gives me great personal pleasure. It carries out our policy of having Packard Pl-Mor equipment handled by the one outstanding distributor in each territory."

Poetic Disk Selection
"New records are what we request. We trust that you will choose the best.

"So get these songs for us to play and life will be a happy day.

1. "Week-End Polka" (Mac's words): A great title tune with a tune that happens to me by Tommy Dorsey: 2. "Bear-Bear Polka" (Martins and Poet's tune)."

This is the manner in which a leading representative of Stanley Music & Amusement Company, of the firm, who handles the music machine, letter reporters, the poetical location owner operator, Mr. Cherry Tree Inn in Philadelphia.

President Fred Mills, of Mills Nartty Company: White, Shelly, red suave, Maittani, Shelly, red-suave, and Joe Rechtman. "The Plated of the piano. 1. The Mills Epwelry, and Meroni discovers one of their talent recordings. (Manufacturer's release)."
WOOODY HERMAN (Decca 3712)

Lately Get Away From It All.—PT. VC.

Herman makes consistently excellent records, and this latest is no exception. To describe it as anything but a little better than some previous efforts will be causing Woody’s vocal efforts to appear almost erroneously good. The familiar Neil Moret standard on the A side is better than it has been in a few recent releases, and while Miss Jane Lane’s best work has been recorded on this side, she is not as good as she was on the other. Her singing of ‘Who’s Afraid of Virginia Woolf?’ is not up to her usual high level, and Miss Lane’s highly count one of the immortals of jam.

COUNT BASIE (Columbia Album Set No. 218)

One o’Clock Jump.—Six 10-inch records.

This offers a veritable field day between two covers for lovers of the best in colored and uncolored versions of Basie albums. The discs are not new, all having been reissued in some previous versions, but packaged in the effective and physically attractive manner familiar with the Basie stamp. They make a pretty complete thesaurus of the sort of music that has made the Basie habitually brings to its albums, they make pretty complete thesaurus of the sort of music that has made the Basie habitually brings to its albums, they make pretty complete thesaurus of the sort of music that has made the Basie habitually brings to its albums, they make pretty complete thesaurus of the sort of music that has made the Basie habitually brings to its albums, they make pretty complete thesaurus of the sort of music that has made the Basie habitually brings to its albums, they make pretty complete thesaurus of the sort of music that has made the Basie habitually brings to its albums, they make pretty complete thesaurus of the sort of music that has made the Basie habitually brings to its albums.

KATE SMITH (Columbia Album Set No. C-559)

Kate Smith: U. S. A.—Four 10-inch records.

The American ‘motif’ is also carried to these albums, Kate being not to the same degree. The album of releases has been of superior material, however, and it seems as if these Smith’s favorite tunes, no one of which is more indicated an advance in the album’s title and cover art, are more suitable for Kate’s Americanism and charming style, and, of course, those of Bob Allen should be here, for a number of reasons, not the least of which is that Kate’s singing is a warm, clean vocal style.

ALT KASSEL (Bluebird B-11121)

Bay View Polka—PT. VC.；Lullaby Land—PT. VC.

A combination of a fairly amusing and very agreeable release, Kassel’s records are a mixture of material that has been recorded in Bear Family Polka results in an absolutely unique release, some that will probably mean little or nothing except among Kassel’s most loyal followers, however, offers as it does a dreamy melody to the words. Every night Crawford for his singing job (with easy going and warm, clean vocal style.

MITCHELL AYRES (Bluebird B-11119)

Minnie From Trinidad—PT. VC.；Schottische—PT. VC.

From the new material, Ziegfeld Girl scores a novelty ditty (on the A side), and with a Polka version of a tin whistle (on the B side), the album offers some up to date material. Miss Mary Anne Mercer, Tommy Taylor, and the combo drive and meaning to wordage into which those words weren’t written in the first place.

BARRY WOOD

CBS YOUR HIT PARADE

Thanks! TO ALAN COURTNEY

And his WVO “113” Club Members

Nominating my Victor Recording No. 27369

"THE THINGS I LOVE"

The Best Vocal Record of the Week

Yours Most Sincerely,

BARRY WOOD

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The Best Vocal Record of the Week

Yours Most Sincerely,

BARRY WOOD
HOP ON THE BUCKLEY BANDWAGON TODAY, FOR BIGGER, BETTER AND STEADIER MUSIC PROFITS

Buckley Music System
With Direct "Touch-To-Touch" Action
For 32-24-20-16 or 12 Records

See Your Nearest Distributor Now

Buckley Music System Inc. 4225 W. Lake St. Chicago

ANOTHER BUCKLEY INSTALLATION
made by Bill Music Company, Olney. Left to right: Carol Gable, band vocalist; A. L. Duke, and Robert Maloney, manager. (Manufacturer's release.

BILLIE HOLIDAY
(Okeh 6134)

From the Juke Box—V. Mother's Day Song—V.

After a series of滥录ings, mostly of his own compositions, no one of which was worth the effort, Ross finally cuts a pair of sides that ought to have a satisfactory steady sale over a long period of time. The famous Bach-Congdon song on the A side, as well as the companion piece, finds sensitive, understanding treatment in Lanny's hands, and his tenor has rarely sounded better.

DICK ROBERTSON
(Deca 3716)

The Farmer in the Dell—V. Mary Had a Little Lamb—V.

The children's hour arrives with this newest Robertson release. This is, in effect, a sort of compound of pop and country, exclusively for the kiddies, for on both sides Dick relates the familiar children's song clippings, with an accompaniment that not only backs the vocals but doesn't drop out of place. Altogether it's a little out of the ordinary for Robertson, this pairing will probably pay rich dividends because of its simple, easy approach to a couple of ditties that good many mothers will want for their offspring.

AL DONAHUE
(Okeh 6136)

From the Juke Box—PT. Good Big—PT.

The Minos do an abourdeco on their record over telephone music system, but not one customer falls in love with her voice. The care of their poor Lathario, however, does not realize that Patsy could be one of eight girls.

Phono Lathario

MIDWESTERN, April 30.—It had happened, and it is finally did. Patsy, magic voice headquarter's latest efforts for record over telephone music system, had customer full in love with her voice. The care of their poor Lathario, however, does not realize that Patsy could be one of eight girls.

The eight Patsys at Magic Voice headquarters are going to flip out one of these days and the lower has to accept the phone Lathario's date.

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SACRIFICE—VERY LOW PRICE
A COMPLETE REMOTE CONTROL MUSIC ROUTE
Sacrificing all your phonograph records, new or old, 10 to 100, for a remote control music route.

ROYAL MUSIC CO. 641 Huntenden St., Newark, N. J.

2000 plays for half the price
ACE NICKEL DRUMMER-UPPER ON THE COIN MACHINES

Beating 'em soft or beating 'em gruff, Drummer-boy Gene's got the stuff that makes coin machines hum. America's hit songs, and millions of loyal fans who'll keep paying to hear Gene play 'em.

HERE ARE 5 OF GENE'S LATEST BEST SELLERS—EVERY ONE IS HOT!

6046 DRUM BOOGIE
5747 DRUMMER BOY
5715 NEVER TOOK A LESSON IN
6021 THERE'LL BE SOME

Ametria hit Alonzo, and millions of that makes inurruiter-Soy Genes got the Mutt THE COIN MACHINES FAMOUS KRUPA DRUM 014.12A...

LATEST BEST SELLERS—HERE ARE 5 OF GENE'S THESE THINGS YOU LEFT ME

TONIC HT
IT ALL COMES BACK TO ME
HOW 'BOUT THAT MESS
MY LIFE

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Yours. The JIMMY DORSEY' recording of this Latin tune, known also SS 

No.10 Lullaby lase. 

E. Dorsey* And BIRO CROSBY. Dorsey le featured In the movie from 

WILLS. 

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Tonight. (10th work) New San Antonio Rose. 

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POSSIBILITIES

New San Antonio Rose. (11th week) Holding on. BINO CROSBY, BOB WILLS.

Tonight. 6th week Still around. JIMMY DORSEY*, GENE KRUPA*, 

TAYLOR CUGAT*.

For your machine, ORDER TODAY FROM YOUR VICTOR RECORD DISTRIBUTOR.

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. Selections are the consensus of reports gathered each week by representa-tives of coin machines. "Billboard" form 6 four leading phonograph operators in the city, and here are the most important phonograph operators in the country. Recordings listed without comment are those that have appeared under this heading one or more times and have thus become established successes that they require no further explanation.

Oh, Look at Me Now. Not unexpectedly, the TOMMY DORSEY* recording of this song has maintained its top position for the fourth week into the new year. The tempo has slowed down from that of the first class after several weeks of building nicely. A majority of operators report favorable returns on it now.

The Wise Old Owl. Another song that has been climbing rapidly, and that at last has become popular enough to land up here, is this FMI number, which is recorded particularly by AL DONAHUE. He has come here out of his own way, where JOE REICHMAN*, DICK ROBERTSON*,ꅧ PEWELL*, are pretty fair in some quarters. There's been some Changes Made. BENNY GOODMAN*, VARIOUS NONS*, TED WERMS.* It All Comes Back to Me Now. (5th week) GENE KRUPA*, HAL KEMP*, TED WERMS*.

AMUSEMENT MACHINES (MUSIC)

Bluebird "Popular" Release No. 421 Price 50c

27806 "I'm on My Way Home"
Jan Savitt and His Top Pals
27807 "Some Church Yard Blues"
27808 "Two More Years Til You Pay in the Night"
Sammy Kaye
27809 "I Love You, So"
27810 "You Belong to Me"
Tommy Dorsey
27811 "It's No Bed, But True"
Andrews Sisters

VICTOR "POPULAR" Release No. 327 Price 35c

11133 "Goodnight"
Bob Eberly
11144 "Mighty Little Rain"
Freddy Martin
11151 "I Understand"
Sonny Dunham
11152 "I Went Out of My Way"
Joan Merrill with Orch. cond. by Lou Bres
11153 "Jelly Roll"
Les Whitlock
11157 "Every Time You Cross My Mind"
Marty Robbins
11158 "Love at Last"
Tony Pastor
11159 "Another Day"
Larry Kennedy
11160 "Pangint's-Last Line"
Somewhere in England
11161 "The Night We Met"
Louis Armstrong's Bluebird Orchestra

Bluebird Release No. 327 Old Familiar Tunes—List Price 35c

41507 "The Star Spangled Banner"
Roy Hall & His Blue Moon Orchestra
41561 "If You Love Me"
Joe Bowden
41567 "Don't You Know"
Jimmie Reynolds
41568 "You Wont' Be Satisfied"
Donna Drew & Her Tennessee Ramblers

Order today from your Victor Record Distributor.
Philadelphia

PHILADELPHIA, April 26.—Sam Lerner, president of Stanley Music & Amusement Company, looking forward to a big resort season, has enlarged his Stanley Arcade on the Boardwalk in Wildwood, N. J. When the season gets under way there on Decoration Day the establishment will take in three Boardwalk stores. Place is under construction now and is being designed as an orchestra, with an array of target guns lining the front of the wooden walk. Arcade will have at least 250 machines, Marvin Kaseler and Al Berger, who have managed the Arcade the past two seasons for Lerner, will be back.

Paul Zetemer, formerly with Raymond Rosen Company, local Victor-Bluebird distributor, has been made chief record buyer for the Wannamaker department stores in Philadelphia and New York.

Badie Snyderman, head of the Overbrook Amusement Company, whose greatest strides in the music machine operation since starting several months ago prove that the industry is not exclusive for the male of the species, also finds time for worthy charitable endeavors. An active member of the Cherry Rock Cholom, well-known local charitable organization, Mrs. Snyderman is credited with turning in the biggest collection in the organization's Aid to Britain campaign.

In the South Philadelphia section another pinball operation blossoms. Anthony Fetterman and John Ricebetti have organized the Duplex Amusement Company, with offices at 1611 Snyder Avenue.

Al Rodene, head of Arco Sales Company, amusement machine distributor, has leased the three-story building at 803 North Broad Street, in which section the distributors are now congregating.

West Oak Lane section of the city, one of the town's newest developments, gets another new music machine operator. Harry Vaxas has organized the Philadelphia Music Company and established operations at 6143 Ogontz Avenue.

Recording artists visiting town for personal appearances are becoming frequent callers upon the music machine gentry. In recent weeks operators met up with Will Bradley, Barry Wood, and Abe Lyneman, and this week finds Horace Bean paying his respects.

Stanley Carroll, who operates the center-city night spot that bears his name and is well known among the music machine gentry, is entering the recording business by having Charlie Galone, band leader at his club, record Charlie's original, "I Won't Be the One," which he will distribute privately for the music machines.

Overbrook Amusement Company grabbed off one of the most attractive locations in town in setting up Packard equipment in Dick Hubeck's new Mexico Diner at 16th and Passaunk Avenue. The diner was recently erected at a cost of $46,000.

Local industry can look forward to the entrance of a proposed Pennsylvania Merchandising Machine Corporation here. Laurice R. Levy, local attorney, has filed petition for a charter for the new organization. Its purposes, its purposes, as follows: "To buy, sell, operate, lease, service, distribute, and repair coin-operated amusement and merchandising machines and parts and merchandise of all kinds and of a kindred nature."

Again the GENERAL leads you to
THE BEST!

WE ARE THE MARYLAND AND
WASH., D.C., DISTRIBUTORS FOR

Scientific

BATTING PRACTICE

WE GRABBED THE BATTING PRACTICE BECAUSE IT IS ABSOLUTELY THE GREATEST BASEBALL GAME WE EVER SAW! COME IN AND PLAY IT... AND WE KNOW YOU'LL AGREE WITH US!

NOW DELIVERING!
RUSH YOUR ORDER!

THE GENERAL VENDING SERVICE CO.
306 NO. GAY ST. BALTIMORE, M.D.

YOU'RE SITTING ON TOP OF THE WORLD WHEN YOU READ THE BILLBOARD

It's a choice spot to view the most fascinating of all news—and the Billboard brings the news to you while it is still fresh and significant.

The Billboard Amusement Machine Editors are served by an international network of more than 200 trained newspaper correspondents strategically located in principal cities, constantly on the alert seeking news of interest and value to you. "NO OTHER COIN MACHINE PAPER CAN MAKE THAT STATEMENT."

AW CUT IT OUT!

NEW
AMERICAN EAGLE

NOW WITH WAR ACTION REELS FOR VICTORY PROFITS

WE'VE BOOSED THE PRofits—but
NOT THE PRICE!

STILL ONLY—
10 FOR $275
SAMPLE $1.50
BALL GAME ONLY
$2 EXTRA

QUICK! RUSH YOUR ORDER TODAY!

CHECK TERM DESIRED
☐ Three Years $10.00
☐ Two Years $8.00
☐ One Year $5.00
☐ Six Months $3.00
☐ Eight Weeks $1.00
☐ By Subscription $3.00
☐ None

MY NAME

MY ADDRESS

CITY

STATE

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast—MAC MOHR CO.—2916 W. PICO BLVD.—LOS ANGELES, CALIF.
Another Philly Newspaper Advocates Legalized Gambling

(Following editorial appeared in The Philadelphia News April 21, 1941)

As we go further and further on the side of Great Britain we are getting to know that at least $7,000,000,000.00 or as much more as it is deemed necessary, that we can pick the winner.

We hope we are right.

Certainly, it is going to be a much more complex world to live in if we are wrong.

But what we started to say is that we see here where this is very much different from betting that 431 will be tomorrow's number.

We know people who have won turkeys, automobiles, trips to summer resorts, and even Irish sweepstakes.

We know people who have won by whatever vices they are susceptible to, at least once. We merely have, and pay rolls up—increase, no matter what anyone tries to do to stop it.

So why not see to it that gamblers, big and little, get a fair show for their money?

And as we said the other day, why not take some of the profits (which now are and have been for too long flowing merely into the pockets of uninsured law breakers) and use them for the urgently needed city, State, and federal expenditures for defense, instead of injuring the taxpayers with additional levies?

We could get enough to pay for the defense program—well, the major part of it—by legalizing gambling and slipping appropriate taxes on it.

The war itself is a huge gamble, so why not finance it by the same method?

Curbs on Travel

(Following editorial appeared in The New York Times April 12, 1941.)

The hope for abolition of travel restrictions between the United States and Canada, recently expressed in Parliament by the Dominion Finance Minister, will be warmly echoed by our own public. There is little danger of subjective elements from over the border coming down to hamper our armament activities, because Canada has already put her possible troublesmakers in safe keeping.

The Minister evidently had in mind the United States requirement that visitors must be equipped with passports duly vouched. It is the effect of this upon our own travel into Canada that he and other Canadians deplore. Canada requires no passports, but an impression to the contrary has been created and it has done us harm. It is strengthened by the fact that the American immigration authorities demand some evidence, not necessarily a passport, but documentary evidence, if possible, that the returning tourist is a United States citizen.

A birth certificate or a tax receipt will serve, in the discretion of the examining officer, but Americans evidently prefer a right to dependence upon discretion.

Our own people want to go to the Dominion to enjoy its unrivaled scenery and open hospitality, and they see no necessity for providing themselves with documentary evidence to insure their return. Canadians, who need American dollars to pay for their huge purchases of war material and machines, want them to come. They impose no restrictions upon our tourists. This attitude should be two-sided, and made so possible before the summer holiday season begins.

Canada's monetary restrictions upon purely pleasure travel in the United States by her own people fall into a different category. They have been accepted by Canadians who realize that private pleasure must give way to war needs. Americans also understand this and appreciate the Canadian spirit, as Dr. Schuyler Baldwin Terry, of Chicago University, ably points out in a letter to The Montreal Star. The money comes to the United States anyway, but it is being spent here for more serious purposes.

Cleveland Music Men Select May Hit Tune

CLEVELAND, April 30—Phonograph Merchants' Association of Cleveland has selected as its hit tune for May just Plain Folks, by Vaughn Monroe, orchestra by Harold Dolton.

The tune is available on Bluebird records, played by Vaughn Monroe orchestra, and on Okeh records, by Tiny Hill.

Kirby Names Munves Distrib

LOS ANGELES, April 26—Appointment of Mike Munves, of New York, as West Coast distributor for the Kirby Test was announced by R. W. Kirby, of Honeymoon Machines, Inc.

Kirby said that the tie-up is the biggest so far with any cruise ship. Munves will become the third distributor in the country and get adding to its sales force.

Look In the Wholesale Merchandise Section for the Latest Novelties, Prizes, Premiums and Specialties

BILL DONLON'S ARCADE at Sylvan Beach, N. Y., completely equipped by International Motion Picture Company, Inc., Long Island City, N. Y.
NEW ORLEANS, April 26—The present spring revival in playing of pinball machines is being realized beyond most optimistic expectations in downtown locations of the city. With steady play in the mornings and afternoons it is impossible at best to even get a glimpse of how players are at machines. In a day for the klutzes, a happy case was stated by the owner that the machines did not hurt business at all. Ask any restaurant, bar, or drugstore owner whether they can make a profit out of playing machines and the reply is that the addition of the pin games is the difference between profit and loss on net business operations.

Owner of one of the largest business-type restaurants says: "Return of the pin games has helped my business and my profits are best in many months. When the machines first came back and we were instructed that the operators' association would not tolerate minors playing or payoff to players, I was skeptical about popularity of the games as entertainment machines only. At first, my predictions were justified, but with return of warm weather and installation of latest-type games, patronage has increased steadily. For the past week I have never seen at any time such a steady play. I am glad to see the games back and I am sure our customers feel the same way about it." (This operator has two machines on location, a Gottlieb Home Stump and a Keno Wild Fire.)

Sales of Columbia and Okeh records thus far in April are running 27 per cent ahead of the same period a year ago and are expected to exceed any month in several years, according to Ernie Corte, head of Distributors Sales Department.

The best April business in the firm's history is reported by Deco Distributing Company. H. N. McCormick, southern sales manager, looks for no real slump.
New Aluminum Substitutes Suggested to OPM by Experts

WASHINGTON, April 26—With substitutes for aluminum becoming an increasing problem, due to need of converting the supply for defense needs and essential civilian products, the Office of Production Management revealed this week suggestions received from an advisory group of the National Academy of Sciences. Emphasizing the fact that all suggestions “must be taken only as guides,” the report stated:

“Known substitutes for aluminum are, in general, those materials that were originally replaced by aluminum, such as brass, zinc, and chromium for plating and nickel for aircraft, which themselves are of course as to be questionable present-day substitutes. Substitutions, therefore, should generally come from materials not at present subject to priorities.”

Among the Academy’s recommendations were that aluminum foil be replaced by oiled paper, glassine, tissue, leadfoil, or cellulose; that aluminum bottle caps be replaced by paper, plastic, or some form of sheet steel properly coated; that, in general, paper alone, cotton, steel, wood, paper, glass, and ceramics be substituted where it is essential that a substitution be made.

The committee also recommended several methods of aluminum conservation to those manufacturers using the metal.

Aluminum Production

The OPM said that by December the Aluminum Company of America would be producing 38,000,000 pounds of aluminum a month, 10,000,000 pounds more than in March, and that new plants of other companies would go on full operating schedules late this year.

The report estimated that 70,000,000 pounds of old metal scrap could be recovered from junk dealers and said that a 5,000,000-pound shipment originally intended for France, still held in New York, could be returned to American defense production.

Substitute for Sheet Aluminum

CHICAGO, April 26—Transportation equipment manufacturers here are reported to be watching with interest experiments with new lightweight panel that has a fiber face half as heavy as aluminum and one-seventh as heavy as steel.

According to William Leonard, writing in the Chicago Journal of Commerce, the panel material, known as “Fibertech,” is made of a core of basswood veneer with sheets of vulcanized fiber glued to each side with a resin bond, and set by heat and pressure. Recent tests made at the University of Wisconsin showed that, in spite of its light weight, the material has a tensile strength of nearly 1,000 pounds to the square inch, with the grain of the fiber one way, and of nearly 13,000 pounds to the square inch with the grain at right angles.

Fibertech is not 100 per cent fireproof, but it is slow burning. The bond between the fiber and the wood is waterproof and the fiber faces themselves can be made waterproof. Technical Fibertech—228 North LaSalle Street, its makers, claim.

The material is being used by General Motors Corporation in place of aluminum for luggage racks in 600 of its newest Greyhound buses, and other manufacturers of transportation equipment are studying possibilities using it for seat backs, interior trim, partitions, headlinings, window trim, and other interior applications.

“Several large aircraft companies are testing Fibertech now,” James B. Fitzpatrick, director of the company, said, “with possibilities of finding places where it can be used for sheet aluminum.”

We think it has been held as a substitute for aluminum where aluminum is now used in sheet form.”

SUBSCRIPTION COUPON

The Billboard, 25 Opera Place, Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I inclose

□ $5 for one year, 52 issues.

□ $8 for two years, 104 issues.

□ $10 for three years, 156 issues.

Name ................................................................. Occupation .................................

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ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS.
What Every Music Machine Operator Should Know

Weekly features in The Billboard that should be required reading on the part of all automatic phonograph operators who are interested in increasing their profits. For profits can be increased only through a thorough knowledge of the music business and all the component parts that go into the playing, recording, and marketing of a song, an artist, and a record.

RECORD BUYING GUIDE—A complete, comprehensive analysis of current popular songs and recordings from the standpoint of their value in automatic phonograph operators. Based upon weekly reports from phonograph operators in 30 key centers, the music industry is appraised of hits, near-hits, and potential hits in, on, and for the machines.

ON THE RECORDS—A critical analysis of the latest record releases, assessing their commercial value and importance to phonograph operators. This column is designed to aid operators in the selection of material for their machines, employing a descriptive appraisal and presentation of every record released in which the operator might be interested.

MUSIC POPULARITY CHART—A full page of listings showing the 10 national and the 10 regional (in the East, in the Midwest, in the South, on the West Coast) best selling records in retail stores throughout the country—the 15 national and the 15 regional sheet music leaders—the songs most played on the radio, and the number of performances recorded by each—and the records most popular on music machines.

TALENT AND TUNES ON MUSIC MACHINES—A column for phonograph operators of all news, suggestions, advice, and opinions that can be of interest to the operators in the performance of their machines. Conducting of his business. Notes, territorial favorites, excerpts from letters from operators, promotional and exploitation stunts make this feature invaluable for music machine men.

ORCHESTRA NOTES AND BANDS ON TOUR—Each column tells where orchestras are playing and where they will be playing for the next week and of weeks, all of which operators should know so that a particular band’s disks may be played up when that band is in a certain territory.

ON THE STAND—A review of every orchestra seen and heard in all person appearances, the critical comment based upon the band’s present or potential commercial value as well as its musical quality.

ON THE AIR—Critical comment on dance programs heard on the radio from the standpoint of showmanship, presentation, and general listening appeal. Bands make records, and operators want good records; a band’s records will resemble its work over the air; operators should know what’s air-able and what’s wrong with all phases of an orchestra’s performance.

MUSIC ITEMS—The news and items of the music writing and publishing business, encompassing the newest tunes written by known and unknown compositors. These tunes are available for publication with leading music publishing houses.

GROSS STORIES—The amount of business done by an orchestra in its personal appearances is the best indication of the public’s reaction to it. Every week The Billboard lists numerous numbers presented by orchestras in both large and small engagements. Operators need the information contained in this type of story.

GENERAL NEWS—Complete, concise general coverage of the entire field of music, written clearly, impartially, and accurately.
We are proud to announce that

MILLS SALES CO., LTD.

1640 18TH STREET, OAKLAND, CALIFORNIA
1491 W. Washington Blvd., LOS ANGELES, CAL.
1325 S. W. Washington St., PORTLAND, ORE.

have just been appointed our
Pacific Coast distributor for

BATTING PRACTICE

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST.
BROOKLYN, N.Y.

U-Need-a-Pak Not Affected by Tax

NEW YORK, April 29 (Manufacturer's News) — Murray Warner, sales manager of U-Need-a-Pak Corporation, reports he has received many letters and telegrams from operators concerning the recently proposed federal tax increase on cigarettes. The tax will become effective July 1, says Warner, and operators are wondering what effect this will have on their operations.

"If a proposed forced increase in the sale price of cigarettes will affect operation of U-Need-a-Pak equipment," said Warner, "we foresee it being postponed for a long time ago. The coins which pay for the Model 600 cigarette dispenser, as well as the Model A and W machines, can be easily adjusted to take additional combinations of nickels and dimes up to 50 cents.

Minneapolis-St. Paul

MINNEAPOLIS, April 28.—With the May 1 deadline for new pinball machine houses, in Minneapolis-St. Paul, many operators are preparing to obtain the units they are operating. It is estimated there must be some 1,100 machines in operation in the city. Let- ter time is 9:30, payable at the rate of 120 May 1 and 250 November 1.

Sid Levin, of Hy-O Amusement Company, says firm is well plugged with the necessary in which the business was to be obtained for the year. New Seeburg installations are being opened up regularly.

Recent visitors to the Twin Cities were Richard Grant, of Seton, Minn.; R. B. Torron, Redwood, N. D.; Walter Janettke, Glenwood, Minnesota; Arthur Stand, St. Cloud; Peter C. Conklin, Braintree, Mass.; Charles E. Davis, Charles City, Nebr., and Del Agnes, Sioux Rapids, Iowa.

Mark Williams, St. Paul operator, reports his route has been increasing steadily with many new locations being opened.

Chuck Carter, of Star Sales Company, St. Paul, has had a successful winter and looks forward to doing even better during the spring and summer, he reports.

Business at Silent Sales Company, according to William (Shingles) Cohen, has been moving upward in a steady trend. New equipment is arriving, slowly but surely, and operators are moving their units out on location almost as fast as they get in, according to the shops.

Buckley 1941
DAILY DOUBLE TRACK ODDS

DERBY SPECIAL

BUCKLEY MANUFACTURING CO.
4227 W. LAKE ST.
CHICAGO 11, ILL.
GEORGIA OPERATORS!

COME IN—SEE AND PLAY THE GREATEST GAME WE HAVE HANDLED IN THE LAST TEN YEARS!

SCIENTIFIC'S

BATTING PRACTICE

This startling new baseball game MUST be seen to be really appreciated! At last—here's a 100% LEGAL SKILL GAME that actually tops ALL earning records—a game that will be a money-making standby FOR YEARS TO COME, because it's REAL BASEBALL in the most modern and attractive form ever produced!

GEORGIA OPS! BATTING PRACTICE DEMANDS YOUR IMMEDIATE ATTENTION! IT ANSWERS ALL YOUR OPERATING PROBLEMS!

YES, WE'RE DELIVERING THEM NOW!

RUSH YOUR ORDER TODAY!

HANKIN MUSIC CO.
708 SPRING STREET, N. W.
ATLANTA, GEORGIA

The Birth of a Nickel

SMALL, light in weight, ever present and ever in demand, accepted as rather commonplace, yet without it there would be no coin machine industry—the nickel. Did you ever stop to think what would happen to the industry if suddenly the supply of nickels were taken away? To dispel any thoughts about the birth of the lowly nickel the writer recently made a trip thru the Denver mint, upon permission of Mark Skinner, superintendent. And if anyone in the future tells you it's easy to make money, tell him that as far as coinage is concerned it's an involved process.

The life-blood of the coin machine business gets its start in the make-up room. Only pure nickel, all of which is obtained in Canada, and electrolytic pure copper is used. A set of scales so accurate they can weigh a one-hundredth (.01) troy is used to obtain the proper balance. The coins contain one-fourth nickel and three-fourths copper, and this balance must be exact as to weight and fineness.

The proper weight balance of nickel and copper then goes to the ingot melting room, where it is placed in a melting furnace with a temperature range of 2,400 degrees. The resulting molten mixture is then poured into ingots of 66 ounces each. These ingots are washed in a mixture of sulphuric acid and water to remove grease and dirt and to etch out a brighter color. Following a sulphuric acid wash, the ingots are put in a cream-of-tartar solution for polish and then in a centrifugal extractor for drying. There is a 38 ounces loss in handling. However, the room has a lead floor which drains into a series of baffles, where particles of metal are recovered thru a refractory tank where they are annealed, or softened, by being put in a furnace at a temperature of 1,400 degrees, with enough atmosphere admitted to prevent oxidation. Following this anneal, the ingots are cooled, washed, and weighed. Then they are put into the upsetting machine to form the border. Next a press with six rotations which features Keeney wall block and eventually mean $$$ to you.

The original foot-long ingot is rejected as unsatisfactory and eventually mean $$$ to you. The resulting ingot is then annealed, or softened, by being put in a furnace at a temperature of 1,400 degrees, with enough atmosphere admitted to prevent oxidation. Following this anneal, the ingots are cooled, washed, and weighed. Then they are put into the upsetting machine to form the border. Next a press with six rotations which features Keeney wall block and eventually mean $$$ to you.

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Finally, the blank coin is ready for the press room, where it is just put into the upsetting machine to form the border. Then a press with reverse and adverse dies stamps the coins on both sides in one operation. Sixty tons of pressure is used in this stamping, which stamps about $750 in nickels. The resulting coin then goes to a bleaching room, where they are first annealed, or softened, by being put in a furnace at a temperature of 1,400 degrees, with enough atmosphere admitted to prevent oxidation. Following this anneal, the ingots are cooled, washed, and weighed. Then they are put into the upsetting machine to form the border. Next a press with six rotations which features Keeney wall block and eventually mean $$$ to you.

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operators have been attending the meetings held thus far and it is hoped that even greater representation from coin- 25
The fifth meeting of the Amusement Companies was held this week to prepare for the coming season. Many out-of-town
operators are interested in Coin Division. It's way ahead in "looks" performance and earning power. Grotchen's new
Black Jack game was featured in the display, a four player "Jack-O." game. It is designed for the large facility, 3 reel
deal regulation Poker Hands, complete sets of awards from 2 Piles to Straight Flush, 9-12-15-20-25-Coin Dividers; extra LARGE operator
are being designed. Vendor sells 2.5x3.6x4 or 4x6x6 size. Straight penny or nickel play. Case of six $105.00.

See Your Jobber or Write:
Grotchen Tool Company
130 N. Union St., Chicago
West Coast Office: John Kang, 7915 S. St. Louis, Los Angeles, Calif.

IT HAPPENED

Avery unusual experience we are able to offer to our coin-operated customers is following the list of FREE PLAY shows, which are in full swing.

WHAT DO YOU NEED?

Bantam West World Coin Machine

To Make Some REAL MONEY

ROY TORR

Bud Lieberman Says

WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!

1 BALL AUTOMATICS

• Grand Reel: $30.00
• Grand Stand: $20.00
• Saddle: $13.00

CARNIVAL ROLLERS

Square Balls: $80.00

Square Opt: $75.00

Ball Opt: $68.00

CORNHOLE

Long Chimp: $30.00

"Every Deal Personally Handled by Bud."
Detroit, April 26 — The pleasant draw of Penny Arches for Detroit patrons was proved again this week when Dartmouth Amusement Park opened for the season. A couple of the early midweek nights were cold and attendance was generally fair. However, indoor attractions were doing well. At one amusement center, however, attendance was several times above the average for midweek nights. The Penny Arcade, the cold weather kept crowds from gathering at the regular concessions but patrons were willing to spend on the machines.

Penny L. Humes and Betty McKeown, who operate Betty's Stock, a neighborhood sitting room on Woodward Avenue, have formed a partnership as Great Lakes Amusements to operate the playing field with a route of three different makes of pay games.

Emphasis upon coin machines in amusement parks was further marked by the decision of Pret W. D'Orson, veteran operator of Wallet Lake Park here, to make a new spurt with the only piece of new construction in the park this year. Realizing the importance of having at least one important added attraction each year in a park, Pret was placing on testing upon the Sportland this season.

United Music Operators, 57 strong, held a meeting Tuesday in the Port Shelby Hotel. With most important of operating problems now working smoothly, the meeting devoted itself entirely to the promising unrest in the trade and the matter of record sales and selection and voting systems.

James Ashley, of American Novelty Company, operating coin machines around Detroit have money in the bank for the first time in three years.

Ben Robinson, of the Robinson Sales Company, when on a business trip through this Northern Michigan, is enthusiastic over prospects for finding purchase, particularly in a territory as colored over baseball as are Detroit and Michigan.

Buffalo
RUPPATO, April 26 — After Easter turnabout, amusement park operators in Buffalo have begun finding the cold spell which put the davenport on the back for the past three weeks. Now, as the weather begins to get warmer and the ice cream machines and getting parts from the W. R. Rockefeller Company, who has done a good business in these lines.

Bernie Masters, American Music Company, has set up a complete installation of Packard's Pin-Max ball boxes in one of his Robinhoods and is mighty pleased with them.

Royal Amusement Company is still using its central station to get the income from this novelty out all it was at first.

Death
KOEBER — Sol, well-known machine operator, recently in Dallas, has opened Consolidated Amusement Company in that city.

Marriages
SACRAMENTO — EVANGELIST. Albert Orsini, who operates out of Los Angeles, has married Mrs. H. E. Crocker of Sacramento.

Baby Production
GORDON — Born to Mickey and Belton Gordon in Chicago April 14, a son named Billis, the son of George of New City Sales Company, Chicago.

**DETROIT**

The Billboard, May 3, 1941.
Notice
We want the world to know that we are the Michigan distributors for Scientific's batting practice.

We consider batting practice the most remarkable coin machine in the past decade.

In plain talk, it is a 100% legal game that takes in as much money without any awards whatsoever as the best payout game on an award basis.

You will operate batting practice eventually. Why not be among the first and capture the best locations in your territory?

Order now!
Robinson Sales Co.
3100 Grand River Ave., Detroit, Mich.

---

Monarch Execs
On Double Shift

CHICAGO, April 28 (Distributor's re-
leas)---Bringing down to the business of
supplying coin machines from Coast to
Coast with new and used equipment are
Monarch Coin Machine Company execu-
tives, Roy Bandson, Al Starn, and
Clayton Nemecoff.

"When Roy left as his desk after a brief
but rejuvenating rest in Florida we
were all on our toes and doing the
biggest job in our history," Al Starn
declared. "The widespread fame of
Monarch service is making us the sup-
portive force for operators in all parts
of the country. As our customer list con-
tinues to grow, the hours we spend at
our desks, on the phone, and in the ship-
ping and reconditioning departments grow
more and more extended.

"The facilities for service which were
installed when we first occupied our
even three-story office and warehouse
building have since been added to in
every department to make our service
much more efficient than ever, and this
improvement process is a continual one
made necessary by the ever-increasing
business Monarch is enjoying. Our
service is improved, too, by the increased
variety and quantity of stock which we
make it a point to have on hand at
all times."

---

Toronto

TORONTO, April 26.---- Merchants of
amusement equipment look forward to
big business this summer. The demand
for phonographs and other amusement
machines from summer resorts is the
highest in years. Jobbers and operators
predict a shortage before summer gets
under way.

Military and air training centers have
taken up much of the surplus equipment
that in other years had been used in
summer locations. Prices on used equip-
ment have skyrocketed, due to the em-
phasis placed on the importance of
amusement machines last December.

Operators state that while large-grooms
are anticipated, increases in percentages
are necessary to offset the sudden rise in
prices. In other years there was stiff
competition in the summer field, but
with the demand this year greater than
the supply, keen competition will be a
feature of the past. The past few weeks
profile will be stemmed because of extra
war taxes levied on profits.

Local members of the Ontario Amuse-
ment Machine Association plan a fish-
ing expedition to their favorite spot to
compete for the fishing rod offered by the
association as a prize for the largest fish
cought in Ontario waters. "No credits for
fish stories," says Director Bill
Palmer.

Steve Halpin, director of AMI of
Ontario, was in town for the opening
of the new showroom of Amuse Auto-
matic Sales, distributor, Chicago.
The building, featuring a new select-
ive wall box which has been creating much
interest.

The largest arcade in the province
will be opened by Wm. S. and
Donned Filding & Company, of Toronto,
at Seneyans Beach. The building was
formerly used as a roller rink.

"Commercial!"--Two-line item ap-
ppearing under a Toronto heading in
March in The Billboard announcing the
signing of contracts between Seneyan
Beach and the Automatic Phonograph
Company, Toronto, resulted in a
$1,000 sale of Penny Arcade equipment.
The party of the first part read, the Item
in Western Canada, and the party of
the second part in Toronto—result, a
$1,000 sale."

Gerber & Glass Corporation, Toronto,
was recently appointed distributor of
Wurlitzer for territory between
Kingston and Port Arthur.

Rumors have it that two American
manufacturers of coin machine equip-
ment are to establish branch plants in
this province before the end of the
summer. Their identity is being with-
held, temporarily, but official announce-
ment is to be made soon.
NOTICE TO THE TRADE

YOU CAN GET IMMEDIATE DELIVERIES OF SCIENTIFIC'S BATTING PRACTICE FROM THE FOLLOWING DISTRIBUTORS

GEO. PONSER CO.
NEW YORK & NEWARK

TRIMOUNT COIN MACHINE CO.
BOSTON

BANNER SPECIALTY CO.
PHILADELPHIA

GENERAL VENDING SERVICE CO.
BALTIMORE

ROBINSON SALES CO.
DETROIT

HANKIN MUSIC CO.
ATLANTA

MOSELEY VENDING MACH. EXCH., INC.
RICHMOND

WE ARE APPOINTING NEW DISTRIBUTORS AS FAST AS WE CAN MAKE DELIVERIES! WATCH THIS PUBLICATION FROM WEEK TO WEEK FOR NEW DISTRIBUTOR APPOINTMENTS.
Philadelphia, April 26.—If you continue any type of coin-operated machine as an amusement, movie, vending, or a telephone box, that the slug you put into it is a nickel you are guilty of passing a counterfeit coin. Acting on that assumption, the United States Government has broken up a coin racket engaged in by a Philadelphia gang that is estimated to have cleaned up more than $500,000 during the past year at the expense of coin-operated houses principally the coin-operated machine industry.

It was learned last Friday (18) that evidence against at least eight individuals suspected of distributing the slugs will be presented to a federal grand jury. The evidence was collected in independent investigations by Internal Revenue agents, it was said.

The slugs were said to be made of an alloy of copper, nickel, and zinc in 5, 10, and 25-cent steps, and to conform so closely with the weight and finish of real coins that no coin selector reacted clearly with the weight and finish of copper, nickel, and zinc.

The revenue agents will make it their business with operators on their own territory, getting many of the best machines built.


"We believe that this to be about the most important representation of any one distributing firm in the industry," says this trio of noted colons. We are proud of the progress we have made for these manufacturers throughout the New England territory.

"Operators call around to see the new machines at one place first because we make it our business to get the new machines for them. The number of daily trade-makes it possible for us to carry a fine used machine stock. From all standpoints, therefore, we are set to do business with operators on their own behalf."

The Owl Mint has strong manufacturers of manufacturers and has been particularly helpful to our coin-operated machine industry.
Ponser Back From N. Y. State Trip

NEW YORK. April 26 (Distributor's release)—George Ponser, who managed to get away from his local business for a week on the road, returned with a batch of orders for Batting Practice. Ponser covered almost every jobber and distributor in New York State.

"I am convinced," says Ponser, "that Batting Practice is in the hit class and will make money for operators. When I returned to New York wires and phone calls began coming in for repeat business. When the boys reorder, it's a money-maker."

BERT LANE

Says:

GOT A NEW GAME COMING FROM GENCO—LOOKS TERRIFIC!!

SEABOARD SALES, INC.

LIT 118 Ave., N. Y. Wisconsin 7-9888

STERLING BARGAINS

Machine Air Cleaner, use now $35.00
Bath Rhtub Fixtures Combo 69.50
Bath Room Tubs, like new 75.00
Baseball Machine, use now 75.00
Brown Cabinet, 30-40 Cents
Baby Doll, good condition 50.00
Ferris Wheel, 60-75 Cents
Ferris Wheel, best 75.00
Ferris Wheel, used 75.00
Free Tickets (2 cards), 25.00
Free Tickets (2 cards), 35.00
Free Tickets (2 cards), 50.00

Sterling Novelty Co.

488 S. Broadway
LEXINGTON, K. Y.

ABT of N. J.
Changes Banquet Date to May 18

NEWARK, N. J., April 26—Amusement Board of Trade of New Jersey, Inc., re- ported today that it has changed the date of its exhibit and banquet to May 18 in order to celebrate "I Am an American Day," which has been proclaimed by President Roosevelt.

Even as the exhibit and banquet committees learned that the day had been proclaimed a national holiday, the ban- quet scheduled for April 27 was immedi- ately changed to the new date," an association spokesman declared.

Consequently the tone of the ban- quet will be patriotic. Decorations and souvenirs will be in keeping with the occasion. Even the door prizes will be symbolic of the day. A showfloor of top talent and a home musical organization have been booked thru a New York theatrical agency.

"A special souvenir journal is now be- ing prepared which will include the proclamation of President Roosevelt, naming Sunday, May 18, as "I Am an American Day," and also other features which will make this program an un- usual remembrance of the occasion."

Table reservations are now being made and from all indications the affair will be a success. Twice as many reservations have been received over the correspond- ing period before last year's banquets.

Among the guests to be invited to at- tend the exhibit and banquet are many leaders in manufacturing circles, trade associations, and publications.

Al Stern Starts Operator Service

CHICAGO, April 26 (Distributor's release)—A new operator service, featuring what is claimed to be the most com- plete line of parts and incidental equipment in the country, was inaugu- rated this week with the formal opening of the Manufacturers' Supply Company under the direction of Al Stern, well- known salesman.

"Our offices have been located just outside the Loop at 835 West Washington Boul- evard," said Stern, "and this is the office we have just put up for business. We have already attracted a number of com- ments from the country and we are constantly expanding the variety of parts and supplies available thru our service."

"We are making a bid for the patronage of the entire land," he continued, "and only the great stock must be constantly maintained, thus thru a fast efficient service all department business will get materials thru to the purchasers without loss of valuable time."

Glassgold Reports Western Activity

KANSAS CITY, Mo., April 26 (Distributor's release)—Burnsberry (Bip) Glassgold, sales manager of Arthur H. Du- greenier, Inc., is currently traveling in the West with Joe Shaw, DuGreener represen- tatives, to attend the Operators Convention and to make a new job with the Champion-Coin Merchandising Co. and the Candy Man bar machine company.

Western operators are building their operations to similar proportions as Glassgold. Frank Facone and Frank Bommer of Acme Amusement, this city, have placed their largest order to date for Champions and Candy Man machines. Besides Vitafone. DaNap, Piant, Fontana, Star Vest, and Butler's Ben Lunch, Toledo, have placed additional orders for ventures in a recent trip. Glassgold will report on this trip on May 3.

Devices Mfg. Sales To New Quarters

CHICAGO, April 26 (Distributor's release)—Devices Manufacturing Sales Co., Inc., is presently meeting a high demand for its new products. At the recent convention in Chicago, President C. W. Holman declared: "Our new products are greatly needed on the market. We are planning a line of new products which will make us the most modern unit equipment on the market."

Error!

(Reprinted from Mark Helling's column)

The bar and grill customer, seated in the back of the counter, called over the bartender. He pointed to a phonograph machine that played musical selections when a coin was deposited in the box.

"See here?" groaned the customer, "I dropped a nickel in the machine to play record No. 6—and No. 30 got out."

The bartender shrugged.

"You think there's something wrong?" he returned. "I once dropped a nickel in a pay phone to call a married—and her husband got out!..."

Scientific Names

New Distributors

BROOKLYN, April 26 (Manufacturer's release)—Science's Max Levine an- nounced to our mutual friends that the new distri- butors had been chosen to handle his highly praised new baseball game.

The Haskan Music Company was named to cover Georgia; General Vending Service Company, Baltimore and Washington, and Robinson Sales Company, Michigan.

Among those to welcome Morris Hakin- tin, General Vending, and Robinson Sales into the fold of Batting Practice distributors, said Levine, new names in the game. Among the names new to the field will be a name of some note, "The Batting Practice distributor network will be released soon."

The overwhelming operators' demand for the baseball thriller has made dis- tributors throughout the U. S. eager to acquire rights for their respective territories. One distributor said that he has been doing very well with the coin-operated baseball machines and is eager to get more distributions to be awarded and a complete announcement of the Batting Practice distributor network will be released next week.

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"You think there's something wrong?" he returned. "I once dropped a nickel in a pay phone to call a married—and her husband got out!..."
Grand National Is Remodeling

CHICAGO, April 26 (Distributor's re- lease)—Full plans for the extensive remodeling of Grand National Sales Company, Chicago, have been approved by Al Jordan, president of the company. "We expect to have the contractors in here and working by next week, we hope," said Jordan.

"We need the increased 5,000 square feet of space urgently because of the rapid expansion of the business. Upward trends for the past several months led us to expect the increase in business, and the increase is surpassing our expectations, we are fully prepared for it."

An important sidelight on the remodeling program was given by Mac Churrid, sales manager at Grand National. "Operators have found that we have a large enough variety to satisfy their most varied demands," said Churrid. "In the future, with our enlarged floor space will permit us to give operators an even more extensive selection. We are getting shipments out as fast as orders are received, and our additional facilities will mean that it will be practically impossible for us to get behind, again."

New Soundsies Subjects

CHICAGO, April 26—An additional cast for the Panoram movie machine has been released. Eight subjects that are Soundsies, are contained on the reel, approximately 1,000 feet of film. Each Soundsie plays for about three minutes.

The titles and players are as follows: Gray Gordon and the Mandolin, radio vaudeville; Bud Blake, the dancing and singing star, radio vaudeville; Red and Skid, radio stars; Ken Fairchild, radio player; and Mike Morgan, radio star. These new Soundsies, in the form of a brand new reel, now cover the country.
“Took in $ (How Much
Do You Think?)
first 8 days!”

Can you guess the 8-day net reported above (name of operator on request)? If
you’re thinking of average console profits, you’re guessing too low—because
Bally Consolos top the average in every type of location. A Free Trial Sample
will convince you! Write for details today!

HIGH HAND
POKER CONSOLES
REPLY MODEL
Bell active plus, poker appeal—
and fascinating “sound-draw”
HOLD-DRAW feature. Also built
in ROYAL DRAWS payout model.

BIG-TOP
3-REEL ELECTRIC
CONSOLE BELL
Combines console flush and bell action—insuring long life on location and record-
raising collections. Built in PAYOUT and REPLAY models, choice of Comic
Animal or BELL-DRIVE ends—a gold mine either way!

MINT VENDER
attachment now available
for all Bally Consoles.

SKILLFIELD
attachment now available.

READY SOON!
ROLL-EM 3-REEL Dice-Gamels with nine
novelistic “Double-or-Nothing” build-up
feature. Test machines now out-selling all
competition. Write for advance information,

BALLY MFG. COMPANY
346 BELMONT AVENUE
CHICAGO

Gottlieb Revealed
As Letter Collector

CHICAGO, April 26 (Manufacturer’s
reissue)—Psychologists say we’re all
collectors of some sort or another.
It’s trophies, antiques, coins, stamps, or
just simply odds and ends. Coin ma-
chine men are no exception, as Dave
Gottlieb this week revealed. His pet
in a collection of letters, carefully trea-
tured.

What kind of letters? “Unsolicited
letters from operators throughout
the United States,” says Dave, “wherein
they express their gratification for the suc-
cess they’ve enjoyed with Gottlieb games
and Gottlieb co-operation. We receive
many such letters, and in the past we’ve
taken them more or less for granted and
filed them away. But to me, there’s
particular joy in reading them, and I’ve
decided to preserve them in special scrap-
books as a permanent memento.

“After all, there’s more to business
success than getting in plenty of orders
and doing big business. Of course,
that’s highly satisfactory in itself to any
manufacturer, but above and beyond
that, the greatest delight comes from
knowing that you are helping your cus-
tomers to make more money so that
they can acquire more of life’s advan-
tages for their families.

“Furthermore, operators take time and
trouble to write us intimate details of their
experiences and expression of appreci-
ation over our products and our efforts
in behalf of their success. I prize their
letters and want to keep every one where
it can be an inspiration to us.”

Lieberman Sales
Reported Rising

CHICAGO, April 26 (Distributor’s
release)—“I think you can call me the
busiest man in the industry today,”
declares Bud Lieberman. “We continu-
ously receiving requests for our new
and used equipment. We’re keeping the
jump, and with the constant flow of
new games into our warehouse, supervi-
sion of all these activities leaves little time
for attention to outside interests.

“Herb Cohen, working in the territory,
reports that his sales, too, are filled to
the brim with such or such the whole
of his work can be seen in the increase
in the number of steady Lieberman GUIs
among the local operators.

“In ways, we now have a complete
stock of equipment of every type, suit-
able for every kind of operation any-
where, and, as always, we are busily en-
gaged in taking care of the needs of our
customers, both far and near.”

Release New
Western Games

CHICAGO, April 26 (Manufacturer’s
release)—Release of several of the new
games in the new Western Line has been
accomplished by Don M. Anderson, Western
Products, Inc., sales manager.

“The production of a full-time,
highly efficient basis, in anticipation of
an assured operator acceptance, we re-
lease our new games this week,” said
Anderson. “The present release con-
ists of Seven Flashes and Barrage, two
different types of games which have
been thoroughly tested for money-making
possibilities and found entirely up to
our expectations.

“As a matter of fact, Seven Flashes
proved so profitable on test that we
have lowered the suggestion of a number
of prominent column who added to the
tests and have developed three differ-
ent models to meet all operating re-
quirements. The first of the Seven Flashes
is a console type, multiple point
game. The second model is a double
multiple, and the third model a 3- or 5-ball
multiple reply game. Our distributors enthusiastically
predict that these games will be in
sales within a short time.”

“Another exciting game in our new
line is Barrage, an unusually different
type of 5-ball multiple machine game.
We are more confident of Barrage’s
success than that of any other game we
have introduced this year.”

Harry Payne is Rolling
Big, Steady Profits Right
Down Your Alley With...

CUB

H. G. Payne Co.
312-314 BROADWAY
NASHVILLE, TENN.

Arthur Payne is not only the
most active operator in the
region, but is also the most
knowledgeable in the history
of amusement games. He has
handled every new game for
the past ten years and has
made a mark in the industry.

His latest venture is CUB, a
3- or 5-ball game which
promises to be a winner.

The game is easy to oper-
age and very popular with
the public. It is sure to be a
success and will add to the
already large list of Payne’s
successes.

CUB is the answer to the
question of what to do next.
It is a game that will keep
operators busy and make
them money. Give it a try and
you will be pleasantly sur-
prised.

H. G. Payne Co.
312-314 BROADWAY
NASHVILLE, TENN.
Trippe Opening St. Louis Arcade

ST. LOUIS, April 26 (Distributor's release) -- The largest arcade in the Middle West is being opened at 8th and Church streets. In St. Louis at Ideal Amusement Company, a branch of Ideal Novelty Company, headed by Earl Trippe.

"Within a few seconds of the city's largest department stores, the arcade will contain 150 penny and nickel amusement devices of every description," Trippe said. "With room for 50 more if the trade warrants it. Elaborate models of battle scenes from Europe will cover the walls."

Another announcement from Trippe concerns the appointment of Frank Scherer as manager of the Ideal section of the store, according to distribution at Ideal Novelty Company. Scherer's appointment follows closely that of Ralph Bowman as manager of the Ideal Machine Shop, formerly operated by the Company.

"All tools and equipment of the Ideal Machine Shop, formerly operated by Bally and Bowman, have been relocated to the second floor shop of Ideal's new building."

Offers Something "New and Different"

Bally Perfects New Anti-Nudger

CHICAGO, April 26 (Manufacturer's release) -- A new super-sensitive anti-nudger device is the newest creation of Bally engineers, according to announcement by Ray Moloney, president of Bally Manufacturing Company.

"Outstanding feature of the device," Moloney said, "is the fact that, ethically, instantly responsive to the slightest cabinet pressure, it cannot be defeated by the action of depositing the coin. Therefore, the device can be set to a greater degree of sensitivity than has been possible in the past. The new device operates in an entirely new principle and in the result of several months of experimental work by Bally engineers. The standard pendulum-type anti-nudger continues in use on Bally games, so that the operator now has double protection -- just another reason why you can bank on a Bally game."

"BALLY PLAY BALL is a hit with Dice operators," says Nick Carbaifal, Bally Novelty Company, New Orleans. Left to right: Melvin Moloney, Louisiana Amusement Company; Nick Carbaifal; Chris Christopher, Southern District manager, Bally Manufacturing Company; Herb S. Mills, veteran Louisiana operator. (Manufacturer's release.)
Seek To License Bookies in Large Illinois Cities

SPRINGFIELD, Ill., April 28—Amendments to the McGrath Bill seeking to license bookmakers in Illinois cities with a population of more than 50,000 were submitted to the House license and miscellaneous committee April 28 by Representative H. V. Leeman, of Chicago, in behalf of Representative Leo D. Crowley, of Rockford.

Only 10 Illinois cities have 50,000 or more population. They are Chicago, Elgin, Evanston, East St. Louis, Joliet, Oak Park, Peoria, Rockford, Springfield, and Waukegan.

The original measure was offered in the House last March 18 by Representative Ernest McGraw (D-Brookfield). The McGrath measure proposed to put bookmakers under the supervision of the department of registration and education, while the Crowley-Leeman amendments would put control in the hands of mayors.

Backed by Kelly's Associates

The amendments were said to have strong Chicago backing. While it was not sponsored by Mayor Edward J. Kelly, many of his political associates are reported to favor it as the solution of a local problem. Also said to be supportive of the passage were wire service companies seeking a legal basis in Illinois for their race news.

In addition, the Illinois Legislature passed a bill legalizing handbook betting under state regulation and thus removed a Negro deposit. Mayor Kelly vetoed it. Three years ago Mayor Kelly sponsored a Chicago ordinance for legalizing bookmakers as agents of race tracks and the Circuit Court held it invalid.

Under the new plan, any person duly licensed for bookmaking by the state could also apply for a local license to conduct bookmaking in that city. Under the proposed plan, numerous features not possessed by the unsuccessful measures. But probably more important, it would permit the fact that in addition to providingregulatory power in all areas where the local plan would give authorities power to regulate, the number of gamblers and of which millions of dollars are annually flowing into criminal channels.

Control Given to Mayor

In giving permission to cities to license and regulate the business of bookmakers, the new plan would designate the mayor of a city choosing to exercise this privilege as the local bookmaker's control, commissioner. He would have the power to issue and revoke licenses, hear testimony, relative to such action, and to administer oaths and issue subpoenas for taking depositions, books, and documents.

A license appeal commission would be set up to hear exceptions to the action of the mayor. Another represented the state designated by the mayor, would serve for three years, with a term of office. The commission would be empowered to compel testimony of any witness, to administer oaths, and to force production of books and records.

Any five residents of a city could file a complaint against the possessor of a bookmaking license under the proposed law. Such complaint would require a hearing. Decision on the complaint would be provided for in the event of a complaint against the mayor, and the courts would review decisions of the appeal commission.

The 1933 handbook bill was favored by many civic leaders, including Prank Morrison, and was rejected by the mayor. The current bill has the support of the mayor, and the commission would hear complaints against the mayor, and the courts would review decisions of the appeal commission.

Census Report Says Independents Sell 75% of Retail Goods

WASHINGTON, April 26—Independent retail stores accounted for nearly 75 per cent of all retail sales in the U.S. in 1939, according to figures made public today by the Bureau of Labor Statistics. The Census Bureau has been reporting this amount from 1932 to 1938, but in 1939, according to figures made public today by the Bureau of Labor Statistics, the total retail trade was $4,041,498,000, of which 74.7 per cent or $3,016,500,000 was handled by independent merchants.

Retail trade was reported 13 to 1 by independents, dist. 21.7 per cent of the total trade, with other types of business accounting for the remainder. Independents are estimated to number 1,026,000 stores, chains, and other business establishments.
Exhibit Announces
Game—Double Play

SAVOY'S WEEKLY SPECIALS

SAVOY VENDING CO. 651 ATLANTIC AVE BROOKLYN, N.Y.

SAVOY'S WEEKLY SPECIALS

SAVOY VENDING CO. 651 ATLANTIC AVE BROOKLYN, N.Y.

BABY PRODUCTION

SPECIAL!!

TATTOO BILL... A design for cash... Slot machine symbols... $1200 Re holes... 75¢ per sale... Takes in $60.00... Winning tickets require a minimum of 14 times... Each winning ticket and last punch on board each receives a choice of $1.25 or one punch in "Jackpot," noholds. Total average profit $33.75. Total average profit $28.25. Additional profit from the Re arrangement is $3.00, making maximum profit $29.25. Extra-thick board.

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

WANT TO BUY
1938 TRACK TIMES AND
SUPER-TRACK TIMES
BROWN PACE'S RACES (30 to 1)
Baker's RACES
(Chester, Martial Repairs)
CHROME VEST POCKET BELLS (5¢ Play)
We Buy, Sell and Exchange

OPERATORS WANTED
To Work With Us On
PERCENTAGE BASIS
We Have Free Play Products
S. G. W. COIN MACHINE EXCHANGE
4416 South River Ave. South Bend, Ind.

Baby Production

SIXES—A daughter to Mr. and Mrs. W. B. Siegel recently in Marshfield, Wis. Siegel has been an operator of automatic phonographs for many years.

Advertise in The Billboard—You'll Be Satisfied With Results.
**AMUSEMENT MACHINES**

**May 3, 1941**

---

**Just Out! New Deluxe Texas Leaguer**

- NOW - 18 BALLS 5¢ IDEAL FOR HIGH SCORE AWARES!
- J. H. Winfield Co.
- 1018 Main St.
- Buffalo, N. Y.
- SPECIFY 1¢, 2¢ or 5¢ PLAY

---

**Just Out! New Deluxe Texas Leaguer**

- NOW - 18 BALLS 5¢ IDEAL FOR HIGH SCORE AWARES!
- Friedman Amusement Co.
- 441 Edgewood Ave., S. E.
- Atlanta, Georgia
- SPECIFY 1¢, 2¢ or 5¢ PLAY

---

**Just Out! New Deluxe Texas Leaguer**

- NOW - 18 BALLS 5¢ IDEAL FOR HIGH SCORE AWARES!
- Savoy Vending Co., Inc.
- 651-53 Atlantic Ave.
- Brooklyn, N. Y.
- SPECIFY 1¢, 2¢ or 5¢ PLAY

---

**Just Out! New Deluxe Texas Leaguer**

- NOW - 18 BALLS 5¢ IDEAL FOR HIGH SCORE AWARES!
- Arco Sales Co.
- 802 N. Broad St.
- SPECIFY 1¢, 2¢ or 5¢ PLAY

---

**Just Out! New Deluxe Texas Leaguer**

- NOW - 18 BALLS 5¢ IDEAL FOR HIGH SCORE AWARES!
- Robinson Sales Co.
- 3100 Grand River Ave.
- Detroit, Michigan
- SPECIFY 1¢, 2¢ or 5¢ PLAY

---

**At First Despised, The Nickel Now Is Most Popular Coin**

MILWAUKEE, April 26.—Here's a story of an unusual "career," as related in the Milwaukee Journal, April 26. For the benefit of Milwaukeeans by John D. Voss, agent in charge of the secret service office in the Federal Building. It is the story of the lovable American nickel or "Hats," as the Philadelphia mint calls it, and it was officially known as the "shill" nickel. Congress authorized its "birth" May 16, 1866, despite a disapproving attitude by the public.

"Almost the nickel's first appearance was frowned on by the public because it was satisfied with the 1, 2, and 5-cent pieces, and, of course, the coin grew immensely popular as years went by."

"The original 5-cent piece consisted of a shield on the obverse and a corner of 13 stars and the numeral '9' on the reverse. This design, with slight modifications, was in use for 50 years and was struck off 609,208,728 times.

"The first buffalos nickel was produced in 1913, and in the ensuing 25 years a total of 1,312,910,340 was produced by the mints."

**Last Change in 1938**

Voss said that the nickel's design was last changed in 1938. On November 15 of that year 7,799,936 of the "Jefferson type" 5-cent pieces were released to the public. The total of all nickels minted from March 16, 1941, to September 204, was 2,209,404,412, according to Voss.

"What has made the nickel so popular? Nickel cigars, candy bars, ice-cream bars, juke boxes, telephones, and all sorts of mechanical sales as coin-operated devices are held responsible for the great demand for nickels, according to Voss."

He said that due to the items mentioned, the United States mints in 1940 utilized 74,952,000 nickels in the production of 299,721,159 new Jefferson 5-cent pieces.

"This nickel is only 2-cent of a dollar, counterfeiting of the lowly coin has become a large factor in the task of Voss to suppress counterfeiting of American coins."

**Students Made Coins**

Only a short time ago Voss rounded up 18 Madison high school students who had in mind manufacturing counterfeit nickels in the school laboratory.

"The students," said Voss, "confessed that they used the bogus coins to play in the machines in Madison. Counterfeiting released after being lectured on the need for counterfeiting provides the government with counterfeiters worthy of imprisonment for counterfeiting American coins."

**Genco Promises Surprise Game**

CHICAGO, April 26 (Manufacturers' Weekly) — That's what's been giving operators an smash hit after another, and I've definitely proved to myself that I make more money, have far less operating difficulties, and always get more trade than at any other.

"More power to Genco and I'm betting that Hi Hat will be another Nichols number."

---

**Here Is Your “Lucky Break” Ticket, Too**

DIE CUT SHAPE

PERFECT FOR "HEAD" PRINTING. ECONOMICAL AND DURABLE. USES 300 INCH MEDICALS. FOR HITS DUE IN LATE MARCH. BRING NEW! AN AMUSING FEATURE OF POWERFUL HIT STORY. EXPORTER BILLS 30,000.

**Gardner Co.**

2307 Archer - Chicago, Ill.
**Coinmen Salute Texas Leaguer**

**Chicago**, April 26 (Manufacturer's release).—Texas Leaguer, skill type amusement game released by J. H. Keeney & Company, is a top-bracket money-maker, according to J. H. (Jack) Keeney, head of the company.

"Check-ups by our distributors show that Texas Leaguer is capturing the play whenever installed," said Keeney. "The game holds a strong fascination for the player because play requires a quick eye and accurate muscular response. The need for skill is one of the chief reasons for Texas Leaguer's growing popularity. It embodies the most popular of all game themes, baseball.

"Rolling sales continue to keep our Texas Leaguer production lines going at top speed. A constant stream of machines goes from our shipping room every day, heading for all parts of the country."

"We are especially proud of the great enthusiasm which our distributions are showing for Texas Leaguer," Keeney declared. "Because the game is meeting a real operating need, their sales efforts in its behalf are strong, as is reflected in the production rate."
<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gorman Novelty Co.</td>
<td>85 Genesee St., Utica, N. Y.</td>
<td>JUST OUT!</td>
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<tr>
<td>Sickling, Inc.</td>
<td>1401 Central Pkwy., Cincinnati, O.</td>
<td>JUST OUT!</td>
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<tr>
<td>Trimmont Novelty Co.</td>
<td>1292 Washington St., Boston, Mass.</td>
<td>JUST OUT!</td>
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<tr>
<td>Cleveland Coin Machine Ch.</td>
<td>2021 Prospect Ave., Cleveland, O.</td>
<td>JUST OUT!</td>
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<tr>
<td>Hankin Music Co.</td>
<td>708 Spring St., N. W., Atlanta, Georgia</td>
<td>JUST OUT!</td>
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<tr>
<td>Advance Auto. Sales Co.</td>
<td>1081 Union Ave., San Francisco, Cal.</td>
<td>JUST OUT!</td>
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<td>Mac Sanders</td>
<td>2387 W. Pico Blvd., Los Angeles, Cal.</td>
<td>JUST OUT!</td>
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<tr>
<td>Tri-State Sales, Inc.</td>
<td>599 Tenth Avenue, New York City, N. Y.</td>
<td>JUST OUT!</td>
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<tr>
<td>Banner Specialty Co.</td>
<td>1530 Parish St., Philadelphia, Pa.</td>
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**The Houston Post Says:**

City Justly Entitled to Revenue From Operation of Marble Boards

(Reprinted from April 17 Issue, The Houston Post)

Because the city needs the money may be one reason why the tax on marble machines should be collected, but the real, vital reason why the tax should be collected is because there is an ordinance requiring such collection.

The city council, in deciding to order the tax collected, is merely ordering enforcement of a law that has been on the city's books for some time. The ordinance should be enforced or repealed.

However, enforcement of the ordinance seems to be the sensible thing to do. The State collects a tax on the machines without raising the question of whether or not they are illegal. That being the case, the city should do likewise. If the machines are a source of revenue for the State, the city may as well derive revenue from them also.

As to whether the machines are illegal or not, that depends entirely, of course, on the nature of the machine. If it pays off in money, merchandise, or tokens, it is obviously a gambling device. If operators of such machines use them as gambling devices, there is no question that they are violating the law. That is a matter for the officers who enforce the criminal laws to look into. It is their responsibility to suppress gambling.

Not all the marble boards, by any means, are equipped as gambling devices. As a matter of fact, most of them in use in Houston, it has been ascertained, are not pay-off boards. Per se, they are purely amusement devices. A fact many patrons of such places have been installed play them merely for pastime. In some instances, no doubt, they are used for gambling purposes. Checker boxes, domino boards, and sometimes pachislo and dimes are used for gambling purposes. These things are not confiscated because of that, however.

The machines are a considerable source of revenue to many small business houses. They help many little business people to stay in business. This applies to the machines that are not gambling devices and not so used.

Being a source of profit to their operators, they should be subject to an occupation tax by the city. Commissioner Frank Mann is in favor of his successful efforts to induce the council to enforce the ordinance levying the tax. The tax is justly entitled to the revenue estimated at all the way from $18,000 to $30,000 per year.

**ANNIVERSARY SPECIALS!**

Price radically reduced in celebration of this event! Buy TODAY and save yourself a Six-Bit Gift! We Buy for Cash, We Sell for Cash, YOU Save the Difference!

**FREE PLAY GAMES**

<table>
<thead>
<tr>
<th>Game</th>
<th>Prize</th>
<th>Value</th>
<th>Place</th>
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<td>Pigeon</td>
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**CONSOLES**

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**LEGAL EQUIPMENT**

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**FIVE BALL FREE PLAYS**

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<tr>
<td>Red</td>
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<td>Green</td>
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<td>Blue</td>
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**PHOTOGRAPHY**

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Equipped With 75 - 25% COIN DIVIDER.
Large Coin Capacity,
Size 6½" wide x 7" high x 9" deep, weight 10 lbs.

YANKEE Double Header

It's Front Page News for every operator! DOUBLE VALUE for your money! Two complete Games, each one tremendously popular, for the price of one! That is YANKEE.

Presented in a superbly styled cabinet, eye appealing, play compelling, YANKEE offers to the operator the choice of Cigarette or Fruit Symbols, on the same three reels.

Think what YANKEE means to you! Now you run it as a Cigarette Game, with the 1:40 winner rhythm, then you change to Fruit Symbols with the 1:12 Winner Frequency.

What's more, you can make this change right on location, without tools, in two minutes or less, by following simple instructions.

PACKED SIX TO A CARTON — Straight Penny or Nickel Play

GROETCHEN TOOL CO.

Detroit

DETROIT, April 29.—John Dethersich, of the Zora Recording Studio, is bringing out four new record releases of Croatian and Serbian songs for phonograph operators.

Bill Bauer, of A. F. Bauer Company, reports the acquisition of eight new coin counters for the Rock-Ola line: Washington, Livingston, Livingston, Lapeer, Huron, and Tuscan. In order to handle the large volume of business, floor space has been doubled in the store and an electric elevator installed.

The newly formed Paramount Coin Machine Company has established headquarters in the downtown area. It is the first operating company to establish downtown headquarters in several years.

Mr. Planin, accountant for several large operators, heads the company with an oldtimer. The company is specializing in ray guns almost exclusively at the present time.

Who Makes 'Em?

We have an urgent request for the names of manufacturers of cup (bulk) beverage machines that dispense two or more different kinds of drinks (selective).

A Canadian reader inquires about the maker of a machine called the "James Roosevelt Special Television." He says it is not Panoramic.

A reader inquires about a counter device originally marketed as the G. & M. Match Vender, having a dice game and an electric lighter. Records indicate this was a very oldtimer made in Chicago. Is anything like it now on the market?

Who made a counter machine called Marvel? Our records are incomplete on this machine.

Also a call for the complete address of maker of a target changer supposedly made by Excel Company of Boston.

FEDERAL VENDING CO.

IN A-1 CONDITION

1941 WESTERN MAJOR LEAGUE Free
Play Baseball, Used Only
Two Months, at... $69.50 Each
Also 1941 EVANS TEN STRIKE free
Plays at... $49.50 Each

AMERICAN COIN MACHINE CO.

818 Carondelet St.
New Orleans, La.

ATENTION COIN MACHINE OPERATORS!!!

GOODYEAR NATIONAL CO.

802 W. Madison Ave.
Dallas, Texas

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

THE BEST GAMES FOR THE LEAST MONEY

Triumph $10.00
Midget $7.50
Bally $5.00
Arrowhead $8.00
Genco $7.00
Genco $7.00
Lucky $5.00
Sparkle $5.00
Lotus $5.00
Ferris $5.00
Riviera $5.00
Cine$5.00

ATLAS VENDING COMPANY, Inc.

2804 Euclid Ave.
Cleveland, O.

PLANTER NUT MACHINE

JACKPOT $1.00 COIN MACHINE

GOLD PLATED

$49.50 per Unit

WANT TO BUY ARCADE MACHINES

MUTOSCOPE — LOVE METER — VITALIZERS — HI-BALLS
BLOW BALLS — POST CARD MACHINES
WILL PAY CASH FOR ALL MACHINES

PHONE

Southwestern Vending Machine Co.
2533 West Pico St. Los Angeles, Calif.

AJAX NOVELTY CO.

130 N. Union, Chicago

1941 WESTERN MAJOR LEAGUE Free
Play Baseball, Used Only
Two Months, at... $69.50 Each
Also 1941 EVANS TEN STRIKE free
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Dallas, Texas

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

New Atlanta Mayor Takes First Step To Liberalize Laws

ATLANTA, April 26.—Mayor LeCraw, in office since January, took his first step along the road to liberalizing local city laws this week when he suggested that issuing of rated drink sales would provide additional city revenue and assure that it should be given careful study.

LeCraw was elected on a liberal platform and stated before election that he would not seek to interfere with or restructure the private lives of Atlanta residents by enforcing local laws of such a nature. Instead he promised to reduce those statutes that already were restrictions on individual liberties.

At the present time the city sells no mixed-drink licenses, unless under the double tax law is legal to sell such beer and wines if the alcoholic content is not greater than 21 per cent.

Fifty-Six Attend Moore Sales Meet

PORTLAND, Ore., April 26 (Distributor's column)—Fifty-six persons, including 36 employees, attended the banquet at the fourth annual convention of Jack R. Moore employees. It was the first convention that was open to all employees of the company, and 11 reported that the result of that innovation would make it easier for Portland sales. The second day's sessions were open to general discussion and talks on Holiday products, represented by George W. Jenkins. Each employee received a gift, and Bill Willis presented a watch for his work for the shop's promotion.

Among the guests were Jack A. Rice, Chicago attorney, and Mrs. Russell, Mr. and Mrs. Paul A. Layman, Holiday distributors of Los Angeles; Max Mahr, Los Angeles, manager; Mrs. C. M. Gittow, Portland. Included in the list of attendees were: Prom Salt Lake City, George L. Chambless, manager; Prom Spokane, Paul Miller, manager; Mr. and Mrs. Louis CAVITI, Mr. and Mrs. Dale Crimen, and Andrew Seattle, Thomas Waite, pin game unit manager; C. R. Robinson, Mr. and Mrs. Robert, Doris Delong, and Earl Everett.

LeCraw was elected on a liberal platform in the fourth annual convention of Jack Moore employees. It was open to all employees of the company, and it is reported that the result of that innovation would make it easier for Portland sales. The second day's sessions were open to general discussion and talks on Holiday products, represented by George W. Jenkins. Each employee received a gift, and Bill Willis presented a watch for his work for the shop's promotion.

Among the guests were Jack A. Rice, Chicago attorney, and Mrs. Russell, Mr. and Mrs. Paul A. Layman, Holiday distributors of Los Angeles; Max Mahr, Los Angeles, manager; Mrs. C. M. Gittow, Portland. Included in the list of attendees were: Prom Salt Lake City, George L. Chambless, manager; Prom Spokane, Paul Miller, manager; Mr. and Mrs. Louis CAVITI, Mr. and Mrs. Dale Crimen, and Andrew Seattle, Thomas Waite, pin game unit manager; C. R. Robinson, Mr. and Mrs. Robert, Doris Delong, and Earl Everett.

FRANKIE MASTERs and Marion Fremont presenting Nat Cohn with an autographed record of their latest recording. The orchestra leader and his vocalist, guests at Modern Vending, met many patrons and handled many automatic records.

New Orleans Coin Machine Company
1455 W. Fond du Lac Ave., MILWAUKEE, WIS.

Outstanding Buys—Perfectly Reconditioned

BIG SALE

WALL BOXES

Seeburg Selectomatic Model A

Early Model

Alexander

Buckley

On Reconditioned

3 Reel-3 Way Play With Automatic Coin Dividers

SVCDS

Wall Boxes

Seeburg Early Model Wall Box

Matic Wheel

Write for LOW PRICE List!


217 Third Ave., North Birmingham, Alabama

2017 Third Ave., North Baltimore, Md.

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Sensational new TRACER BULLETS reveal each shot exactly! Double excitement—side marksmanship! Count to count, Evans' TOMMY GUN is scoring a tremendous hit—cleaning up in all locations! Yet so LOW in price—it returns your investment in half the time!
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Boom Town a Success with New Game - Boom Town, the new game with new features, is enjoying a sales boom that is unparallelled, declares Charles Castle, Success Manufacturing Corporation sales promotion chief. "Several factors are responsible for Boom Town's immediate popularity and successful earning performance," Castle stated. "Not the least of these is the new play theme with the buy-back feature. Add to that the build-up jackpot award, awards for high score, special bumper awards, and unlimited buy-backs and it can be readily seen why Boom Town has become the most demanded game of the season.

The buy-back is responsible for the triple the amount of play and profits that can be achieved with ordinary games, and the result of the great earning power are being felt here at our factory where, even with increased production line equipment, we are striving to meet the big demand." Castle advises that deliveries at this time are being made on Boom Town according to schedule. He also reports that Night Bomber deliveries are being speeded to take care of the increasing demand for this gun machine.

Opens Omaha Business
OMAHA, Neb., April 26—Joe Haney, former automobile dealer, has opened a new coin machine company in Omaha. Besides handling pinball games, Haney will operate Wurlitzer phonographs, he reports.

Haney is operating under the name of American Sales Company and is the sole owner and operator. "If I continue to grow in the next year as I have in the first month of operation, I will be one of the largest dealers in Omaha," declares Haney.

EXHIBIT'S DOUBLE PLAY
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Boom Town
Sales Boom
CHICAGO, April 26 (Manufacturer's release)—"Boom Town," the new game with new features, is enjoying a sales boom that is unparalleled, declares Charles Castle, Success Manufacturing Corporation sales promotion chief.

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NEW, FAST UNIVERSAL COIN-COUNTER

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Big one-inch balls... it's a real thrill to smack them "on the nose" and watch them sail through the air! Fills the player with that "come-again" pep that means nickels by the thousands!

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See those runs pile up on the electric score board

15 balls, 15 times at bat... gives 'em a real run for their money, with action a-plenty and thrills galore! Yet it's a fast, furious game that's over as quick as a triple play!

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