

The Billboard

The World's Foremost Amusement Weekly

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"Be Happy" With
LOUIS PRIMA
and His Orchestra

OKEH RECORDS

Exclusive Management: Music Corporation of America

DEATH BENEFIT MUDDLE

EDITORIAL

Tent Show Field Needs New Blood

THE tent repertoire branch of the amusement industry, which many showmen had predicted would die like a dog with the advent of sound pictures some 15 years ago, has outwitted the prophets who foresaw its early demise. During good times and bad, fair weather and foul, the tent repertoire caravans have continued their annual treks, some successfully, some just managing to hold on, and today the tent-show field still measures up, from a dollar-and-cents standpoint, as one of the major branches of the amusement industry.

To an observer who during a season has the opportunity of witnessing literally dozens of tent-show performances, it is a mystery how so many of them can continue to operate season after season with the third-rate tripe that they foist upon a public as entertainment.

The tent show industry is a vast enterprise. In 1941 some 100 tent shows, numbering some 1,500 performers and workmen, in a 32-week season played to approximately 9,600,000 Americans, who paid around \$4,800,000 for the privilege. This does not include the revenue derived from the sale of popcorn, candy, soft drinks and novelties by the shows' butchers. Yet, despite its vastness, the field holds fewer honest-to-goodness, hustling showmen, for the number of shows, than possibly any other branch of the industry.

True, the tent-show field has some excellent showmen; men with a sense of entertainment value, with a knowledge of publicity and exploitation, and who have long found out that tent shows to prosper must keep abreast of the times. But, unfortunately, the tent-show field is lacking in showmen of this type. The average tent-show manager of today is an unimaginative fellow who long has permitted the parade to pass him. Usually he's an actor who has seen better days and who is living many, many years in the past, as is usually reflected in the type of entertainment he offers. Being primarily an actor, he usually gives little attention to the selling or managing of his attraction, with the result that it flounders, and if the so-called manager is able to victimize enough actors by paying little or no salaries he may be able to hold on until it's time to stagger into the barn.

Such tent shows and such managers are naturally a detriment to the business and should be weeded from the field to make room for new blood with ambition, new ideas and the will to make tent-show operating a business rather than a poor living. When the magnitude of the playing territory is considered and when it is realized that tent shows bring the natives of the smaller communities the only flesh entertainment they see all year, one can readily see that new blood is vitally needed in the tent-show field. Those successful tent showmen who already have made their mark in the business would have nothing to fear from the new life. It could only benefit them.

Union Group Ins. Policies Do Not Cover Men in Service; Local 1, Others Pay From Benefit Funds

NEW YORK, March 7.—Policy of unions putting into effect benevolent benefits for members in the armed forces is due for a complete overhauling. Situation became tense last week when it was reported in *The Billboard* that members of Local 802, musicians' union, going into any branch of the armed service would be disqualified from benefits from a \$750 life insurance policy that was included in the dues payments of \$16 annually. Clinker in 802's policy with the Union Labor Life Insurance Company, headed by Matthew Woll, vice-president of the American Federation of Labor, was brought to light when the beneficiary of 802's first war casualty attempted to collect the \$750 death benefit and was told by the insurance

outfit that a war clause existed in the policy and was put into effect December 8, absolving the company of financial responsibility to 802 members killed in the service.

Check-up shows that local actor and stagehand unions have taken some action to benefit the families of soldier-members, but that the others are still wondering. Local 1, stagehands' union, put into effect its old resolution of 1916, proposed both then and now by James MacDowell, secretary, suspending dues payments for the duration for members in khaki and declaring them eligible for the \$1,000 "burial and allowance" fund, which is underwritten by the union treasury. Local 1, oldest local in (See *Many Unions Extend on page 14*)

AMA Claims Scarcity of Big Ice Names; Says Salaries Are High

NEW YORK, March 7.—The ice show field has been handicapped by a lack of names, according to a spokesman for the Arena Managers' Association, who points out that the only name in the field that can draw as a single is Sonja Henie. There is no single skater in the business who can fill any sizable hall, he claims.

The AMA, he said, is trying to overcome this condition by repeated presentation of their better known skaters and

is meeting with some success under that policy. He said the terrific lure of blade shows comes from the production and the show itself, rather than from individuals.

The AMA produces *Ice-Capades*.

Acts working with icers, the AMA claims, are better paid than in any other theatrical field. For non-names, the AGVA minimum for ice principals is \$100, but he claims ice principals get (See *Scarcity of Ice Names on page 61*)

I A F E - O A C War Conclave

Outdoor showbiz under one roof for solution of problems and aid to U. S.

CHICAGO, March 7.—The most epoch-making conference in the history of the International Association of Fairs and Expositions was held in Hotel Sherman yesterday when zonal directors and members gathered from far-flung points to discuss the problems before them in a wartime economy and established machinery for the setting up of principles and policy to guide the association as the full power of America and the United Nations is thrown against Hitler and Hirohito in the struggle for freedom and the continuance of a civilized form of life.

That there is a direct relationship between the world conflict and the fairs-expositions industry was clear from start to finish of the all-day deliberations, with delegates expressing their determination to continue operations as a means of aiding the war effort. In these deliberations, unprecedented in interest and attendance, officials touched upon almost every problem with which they expect to be faced this year, and as one of them expressed it: "We're going to have a show unless Uncle tells us not."

Dramatic conclave of the heads of the major fairs in the country was staged exactly four weeks after formation of the Outdoor Amusement Congress in Tampa February 6 and was called by Frank H. Kingman, of Brockton, Mass., secretary of the IAFE, and opened yesterday morning by Harold P. DePue, general manager (resigned) of Grand National Livestock Exposition, San Francisco, and president of the International. President DePue, pounding the table to start the morning session, said this was "the most important meeting we have had" and that (See *Biz Under One Roof on page 60*)

Min. and World War I

CHICAGO, March 7.—Raymond A. Lee, secretary of Minnesota State Fair, delivering an address before the IAFE here yesterday, trotted out box-office figures of the fair for the period 1916-'18 and said they speak for themselves. Figures, given in round numbers, follow.

Black Fork attendance: 1916, 340,000; 1917, 397,000; 1918, 443,000. Receipts: 1916, \$114,000; 1917, \$146,000; 1918, \$162,000. Grandstand receipts: 1916, \$42,000; 1917, \$59,000; 1918, \$74,000.

Secretary Lee said the per capita spending increased in all departments.

Frank Kingman, IAFE secretary, then came up with Minnesota statistics for those years showing profits of \$17,000, \$73,000 and \$111,000 respectively.

U. S. S. Showboat

NEW YORK, March 7.—Inaugurating a new policy for the United States Navy, Al Rogers, local booker, is arranging a series of once-a-week shows for navy personnel on board the U. S. S. Seattle, navy receiving ship here.

First of the series opened last Thursday night (26) featuring Louis Prima and his band, Leon Janney, the entire cast of the La Conga Restaurant show and about 20 acts.

Rogers says he is putting on the show gratis and the services of the performers are donated.

BMI Gets 270 New Contracts

NEW YORK, March 7.—Broadcast Music, Inc., according to General Manager Merritt Tompkins, has received new contracts from 270 stations representing 64 per cent of the dollar volume of the radio industry's business. Deadline is March 11, on which date the old BMI contracts expire.

Tompkins on Saturday stated that the 270 were "signed, sealed and delivered" and were apart from contracts promised by stations pending clarification of some of the contractual clauses. Some 300 contracts are pledged, and about 100 of these are expected to be returned to BMI next week.

Tompkins stated that there would be no general extension of the deadline for stations neglecting to take out licenses, but that no suits for infringement would be instituted in the event stations were delayed in signing the pacts.

A. R. Corey heads congress clearing house — slight changes in platform

CHICAGO, March 7.—Meeting three months to the day since the attack on Pearl Harbor and one month and a day after organizing at Tampa, the Outdoor Amusement Congress, all-inclusive, war-provoked, co-ordinating body of summer showdom, consumed all of today in Hotel Sherman in creating the mechanics to help the American battlefronts thru the channels of morale and to provide for the industry a program seeking continuance by cushioning some of the obstacles presented by America's unparalleled schedule for Axis demolition. Executive council, named in Tampa by Chairman Carl J. Sedlmayr and assembling for the (See *Changes in Platform on page 60*)

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Brazilian Carnival Big, Despite Lack of Usual U. S. Tourist Trade

RIO DE JANEIRO, Feb. 28.—With the city all dolled up in its carnival regalia, the four-day celebration, opened by His Majesty King Momo, was brought to a close with a mammoth street parade Tuesday evening (17). Tho the tourist trade took a decided drop this year, all spots reported excellent biz. Last year's tourist biz was heavy, one of the largest in history, with six special steamer cruises, each loaded to capacity, entering the port and remaining days for the celebration. This year there were none, tho many tourists arrived by regular steamers, rail and plane for the fiesta.

Every foot of floor space available for dancing and parties was given over to carnival. Some theaters closed prior to carnival, removed lower floor seats, leveled off the floor and, with special interior decorations, transformed the theaters into clubs. Revenue derived by theaters switching over to clubs was upped over regular weekly grosses, turn-

ing in a neat profit for the operators. Admissions range anywhere from 20 to 200 mil-reis, according to choice. Table reservations, food and drinks are an extra charge, and the sale of hard liquors is prohibited during carnival, tho one can buy champagne, beer and soft drinks. The gambling rooms are also closed during the fiesta.

Performers in the leading casinos had a four-day holiday, as no performances were given in these spots during carnival. The Copacabana and Atlantico (See *Brazils Carnival Big* on page 61)

Frankie Says It Was Her Man And Republic Done Her Wrong

ST. LOUIS, March 7.—Frankie Baker, who considered herself the subject of the song *Frankie and Johnnie* because she took a pot-shot at her boy friend 43 years ago which unhappily connected and killed him, was unable to prove it to a judge and jury last week and possibly collect \$200,000, which she requested in damages from Republic Pictures on charges of defamation of character.

Now 66 years old and operator of a shoe shine parlor, Frankie Baker attempted to

convince the court that Republic's picture, bearing the same name as the song, produced in 1937, is haunting her in her old age and that a \$200,000 salve will neutralize the damage.

Not wishing to part with \$200,000 in long green, Republic dug deep into the recesses of show business and produced Tom Waters, vaude comic of the gaslight days, who testified that he had heard a version of the song in Shenandoah, Pa., in 1898, 15 months before Frankie knocked off Al Britt (her Johnny).

Defense also called upon Sigmund Spaeth to indulge in some tune detecting and renege on his published assertion in *Read 'Em and Weep* that St. Louis was the birthplace of the song, just after the shooting.

In court, Frankie re-lived the crime; admitted she was subjected to lifelong humiliation, but insisted that the shooting mothered the song—which fathered the picture, and—200 grand please.

Case dismissed.

Paris Nitery Biz Reported Bad; Wine Out, Beer In; Need Talent

NEW YORK, March 7.—Hans Lederer, former operator of theatrical agencies in Vienna and Paris, has joined the Clifford Fischer office here. Lederer was among those who arrived here on the Spanish vessel Cabo De Harnos, January 2, after being en route for more than 11 months. Lederer gave up the Vienna agency the day after Hitler's annexation to Germany and was forced to give up his Paris business when the Germans occupied that city. He sailed from Marseille on the Alsina, which landed its passengers at Dakar, where they were interned in a concentration camp for five months.

After being released from Dakar they made their way to Cadiz, Spain, where they sailed on the Cabo De Harnos under bad conditions and went to Rio, where they were denied admission. They then went to Curacao, where they were again interned, and finally to Montevideo.

Lederer said information reaching him has it that French cafe and theater life

has been completely changed by the German occupation. The principal beverage of cafes is beer instead of wine. The blocked marks now in use are bringing havoc to business in general, especially in the cafes.

Lederer says he was instrumental in (See *PARIS NITERY BIZ* on page 61)

"Ice Follies" Sets Mark At Providence Auditorium

PROVIDENCE, March 7.—*Ice Follies of 1942* ended its seven-day engagement at Rhode Island Auditorium here Monday night by hanging up an all-time attendance record for the big arena with 12,805 admissions for the matinee and evening total.

This brought to 49,965 total attendance registered for the seven night and two matinee performances.

Sunday matinee crowd was largest daytime audience ever in the Auditorium, Manager Lou Pieri reports.

Cop Benefit Bids Curtailed in Chi

CHICAGO, March 7.—In an order issued by Commissioner of Police James P. Allman here, practice of policemen requesting free talent without his written permission has been stopped. James Coston, chairman of the exec board of the amusement and recreation division of the Chicago Commission on National Defense, reports that the order is a result of the division's request, which pointed out that "there is such a drain on theatrical talent for patriotic purposes, it has become necessary to put a stop to various groups, political organizations and others, trying to obtain free theatrical talent, and very often trying to get them thru the offices of local policemen. As this often implied a threat, the cafe owner was afraid to turn them down, whether or not the request was for a meritorious cause."

Copies of the order have been mailed to local cafe owners.

Amusement and Recreation Division is sponsoring free shows for soldiers and sailors Saturday and Sunday afternoons at the local Service Center. Theaters, cafes and ballrooms contribute the talent.

"Ice Capades" 55G In Philly 9 Days

PHILADELPHIA, March 7.—*Ice Capades of 1942*, for a nine-day run ended Wednesday (4) at the Arena, grossed a fair \$55,000, with ducats scaled from \$1.14 to \$2.85.

While tally was on the profit side, gross was under expectations. Arena seats 6,832 and best turnout was 6,000 opening night, February 23. Management blames it on the fact that the ice show came in too soon after the *Ice Follies of 1942*, which enjoyed a record-breaking run here.

Pete Tyrrel, Arena manager, reports booking of *Roller Skating Vanities* for the March 23 week and Gene Autry heading a rodeo for an April booking.

N. Y. Houses Plug Civilian Defense

NEW YORK, March 7.—Local theaters are getting big response in staging "community education in civilian defense," usually in the mornings before the house opens for paid admissions.

The local Skouras houses have been using a plan originated by Nick J. Matsoukas, manager of the Tuxedo, Bronx, and involving talks and demonstrations by OCD officials. Indie houses have picked up the idea, viewing it as a low-cost good-will promotion.

USO Tells Legion To Give It Double O

NEW YORK, March 7.—Harper Sibley, president of the United Service Organizations, has invited an American Legion investigation of USO activities, following an outburst of the Paterson (N. J.) American Legion Post Commander, who (See *USO TELLS LEGION* on page 61)

LOUIS PRIMA

(This Week's Cover Subject)

LOUIS PRIMA, his torrid trumpet, his hot scat-singing style and his brand-new dance band will be on display at Loew's State, New York, beginning March 19, following a lengthy tour of theaters and ballrooms.

Altho his early reputation was based upon his success in the jam-band field, Prima has since proved his ability to organize and lead a solidly commercial dance outfit. If anything, his jam background is an advantage to him, since it enables him to vary the usual dance tempos and novelties with his own special brand of jive entertainment.

Prima's value on Okeh records and his box-office drawing power are heightened by his movie background. His trumpeting and singing were prominently featured in such pictures as "You Can't Have Everything," "Rose of Washington Square," "Rhythm on the Range," "Start Cheering" and "Manhattan Merry-Go-Round."

Some of Prima's outstanding past engagements include Famous Door, Roseland Ballroom, Hickory House and Strand Theater, New York; Famous Door, Hollywood; Brunswick Hotel, Boston, and the Chatterbox, Mountainside, N. J.

More than a band leader or trumpeter, Prima is an ace entertainer and has the ability to develop showmanship in the musicians who work for him. As a result, he is able to boast one of the most showmanly bands in the business.

Featured vocalist with the band is Lily Ann Carol. Booking is by Music Corporation of America.



THE audience at Carnegie Hall's Russian War Relief dance benefit the other evening was treated to an impromptu tap-dance jam session. Paul Draper and Ray Boiger came out on the stage for the finale, and practically knocked each other out with difficult routines. . . . You can't be sure of anything these days. The other afternoon a prospective customer called the Rialto Theater to get the starting time of the feature and the price. A sweet-voiced young thing very co-operatively gave the starting time, but when it came to the price she hesitated. "It's 55 cents now," she piped, "but we don't know yet what it will be this evening!" . . . Joey Nash is putting people in stitches these days recounting the nightly exploits of a certain newspaperman who now has a safe job in the army morale division. "This guy is America's most militant anti-Fascist," says Joey. "You ought to hear him. Every night he wins the battle of El Morocco." . . . The records recently cut by Paul Muni contain quite a scoop. They were made a number of weeks before the President's last fireside chat, but they include the same quote from Tom Paine that closed FDR's address. . . . If you want to play the Hotel New Yorker Terrace Room, it seems the thing to do is to buy a cocker spaniel. Benny Goodman's band totes a cocker spaniel, owned by Peggy Lee, the vocalist. Johnny Long, who preceded Goodman at the spot, himself owns a cocker spaniel. And Woody Herman, who opens there March 13, is also a cocker spaniel owner. Would you lose the booking if you owned a Great Dane? . . . Department of Good Reporting: In a *World-Telegram* yarn on the local burlesque situation, Tom Phillips, secretary of the Brother Artists' Association (BAA), was described as "John Phillips, head of the Brotherhood of Actors and Artists."

FAME: A WNEW newscaster last Tuesday night, talking about that same burlesque situation, insisted on referring to License Commissioner Paul Moss as Commissioner Paul Moses. . . . The Ziegfeld Girls' Club is tossing its annual shindig this year at the Waldorf-Astoria May 2. It will be for the benefit of Navy Relief. . . . Bernard Maxwell, former p. a., is now assistant manager of the Interboro Theater, up in the Bronx, where his boss, the manager of the house, is Paul Hamilton, former carnival man. . . . Army Notes: Pedro Valli, owner of the Club Gaucho, is a Marine reservist and may shortly be called to active duty; p. a. Seamon Jacobs is all set for the army; and booker Bill Robbins is a reserve officer and expects a call soon. . . . The eight lasses who compose Bobbie Duncan's Victory Girls are all high-school seniors and, despite inroads on their time made by playing cafes at night, the legend goes that all of them have managed to pull down good marks. Not content with that, they also double as models—and much of the dough they earn goes for vocal and dance lessons. They seem to have every intention of sticking together as a group. During the half year when Miss Duncan was in a hospital the kids kept together—and paid her commissions as usual.

Equality

BALTIMORE, March 7.—The unprecedented policy of allowing Negroes to mingle with the whites in the orchestra was practically forced upon Ford's Theater here February 21.

The Negroes accompanied a company of soldiers to a showing of *Native Son*. Admission was denied by the manager until a white officer said, "We may die together. We have a right to sit in a theater together." Manager backed down.

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ET Test Suit on Music Royalties Soon; Application of Copyr't Act

NEW YORK, March 7.—Altho transcription field has been considerably clarified during the past few weeks by virtue of contracts being signed by leading wax companies and music publishers, it was learned over the week-end that one of the companies is setting in motion another test suit for the purpose of reducing still more the fees paid for the use of copyrighted music on transcriptions.

Test case to clarify wax royalty fees has been in the wind for years, was once started, but never carried thru to a conclusion. The present action, which is expected to be filed in a few days, hinges on the basic problem of whether transcription fees properly fall under that clause of the Copyright Act of 1909 specifying a fee of 2 cents per pressing for recordings.

In the event the ET company is successful in establishing the point that transcriptions logically come under the Copyright Act in the matter of fees, it is pointed out, the Warner music group

(Witmark, Harms and Remick), which recently signed a three-year pact with NBC-Thesaurus, would be in a favored position inasmuch as the contract would hold for the three years at music rates in excess of any rates specified for recordings in the Copyright Act.

ET execs in favor of the test case frankly admit they have already gained some relief via the Warner music cations. (See ET TEST SUIT on page 61)

"Ice-Capades" Set For Summer in A. C.

ATLANTIC CITY, March 7.—Regardless of blackouts, *Ice-Capades* will definitely play here this coming season, it was disclosed by Philip E. M. Thompson, manager of Convention Hall.

Sponsored by the Arena Managers' Association, the icer has become a standard summer fixture at the city auditorium. Will open July 24 and continue to the day before Labor Day.

Fefe Struggling; N. Y. Clubs Play Down Gal Mixers

NEW YORK, March 7.—Felix Ferry's Monte Carlo is holding on, despite bankruptcy proceedings in U. S. District Court here. A meeting of creditors was held Monday, and Referee Peter B. Olney Jr. signed an order permitting the club to continue pending a financial reorganization.

Club owes \$130,000, according to the club's attorney, and has assets of \$120,000, of which \$120,000 is equipment. It was revealed that the club has 400 cuffo tabs amounting to \$9,000.

Also, the two-floor Fiesta Danceteria, which ran for a year under Richard Decker, has been dismantled. Fixtures were auctioned off this week.

Irving Zussman and Lou Walters are latest to dicker for the site of the former Gay White Way and Cotton Club. Landlords want a \$1,500 deposit.

Local clubs are tightening up control of girl mixers, due to police pressure. One local club, long known for its girl shows, is dropping its girl line with its new floorshow March 11. Clubs in the Greenwich Village section are ordering their girls not to hang around the bar in evening gowns between shows, but to come down in street clothes, and then only when a friend or patron asks for them.

Dowling 3G in Springfield

SPRINGFIELD, Mass., March 7.—*Life, Laughter and Tears*, first world premiere that Springfield has had since "way back when," grossed \$3,000, Managing Director Daniel J. Maloney of the Playgoers of Springfield said. A plan for admitting high school students to matinee balcony seats for 28 cents worked out fairly well, but Maloney wouldn't commit the Playgoers to such a policy in the future. It would have to be considered from a viewpoint of the cost of the play, he said.

Maloney said that *The Rivals*, booked here for the 17th, had been canceled. No other definite booking dates have been made.

Possibilities

TRADE SERVICE FEATURE OF THE BILLBOARD
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

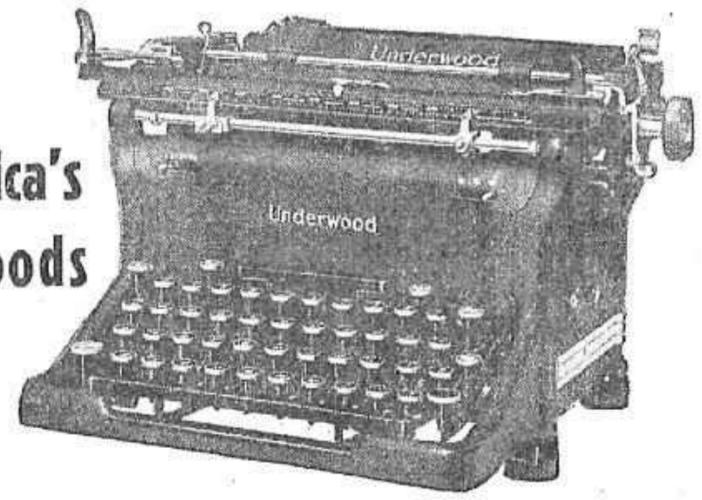
ZERO MOSTEL—impersonator caught recently at Cafe Society Downtown, New York night spot, in his first professional engagement. Has a mobile face and a wonderful sense of satirical comedy. Does take-offs on film and radio stars, etc., writing his own material. While some of his stuff can be improved upon, some of it is sensational, particularly his piece on Charles Boyer. Should click if spotted in a legit revue, and also rates a try in vaude.

DOTTY DOTSON—singer caught recently with the Chuck Foster orchestra at Hotel Netherland Plaza, Cincinnati. A newcomer to the band singer ranks, she is tall and lovely brunette with a fine voice, attractive personality and top-notch selling technique. Especially strong on Latin ditties, handling them in Spanish as well as English. Her vivacious style and personality indicate that she'd click handily in a legit musical.

PEGGY AND MORO—ballroom pair caught recently at Hotel Netherland Plaza, Cincinnati. Offer amazing and original routines containing outstanding lifts and spins, and set them off with a good amount of comedy stuff. Ease, grace and originality make them a natural for a musical.

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Do You Want Money?

NEW YORK, March 7.—Laxity on the part of 15 performers of the 30 who filed claims against Albert Johnson when his *Stars on Ice* folded in Coney Island last summer is costing them money. Johnson is paying off the American Guild of Variety Artists \$60 a week until the total claim of \$1,960 is fully paid, and AGVA has attempted to reach half of them without any success, to give them their share.

Johnson's \$60 per payoff represents a weekly 15 per cent. In turn AGVA is paying each performer 15 per cent of his salary. AGVA has thus far collected \$600. Half of the performers have received their share to date, but the other half have since moved from the addresses which they gave AGVA originally, and can't be traced.

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In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

AT&T FACILITIES ENOUGH?

Doubt Existing Line Facilities Can Handle Burden If FCC Rules Enforced; MBS Sees No Problem

NEW YORK, March 7.—Position of American Telephone and Telegraph in maneuvering between the radio chains and the Federal Communications Commission, particularly in view of the increased load already carried by the nation's communications facilities owing to war, is providing an increasing amount of speculative comment in the trade.

As yet, AT&T refuses to state its position as to whether its existing facilities will be able to take care of the demands of radio in the event of the FCC's new rulings for chain broadcasting become effective. Spokesmen for AT&T's long lines division pointed out that, in view of the fact that the FCC-CBS-NBC struggle is still in the courts, AT&T would not venture an opinion until court clarification was forthcoming.

Adherents of the CBS-NBC point of view, and proponents of Mutual Broadcasting System—the latter aligned with the FCC in the case—do not see eye to eye on the matter of how much additional strain would be placed on AT&T facilities and whether the FCC rulings would be workable under present wartime conditions.

According to some radio execs, revamp of chain-affiliate pacts with ashamming of "exclusivity" clauses, would undoubtedly necessitate more physical facilities, involving switching facilities and perhaps more circuits. The facilities, it is pointed out, would necessarily be used all the time, but they would have to be available inasmuch as a network for a program would have to be custom-built.

A network source further claims that a network station, even if it were on very friendly terms with the network and wanted to operate on an exclusive basis, would nevertheless have to put in additional circuits so that it might not be suspected of exclusivity.

Chain execs figure, all in all, that engineering difficulties may be doubled, possibly tripled. They have been thinking about it, but have not come to any conclusions as to methods of handling what they consider would be an additional burden.

Mutual Broadcasting system tells another story. Admitting that there is a strain on communications owing to wartime conditions, Mutual's point is that this strain would not be increased by

putting into effect the FCC's rulings. The problem, according to Mutual, would involve local lines, not long lines, and currently the local lines are in good shape. "Nobody," according to MBS, "would attempt to provide duplicate sets of long lines. The expense would be out of the question."

MBS states that the fact that Mutual has been able to get along indicates that other chains would also manage and that competition would be much fairer. MBS also feels that individual advertising agencies would not necessarily have to line up stations under the new rules.

Meanwhile, and to complicate the problem further, the War Production Board earlier this month made rulings limiting future engineering practices of telephone companies in order to conserve critical materials.

It is not definitely known whether AT&T execs have confabbed with FCC on the matter. It is reported that such a meeting has occurred, altho no confirmation can be obtained in Washington.

Check Station Men On War Aid Skills

NEW YORK, March 7.—National Resources Planning Board has sent a letter and questionnaire to station execs, in line with the United States Government's desire to develop a roster of people with scientific and specialized skills to aid the war effort. Letter and questionnaire were sent by Leonard Carmichael, director of National Resources Planning Board.

Prior to this action, some stations and chains, notably Columbia Broadcasting System, had already sent information to Washington, listing those network execs and employees considered essential and non-essential to the carrying on of the radio industry.

Court Decision Protects Station's Call Letters

NEW YORK, March 7.—Judge Murray Hulbert in Federal Court Wednesday (4) issued a permanent injunction against William C. Orloff forbidding him to use the firm name of WOR Printing Company. Suit was brought by the Bamberger Broadcasting Service, operator of WOR. Judge Hulbert ruled that a station is entitled to protection of its call letters and that Bamberger Broadcasting Service is entitled to exclusive use of the call letters WOR.

Decision held that the use of the call letters by the defendant constituted unfair business practice despite fact that Orloff was not in actual competition with WOR.

Frisco NBC Moves To New Quarters

SAN FRANCISCO, March 7.—Press and other offices of NBC move into the chain's new headquarters Monday. Engineering and program departments are scheduled to make the same move within a few weeks, at about which time broadcasting from the new set-up will be in effect.

KPO, which is operated by the NBC, and KGO, the Blue network outlet, will share the facilities of the new building. Sidney N. Strotz, NBC vice-president, who recently assumed charge of the Western Division, with headquarters in Hollywood, was here Wednesday for a look-around.

Mutual Billings Up 112.1% Over 1941

NEW YORK, March 7.—Billings of the Mutual Broadcasting System, for February, 1942, totaled \$938,185, an increase of 112.1 per cent over February, 1941, when the billings totaled \$442,157.

First two months of 1942 totaled \$1,926,687, compared with 1941's \$947,388. This is an increase of 107.2 per cent. The January, 1942, figure was \$1,024,512.

Advertisers, Agencies, Stations

NEW YORK:

GENERAL FOODS sponsoring *We Love and Learn* over 90 CBS stations, Monday thru Friday, 2:30-2:45 p.m., starting April 6. Deal set by Young & Rubicam in behalf of Grape Nut Flakes and Grape Nut Wheatmeal. . . Longines-Wittener Watch Company, starting March 16, sponsors *The World's Most Honored Music* on WJZ, Monday and Friday, 10:30-11 p.m., for 13 weeks. Arthur Rosenberg Company is the agency. . . Syd Leipsig, head of WOV's Artists' Bureau, has added Dave Verschleiser, Arthur Lee and Billy Lustig to his staff. . . Martinson's Coffee, a continuous WQXR advertiser since station was established six years ago, has signed for sponsorship of station's *Treasury of Music* program, 7:30-8 p.m., Tuesday, Thursday and Saturday, for 13 weeks. . . Merritt Coleman has replaced Harry Glaeser as staff assistant in program operations department of CBS. . . William Murphy, assistant director in the production department of CBS and in the United States Naval Reserve, called to active service. . . The Blue Network will be represented on the sales managers' executive committee of the National Association of Broadcasters by Fred M. Thrower, general sales manager. . . New vocalist on the WHN staff is Nina Korda. . . Ernest de la Ossa has been appointed assistant personnel manager by Ashton Dunn, in charge of the division for NBC.

CHICAGO:

WJJD switched station sales reps last week, appointing the John E. Pearson Company to replace Raul H. Raymer. . . Fitzpatrick Brothers, thru Arthur Meyerhoff Agency, are backing a new show on WB3M. It is labeled *Between Us Girls*, heard Mondays thru Fridays, 2:15-2:30 p.m. and features Betty Ames.

They are also footing the bill for *Meet the Missus*, a six-day-a-week show on the same station. . . NBC here landed three renewal contracts last week: Cudahy Packing Company renewed *Helpmate*, serial, for 52 weeks; Miles Laboratories, Inc., bought *News of the World* for another year, and the Carnation Company renewed the *Contented Program* for another 39 weeks. . . Bill Nelson, former WIND continuity writer, has enlisted in the navy as petty officer in the publicity department. He was replaced at the station by Fred Willson, formerly of the sales staff. . . Ray Wilson, Wrigley show writer, okay again after an operation. . . The WLS Artists' Bureau has set personal appearances for station talent in over 100 fairs for the coming season. . . General Cigar Company has renewed *Answer Man* on WGN for another 13 weeks. . . Sears, Roebuck & Company have renewed their extensive schedule on WJJD, bringing up *The Shadow of Fu Manchu*, *American Challenge* and *Shopping Today* thru April 11, and *Baseball Scoreboard* from April 12 thru October 3. . . Brooks Connally, newspaperman, has been appointed news editor of WIND, which is now featuring 36 daily news broadcasts.

PHILADELPHIA:

KYW losing three more staffers to the army in announcer Jim McCann, auditor Frank Davis and Joe Durnin, of the mail-room staff, with WPIL also losing its mail-room boy, Bill Ellis, to Uncle Sam. . . William Manns, new to radio, joins WIP as relief announcer. . . Doug Arthur, WIBG program chief, received three free-lance offers last week, two within an hour, and Rupe Werling, promotion chief there, is also scripting for the ad agencies. . . Chris MacDonald, assistant to all-night WIP announcer (See ADVERTISERS on page 8)

Top NBC Shows Shortwaved to Armed Forces

NEW YORK, March 7.—Starting today, the National Broadcasting Company, in co-operation with sponsors of some of its top programs, will short-wave NBC programs to the country's armed forces abroad, under an arrangement with the army, navy and Marine Corps.

Shows to be shortwaved include Al Pearce, *Fibber McGee and Molly*, *National Burn Dance*, Tallulah Bankhead, Milton Berle, Jack Benny, *The Aldrich Family*, Burns and Allen, *Ellery Queen*, Bill Stern and others.

John P. Royal, vice-president of NBC, added that many more programs will be added to the list of those already set.

Shows will be transmitted over three 50,000-watt stations, WROA and WNBI, of NBC, and WBOS, of Westinghouse. It is believed this will assure reception in Ireland, Iceland, Newfoundland, Cuba, Puerto Rico, Guiana, the Caribbean bases, Panama, Alaska and Hawaii.

Sponsors in on the deal include R. J. Reynolds & Company, Miles Laboratories, S. C. Johnson & Son, General Foods Corporation, Philip Morris Company, Emerson Drug Company, P. Ballantine & Company, F. & M. Schaefer, Colgate-Palmolive-Peet and others.

WJZ Sets All-Night All-Musical Show

NEW YORK, March 7.—*Say It With Music*, WJZ's all-night program, debuts March 16 and will be heard nightly thereafter from 1-7 a.m.

Show will be slanted at the new market of defense workers who punch the clock after sundown, and will include musical spot announcements available to advertisers.

Program format includes three minutes of news every hour on the hour, time signals, station breaks and spot announcements—the latter from 15 seconds to one minute in length; but other than the news periods the show will have no talk sessions. Five announcements nightly, seven nights a week, will be sold at a package price of \$400.

Say It With Music was created by Alan Kent and Croom Johnson, producers of musical spot announcements

KYW, AFM Agree on Pact

PHILADELPHIA, March 7.—Differences between the local musicians' union and KYW, NBC-Red outlet, were settled Thursday (5), and a new music contract will be signed early this week. Union and station have been deadlocked since early January. New contract provides a \$5 wage increase, similar to that gained at WCAU, for the 14 studio musicians. Clarence Fuhrman continues as musical director. During negotiations, union permitted the studio band to continue at the station, but KYW dropped most of the musical shows it originated for the network in case of a walk-out. New contract assures continuance of the NBC sustainers, KYW originating a dozen or more each week.

Duquesne Brewing on KDKA

PITTSBURGH, March 7.—Biggest local contract in recent history, signed by KDKA and Duquesne Brewing Company, provides for twice-nightly quarter-hour musical programs six nights weekly for six months. Placed by Walker & Dowling agency, the show will feature station co-musical director Bernie Armstrong and vocalist Buzz Aston five nights weekly. Friday show will be straight half hour, with augmented orchestra and singers Reed Kennedy, Madelyn Ward and Howard Price. Pierre Paulin will be announcer. Schedule calls for 15 minutes fed nightly to WWVA and 15 minutes over KDKA.

Woods Heads Neb. Broadcasters' Assn.

LINCOLN, Neb., March 7.—The Nebraska Broadcasters' Association, meeting in Omaha in connection with the 10th district session of NAB to hear army, navy and marine speakers outline procedure in wartime, elected Judd Woods, manager of KPAB and KFOR here, president.

Other officers are W. I. LeBarron, KGNF, North Platte, and Vernon L. Smith, KOWH, Omaha, directors; L. L. Hillyard, KGKY, Scottsbluff, vice-president; Art Thomas, WJAG, Norfolk, secretary-treasurer. WOV's Johnny Gillin Jr. was placed on NAB's list as district representative.

Sims for Grant at WLW; Harold Carr Is Moved Up

CINCINNATI, March 7.—Jay Sims, newscaster at Station WOR, New York, the last two years, replaces Peter Grant on Station WLW here, beginning Monday (9), when Grant is inducted into the army. Sims will give Grant's 11 p.m. newscast and also act as moderator on station's *Views of the News* Sunday afternoon program.

Harold Carr, veteran production director, has been given general supervision of the announcing staffs at stations WLW and WSAI, succeeding Grant, who was chief announcer the last two years. Grant's assistant, Bill Brown, is being transferred from the announcing staff to the production department.

Radio Talent

New York By JERRY LESSER

IT'S a funny thing how precedents can be smashed—which is what happened when JAY HANNA took over the direction of *Gangbusters*. Up to that time formula had always been smash-bang-socko! But when JAY took it over he decided that as long as the plot was there it should be treated as real life drama and played as such. With the result that, while it sounded as tho it was being underplayed in the studio, the letters keep pouring in, saying how much more entertaining the show is now. Maybe it's just JAY's secret formula, which he proved to be correct with his former *Eno Crime Clues* program. . . . Remember a show some years ago called *Songs of Cheer and Comfort*? I've seen stacks of mail asking for its return to the airwaves. . . . *Joe and Mabel* has been renewed for another 13 weeks. . . . ROGER BOWER is a daddy again. It's a girl. . . . C. S. CORNELL has arrived in New York from the Coast with a new tune called *Where*, which VINCENT LOPEZ claims will be an instantaneous hit. . . . ARTHUR HANNA, formerly of NBC, is now directing *Front Page Farrell*. . . . MILDRED LINN, radio actress and fashion commentator, will appear on *Salvage for Defense* with DR. HENRY DARLINGTON, rector of Episcopal Church of Heavenly Rest, and MRS. HOPE FRISSELL, secretary of Bundles for America. . . . It's nice to know of big people like RANSOM SHERMAN, who called all the way from the Coast just to say thanks for an unsolicited plug in the column.

BOBBY GALE, heard frequently on *Stella Dallas* and *Orphans of Divorce*,

is in the cast of *Johnny Doodle*, which opens on Broadway March 11. . . . A few items about announcers: LARRY ELIOT hands out those oral salutes on the Saturday night *Spotlight Bands* program. . . . GEORGE BRYAN handled what is believed to be the first interview aboard an Inland Coast Guard cutter while it was on duty. . . . MARK HAWLEY is a scientific farmer and gives lectures on the subject. His farm at Nutley, N. J., is the proving ground for many agricultural experiments. . . . GEORGE F. PUTNAM was recently offered a movie contract at \$750 per week and turned it down. However, the offer is being held open for him for a year in case he changes his mind. GEORGE hasn't had a day off since September 1, 1939, when Poland was invaded and he was handed the Special News assignment. . . . They tell us that Gulf is interested in *We, the People*. . . . that *Guiding Light* resumes over NBC on March 17. . . . that ANNE NICHOLS, author of *Abie's Irish Rose*, is working on a new radio idea. . . . SARITA HER-RARA, hired for a one-shot on BOB RIPLEY'S *Believe It or Not* show, has been held over for six successive weeks and is now the permanent vocalist of the program. Show is being directed by JOE BELL, who is doing a grand job. . . . YVETTE has just returned from an army base on foreign soil (name's a military secret) where she had been sent by the USO over a month ago. Her observations will be incorporated in a book she's readying for publication. . . . Credit ELLERY QUEEN with perfect timing in scheduling *The Adventures of the Income Tax Robbery* on Saturday (14), the eve of you know what day.

Chicago By SAM HONIGBERG

LOUISE FITCH is taking over the role in *Scattergood Baines* played by the late Dorothy Gregory. . . . The press was introduced to the cast of *That Brewster Boy* Wednesday (4) following its initial broadcast on WBBM (CBS). The script was one of the best Owen Vinson and Pauline Hopkins have had in weeks. The switch removes the competition of the Monday night Lux show. Among cast members attending the informal affair were EDDIE FIRESTONE JR., BOB BAILEY, CONSTANCE CROWDER, LOUISE FITCH and VIRGINIA PAYNE. . . . EDNA O'DELL is now a regular vocalist on the Elson-Anson show on WGN. . . . PAUL SNIDER has left WAAF to become an announcer on WGN. . . . Two WMAQ veterans have landed civilian defense posts. FORT PEARSON is supervising a near North Side area, and NORMAN ROSS, aviator in the first World War, has been named commander of Squadron I of the Illinois wing of the Civil Air Patrol. . . . GUY SAVAGE is broadcasting his *Sanders and Savage*

show from the Roller Derby at the Coliseum this month. . . . NOVELTY ACES, Cincinnati act, have been added to the WBBM *Farm Service Program*.

TOMMY BARTLETT commutes between Chicago and Milwaukee, handling in the latter city *Crazy Cash Night* from the stages of two theaters. . . . BOB LA BOUR, former program manager of KGH, Honolulu, added to the announcing staff of W67C. . . . DALE EVANS, formerly of local airwaves, gets a role in the 20th Century-Fox film *Campus in the Clouds*. . . . *The Greatest of These*, half-hour relief service show heard Saturday over Blue from here, had some of Chi's top talent, including BERNARDINE FLYNN, PHIL LORD, HENRY HUNTER, DON McNEILL, BETTY LOU GERSON, JUNE MEREDITH, NORMAN GOTTSCALK and JOHN HODIAK. . . . THOMAS L. THOMAS will fill his fourth singing engagement on WGN's *Theater of the Air* Saturday (14) in *The Gandy Dancer*.

Hollywood By SAM ABBOTT

BOB GARRED and KNOX MANNING, CBS newscasters, and Paul Pierce, producer, back in Hollywood following a plane trip to San Diego as guests of Consolidated Aircraft on an inspection trip. . . . DONALD NOVIS, NBC tenor, was guest soloist at a huge YMCA meeting staged at the Los Angeles Breakfast Club recently. . . . GINNY SIMMS, CBS songstress, is soon to take possession of her new ranch in the San Fernando Valley and is taking riding lessons. . . . BENNY RUBIN, NBC star, will leave Hollywood radio soon to make personal appearances in the East. When he finishes the picture *Broadway*, in which he is now working at Universal, he leaves for an engagement at the Oriental Theater in Chicago and goes from there to the Latin Quarter Cafe in Boston for an extended run. . . . DENNIS DAY and BILL THOMPSON (Fibber McGee's Old-Timer) stopped at the Brown Derby for supper after attending Claude Thornhill's opening at the Hollywood Palladium. The air-raid alarm kept them there until 7:30 the next morning. . . .

JOHN CLARK, former CBS West Coast singer, has joined the Don Reid orchestra over WOW, Omaha. . . . BEN GAGE, announcer for the Bob Hope program, left radio recently to join the army. . . . WILLIAM GARGAN, radio and movie star, has been set in the role of Captain Flagg on the new *Captain Flagg and Sergeant Quirt*, sponsored by Wings King Size cigarettes. . . . LOU BRING and his orchestra have been renewed for the Camel show Thursdays on NBC. Current contract carries thru April 2. Renewal goes thru July 2. . . . JIM DOYLE, Don Lee newscaster, will report events for Golden State Company, Ltd., and Unacal Products Corporation. Both contracts run 52 weeks. . . . NELSON PRINGLE is back at the CBS mike following an auto accident during a recent blackout.

NEW YORK, March 7.—*What's My Name?*, with Arlene Frances and John Reed King, has been renewed over the Mutual Broadcasting System for another 13 weeks. Kenyon & Eckhardt, agency for Fleischmann's Yeast, set the deal.

NBC Execs in Cross-Country Trek To Co-Ordinate Chain's War Effort

NEW YORK, March 7.—Group of NBC execs will do a cross-country tour, starting March 16 in New York and winding up April 1 in San Francisco, for the purpose of co-ordinating on a national scale the contributions of NBC and its affiliated stations to the war effort. Headed by William S. Hedges, NBC vice-president in charge of stations, the execs will talk with the seven regional representatives of the NBC stations' Planning and Advisory Committee, together with station owners and managers. Conferences will be held in New York, Cincinnati, Chicago, Dallas, Atlanta and San Francisco.

NBC group under Hedges will include Roy C. Witmer, vice-president in charge of sales; Dr. James Rowland Angell, public service counselor; Kenneth Dyke, promotion director; Charles Brown, assistant to Dyke; Sheldon Hickox Jr., manager of station relations; Albert E. Dale, director of information; James M. Gaines, of station relations; Clarence L. Menzer, national program manager; Jules Herbeveux, program manager of NBC-Central Division, Chicago; Frank M. Russell, vice-president in charge of the Central Division, and Sidney N. Strotz, vice-president in charge of Western Division, Los Angeles.

First meeting will open at the Waldorf-Astoria here, with Frank E. Mullen, NBC general manager, addressing the assembly

on *Radio's First War*. He will be followed by Menzer, Dr. Angell, Hedges and others. Paul W. Morency, of WTIC, Hartford, will preside over the New York meeting.

Following the New York conference (first district of the Planning and Advisory Board), the schedule is as follows: Second district, March 18-19, Cincinnati, Netherland Plaza Hotel, James D. Shoulse, WLW, chairman; fourth district, March 20-21, Atlanta, Biltmore Hotel, Harry Stone, WSM, chairman; fifth district, March 23-24, Dallas, Baker Hotel, O. L. Taylor, KGNC, chairman; third district, 26-27, Chicago, Drake Hotel, Stanley Hubbard, KSTP, chairman.

Joint sessions of the sixth and seventh districts will be held March 31 and April 1 in San Francisco, with Arden X. Pangborn, of KGW, and Ed Yocum, of KGYL, joint chairmen.

Four NBC Programs Renew for One Year

NEW YORK, March 7.—National Broadcasting Company has signed one-year renewal contracts, all effective April 6, for four programs.

Included are the *Carnation Contented Hour*, Monday, 10-10:30 p.m., set thru Erwin, Wasey; *News of the World*, with John W. Vandercook, Monday thru Friday, 7:15-7:30 p.m., for Miles Laboratories' Alka Seltzer and One-a-Day Vitamins, set thru Wade Advertising, and *When a Girl Marries* and *Portia Faces Life*, for General Foods.

When a Girl Marries and *Portia*, set thru Benton & Bowles, are in the Monday thru Friday 5-5:30 p.m. time block and are broadcast in the interests of Calumet and Baker's Chocolate and Post's Bran Flakes.

Network Shows Plug Fitness

NEW YORK, March 7.—The Physical Fitness Division of the Office of Civilian Defense, headquartered in Philadelphia, is planting plugs for the keep-fit idea on network shows.

Blue Barron's band will give plugs on its *Yesterday and Today* program on Blue network starting April 6. Bob Burns plugged physical fitness last week, as did the *Ford Symphony Hour*, Phil Spitalny's show and CBS's *Vims* program.

Para's Mutual Deal

NEW YORK, March 7.—Paramount Pictures will broadcast a special program promoting its film *The Fleet's In* over 75 Mutual stations Friday, March 27, 9:45-10 p.m. Deal set by the Buchanan agency.

Broadcast will originate from Hollywood, via KHJ, and will immediately precede Mutual's exclusive broadcast of the Joe Louis-Abe Simon heavyweight championship fight.

Morgan Back on MBS

NEW YORK, March 7.—Henry Morgan, who has been off the Mutual network since December and heard only over WOR, returns to the chain Monday (9). His new periods will be Monday thru Friday, 7:15-25 p.m. Morgan is available for co-operative sale by MBS stations.

2d Philly Dept. Store Buys Radio

PHILADELPHIA, March 7.—While most of the town's department stores have used occasional spot campaigns for special promotions, Strawbridge & Clothier become the second store to go in for regular radio programs. Lit Brothers has been making extensive use of WFIL for the past 18 months, current broadcast schedule including a three-a-week children's program, woman's news commentator three times a week, a nightly 10-minute sports program and, three times a week, a consumers' quiz program broadcast directly from the store.

For a starter, Strawbridge & Clothier will bank roll a weekly audience participation show, *The Singing Master*, on WFIL. Started last Monday (2), show moves to the store's dining room after four weeks. Half-hour stanza, which offers singing lessons on the air, conducted by Clyde Dengler, local vocal tutor. Other pro singing talent includes Harry Danner, Polly Waters and the Sterling Quartet.

As on the Lit Brothers' shows, copy is largely institutional, with direct selling copy used during special sales periods. Store execs enthused over the possibilities of the regular program series and, if show clicks, Strawbridge & Clothier will sked other programs on local radio.

Knight Program Chief at WPTZ; Personnel Shuffle

PHILADELPHIA, March 7.—Paul Knight has been upped to general manager in charge of programming of WPTZ, Philco television station, succeeding Ted Herr, who was returned to a war industry division at the plant. Production manager in charge of the live studio programs since November, Knight joined Philco television last August as an announcer, coming from Zenith television in Chicago. Clarence Thoman, who was in charge of the remote broadcasts since November, becomes studio manager. Bob Johnson, scenic designer, moves up as his assistant. Bill Smith joins the station staff as scenic designer, coming from the Germantown Theater Guild, little theater group here.



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Program Reviews

EWT Unless Otherwise Indicated

"Junior Miss"

Reviewed Wednesday, 9-9:30 p.m. Style—Dramatic. Sponsor—Procter & Gamble. Agency—Benton & Bowles, Inc., and Blackett-Sample-Hummert. Station—WABC (New York CBS network).

Debut of this program, starring Shirley Temple as Judy Graves, a petulant, annoying daughter of the Graves family, was anything but impressive. Thru the program's nonsensical chatter, one finally got the impression that this series was designed as comedy-drama telling of the adventures, thoughts and activities of a teen-age girl, but the script lacked all comedy appeal.

In fact, I would venture the observation that the debut of *Junior Miss* was futile and devoid of significance. Talk and plot on this session hinged on Judy's (Shirley Temple's) desire for a new overcoat in order to attend a party. She got the coat and went to the party.

Scattered thru the verbiage were a number of plugs for P. & G.'s Ivory Snow and Dreft, in whose interest P. & G. bank-rolls this verbiage. The plugs are of the musical sort, done by a choir.

A better sedative than counting sheep.
Paul Ackerman.

Frazier Hunt

Reviewed Tuesday, 6-6:15 p.m. Style—News. Sponsor—General Electric Co. Agency—Maxon, Inc. Station—WABC (New York, CBS network).

Frazier Hunt, experienced newsman and traveler, does this quarter-hour shot for General Electric three times weekly. Was introduced on debut program by Charles E. Wilson, representing the sponsor—Wilson pointing out that Hunt, with his vast experience, supplied "continuity" for the news of today. A correct angle, of course, but applicable to many newsmen on the air today.

Hunt's delivery is vigorous, his voice is good, and his material touched the high spots of the day's news. His commentary on the news, as far as this armchair observer is concerned, was rather acute, particularly in relation to developments in Asia and the future status of the white man there.

Show is sponsored by the Radio and Television Department of General Electric, and, along about midway, Hunt gave an interesting spiel on the science of electronics, an expanding field.

Kenneth Roberts broke in toward the close to deliver a few news items, giving Hunt a breather. Hunt then returned to wind up.

All in all, a good news show.
Paul Ackerman.

"Three Peppers"

Reviewed Monday, 11:30-11:45 p.m. Style—Swing trio. Sponsor—Frank Palumbo, Philadelphia. Agency—Aaron & Brown, Philadelphia. Station—KYW (Philadelphia).

This nightly stanza makes the first time that a local nitery op has shelled out for a regular commercial. Instead of the usual dance remote, Frank Palumbo goes into the studio and across the board to bally the banquet and fun facilities of his Palumbo's Cafe and his New 20th Century Club.

Three Peppers, septa swing trio who headline the entertainment at both of Palumbo's niteries, have plenty on the ball for radio. Reminding much of radio's one-time Three Keys, both in format and performance, it's an unusual vocal and instrumental blend of guitar, piano and bass.

Selections are entirely on the jive side, steeped deep in the Harlem tradition, making the quarter hour a swingy and zingy session. Couple their original compos with current song faves. A vocal for each bit, with guitarist Bob Bell sandwiching in a solo song. Get in four selections for the quarter hour, and, with the Peppers stronger on the vocal side, it all adds up to pleasant dialing.

Also commendable and meaning much in maintaining the pace for the show is the copy scribbled by Milt Shapiro, publicist for the Palumbo niteries. Wordage is in keeping with the spirit of the jive songs, and the commercials are punchy and in good taste. Emphasize the banquet and party facilities at Palumbo's Cafe and the swing atmosphere prevail-

ing at the New 20th Century Club.

Stanza should go far in building patronage for the niteries. If it does the selling job it's a cinch the town's other nitery ops will start blossoming out as radio sponsors. In the past, nitery ops have bought spot announcements, but this is the first time that a floorshow feature is coupled with the out-and-out commercial appeal.

Maurie Orodener.

"Jimmie Fidler From Hollywood"

Reviewed Monday, 7-7:15 p.m. Style—Hollywood gossip. Sponsor—Carter Products, Inc. Agency—Small & Seiffer. Station—WJZ (New York, Blue network and Canadian stations).

This new series marks Jimmie Fidler's seventh year on the air as a movieland commentator. Program, sponsored by Carter Products in behalf of Arrid (deodorant), is designed mainly for the femme listeners, with the quarter hour devoted almost entirely to Hollywood chatter.

The film capital should provide Fidler with bountiful supply of interesting dope. This fact, coupled with Fidler's 20 years' intimate association with prominent Hollywood figures, should make this broadcast one of the most entertaining of its type on the air. This, however, is not true. Fidler devotes entirely too much time to marriages, divorces, blessed events and other prattle that the listeners can find in any of the popular movie mags gossip columns.

Originality in the program is also lacking. Fidler makes a futile attempt to imitate Walter Winchell.

Interesting, however, was his spiel on how the motion picture industry is doing its part for National Defense and his bell system used in classing films. At this listening Fidler recommended and gave a brief review of two pictures, *Joan of Paris* and *The Lady Has Plans*.

A patriotic note was injected into the program when Fidler offered a \$25 Defense Bond to the listener who sends in the best Defense Bond slogan.

Commercials, not too long and spaced nicely, were handled capably by announcer Hal Gibney. Elliott Colfer.

ADVERTISERS

(Continued from page 6)

Mort Lawrence, leaves to free-lance as a radio script writer, with Milt Gottlieb making the replacement. . . . WDAS has decided to return the daily classical *Music Hour* broadcasts, which had been sponsored for the past five years by the now defunct *Evening Ledger*. . . . WIBG adds an hour and a quarter to its daily operating schedule. . . . Major Edward A. Davies, WIP vice-president in charge of sales, chalking up this month his 19th year in radio, same month also marking the 20th year for WIP on the air. . . . Philip Klein Agency gets the Olivo hair preparations account, with radio expected to be included in the media to be used.

LOS ANGELES:

MARK FINLEY, Don Lee network press chief now on leave of absence as a first lieutenant in the U. S. Army, and his wife, Maxine, are the authors of *24 Hours to Asia*, soon to appear in *Satevepost*. . . . Hilliard Marx, Jack Benny's brother-in-law and a member of the Benny production staff for a year, is now attached to the air corps at a Southern California field as a buck private. . . . Bill Stokey, Blue network announcer, was a blackout casualty. Reporting for work in the wee hours of the morning, he walked into a low awning, sustaining a gash in the forehead. . . . Robert Clark, formerly of KFVD, and Weyland Worden, formerly of the Douglas Aircraft research department, have joined KHJ technical crew. . . . Patricia Boyd new assistant to KHJ's music librarian, R. A. Shephard. . . . Sidney Strotz, vice-president of NBC Western division, back at his desk following a brief trip to New York to discuss business. . . . Upton Close, NBC commentator, signed by Signal Oil for 15-minute program Sundays at 8:45 p.m., PWT. Program was set by Alec Robb, of NBC program and talent sales, and will supplement *Signal Carnival*. Barton A. Stebbins agency represented the sponsor.

1 Year of Imaginative Emseeing

ALAN COURTNEY, one of the more successful disk program purveyors, has been emseeing his "1280 Club" on WOV for one year and during this time has collected 10 sponsors for his Monday thru Saturday airings, 6-9 p.m.

A measurable amount of his success springs from the fact that his program is not just another record show, but a combination of interesting programing factors. These include such features as music by the Boston Pop Symphony; "Memory Lane" contests and "Vaudeville Thea-



ALAN COURTNEY

ter" recordings by such artists as Danny Kaye, Beatrice Kay and others; "Audition Hall," a three-hour feature Thursdays, during which the week's new record releases are judged by four members of the listening audience and four professional record experts; band predictions, based on the Possibilities section of The Billboard's Record Buying Guide, and varied types of guest artists, including athletes and representatives of metropolitan schools who conduct band popularity polls in collaboration with the "1280 Club."

This kind of originality pays off, and certain features of the "1280 Club" are being copied thruout the country—notably the "Audition Hall" idea of a judging committee including audience listeners and experts.

Illustration of the pulling power of Courtney's show occurred when the disk jockey interviewed Gene Krupa and Tommy Dorsey on the program. Announcement that a picture would be given to listeners requesting same drew 16,000 letters.

Courtney's experience in the show business is extensive and covers a period of 13 years. Among other things, he has produced summer stock, written songs and—at the age of 19—was manager of WOV, the same station on which he now conducts his record program.

In celebration of the first anniversary of the "1280 Club," Courtney and WOV are giving a United States Defense Stamp Party Wednesday (11) at Mecca Temple, New York. Admission will be by purchase of United States Defense Stamps, the stamp sale to be handled under the direction of the Empire Trust Company. For the affair Courtney has lined up a batch of top orchestras and singers, and the evening's entertainment will be broadcast by WOV from 6:05 p.m. until midnight. Courtney meanwhile will carry on his regular "1280 Club" show from the stage of Mecca Temple.

Among those set to appear are Benny Goodman, Jimmy Dorsey, Charlie Spivak, Teddy Powell, Hal McIntyre, Les Brown, John Kirby, Dinah Shore, Hazel Scott, Bea Wain and 100 Conover models—the latter to dance with the soldiers and sailors.

Courtney, incidentally, also uses his program to conduct a "radio clearing house" for the USO and Defense Recreation Committees, whereby soldiers and sailors on leave are informed, via the air, of recreational activities in the metropolitan area.

CONGRATULATIONS **ALAN COURTNEY**

and **BEST WISHES**

on the 1st ANNIVERSARY OF YOUR **WOV 1280 CLUB**

Congratulations, Alan!

WE HOPE THAT OUR OKEH RECORD OF YOUR NEW TUNE "HEREAFTER" WILL PROVE AS BIG A SENSATION AS OUR VERSION OF YOUR OTHER SONG "JOLTIN' JOE DIMAGGIO"

Les **BROWN** and His Band



FEATURING VOCALS By **Betty Bonney • Ralph Young**
NOVELTIES By .. **Butch Stone • SOLOISTS .. Abe Most and Billy Butterfield**

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PERSONAL MANAGEMENT
JOE GLASER



KATE SMITH

Says—
"Greetings and
Congratulations!"

Kate Smith announces a brand-new COLUMBIA RECORD release this week—

BLUES IN THE NIGHT

a sensationally different arrangement in socko New Orleans style.

Backed by
HOW DO I KNOW IT'S REAL!

and two oldies—
SOMEBODY LOVES ME
backed by
MY MELANCHOLY BABY



SH-IT'S NO "ANNIVERSARY" SECRET

Here's to
Many More!

HARRY JAMES and his MUSIC MAKERS

currently
Frank Dalley's
MEADOWBROOK
Cedar Grove, N.J.

Congratulations, ALAN!



Best wishes to you from
ALVINO REY HIS GUITAR AND HIS ORCHESTRA

Featuring
SKEETS HERFURT BILL SCHALLEN
DICK MORGAN EDDIE JULIAN
Alvino Rey brings you these topmost BLUEBIRD RECORDS of the day:

DEEP IN THE HEART OF TEXAS
coupled with
I SAID NO

SMILE FOR ME
coupled with
DO YOU MISS YOUR SWEETHEART!

Best wishes to you, Alan!

The 4 KING SISTERS

ALYCE • YVONNE



DONNA • LOUISE

★ HERE ARE THEIR LATEST BLUEBIRD RECORD HITS: ★

WHEN THE ROSES BLOOM
AGAIN
flipover:
HEY, ZEKE!

I'LL NEVER FORGET
flipover:
IF I COULD ONLY PLAY A
CONCERTINA



CONGRATULATIONS ★ and BEST WISHES ALAN

Best to you, Alan . . .

JIMMY DORSEY

AND HIS ORCHESTRA

featuring vocals by
BOB EBERLY and HELEN O'CONNELL

5,000,000 JIMMY DORSEY
—DECCA RECORDS IN '41

and here are our latest DECCA
RECORD-BREAKING hits—every one already
GOING STRONG!
I SAID NO
ARTHUR MURRAY TAUGHT ME DANCING
IN A HURRY
NOT MINE
TANGERINE
EV'RYTHING I LOVE
WHEN THE ROSES BLOOM AGAIN
DROP ME A LINE

Personal Management
BILL BURTON
Direction
GENERAL AMUSEMENT CORP.

Good Luck to you, Alan!

Best wishes from
THE SWEETEST MUSIC THIS
SIDE OF HEAVEN
brought to you
by

GUY LOMBARDO

AND HIS ROYAL CANADIANS



4199—HOW DO I KNOW IT'S REAL?
THERE WON'T BE A SHORTAGE OF
LOVE
4177—BLUES IN THE NIGHT
FRANKIE AND JOHNNY

DECCA
RECORDING ARTISTS

Keep 'Em Spinning, Alan!—



The Band That's Thrilling America
CLAUDE THORNHILL
and his Orchestra
currently
PALLADIUM, Hollywood, Calif.

Latest Recordings on
COLUMBIA RECORDS

GRIEG'S PIANO CONCERTO 36535
backed by I'LL PRAY FOR YOU
THE LAMP OF MEMORY 36527
backed by MEMORY LANE
SOMEBODY IS TAKING MY PLACE 36513
backed by YA LU-BLU
EVERYTHING I LOVE 36456
backed by I HATE YOU DARLING
AUTUMN NOCTURNE 36435

Personal
Management:
DON W. HAYNES

LOUIS PRIMA

Says ★

"YOU'LL BE HAPPY"
Alan Courtney
with these great
new Okeh hits—
just released:

6520 TICA-TI—TICA-TA
FORGIVE ME

EXCLUSIVE MANAGEMENT MCA



Best of

GOOD LUCK
to you,
Alan Courtney,
from
LOG CABIN FARMS

ARMONK, NEW YORK
ON THE AIR:
WOR MUTUAL
COAST TO COAST

The publishers of INTERMEZZO
bring you this new CATALOGUE,
soon to be released on records
**Greetings,
ALAN COURTNEY!**

5 beautiful new ballads:
DARLING, I LOVE YOU
(from Tschaikowsky's Concerto)
LOVE'S RHAPSODY
SONG OF THE NIGHT
MY LOVE
LOVE, YOU HAVE WON MY HEART
and a new, rollicking novelty tongue-twister
DID YOU DID IT
(or Did You Didn't Did It?)

★ EDWARD SCHUBERTH 11 East 22nd Street
AND COMPANY, INC. New York

COURTNEY

on the 1st ANNIVERSARY
OF YOUR
WOV 1280 CLUB



*Happy, Happy Anniversary
—and many, many more*

The Man That Plays the Sweetest Trumpet
in the World

CHARLIE SPIVAK

AND HIS ORCHESTRA
currently

STRAND THEATRE, N. Y.

Here are our Latest OKEH RECORDINGS

ARTHUR MURRAY TAUGHT ME DANCING IN A HURRY I REMEMBER YOU DEAR MOM REMEMBER PEARL HARBOR	6593	STAR DREAMS I SURRENDER, DEAR and still GOING STRONG THIS IS NO LAUGHING MATTER LET'S GO HOME	6546 6458 6366
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Personal Management: DON W. HAYNES

Congratulations, Alan Courtney!

Best Wishes From

JAN SAVITT

and his TOP HATTERS

bringing you TOP TALENT and
TOP TUNES on VICTOR RECORDS
BLUE SHADOWS AND WHITE GARDENIAS
TICA TI—TICA TA
WHO CALLS?

Personal Management JACK KEARNEY

Best wishes to a swell guy

ARTIE PINE

Let us wish you continued success, Alan!



Tony PASTOR
AND HIS ORCHESTRA

“Let’s Do It”
all over again with this new
BLUEBIRD RECORD release—
B11435

LAMP OF MEMORY
coupled with
ABSENT MINDED MOON

We're With You, Alan
America's Newest and Grandest Band

HAL McINTYRE

AND HIS ORCHESTRA
Currently

GLEN ISLAND CASINO, N. Y.



Latest Top
VICTOR RECORDINGS

HOW DO I KNOW IT'S REAL COMMANDO SERENADE LORETTA SHE'LL ALWAYS REMEMBER	27796 27805	WHEN THE ROSES BLOOM AGAIN TANGERINE I'LL NEVER FORGET FOOLED	27803 27777
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Personal Management: DON W. HAYNES

A. Abel and S. Sava

and

THE BLUE GARDENS

ARMONK, NEW YORK

—Say

Anniversary Greetings, ALAN!

on the air over WOR,
Mutual Coast-to-Coast,
Monday Thru Friday



Equity Turns Down Agents' Bid for Basic Agreement

NEW YORK, March 7.—Viewing a basic agreement with casting agents as an instrument whereby the percenters might be able ultimately to boost legit commissions from 5 to 10 per cent, council of Actors' Equity Association Tuesday turned down the request of the Theatrical Artists Representatives' Association for a working agreement. This was despite the fact that a council committee consisting of Roy Roberts, Katherine Warren, Ruth Harmon and Walter Greaza, after studying the situation, recommended to the council that an agreement for a year would help stabilize industrial relations between actors and agents.

An Equity official said that council overrode its committee because it felt that the agents' request for a pact was motivated by an ultimate attempt to hike commissions, and that it would be dangerous to give them an opening wedge. As a consequence, it was decided

to make no changes in the present policy toward agents. Annual franchise fee of \$25, and \$100 for initiation of new agents, will remain in effect. Negotiations toward a basic agreement would have meant a reconsideration of that ruling.

Greaza said that a letter informing TARA of the decision had been sent to George Goldsmith, president, in which the history of Equity's agency policy was outlined.

Committee's recommendations did not allow for increases, and included safeguards for Equity members.

TARA was asking for increased commissions for salaries over \$150 per week. Equity has an idea that top performers are paying more than the required 5 per cent, but can't act on it because of lack of proof.

Goldsmith said that the prime purpose in asking for the pact was to effect a joint standing committee of Equity and the agents, to have representation on problems affecting them and prevent new legislation regulating agents' activity except at the expiration of the agreement.

The TARA prez wouldn't comment on the decision "until we've had a meeting and the consensus of opinion is decided." However, he said, "We worked hard on it, and I regret the decision."

'Hellza' Ends Record Phil Run With 316G

PHILADELPHIA, March 7.—Due to a forfeit clause in its contract for Boston, *Hellzapoppin* brought its local engagement to a forced end tonight (7) at the Forrest Theater. Originally skedded for three weeks, show stayed for a total of 10½. Gate dipped to \$22,600 for its final week, but for most of its run it played to grosses well over \$30,000, which is capacity figure. Since starting Christmas night it drew a total gross of \$316,900, a local all-time record.

Forrest goes dark until April 13, when *Panama Hattie* comes in.

Locust Street had a smash on its hands for the fortnight ended tonight (7) in *Watch on the Rhine*. At a \$3.42 top, with ATS coin added, it chalked up \$17,800 the first week and \$19,000 the second, for a big \$36,800. Local critics were lukewarm, but the cash customers packed in. Maurice Evans in *Macbeth* takes over Monday (9) for a single week, *Claudia* for three weeks and then, April 7, *My Sister Eileen*.

Walnut Street, for two weeks with *Native Son*, ended tonight (7), fared only fair. With \$8,000 the first week and \$7,200 the second, total of \$15,200 was considered satisfactory enough. Nothing set for the Walnut until April 20, when *Arsenic and Old Lace* comes in.

American Academy Students Give Barry's 'Hotel Universe'

NEW YORK, March 7.—Last Friday at the Empire Theater the senior class of the American Academy of Dramatic Arts offered Philip Barry's *Hotel Universe* and as a curtain-raiser the first act of *Broken Dishes*, by Martin Flavin.

The group which presented *Hotel Universe* was well directed and, as a group, gave one of the best performances of the play seen at the Academy. Marcella Markham, as Hope, did a truly lovely job, and Lewis Wilson, as Pat, came thru with work that indicates a place for him on the professional stage. Thomas Grace's Tom was well done, considering the drawback of his extremely youthful appearance, and Jack Cannon's Stephen was acceptable. The surprise of the afternoon, however, came with Evelyn McVoy's portrayal of Alice. Heretofore, Alice has been an obnoxious character played with varying degrees of misunderstanding. Miss McVoy allowed the audience to know a very real girl and to become interested in her as a person—an altogether fine job. Valerie Bayan played Ann and Adrienne Bayan played Lily; both girls read with understanding but both are handicapped by bad voices. Arthur Siegal's Norman was uneven, Mr. Siegal at times becoming self-conscious and stiff. Stuart Germain was Felix.

Mr. Germain was also the father, Cyrus Bumpstead, in the curtain-raiser. We feel that too much cannot be said for the consistently fine work turned in by this young man; he is an excellent bet for anyone looking for a really capable character man. Others in the cast of *Broken Dishes* were Frances Fielding, Phyllis Adams, Virginia Beddall, Janet Bostick, Ethan Elber and Francis Letton.

M. A. B.

BROADWAY RUNS		
	Performances to March 7 Inclusive.	
Dramatic		Opened Perf.
Angel Street (Golden)	Dec. 5	107
Arsenic and Old Lace (Fulton)	Jan. 10, '41	493
Blithe Spirit (Morosco)	Nov. 5	142
Cafe Crown (Cort)	Jan. 23	51
Claudia (Booth)	Feb. 12	451
Guest in the House (Plymouth)	Feb. 24	15
Heart of a City (Miller)	Feb. 14	28
Jason (Hudson)	Jan. 21	54
Junior Miss (Lyceum)	Nov. 18	127
Life With Father (Empire)	Nov. 8, '39	974
My Sister Eileen (Biltmore)	Dec. 26, '40	498
Spring Again (Henry Miller's)	Nov. 10	136
Under This Roof (Windsor)	Feb. 22	16
Musical Comedy		
Banjo Eyes (Hollywood)	Dec. 25	84
Best Foot Forward (Barrymore)	Oct. 1	181
G & S Ron (St. James)	Jan. 21	54
High Kickers (Broadhurst)	Oct. 31	147
Lady in the Dark (2nd stage) (Alvin)	Sept. 2	215
Let's Face It! (Imperial)	Oct. 29	150
Porgy and Bess (revival) (Majestic)	Jan. 22	52
Sons o' Fun (Winter Garden)	Dec. 1	112

Milwaukee Stock Plans

MILWAUKEE, March 7.—Plans are under way here for a series of spring and summer plays to be produced at the Pabst Theater by a resident company under the direction of William Bersenbrugge. Promoters hope the fine houses which greeted productions at the Pabst and Davidson here during the current season will prove a good index for a successful spring and summer.

"Blossom Time" Still Big

SAN FRANCISCO, March 7.—*Blossom Time*, with Everett Marshall, at the Curran, grossed \$23,000 for two weeks, with top at \$2.

1-Actors Flop in Br'dg'p't

BRIDGEPORT, Conn., March 7.—*Life, Laughter and Tears*, with Eddie Dowling and Julie Haydon, in for one night at the Klein Memorial here February 28, proved the biggest floperoo of the season, drawing a meager gross of \$780. Prices ranged from \$1.10 to \$2.75.

FROM OUT FRONT

A New Shylock and a New Jason

BY EUGENE BURR

EVER since the Pre-Vue Players presented their magnificent modern-dress *Othello* at the Barbizon-Plaza several years ago, this corner has approached with high hope almost any presentation of modern-dress Shakespeare given by an obscure group—particularly if it happens to be at the Barbizon-Plaza. So I went in hope to the modern-dress *Merchant of Venice* presented there last Saturday night (28), for what was announced as a week, by Alfred Gorton. The hope, tho, failed to survive the first few lines.

An attractive brochure announced Mr. Gorton as a well-known foreign actor and offered quotes from papers in Australia, Warsaw, Berlin and Duesseldorf containing fulsome praise. In view of the performance, these constitute the most powerful possible indictment of the drama critics in those localities.

The brochure also stated that the Gorton version of the play was intended as a plea for tolerance—a statement that called to mind an anti-Nazi *Merchant of Venice* that brought suffering some years ago to embattled audiences in, of all places, Brooklyn. However, Mr. Gorton, except for the amazing incompetence of his acting and direction, presented a very run-of-the-mill *Merchant*, and, if anything, he made Shylock, thru his playing, more obnoxious than any other Shylock within memory. The only hint of new values concerning tolerance came with the playing of the casket scene, in which Morocco and Arragon were turned into unsavory caricatures—the first emerging as a ridiculous minstrel-show blackamoor and the second as a fantastic, burlesque-skittish Frenchman. They were, it is to be noted, as cheaply intolerant a pair of racial representations as have disgraced the stage in years.

In its confusing explanation, the brochure also states that the general situation today is very much like that in "The Merchant of Venice of the fourth century depicted by Shakespeare." If Mr. Gorton has found, thru internal evidence—or an opium pipe—that Shakespeare's *Merchant* was laid in the fourth century, he has unearthed one of the most astounding discoveries in the annals of Shakespearean criticism.

The brochure also says that the Gorton performance seeks to "correct the erroneous and prejudicial effect which the traditional interpretation has on the audience." But just what is the traditional interpretation? Shylock as villain? Shylock as victim? Or something of all three. Most modern interpretations have tried to combine the last two, with greater emphasis upon the third. Mr. Gorton, I'm afraid, sticks exclusively to the first but without meaning to. His sawings of the air, his heavily heaving chest, his mournful and malevolent glances directed sometimes at the spotlights and sometimes at the flies, his amazingly mouthed phrases, his sudden bursts of laughter and his general treatment of the lines defy description. You can't believe them possible without having seen them; even after seeing them, I still have my doubts.

Not content with playing Shylock, Mr. Gorton doubles as Arragon—and his burlesque-skittish performance in that role (complete with spit-curl) is equally beyond words. So, too, are the performances of his confederates, tho one or two of them, unbelievably bad as they are, are somewhat less bad than the others—if de Bassanio reads two or three lines as tho he almost understands their meaning, and fortune on opening night to blow up completely in, of all places, her pivotal speech in the trial scene. There's no particular point in mentioning any of their names, however; the kindest thing possible is to allow them to sink back quietly into the anonymous obscurity from which they injudiciously spring.

In its way, it was really a performance worth seeing. In drama schools, in amateur groups, I've never seen anything like it. And, please Thespians, I never shall again.

(See FROM OUT FRONT on opp. page)

Boland Leaves "Rivals"; Charges May Result

NEW YORK, March 7.—Repercussions of Mary Boland's quitting the cast of *The Rivals* the day after the start of its run in Chicago Tuesday (3) haven't taken full effect, awaiting decision by the Theater Guild, producer of the show, as to whether or not charges will be preferred against the actress with Actors' Equity Association.

While Miss Boland was freely quoted by the newspapers as stating she left the show because of ill health, Equity's Chicago representative, Frank Dare, was unable to get an audience with her. Her physician, Dr. A. H. Waterman, explained to Dare that she was ill and handed him a certificate to that effect. According to Walter Greaza, assistant executive secretary, Dare was told by the medical staff that she was too sick to see anyone.

Greaza said that Miss Boland informed the Guild that she was leaving after Tuesday's performance. Her understudy, Rosalind Ivan, has been filling in since. Miss Boland remained in Chicago Wednesday, but the following day left for California. Greaza said that several calls had been put thru to her in Chicago by Equity in New York, but no answer was forthcoming.

Warren Munsell, general manager of the Guild, said that he was taking up with the Board of Governors the advisability of bringing Miss Boland up on charges of contract violation. Munsell said she had a run-of-the-play contract. Munsell also said that Miss Ivan would continue in the role for Chicago, Boston (one week beginning March 16) and Baltimore (one week beginning March 23), but further than that, plans were indefinite because bookings were made on the strength of Miss Boland's name, in addition to those of her co-headliners.

Miss Boland denied reports that she walked out on the show because Bobby Clark had received the rave notices, and said she was grateful to Clark "because he made the show." Miss Boland stated earlier that she had asked for a release, but was told the show would close if she left. She claimed, however, that chronic bronchitis and sinusitis conditions forced her to leave.

"Claudia" Flops in Minne

MINNEAPOLIS, March 7.—A miserable \$7,000 for eight performances, worst of the season, was the record for *Claudia* at the Lyceum Theater here February 23-28. With tickets ranging from 55 cents to \$2.75, production played to many empty seats despite excellent reviews.

OUT-OF-TOWN OPENING "American Sideshow"

(Civic Theater)
CHICAGO

A revue produced by Charles K. Freeman. Sketches and lyrics by Freeman and Jay Frank. Music by Sonny Vale. Settings by Clive Rickabaugh. Dances by Walter Cameron. Costumes by Evelyn Mayer. The principals: Billy Enerson, Keith Hall, Sunny Burns, Betsy Ross, Ruth Taron, Jerry Burke, Mickey Scharff, Jeanette Godley, Laurie Hunter, Mary Hall, Irene Yabson, Wanda Spender, Ross Mendel, Gary Temple, Billy Hall, Jackie Harrison, Howard Slavin, Ann Huber, Morris Goodson, Guy O'Neal, Lola Martin and John Hoffstadt.

Producer Freeman is a former Chicagoan who has had both legit and Hollywood experience. With this in mind, it becomes that much harder to associate him with such an amateurish revue as *American Sideshow*. Freeman has no talent on hand that can carry a show of this type and, to make matters worse, the sketches and music are boring all the way.

On the credit side are Clive Rickabaugh's imaginative settings, and that is about all. Burr Till from has a funny *Punch and Judy* act, but the show should not take credit for it. He obviously had been doing the act long before Freeman thought of this unfortunate effort.

Most of the kids in the line-up mean well, but that is not sufficient. They don't have enough talent to back up their good intentions. A couple of nice ballet-tap routines are presented (Keith Hall and Guy O'Neal are the executors), but they are lost in the shuffle.

Sam Honigberg.

New Play on Broadway

Reviewed by Eugene Burr

ST. JAMES

Beginning Tuesday Evening, March 3, 1942

THE GONDOLIERS

An operetta with libretto by Sir William S. Gilbert and score by Sir Arthur Sullivan. Staged by R. H. Burnside. Musical director, Louis Kroll. Company manager, Sam Spachner. Press agent, C. P. Grenaker. Stage manager, George Ford. Presented by the Boston Comic Opera Company (R. H. Burnside, managing director).

The Duke of Plaza-Toro (a Grandee of Spain)Florenz Ames
Luiz (His Attendant)Philip Tully
Don Alhambra Bolero (The Grand Inquisitor)Robert Pitkin
Venetian Gondoliers:

Marco PalmieriMorton Bowe
Giuseppe PalmieriBertram Peacock
AntonioEdward Platt
FrancescoLawrence Shindel
GiorgioFrederic Persson
The Duchess of Plaza-ToroHelen Lanvin
Casilda (Her Daughter)Margaret Roy
Confidante:

GianettaKathleen Roche
TessaMary Roche
FiamettaMarie Valdez
VittoriaPhyllis Blake
GiuliaMary London
Inez (The King's Foster-Mother)

.....Florence Keezel
CONTADINE—Beatrice Babush, Phyllis Blake, Mary Lou Bartholomew, Ruth Carriger, Margaret Fisher, Sally Hadley, Lillian Konniver, Florence Keezel, Mary London, Vera Muller, Edith Maisson, Lillian Purdue, Doris Pantoplas, Roslyn Ross, Marie Valdez, Natalie Winston.
GONDOLIERS—William Berman, William Burgess, Robert Curi, Joseph Dunckley, Allan Lowell, Joseph Monte, Edward Marsh, Anthony Pitre, Edward Platt, Otto Simanek, Larry Shindel, Carl Wolf, Morris Rohr.
ACT I—The Piazzetta, Venice. ACT II—The Pavilion in the Palace of Barataria. Date, 1750.

The week before last the Shuberts finally cut the cord that bound the double bills at the St. James Theater, dropping the magnificent Jooss Ballet in its dance repertoire and retaining the Boston Opera Company in its militantly inferior revivals of Gilbert and Sullivan. It's a bit like amputating a tumor, and then throwing away the body and saving the growth.

As the second of its solo flights ("flight" being used in the sense of defeat or rout), the Boston Company offered *The Gondoliers* for three performances in the midst of a week of repertory in the stricter sense. *The Gondoliers* is one of the most difficult of the G&S operettas—and it was given what might have been expected at the hands of a company that had already shown itself sensationally inadequate in such comparatively easy items as *The Pirates* and *Pinafore*.

On second night, blow-ups were still distressingly frequent—a disgraceful condition in an allegedly professional company; Bertram Peacock, singing Giuseppe, had a cold that should have confined him to his dressing room; the orchestra under Louis Kroll sounded as tho it were dying of inanition; and it seemed as tho the majority of the musical numbers were talked rather than sung. Florenz Ames, as Plaza-Toro, talked his patter song; Mr. Peacock was forced to talk portions of his numbers; Florence Keezel, as Inez, flatly recited the explanation in the finale, and Robert Pitkin, as Don Alhambra, recited, squeaked and shouted his two numbers—and even then it was hard to understand him. Somebody really should tell the Shuberts that musical numbers sound better when they're delivered by singers. As things stood, so few of the tunes were sung

that one wondered why anybody had bothered to hire an orchestra—a wonder that was violently intensified whenever the orchestra played.

But that wasn't all. The tricky alternating duet between Marco and Giuseppe in the first-act finale was sung entirely by Morton Bowe, as Marco (perhaps because of Mr. Peacock's cold); and Margaret Roy, a mezzo, was thrown into the soprano role of Casilda. Miss Roy sang and played charmingly—she has by long odds the best feminine voice in the company—but musical roles, it seems almost silly to have to say, should be sung by the types of voice demanded by the music. For that matter Mr. Pitkin, if he sang at all, probably wouldn't sing the basso called for by Don Alhambra; he sounds as tho he'd turn out to be a nasal tenor.

Mr. Ames, aside from his musical shortcomings, was a drily humorous Duke. Mr. Bowe, tho improving in stage presence, failed to do anything like justice to *Take a Pair of Sparkling Eyes*. Helen Lanvin, as the Duchess, brought excellent enunciation to *Your Bold Progenitor* and turned in easily her best performance of the series. Philip Tully made a pleasant Luiz. Mr. Peacock has been an outstandingly fine Giuseppe on previous occasions and fought nobly against his increasing hoarseness, but the result was hardly fair to a paying audience. His understudy should have gone on. As for Gianetta and Tessa, they were sung by Kathleen and Mary Roche and, in parts so equally balanced, little Miss Mary was able to demonstrate more conclusively than ever her tremendous superiority to her sister. She sang the tunes unsensationally but altogether adequately and offered a generally spirited and charming performance. As for sister Kathleen, she remains an extraordinarily beautiful young lady. Period.

FROM OUT FRONT

(Continued from opposite page)

WHEN Sampson Raphaelson's *Jason* opened about a month and a half ago at the Hudson Theater, this corner considered it a play constantly tottering upon the verge of greatness, and as constantly withdrawn therefrom by lack of a definitive quality in both the underlying thought and the playmaking. Also, I felt that it would have a hard time achieving the success it deserved because of the essential but necessary coldness and intellectuality of the critic who is its central character. It seemed to me that a play based, like *Jason*, upon cerebral rather than physical action, must depend for its popular appeal upon the emotional and human pull of its protagonist—and of this, Jason, the character, had little. When the play opened, the little he had in the writing was further reduced by the cold, dry playing of Alexander Knox, playing which utterly failed to establish the human equation between actor and audience that alone could have made Mr. Raphaelson's character a moving figure to the average theatergoer.

Since the opening Mr. Knox has been called to Hollywood, and his place has been taken by George Macready—and the change in the effect of *Jason*, as a play, is tremendous. Mr. Macready proves that this corner was right in its original contention. Injecting warmth and deep understanding into his interpretation, without sacrificing the sparkling intellectual qualities of the role, he turns the play, from an absorbing mental exercise, into a powerful and moving theatrical experience.

He does, literally, a magnificent job. As remarked, the task of bringing human sympathy to the coldly intellectual lines is entirely up to the actor—and Mr. Macready performs it superlatively well. From the very beginning, during his first interview with Ambler, he allows you to see the profound effect made upon Jason, the man, as distinct from Jason, the reasoning being. Jason's emotions as well as his thoughts now come alive, despite rigid maintenance of the outer shell of the intellectual recluse. And, at the end of the second act, when Jason's emotions burst out briefly at the sight of his wife kissing another man, the outburst is no longer the petty and rather spiteful snarl of disappointed intellectual pride; it becomes, thru Mr. Macready, the tearing, tragic—the momentary—human breakdown of a man accustomed to coat his emotions in the hard shell of thought. The lines before the outbreak are given with the sterile quiet of emotional death; and the outbreak itself becomes a soaring, heart-breaking dramatic moment. Thereafter the pall of inner death settles down again—and the audience has undergone a heart-racking experience.

But, in a constantly superlative performance, Mr. Macready particularly shines in the tremendously difficult third act, when Jason dictates in rapid succession three different reviews of Ambler's play. As Mr. Knox played him, Jason seemed first to dictate from the spurious love of humanity inculcated by Ambler, then from a sense of bitter truth, and lastly from a return to the original cold balance of an intellectual mind—thus turning the play into something of a vicious circle, with its central problem indefinite and unsolved. With Mr. Macready it is quite different; the second review becomes a blasting, almost physical assault beneath which Ambler physically cringes, a powerfully dramatic cry of an intellect awakened to emotional pain. And the third review comes the human, sad, honest appraisal—measured yet essentially tragic—of an honest mind awakened to full, human understanding thru the blasting experience of pain. It completes Jason, rather than stultifies him. This, obviously, was Mr. Raphaelson's intention; but it could hardly have been suspected from Mr. Knox's performance. It is, as a matter of fact, tremendously difficult to convey—but Mr. Macready conveys it magnificently.

The playing aside from this, however, is something else again. Helen Walker, as the wife, continues to do one of the most preposterously amateurish jobs ever to disgrace the professional stage, and Nicholas Conte, who was so fine as Ambler at the opening, has lost the fine point of his performance. He slurs it and frequently even hams it, and is quite ineffective except in those scenes wherein Mr. Macready's taut performing forces him to play up. And, in addition, he frequently throws out his lines so quickly and sloppily that they become entirely unintelligible.

This reporter, unfortunately, seems to have been a bit premature in his reviewing; Miss Walker next week is to be replaced by Helen Beverly. If Miss Beverly brings an improvement comparable to that brought by Mr. Macready—and if Mr. Conte decides to resume his original performance—*Jason* will finally give to audiences what Mr. Raphaelson wanted it to give. If it had opened under such circumstances, it would now be one of the smash hits of the season.

Army Oakley Bill Is Reconsidered

NEW YORK, March 7.—Proposed State legislation to give cuffed admissions to all men in uniform has come to a temporary standstill to give its sponsor, Assemblyman Fred Hammer (Buffalo), more time to study the situation thoroly.

Bill came up in Albany last week, but reaction from theater operators in Hammer's home precinct was sharply against granting a blanket Oakley to men in the service, ops explaining that they are doing everything possible by reducing admissions substantially and, some days, altogether.

At the same time James Reilly, executive secretary of the League of New York Theaters, sent Hammer a letter telling him of the legit situation in New York and that 750,000 soldiers and sailors have been admitted to legit shows since the emergency.

Present policy of legit theaters is to notify the local USO recreation committee each morning of how many men they will be able to accommodate in the evening, depending on cash demands for tickets. Reilly said that some shows have been admitting 100 service men a night.

Local vaude houses have a standing 25-cent admission to servicemen, and operators would like to keep it that way.

Another bill is up in the State Legislature for the free allotment of theater tickets to soldiers on specified slow days and nights.

MINNEAPOLIS, March 7.—A sock \$15,000 for eight performances was registered at the Lyceum Theater here week of February 16-21 by *Life With Father*, Leo Murray, house manager, said. Evening prices ranged from 55 cents to \$2.75.

The St. Paul Auditorium, managed by Ed Furni, played *Life* for three performances February 13-14, drawing a very fine estimated \$5,500. Same price scale prevailed.

American Academy Guild Is Formed, Gives First Play

NEW YORK, March 7.—Graduates of the American Academy of Dramatic Arts have formed a group known as the American Academy Guild, with William Sheehan as chairman; Sumner George, vice-chairman; William Tregoe, treasurer, and Mabel Oglesby, secretary. Objectives of the group include entertainment for the armed forces, special talent showings, a counselor service to help in auditions, costumes, make-up, etc.; a play library, a speech club, lectures and, eventually, permanent summer and winter companies. Tom Powers, Alexander Kirkland, Hume Cronyn, Martin Gabel, Maurice McRae and Carter Blake, all Academy graduates, are serving on the advisory board.

Monday night (2) at the Carnegie Lyceum the Guild offered its first production for a single showing before talent scouts and others, with a chance that it may later play army camps. The piece was *Out of the Frying Pan*, Broadway comedy of last season, and the Guild ran into several pre-production difficulties, chief of which was lack of available rehearsal space. Only eight rehearsals could be held before the performance, and the performance itself was the first time that the players had worked in the set.

Despite this, however, the Guild made a creditable showing. A number of the performances were unusually good, only one was downright bad and the general level was adequate. McRae's direction was slowed by a number of blow-ups, particularly in the last act, but not enough for the comedy's effect to be lost.

Turning in the top performance of the evening was John Donahue in the character role of Mr. Kenny. Offering a detailed and fully rounded characterization and making his comedy points with authority and effect, he proved himself a young actor of tremendous promise. Sandra Gould, who has been seen often on the professional stage, also did a standout job, angling her performance as Muriel sharply away from that offered by Florence MacMichael in the original, but scoring quite as many laughs and, frequently, even greater comedy effect. And Jane Huszagh offered a charming, thoroly commendable performance as Dottie—far more effective, for this reporter's money, than that given by Barbara Bel Geddes in the Broadway production.

With the exception of Jessie Wylie, whose slurred speech and ineffective delivery lost most of the easy laughs allotted to Kate, the others were all at least adequate. Allyn Van Baalen and William Van Sleet, as the young married kids, did honest, straightforward work; Sumner George would have turned in a top comedy performance as George if he had speeded his timing slightly, and Michael Barrett, in the character role of Mr. Coburn, vacillated enthusiastically, being sometimes excellent and sometimes a good deal less than that.

On the whole, it was a thoroly commendable job for a first production. And the idea behind the Guild itself is excellent. Eugene Burr.

Chicago Legit Scene Is Active

CHICAGO, March 7.—Charles Freeman's experiment (using Chicago talent in a revue) flopped at the Civic Theater last week when his initial effort, *American Sideshow*, folded after two performances. The opening brought in a few dollars, as it was sponsored by the Woman's Symphony Orchestra. Venture was panned as amateurish.

Blackstone Theater reopens Monday (9) with the second Chi showing of *Papa Is All*. House hasn't had anything since *Life With Father* last year. *Papa* played a two-week run over the Christmas holidays at the Harris before going to New York.

Erlanger added another show to its books, *Macbeth*, coming in April 27 for two weeks. It will follow *Candle in the Wind*, which will open for three weeks March 16 instead of the originally announced fortnight. *Panama Hattie* meanwhile is grossing a good average of \$20,000 a week.

The Rivals, current tenant at the Grand, is weak. Notices were bad, altho Bobby Clark's performance drew raves.

Top draw in town is *The Corn Is Green* (Harris), closing a two-month run next week. *Blithe Spirit* at the Selwyn is holding its own.



Review Percentages

(Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero.

"The Gondoliers"—33%

YES: Kronenberger (PM), NO: Atkinson (Times), Brown (World-Telegram), Lockridge (Sun), Waldorf (Post).
NO OPINION: Watts (Herald-Tribune), Mantle (News), No By-Line (Journal-American), No Review (Mirror).

Many Unions Extend D'th Benefits To Cover Men in Service; Group Insurance Omits Men in Uniform

(Continued from page 3)

the IATSE, has nine men in the service, to which it also sent \$15 checks as Christmas gifts.

As for the actor unions, all of whom have suspended dues payment requirements but kept in good standing members in the services, the death benefit problem will be handled thru the Actors' Fund of America.

Charles Dell Clark, chairman of the Actors' Fund executive committee, said that actors injured in the war and their families would be aided "to the fullest extent," but no specified amount has been figured upon in an effort to spread the money as widely as possible.

At the same time, it was revealed that "several hundred" of the 800 locals of the IATSE are covered by policies issued by the Union Labor Life Insurance, headed by Woll, but that top execs didn't know whether or not policies would be effective for their fighting members.

Each local's policy arrangement with Union Labor Life is an individual contract, based on the number of men sharing the premium. The two IA locals in New York, Locals 1 and 306 (motion picture operators), are not covered by the Woll outfit.

Local 306 has a \$4,000 death benefit plan which is paid out to beneficiaries via assessments to its 2,200 members, who share the cost on a pro rata basis. Union execs didn't know just how they would operate during wartime, but said that it would require a vote by the membership.

Local 16, Hotel and Restaurant Employees' Union (night club waiters) has a similar death benefit plan of \$1,000 for which members are assessed 50 cents a month. Joe Rodriguez, treasurer of Local 16, said that members going into the military service would receive withdrawal cards entitling them to immediate membership upon return from the wars but could not share in the death benefits.

NEW YORK, March 7.—Matthew Woll, vice-president of the AFL and president of Union Labor Life Insurance Company, told *The Billboard* that every group insurance plan has a war risk clause and that Union Labor Life has had one in its group policies since the inception of the company in 1927. Woll showed an old policy stating, "Military or naval service in any capacity in time of war by any member insured hereunder is a risk not assumed by the company."

Woll said that in order to carry group insurance for members in the service the premium increase would be \$50 per \$1,000 of insurance for each member. This, he said, is a standard insurance practice and would be "prohibitive" for union groups. Local 802 pays \$8 annually for a \$750 policy per member. Woll stated, however, he has advised all of the unions which carry group insurance with his company of the government's National Service Life Insurance Act for members of the armed forces. This insurance, Woll advises, is at a lower cost than even group insurance (\$8 per \$1,000, up to \$10,000).

His letter to the unions stated, "It is possible, under this act, for your organization to reimburse members of your union for premiums they have paid and to whatever amount of coverage your union may wish to provide, or to

equalize the benefits now made possible by your organization."

In the matter of the Local 802 member, Calvin Gabay, a member of the Marine Corps, who was killed December 20 in Fredericksburg, Va., Woll said that the executive board of the company, "giving the widest liberal interpretation to their policy" honored the claim the same day it was received, January 15. Woll said that the company's agent, who contacted Henry Suber, treasurer of 802, and said that they were not responsible, was acting under the technical aspects of the policy. Woll further stated that the company was honoring all claims arising out of the war made during the month of December, when U. S. went into the war.

Team Beats Bouche Miami Injunction

MIAMI, March 7.—Kraft Sisters, dancers, center of a dispute between Al Bouche, operator of the Villa Venice here, and the American Guild of Variety Artists, won a court battle this week when they had an injunction canceled which forbade them from working at the Palm Gardens here after they were yanked from the Villa Venice by AGVA.

AGVA accused Bouche, on the AGVA national unfair list, of signing the dancers to a contract allegedly of his own making, and described by AGVA officials as a "weird document," altho the sisters were members of AGVA.

AGVA withdrew the girls from Bouche's spot and got them a job at Palm Gardens. Bouche, in turn, got an injunction restraining the girls from working at the new spot until their contract with Bouche was fulfilled. Owners of Palm Gardens, in co-operation with AGVA, took the dancers' case to court and had the injunction proceedings dropped.

Another Soft-Drink Nitery for Students

STATE COLLEGE, Pa., March 7.—An experiment in night-living for local college students, a soft-drink nitery, the Drydock, opens at Pennsylvania State College here Saturday nights. Operated in the basement of the administration building, Drydock offers food service and floorshow, employing student help. Has a 50-cent-per-couple cover charge.

No effort is made to realize a profit. Talent is professional and club is satisfied to break even.

Dennison Club Expands

CANTON, O., March 7.—Top Hat night club at near-by Dennison has added an elevated stage and is now under management of Joe Ross.

"Sir" John Daley, eccentric skater; Del Rio and Dorothy, dancers; Mary Leonard, emcee, with her band, comprise the current bill. Show is changed weekly.

Carroll Urges a Strong Union; Foresees Breaking Up of AGVA

NEW YORK, March 7.—Earl Carroll, whose ruckus with the American Guild of Variety Artists is to be arbitrated thru the American Arbitration Association, planned into town from the Coast Thursday (5) to confer with Miles Ingalls, who is booking his vaude units. Purpose of the confab is to map out a route eastward for his *Vanities*, which opens in San Diego, Calif., March 17, and to route westward the *Scandals* unit, currently at the Flatbush.

Despite his difficulties with AGVA, Carroll took a stand unusual for a producer in his predicament by saying Thursday that he is wholeheartedly in favor of a strong union, as a producer's difficulties are considerably reduced by a properly functioning and strong union. He said its convenience becomes evident when contract squawks arise. By working with a union, he said, he has been

New York:

JAY AND LOU SEILER open a return at La Conga here March 12 for three weeks. . . . BILLY DE WOLFE opens at the Rainbow Room April 1 in another return engagement. . . . ON THE SAME bill will be Helen Tamiris, modern concert dancer, making her night club debut and bringing with her Ida Soyer and Daniel Nagrin, dancers; Mimi Benzell and Leon Lischner, singers, and Genevieve Pitot, pianist and arranger. . . . GERTRUDE MOODY and Andy McLaughlin celebrate their first anniversary at Fisher's Gay Nineties Club, Brooklyn, next week. McLaughlin also stages the shows.

CHESTER DOLPHIN, after winding up at the Hurricane, goes to the Stanley, Pittsburgh, March 6. . . . VIRGINIA AUSTIN and Johnny Mack are additions to the Hotel Commodore show.

GLORIA MANNERS, singer-dancer, has switched from Radio Frank's to Greenwich Village Inn. . . . SHELMEERDENE, dancer, into Bolton Hotel, Harrisburg, Pa., week of March 9.

Chicago:

JEAN BLANCHE, tapper, has joined Jan Savitt's band and is being coached as a vocalist. She will dance and sing with the orchestra.

DANNY ROGERS and Sammy Morris, who recently split their partnership, are reuniting as a team April 1. . . . DEVANI, one of the Chandra Kaly Dancers, will marry a non-professional from Lexington, Ky., in June.

EUNICE HEALY will follow her current Runba Casino date with a fortnight at the Club Royale, Detroit, opening March 13. . . . BILLY STEARNS changed the name of his La Conga Club (formerly Gay '90s) to Kit-Kat Club, discarding Latin atmosphere for a circus background. Policy calls for continuous entertainment.

Philadelphia:

HARRY ROSE new emcee at Club Ball. . . . RAJAH RABOID added at Jack Lynch's Walton Roof. . . . MOE ADLER moves back to the service staff at Jack Lynch's Walton Roof, with Jerry Kabot becoming manager at Carroll's Cafe. . . . SONYA CORTES new at Embassy Club. . . . MARCIA LLOYD new lead at Hotel Philadelphian. . . . PRINCESS SORELLI makes her local bow at McGee Club 15. . . . BOBBY McCLUNG, movieland *Dead End* kid, at DiPinto's Cafe. . . . CATHERINE WOLFF GIRLS a new line at Wilson's Cafe.

Hollywood:

EDITH DAVIS, dancer, fell from a disappearing stage while rehearsing at the Gay '90s Cafe in San Diego and fractured her wrist and injured her vertebrae. She was removed to Mercy Hospital, where doctors report that she will be confined for six weeks. . . . THE SMILEYS have returned from two weeks at the Lido, San Francisco, where they clicked with their circus show. . . . ROOKIE LEWIS is playing spot dates in the Los Angeles area. . . . DUKE ART is back from San Francisco, where he played one-nighters. . . . JOE ROTH, of Roth and Shea, is doing a single since

Club Talent

the army took Shea. . . . CAPT. FRANK GREGORY, of the Shooting Stars, is playing casuals. His partner is recovering from a recent operation. . . . SYLVESTER SCHAEFFER recently played a date for the Orange Elks. . . . MEDLEY AND DUPREY are dividing their time between an auto court they recently purchased and nitery dates. . . . JOE AND EDDIE DAYTON recently completed a run at Matteone's in Stockton. . . . LYNETTE LONDON featured at the banquet given by the Masonic Club of City Employees. . . . JOHNNY HOWARD replaced Phil Silvers as emcee at Charley Foy's Supper Club. Silvers had to return to 20th Century-Fox. . . . MURRAY (HATS) PARKER is the new emcee at CooCooNut Groove, Santa Monica. . . . DANNY BECK has been added to the Charley Foy show. . . . AL STONE has been held over at Pete and Billy Snyder's Band Box.

Here and There:

COLLETTE AND BARRY and their dance group opened at the Latin Quarters, Miami, March 10 for two weeks. . . . LORENA MERRILL, accordionist, is in her seventh week at DeMet's Stage Bar, Portsmouth, O. . . . THE THREE GUESSES open at Club Royale, Detroit, March 13. . . . PAUL MIX and Olive Miles, who present *Fifi the Cow*, comedy act, arrived in Cincinnati last week to work club dates.

MAAROYA AND RENE GUNSETT, the latter recovered from injuries sustained in a recent auto accident, opened February 26 at the 365 Club, San Francisco. . . . BERT PICHEL, "King of the Smoke Rings," recently pictured in *Life* and *The London Sketch*, has framed an act for clubs and theaters. He appeared recently at Lantz's Merry-Go-Round, Dayton, O., and the Neon Club, Louisville.

JEAN SABLON goes to the Palace Hotel, San Francisco, March 10. . . . BILLIE BLAQUETTE, impersonator, is now with the Royal Signal Corps in Canada. . . . ROCHELLE AND BEEBE set for the Continental Club, Chesapeake, O., following the Nixon, Pittsburgh, date. . . . HENRI THERRIEN opens March 8 at the Latin Quarter, Miami Beach, Fla., and follows next month with the Latin Quarter, Boston. . . . MARCIA HARRIS current at the Beachcomber, Baltimore. . . . GRACE AND SCOTTY are holdovers at the Garde Hotel, New Haven, Conn. . . . AIRPORT BOYS, musical trio, draw indefinite holdovers at the El Rancho, Chester, Pa. . . . Les Philmer, last at the Music Hall, Portland, Me., is out because of a broken ankle.

NICK LUCAS is picking up a week at the Club Lido, South Bend, Ind., beginning March 16. . . . THE DUANOS moved into the Benjamin Franklin Hotel, Philadelphia, March 11.

Rex Story Still in S. A.

RIO DE JANEIRO, Feb. 21.—Rex Story, U. S. performer, with a six-people combo offering a wide variety of entertainment, closed at the Casino Ilha do Porchal, Santos, last week. Storey, who has been on this continent for a long time, made a trip down the West Coast of South America, picking up playdates at random. Got down to Buenos Aires and is now working his way up the East Coast. Storey plans to stop in all cities where dates are available before returning.

Floorshow Into Vaude

BRIDGEPORT, Conn., March 7.—The Cafe Howard floorshow here, including "Happy" Hal Thornton, Peggy Newton, Lil McCoy, Mickey Garr's Les Gendarmes and Bobby Baxter, doubled into the Loew-Palace Theater here this week, thru arrangements between Howard manager, Matt Lucey, and Loew city manager, Matt Saunders.

55 Shows a Week

SAN FRANCISCO, March 7.—Paul Regan, mimic, who closed Tuesday night with Tommy Dorsey's band at the Golden Gate, stretched single week's run into 55 appearances. Playing five shows daily and six Saturday and Sunday at the Gate. Regan managed to work in three shows nightly, except Monday, at the 365 Club, where he has been current for several weeks.

A Lively, Timely, Informative Article

By Joe Cohen on

CLARIFICATION WANTED!

A resume of the problem that Social Security and Unemployment Compensation Taxes Present to Show Business.

In our Spring Special Issue

DATED MARCH 28

Magic

By BILL SACHS

LESTER LAKE (The Great Marvel) is now representative for the American Guild of Variety Artists in Columbus, O., succeeding Duke Hall, who has gone to Sarasota, Fla., for his health. . . . **COTTS** is displaying his magical wares in the Plantation Room of the Seelbach Hotel, Louisville. . . . **PROFESSOR NEI** (Arthur E. Neimeyer) heads the floorshow at Christy's Tavern, Bethlehem, Pa. . . . **ANDY ARNOLD** is performing his miracles these nights at Club San Diego, Detroit. . . . **MARVIN JENSON** is doubling as emcee-magician at Club 509 in the same village. . . . **ROBERT REINHART**, magician and former theatrical trade paper reporter, contrived the trick stage business used in *Plan M*, legit play which opened recently at the Belasco Theater, New York. Effect involves having a single actor play two different parts, apparently being killed and stowed in a cabinet onstage, then being replaced by another character impersonating him. Reinhart has appeared in or been technical consultant for other Broadway productions, including *School for Husbands*, *Days to Come*, *New Faces*, *Meal Tickets and Liberty Jones*. . . . **FRYE THE MAGICIAN** (John W. Frye) is back in his native Ohio for a string of dates that will carry him thru March, when he returns south again. Frye reports it the best season he has ever enjoyed. Says he caught the Marquis show at Toronto, O., recently and found it pulling good business and sporting several new foolers. . . . **RAY GAMBLE**, Tacoma, Wash., president of the International Alliance of Magicians; Charles N. Smith, Seattle, past president of the Pacific Coast Association of Magicians, and Mrs. W. C. Dornfield, wife of Chicago's own Dorny, were guests at the 28th annual show of the Spokane Mystic Club held recently. Performers included E. Vaughn Klein, Walter Burk, Dr. John R. Mills, Stanley Stewart, Dr. H. H. Mc-Lemore, R. P. Myers, Jack Sackville-West, Vernon Sass and A. R. Van der Loeff. President C. W. Talbot presided. . . . **WALTER B. GIBSON** and Bruce Elliott have begun publication of *The Phoenix*, a weekly magic sheet, carrying on where the late Ted Anueman left off with his *Jinx*. . . . **MAGIC DEALERS**—this scribe would appreciate your latest catalogs. Visitors to the magic desk frequently request them and it may mean a dab of business for you now and then.

JAY PALMER and Doreen, presenting their Magic Tea Kettle, wind up a tour of the Comerford Circuit in the East with their appearance this week at Fay's Theater, Providence. They have been headlined at all the Comerford stands: Last week they renewed acquaintances with Hardeen, still with the Olsen and Johnson *Hellzapoppin* in Philadelphia. . . . **CHARLES A. LEEDY**, veteran magician, baton twirler and minstrel man and in recent years columnist-humorist on *The Vindicator* in his home town, Youngstown, O., is mending nicely at Jefferson Memorial Hospital, Philadelphia, from a recent throat operation and is due home soon. . . . **MRS. RICHARDI**, widow of Richardi, the South American magician who died in Atlanta two years ago, is carrying on in South American niterles with the Richardi magic and a line of girls, according to word received from Michael Herrera, former manager for Richardi. Mrs. Richardi has been holding forth recently in Santiago, Chile. . . . **SIR EDWARD**, mentalist, recently entertained at the regular semi-monthly meeting of the Pittsburgh Assembly of the Society of American Magicians. . . . **BIRCH THE MAGICIAN** shoots us a bale of newspaper clippings from Jasper, Tex., to prove that he's clicking 'em off to good returns in that area. . . . **C. THOMAS MAGRUM**, released from the army several months ago due to the 28-year age limit, is back in it and is now with General Headquarters Reserve, 177th Field Artillery, Medical Detachment, Fort Leonard Wood, Mo. Clem,

Miami Beach Clubs Report Biz Is as Good as Last Year

MIAMI BEACH, Fla., March 7.—Night clubs here report good biz. A survey of six typical clubs brought the following replies:

Kitty Davis: "We are between 25 and 30 per cent ahead of last year. We have more people and more profit."

Casanova: "We lost \$2,500 per week for first four weeks, then signed up name acts and have overcome the \$10,000 loss. We will wind up the season with a profit."

Latin Quarter: "We are about 10 to 15 per cent ahead of last year, which was an excellent season."

Five o'Clock Club: "We opened slow, and the slow business continued for two months. However, things have picked up and we will wind up slightly under last season. Business is terrific right now."

Mother Kelly's: "We dropped off a little in February, but will wind up the season as good as last year. It is costing us more to operate. We find more volume but less profit."

Pago-Pago: "We are ahead of last year. We draw most of our business from the hotel, which is well filled. Right now we are about 10 to 15 per cent ahead of last year."

Anchorage, Philly, Reopening March 26

PHILADELPHIA, March 7.—The Anchorage, taken over by Jay J. Goldner, former automobile distributor, and to be known as the River Drive Terrace, opens March 26. Mike Duffy, who managed at the Hunt Room at the Bellevue-Stratford Hotel for a dozen years, will be head man. Expected to bring in names.

Under new management, 820 Club is back in the swim as Leon and Benny's. Leo Lawler reopens his Lawler's Cafe with the Four Men of Rhythm.

Hollywood Cafe, Gloucester City, N. J., lights up as the Casino Cafe.

Dancer Sues Club For Injured Leg

GRAND FORKS, N. D., March 7.—Mary Jane Otto, of the Otto Sisters, dance team, has brought suit for \$5,000 damages against the Belmont Cafe, of Grand Forks, for injuries she claimed to have been sustained in a fall downstairs at the cafe in October, 1939.

The accident is alleged to have occurred during the time the Otto Sisters were playing at the Belmont. Miss Otto alleges she injured a leg, preventing her from properly performing as a dancer.

Talent Agencies

JOE BERNS, son of Sol Berns, veteran Detroit booking agent, has joined the Air Corps and is stationed at Dale Mabry Field, Tallahassee, Fla.

HATTIE ALTHOFF, New York, is back at her desk after a two-week illness and minor operation.

DAVE JONAS, formerly of Music Corporation of America, now in Bill Miller's office, New York. . . . **SAMMY RAUCH**, of Fanchon & Marco, has signed Henry Scott and Harold Barnes to management contracts. . . . **HERMAN MILLER**, former singer, has opened the Pennsylvania Amusement Service, Reading, Pa. . . . **WALTER D. NEEDHAM**, director of the USO at Fayetteville, N. C., has issued a call asking performers in that territory to get in touch with him for entertainment of troops at Fort Bragg, N. C.

HOWARD ROSENE, night club booker for William Morris in Chicago, is leaving for the army next week. . . . **HARRY EAGLE**, operator of the 5100 Club, Chicago, back from a vacation in Florida.

as he is commonly known to his magic friends, says the call back to the army forced him to cancel 35 weeks for the S. E. Paulus and G. LeRoy Collins school assembly bureaus. . . . **FRANK GALLAGHER**, formerly of the Marquis Show and until recently assistant to Burdette's *Hocus Pocus* of 1942, is now employed as machinist at the Wright Aeronautical Company, Cincinnati.

Miami Beach Scare

MIAMI BEACH, Fla., March 7.—When a naval bus from the Opa Locka Naval Base called at a Beach night club owned by Kitty Davis to pick up scenery for the show which was to be put on at the base, it created an invasion scare.

Props for a skit belonging to Sid Tomack and the Reis Brothers, attached to the top of the bus, blew off, hitting a high tension wire and landing in the canal. In the ensuing excitement several sailors leaped from the bus and attempted to rescue the scenery. As one dived into the canal, a woman, noticing the uniforms in the fading light, screamed that the beach had been attacked.

Navy Cracks Down On Loose Cafe Talk

SAN FRANCISCO, March 7.—The Navy has begun a vigorous crackdown on loose talk in town's night clubs and taverns. Several arrests were disclosed to have been made involving enlisted men and civilians.

Navy headquarters announced it was going to shut up careless talk about war movements, materials and construction. Admiral J. W. Greenslade, commandant of the Twelfth Naval District, said it may be necessary to patrol night clubs and taverns, where the peril of careless talk is particularly high.

Operators of night clubs have pledged their help by offering to report to the Shore Patrol any naval personnel heard talking too much or any persons asking suspicious questions.

Vaudeville Notes

CIRO RIMAC still touring army camps with his unit, including Charlie Boy, Alzira Camargo, Estrellita Pina, Mechita Virella and Dolita Conto. . . . **MARIAN OLIVER** on the West Coast in a USO-CSI unit, the *Funzafire* show. . . . **BILLY DE WOLFE** has signed with Paramount. *Are You a Mason?* will be his debut piece. . . . **CAMEL CARAVAN** unit, with Three Jordans, Al Jimmy, Janet Gamble, Charley Masters and Margo, bowed to big crowds at Fort Sheridan, Wyo., February 16.

MARGARET KIM LOO married Justin Gilbert, newspaperman, February 28 in New York and is continuing in the Kim Loo Sisters' act.

POLLY JENKINS and Her Plowboys are in their eighth week for T. D. Kemp's Southern Attractions, Charlotte, N. C., with four more weeks to go in Florida theaters.

WHEN GIL LAMB plays the Colonial, Dayton, O., next month he will be playing his first percentage date. His first film, *The Fiddler's In*, will be released nationally next month. . . . **THREE RODIS SISTERS**, singers, are now being managed by George Fragos, New York.

FRED WALTON, former New York vaude agent and producer, is now manager of the Strand Theater, Cincinnati.

GLENN MILLER to do another date at the Paramount, New York, within 10 months. . . . **SHIRLEY DEANE** out of films to do a series of personals for the William Morris Agency. . . . **POLLY JENKINS** and Her Plowboys now playing Kemp Time and set for six additional weeks in Florida before coming north.

GIL LAMB reports to the Paramount lot in Hollywood in April to start his 40-week contract. Will be able to play vaude on one-week notice from the studio during that term. . . . **ANDREWS SISTERS** will make another film for Universal in April, with Harry James' band co-featured, and another one in June.

ROY TILLSON, veteran vaudevillian, formerly with the *Musical Farm* act and now manager of the Temple Theater, Saginaw, Mich., is ill in Saginaw General Hospital.

WILLIE SHORE, featured comic in Chicago niteries, to get a vaude build-up via William Morris Agency. Set for the Hippodrome, Baltimore, April 23. . . . **CARR BROTHERS'** date at Fay's, Philadelphia, changed to March 12. . . . **KAY**

They're Blaming Income Tax Time For Poor Cafe Biz

CHICAGO, March 7.—The current excuse for poor biz in local cafes is the filing of income tax reports, which not only keeps prospective customers at home jumbling figures but also makes them realize how much money they will actually have to dish out. This, operators say, is discouraging nitery biz.

The Hi Hat is ready to try names, and operator Louis Falkenstein is looking around for personalities again.

Helsing's Vodvil Lounge will continue to use names when available. The two-week date of Nick Lucas broke records, and the management reports that the \$1,200 paid him for that engagement was a good investment.

La Salle Hotel's Pan-American Cafe is shopping around for an authentic Latin orchestra and will concentrate on bandstand entertainment only. Rio and Rita, featured, closed.

Rumba Casino dropped its rumba music matinees some time ago, finding it difficult to train Chicagoans to dance in the middle of the day. The new no-minimum no-cover policy at night is beginning to produce some signs of profitable biz.

The Club Minuet is closing tomorrow (8) for a couple of weeks to undergo remodeling.

Local Act Proves It Can Make Dough

PHILADELPHIA, March 7.—Three Peppers, septa instrumental-vocal act, makes nitery history here, proving there's big money in this city for acts that can make the grade. Since the season's start, act has been doubling between Palumbo's Cafe and New 20th Century Club, both operated by Frank Palumbo, at \$650 weekly. Picking up options, Palumbo is continuing the act until the season's end in June.

Peppers added another \$350 weekly, to make it an even \$1,000, Wednesday (25). Act started a nightly commercial program on KYW, bank-rolled by Palumbo, to advertise his string of after-dark spots. Earnings set a new high here for local acts.

Peppers, booked by Jolly Joyce here, are skedded to summer at the Martinique Cafe, Wildwood, N. J.

Detroit Nitery Biz Starts To Look Up

DETROIT, March 7.—Business in the swankier spots appears to be on the up-grade. There still is plenty of night work and longer hours by executives on defense work and planning, but this is becoming more systematized, and they are beginning to do a little playing at night. Officers on furlough are frequent among patrons.

Few Detroiters are going to Florida or California this year.

BRIDGEPORT, Conn., March 7.—With the Loew-Lyric Theater here playing to standees at its four-a-day three-day vaude, admish prices have been upped from 50 cents to 55 cents.

KYSER set for Chicago, Chicago, April 17. His last vaude date was the RKO, Boston, in November. . . . **FRANCIS W. DUNN** now staging shows at Gowen Field, Idaho, where he is a private. . . . **JORDAN TRIO** now with a traveling Camel Caravan touring army camps. . . . **WHITE AND MANNING** now in a USO show. . . . **EDWARD ROUNDTREE**, septa performer, drowned when his car plunged into the Harlem River in New York. . . . **LOUIS HANDIN** re-elected for his fifth term as president of the National Variety Artists' Club. Other officers were Joe Verdi, Lester Rose, Rosa Crouch and Bill Marble. . . . **FREDERIC JENCKS**, singer, New York, has filed a bankruptcy petition listing \$3,239 liabilities and no assets.

PADDY CLIFF

Popular Singing Star
29th SMASH WEEK

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CAN OFFER 1 OR 2 WEEKS TO
OUTSTANDING FEATURE ACTS

Bill Sachs, of The Billboard, says: "With most of competition on the street eliminated, the Cat and Fiddle has done the unusual—boosted the talent budget instead of pruning it. . . . Noticeable is the better class of trade the shows are attracting. The 300-seat spot offers the biggest entertainment buy in town for the money."

BENNY RAFALO, Mgr., Cat and the Fiddle, 1945 Central Ave., Cincinnati, O.

Rio Pan-American Confab Hypos Rio Clubs; Now Await Tourists

RIO DE JANEIRO, Feb. 7.—The recent sessions of the Latin American conference drew above average business at the three major casinos. Hotels were packed. Table reservations in most night spots were at a premium.

Dr. Lourival Fontes, director of Departamento de Imprensa and Propaganda (National Press Department), took over the Casino Atlantico January 23, tossing a party for the press. Special show for the occasion consisted entirely of Brazilian talent, including Anjos do Inferno (6), male musical combo; Francisco Alves, Deo Mala, Januario Oliveira, Jeannette and a line of Eva Stachino girls (10), with Francisco Jose Ferreira Filho and Louis Coli bands dishing up the music.

The Copacabana offers a show headed by the Three Arnolds, U. S. acros; Carmen Salazar, warbler; Tourand Brothers,

acros; Oscarita, Brazilian singer; the U. S. Copacabana girls (4) and a Brazilian girl line of eight. Claude Austin and Simon Bountman bands furnish the music.

Urca still leads for volume of biz, with a larger capacity and presenting two shows nightly, composed of a huge array of vocalists and a Brazilian girl line of 22. Featured are Ray Ventura and band, Novak Sisters, Lee Brody and Leslie Miller, Whitey's Congerero Dancers, Linda Batista, Madeline Rozay, Grande Otelo and Leo Albano.

With the closing of the Latin American conference, the casinos will concentrate on their annual carnival shows, built to attract tourists. With present world conditions, tourist trade may not come up to past seasons, but preparations for this gala festival, starting February 15, are progressing.

Magic

By BILL SACHS

SERGEANT LEE ALLEN ESTES, the safety magician with the Kentucky State Highway Patrol, was the subject of Dale Carnegie's nationally syndicated column January 23. The yarn told of Estes's bashfulness as a youth; of how he gained self-confidence after doing a magic show for the neighborhood kids with whom he was always too shy to play; how he finally joined the police department; how he sold his superiors on the idea of mixing magic with his safety talks, and of the great success he has enjoyed with the magic-safety idea in Kentucky schools. . . . **COTTS THE MAGICIAN** is on an indefinite engagement at Phillips Hotel, Kansas City, Mo. . . . **SHEPHERD THE MAGICIAN**, still at the Log Cabin, Dallas, and doubling at the Madcap Theater there, had the Dallas Magic Club members as his guests the other night, with Dr. Moore, of Austin, and Harry McDaniels taking the floor for a bit of hocus-pocusing. The Log Cabin boss, Jack Pepper, also entertained with a baffling card trick. . . . **A START** has been made to form a magic club in New Orleans, with the first meeting at the Roosevelt Hotel there January 12 attracting seven members—Dr. Moore, L. Jacobs, G. Kogel, J. Samarens, Tom Shepard, Bill Hobbs and H. Goldstein. Next meeting is scheduled for the Roosevelt February 9, with all magi invited to attend. . . . **LAFOLLETTE**, currently on club dates in the New England sector, is mulling a proposition to launch a unit to play military camps. . . . **ELWIN SHAW**, New England trixter, joined Uncle Sam's fighting forces last week.

. . . **VALENTINE**, presenting his magical bar turn, is back in harness after a recent illness. . . . **CARDERIO**, Sldini, Harrison, Jess Kelly, Ray Hilliard and Ralston are all around Boston and reported doing well. . . . **MR. BALLANTINE** (Carl Sharpe) headlines with his crazy magic at the Frontier Ranch, Detroit nitery. . . . **JOE FRANKLIN**, magician, and his "talking dog" are appearing with a unit show thru the South. . . . **NORMA KREIGER** dresses up the floorshow with her magic at Neil Deighan's Cafe, Pennsauken, N. J. . . . **GERALD FITZGIBBON**, hypnotist, has come out of retirement and is current at Kenny's Cafe, Camden, N. J. . . . **ALL MAGICDOM MOURNS** the passing of two of its best known and most lovable characters, Harry Rouclere, who died February 3 at his home in Ridgewood, N. J., and Elmer Ransom, who passed on February 2 at the home of his daughter in Essex Falls, N. J. Further details will be found in Final Curtain, this issue.

ROY BENSON, emcee-magician, closed an eight-week engagement at Jack Lynch's Walton Roof, Philadelphia, February 4. . . . **MOULAN** and Company are presenting their magic at the Casa Loma Cafe near Turnerville, N. J. . . . **HARRY CECIL RING**, International Brotherhood of Magicians, Detroit, celebrated the awarding of its charter with a dinner at the Northwestern Sportsmen's Club, Detroit, January 29, with First IBM Vice-President Charles Larson making the charter presentation. Dr. Zina Bennett, Ring prexy, served as toastmaster. The following appeared on the magic program which followed: Guy Stanley, Utica, Mich.; Abe Warsaw, Grand Rapids, Mich.; Charles Larson, New York; Percy Abbott, Colon, Mich.; Dr. Boris Zola, Saginaw, Mich., and Al Munroe, Herb Straub, Roy Hall, Charles Pasternacki, Al Zink, Dr. Bennett, Harry Cecil, Del Raymond and daughter Mitzel, Harold Sterling and Navarre, all of Detroit. . . . **TONY BRANDINO** made *The Atlanta Journal* February 2 with a swell story, with photo by Rebecca Franklin, telling of Brandino's magical exploits as a soldier at Fort McPherson, Atlanta. . . . **RAYMOND SCHEETZ** and Company, who recently have been touring the Middle West, are set for the Waldorf Theater, Waldorf, Md., February 15. They are slated to play other houses in the Sidney Lust Circuit, which is booked by Theodor Megardner Jr., former agent for magic shows. . . . **KEITH CLARK** heads the new show which opened Friday (6) at Glenn Rendezvous, Newport, Ky. He's in for two weeks. . . . **SI STEBBINS**, veteran card trixter, has finished his career as a magic manufacturer with Percy Abbott in Colon, Mich., and is now in Indianapolis. Stebbins says priorities ratings are raising Cain with the magic-making business. . . . **COLUMBUS (O.) MAGIC CLUB** held its 11th annual Magi-Fest January 30-31, proceeds from the Friday night show going to the Masonic Home Crippled Children's Fund. Twenty-three hundred tickets were sold, netting the fund \$575. Ted Huber, of Pittsburgh, and Howard Strickler, Toledo, officiated as emsees. Norman Cummins, Wilmington, O., emceed the magicians' only show Saturday afternoon, with Charles Larson, New York, the principal entertainer. . . . **DALLAS** is getting its share of magic these days, with Clayton Edwards at the Top Rail there, Sheffield at the Log Cabin, LeBrown at the Cow Shed, and Val Voltane, the perfume magician, at Hotel Adolphus.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

SAM BRISKMAN, before leaving February 11 on another trip to Miami Beach, Fla., this one to last 12 days, said a City Theater entirely remodeled by a new syndicate, of which he was the head, would change policy from burly to newsreels by the end of March. Reconstruction would cost \$5G. Work is to start February 15 and capacity to be reduced from 2,400 to 1,000. . . . **PROVIDENCE JOY LIND** arrived at Manhattan Center Hospital January 30 for first-time ma, Paula. Aunt Shirley is at the Gaiety. . . . **LOU HOLLANDER** back to Miami Beach, Fla., this time met Abe Minsky, Phil Rosenberg, George Jaffe and Pat Patee. . . . **PATRICIA PERRY** and George Corwin on the Hirst Circuit celebrated a second wedding anniversary last week. . . . **LOU APPELBY**, of the Casino, Toronto, a visitor here last week-end on the way from Miami Beach, Fla., to Canada. . . . **DIANE RAYE**, between featured strips, is studying at a local dramatic school.

REPUBLIC and Eltinge front and back-stage house staffs, together with road-show principals and stock chorines, sent wires to City Hall February 3 urging reopening of the houses shuttered January 31. . . . **JIMMIE LEWIS** is emcee-singer at Harold Minsky's 51 Club. . . . **MABEL ERICKSON** sends word from her Springfield, Mass., home that the stage name of the late Harry Reinhold, mentioned in a recent obit as having died last December in Chicago, was Harry Bart, of the former California Trio. Also that she recently guested Wally Sharples, former burly straight man, when he played the Court Square Theater. . . . **ELLEN REINE**, former commercial model and show girl at the City, hopes to become a strip principal. . . . **JANET SCHUSTER**, formerly with NTG's *Congress of Beauty*, World's Fair, is now Dolores, exotic dancer.

MARGIE HART signed by Jules Leventhal to star in a revival of *Alias the Deacon*, due to play eight weeks over the subway circuit, opening at the

Windsor, Bronx, May 11. . . . **BILLY (BUMPS) MACK**, taken ill on the way to the Casino, Pittsburgh, caused Frank Masters and Phil Wagner to jump in January 25 to replace him for five shows. Team prevented from completing the week, due to the necessity of their appearance at the Avenue, Detroit, January 30. . . . **AMY FONG** studying xylophone. Chen Mason instructing. . . . **HELEN RUSSELL** taking up horseback riding between shows at the Follies, Los Angeles.

CAROL LORD'S title of the Madza Girl was accorded her because of the many Mazda lamps she uses in her various props. . . . **MARGIE DILL**, former show girl and now a specialty strip with a Hirst unit, may return to parading next season. . . . **KIKI SALEN**, who subbed for Tirza in latter's wine bath specialty in Coney Island last summer whenever Tirza was occupied elsewhere, doubled as show girl and strip up to the close of the Republic. . . . **ROSITA ROYCE** and her doves booked for the Gaiety week of February 8. **UNO.**

PHILADELPHIA:

SCARLET KELLY is ailing at her home from a back injury, a development from being struck by a truck some years ago. . . . **SALLY O'DAY** extra-added for the Foster & Jacobs unit in the one-night stands up-State. . . . **DILI SHAY** and Miriam Shars at the Totem Ranch at near-by Maple Shade, N. J. . . . **MITZI LAMONT** new burly lead at Mary Hubbard Inn, Berlin, N. J. . . . **MARNEE** headliner with the I. B. Hamp-Dusty Fletcher unit week ending February 21 at the Troc.

FROM ALL AROUND:

DONALD DRUMMOND, burly comic, is now manager and booker at the Ritz Theater, Muskegon, Mich. . . . **AL WISER**, straight man, is in his 32d week as emcee at the Plaza nitery, Grand Rapids, Mich. . . . **DOTTIE BROWN**, long a favorite chorine at the Gayety, Cincinnati, has quit the business to take a job as waitress at the Stagedoor Bar, across the street from the Gayety.

Club Talent

New York:

CHUCK PALMER and Royal Rangers, six-people musical turn featuring Zeke Lockwood, opened February 3 at the Village Barn here. . . . **ROSITA ORTEGA** (Mrs. Lou Hammer) has retired. Expects to become a mother in June. . . . **DALE BELMONT**, singer, is in her eighth week at the Midway, near Bound Brook, N. J.

Chicago:

EUNICE HEALY goes into the new Rumba Casino show, opening February 27. . . . **ROLLET AND DOROTHEA** have been set for the Edgewater Beach Hotel, starting March 13. **JANE FROMAN** will follow Hildegard at the Blackstone Hotel March 13 when she opens a four-week run. Set by Tommy Smythe, of the William Morris Agency. **KITTY CARLISLE** and Chandra Kaly Dancers return to the Chez Paree Friday (13). The Smoothies, on same bill, recently worked the Blackhawk. . . . **CLIFF WINEHILL**, leaving this week to open at the new Hollywood Cafe, Toledo, O., Thursday (19). . . . **SHIRLEY DEANE** has left for New York, where she will be booked thru the Charlie Yates office. . . . **PETER HIGGINS** staying over for the new Colony show starting next Friday (20).

Philadelphia:

CULLY RICHARDS making his bow locally at Jack Lynch's Walton Roof. . . . **WALTER A. KOEGEL** named manager of Patsy Criscuolo's Venice Cafe. . . . **MILDRED FENTON** returns to Embassy Club. . . . **ELAINE BARRIE** makes her local bow next week at Club Ball.

Here and There:

THE GOLDEN PAIR (True and Trudy Wilkins) opened a two-week run at the Beachcomber, Boston, last week. They

also celebrated their third wedding anniversary Thursday (5). . . . **NELSON SISTERS**, for the last three months in Mexico City, have opened at El Patio Club there.

LOIS ANDREWS starts Tuesday (12) at the Yacht Club, Pittsburgh. . . . **LARRY DITSON**, emcee in the Charley Yates cafe unit, soon to be inducted. . . . **LAWRENCE ROBBINS**, of Robbins Brothers and Margie, also being taken by Uncle Sam. . . . **LIBBY HOLMAN** starts her comeback at the Somerset Hotel, Boston, February 18. . . . **EDDIE, JACK AND BETTY** at Worcester Sportsmen's show booked by Abbie Greshler, of New York, March 14-21. Other talent set includes Sons of Purple Sage and a Watercade. . . . **VICKI NEVADA** opening Hollenden, Cleveland, Monday (9). . . . **DEHAVEN AND STONER** current at Happy's Brooklyn. . . . **SHERMAN BROTHERS** joining a theater unit February 17 in Scranton. . . . **KIRK AND MADELINE** in their eighth week at the Boulevard, Elmhurst. . . . **BERNIE LIT** with Evelyn King concluding their 15th week at the Green Villa, Baltimore. . . . **SALLY SAWYER** now at Club Condado, Trenton. . . . **TUDELL AND JEAN** opened at the Colony Club, Palm Beach, Fla., January 30.

RAMON CRUZ, bongo player with Raul and Eva Reyes, has joined Don Pedro's orchestra, current at Hotel Muehlebach, Kansas City, Mo. . . . **PRITICIA GEORGE** is being held a sixth week at the Lobby Cabaret, Juarez, Mexico.

Ottawa Club Destroyed

OTTAWA, Feb. 7.—Glenlea Golf and Country Club was destroyed by fire January 25. Damage of \$40,000 is covered by insurance. No decision has yet been made regarding rebuilding. William Stewart, owner, said. During winter club has been operating without orchestra or floorshows.

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ATTENTION, ACTS

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NAT D. RODGERS
 Evangeline Hotel ALEXANDRIA, LA.

WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK 209 N. State St. CHICAGO, ILL.

Club Bali, Philadelphia

Talent policy: Dance and show band, rumba band, production floorshows at 8:30 and 12:30, and Saturday matinees at 2:30. Management: Max, Joe and Si Kaliner, proprietors; Adolph Goldman, manager; Barney Sloan, maitre d'; Herman Toll, headwaiter; Milt Shapiro, press agent; Tony Phillips, house booker. Prices: Dinners from \$1, drinks from 65 cents; \$1 minimum weekdays, \$1.50 Friday, Saturday and holidays, no cover.

Plenty on the raised platform here to occupy attention, what with the town-folk getting their first look at Elaine Barrie Barrymore. However, it's only because of Val Irving's emcee that the show is continuously entertaining.

Irving's personal efforts provide one long laugh. An indefatigable worker, he transforms this paradise isle atmosphere to that of Jack White's Club 18 in New York. Anything goes when Irving takes the floor. Has the musicians, bus boys, waiters running riot as stooges and hecklers, and adds two sock spots on his own. First, his song impression of a youngster of 15 seeing a burly show for the first time, using *You Made Me Love You* for the song. Even more rib-tickling is his impression of an operatic ace warbling *Dark Eyes*. Never resorts to blue material in spite of the zany character of his efforts.

Elaine Barrie Barrymore makes her nitery debut here after a break-in at a Montreal spot. Altho limited in talent, gal makes an imposing figure on the floor. Gorgeously gowned and with plenty of poise, she talks thru three songs, each double entendre. However, in spite of the headlines, she is not the siren type, and such material does not show her off to best advantage. Opens with a saga of her own escapades, *I'm the Wife of the Life of the Party*, and then does an emotionless rendition of *I Said No!* Fares best with her final song, *The Clause They Put in Her Contract*, a delightful bit of Hollywoodiana.

Peters Sisters, septia trio of heavy poundage, score handily. Open with *Be Honest With Me*. Virginia Peters, youngest, solos neatly with *Embraceable You*, and then all three join for *I Got Rhythm*, which gives them a chance to get in mugging and dancing antics.

The Rossillanos, mixed dance duo, bring in a new note in ballroomology in emphasizing Polish dances. Prefaced by the line of girls for a polka dance routine, terp twosome, in native Polish costume, open with a colorful waltz to Chopin music. Follow with more conventional tango.

Line of six steppers, produced by Mildred Ray, adds open and shut routines. Starter is a rhythm session, girls hoofing it out among the ringsiders and putting the cash customers in the "crazy show" spirit by placing baby headgear on unsuspecting males. Closing spot is the bumps-a-daisy, calling for ringside participation.

Alan Fielding (6) still dishing out the show and dance rhythms. Rumba incentives capably dispensed by Nino Blanco and Los Cabelleros (5).

Penny Davis on hand to teach Latin dances. *Maurie Orodanker.*

Leon & Eddie's, New York

Talent policy: Dance and show band; production floorshow at 8, 12 and 2. Management: Leon Enken and Eddie Davis, owners; Frank Shepherd, producer; Dorothy Gulman, publicity; Louis Katz, headwaiter. Prices: Dinner from \$1.50.

Leon and Eddie's potpourri isn't the same without Eddie Davis (vacationing in Hot Springs) but it still has enough commercial dash to keep the jam-packed room entertained. Interior decorations also reflect changing times, with the double-entendre posters all over the room replaced with defense posters.

Show, a long one, is opened by Martin Brothers and Fayne, a fair two-boy-and-one-girl flash tap-dancing act, and followed by Clemens Belling Canines. Actually, Bellings has two girls and three dogs whom he puts thru the paces for a miniature variety revue that is a good applause getter.

Miss Chinita, who might be Latin, does a Diosa Costello turn with all of the physical interpolations and some chanting, but without creating too much fuss. Two Tops, roller-skating duo, do a few fast minutes of fancy spins and roller acrobatics nicely.

Mirth and Mack, handsome tap dancers.

ATTENTION, ACTS

All acts working this way, please contact me. I have three and four weeks' work in the Army Camps. Can use NOVELTY and Musical, also Girls and Singers.

NAT D. RODGERS

Evangeline Hotel ALEXANDRIA, LA.

ers, go over well in spots, but drag out their imitation bits too long. Act is basically good, with plenty of well-placed humor, but they try to do too much. Excellent dancers, too.

Songstress Barbara Long, a brunet version of Betty Hutton, is much too energetic for the songs she tries to put over, *Old Man of the Mountain*, *Deep in the Heart of Texas* and *Blues in the Night*. Sings them all with waving hips.

Emcee Jan Murray bids well to become a leading comic with his fast delivery and top personality. His material, however, is on the weak side, having to plead with the audience after a while for laughs. Liveliest emcee, tho, that we have seen in this house. Eight-girl line does opening and closing numbers. Ordinary routines and costuming, but girls look okay.

Lou Martin's ork okay for show backing and dancing. *Sol Zatt.*

Donovan's Cafe of Nations, Sacramento

Talent policy: Floorshows, 9:30, 12:15 and 2:15; with dance band. Prices: Drinks, 40 cents up; dinners, \$2 up. Management: Frank Sebastian.

Charles Fredericks, baritone, heads the current show and has been packing them in. Sebastian has gone in for better acts the last few months, but few have gone over like Fredericks. His pleasing personality wins clients when he is not behind the mike, and his magnificent singing wows 'em when he is.

Show caught opens with Lee Purdy, pert little tap dancer with nice routine and good wardrobe. Paul Putnam, orchestra leader, followed with community singing. His own voice is good and he breaks the customers down as he brings the mike to their tables. Everyone joins in by the end of his stint.

Geraldine Ross, a tall, good-looking blond acrobatic comedienne, won several encores. She has an unusual act, mixing banter with clever acro dancing. Turns handsprings within inches of the clients. Has made a big hit.

Fredericks closes the show and could sing all night if the patrons had their way. His regular stint includes opera, concert and pop numbers. Seldom has any single act been encored so much as this Tibbett-like singer, who, with his wife, Muriel Parker, came to the Coast for a "six weeks' rest" and has stayed on for more than six months.

Putnam's danceable music completes the show. *Kirt MacBride.*

Comic, Agent Plan Crazy Show Unit

PHILADELPHIA, March 7. — Marty Bohn, local nitery comic, and Jolly Joyce, local agency head, casting a new crazy show idea for niteries, *Insanities of 1942*, headed by Bohn. To open March 16 for six weeks at the Swan Club here. Unit also set to put in 10 weeks this summer at Marty Bohn's Nut Club in Wildwood, N. J.

Apart from being co-owner of the unit, Bohn makes his bow as a nitery operator this summer. Having worked for others in past seasons at the Wildwood resort, Bohn is building his own nitery at a cost of \$11,000.

Silver Says He's Not Ready To Quit

CHICAGO, March 7.—Commenting on last week's story in *The Billboard*, which confirmed reports that Harry Kalcheim, of the William Morris Agency, New York, may come into the local office on a permanent basis, Morris Silver, local William Morris head, said that a possibility exists, which he can neither confirm nor deny, of Kalcheim filling a local spot as co-ordinator of all departments and manager of booking operation.

Silver added that Kalcheim cannot become head of the local office without his (Silver's) consent and willingness to sell out his 50 per cent ownership in the local organization.

At this time, Silver added, he is not ready to retire, and as long as his health holds out he will continue as head of William Morris here.

BERT WALTON was listed in our review of the Colonial, Dayton, O., vaude show two weeks ago as being the author of the song, *We're Gonna Slappie Allie Japple Off the Mappie*, but thru no fault of the reviewer. Walton points out that the song was authored by Canfield Smith, lyrics, and Joe McGrath, music.

Paradise, Detroit, Closing April 9

DETROIT, March 7.—Plans for the Paradise Theater were reversed this week by Lou Cohen, and closing date for the season will be April 9, after three weeks of experience with daylight-saving time. Cohen says it will be light in this city until 9:30 p.m. in late spring and this is bound to discourage show attendance.

Original plans had been to stay open into May. Plans for one additional week with Ethel Waters were dropped when Miss Waters's manager insisted on a two-week cancellation clause because of an anticipated call for picture or other work and Cohen declined to book without a certainty of her playing.

House will reopen about October 1 for a season of about 25 weeks.

Andrews I2G Take In Two Chi Weeks

CHICAGO, March 7.—Andrews Sisters walked out with \$12,156 for a two-week engagement at the Chicago Theater here, ended Thursday (5).

The girls had a guarantee of \$8,000 with a split over \$39,800. First week's gross was \$47,084, entitling the trio to \$7,706. Final session dipped to \$40,500, the act getting \$4,450. This is the top salary for the Andrews.

The girls will be in Hollywood for several weeks, starting April 2, for two pictures, one with Harry James and another with Abbott and Costello. They are slated to follow with a tour of the Interstate Circuit in Texas.

New Bill Robinson Unit Opening Set

NEW YORK, March 7.—New Bill Robinson unit makes its bow at the Orpheum, Minneapolis, March 13 for a week. Others include Ernie Fields band (booked by Frederick Bros.), the Bye Sisters (3), singing and comedy act, and a third act not yet signed.

Unit has two more weeks set, Palace, St. Paul, March 20, and split week at Orpheum theaters in Sioux City and Davenport, Ia., opening March 28. Marty Forkins booking.

Minneapolis AGVA Sees USO an Aid

MINNEAPOLIS, March 7.—A membership drive is being conducted by Twin Cities Local 3 of American Guild of Variety Artists, Ted Brown Alch, president and business agent, announced. To date, membership numbers over 100.

Alch has been providing entertainment for the Servicemen's Club. He says that with the United Service Organizations appropriating \$90,000 for Minnesota entertainment, AGVA expects to play a prominent role when the USO gets under way here.

Sunday Vaude, Orks For Holyoke, Mass.

HOLYOKE, Mass., March 7.—Valley Amusement Company will present vaude, band and floorshows at the Holyoke Valley Arena Sundays. Opening show is scheduled for tomorrow (8), Arena Manager Homer Rainault said, with Wee Bonnie Baker as headliner, and Teddy Powell and his band. There will be four shows.

Plans call for covering the main floor of the arena with tables, with the two circular balconies open for general admission.

Massachusetts blue laws prohibit dancing of any kind on Sunday and also any costumed shows that can be said to be grotesque.

2 Boys and a Girl Tapping their way to Stardom

MARTEN BROS. & FAYNE

Perf. Mat.: JACK LENNY New Address: U. S. ARMY

Currently LEON & EDDIE'S, N. Y. Dir.: Wm. Morris Agency

Follow Up Night Club Review

ROGERS' CORNER, NEW YORK—Recent additions to the show here are Bob Ryan and the Twins, who have just returned from a long road tour with a better dressed edition of their act. This instrumental and singing trio are prodigious workers with a smooth set of voices and no little ability at the two pianos held down by the femmes, Doris and Daphne Stauffer, and the marimba and xylophone spot presided over by Ryan. Recent instrumental addition to their act is a solovox at each piano. Addition of these attachments gives a richer base to their offerings. Vocally, the trio measures up, drawing good applause for a varied repertoire well delivered.

The Angle Bond Trio, girl music and singing; Harold Green, songwriter, at the piano, and Four Grands, male singers, round out the show. They were reviewed in the issue dated February 7.

Joe Cohen.

Rumpus Room Shuts

MIAMI BEACH, Fla., March 7.—Dave Singer has closed the Rumpus Room until further notice.



JACK HERBERT

"The Deceptive Humorist"

COMEDIAN—M. C.—MAGICIAN

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

A

Alvarez, Fernando (Copacabana) NYC, nc.
Ambassadors (Latin Quarter) Boston, nc.
Ames, Jimmy (Hurricane) NYC, nc.
Andrews Sisters (Buffalo) Buffalo, t; (Michigan) Detroit 13-19, t.
Arnaut Bros. (Stanley) Pittsburgh, t.
Arthur, Helen (Wivel's) NYC, re.
Ashburns, The (Rainbow Grill) NYC, nc.
Ashley, Evelyn (Jimmy Kelly's) NYC, nc.
Athos, Odette (Casino Russe) NYC, nc.

B

Babette (Gayety) Norfolk, Va., t.
Bacon, Faith Page (Garrusel) Miami Beach, Fla., nc.
Ballero, Marc (Earl Carroll's) Hollywood, cb.
Banks, Sadie (Old Roumanian) NYC, re.
Barbers and Dale (Glenn Rendezvous) Newport, Ky., nc.
Bardley, Irene (Aloha) Brooklyn, nc.
Barnes, Harold (Versailles) NYC, nc.
Barnes, Ruthie (Colonial) Dayton, O., t.
Beck, Charley (Charley Foy's) Hollywood, nc.
Belett & English Bros. (RKO-Keith) Boston, t.
Belling, Clem, & Co. (Leon & Eddie's) NYC, nc.
Belmont Balladeers (Belmont-Plaza) NYC, h.
Belmont Bros. (Gloria) Columbus, O., nc; (Dover) Dover 16-21, h.
Berry, Diana (Hi Hat) Chi, nc.
Berry Bros. (Music Hall) NYC, t.
Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.
Blake, Larry (Beachcomber) NYC, nc.
Blackstone, Nan (Casanova) Miami Beach, Fla., nc.
Blond Rumba Team (Cat & Fiddle) Cincinnati, nc.
Boag, Wally (Ruban Bleu) NYC, nc.
Bob & the Twins (Rogers Corner) NYC, nc.
Bond, Angie, Trio (Rogers Corner) NYC, nc.

THE ANGIE BOND TRIO

America's Finest Girl Instrumental-Vocal Act
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Personal Repr. Allan Rupert, 1697 B'way, N. Y. C.

Boran, Arthur (Five o'Clock) Miami Beach, Fla., nc.
Bowen, Sibyl (Royale) Detroit, nc.
Bowers, Major, Unit (Palace) Superior, Wis., t.
Boyer, Anita (Colonial) Dayton, O., t.
Bradley, Blanche, & Singing Marines (Edgewater Beach) Chi, h.
Bradley, Vi (Club Midnight) NYC, nc.
Brent, Patricia (Club Frisco) NYC, nc.
Briektop (Cerutti's) NYC, re.
Bridson, Jeanne (Roxy) NYC, t.
Brown, Evans (Witter) Wisconsin Rapids, Wis., h.
Brown, Mary Jane (Embassy) Phila, nc.
Bruce, Eppie (Queens Terrace) Woodside, L. I., N. Y., nc.
Bryant, Betty (Pierre) NYC, h.
Burke, Johnny (Roxy) NYC, t.

C

Callahan Sisters (Sherman) Chi, h.
Carmencita (Club Gaucho) NYC, nc.

CAPPELLA AND PATRICIA

Currently HOLLYWOOD BEACH HOTEL
Hollywood, Florida

Carole & Sherod (Strand) NYC, t.
Casanova, Don (Havana-Madrid) NYC, nc.
Chanticleers, Four (Cerutti's) NYC, re.
Charles, George (Pierre) NYC, h.
Charles & Lee (Dave Fidler's Bar) Des Moines, Ia., nc.
Chase, Chaz (La Conga) NYC, nc.
Chinita (Leon & Eddie's) NYC, nc.
Chittison, Herman (Le Ruban Bleu) NYC, nc.
Claire Sisters (Bal Tabarin) NYC, nc.
Clark, Buddy (Orpheum) Omaha, t; (Orpheum) Sioux City, Ia., 13-16, t.
Clark, John (Music Box) Omaha, nc.
Clark, Keith (Park Plaza) St. Louis, h.
Claude & Bally (Tower) Kansas City, Mo., t.
Coelho, Olga (Le Ruban Bleu) NYC, nc.
Cole, King, Trio (Kelly's Stable) NYC, nc.
Collette & Barry (Latin Quarter) Miami Fla., nc.
Coll, Phyllis (Chicago) Chi, t.
Compton, Betty (Diamond Horseshoe) NYC, nc.
Copp, James (Ruban Bleu) NYC, nc.
Corliss, Jack (Field's) White Plains, N. Y., re.
Cotts (Seelbach) Louisville, Ky., h.
Covarro, Nico (Bal Tabarin) NYC, nc.
Cuelho, Olga (Ruban Bleu) NYC, nc.

D

D'Arcy, Jeanne (McAlpin) NYC, h.
Daks, Nicholas (Music Hall) NYC, t.
Dalton Boys (Harry's New Yorker) Chi, nc.
Dana, Dick (Fay) Phila 16-23, t.
Daniels, Marge (Club Condado) Trenton, N. J., nc.
Dawn, Carl (Keith) Boston 6-12, t.
Day, Marjorie (Oriental) Chi, t.
Debonairs (Earl Carroll's) Hollywood, cb.
DeMarco, Isobel (Teddy's L'Aiglon) Chi, nc.

Cheena De Simone DANCERS

Currently BEACHCOMBER, Miami
Dir.: Sol Tepper, RKO Bldg., N. Y. C.

DeMayos, The (Flamingo) Orlando, Fla., nc; (Henry Grady) Atlanta 18-30, h.
Del Ray, Many (Jimmy Kelley's) NYC, nc.
Del Villar, Hector (Shoreham) Washington, h.
Devel, Donna (Versailles) NYC, nc.
DeWood, Lorraine (Rumba Casino) Chi, nc.

(For Orchestra Routes, Turn to Music Department)



Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; s—showboat; t—theater.
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Dexter, Carol (Copacabana) NYC, nc.
Dixon, Lee (Charles) Baltimore, nc.
Dolinoff, Alexis (Rainbow Room) NYC, nc.
Dolphin, Chester, & Co. (Stanley) Pittsburgh, t.
Don & Cassandra (509) Detroit, nc.
Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.
Doreen (Drum) Miami, Fla., nc.
Douglas, Dorothy (Havana Casino) Buffalo, nc.
Douglas, Roy (Hartman's) Brooklyn, re.
D'Roy, Phil & Sandra (The Lake) Springfield, Ill., nc.
Drayton, Jack (Hayward) Rochester, N. Y., 9-21, h.
Drye, Bill (Maison Louis) NYC, re.
Duanos, The (Benjamin Franklin) Phila, h.
Dudley & Bostock (Wivel) NYC, re.
Duke, Marilyn (Commodore) NYC, h.
Dumont, Marie (Crisis) NYC, nc.
DuPont, Doris (Riverside) Milwaukee, t.
Duval, Merle & Lee (Orpheum) Omaha, t.

E

Edward & Diane (Village Barn) NYC, nc.
Edwards, Juan (Paramount) NYC, t.
Ellis, Joan (Queen Mary) NYC, re.
Eldridge, Jean (Ubangi) NYC, nc.
English, Ray (La Conga) NYC, nc.
Esquires, Twelve (Roxy) NYC, t.
Estela & Julio (Casino Royale) New Orleans, nc.
Estrellita (Seven Seas) Boston, nc.
Everett & Conway (Palomar) Seattle, t.

F

Falls, Reading & Boyce (Feeley) Hazleton, Pa., 9-11, t; (Family) Scranton 12-14, t.
Farrell, Jack (Beachcomber) Baltimore, nc.
Fellows, Midge (606 Club) Chi, nc.
Ferris, Tommy (Singapore) Chi, c.
Fields, Jackie (Aloha) Brooklyn, nc.
Flynn, Maeta Luisa (El Chico) NYC, nc.
Fontana, Georges (Diamond Horseshoe) NYC, nc.
Forbes, Ann (Bill Bertolotti's) NYC, nc.
Forbes, Marla (No. 1 Bar) NYC, nc.
Ford, Harris & Jones (Trianon) South Gate, Calif., b.
Fox, Gladys (Casanova) Detroit, nc.
Francine, Ann (Queen Mary) NYC, re.
Franklin, Hazel (Billmore) NYC, h.
French, Eleanor (Plaza) NYC, h.
Freshmen, Three (Oriental) Chi, t.
Frisco, Joe (Club Frisco) NYC, nc.
Froman, Jane (Blackstone) Chi, h.

G

Gabrielle (Ben Marden's Riviera) Fort Lee, N. J., nc.
Galante & Leonarda (Benjamin Franklin) Phila., h.
Gallagher, Jim & June (Camp Shelby) Hattiesburg, Miss., 9-21.
Galli Sisters (Beachcomber) NYC, nc.
Gambie, Inez (Barone's) Chi, nc.
Gardella, Tess (19th Hole) NYC, nc.
Garron & Bennett (Clover) Miami, nc.
Garwood, Jessica (Casanova) Detroit, nc.
George, Vickie (Club Frisco) NYC, nc.
Georges & Jelna (Riverside) Milwaukee, t.
Gerity, Julia (Sawdust Trail) NYC, nc.
Gilbert, Ethel (Gay '90s) NYC, nc.
Gilmore, Patricia (Billmore) NYC, h.
Glamour Boys (Sawdust Trail) NYC, nc.
Glover & LaMae (Rice) Houston, Tex., h.
Golden Pair (Weber's Hofbrau) Camden, N. J., nc.
Good, Margo (Queen's Terrace) Woodside, L. I., N. Y., re.

GRANT FAMILY

Week Mar. 9 to 15
Bohemian Gardens, Newport, R. I.
Direction—MAX TISHMAN, 1619 Broadway, N. Y.

Goodwins, Peggy (Band Box) Hollywood, nc.
Gordon & Rogers (Palace) Cleveland, t.
Grace & Scotty (Garde) New Haven, Conn., h.
Graham, Barney (Embassy) Brooklyn, nc.
Grant, Rosalie (St. Moritz) NYC, h.
Graves, Gene (Washington) NYC, h.
Gray, Gilda (Diamond Horseshoe) NYC, nc.

Green, Jackie (Harry's New Yorker) Chi, nc.
Grimes, Betty (Sawdust Trail) NYC, nc.
Gunsett, Maureen & Rene (365 Club) San Francisco, nc.
Guesses, Three (Royale) Detroit 13-19, nc.

H

Habers & Dale (Glenn Rendezvous) Newport, Ky., nc.
Hager, Clyde (Diamond Horseshoe) NYC, nc.
Haley, Jack (Paramount) NYC, t.
Hamilton, Ruth (Aloha) Brooklyn, nc.
Harrison, Spike (Gay '90s) NYC, nc.
Hartmans, The (Waldorf-Astoria) NYC, h.
Havilland, Dick (Corktown Tavern) Detroit, nc.
Hayes, Peter Lind (Grace Hayes) Hollywood, nc.
Haywood, Billy, & Cliff Allen (Cerutti's) NYC, nc.
Hayworth, SeaBee, Revue (State) Winston-Salem, N. C., 11; (Carolina) Wilson 12; (Academy) Lynchburg, Va., 13-14, t.
Healy, Mary (Grace Hayes) Hollywood, nc.
Heasley Jack & Bob (Billmore) NYC, h.
Henning, Pat, & Co. (RKO-Keith) Boston, t.
Herbert, Jack (Helsing Vodiv Lounge) Chi, nc.
Herb, Mitt, Trio (Dempsey's) NYC, re.
Higgins, James (Jimmy Kelly's) NYC, nc.
Hild, Dorothy, Ballet (Chicago) Chi, t.
Hines, Baby (Cafe Society Downtown) NYC, nc.
Holiday, Billie (Congo) Detroit, nc.
Holman, Libby (Somerset) Boston, h.
Honnert, Johnny (Embassy) Miami Beach, Fla., h.
Howard, Bunny (Park Central) NYC, h.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Howard, Johnny (Charley Foy's) Hollywood, nc.
Hyers, Frankie (Club 18) NYC, nc.

I

Ink Spots, Four (Paramount) New Haven, Conn., 7-11; (Hilpp) Baltimore 12-16, t.

J

Jack & Gill (St. Moritz) NYC, h.
Jagger, Kenny (El Roa Inn) Maroa, Ill., nc.
Jason, Bobbe (Old Roumanian) NYC, re.

POLLY JENKINS AND HER MUSICAL PLOWBOYS
Mar. 13-14, Playhouse Theatre, Carrollton, Ga.
For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Iliou, N. Y.

Jean, Jack & Judy (Earle) Washington, t.
Johnny & George (19th Hole) NYC, nc.
Jones, Joe (Cafe Society Uptown) NYC, nc.
Jordan, Elaine (Park Central) NYC, h.
Jordan, Joanne (5100) Chi, nc.

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Joy, Billy (Lido Venice) Phila, nc.
Joyce, Bobby & Ginger (Tower) Kansas City, Mo., t.
Juchiteco Trio (Havana-Madrid) NYC, nc.

K

Kaplan, Eddie Nuts (Fay) Phila 16-23, t.
Karyl, Iris (Bouche's Villa Venice) Miami Beach, nc.
Kay, Beatrice (Latin Quarter) Boston 15-21, nc.
Keyboard Kuties, Four (Sawdust Trail) NYC, nc.
Kilty, Johnny (Beachcomber) NYC, nc.
Kim Loo Sisters (Earle) Washington, t.
King, Bob (Tower) Kansas City, Mo., t.
King, Charles (Diamond Horseshoe) NYC, nc.

Advance Bookings

HENNY YOUNGMAN: Loew's State, New York, March 19.
SYBIL BOWAN: Colonial, Dayton, O., April 3.
YVETTE: Adams, Newark, N. J., March 12.
GIL LAMB: Palace theaters, Akron and Youngstown, O., April 10.
TOY AND WING: Colonial, Dayton, O., April 3.
GEORGE TAPPS: Strand, New York, March 27.
FRED SANBORN: Stanley, Pittsburgh, March 27.
CLIF NAZARRO: Strand, Syracuse, March 20.
DIXIE DUNBAR: Flatbush, Brooklyn, March 12; Windsor, Bronx, March 20; Central Passaic, March 26.

King, Frances (Sheraton) NYC, h.
Knapp, Marjorie (Clover) Miami, nc.
Knight Sisters (Nixon) Pittsburgh, c.
Kuznetsov, Adia (Russian Kretchma) NYC, nc.

L

LaHato, Paddy (Casanova) Miami Beach, nc.
Lambert, Fred (Florentine Gardens) Hollywood, cb.
Lambol, Edith (Bill Bertolotti's) NYC, nc.
Lane, Nancy (Oceanport Inn) Oceanport, N. J., nc.
Lang, Wilson (Park Central) NYC, h.
Lark, Linda (Dempsey's) NYC, re.
Laurell, Dolores (Venice) Phila, c.
Laurence, Paula (Ruban Bleu) NYC, nc.
Lawrence, Baby (Palace) Cleveland, t.
Lee, Bob (Wivel's) NYC, re.
Lee, Peggy (New Yorker) NYC, h.
Lenano, Jerry (Arcadia GPH) Canton, O., nc.
Leonard, Murray (Roxy) NYC, t.
LeRoy, Hal (Paramount) NYC, t.
LeRoy (5100) Chi, nc.
Lewis, Hilda Jean (Washington) NYC, h.
Lewis, Ralph (Queen's Terrace) Woodside, L. I., N. Y., nc.
Lewis & Van (Stanley) Pittsburgh, t.
Lind, Della (Diamond Horseshoe) NYC, nc.
Lit, Bernie & Evelyn (Green Villa) Baltimore, nc.
Little Tough Guys (Colonial) Dayton, O., t.
Lloyd, George (Grace Hayes) Hollywood, nc.
Logan, Ella (Pierre) NYC, h.
Loka, Kea (Victoria) NYC, h.
Long, Walter (Copacabana) NYC, nc.
Loose Nuts, Three (Plantation) St. Louis, nc.
Loper, Don, & Maxine Barriat (Copacabana) NYC, nc.
Lopez, Maria Luisa (El Chico) NYC, nc.
Lopez, Pilar (Havana-Madrid) NYC, nc.
Loring, Lucille (Town Tavern) Rockford, Ill., nc.
Louise, Phyllis (Mark Twain) Hollywood, h.
Lowe, Ruth (Sheraton) NYC, h.
Loy, Magda (Gaston's Monte Carlo) NYC, nc.
Lucas, Nick (Club Lido) South Bend, Ind., nc.
Lucero, Norma (Russian Kretchma) NYC, nc.

M

McKenna, Joe & Jane (Majestic) San Antonio, Tex.; (Majestic) Dallas 14-20, t.
McMahon, Jerry (Roxy) NYC, t.
McNeill, Mabel (Ambassador East) Chi, h.
Malson, Gil & Bernie (Strand) NYC, t.
Mallin, Libba (La Conga) NYC, nc.
Malone, Mack (Grace Hayes) Hollywood, nc.
Mangan Sisters (Diamond Horseshoe) NYC, nc.
Mann, June (Diamond Horseshoe) NYC, nc.
Mardoni & Louisa (Oriental) Chi, t.
Mario & Floria (Earle) Washington, t.
Marlowe, Don (Charles) Baltimore 2-16, nc.
Marlowe, Sylvia (Coo Rouge) NYC, nc.
Marta, Richard (Chateau Moderne) NYC, nc.
Marten Bros. & Payne (Leon & Eddie's) NYC, nc.
Martez & Della (Hippodrome) Baltimore, t.
Martin, Billy (St. George) Brooklyn, h.
Martin, Evelyn (Cocoanut Grove) Boston, nc.
Martin & Margo (Barone's) Chi, nc.
Matvienko, Dmitri (Casino Russe) NYC, nc.
Maughan, Don (Park Central) NYC, h.
Maurice & Cordoba (St. Regis) NYC, nc.
Mavitt, Deane (Famous Door) NYC, nc.
Maxello, The (Earle) Phila, t.
Mayay & Brach (Royal Palm) Miami Beach, h.
Men of Song, Six (Roxy) NYC, t.
Mercer, Mabel (Le Ruban Bleu) NYC, nc.
Merrill, Lorena (DeMol's Stage Bar) Portsmouth, O.
Midgley, Doreen (Benjamin Franklin) Phila, h.
Mildred & Matrice (Jefferson) St. Louis, h.
Miller, Martin (406) Chi, nc.
Mills Bros. (Clunetown) St. Louis, h.
Monte, Monte (Rainbow Room) NYC, nc.
Morales Bros. & Dary (National) Detroit, t.
Morales, Maria (El Chico) NYC, nc.
Morgan, Eddy (Ritz-Carlton) Atlantic City, h.
Morgan, Grace (New Yorker) NYC, h.
Morgan, Johnny (Slappy Maxie's) Beverly Hills, Calif., nc.
Morris, George (Armando's) NYC, nc.
Morris, Will, & Bobby (See Carnival) Toronto, Can.; (Shrine Circus) Rochester, N. Y., 16-21.
Motel, Zero (Cafe Society Downtown) NYC, nc.
Munro & Adams (Jimmie's) Miami, nc.
Murray, Charlie (Gene) NYC, c.
Murray, Wynn (Music Hall) NYC, t.
Murray, Jan (Leon & Eddie's) NYC, nc.

N

Nadia & Sacha (Casino Russe) NYC, nc.
Nadine & Charles (Washington) West Palm Beach, Fla., h.
Na Pua (Lexington) NYC, h.
Nadi, Nita (Diamond Horseshoe) NYC, nc.
Nevada, Vicki (Hollenden) Cleveland, h.
Nevel, Nik, Trio (Stone's Plantation Room) Youngstown, O., nc.
Newhall, Clifford (No. 1 Bar) NYC, nc.
Nelson, Walter (Chicago) Chi, t.
Nita & Russell (La Conga) NYC, nc.
Noble, Henry (Sheraton) NYC, h.
Noll & Nolan (Harry's New Yorker) Chi, nc.
Norris, Della (La Martiniere) NYC, nc.
Novelle, Ron (Park Inn) Newark, N. J., nc.

O

O'Connell, Helen (Pennsylvania) NYC, h.
O'Dell, Dell (Park Central) NYC, h.

P

Page, Muriel (Latin Quarter) Miami Beach, Fla., nc.
Palmer & Doreen (Fay) Providence, R. I., t.
Palumbo, Le Ruban Bleu NYC, nc.
Pan-American Dancers (Baker) Dallas, h.
Parker, Johnnie (CooCooNut Grove) Santa Monica, Calif., nc.
Paulson, Leona (Lexington) NYC, h.
Paterno, Beverly (Armando's) NYC, nc.
Payne, Frank (Sheraton) Chi, h.
Poppy & Peanut (Cafe Hollywood) c.
Perfect Rose (Bill's) Gay '90s NYC, nc.
Perrin, Mae (St. Moritz) NYC, h.
Perry, Kay (Hi Hat) Chi, nc.
Peters Sisters (Ruban Bleu) NYC, nc.
Pickert, The (Glenn Rendezvous) Newport, Ky., nc.
Pillakova, Natta (Russian Kretchma) NYC, nc.
Price, George (La Martiniere) NYC 25-March 25, nc.
Price, Sammy (Cafe Society Downtown) NYC, nc.
Princess & White Hawaiians (Gay '90s) Columbus, O., nc.

R

Rae, Jimmy (Chicago) Chi 13-19, t.
Rae & the Rudells (Roxy) NYC, t.

Rachburn, Bart (Sutton) NYC, h.
 Ramon, Roberta (Park Central) NYC, h.
 Ramon & Jo Ann (Jimmy Kelly's) NYC, nc.
 Randi, Robert (Chinese Duck) Houston, Tex., 2-12, nc.
 Rardin, Joey (Glenn Rendezvous) Newport, Ky., nc.
 Reed, Diane (Melody) Union City, N. J., nc.
 Reis Bros. (Airliner) Miami, nc.
 Reyes, Solea (Havana-Madrid) NYC, nc.
 Reynolds, Lee (Queen Mary) NYC, re.
 Rhodes, Carole (Pierre) NYC, h.
 Rich & Adair (Tower) Kansas City, Mo., t.
 Richards, Gully (Wilton) Phila, h.
 Richey, Jean (Sans Souci) Havana, Cuba, nc.
 Rieher, Kay (Harry's New Yorker) Chi, nc.
 Ringo & Harris (Cora & Irene's) NYC, nc.
 Rio, Mildred (Delicate Frank's) Miami Beach, Fla., nc.
 Rio & Rita (Pan-American Cafe, Hotel La Salle) Chi.
 Rios, Rosita (Havana-Madrid) NYC, nc.
 Rivera, Dianita (Jimmy Kelly's) NYC, nc.
 Roberts & White (Park Plaza) St. Louis, h.
 Roberts, Jack & Renee (Golden Grill) Rochester, N. Y., nc.
 Robinson, Bill (Fefe's Monte Carlo) NYC, nc.
 Robinson, Norah (No. 1 Bar) NYC, nc.
 Rede, Lorna (Greenwich Village Inn) NYC, nc.
 Rolando (Havana-Madrid) NYC, nc.
 Rollet & Dorthea (Edgewater Beach) Chi, 13-26, h.
 Rollickers, The (Flynn's Cocktail Room) New Orleans, nc.
 Rosal, Anita (Club Gancho) NYC, nc.
 Royce, Rosita (Butler's) NYC, nc.
 Rushing, Jimmy (Cafe Society Uptown) NYC, nc.
 Russell, Bill (Park Central) NYC, h.
 Ryan, Sue (Orpheum) Minneapolis, t.

S

St. Claire Sisters & O'Day (Oakland) Pontiac, Mich., 3-10; (Michigan) Jackson 12-14; (Bijou) Battle Creek 15-18, t.
 Sanborn, Freddie (Buffalo) Buffalo t.
 Santiago, Jose, & Alberto Franco (Club Gancho) NYC, nc.
 Scott, Hazel (Cafe Society Uptown) NYC, nc.
 Scott, Henry (Rainbow Room) NYC, nc.
 Shanley, Robert (Music Hall) NYC, t.
 Sharpe, Robert (Netherland Plaza) Cincinnati 9-21, h.
 Shea, Jack (Kitty Davis' Airliner) Miami Beach, Fla., nc.
 Shen & Raymond (Riverside) Milwaukee, t.
 Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc.
 Shore, Dinah (Waldorf-Astoria) NYC, h.
 Sims, Lee, & Roway Bailey (Glenn Rendezvous) Newport, Ky., nc.
 Sloan, Susan (Gamecock) NYC, c.
 Slyter, C. (Palmer House) Chi, h.
 Smart Girls, Three (Orpheum) Minneapolis, t.
 Smith, Betty Jane (Capeabana) NYC, nc.
 Southern Sisters (Buffalo) Buffalo; (Michigan) Detroit 13-19, t.
 Spender, Kenneth (Cafe Society Downtown) NYC, nc.
 Spivack, Eli (Russian Kretchma) NYC, nc.
 Stadlers, The (Chicago) Chi, t.
 Stanley, Irene (Le Poissonier) NYC, nc.
 Stauder, Meta (Book-Cadillac) Detroit, h.
 Stone, Al (Band Box) Hollywood, nc.
 Stovanosky, Areadi (Russian Kretchma) NYC, nc.
 Sullivan, Maxine (Ruhan Bleu) NYC, nc.
 Sumner, Helen (Ivanhoe) Chi, re.
 Suns, Three (Piccadilly) NYC, h.
 Swan, Lyda (Russian Kretchma) NYC, nc.
 Sweet, Carol (Hickory House) NYC, nc.

VOCAL-INSTRUMENTAL QUARTETTE

THE STYLISTS

Featuring MARJORIE HYAMS

currently Doc's Cocktail Lounge, Baltimore, Md. Pers. Repr.: Allan Rupert, 1697 B'way, N. Y. C.

Sybil & Sandra (Park Central) NYC, h.
 Szita & Young (5100) Chi, nc.

T

Talla (Benjamin Franklin) Phila, h.
 Tarasova, Nina (Casino Russe) NYC, nc.
 Tennis, Eleanor (Music Hall) NYC, t.
 Therrien, Henri (Latin Quarter) Miami Beach, Fla., nc.
 Thomas, Danny (5100 Club) Chi, nc.
 Thomas, Shirli (Cafe Bagatelle) NYC, nc.
 Thompson, Arline (Embassy Club) Phila, nc.
 Thurston, Rose (509) Detroit 2-14, nc.
 Tiehor, John (Music Hall) NYC, t.
 Tomack, Sid (Airliner) Miami, nc.
 Tots, Two (Leon & Eddie's) NYC, nc.
 Torrens, Fay (Havana-Madrid) NYC, nc.
 Torres, Alberto (Havana-Madrid) NYC, nc.
 Tota (Rainbow Gardens) Little Rock, Ark., nc.
 Toy, Noel (Fay's) Philadelphia, nc.
 Toy & Wing (Brown) Louisville, Ky., 27-March 27, h.
 Twin Mexico (El Chico) NYC, nc.
 Tufts, Sonny (Queen Mary) NYC, re.
 Turner, Joe (Club Caprice) Hollywood, nc.

V

Vallee, Edee (Jimmie Dwyer's Sawdust Trail) NYC, nc.
 Valley & Lynne (Cave) Vancouver, Can., 9-21, nc.
 Various & Veda (Beachcomber) NYC, nc.
 Vaughn, Grace (Bossert) Brooklyn, h.
 Vaughn, Virginia (Village Barn) NYC, nc.
 Venezia, Chiquita (Queen Mary) NYC, re.
 Vernon, Wally (Colosimo's) Chi, nc.
 Victoria (La Martiniere) NYC, nc.
 Vincent, Larry (Freddie's) Cleveland, nc.

W

Wade, Bill & Betty (New Yorker) NYC, h.
 Wahl, Dorothy (El Hat) Chi, nc.
 Walker, Oscar (Fifth Avenue) NYC, h.
 Wallace, Joe (Lido Club) San Francisco, nc.
 Ward, Rusty (Colosimo's) Chi, nc.
 Ware, Linda (Rainbow Room) NYC, nc.
 Waters, Ethel (Pattee) Cleveland, t.
 Webb, Nella (Lexington) NYC, h.
 Wesson Bros. (Strand) NYC, t.
 West, Everett (Royale) Detroit, nc.
 Whalen, Jackie (Lexington Casino) Phila, nc.
 Whaling, Bobby & Yvonne (Tower) Kansas City, Mo., t.
 White, Jack (18 Club) NYC, nc.
 White, Jerry (Bill's Gay '90s) NYC, nc.
 White, Madalyn (Cora & Irene's) NYC, nc.

Sugar Shortage Not Bad

NEW YORK, March 9.—Night club owners are not sorry there's a sugar shortage and that patrons feel they shouldn't use as much sugar as before.
 They know that rich desserts, for example, cut off the appetite for liquor, and for years many clubs have never served rich desserts.

Minnesota Theater Seeks \$2,200,000 In Anti-Trust Suit

MINNEAPOLIS, March 7.—The Minnesota Theater Company, owner of the Minnesota Theater, is suing the Minnesota Amusement Company, the Singer Theater Corporation (operator of the Orpheum Theater) and major film companies, charging them with violation of the Sherman anti-trust law.

The Minnesota Amusement Company is not suing the film companies and Singer corporation, as erroneously stated in last week's issue.

The Minnesota Theater Company wants \$2,200,000, claiming the defendants refused to grant its theater a license to run feature films with vaude, and thus compelled the house to close. Minnesota Amusement Company, when known as Paramount-Publix, opened the Minnesota more than a decade ago. The house opened twice for brief periods the past several years with vaude and films.

Rose Floorshow One Year; Still Going

NEW YORK, March 7.—Floorshow at Billy Rose's Diamond Horseshoe, Silver Screen, observes its first anniversary March 18. Book show has had only two cast changes, switching from Mae Murray to Betty Compson, and Doc Rockwell to Clyde Hager. Lila Lee dropped out.

Rose estimates show has played to more than 300,000 people in 750 performances and that 20 per cent of the customers have been repeats. Record was broken by Rose's first show at the Horseshoe, running 17 months, a record for New York floorshows.

Rest of the current cast includes Joe Howard, Gilda Gray, Nita Naldi, Carlyle Blackwell, Charles King, Georges Fontana, Della Lind, Ross Wyse Jr. and June Mann, and the Four Mangan Sisters.

White & Stanley (Crawford House) Boston 12-25, h.
 Whiting, Margaret (Charley Foy's) Hollywood, nc.
 Wilder, Patricia "Honeychile" (Leon & Eddie's) NYC, nc.
 Wiles, Three (Chicago) Chi, t.
 Willys, The (Earle) Washington, t.
 Wood, Kirk (Leon & Eddie's) NYC, nc.
 (See ROUTES on page 60)

DRAMATIC AND MUSICAL

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

Angel Street (American) St. Louis.
 Arsenic and Old Lace (Erlanger) Atlanta 10-11; (Bijou) Chattanooga 12; (Ryman Aud.) Nashville 13; (Memorial Aud.) Louisville 14.
 Blithe Spirit (Selwyn) Chi.
 Blossom Time (Mayfair) Portland, Ore., 9-12; (Capitol) Salt Lake City 14.
 Claudia (Syrine Aud.) Des Moines, Ia., 11; (Orpheum) Davenport 12; (Parkway) Madison, Wis., 13-14.
 Claudia (Nixon) Pittsburgh.
 Corn Is Green, with Ethel Barrymore (Harris) Chi.
 Cornell, Katharine, in Rose Burke (Erlanger) Buffalo 9-11; (Royal Alexandra) Toronto 12-14.
 Ebbis, John, Rip Van Winkle: Detroit schools.
 Evans, Maurice, in Macbeth (Locust St.) Phila.
 Hayes, Helen, in Candle in the Wind (Victory) Dayton, O., 11; (Taft Aud.) Cincinnati 12-14.
 Hellzapoppin (Cass) Detroit.
 Hellzapoppin (Majestic) Boston.
 Hepburn, Katharine, in Without Love (Ford) Baltimore.
 Louisiana Purchase (Shubert) Boston.
 My Dear Public (Colonial) Boston.
 My Sister Eileen (National) Washington.
 My Sister Eileen (Biltmore) Los Angeles.
 Native Son (Walnut St.) Phila.
 Panama Hattie (Erlanger) Chi.
 Rivals, The (Grand O. H.) Chi.
 Tobacco Road (Plymouth) Boston.
 Watch on the Rhine (Rushnell Aud.) Hartford, Conn., 10-11; (Shubert) New Haven 12-14.

ICE SHOWS ON TOUR

Francy's, Dot, Star-Spangled Ice Revue (New Kenmore Hotel) Albany, N. Y., March 13-May 1.
 Ice-Capades of 1942 (Arena) Chi 8-15.
 Ice Pollies (Arena) Minneapolis 10-24.
 Lewis, Dorothy (Copley-Plaza Hotel) Boston.
 Victor's, Art, Ice Parade of 1942 (Hotel Adolphus) Dallas.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

BEEP-TRUST WATSON has renewed a 12-week contract as extra added attraction with the Hirst Circuit. To Empire, Newark, March 15 week, and Howard, Boston, March 22. Watson recently finished 11 weeks for Milt Schuster, doing emcee with his big girls. Scheduled to open the middle of September with his Krausemeyer Alley musical. . . . PRINCESS NATOMA, Indian (Navajo) dancer, held over at the Cinderella nitery, Greenwich Village. . . . ALLAN RUPERT, booker, recently classified 1-A, has been deferred to May 1. . . . BEVERLY CARR, producer, moved from the Empire, Newark, to the Mayfair, Dayton, O., last week. . . . TOM FOWLER celebrated a birthday March 2 at his scenic studio.

CHARLES (KEWPIE) KEMPER, George Haggerty, Jean Lee and Jess Mack are on a Coast-to-Coast tour with George White's Scandals. While at the Orpheum, Los Angeles, Mack received an offer from Universal to write for Abbott and Costello, but turned it down because of Scandals and Kemper contract. He and Kemper slated to return to the Rinsospry program over WEAF. Also due to play a return at Loew's State here prior to rehearsing for a new White musical. . . . SALLY O'DAY joined the Hamp-Fletcher unit on the Hirst Circuit in Union City February 22, relieving Tony Mitchell. Unit changed to a black-and-white combo at the Howard, Boston, March 1. . . . LLOYD MULLER, private at Camp Lee, Va., recently appointed the Seventh Regiment's recreation and morale non-commissioned head in charge of the recreation hall.

MARGIE HART, Rose LaRose and Fran White annexed full pages in March Play mag, which also contained poses of Lance Lane, Vicki Welles, Ginger Wayne, Edith Anderson, Charmaine and Jean Carter. . . . JACK REID, former show owner and comic on the big wheels, now with the city water department in his home town, St. Louis. . . . SUZANNE BROWN, with the Hamp-Fletcher Hirst show, was gifted with a costly imported gown because of her ability to talk French when she sang at Gaston's Monte Carlo nitery prior to her debut in burly. . . . MARGARET HASTINGS, ex-burly prim, rounding out two years at the City Dump nitery, Greenwich Village, show-stopping with her vocal and costumed novelty, Belle of the Barbary Coast. . . . PAL BRANDEAUX, producer at the Star, Brooklyn, also staging numbers for a set of 10 girls for Stanley Carroll's nitery, Philadelphia. UNO.

PHILADELPHIA:

EDDIE INNIS, comic at Carroll's, left for Massillon, O., after a message of sickness in his family. . . . MAX FURMAN-MURRAY BRISCOE unit, with Julie Bryan, skedded for an early week at the Troc. . . . IZZY HIRST has taken over the Somerset Hotel, Atlantic City. Future of summer burlesque at the resort, where Hirst has the Garden Pier Theater, will depend on whether there will be nightly blackouts as rumored. . . . NINA WAYNE and BOBBY BEBPE make their first appearance in this area at the Smart Spot, Haddonfield, N. J.

Hart Tops Corio Minn'p's Record; Anti-Burly Drive

MINNEAPOLIS, March 7.—While Margie Hart, in her first local appearance, was shattering all house records at the Alvin Theater, Harry Hirsch-Harry Katz burly house, with an excellent \$5,300 gross for week ended March 5, the Gayety, L. T. Lewis-Dave Gilman burly grind, was experiencing one of its worst weeks, barely hitting \$1,400. Dorine and Sherry Adair were Gayety headliners.

Miss Hart broke the mark set last year by Ann Corio when she opened the house for Hirsch-Katz with a tremendous \$5,100. She received plenty of publicity.

Current headliner at the Alvin is Jal Lefa, stripper. Gayety holds over Dorine and Adair and brings back Ginger Healey after a two-week lay-off.

Meanwhile a whispering campaign is under way to have local burly either cleaned up or removed from the city. Start of the campaign is said to be a local army chaplain. Both theaters claim the number of soldiers attending is very small, never more than 100 a week. On the other hand, navy officials here have been grateful for the burly houses' furnishing entertainment for their men stationed here.

Marlene, Dorine Okay

MINNEAPOLIS, March 7.—Burlesque returns looked up again last week following a drop-off the preceding week because of sub-zero weather. Harry Hirsch-Harry Katz Alvin, featuring Marlene, peeler, drew an estimated \$3,900.

The Gayety, operated by L. T. Lewis-Dave Gilman, jumped up to \$1,975, with Dorine, stripper, heading the bill.

Emcee Doubles in Factory

DETROIT, March 7.—Roy Tracy, emcee at the Club Royale, swank spot, is doubling on a defense job. After completing his nightly stint at the club at 2 a.m., he rushes home for four to five hours of sleep and then puts in an eight-hour day on a press in the Ford aircraft plant.

Carrusel Drops Talent

MIAMI BEACH, Fla., March 7.—The Carrusel Club here has discontinued talent. Last name act featured here was Faith Bacon. Previously Benny Fields and Al Bernie were featured.
 Club is under management of Ben Brooks, Lew Tendler and Bob Finstein.

Keeping Defense Stamps

SAN FRANCISCO, March 7.—Manager Eddie Skolok of the President Folies, downtown burlesque house, has announced that U. S. Defense Stamps will be accepted for admission.

As yet there have been no takers. Skolok is convinced that owners are collecting but not parting with Defense Stamps.

Burly Comic on Blue Network Try

NEW YORK, March 7.—As a result of the city's ban on burlesque shows here Red Buttons, comic, is the latest burlesque performer to seek employment in other fields.

Buttons is trying to break into radio dramatics and possibly movies. He will make his radio debut as a "heavy" in the form of a tryout, on the Famous Jury Trials program Tuesday (10) at 9 p.m. over WJZ-Blue network. Bill Rousseau is director of the series. Buttons will be cast as a "dese-dose-and-dem" killer.

Buttons had been skedded for a role in the ill-fated Broadway production The Admiral Had a Wife.

Ex-burly comics that have made good in the movies include Rags Ragland, Phil Silvers and George Shilling.

Hold Up Oriental Cashier

CHICAGO, March 7.—Two bandits held up Chester Amberg, assistant manager of the Oriental Theater here, Thursday (5), and escaped with \$3,000 in cash. Amberg was forced to open the box containing the money which he carried. The loss was covered by insurance.

McNALLY'S BULLETIN No. 21 PRICE ONE DOLLAR

For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Reviews, Radio and Dance Band, Entertainers. Contains:
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WM. McNALLY

81 East 125th Street, New York

Paramount, New York

(Reviewed Wednesday Evening, March 4)

A one-week film-vaude show that's okay.

Ina Ray Hutton band, Joan Edwards, Hal LeRoy and Jack Haley comprise the show, and *The Lady Has Plans* (Paulette Goddard) is on the screen. Business opening day was excellent, and show did five a day.

The Hutton band is a good musical combo (three trombones, three trumpets, four reeds, four rhythms), and has blond Ina in a snug-fit gold lame gown and displaying a fetching chassis while swaying to tempo. She introduces the numbers and the other acts, sings a chorus of *Blues in the Night* nicely, beats a conga drum during the *Dark Eyes* number, and dances a bit. The band produces good music, and its outstanding number is *Dark Eyes*, a colorful, modern arrangement featuring changing tempi, a vocal by baritone Stuart Foster, and the bandmen's small drums spelling out Miss Hutton's name in phosphorescent lighting. Other band numbers are the opening rhythm tune, *String of Pearls*, and the closer, *Bugle Blues*. The three strong vocals are provided by baritone Stuart Foster: *White Cliffs of Dover*, *Dear Ma and Dark Eyes*. The guitar and piano men were especially outstanding, and the band as a whole blended nicely and gave the music quite a bit of zing.

Hal LeRoy, lanky and nimble as ever, uncorked some remarkable rubberleg tap, soft shoe, eccentric dancing, including a session while sitting in a chair. Works variations in rhythms that are truly out of this world. If he could only project a brighter personality.

Jack Haley opened with stories and gags, mostly about the draft, and then went into a medley of songs he introduced in shows and films. Drew a few laughs, but seemed to lack energy to really sock his material across. Wasn't really clicking until he returned later to join Miss Edwards in a comedy duet and nonsensical clowning that was often very funny.

Miss Edwards, looking very attractive in a lovely beaded white chiffon gown, was in excellent voice singing *Elmer's Tune*, *I Don't Want To Walk Without You* and *Deep in the Heart of Texas*, and encores with *Rose O'Day*. Sticks mostly to swiny arrangements, delivering with energy and selling the lyrics smartly. At her best here. She handled the clowning bit with Haley well, too.

Next show, probably a three-weeker, will have *The Fleet's In* (Jimmy Dorsey band, Gil Lamb, Cass Daley, Lorraine and Rognan, Betty Hutton picture) and Les Brown band and Connie Boswell on stage. *Paul Denis.*

Oriental, Chicago

(Reviewed Saturday Afternoon, March 7)

While a couple of his old-timers are missing from the current roll call (particularly noticeable is the absence of Red Ingle), Ted Weems still dishes out a better-than-average stage band unit.

MARDONI

AND LOUISE

currently

ORIENTAL THEATER CHICAGO

with TED WEEMS ORCHESTRA

Weeks of March 13 and 20

JEFFERSON HOTEL ST. LOUIS

Hal HAVILAND

THE BILLBOARD 1564 Broadway, New York City

Vaudeville Reviews

His orchestra plays more swing now, making it that much more commercial for the morning-show youngsters. Weems makes a pleasant emcee, to the point on his introductions and on the job during band specialties.

Perry Como, the band's edition of Bing Crosby, impressed strongly with a set of pop tunes, most of them ballads, filling a couple of encores. Tho not strong on physical showmanship, his voice is smooth and listenable.

Elmo Tanner, whistler, works with ease and wins plaudits with his unusual work. Billy Blair, fat comic and new-comer on the bass, gets laughs with a couple of tongue-twisting ditties. Closes with a hot solo on the bass. Orm Downes, veteran Weems drummer, gets his inning in the finale, swinging out and measuring up to the best of them.

Three acts augment the show. Mardoni and Louise feature their magic in an early spot and hold attention thruout the act. Mardoni does all the work and it is to his credit that he can put across his turn without the aid of a mike. Works fast and cleverly.

Three Freshmen, comedy acrobats, are improving all the time. In several spots they look as good as the Nonchalants. The tricks are strong and well executed. The boys should now work on more funny talk to accompany their work.

Margery Daye, sweet and capable acrobat, features one number that is solid fare either in a theater or night club. It is well constructed and equally well executed.

On screen, *A Tragedy at Midnight* (Republic). Biz good end of first show. *Sam Honigberg.*

Earle, Washington

(Reviewed Friday Evening, March 6)

Earle stage, supporting *Louisiana Purchase* film, plays this and next week. Production revue, held together by *Tschaikowsky's Piano Concerto*, opens with Kim Loo Sisters, Chinese trio singing popular novelties. Girls do straight and satisfactory job.

Jean, Jack and Judy, boy-and-two-girl acrobatic turn, show some unusual balances. Their comedy is heavy-handed, but hard work and good timing won applause.

Headliners Marlo and Florla dispel any uncertainty about the new female partner. Team has expected grace and pleasing routines long associated with the act. Their waltz and tango and novelty turns earned calls for more.

The Willys, three men and three women, juggle clubs in various combinations, including one while on ladders. Nothing extraordinary but it rounds out bill well.

House ork, under Joe Lombardi, is on stage to supply music and background. For first time in more than two years, Earle Roxettes are getting four weeks' vacation, and their absence is felt. Opening-day business sparse. *Edgar M. Jones.*

State, New York

(Reviewed Thursday Evening, March 5)

Current bill is distinguished by the return of Cliff Nazarro, after a session in films which increased his b.-o. value. Nazarro did a job here which does him proud, his gags, double-talk and piano work hitting the mark. Highlight is his *I'll Remember*, with a very dramatic chorus that got howls. He did two encores, last of which was one in a straightforward manner which similarly got across.

Layout in its entirety plays smoothly, set-up calling for Dick Himber on stage, with support of Jane Pickens, and Olsen and Shirley.

Himber carries a 16-piece outfit including a five-piece string section and harp, aside from an orthodox layout of reeds, brass and rhythm sections. Combo shows good musicianship. Himber drew laughs with his repartee and magic attempt, along with the jitterbug style of conducting. Made a nice impression on the audience. Carried along with his band are Marjorie Lee, a sultry-voiced songstress, and Larry Storch, mimic. Miss Lee still has much to learn in stage presence, showing lack of polish during stage waits. Voice, however, is okay and got across with *Blues in the Night* and *White Cliffs of Dover*. Gown made her look sexless.

Storch is a promising youngster, having much on the ball with his impressions, including a masterful take-off on Cagney. His characters are easily identi-

fied, and are well done. He took several bows.

Olsen and Shirley, in acro and eccentric numbers, gave a good account of themselves, drawing a solid hand for a set of dances.

Jane Pickens made several trips back to do encores. Numbers were well selected and delivered with polish. Outstanding is her spiritual during which the ork, with the exception of drum and piano, did away with their instruments in favor of clapping hands rhythmically and giving her a vocal background. This number captured a revival meeting spirit.

Film, *The Remarkable Andrew*, is surprisingly good. *Joe Cohen.*

Tabor, Denver

(Reviewed Friday Afternoon, Feb. 27)

Continuing to offer periodic locally assembled units, which have proved profitable at the b. o., the Tabor offers *Steppin' Hi Frolics*. The usual four acts and a line, with nice pacing and variety.

Line opens with a tap routine with a Latin flavor. As is usual, variations are lacking, costuming is good, gals are youthful. De Vello and Wanda rumba, displaying smooth footwork and timing. Moreno Brothers, knockabout comedians, go well in their tipsy, strong-arm antics and general knockabout. Equally strong on laughs and applause. Line returns for a Hawaiian stint with a middle break to intro Rita Lorene. Gal does a fast parade, selling nicely both in step and sight. Tempo break from Hawaiian to faster stepping adds novel touch. Best line offering of the show.

Jean Norman, who emcees in a straight, personable manner, turns the usual magic stint into a nicely salable package. Starting out with a giveaway on an egg trick, lad works the usual in kerchiefs, etc., and hits high in his concealed girl in a house and dog on a table stunts, both good for strong sells. De Vello and Wanda return for an original to *Poor Butterfly*. Routines are characterized by strutting.

Norman offers an old fashioned and a modern girl disrobing bit, good in gestures and as a laugh getter. Tyler and St. Clair, billed as the originators of the Xylonettes, duo on *Wabash Blues* and *Aloha Oe*. Work as a pair of marionettes manipulating keys with fingers is capably handled and their chatter and songs are both novel and amusing. Work to nice hands.

Line returns for finale to *Anchors Aweigh*. All on for curtain. Unit moves right along, is well balanced.

Pix, *Bombay Clipper* and *Riders of the Purple Sage*. *Herb Trackman.*

Chicago, Chicago

(Reviewed Friday Afternoon, March 6)

Four acts and a line of girls comprise the current presentation unit, supporting the chief box-office attraction, Carole Lombard and Jack Benny in *To Be or Not To Be*. Layout is expected to remain two weeks.

While not a costly show, it has its good points. The three production numbers by the line, featuring some of the acts in fitting specialties, are well executed by the Dorothy Dorben Girls (16). The kids are not required to exhibit any unusual steps, but they work together nicely and make a colorful appearance. Numbers, in order, include an Irish Jig, mechanical doll fantasy and a Western rope-spinning finale to *Deep in the Heart of Texas*.

Phyllis Colt, small, attractive brunette, comes in on the opening with a set of songs, starting with *Rose O'Day* and *Blues in the Night*. Then she switches to novelties, masking her face with a hat and specs for *Tonight's My Night With Baby*, and returns in a potato sack and bare feet for *I Wanna Be a Hillbilly Bride*. Has a good voice for straight songs, but it doesn't fit in character work. For some reason or another (perhaps she has been in too many intimate night clubs of late) her personality does not project as sharply as it should. Back in the finale for the *Texas* vocal.

The Stadlers, standard novelty dance team, are young and clean workers. They open with a rumba in which they sandwich in a slow-motion adagio bit. Different but not suitable in this number. Follow with their sock *Trip Around the World*, which gets better with each additional viewing. To make sure they earn their salary, the team offers its fine doll specialty in the girl number.

Walter Nilsson and his unicycle contraptions haven't been around here for

some time (blame *Hellsapoppin'*) and the return is welcome. Novel and interesting entertainment.

The Three Wiles score with their fast novelty dancing. Conflict somewhat with the Stadlers, both doing mechanical toy work. Haven't changed their turn, still depending on their soft shoe with magic effects, Chaplin-Durante-Groucho Marx hilarity and the toy soldier closing to put them across.

Biz fair second show opening day. House opened with a five-a-day schedule. *Sam Honigberg.*

Orpheum, Los Angeles

(Reviewed Wednesday Evening, March 4)

Orpheum holds over the Helene Hughes Dancers for a fifth week and Lester Harding, vocalist, for a 23d week. Other acts are Dick Nelson, impersonator; the Watson Sisters and the Four Vagabonds.

Following the overture, *I've Been Working on the Railroad*, Al Lyons puts his Orpheum orchestra thru *Deep in the Heart of Texas*, with Lester Harding clicking solidly on the vocals. The curvaceous Hughes Dancers follow with some good precision work on a Tiller routine. Girls (10) work with enthusiasm.

Dick Nelson, mimic, does Wallace Beery, Hepburn, James Boyer, Frank Morgan and James Stewart. The last two mentioned are passable. Act lacks punch.

Harding's tunes this week included *Song of Songs* and a medley from *The Firefly*. Has rich baritone and knows how to sell.

Aided and abetted by Harding, the Hughes Dancers offer their second routine, *Impressions of Southern Melodies*. Harding wowed vocally on *Summertime*, *It's an Old Southern Custom* and, at the end of the turn, *Nothing Could Be Finer Than To Be in Carolina*. Girls work to *Old Folks at Home* and *Dixie*. Routine is nothing new, but the girls put it across in top style.

Fanny Watson is the fall guy of the Watson Sisters. She's hefty and quick on the comeback and puts the act across. Some of material is very old. Fanny jumps and jives until she's out of breath but gets a big hand followed by even a bigger ovation when the duo does *We're Glad That We're Living the American Plan*.

The Four Vagabonds, youthful musicians from San Francisco, went big with their clowning and musical offerings. Numbers included *Swing Low, Sweet Chariot*, with Pete Peterson slapping out a wicked piece of bass work. Dominick Germano, guitarist, handles solos well. Titro Rizzo's accordion is commendable, and Al Torrey, guitarist, gives swell support. *You Are My Sunshine* and *El Rancho Grande* in torrid tempos and their dead-pan clowning scored a show-stop.

The Hughes Dancers wound up the show appropriately with a Scotch step in which their rhythm tapping is exceptionally fine.

Pix, *The Wolf Man* and *The Mad Doctor of Market Street*. *Sam Abbott.*

Reorganization Of AGVA Pending; Griffin Okay Seen

NEW YORK, March 7.—Machinery to reorganize the American Guild of Variety Artists is being set into motion, with Jonas Silverstone's (national counsel) report of West Coast operations expected to contain some significant factors. Silverstone is to make his report at a board meeting of AGVA Monday (9). Associated Actors and Artistes of America, parent performer international, will then take over with some plans it has already set.

At the same meeting, the report of Henry Dunn, resigned treasurer and board member, concerning Gerald Griffin's alleged anti-Semitic utterances at Tommy Dorsey's office-warming party last September, will be presented. Understood that the Dunn committee (Joe Smith, Mrs. Florence Marston and Walter Greaza) stated in its report that they were unable to find any evidence that impressed them as proving the charges.

Reorganization will also take in the New York local.

Madison Club's 13th Year

MADISON, Wis., March 7.—March 1 ushered in the 13th year of uninterrupted operation for the Club Chanticleer here, under direction of Charles J. Schuetz. Spot offers Edgar Drake orchestra.

Reviews of Units

Duke Ellington

(Reviewed Monday Evening, February 9, at the Palace Theater, Canton, O.)

Duke Ellington, his nimble fingers and his well-balanced band and a half dozen turns compose this unit. The Duke's offerings are sure-fire to those who like this barbaric kind of playing, so typical of today's feverish pace. His four days here gave the house its best biz since stagshows were revived several weeks ago.

Ellington's mastery of hot music is unquestioned. He wrote practically all the music and his band really plays it. Most of the tunes were written for the musical comedy *Jump With Joy*. A few of the old favorites are used, mostly in medley form. Nearly all of his musicians get a chance to show their individual skill during the hour-long presentation. He announces the numbers modestly, being spotlighted only once, in the opening number.

Ivie Anderson's best stint is Duke's new Victor release, *I Got It Bad and That Ain't Good*. Herb Jeffries has a fine voice, and he uses it to good advantage. Marie Bryant, a loose and low-down dancer, wins heavy applause in her two appearances. Al Guster's *Stomp Caprice* is a rhythmic classic.

Comedy feature is trio, Pot, Pan and Skillet, in a tailor shop scene.

House nearly filled when caught. Screen fare, *Three Girls About Town* (Col.).

Rez McConnell.

"Youth and Beauty Revue"

(Reviewed at the National Theater, Richmond, Va., Saturday, February 7)

With fresh new costumes and well-executed routines, this Frank Taylor revue really has youth and beauty in its extremely well trained line of 10 girls. They open the show with a *Hi, Neighbor* number in which they come into the audience to welcome the patrons.

Jimmy Healy and Kathleen Mack mix a bar act with comedy. Sock bit was a chair-balancing turn on the bars.

Jean Andrews does an acro dance climaxed with a back bend while standing on two chairs as she picks up a cigarette with her mouth from an ash tray on the floor. Al Samuels works here in a military tap number, emsees and later returns to offer parodies on pop songs.

A comic rumba is offered by Retter and O'Day, whose real punch comes later in *Dezzo Retter's* one-man wrestling match. Jean Andrews returns to do the always-expected strip.

Prosper and Wolf have a comedy knockabout act in which their hand balancing is shown to advantage. While the act was well received here, it would not suffer if the team would eliminate the two or three minutes of opening silence. When caught these two boys were coldly accepted for their first few minutes.

The chorus appears in several production numbers, the finale being a beautifully executed conga.

Pic, Hayfoot. Ban Eddington.

"Chuckles of 1942"

(Reviewed Saturday, February 14, at the Broadway Theater, Charlotte, N. C.)

One of the better units to play Charlotte this season, altho it is a trifle long for this territory (70 minutes). Its well-trained and talented line is a standout.

June Carr and Rahn Ormand are on twice in comedy turns. First is a snappy medical skit, good for laughs, but their last hodgepodge stint is disjointed and too long, altho material is good. This includes songs, gags, a bull fight, a fan dance satire and knockabout comedy.

Joe May and Carol Whitney, vet comics, run into the same trouble as Carr and Ormand in letting their turn run too long. May, a veteran showman, handles material for maximum of laughs, while Miss Whitney does nice stooging in addition to sock selling of *There'll Be Some Changes Made*.

Carlyle is virile and impressive in his spectacular dance, *Satan and the Virgin*, in which he is assisted by Mamba, from the line. This is preceded by an elaborate line parade. Carlyle comes back to do some deft cape-waving in impersonation of a bullfighter in a Spanish line finale.

Barrie and Brenda, graceful muscle duo, draw plaudits with their smooth

performance. Standard balancing act. Charles and Vera Raymond also are pleasing in a standard tap turn. Johnny Dove cuts some neat flips and figures on skates in a short, speedy number backed by line.

Line, seven nice lookers, opens with a snappy sweater number, parades to provide atmosphere for *Satan* dance, and closes with Spanish number. Also they are featured in a nifty production in which the girls appear two or three at a time in quick change bits to wind up with a rousing military tap. Peter Howard, baritone, pipes *It Takes Beautiful Clothes To Make a Lady* and comes back later to sing *This Love of Mine*. Fair voice.

Band backs up show nicely from pit. Pic was *Right to the Heart* (20th). Sam Justice.

"Keep Smiling"

(Reviewed at the National Theater, Richmond, Va., Friday, February 13)

Ned Haverly heads this Harry Clark unit, a fast-moving affair. Haverly, always well received, socked from the beginning with a ditty, the words of which were the most original we've heard. His soft shoe shuffle in sand was a show-stopper. Patrons would easily have stood for many minutes more of Haverly.

Carl, Wallace and Carl were entertaining in a better-than-average teeterboard act climaxed by a leap from the board thru a somersault into a barrel.

The Gasca's, Mexican performers, do ingenious balancing stunts atop giant golden spheres. Elmer Cleve plays the accordion and carries on a running line of patter with his femme partner, Marilyn Keller, who "undresses without undressing."

Line of eight girls is particularly well presented, except during a parade number when the final girl appears walking on in the almost nude. This bit was removed after the second matinee and replaced with a posing number. The final curtain is brought down with a bang with a conga.

Pic, British-made *Sons of the Sea*. Ban Eddington.

Caceres Band Clicks

DETROIT, March 7.—House records are reported broken at the Club San Diego, pop-priced local spot, by Manager Gasper Malorana, with Emilio Caceres's orchestra. Band is now in its third week and has proved as much of a show-stopper as the show proper, with Caceres, hot violinist, taking several encores each show.

Lansing Club Adds Act

DETROIT, March 7.—Breakdown of a no-floorshow rule in some of Michigan's smaller cities is believed possible as the result of the first such booking in Lansing by the Gus Sun Office. Booking has been set for the Half Moon Cafe by Howard Winn. Opening acts are Tex Wesley, accordion and guitar, and Dottie Jean, vocalist.

De Barros to Atlantico

RIO DE JANEIRO, Feb. 21.—Luiz de Barros has been appointed general manager and artistic director of the Casino Atlantico grillroom, succeeding Batista Junior. Sr. Barros, at present designing and installing decorations in the Municipal Theater for Carnival season, returns to post he formerly held when Atlantico opened 10 years ago.

Bridgeport Club Reopens

BRIDGEPORT, Conn., March 7.—Fairway Restaurant here, destroyed several months ago by fire, has been rebuilt and reopened last week under ownership and management of Mrs. May Oburchay.

Opening floorshow includes Bea Doncourt, Bobby Kirk, Al Snow, Virginia Muri, Jimmie Barton's orchestra.

Frolics, Miami, Shut

MIAMI, March 7.—The Frolics Club closed after Monday night's last show, with announcement that it might reopen later this season. Taking over where the ill-fated Maxie Rosenbloom club left off last season, the club opened early in December, and since has presented several name acts.

New Faces

CHICAGO, March 7.—Marty Bloom, agent and act buyer for the Sherman Hotel's Panther Room, has made it his job to look far and wide for new talent.

His current show has the Callahan Sisters and Frank Payne. Both started at the Sherman Hotel.

Ross Resigns as Seattle AGVA Head; Clubs Still Fight

SEATTLE, Wash., March 7.—Jerry Ross announced his resignation this week as president of the new American Guild of Variety Artists' local here. Ross, manager and emcee of the Palomar, stated he did not have time to devote to the guild that he thought the position deserved.

AGVA is still fighting local club owners who will not sign for the increase in pay demanded. Owners feel business is so good that they do not have to resume floorshows, and thus are using only orchestras and vocalists.

The Show Box, closed since late December, may soon open with a name. The Bert Levy office, under the management of Len Mantell, will book the Box when it opens. Joe Daniels was booking when the place closed.

N. Y. Burly Ops Get Strong Support

NEW YORK, March 7.—Local burlesque house operators this week continued to get wide support in their battle to reopen the theaters. The Women's City Club and Motion Picture Producers of America passed resolutions condemning Mayor La Guardia's and License Commissioner Moss's action in refusing to renew licenses for the Gaiety, Eltinge and Republic here.

In the meantime, City Hall was picketed by usherettes, and burly people are collecting signatures for presentation to the mayor.

Morris L. Ernst, of the American Civil Liberties Union, is counsel for the operators. Ernst will seek a writ of mandamus.

Telegrams were also received from former burly people, including Fanny Brice, Jack Pearl, Bobby Clark, Red Marshall and Gus Shilling decrying the mayor's action.

Minn. Clubs Add Shows

MINNEAPOLIS, March 7.—Art Murray's Red Feather Cafe and Norm Garvey's Turf Club have installed twice-nightly six-days-a-week floorshows.

Red Feather carries a stock emcee and girl singer, plus two or three other acts added weekly.

The Turf has a six-piece band and five acts.

Gordon's Rydeen's National Talent Enterprises books both.

Stamp Wins Court Stay

PHILADELPHIA, March 7.—Appealing to the local courts, Jack Stamp, operator of Stamp's Cafe, was able to keep his cafe open when the State Liquor Control Board revoked his license. Order followed a hearing last November on charges against Stamp's Cafe for Sunday liquor sales, entertainment and dancing after closing hours, and "lewd, immoral and improper entertainment."

Jack Dacy Booking

PITTSBURGH, March 7.—Jack Dacy, veteran Keith Circuit comedian for 17 years and in recent years representative of a theater ticket manufacturer and operator of the Arrow Recording Company here, has opened a booking office, the Arrow Recording & Booking Service. Francis L. (Mannie) Horrs is associated with him as band booker.

AGVA, Buffalo Club Owners in Wage Scale Tiff

BUFFALO, March 7.—Controversies over wage scales continue between AGVA and the local night club owners' association. The association has not accepted union representative Professor Maji's contract for minimum wages and conditions for Class C clubs. Ben Franklin, secretary and legal counselor of association, says some clubs are paying some acts above the AGVA minimum because the acts are worth it. Where mediocre local talent is involved owners are not paying the AGVA minimum.

Maji says he will picket Merry-Land unless owner A. L. Willner agrees to terms of the minimum wage contract. He says AFL is behind him 100 per cent. Maji alleges to have pulled an AGVA act out of Kaufman's nitery because it tract. Maji claims he forced Gluck out licensed AGVA booker, and then booked act back into the club on an AGVA contract. Maji claims he forced Gluck out of Kaufman's, which he has booked for several years, with Charles Kramer, franchised Rochester agent, now handling the spot. Gluck couldn't be reached for a statement.

A. L. Willner, owner of Club Merry-Land, says he isn't worried over a picket line and that his acts are all willing to stick with him. Willner feels a settlement between club owners and AGVA could be made thru Franklin and Maji.

Franklin says his organization is planning to sue AGVA and Professor Maji for "wrongful and malicious inducement to breach of contract," if further violation of existing contracts is urged by the AGVA here at Club Merry-Land. Two girls walked out, according to Franklin, due to influence of Maji.

The owners' association has had contract forms printed which can be used by association members.

Stage Door Canteen Packs 'Em In

NEW YORK, March 7.—Stage Door Canteen, now being tabbed the Soldiers' Stork Club, passed thru its first five days of existence entertaining 6,882 members of the armed forces on the cuff.

Canteen, the old Little Club, opened Monday (2), with a WOR special events broadcast and 1,250 soldiers, sailors and marines cavorting with top names and young dolls of the Broadway theater field.

Spot was originally geared to handle about 500 soldiers a night at the 150 tables from 5 o'clock to midnight. Since opening, however, there have been no less than 1,200 people streaming in a night. Only uniformed servicemen are admitted, in addition to the volunteers who dance with and entertain the boys.

Keller Into Hotel Edison

NEW YORK, March 7.—Leonard Keller ork has been set to play Green Room of Hotel Edison here March 12 thru 19. Booking is an eleventh-hour affair, enabling Blue Barron to take theater bookings in Akron and Youngstown, O. Shep Fields comes into the Edison March 19.

Keller, a Chicago maestro on his first Eastern swing, has been playing at Pelham Heath Inn, Bronx, N. Y.

Barnet Ups Last Ritz Gate

BRIDGEPORT, Conn., March 7.—Charlie Barnet, in his second appearance of the season at Ritz Ballroom here, Sunday (1), beat his first date by 70 persons, drawing 1,504 at 99 cents each. Gross was \$1,488.96.

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Fine 21G for Weems In Chi; Vaude Unit And Benny Pic 40G

CHICAGO.—Biz continues good, but Lent is holding down the sock grosses the current attractions are capable of producing. No complaints, however, from the combo policy houses.

Chicago (4,000 seats; \$32,000 house average) is depending upon the widely heralded Carole Lombard-Jack Benny pic, *To Be or Not To Be*, to keep up the profitable record chalked up by the preceding bill. Opened to okay biz Friday (6) and is scheduled to remain two weeks. Good \$40,000 gross in view for first session. Accompanying presentation show has the Stadlers, the Three Wiles, Walter Nilsson, Phyllis Colt and the Dorothy Hill Ballet. Week of February 27 the holdover of the Andrews Sisters, plus Lou Breese and band, with Humphrey Bogart on screen in *All Thru the Night*, gave the house a fine \$40,500. Gross for the two Andrews weeks totaled \$87,584.

Oriental (3,200 seats; \$16,000 house average) opened well, Friday (6) with Ted Weems and his orchestra, a favorite feature in the Loop for years. Screen's *A Tragedy at Midnight* has little value at the box office. So Weems rates the credit for the estimated gross of \$21,000. Week of February 27 Count Basie and an all-colored unit, with Lupe Velez in *Honolulu Lu* on screen, accounted for a good \$19,500. The colored trade pitched in big on this one.

Savitt, Clark Big Despite Competish

MINNEAPOLIS.—Despite strong competition from top films elsewhere in the loop, as well as the Shrine Circus at the Auditorium and the local debut of Margie Hart at the Alvin, the Orpheum Theater grossed a strong \$16,000 during the appearance here of Jan Savitt's orchestra and Buddy Clark, week ended March 5. Even the observance of Lent did not hurt the box office despite the film, *Bahama Passage*, being the worst pic of the year here.

Week-end business on Savitt was exceptionally strong, with patrons turned away opening night. Usual promotions for the appearance were augmented by a stronger billboard campaign stretched over a two-week period instead of the usual one-week effort. A Wurlitzer phono, in the lobby thru courtesy of Mayflower Novelty Company, played Savitt disks all week.

Sammy Kaye and orchestra headline the current show at the Orpheum, to be followed week of March 13 by Bill Robinson's new unit.

Orph, L. A., \$10,300

LOS ANGELES.—Orpheum vaude, headlined by the Helen Hughes Dancers, in their fourth week, and Lester Harding, in his 21st week, hit a strong \$10,300 last week. On the screen were *A Tragedy at Midnight* and *Never Give a Sucker an Even Break*. Other acts in the stageshow included Schlepperman, Stearnes and Anavan, and Pvt. Frank Cook. House seats 2,200 and charges 30, 44 and 55 cents. House average, \$7,500.

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Vaudefilm Grosses

Broadway Grosses Still Heavy; Para Fine, But Strand Is Tapering Off

NEW YORK.—Altho holdovers dominate, the box-office situation on Broadway remains good. Paramount and State are the only houses with new layouts.

The Paramount (3,664 seats; \$41,981 house average) opened Wednesday with Ina Ray Hutton, Jack Haley, Joan Edwards and Hal LeRoy, and film *The Lady Has Plans*. Got off to an okay start and is expected to hit a fine \$50,000. Last week, the second of Alvin Roy, King Sisters and Gil Lamb, along with *Bahama Passage*, bowed out to \$41,000. First week of this bill did \$50,000.

The Strand (2,758 seats; \$30,913 house average) is showing signs of tapering with bill consisting of Blue Barron's ork, Wesson Brothers, Carol and Sherod and *Captain of the Clouds*. Expectations for the fourth week run to \$25,000. Third week pulled \$30,000, with previous weeks getting \$40,000 and \$50,000.

The Roxy (5,835 seats; \$38,789 house average), now in the third week of *Roxie Hart* and stageshow with Bob Hannon and Johnny Burke, is moving at an even keel. Anticipating around \$35,000. Last week got \$41,500, while opener snagged \$68,000.

The Music Hall (6,200 seats; \$84,000

Local Unit Fine; Lewis Nice 10G

DENVER.—*Steppin' Hi Frolic* drew \$4,800 at the Tabor Theater February 24-March 2. Figure is about par for locally assembled units which this house is using regularly. Produced by the Bert Pittman Theatrical Agency, same house will use a unit of this office week starting March 24. Pix, *Bombay Clipper* and *Elders of the Purple Sage*.

Ted Lewis and his *Rhythm Rhapsody Revue* hit a nice \$10,500 at the Denham Theater February 20-26. House, which offers names and revues periodically, has next tentative date set for the latter part of April, probably A. B. Marcus show.

Pic, *No Hands on the Clock*.

Calloway Upsets Detroit Biz Trend

DETROIT.—Slump that has affected local theaters recently continued this past week, but was soundly reversed at the Paradise (2,200 seats; house average, \$8,000), which did the best business since it opened under an all-colored show policy in December. Strong attraction of Cab Calloway and his band grossed in excess of \$16,000, some \$2,000 over the previous house record set by the joint booking of Bill Robinson and Jimmie Lunceford's band.

At the Colonial (1,500 seats; house average, \$6,000), which has been unable to book in name shows for several weeks and has continued with straight vaude attractions, business slipped to around \$4,700, more characteristic of general show-business trends here.

Providence Feels Effects of Lent

PROVIDENCE.—Vaude grosses have slumped slightly here since start of Lent. Metropolitan, with Martha Raye, Chico Marx and orchestra, Gil Lamb, Sue Perkins and Ziggy Lane, got \$8,500 in three days February 13-15, while following week-end Mischa Auer, Maxie Rosenbloom and Clyde Lucas orchestra only matched this figure in four days, February 20-23.

Fay's, for same week, with Georgia Mae, Felipe de Flores, Mary Marlow, the Leslies, Dan Barry, Goodrich and Nelson, and Hector and His Pals, did \$6,000, dropping \$1,200 from previous week's gross.

Met's take, with Frankie Masters' orchestra, Dave Apollon, Beatrice Kay, playing return date, and Smith, Rogers and Eddy, down to \$7,250 for February 27-March 1.

house average) is still in the money with the fifth week of *Woman of the Year* and stageshow with Berry Brothers and Wynn Murray. Still drawing holdover money, altho previous commitments will force the management to yank the film. Anticipations are \$80,000 for the fifth week. Last week did \$86,000, while previous sessions took sensational \$101,000, \$100,000 and \$101,000.

Loew's State (3,327 seats; \$20,500 house average) opened Thursday with Cliff Nazarro, Dick Himber's band, Jane Pickens and a surprisingly good first run, *The Remarkable Andrew*. Expected to draw around \$28,000. Last week, with Mischa Auer, Golden Gate Quartet and *Design for Scandal*, pulled \$22,000.

Raye, Lucas Neat 19G at Phil Earle; Fay's Fair \$6,900

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000), for week ended Thursday (5) enjoyed a neat \$19,000 at the gate, with Martha Raye, assisted by Mickey Freeman at the piano, the major draw. Clyde Lucas made for the band feature, Lyn Lucas, Teddy Martin, Eve Knight and Al Deerescent supporting. Hollywood Co-Eds made for the added act. *Dr. Kildare's Victory*, on the screen, helped. New bill opened Friday (6), depending entirely on Chico Marx in his new role as band maestro, got off to a nice start and figures on bringing a light \$19,000. Allan Carney, the Four Franks and, from the band, Ginny Perkins and Ziggy Lane, round out the bill. *Ladies for a Night* on screen.

Fay's Theater (seating capacity, 2,300; house average, \$6,900), for week ended Wednesday (4) grossed a fair \$6,300, with Andree Andrea the burly flash. Vaude contingent brought up Billy Wells and the Four Fays, Jack Leonard, Dian Davis, Ted Waldron and Susie, Gay Foster's Roxettes and Billy Klais's band. *Treat 'Em Rough* on screen. New Miller the sexy siren, figures on drawing a light \$6,300. Lew Parker, Elaine Arder, Carroll and Dietrich, and Ann Pritchard and Jack Lord round out the bill, with *Sealed Lips* on screen. Bill opened Thursday (5), with Marion

Silk Orders Ban On S. F. Petitions

SAN FRANCISCO, March 7.—Vince Silk, secretary of the AGVA local here, has issued a notice to local AGVA-licensed agents and to AGVA members prohibiting them to sign or induce others to sign any petition "relating to the association, its affairs, any engagement or any theatrical employment without" the petition first being approved by AGVA.

The local Actors' Betterment Committee claims this order seeks to stop petitions which urge AGVA national to fire Silk.

Theodore Hale, administrative chairman of the local here, approved the Silk order.

Monte Carlo Folds; Reopening April 1

NEW YORK, March 7.—After another court hearing on bankruptcy of Fefe's Monte Carlo yesterday, Felix Ferry has decided to close his swank spot after tonight for at least three weeks to arrange for "reorganization and to prepare for a new show."

Sonny Kendis band was slated to succeed Ted Straeter's band next Wednesday at the Monte Carlo.

Ferry is trying to dope out a novel show and has been planning to have Margie Hart head a book show. However, the ban on local burly may scare him off this idea.

Buffalo Continues In Groove Despite Strong Competish

BUFFALO.—Vaudefilmers continued in the groove the past week, with strong attractions and swellish h.-o. takes, despite a severe snowstorm which tied up traffic for two days. Competish for the flesh-plus-filmers also included *Ice Follies* at the Auditorium and *Macbeth*, with Maurice Evans, at the Erlanger.

The 20th Century (seating capacity, 3,000; house average, \$7,500 for straight picture bookings), for current week, opened March 5, looks neat, with A. B. Marcus's 1942 *Revue* on stage and film *Lady for a Night* on screen. Heavy competish, however, may hold the take to \$15,500. Opening day garnered \$2,400. Starred with the glib revue are Starky Kaye, Leon Miller, Ha Cha San, Harold Boyd and His Jig Saws, Bob White and a chorus of 30. For six-day week ended March 4 the gross hit \$18,000. Eddy Duchin and his band, featuring Lew Sherwood and June Robbins, were responsible for much of the biz, but strong acts helped. They were Bob Neller, Tommy and Betty Wonder, Tony Leonard; Jean, Jack and Judy. Film, *Unexpected Uncle*.

The Buffalo (seating capacity, 3,500; house average for films only, \$11,800) opened strong for week of March 3, with Johnny Long's orchestra and Andrews Sisters. Added acts are Southern Sisters and Fred Sanborn. Pic, *Confirm or Deny*. For week ended March 5 Buffalo did so-so with holdover of strong film, *Woman of the Year*, which got \$10,800. Second film was *Young America*. First week the layout got \$17,500.

Palomar Up

SEATTLE, Wash.—With heavy week-end business and a Gene Autry film, the Palomar (1,450 seats) grossed \$7,400 last week to go well over the \$6,000 average. On stage were Brookins and Van, Franky Evers and Dolores, Lolito and Ardo, Miller Adams, and Lee Donn, who was hold over.

Theater business and vaude, in particular, are doing great here, as is shown by the Palomar weekly average rising from \$4,700 to \$6,000 the past year.

On screen were *Cowboy Serenade* and *Man at Large*.

Dayton Weak 75C

DAYTON, O.—Week ended March 6 at the Colonial, unit production, *On Dress Parade*, headed by Nan Rae and Mrs. Waterfall, did not appeal to the customers, with the result that the box office fell to \$7,500, lowest in several weeks.

'Ice Follies' Does Fair Biz in Buffalo Despite Bad Weather

BUFFALO, March 7.—*Ice Follies* is back in town for second annual appearance under sponsorship of Buffalo Hockey Club, Inc. Advance sale, with prices topped at \$2.75, looks as tho the stand will be as successful as last season, despite a slow start due to bad weather. A six-day stand, March 3-8, at Memorial Auditorium points to a total attendance of 50,000. First day, Tuesday, attracted 6,000 persons, despite snowstorm which tied up all traffic. Second day was still affected, drawing 8,500. Third day looked like another 8,500, according to Walter Hadlich, publicity man for *Ice Follies*.

Show came here from Providence, where it had played to 50,000 persons in seven days at the Rhode Island Auditorium. Stand was considered good, but didn't compare with the recent record-breaker in Boston. After run here show will head for Minneapolis, home town of many of the cast, where *Ice Follies* will do a 15-day run before taking time out for a five-week annual vacation.

Philly's First Shelter Club

PHILADELPHIA, March 7.—First underground nitery, serving also as an air-raid shelter and guaranteed to be bombproof, is being constructed just outside the city limits by E. M. Hansell. Expected to light up for the summer season. Concrete walls reinforce the underground play-spot.

LEADERS DIGGING THE TAX

WHN To Use Ork Shots; NBC Web Remotes Hot Now

NEW YORK, March 7.—Local band hunger for air time will be solved slightly by WHN, powerful indie station, which plans to begin airing orks within next couple of weeks. Current set-up calls only for bands in the New York vicinity to be picked up for etherizing, with no network spread. It is reported, tho, that an arrangement may be made whereby WHN will become a New York outlet for many orks picked up by Mutual but not aired by WOR, Mutual's local outlet.

Despite the statement last week by William B. Miller, Eastern program director of the National Broadcasting Company, that NBC was not contemplating a switch back to remotes, rumors persist that the web is planning such a move. Some people insist that the orks will be back on NBC's air by the end of next week.

When WHN begins using remotes, it will give local bands two indie outlets, the other being WNEW, which has been picking up bands from the Meadowbrook, Cedar Grove, N. J.; Top Hat, Union City, N. J., and Savoy Ballroom, Commodore Hotel and Jack Dempsey's here.

Nix Name Orks at U. of N. Carolina, Blaming It on War

CHAPEL HILL, N. C., March 7.—University of North Carolina students have voted to slash by 75 per cent their expenditures for dances during the war by eliminating high-priced name bands.

Measure was adopted by the student legislature as climax of an editorial campaign conducted by Orville Campbell, editor of *The Daily Tar Heel*, student newspaper.

Campbell said a telegraph poll conducted by *The Tar Heel* showed a majority of leading colleges in the South and East favoring the reduction of dance expenses by cutting out name bands. At N. C. State College, Raleigh, there is a move to eliminate this year's Officers' Ball, highlight of the spring social season. Tommy Dorsey played last year. Dean Hudson played for the recent mid-winter dances there.

Miller's 17G Take

NEW YORK, March 7.—Glenn Miller had a sensational week-end in Pennsylvania February 28, March 1 and 2, playing three one-nighters and emerging with a personal take of \$16,944.

At Sunnybrook Ballroom, Pottstown, Saturday, February 28, Miller broke the admissions record by more than 2,000, drawing 7,125 people at \$1.10. State troopers had to be called out to preserve order.

Sunday (1), Miller brought 4,700 into Masonic Temple, Scranton, at \$1.05 (advance) and \$1.35 (gate). Monday (2) the spot was George F. Pavilion, Johnson City, Pa., where 4,222 paid \$1 each.

Next Local 802 Elections

NEW YORK, March 7.—Election of officers of Local 802, musicians' union, was announced for December 17, 1942, by William Feinberg, executive secretary of the local.

Incumbent Blue Ticket administration will again run for office. Includes Jack Rosenberg, president; Richard McCann, vice-president; Feinberg, secretary, and Harry Suber, treasurer. Present officers have served for six years. Last election was held December, 1940.

Spivak in the Big Money

CHICAGO, March 7.—Two dates set by GAO for Charlie Spivak will bring the maestro a total of \$4,400. He plays Tulane University, New Orleans, March 21, for a fee of \$1,400, and has a contract for the Citadel, Charlestown, N. C., for March 24 and 25, calling for \$3,000.

... And It Won't Be A Percentage Date ...

NEW YORK, March 7.—Last fall Jim Marshall, dance promoter in Boulder, Colo., wrote Harold Oxley and advised him that he would be interested in playing Jimmie Lunceford on his next trip west.

Oxley, getting no reply to his six letters, wired Marshall and ended with, "Awaiting your reply."

Marshall wired his answer immediately. It read, "Awaiting reply of my draft board."

Dorseys' MGM Film Still Hangs; J. D.'s Price No Hitch, Tho

NEW YORK, March 7.—Bill Burton, personal manager for Jimmy Dorsey and Dick Stabile, claimed here this week that price had nothing to do with tying up Metro's plans to build a movie yarn around the lives of the brothers Jimmy and Tommy. Story got out on the Coast that Burton was asking too much coin for Jimmy and the studio decided to drop the idea because of it.

Burton says that Tommy called Jimmy and explained that Metro wanted them both in the film and was offering \$125,000 for both bands. Burton then stepped into the scene and explained to Metro's execs that, inasmuch as Jimmy had garnered \$50,000 for just himself, Helen O'Connell and Bob Eberly from Paramount for four weeks' work on *The Fleet's In* (studio paid extra for the ork and arrangements), he, Burton, could see no reason why Jimmy's entire band should work eight weeks for Metro at \$62,500 of half of the proffered \$125,000.

Counter deal offered by Burton was either \$75,000 for Jimmy and the two vocalists, with Metro paying extra for the band, or \$90,000 straight for the whole crew. Burton says that studio accepted the latter deal, but that Tommy said "it was not right." Metro intended paying the same amount for each band, so Burton's deal would have meant \$90,000 for Tommy too.

Burton cracked: "I wouldn't have charged Tommy any commission for getting him more coin, either. After all, I'm only representing Jimmy."

Wm. Morris and MCA Victims in Philly Booker's Dipsy-Doodle

PHILADELPHIA, March 7.—Charges of withholding deposits on bands contracted for have been directed against Carl Bubeck, head of the Orchestra and Entertainment Agency of Philadelphia, and heard before Anthony C. Sharkey, in charge of licensing booking agents for the Pennsylvania State Department of Labor and Industry. Complaints were aired at a preliminary hearing Wednesday (4), at which time Bubeck promised to make restitution, and final action against the band booker will stem from a final hearing to be held before Sharkey next Wednesday (11).

Failure to turn over band deposits to the New York agencies thru which the bands were bought resulted in the cadets at Pennsylvania Military College, Chester, Pa., being forced to buy another band at the last minute for their big dance February 28. PMC was among those preferring charges against Bubeck, claiming that they gave him \$175 on deposit for Duke Dalley. However, Harry Squires, of the William Morris Agency, booking the band, failed to get the \$175 and Dalley was canceled out of the PMC prom. College boys picked up a band at the last minute in Reading, Pa.

William Morris Agency was caught in the middle on the entire thing, since office signed contract with PMC committee to deliver the band. However, when Bubeck failed to transmit the \$175 deposit to New York, agency scrapped the contract. College boys, represented by attorney at the hearing, threatened to

Problems Arise When It Comes To Figuring Operating Costs; New Rate Forcing New Budgets

NEW YORK, March 7.—This year's income tax slices will take a heavy cash toll from a good portion of the band leader fraternity and several top side men. The raised rates are causing band men some sleepless nights trying to dope out ways and means of getting the scratch together for Uncle Sam. That many of them will be paying off on the quarterly system is a foregone conclusion.

Queer angles of the band biz itself leave most leaders without a nest egg to tap for such emergencies. Besides the regular costs of operating a band today, which are plenty, the musikers usually find themselves spending plenty of coin which is indirectly part of the biz but which would be tough to list as legitimate operating expense—and convince the government.

Figuring out some leaders' tax returns is tougher now than balancing the national budget, and some of the results would make a de Maupassant story read like a kid's yarn. For example, a maestro in the course of the year may have paid out as much as 5G for radio wires in one location, but when it comes time to knock this off as an expense on the

income tax blank, maestro first has to make sure that the operator of the spot is not listing the name 5G as his expense.

The American Federation of Musicians, it is understood, will watch its leader-members closer than ever the next few weeks to see that they don't mortgage their souls (and the band) to square themselves with the Collector of Internal Revenue. Federation probably figures that music pubs, band angels and some spot ops will find easy pickings among the maestri whose backs are against the tax wall.

A few of the top names have no worry along these lines other than those experienced during the past year trying to keep their earnings down to a point where they will not have to give up the major portion to taxes. But they're in the minority and have the coin to pay off. For the most part, leaders and side men are finding it tough to get the roll together at one time.

Archer Flirting With Anti-ASCAP Org

LINCOLN, Neb., March 7.—There is a possibility that the anti-ASCAP germ may spread to neighboring Iowa. That State's biggest ballroom op, Tom Archer, attended the most recent meeting in Omaha of the Nebraska Music Users' Association. He indicated that the Iowa ballroom org was interested and has been consulting lawyers on the advisability of pushing a law similar to the one here. He also became a member of NMUA.

This would indicate that if the Nebraska law is successfully defended in the suits which are sure to eventuate shortly and ASCAP's case blows up via its individual members, the slight zephyr started here in 1937 may grow into a national cyclone which should cause ASCAP plenty of unlooked-for grief.

Neb. Bookers Fight Plan To Class 'Em Employ Agents

LINCOLN, Neb., March 7.—Attempt by Nebraska Commissioner of Labor O. M. Olsen to put orchestra booking agencies in the same class as employment agencies, necessitating daily reports and a deluge of bookkeeping, was headed off this week by Attorney-General Walter Johnson.

Johnson said that if the agency operates solely for specified bands and orchestras and fee is procured from leaders, it constitutes the agent as an artists' representative, which is not covered in the Nebraska statute.

Three Omaha bookers were fighting Olsen's drive—Vic Schroeder, Searl Hutton and Howard White—and insisted on an opinion from the attorney-general's office before they would conform.

Olsen was prompted by reports of a fly-by-night office booking an all-fem band, the office taking a percentage of the wages of each girl in the unit.

Chi Edgewater Back To Names April 10

CHICAGO, March 7.—Edgewater Beach Hotel will return to name bands April 10, when Shep Fields comes in for a month, following Cecil Davidson, local maestro who opens a run Friday (13). Tony Pastor is set to follow Fields May 8 and will remain until the opening of the Beach Walk season June 5. This will be Pastor's first location job in town and the first location account for Consolidated Radio Artists in a year.

Edgewater management plans to use big names on the Beach Walk. Negotiations are under way for the services of Glenn Miller and Jimmy Dorsey.

Orchestra Notes

Of Maestri and Men

JOHNNY (SCAT) DAVIS heads east for a theater tour, one stop of which will be Loew's State, New York, week of March 26. . . . **JOE REICHMAN** into Hotel Roosevelt, New Orleans, for four weeks, opening April 12. . . . **WILL OSBORNE** follows **JOHN KIRBY** at Brunswick Hotel, Boston. . . . **ALVINO REY** plays Buffalo Theater week of April 10. . . . **TIM GALE**, of Gale, Inc., is due to go into the army shortly. . . . **SHEP FIELDS** set for Hotel Edison, opening March 19. . . . **GUY LOMBARDO** starts a theater tour early in April. . . . **MITCHELL AYRES** playing a few days at Hotel Roosevelt, Washington, before opening his stand at New Pelham Heath Inn, New York. . . . **JOHNNY MESSNER** has lost **PROFESSOR COLESLOW** to the army. . . . **BARNEY RAPP** on a theater tour. . . . **JOE CAPPO** opens Knickerbocker Gardens, Flint, Mich., March 18. . . . **KORN KOBBLERS** renewed at Flagship, Union, N. J., until April 5. . . . **HENRY OKUN** has left publicity berth at Meadowbrook, Cedar Grove, N. J., to handle road managership of **STANLEY KENTON**. . . . **TOMMY DORSEY** opens at Hotel Astor, New York, May 19. . . . **SABBY LEWIS** renewed for six more weeks at Kelly's Stables, New York. . . . **DON MARIO** opens at Beachcomber, Providence, March 16. . . . **ART PAULSON** ork will play Sunday nights during **WOODY HERMAN'S** reign at Hotel New Yorker, New York. . . . **PETE KARA**, former maestro, now a private at Fort McLellan, Alabama. . . . **EMILIO CACERES** plans to add two men to his eight-piece outfit upon completion of his indef run at Club San Diego, Detroit. . . . **GLENN MILLER** now being aired by Chesterfield Tuesday, Wednesday and Thursday. Monday shot switched to Thursday. . . . **FREDERICK C. SCHOEMBS**, manager of Eric Press Club, Erie, Pa., writes in to rave about the **PAT JULIAN** trio, playing an indef at the club. . . . **LEO REISMAN** into Rainbow Room, New York, April 1 for seven weeks. . . . **LARRY BENNETT** replaces **BILL TURNER** at Hickory House, New York. . . . **FLETCHER HENDERSON-INTERNATIONAL SWEETHEARTS OF RHYTHM** "Swing Battle of the Sexes" tour gets under way April 5 in Harrisburg, Pa. . . . **BOBBY PARKS** now holding forth at Hotel Astor, New York. . . . **DON PABLO** now in his fifth year at Palm Beach Club, Detroit. . . . **BILL BARDO** plays Nu-Elm Ballroom, Youngstown, O., March 19 thru April 2. . . . **LOU BREESE** follows **FRANKIE MASTERS** at Central Theater, Passaic, N. J. . . . **ART MOONEY** in his fourth month at the Boulevard, Elmhurst, L. I.

Midwest Melange

MICHAEL LORING arrived in Chicago for his date at Rumba Casino just in time to receive his 1-A draft classification in the mail. . . . **TED WEEMS** follows **ORRIN TUCKER** into Blackhawk Cafe, Chicago, April 8 for three months. This will be Ted's first Chi location in three years. . . . **SONNY DUNHAM** has canceled several Midwest one-nighters to accept a three-week date at Palladium Ballroom, Los Angeles, opening April 7. . . . **CHARLIE SPIVAK** will be in the Chi area mid-April for 10 one-nighters. . . . **DICK ROGERS** follows **CAB CALLOWAY** at Valley Dale, Columbus, O., March 17. Calloway is pulling out a little ahead of schedule. . . . **PAUL PAGE** has given

up his ork and is now working as a vocalist at Helsing's Stagebar, Chicago. . . . **HAL BEHAN**, bass man and singer with **HAROLD STOKES**, has joined the marines. . . . **WILLARD ALEXANDER**, head of William Morris band department, expected in Chicago by middle of March to set up the jobbing department. . . . **CORRY LYNN** has a holdover ticket at Olson's, Chicago. . . . **GAY CLARIDGE** into Merry Garden Ballroom, Chi, in May. . . . **DEL COURTNEY** picked up **Mary Jane Dodd** in Chicago as permanent vocalist with his ork. . . . **LANG THOMPSON** left General Amusement Corporation after being with 'em only a few weeks. . . . **HAL MUNRO** opened a four-weeker at Battle House, Mobile, Ala., March 8. . . . **FREDDIE FISHER** back from the South, on location at Riviera Club, Columbus, O.

Coast Cacophony

AL DONAHUE has been held over at the Trianon until March 11, when Bob Crosby, who recently closed 16 weeks there, moves in for three more. Donahue will do a musical for Universal before starting a Coast tour of one-nighters and later opens at the Palace Hotel May 5. . . . **JOHN CLARK** has joined Don Reid ork over WOW, Omaha. Reid was formerly known over the Mutual net as Marvin Dale orchestra. . . . **HARRY JAMES** moves into the Hollywood Palladium April 28, following **SONNY DUNHAM**, who opens April 7 for three weeks at the close of the **CLAUDE THORNHILL** date. . . . **LOUMELL MORGAN TRIO** appeared at the Defense House to aid in the selling of Defense Stamps and Bonds. . . . **GUS ARNHEIM** on tour of the Northwest. . . . **HORACE HEIDT** goes into the Golden Gate, San Francisco, for week, then one-nights until he appears at the Los Angeles Orpheum for a week. . . . **JACK TEAGARDEN** moves from the Casa Manana to Pacific Square in San Diego for a week-end date. . . . **TOMMY DORSEY** is one-nighting along the West Coast. . . . **LEON MOJICA** is featured at Casino Gardens in Ocean Park, having followed **TINY HILL**. . . . **RUDOLPH FRIML JR.** played the Pasadena Civic Auditorium week-end community dances recently. . . . **STERLING YOUNG** is one-nighting, as is **PAUL PENDARVIS**. . . . **DAVID MARSHALL** opened at the Cosmopolitan Hotel in Denver recently under the MCA banner.

Atlantic Whisperings

BON BON, leaving the **JAN SAVITT** crew, doing a single at Lou's Moravian Inn, Philadelphia. . . . **BERT MILLHEIM** at the Circlon, Easton, Pa. . . . **VICTOR HUGO**, maestro at Kaliner's Little Rathskeller, readying to enlist as a bandmaster, thus following in the footsteps of his son, already banging his drums for Uncle Sam. . . . **SAMMY AL-**

He Ain't Kidding!

NEW YORK, March 7.—During the preparation which took place before the actual camouflaging of **Lucky Millinder's** celebrated invisible bus, a bit of a dispute arose over the precise method of concealing the vehicle from enemy attack. One bird suggested zig-zag stripes, another insisted that "taches" would make the thing indistinguishable from the road. At that point **Lucky** piped up, "Look, fellows, if you really want to make this bus look like the road—let's cover it with Burma Shave signs!"

TIP and His Barons at Christy's Tavern, Bethlehem, Pa. . . . **ARLYNE CHANDLER** joins **MARK WARNOW** as vocalist after her run at Philadelphia's Embassy Club. . . . **BOB ASTOR**, out of the Cleveland territory, making his Eastern bow at El Rancho Club, Chester, Pa., booked by MCA. . . . **WILLIAM MADDEN** unshutters the Submarine Grill of Hotel Traymore, Atlantic City. . . . **ERSKINE HAWKINS** in Philadelphia Wednesday (11) at Mercantile Hall for the Perry Lodge Charity Ball. . . . **GEORGE TAFT** at the New York Restaurant, Easton, Pa. . . . **ANITA THOMPSON** and her all-girl band at Minstrel Tavern, Philadelphia. . . . **JOHNNY MCGEE** making a bid for **BETTY LAWTON**, Philadelphia nitery singer, for band's canary chore. . . . **ERSKINE BUTTERFIELD** opens at Lou's Chancellor Inn, Philadelphia, using an all-sepia crew rather than his recording combo. . . . **CHURCH'S RHYTHMIERS** at Moonglow Hotel, Chester, Pa. . . . **EDDIE DELUCA** takes over at Jack Lynch's Walton Roof, Philadelphia. . . . **FRANK SHAW**, billed as protege of **TOMMY DORSEY SR.**, debuts at A. J. Perry's Empire Ballroom, Allentown, Pa., with **GLEN GREY** skedded for March 21. . . . **CHARLIE KNECHT** at the Waterfront, Belvedere, N. J. . . . **JIMMY WOODS** at Butler's Paradise Cafe, Philadelphia. . . . **JIMMY GRUBE** at Gaghan's Cafe, Phillipsburg, N. J. . . . **FLOYD PERSON** at American Legion Ballroom, Easton, Pa. . . . **WILMA DUNN** new canary for **JOEL CHARLES**, Philadelphia crew. . . . **SAM FATTI** set at the New Delhigh, Phillipsburg, N. J. . . . **JIMMY STEWARD** and His Rhythm Aces at Irene's Cafe, Philadelphia.

James Wins Coke Plaque and Also Gives Columbia a First

NEW YORK, March 7.—Columbia Records gets its first smell of Coca-Cola gravy tonight when **Harry James** wins the weekly plaque as a reward for waxing the best selling *I Don't Want To Walk Without You* disk. James's win is the first time in 18 weeks that Columbia has made the grade on the show, which has thrown all but one of its plaques to Victor. The Victor-Bluebird charm was broken for the first time two weeks ago when **Woody Herman** (Decca) got the nod. Last week, tho, **Bluebird** was back with **Alvino Rey**.

James in High; Meadowbrook And Hollywood Marks Topple

NEW YORK, March 7.—At the conclusion of the first week of a three-and-one half week stand at Frank Dalley's Meadowbrook, Cedar Grove, N. J., **Harry James** has smashed the spot's all-time record by several thousand dollars, and, at his present pace, will snow under all former marks. **Sammy Kaye** held the previous record for a single week, having nosed out a **Tommy Dorsey** mark last May. Tho he opened in a snowstorm Friday, February 27, James did what **Vince Dalley** characterizes as "terrific" biz. Next day the trumpet-playing maestro annihilated the Saturday record, and he then swamped the all-time Sunday high by more than \$1,000. Tuesday and Wednesday records were also broken by James, who, after five days, was only \$200 short of **Kaye's** record week. He passed **Kaye** on his sixth day, and from there on it was gravy.

By 6:30 Thursday (5) night, over 1,000 reservations for tonight had come into the place, and callers were informed that no tables will be held beyond 8:30 this evening.

James's capture of the record restores the honor to the ranks of so-called "swing" bands, after it rested with **Sammy Kaye's** sweet outfit for almost a

year. **Vince Dalley** points out, however, that James can hardly be called a swing maestro any more, in view of his fiddle section and the extremely sweet ballads which have been his recent stock in trade. Dalley says that his patrons still like the swing stuff, but are more concerned with versatility and refuse to go overboard any longer for a band which can do nothing but blast. The Meadowbrook used to harbor strict swing addicts.

James leaves the spot March 25 to go to Hollywood. He will be followed by the Casa Loma ork for three weeks, after which there is an open four weeks before **Vaughn Monroe**, **Alvino Rey**, **Stanley Kenton**, **Sammy Kaye** and **Jimmy Dorsey** come in, in approximately that order.

HOLLYWOOD, March 7.—Shooting on **Harry James's** as yet untitled Universal picture with the Andrews Sisters begins March 30, having been pushed up from April 3. After completing his work on the pic, James goes into the Palladium Ballroom here for five weeks and then breaks every Hollywood precedent by taking his band to RKO studios for another picture. This is believed to be the first time any name band has made two pictures for two studios within slightly more than a month.

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The Billboard

MUSIC POPULARITY CHART

WEEK ENDING
MARCH 6, 1942

SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Friday, March 6. Film tunes are designated by an (F); musical comedy tunes by an (M).

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

Position Last This Wk.	Title	Publisher	Plugs
1	HOW DO I KNOW IT'S REAL? ...	Chappel	38
3	DEEP IN THE HEART OF TEXAS ...	Melody Lane	32
13	MISS YOU ...	Santly-joy-Select	32
7	BLUES IN THE NIGHT (F) ...	Remick	30
4	WHEREVER YOU ARE ...	Miller	28
8	HOW ABOUT YOU? (F) ...	Feist	26
13	LAMP OF MEMORY ...	Marks	23
7	I'LL PRAY FOR YOU (F) ...	Harms	20
4	I DON'T WANT TO WALK WITHOUT YOU (F) ...	Paramount	20
1	SOMETIMES ...	Berlin	19
5	WHEN THE ROSES BLOOM AGAIN ...	Shapiro-Bernstein	18
12	A ZOOT SUIT ...	Green-Revel	14
12	HAPPY IN LOVE (M) ...	Feist	13
9	SOMEBODY ELSE IS TAKING MY PLACE ...	Shapiro-Bernstein	13
12	SOMEBODY NOBODY LOVES ...	Rebbins	13
11	WHITE CLIFFS OF DOVER ...	Shapiro-Bernstein	13
12	SING ME A SONG OF THE ISLANDS (F) ...	Bregman-Vocco-Corn	12
13	DAY DREAMING ...	T. B. Harms	11
10	EVERYTHING I LOVE (M) ...	Chappel	11
2	I THINK OF YOU ...	Embassy	11
14	JERSEY BOUNCE ...	Lewis	10
13	MANDY IS TWO ...	Bregman-Vocco-Corn	10
8	ROSE O'DAY ...	Tobias-Lewis	10
12	I'LL REMEMBER APRIL ...	Leeds	9
15	MARINES' HYMN ...	Marks	9
15	MOONLIGHT COCKTAIL ...	Jewel	9
12	YOU MADE ME LOVE YOU ...	Broadway	9
6	WE'RE THE COUPLE IN THE CASTLE (F) ...	Famous	9
16	ANNIVERSARY WALTZ ...	Mayfair	8
16	THERE, I'VE SAID IT AGAIN ...	Radiotunes	8

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Liberty Music Shop; Galey Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc. Bridgeport, Conn.: Howland Dry Goods Co.; Whiting Radio Service; Gilman Music Store. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Wanamaker's Department Store; Downtown Record Shop; Alex A. Gettlin. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City. San Francisco: Schwabacher-Frey. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Foltz & Sons; Monarch Sales Co.; Louis Plitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Music Co. Washington, D. C.: E. F. Droops & Sons Co.; George's Radio, Inc.; Hugo Worch, Louisville, Ky.: Stewart Dry Goods Co. Butte, Mont.: Dreibelbis Music Co. Richmond, Va.: Gary's Record Shop, Walter D. Moses & Co., Corley Record Co.

NATIONAL		EAST		SOUTH	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
1	1. MOONLIGHT COCKTAIL —GLENN MILLER Bluebird 11401	1	1. Moonlight Cocktail —Glenn Miller	1	1. A String of Pearls —Glenn Miller
8	2. I DON'T WANT TO WALK WITHOUT YOU —HARRY JAMES Columbia 36478	2	2. Deep in the Heart of Texas—Alvino Rey	2	2. Deep in the Heart of Texas—Alvino Rey
3	3. DEEP IN THE HEART OF TEXAS —BING CROSBY Decca 4162	4	3. I Don't Want To Walk Without You —Harry James	6	3. Blues in the Night —Dinah Shore
5	4. DEEP IN THE HEART OF TEXAS —ALVINO REY Bluebird 11391	7	4. Deep in the Heart of Texas—Bing Crosby	9	4. I Don't Want To Walk Without You —Harry James
2	5. A STRING OF PEARLS —GLENN MILLER Bluebird 11382	3	5. A String of Pearls —Glenn Miller	5	5. Blues in the Night —Cab Calloway
7	6. BLUES IN THE NIGHT —DINAH SHORE Bluebird 11436	6	6. Blues in the Night —Woody Herman	3	6. Deep in the Heart of Texas—Bing Crosby
4	7. I SAID NO —ALVINO REY Bluebird 11391	5	7. I Said No—Alvino Rey	2	7. Moonlight Cocktail —Glenn Miller
8	8. BLUES IN THE NIGHT —CAB CALLOWAY Okeh 6422	8	8. Remember Pearl Harbor —Sammy Kaye	8	8. Rose O'Day—Kate Smith
9	9. DEEP IN THE HEART OF TEXAS —HORACE HEIDT Columbia 36525	10	9. Rose O'Day —Kate Smith	10	9. Deep in the Heart of Texas—Horace Heidt
10	10. ROSE O'DAY —KATE SMITH Columbia 36448	10	10. Deep in the Heart of Texas—Horace Heidt	10	10. Remember Pearl Harbor —Sammy Kaye

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk.	Title	POSITION Last This Wk.	Title	POSITION Last This Wk.	Title
1	1. DEEP IN THE HEART OF TEXAS	2	1. Deep in the Heart of Texas	2	1. Deep in the Heart of Texas
3	2. BLUES IN THE NIGHT	1	2. Blues in the Night	1	2. White Cliffs of Dover
1	3. WHITE CLIFFS OF DOVER	6	3. I Don't Want To Walk Without You	3	3. Blues in the Night
5	4. I DON'T WANT TO WALK WITHOUT YOU	3	4. White Cliffs of Dover	6	4. I Don't Want To Walk Without You
4	5. ROSE O'DAY	5	5. Rose O'Day	4	5. Rose O'Day
7	6. MOONLIGHT COCKTAIL	4	6. Moonlight Cocktail	14	6. How About You?
14	7. HOW ABOUT YOU?	7	7. Shrine of St. Cecilia	5	7. Shrine of St. Cecilia
9	8. EVERYTHING I LOVE	10	8. Remember Pearl Harbor	9	8. Elmer's Tune
8	9. REMEMBER PEARL HARBOR	13	9. How About You?	7	9. Moonlight Cocktail
6	10. SHRINE OF ST. CECILIA	15	10. Somebody Else Is Taking My Place	10	10. Remember Pearl Harbor
11	MISS YOU	11	11. Everything I Love	11	11. Chattanooga Choo Choo
10	12. ELMER'S TUNE	8	12. Dear Mom	12	12. This Love of Mine
13	SOMEBODY ELSE IS TAKING MY PLACE	9	13. Miss You	13	13. Day Dreaming
13	14. CHATTANOOGA CHOO CHOO	14	14. We're the Couple in the Castle	14	14. We Did It Before
15	WE DID IT BEFORE	15	15. We Did It Before	15	15. A String of Pearls

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG	
THE WHITE CLIFFS OF DOVER (11th Week)	KAY KYSER Columbia 36445 SAMMY KAYE Victor 27704 KATE SMITH Columbia 36448 GLENN MILLER Bluebird 11397 TOMMY TUCKER Okeh 6487
ROSE O'DAY (7th Week)	FREDDY MARTIN Bluebird 11286 KATE SMITH Columbia 36448 KING SISTERS Bluebird 11349 MERRY MACS Decca 4023
BLUES IN THE NIGHT (5th Week)	WOODY HERMAN Decca 4030 DINAH SHORE Bluebird 11436 JIMMIE LUNCEFORD Decca 4125 CAB CALLOWAY Okeh 6422
REMEMBER PEARL HARBOR (5th Week)	SAMMY KAYE Victor 27738
DEEP IN THE HEART OF TEXAS (2d Week)	ALVINO REY Bluebird 11391 BING CROSBY Decca 4162 HORACE HEIDT Columbia 36525
I DON'T WANT TO WALK WITHOUT YOU (1st Week)	HARRY JAMES Columbia 36478 DINAH SHORE Bluebird 11423 CUY LOMBARDO Decca 4104
COMING UP	
A STRING OF PEARLS	GLENN MILLER Bluebird 11382
I SAID NO!	ALVINO REY Bluebird 11391 JIMMY DORSEY Decca 4102
MOONLIGHT COCKTAIL	GLENN MILLER Bluebird 11401 TOMMY TUCKER Okeh 6526
EVERYTHING I LOVE	GLENN MILLER Bluebird 11365
A ZOOT SUIT	KAY KYSER Columbia 36517 BOB CROSBY Decca 4169
SOMEBODY ELSE IS TAKING MY PLACE	RUSS MORGAN Decca 4098 BENNY GOODMAN Okeh 6497

Music Items

Publishers and People

JACK RICHMOND is now professional manager with Tobias & Lewis, job being to boost sheet sales of *Rose O' Day* up around 250,000.

E. B. Marks has returned from Florida, where he vacationed for six weeks.

Joe Sudlik, of Sudlik & Siegel, is going into the army. **Irving Siegel** will take over as general manager. **Johnny Bell** has been added as Texas rep. **Frank Siwek Jr.** has also been taken from the firm by the army.

Sammy Taylor, Mayfair music plugger, caught in the draft.

Jack Lee, former manager of Lionel Hampton, now plugging for Mills Music. **Robert (Red) Mills** also added to the professional staff.

Buddy Mack, singer and society ork leader, has written a couple of tunes called *Shoulder Arms, America* and *Jump'n' Trouble*.

Vic Schoen has returned to New York from California.

Bobby Worth, who wrote *Do I Worry?* and *'Til Reveille*, has placed *Dear Home in Holland* with Southern Music.

John Redmond, **Nat Simon** and **James Cavanaugh**, writers of *You're a Sap, Mr. Jap*, have done something called *There'll Always Be a Beach at Waikiki*. Mills Music will publish.

Charles R. Fuller, Houston, has placed his *There's a Place in My Heart for You* with Mion Publishing Company of that city.

Colonial Music celebrates its first anniversary this month. During its first year it published songs like "Misirlou," "Tommy's" Mustache," "Pound Your Table Polka" and "Lo-Lo-Lita."

Songs and Such

NIGHTTIME, by Gene Hall, Dick Emmett and Joe Fox, published by Apex Music, has been introduced over the

Career of an All-Reed Band IS IT A TREND?

By Shep Fields

Screwball Angles on Band-Leading

THE MARXIAN APPROACH TO BAND-LEADING

By Chico Marx

BOTH SPECIAL ARTICLES IN OUR SPRING SPECIAL ISSUE

(Dated March 28)

Could It Be Corn Stalks?

NEW YORK, March 7.—Latest press agent concoction is a brand of music known as "Cotton Stalk Rhythm," allegedly born on the campus of the University of Mississippi, where "it grew to be the South's newest musical craze." This craze is now being heard, says the flack, at the Hotel Forrest in New York, and it is the Forrest's good fortune to be the first hostelry in town to harbor exponents of the stuff. **Sally** and **Annette**, who play in the spot's Venetian Lounge, are the perpetrators.

Mutual network by Al Kavelin.

The Nadocky, Buddy Green's polka, is getting a lot of attention as a dance. **Arthur Murray** has sent instructions on how to do the thing to all his instructors. Song published by Green Bros. & Knight.

Sweetheart Serenade, by Paul Denniker, writer of *S'posin*, will be introduced by **Jimmy Dorsey**. **Joe Davis** published.

I Got Sugar, Plenty Sugar, by **Andy Razaf**, **J. C. Johnson** and **Willie (the Lion) Smith**, has been published by Broadway Music.

I'm an American, Too, by **Vincent Shannon**, will be issued by **Owens & Wright**, **Tiffin, O.**

Clancy's Gone and Joined the Army, by **Wayne Cody** and **Bill Richter**, is set for recording by **Frankie Masters**. **Whitney Blake Music** publishing.

Jump a Jalopy to Jerktown, by **Dell Sharbutt** and **Frank Stanton**, writers of *Nickel Serenade* and *Romantic Guy, I*, is being published by **Nationwide Songs**.

Alan Courtney, **Sonny Burke** and **Julian Kay** have collaborated on a ballad, *The Paper Says Rain*, which will be published by **Courtney Music**.

The flood of "Remember Pearl Harbors" has been snowed under by the deluge of **MacArthur** songs. There are five on this desk at present. Titles include "Remember MacArthur," "Hats Off to MacArthur," "Fighting Doug MacArthur" and a few called merely "Doug MacArthur."

Philly Pick-Ups

JOHNNY FORTIS, Meyer Davis's arranger, putting the finishing touches on his latest, *New Heart on the Horizon*. **Judy Fellman** trying to interest **Eddie Cantor** in her *Stammering, Stuttering Fool*.

Maestro **Eddy Sheppard** and songwriter **Frank Capano** collaborating to produce *Just Like Your Dad, Sonny Boy*.

Maestro **Joe Frassetto**, program chief **Murray Arnold** and arranger **Finley Shugard**, all of **WIP**, are a new song-writing team, coming up with *The Torch I Carry for You* and, adapted from the *Orpheus in the Underworld* overture, *You'd Be the One I Love*.

Gwen Schock gives a new twist to patriotic ditties in her *Blackout Blues*, while **Harry Filler** boasts a **Blue Network** preem for his *Buy a Bomber*.

Lenore Bushman, nitery press agent, and **Jimmie Littlefield**, ex-maestro, colab on *Won't You Have a Heart?*, **Filler-Delphia Music Company** here publishing.

Ork SS Headache May End in Sup. Ct.

CHICAGO, March 7.—Next phase of the **Griff Williams Social Security** fust may take place in the **United States Supreme Court** if current efforts by **Williams's attorney, Charles A. Rundall**, are successful.

Last week **U. S. Circuit Court of Appeals** put **Williams** in the soup again by reversing the **May, 1941**, decision of the lower **District Court**, which had ruled that the establishment housing the band is the employer of the musikers. **Circuit Court**, in reversing the previous decision, interpreted band leader's position as that of an independent contractor, responsible to sidemen for their salaries as well as the tax.

Whole thing started when **Williams** tried to get a refund of \$536.04, plus interest, paid in 1938 under the **Federal Social Security Act**.

Rundall is now trying to get **Supreme Court** to review the case. He is being helped by **General Samuel T. Ansell**, attorney of the **American Federation of Musicians**.

Ronnie Kemper Signs With Wm. Morris; Tour Skedded

HOLLYWOOD, March 7.—**Ronnie Kemper**, former novelty vocalist with **Horace Heidt** and **Dick Jurgens**, has signed with **William Morris Agency** and is set to take his new band on tour thru **Middle West** and along **West Coast**.

Kemper has a 12-piece combo—four reed, four brass, four rhythm, plus an extra piano for the maestro. **Eli Fishman** and **Archie Loveland**, of **William Morris** here, set the **Kemper** contract.

Kemper has just completed a couple of **Soundies** and a transcription series.

New Delaware Band Stop

CHESTER, Pa., March 7.—New one-night stand for traveling colored names will be opened **Friday (13)** at **Deemer Beach Ballroom**, **New Castle, Del.** Will be promoted by **Farrell Enterprises**, headed by **Jack Farrell**, who also operates **Hotel Moonglow Cafe** here. **Erskine Hawkins** is the first band. When beach opens in **May** for the summer season, ballroom is expected to be a regular weekly stop for name bands. Until then several dance promotions will be sponsored as bands are available.

Berigan Top Pitt BR Draw

PITTSBURGH, March 7.—**Bunny Berigan** has been top grosser for traveling bands at **Aragon Ballroom** here so far this season, p. a. **Jimmy Rubbo** reports. **Rubbo** and general manager **Jack Stoll**, formerly promoters of one-night dances at various rooms here, converted the old **Moose Temple Auditorium** into the **Aragon Ballroom** last fall, and have been conducting three public dances weekly, renting room out other nights.

Coming bands are **McFarland Twins**, **Griff Williams**, a return of **Berigan**, **Alvino Rey**, **Russ Morgan** and others.

Bill Thomas and **Jack Wilson** are associated with **Stoll** and **Rubbo** in the operation.

Hot Stuff

BAYONNE, N. J., March 7.—**McFarland Twins** were skedded to play at **Opera House** here **February 27**. Upon arriving for the date they found the place in flames, surrounded by firemen. Glancing at the marquee they noticed that they were billed above the day's picture. Marquee read: *McFarland Twins. You're Out of Luck.*

Levant Leaves MCA; Joins WM Job Dept.

CHICAGO, March 7.—**Phil Levant** parted a 12-year association with **Music Corporation of America** this week and joined the local **William Morris Agency** as head of the jobbing department. He will keep his band together for local engagements and double as club-date booker.

Levant had a long-term booking agreement with **MCA** but the musicians' union here ruled it as not binding, having been made on an old **American Federation of Musicians'** form.

Sheboygan Getting Names

SHEBOYGAN, Wis., March 7.—**Warners** have lined up some name bands for their **Sheboygan Theater** here starting with **Griff Williams**, **March 3**, followed by **Del Courtney**, **March 21**; **Frankie Masters**, **March 28**; **Dick Jurgens**, **April 23**, and **Art Kassel**, **May 21**.



★
Arranger
★
Composer
★
Pianist

★
Paul
BARON
and his orchestra

Currently
PALACE HOTEL
San Francisco
Broadcasting—Blue Network

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William Morris Agency



Look Out—Brother!

The "Artistry in Rhythm" of

ON TOUR STAN KENTON and his ORCHESTRA

• Opening Soon •

Frank Dailey's VALLEYDALE and MEADOWBROOK

TO BE RELEASED SOON ON **DECCA RECORDS**

GAMBLER'S BLUES
REED RAPTURE

• EL CHOCLO •

LAMENTO GITANO
CONCERTO FOR DOGHOUSE

Personal Dir.: CARLOS GASTEL Booked by GENERAL AMUSEMENT CORP.

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

A

Alberta, Don (El Chico) NYC, nc.
Alexander, Will (Palmer House) Chi, h.
Alton, Vic (Lawrence) Erie, Pa., h.
Allan, Bob (Arcadia Grill) Canton, O., nc.
Allen, Bob (Blue Gardens) Armonk, N. Y., nc.
Allen, Red (Club 181) NYC, nc.
Alpert, Mickey (Cocoanut Grove) Boston, nc.
Armstrong, Louis (Casa Manana) Culver City, Calif., nc.
Arthur, Leonard (Roadside Rest) Oceanside, L. I., N. Y., nc.
Ayres, Mitchell (Pelham Health Inn) Bronx, N. Y., nc.

B

Bailey, Layton (Wardman Park) Washington, h.
Baker, Dave (Shimerville) Allentown, Pa., h.
Bari, Lou (Blue Ribbon Inn) Windsor, N. J., ro.
Barnett, Arnie (Harry's New Yorker) Chi, nc.
Barron, Blue (Edison) NYC, h.
Barron, Paul (Palace) San Francisco, h.
Bartal, Jeno (Lexington) NYC, h.
Basta, Count (Palace) Cleveland, t; (Paradise) Detroit 13-19, t.
Basile, Joe (Shrine Circus) Altoona, Pa.; (Shrine Circus) Rochester, N. Y., 16-21.
Baikim, Alex (Club Whisker) NYC, nc.
Baum, Charlie (Stork Club) NYC, nc.
Beck, Buddy (Indiana State) Terre Haute, Ind., h.
Beckner, Benny (Graystone) Detroit 17-22, b.
Benedict, Gardner (Washington) Indianapolis, h.
Bennett, Larry (Hickory House) NYC, nc.
Benson, Ray (Ambassador East) Chi, h.
Bergere, Maximilian (Versailles) NYC, nc.
Bishop, Billy (Southern Mansion) Kansas City, Mo., h.
Bizony, Bela (Pierre) NYC, h.
Bonshu, Nell (Blackstone) Chi, h.
Borr, Mischa (Waldorf-Astoria) NYC, h.
Bowman, Charles (Vivaldi) NYC, re.
Bradshaw, Tiny (Apollo) NYC 13-19, t.
Brandwynne, Nat. (CopaCabana) NYC, nc.
Brigode, Ace (Rooft) Indianapolis 6-14.
Burke, Joe (McGinnis's) Brooklyn, re.
Burns, Chiff (Marlborough Inn) Cincinnati.

C

Cabin Boys (Kid Kaplan's) Hartford, Conn., re.
Calloway, Cab (Valley-Dale) Columbus, O., nc.
Calvet, Oscar (Casa Marta) NYC, nc.
Camden, Eddie (Roosevelt) Jacksonville, Fla., h.
Cappa, Joe (Knickerbocker Gardens) Flint, Mich., nc.
Carlos, Don (Club Gaucho) NYC, nc.
Carlyle, Lyle (Frolic) Miami, Fla., nc.
Carr, Al (La Marquise) NYC, nc.
Carroll, Ivy (Dempsey's) NYC, re.
Carter, Benny (Famous Door) NYC, nc.
Castro, Del (Beachcomber) Miami, nc.
Catzoni, Billy (Gibson) Cincinnati, h.
Chappello, Joe (Jimmy Kelly's) NYC, nc.
Cavallaro, Carmen (Rainbow Room) NYC, nc.
Chester, Bob (Stanley) Pittsburgh 9-12, t; (Castel Farm) Cincinnati 14, nc.
Chiesta, Don (Ye Olde Cellar) Chi, c.
Chiquito (El Morocco) NYC, nc.
Christensen, Chris (Gibson) Cincinnati, h.
Clarke, Buddy (Park Central) NYC, h.
Clemente (Rainbow Room) NYC, nc.
Codelban, Cornelius (Russian Kretchma) NYC, nc.
Cole, Allan (Cafe Madison) NYC, c.
Coleman, Emil (Blackstone) Chi, h.
Collins, Bernie (Newman's Lake House) Saratoga, N. Y., nc.
Conde, Art (Homestead) NYC, h.
Conniff, Ray (Nick's) NYC, nc.
Cordeba, Lolita (Hurricane) NYC, nc.
Contreras, Manuel (President) Kansas City, Mo., h.
Courtney, Del (Capitol) Manitowoc, Wis., 11; (Venetian) Racine 12; (Capitol) Madison 13; (Stratford) Chi 14-15; (Bay) Green Bay, Wis., 17, t.
Craig, Carvel (Baker) Dallas, Tex., h.
Crosby, Bob (Tristan) South Gate, Calif., h.
Cugal, Xavier (Palmer House) Chi, h.
Curbello, Frank (Stork Club) NYC, nc.
Curbello, Herbert (La Martinique) NYC, nc.

D

D'Arcy, Phil (Monte Carlo Beach) NYC, nc.
Davis, Eddie (Larue's) NYC, re.
Davis, Johnny Seat (Blue Moon) Wichita, Kan., 6-11, nc.
Davidson, Cecil (Edgewater Beach) Chi, h.
Daw, Freddie (Merry Garden) Chi, b.
Delman, Cy (Richmond) Augusta, Ga., h.
Dengler, Carl (Seneca) Rochester, N. Y., h.
Dennis, Dave (Hurricane) NYC, nc.
Dimiri, Juan (Casa Marta) NYC, nc.
Domiguez, Juan (Rogers Corner) NYC, nc.
Dorsey, Jimmy (Pennsylvania) NYC, h.
Dunsmoor, Eddy (Eastman) Hot Springs, Ark., h.

E

Eddy, Ted (Iceland) NYC, nc.
Ellington, Duke (Royal) Baltimore, t.
Elliott, Baron (Oh Henry) Chi, b.
Engel, Freddy (University) Albany, N. Y., nc.
Enns, Skinny (Cocoanut Grove) Los Angeles, nc.
Erale, Val (La Rue) NYC, nc.
Estlow, Bert (Ambassador) Atlantic City, h.

F

Fats and His Cats (El Club) Peoria, Ill., nc.
Fidler, Lew (Tampa Terrace) Tampa, Fla., h.
Fields, Eddie (Cotton Ball Casino) Grand Rapids, Mich., nc.
Fields, Shep (Adams) Newark, N. J., 12-18, t.
Fisher, Freddie (Riviera) Columbus, O., nc.
Fischer, Darrell (Diamond Mirror) Passaic, N. J., nc.
Fitzgerald, Ella (Hippodrome) Baltimore 12-18, t.
Flora, Jimmy (Pennsylvania) NYC, h.
Foster, Chuck (Stevens) Chi, h.
Franz, Ernest (Warwick) NYC, h.
Frese, Johnny (Rocky Hill Inn) Princeton, N. J., ro.
Fruba, Frankie (Club Frisco) NYC, nc.

Orchestra Routes



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

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

G

Garber, Jan (Tristan) Chi, b.
Gasparr, Dick (Plaza) NYC, h.
Genovese, Vince (Paramount) Centralia, Ill., nc.
Gilberto (Havana-Madrid) NYC, nc.
Glass, Bill (Queen Mary) NYC, re.
Goodman, Benny (New Yorker) NYC, h.
Gordon, Don (Olde Cedar Inn) Brookhaven, N. Y., ro.
Gray, Chauncey (El Morocco) NYC, nc.
Gray, Estelle, Trio (Moore's) Flushing, N. Y., 23-March 15, re.
Gray, Glen (Colonial) Dayton, O., t.
Grayson, Don (Jonathan Club) Los Angeles, cc.
Grayson, Hal (Ohio) Youngstown, O., h.
Gore, Jay (Silver Bar) Phila, nc.
Grant, Bob (Savoy-Plaza) NYC, h.
Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.
Gross, Burton (Fifth Ave.) NYC, h.

H

Haney, Myron (Childs Spanish Gardens) NYC, re.
Harris, Jack (La Conga) NYC, nc.
Harris, Phil (Biltmore Bowl) Los Angeles, nc.
Harrison, Ford (St. Moritz) NYC, h.
Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc.
Hawkins, Erskine (Savoy) NYC 6-13, h.
Haywood, Eddie (Village Vanguard) NYC, c.
Heath, Andy (Fitch's Cafe) Wilmington, Del., nc.
Herman, Woody (New Yorker) NYC, h.
Hill, Tiny (Meadow Acres) Topeka, Kan., 17, nc.
Holmes, Herbie (Desiter-Waltick) Columbus, O., nc.
Holst, Ernie (Savoy-Plaza) NYC, h.
Hurray, Duke (Waldorf-Phi Sigma Sigma) NYC 14, h.
Hutton, Ina Ray (Paramount) NYC, t.

I

James, Harry (Meadowbrook) Cedar Grove, N. J., nc.
Jarrett, Art (Cleveland) Cleveland, h.
Jerrel, Nick (Kelly's Stables) NYC, nc.
Jurgens, Dick (Aragon) Chi, h.

K

Kardos, Gene (Zimmerman's Hungaria) NYC, re.
Karsen, Maria, Musicales (Woodruff) Joliet, Ill., h.
Kassel, Art (Bismarck) Chi, h.
Kay, Chris (Casino Russe) NYC, nc.
Kay, Herbie (Bill Green's) Pittsburgh, nc.
Kaye, Georgie (Hollywood) Bridgeport, Conn., re.
Kaye, Sammy (Orpheum) Minneapolis; (Paramount) Des Moines, Ia., 13-18, t.
Kendis, Sonny (Cafe Madison) NYC, nc.
Kent, Peter (New Yorker) NYC, h.
Kenton, Stan (Flatbush) Brooklyn 12-18, t.
Kern, Bob (Flynn's Cocktail Room) New Orleans, nc.
King, Henry (Benjamin Franklin) Phila, h.
King, Teddy (Emerson) Baltimore, h.
King, Wayne (Majestic) San Antonio, Tex.; (Majestic) Dallas 14-20, t.
Kirby, John (Cafe Society Uptown) NYC, nc.
Knight, Bob (Monte Carlo) NYC, nc.
Koller Bros. (Piccadilly) Baltimore, nc.
Korn Kobblers (Flagship) Union, N. J., nc.
Krupa, Gene (Sherman) Chi, h.
Kuhn, Dick (Astor) NYC, h.
Kuhn, Lee (Beachcomber) NYC, nc.

L

Lally, Howard (Belmont Plaza) NYC, h.
Lande, Jules (Ambassador) NYC, h.

Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc.
Lang, Don (Colostimo's) Chi, nc.
Lang, Lou (Belvedere) NYC, h.
LaPorte, Joe (Old Roumanian) NYC, re.
Lazala, Ramon (Park Central) NYC, h.
Lee, Barron (Cadillac) Phila, c.
Leonard, Hal (Nu-Elm) Youngstown, O., b.
Leonard, Jimmie (Thomasville Inn) York, Pa., ro.
Lewis, Dick (51 Club) NYC, nc.
Lewis, Eddie (Canyons) Wichita, Kan., nc.
Lewis, Ted (Bal Tabarin) San Francisco, nc.
Lewis, Texas Jim (Grace Hayes) Hollywood, nc.
Lombardo, Guy (Roosevelt) NYC, h.
Long, Johnny (Buffalo) Buffalo, t.
Lopez, Vincent (Taft) NYC, h.
Lunceford, Jimmie (New City) Little Rock, Ark., 11, a; (City) Birmingham 12, a; (City) Chattanooga 13, a; (Paradise Hall) Nashville 15; (Dixieland) Lexington, Ky., 16, nc.
Lyman, Abe (Royal Palm) Miami, h.

M

McGuire, Betty (La Salle) Battle Creek, Mich., h.
McIntire, Lani (Lexington) NYC, h.
McIntyre, Hal (Glen Island Casino) Westchester County, N. Y., nc.
Machito (Beachcomber) NYC, nc.
MacKenzie, Jimmie (El Dorado) Cleveland, nc.
Madden, William (Traymore) Atlantic City, h.
Madriguera, Enric (Biltmore) NYC, h.
Manone, Wingy (Streets of Paris) Hollywood, nc.
Marconi, Pete (Caravan) NYC, nc.
Mario, Don (Biltmore) NYC, h.
Marlowe, Tone (Aloha) Buffalo, c.
Martel, Gus (St. Regis) NYC, h.
Marl, Frank (CopaCabana) NYC, nc.
Martin, Dave (St. George) Brooklyn, h.
Martin, Freddy (Waldorf-Astoria) NYC, h.
Martin, Lou (Leon & Eddie's) NYC, nc.
Marvin, Mel (Nicollet) Minneapolis, h.
Marx, Chico (Earle) Phila, t.
Mathey, Nicholas (Casino Russe) NYC, nc.
Maya, Froilan (Havana-Madrid) NYC, nc.
Mayhew, Nye (Bossert) Brooklyn, h.
Mayo, Jack (Odenbach's) Rochester, N. Y., re.
Melba, Stanley (Pierre) NYC, h.
Mendez, Olga (Walton) Phila, h.
Messner, Johnny (McAlpin) NYC, nc.
Miller, Jay (Freddie's) Cleveland, nc.
Milton, Dick (Ray's Place) NYC, re.
Minor, Frank (Red Mill) NYC, nc.
Mojica, Leon (Casino Gardens) Ocean Park, Calif., nc.
Monet, Gene (Greenwich Village Inn) NYC, nc.
Monroe, Vaughn (Commodore) NYC, h.
Morales, Nore (La Conga) NYC, nc.
Morgan, Eddy (Ritz-Carlton) Atlantic City, h.
Morriss, George (Armando's) NYC, nc.
Morrisssey, Harry (Beachcomber) Boston, nc.
Mosely, Snub (10th Hole) NYC, nc.
Munro, Hal (The Brittle House) Mobile, Ala., h.

N

Neighbors, Paul (Tropics) Hollywood, c.
Nelson, Ozzie (Florentine Gardens) Hollywood, ch.
Nerida (Leon & Eddie's) NYC, nc.
Newton, Frankie (Kelly's Stable) NYC, nc.
Nicola, Frank (Star Casino) Oneonta, N. Y., 9-14, b.
Novi, Mischa (Navarro) NYC, h.

O

Olman, Val (La Martinique) NYC, nc.
Onesto, Senya (Commodore) NYC, h.
Orlando, Don (Rumba Casino) Chi, nc.
Osborne, Will (Muehlebach) Kansas City, Mo., 9-19, h.
Owens Sisters (Doc's) Baltimore, nc.

Owen, Tom (Armory) De Witt, Ia., 11; (Forest) Marshalltown 12, p; (Consistory) Moline, Ill., 13; (Highway Gardens) Stanwood, Ia., 14, nc; (Moose Hall) Muscatine 16.

P

Pablo, Don (Palm Beach) Detroit, nc.
Pafumy, Joe (Belmont-Plaza) NYC, h.
Page, Gene (Dixie Toledo, O., nc.
Paisley, Eddie (Hollywood Beach) Hollywood, Fla., h.
Panchito (Versailles) NYC, nc.
Pancho (Benjamin Franklin) Phila, h.
Papp, Mickey (Club Condado) Trenton, N. J., nc.
Parks, Bobby (Monte Carlo) NYC, nc.
Parrish, Charlie (Log Tavern) Alexandria, Va., nc.
Paulson, Art (New Yorker) NYC, h.
Pedro, Don (Netherland Plaza) Cincinnati, h.
Peterson, Bobby (Vanity) Detroit, b.
Peterson, Dee (Weyside) West Springfield, Mass., nc.
Pineapple, Johnny (Wolverine) Detroit, h.
Pleskow, Leo (Cafe Vienna) NYC, c.
Plumer, Joe (Slapsy Maxie's) Los Angeles, nc.
Poppe, Art (Edward) Middletown, N. Y., h.
Forello, Charles (Palms) Phillipsburg, N. J., h.
Prager, Manny (Merry-Go-Round) Akron, O., nc.
Prima, Leon (Butler's New Room) NYC, nc.
Prussin, Sid (Diamond Horseshoe) NYC, nc.

R

Raeburn, Boyd (Chez Parce) Chi, nc.
Raffell, Rodd (Coral Gables) East Lansing, Mich., h.
Ramos, Ramon (Drake) Chi, h.
Rapp, Barney (Syrause, N. Y., 13-15; (Warner) Erie, Pa., 17, t.
Ravazza, Carl (St. Anthony) San Antonio, Tex., h.
Raymond, Nick (Pierre) NYC, h.
Reager, Ray (Fitch's) Wilmington, Del., c.
Reichman, Joe (Roosevelt) New Orleans, h.
Reid, Don (Music Box) Omaha, Neb., nc.
Reid, Morton (St. Regis) NYC, h.
Resh, Benny (Bowery) Detroit, nc.
Rey, Alvin (Adams) Newark, N. J.; (State) Worcester, Mass., 12-14; (Plymouth) Worcester 15-18, t.
Ringer, Johnny (Westchester) Rye, N. Y., cc.
Roberts, Eddie (Lido) NYC, b.
Rogers, Ralph (Casanova) Miami, nc.
Roth, Eddie (Club Alabama) Chi, nc.
Rotonda, Peter (Commodore) NYC, h.
Ruhl, Warney (Green Mill) Saginaw, Mich., nc.
Russell, Elliott (Penn-Atlantic) Atlantic City, h.

S

Sanabria, Juanita (Beachcomber) NYC, nc.
Sanders, Sid (Rainbow Inn) NYC, nc.
Saunders, Hal (St. Regis) NYC, h.
Savitt, Jan (Orpheum) Omaha; (Orpheum) Sioux City, Ia., 13-16, t.
Seiger, Rudy (Fairmont) San Francisco, h.
Siegel, Irving (Auditorium) Stratford, Wis., h.
Sissie, Noble (Diamond Horseshoe) NYC, nc.
Smith, Bob (Ka-See's) Toledo, O., nc.
Smith, Russ (Rainbow Grill) NYC, nc.
Snider, Billy (Glenn Rendezvous) Newport, Ky., nc.
Soldo, Tony (Embassy) Brooklyn, nc.
South, Eddie (Cafe Society Uptown) NYC, nc.
Spanier, Muggsy (Arcadia) NYC, h.
Sparr, Paul (St. Regis) NYC, h.
Sprener, Harold (Biltmore) NYC, h.
Spector, Ira (Chateau Moderne) NYC, nc.
Squires, Pour (Colonnade) Canton, O., nc.
Stable, Dick (Top Hat) Union, N. J., nc.
Stanford, Stan (Belvidere) Sault Ste. Marie, Mich., h.
Stanley, Red (Charley Foy's) Hollywood, nc.
Stower, Jules (18 Club) NYC, nc.
Straeter, Ted (Fefe's Monte Carlo) NYC, nc.
Strand, Manny (Earl Carroll's) Hollywood, cb.
Strong, Benny (Hollywood) Toledo, O., re.
Sylvio, Don (Bertolotti's) NYC, nc.

T

Tanassy, Cornel (Kern's) NYC, nc.
Teagarden, Jack (Casa Manana) Culver City, Calif., b.
Terrace Boys (Cora & Irene's) NYC, nc.
Thompson, Ken (Blackstone) Chi, h.
Thomson, Billy (Plantation) Niagara Falls, N. Y., nc.
Thornhill, Claude (Palladium) Los Angeles, b.
Tibbles, George (Bandbox) Los Angeles, nc.
Titus, Paul (Crescent Garden) Pennsauken, N. J., c.
Tucker, Orrin (Blackhawk) Chi, nc.
Tucker, Tommy (State) Harrisburg, Pa., 9-11, t.
Tyner, Evelyn (Essex House) NYC, h.

U

Unell, Dave (Club Alabam) Chi, nc.

V

Varrell, Tommy (Club Ball) Brooklyn, nc.
Varzos, Eddie (Park Plaza) St. Louis, h.
Velez, Angel (19th Hole) NYC, nc.
Venuti, Rose (Andy's Grille) Reading, Pa., c.

W

Wagner, George (Terrace Club) New Orleans, nc.
Wald, Jerry (Roseland) NYC, b.
Walters, Danny (Club 100) Des Moines, Ia., nc.
Wasson, Hal (Samoa) Flint, Mich., nc.
Watkins, Sammy (William Penn) Pittsburgh, h.
Weller, Curt (Chancellor) Phila, nc.
Welch, Bernie (Graystone) Lima, O., nc.
Wendell, Connie (Charley Blank's Grotto) Abilene, Tex., nc.
Williams, Claude (Kelly's Stables) NYC, nc.
Williams, Griff (Riverside) Milwaukee 9-12, t; Valparaiso, Ind., 13.
Williams, Sando (Warwick) NYC, h.
Wilson, Dick (Coq Rouge) NYC, nc.
Wilson, Teddy (Cafe Society Downtown) NYC, nc.
Windsor, Reginald Guy (Night Club, 224 Market St.) Camden, N. J.
Winton, Barry (Congress) Chi, h.
Worth, Ray (Chin Lee's) NYC, re.

Y

Yellman, Duke (Brown Derby) Chi, nc.
Young, Eddie (Indiana Roof) Indianapolis, b.

Bands on Tour—Advance Dates

BOB CHESTER: Arena, Toronto, March 16; Auditorium, Galt, Ont., 18; Aragon Ballroom, Toledo, 19; Sunnybrook Ballroom, Pottstown, Pa., 21; Massachusetts Institute of Technology Dance, Boston, 27.
TINY HILL: Meadow Acres, Topeka, Kan., March 17; Tower Ballroom, Pittsburg, Kan., 18; Turnpike Casino, Lincoln, Neb., 20-22.
CHARLIE SPIVAK: Tulane University, New Orleans, March 21.
LOU BREESE: Paramount Theater, Marion, Ind., March 16; Park, Erie, Pa., 17; Central Theater, Passaic, N. J., 19-25.
CAB CALLOWAY: Auditorium, Bluefield, W. Va., March 18; Auditorium, Beckley, W. Va., 19; School, Athens, O., 20; Miramar Ballroom, Gary, Ind., 22; Greystone Ballroom, Detroit, 23; Castle Ballroom, St. Louis, 25.
RUSS MORGAN: University of Illinois, Champaign, March 13; Crystal Palace Ballroom, Coloma, Mich., 14; Rink Ballroom, Waukegan, Ill., 15; American Legion Dance, Clinton, Ia., 17; Paramount Theater, Waterloo, Ia., 20-22; Coronado Theater, Rockford, Ill., 23-24; Rialto Theater, Joliet, Ill., 25; Orpheum Theater, Madison, Wis., 26.
LUCKY MILLINDER: Windsor Theater,

Fort Lauderdale, Fla., March 16; Apollo Ballroom, Tampa, 17; Auditorium, Jacksonville, Fla., 18; City Auditorium, Waycross, Ga., 19; Frazier Park, Auburn, Ga., 22; Auditorium, Macon, Ga., 23; Palmetto Park, Augusta, Ga., 24; Memorial Auditorium, Raleigh, N. C., 25.
JAY McSHANE: Sunset Auditorium, Indianapolis, March 14-22; Paradise Theater, Detroit, 27-April 2.
TINY BRADSHAW: Apollo Theater, New York, March 13 (week); Shady Rest Country Club, Plainfield, N. J., 21; Tic Toe night club, Boston, 22 (week).
JAY McSHANE: Sunset Auditorium, Indianapolis, March 14-22; Paradise Theater, Detroit, 27-April 2.
TINY BRADSHAW: Apollo Theater, New York, March 13 (week); Shady Rest Country Club, Plainfield, N. J., 21; Tic Toe Night Club, Boston, 22 (week).
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Chester for Hotel Sherman
CHICAGO, March 7.—Bob Chester has been signed to play Hotel Sherman here for four weeks, opening May 6. The sax-blowing maestro has added a vocal quartet to his retinue.

Hayworth Revises Rotary Schedule

WILSON, N. C., March 7.—Restrictions on tires and the draft are making rotary operations increasingly difficult, according to "SeeBee" Hayworth, whose unit continues on its North Carolina-Virginia circle to satisfactory business. Every time he gets a good musician the draft grabs him, Hayworth says, and this week he was forced to revise his work schedule to cut the circle's weekly mileage to a minimum.

Under the new arrangement the Hayworth unit plays the Stevenson Theater, Henderson, N. C., Mondays; Carolina, Goldsboro, N. C., Tuesdays; Winston-Salem, N. C., Wednesdays; Carolina, Wilson, Thursdays; Academy, Lynchburg, Va., Fridays and Saturdays, and the Vista, Alta Vista, Va., on alternating Sundays.

Recent additions to the cast are Andrew Johnson, Doris Murphy and Charles Feagin. Broddie Stirewalt has returned after a brief illness.

Winstead Tenter Ready for Road

FAYETTEVILLE, N. C., March 7.—With all work at winter quarters here completed, with the exception of touching up a few drop curtains, the Winstead Mighty Minstrels, colored troupe, will launch their 1942 tent season next Monday (9) "somewhere in Georgia," according to C. E. McPherson, general agent. The show's equipment is in A-1 shape, McPherson reports.

"Shakey" O'Neil has been retained as principal comedian for the new season, with support coming from Bat Lunkins, Happy Donavon and Willie Jones. Stafford Swain will continue as leader of the 15-piece band, and Witty Wiles is producer and stage manager. The executive staff remains the same as it has been the last 12 seasons.

Bryant Columbus Visitor

COLUMBUS, O., March 7.—Capt. Billy Bryant of the Bryant Showboat conferred here recently with R. F. (Bob) Boda, manager of the Hartman Theater, on a projected engagement here next fall of his Ohio River showboat actors in *Uncle Tom's Cabin*. Bryant also talked with several newspapermen to obtain their slants on his proposed showing here.

Johnson Agrees With Bishop

Greenville, Tenn.

Editors *The Billboard*:

I agree with Johnny (Smokey) Bishop regarding livable salaries for rep actors. An actor who merely exists in the summer must hustle up some angle to live all winter. I've decided that if to merely exist in the summer I must hustle all winter, I'll just be a year-round hustler, as very few managers think about the actor in winter. TOBY JOHNSON.

WANTED

For grand ole opry under canvas, Working Men, Banner Man, Truck Drivers, Mechanic, two Lithographers, Cook and Helper. One-night stand, opening March 30 in South Georgia. Long season. Address by letter only to OLLIE HAMILTON, Colquitt, Ga.

WANTED NOW

Ingenu or Leading Woman that does specialties. Real Show Piano Player, read, fake, transpose. Always place Novelty Acts, Dancing Acts. Youth, looks a necessity, and you must stay sober at all times. Salary no object if you can deliver. Circle Stock—6th year in the South's finest theatres. Write or wire "SEABEE" HAYWORTH ATTRACTIONS, Carolina Theatre Building, Wilson, N. C.

WANTED FOR

"GAY '90s MELODRAMA"

Ingenu Leading Lady to play "Little Nell." Prefer one with rep. experience (no amateurs). People in all lines. Now in 16th week. Write or wire EARL GREGG, Hotel Garde, Hartford, Conn.

HILA MORGAN WANTS

People all lines for her Tent Dramatic Show. Comedian to feature. State age, size, experience. Do you have car? Name salary. Agent wanted. Rehearse March 23rd. Open April 6th. Usual Northern route. Address: Kerens, Texas, until April 10th

WANTED FOR

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Piano Player that can play Solorox and Specialties. Leading Man and Woman, both must be able to sing. Working Men to drive trucks. Show Property for sale. J. DOUG MORGAN SHOW, P. O. Box 1549, Jacksonville, Tex.

Attention! Rep Folk!

With the opening of the tent show season only a few weeks off, a number of winter quarters are already humming with activity.

Despite the air of uncertainty that permeates the field, as the result of the government's restriction on tires, trucks and materials, tent showmen, as a whole, are highly optimistic over prospects for 1942. They feel that if ever the country's smaller communities needed entertainment, it is now; and it is more than ever likely that 1942 will see at least the usual number of tenters on the road.

The Billboard invites tent show managers and performers to outline views and plans thru news contributions to these columns. At least, drop the Repertoire editor a post card, so that we may let your friends know where you are and what you're doing, and what your plans for the 1942 season are. We need your cooperation.

Whittier Gives More Info On Miss Howard—First Eva

Waverly, Ky.

Editors *The Billboard*:

Cordella Howard, who was Mrs. Edmund J. MacDonald, was the first Eva in *Uncle Tom's Cabin*. The play was produced at the Troy (N. Y.) Museum September 27, 1852. At its first production the dramatic emphasis of the play was placed on Little Eva and not Uncle Tom. Miss Howard was then 4 years old. Her father, the late George (not Charles) C. Howard, was lessee of the theater, director of the company and also played the part of St. Clair. Her mother, the late Caroline Fox Howard, played the (See info on Miss Howard on page 34)

Up Canada Way

ST. JOHN, N. B., March 7.—Morton F. Harrison, who passed the 88 mark recently, was leader and chief violinist in the orchestra which furnished the music for dramatic stock and repertoire at the Opera House, St. John, for over 30 years. He is still active, physically and mentally, and is a keen baseball fan.

James McGarrigle, advance agent for a number of repertoire troupes which formerly toured the maritime provinces and Newfoundland, including Klark-Urban Stock Company, has been selling war souvenirs in St. John and vicinity. He is a veritable encyclopedia on happenings in repertoire of the old days.

Joe Downing, now one of the sub- (See UP CANADA WAY on page 34)

Doc Powers Says Crawford Had Tenter Before Choate

Lancaster, Mo.

Editors *The Billboard*:

I have read the comment by various readers as to who was who in the early days of the rep shows. Do these gentlemen really believe that Pop Choate's Comedians was the first tent repertoire show? I wonder if these gentlemen ever heard of the L. N. Crawford Tent Theater which in 1912 changed its name to Crawford's Comedians.

In the band at one time he had such outstanding performers of that day as Horace Murphy, Bert Melville, Leo Blondin, each of whom later opened his own tent opera—Murphy's Comedians, Melville's Comedians and Blondin's Famous Comedians.

I recall seeing the Crawford Tent Theater in McPherson, Kan., in 1906. I was with the Sells & Downs Circus at the time and we played day and date with that show. Does Gus Choate's show go back that far? DOC W. POWERS.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

Chi Roller Derby Opens

CHICAGO, March 7.—The annual Spring Roller Derby opened Tuesday (3) at the Coliseum for a run of 26 nights, with the Chicago and California teams competing. On the Chicago team are Wes Aronson, Mary Youpelle, Paul Gorski, Virginia Balzer, Marge Richards, Carl Payne and Don and Virginia Ogden. The California team includes Russ Baker, Tommy Atkinson, Dominic Parmella, Onelda Reynolds, Annis Jensen, Tillie Mudri and Jean Christner.

Baltimore To Get Derby

BALTIMORE, March 7.—The Oriole City will get its first walkie in several years when the Walkathon Speed Derby opens in the downtown Sports Center in the near future. Sports Center has a seating capacity of 5,000 and all modern facilities. Always a good spot, defense work is expected to make this show a red one.

One Year Ago

COLISEUM CONTEST had 10 teams and one solo on the floor. . . AL LYMAN had signed up as manager and advance man for the Edward Kiddies, acrobatic and novelty contortion act. . . LITTLE BOB NELSON was working for the Polack Brothers at the Million-Dollar Theater, Los Angeles. . . TIM HAMMACK was working in the Norfolk (Va.) Navy Yard as a shipfitter. . . JIMMIE HORAN was residing in Hollywood, managing his own studio apartment building. . . CHARLEY BALDWIN was at home in Anderson, Ind., working at the Guide Lamp Corporation. . . JACKIE RICHARDS was appearing at the Silver Cloud Club in Chicago. . . JOHNNY GUILFOYLE was in his 11th week at the 41 Club in Philadelphia

INQUIRIES WERE RECEIVED last week on Joe Palooka, Charlie Richards, Bernie Marr, Cliff Real, Ardath LeRoy, Lew White, Jack La Rue, Tony Merlino, Bob (Stubby) Taylor, Tex Falk, Jack (Falls) Little, Earl Clark, Austy Dowell, Vic Puree, Hie Hill, Duke Hall and Jimmie Horan.

LORRAINE BAKER, avid fan and perennial source of information on the Baltimore and Washington shows, is anxious to read some news on Sally

Federal Taxes

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of *The Billboard*, dated March 28.

Rep Ripples

IRVING CASSON, who has been teaching dramatics during the winter at Richmond, Va., will tour a short-cast version of *David Harum*, by E. F. Hannan, in West Virginia schools this spring. He has already booked several school units in that section. Casson formerly operated rep and dramatic units in the Adirondack section of New York and New England.

OTIS OLIVER postals from South Bend, Ind., that he's now reorganizing and that he'll open in three weeks with a new unit presenting old-time mellers.

MILTON HASKIN, formerly with the Bryant Showboat in Cincinnati, has begun a course of training in the Officers' Candidate School at Fort Knox, Ky. Previously Haskin had been assigned to a Signal Corps unit at Fort Benning, Ga.

JIMMIE OGLE, now readying his tent opry in Rogersville, Ala., writes that things are commencing to take shape and that he will spring the season soon. Ogle reports that things are in good shape down his way.

S. Z. POLLARD, veteran rep show operator who wintered his vaude-pie trick at Augusta, Ga., will move into Alabama soon to open under canvas. Pollard plays small towns in Central Alabama. . . RICOU'S SHOW, which has been making halls thru Central Florida under local auspices with small animals and vaude, this week begins its tent season which will again take it thru its established territory in Alabama and Mississippi. . . ELMER SKIMP, who with his father, Squire Skimp, is playing Western theaters with a hillbilly unit, contemplates launching an 18-people show under canvas, opening in or near Hot Springs the middle of April. . . LEON LONG, magician, is now in advance of Irvin C. Miller's *Brown-Skin*

(See REP RIPPLES on page 34)

NEW ORLEANS, LA.

Opens in Downtown 7500-Seat Coliseum Tuesday, April 7th. Help wanted all departments. Write, don't wire.

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EXAMPLE:

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SOUTHERN VISUAL

482 So. Second MEMPHIS, TENN.

Simple Stunts Increase Roadshowmen's Profits

NEW YORK, March 7.—With the spring pick-up in roadshow activity operators are anticipating a better than usual season, according to reports. It has been noted that all branches of the non-theatrical and roadshow field are paying more attention to exploitation and promotional stunts designed to increase takes at the box office.

Special holiday promotions for St. Patrick's Day showings have been planned. Naturally, the programs for St. Patrick's Day feature Irish themes, and libraries have been co-operating with operators anxious to present well-balanced programs. Pictures range from features to short subjects, including musicals and travelogs. Roadshowmen are expected to do well with the special holiday programs, it is said.

However, stunts and promotional ideas are not restricted to holidays alone. According to H. B. Shoals, sales manager of Monarch Films, Inc., business-getting exploitation ideas are being used in ever-increasing numbers in the roadshow field. One of the strongest promotions, Shoals claims, is variations of popularity contests—the best liked boy or girl, beautiful baby, most talented, etc. In addition, now that there are so many men in uniform, a contest to find the most popular draftee in town is another proven success.

Usually merchants are willing to co-operate in contest stunts by giving ballots with purchases, and these, in turn, are deposited in the show location, Shoals says. Prizes that draw the most interest are merchandise items which draftees can use, such as shaving kits, cameras, etc. With the most popular draftee idea operators usually show a service picture and each ballot bears the play-date of the coming service picture.

Libraries have a wide selection of service pictures, and among the titles meeting

good demand are *Top Sergeant Mulligan, Son of the Navy, Marines Are Here, Sweetheart of the Navy, 23 1/2 Hours' Leave, Navy Secrets; Swing It, Sailor; Torpedoed and Let George Do It.*

Another good stunt, according to Shoals, is to advertise that anyone in the audience who has the same surname as the hero or heroine in the film shown will be given a surprise gift. This creates tremendous interest in programs, Shoals claims.

ATW Presents Nickelodeon Night

NEW YORK, March 7.—In connection with its drive to raise funds for army canteens the American Theater Wing recently presented a successful nickelodeon night program at Sardi's. According to Cynthia Carlin, in charge of arrangements, a large audience, including prominent figures in the entertainment world, had a lot of fun.

The old-time 16mm. movies shown during the evening were very well received, according to Miss Carlin, and there have been many requests to hold another program of the same type. Pictures shown included *Gay Nineties*, newsreel clips dating back to 1904; *The Great Train Robbery; Cast Adrift and How*, a comedy with comic sound effects dubbed in, and *The March of the Years*, a pictorial record of the movies from the earliest days up to Al Jolson's debut in the first sound picture.

Program was half talkie, half silent. An 8 by 10-inch screen was used. Vaudeville entertainment was also offered, with Beatrice Kay singing, and audience taking part in singing *Goodbye, My Lady Love*. Added atmosphere was provided by serving frankfurters and sauerkraut. The equipment and film were furnished by Mogul's.

EDITORIAL

A Job To Do

THE Copyright Protection Bureau, an agency maintained by the national distributors of motion pictures in the United States and representing such organizations as Columbia Pictures, Loew's, Paramount, RKO Radio, 20th Century-Fox, United Artists, Universal and Vitagraph, has for some time had the active co-operation of the Federal Bureau of Investigation in a drive to stamp out the copyright infringement evil in the non-theatrical film field.

Neither the CPB nor the FBI is kidding. Hundreds of 16mm. and 35mm. prints duped from copyrighted properties have been recovered in various parts of the country. Convictions have been secured against operators and laboratories. The Colson-Movielab case in New York and the recent conviction on a duping charge of a Chicago laboratory are only two examples of the determined drive being made by the picture and the federal agencies.

Legitimate roadshowmen and operators, libraries and distributors more than welcome the efforts of the CPB and the FBI. They realize that the sooner the non-

theatrical and roadshow field is cleansed of the illegitimate operators and the laboratories the better the business will be for all honest men engaged in it.

It is lamentable that in a business where the non-theatrical operator, the roadshowman, the library and the distributor could work so well with the major producers a condition exists which hampers smooth co-operative effort.

While the Allied Non-Theatrical Film Association has been attempting to do its part toward stamping out the copyright infringement evil, operators, roadshowmen, libraries and distributors, individually and co-operatively, can do their part in fighting this destructive industry force.

They can do this simply by exercising greater care than ever before in their day-to-day business relationships. They can help by dealing only with persons and firms of proven reliability and by checking thoroughly into any "bargain" propositions made them. One final step which many have already taken and which should be adopted by all is to report to the CPB or to the FBI direct any instances indicating any form or phase of copyright infringement.

ANFA Selects April Date for Annual Affair

NEW YORK, March 7.—Allied Non-Theatrical Film Association will hold its third annual convention April 24 and 25, according to William K. Hedwig, managing director of Nu-Art Films, Inc., and president of the association. The Hotel Astor has been selected as convention headquarters and a strong turnout of the non-theatrical field is anticipated, Hedwig said.

Open house will be the rule during the convention, with the general run of problems of the industry scheduled to come up for discussion, Hedwig reported. He said that the mutually co-operative function of the ANFA will be stressed, particularly now that the country is at war. The association has always worked for the interests of the non-theatrical film business and will continue fighting legislation and malpractices detrimental to the industry.

The election of new officers for the association will be held Saturday morning Saturday evening the two-day convention will wind up with a banquet, and Hedwig stated that prominent speakers, entertainment and dancing will be the order of the evening. The program being planned will be of value and interest to the entire industry and it is expected to be one of the most important conventions since the inception of the association.

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The Final Curtain

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IN LOVING MEMORY OF MY DEARLY BELOVED HUSBAND
GEORGE F. DORMAN
Who Passed Away March 14, 1940
Mrs. George F. Dorman

FABER—Dick, vaude actor, February 26 in Los Angeles from injuries sustained in an auto accident. For 20 years he was a member of the team of Warren and Inman.

FOSTER—Frank A., 36, projectionist at Oakdale Theater, Hazel Park, Mich., February 26 as the result of a gas leak in his home which also took the lives of his wife, Carmel; his son, Horton P., and a daughter, Carmel. Another daughter, Bernadine, survives. Interment in Mount Olivet Cemetery, Detroit.

GREEN—Mary S., 82, mother of Nat S. Green, associate editor of *The Billboard*, located in the Chicago office, in Milford, O., near Cincinnati, March 6. Also survived by two other sons and five daughters. Interment in Greenlawn Cemetery, Milford, March 9.

GREENE—Edwin A., 70, grandfather of Helen and Dorothy Greene, burly principals, February 23 at home in Boston of accidental burns.

GREGORY—Dorothy, 18, radio actress, in Wesley Memorial Hospital, Chicago, February 23. Programs on which she appeared included *Scattergood Baines*, *Kitty Keane*, *Citizens of Tomorrow* and *Stepmother*. Survived by her parents and a brother. Services and burial March 2 in Chicago.

HETH—Mrs. Mathilda B., 64, widow of Albert Heth and for the past seven years a corn game operator on the Funland Shows, in her trailer home at Augusta, Ga., of a heart attack February 20. Associated with outdoor show business for 45 years, she had been with such shows at Gaskill-Mundy, Bostock-Ferari, K. G. Barkoot, T. A. Wolfe, Con T. Kennedy, Beckmann & Gerety and Patterson United. She and her husband also operated their own shows before joining L. J. Heth. She and her husband invented many of the concessions used today. Survived by two sons, Floyd R. and L. E., and a daughter, Luella. Burial in Westover Cemetery, Augusta, Ga., February 22.

HIGGINS—Frank, 76, former vaudevilian, February 26 in Pottsville, Pa. With his late wife, Molly Phelps, he toured the country until 20 years ago with a singing and dancing act. Services March 1 in Philadelphia.

KELLEY—John M. (Judge), well-known outdoor showman, March 5 after several months' illness. He was a legal adjuster for over 50 years and trouped with Adam Forepaugh, Scills-Photo, Hagenbeck-Wallace, Ringling-Barnum and other circuses. His wife was the former Rose Edith, premier danseuse of Metropolitan Opera Company. Survived by son, John; daughters, Elizabeth, Edythe and Mary, and a grandson, John Jr.

KING—Bob, 27, concessionaire with Rubin & Cherry Shows, in an auto accident in Casa Grande, Calif., February 26. He was a member of Pacific Coast Showmen's Association and Showmen's League. Survived by widow, a child, a brother and a sister in Venice, Calif.

LOFTUS—Mrs. Frank, 56, wife of the manager of the American Theater, Pittston, Pa., March 2 at home. She also leaves two daughters, two brothers and three sisters. Buried in Cathedral Cemetery, Scranton, Pa.

LOPEZ—Carlos, 54, Mexican stage and film comedian, drowned February 13 in a river in Tapachula, Mexico. He was on tour with his road company. A former stage star, he was in recent years one of Mexico's top-ranking film stars. Buried by the National Actors' Union. He leaves his wife.

LUSTIG—Bernard, 50, theater publicity director of Toledo, apparently of natural causes in the Gillis Hotel, Cleveland, March 3.

MACENTEE—George, actor, March 1, at a nursing home in the Bronx, New York. He appeared in *Gala Night*, *Stepping Sisters*, *Laugh That Off* and other shows. He also was with the Jessie Bonstelle Players. Survived by a sister. Buried in the Actors' Fund of America plot, Evergreen Cemetery, Brooklyn.

MITCHELL—Sidney, 53, lyricist, at Queen of the Angels Hospital, Los Angeles, February 25. He was associated

with Archie Gottler, Lew Pollack and Con Conrad. Movies for which he wrote included *Pigskin Parade*, *Seventh Heaven*, *Rebecca of Sunnybrook Farm*, *Kentucky Moonshine*. His top tunes included *You Turned the Tables on Me*, *Melody From the Sky* and *Twilight on the Trail*. Services at Forest Lawn, Hollywood, February 27. ASCAP handled the arrangements. Survived by two children.

IN LOVING MEMORY OF MY SON
AUBREY RHONE MILAM
Who Left a Broken-Hearted Mother Last Mar. 5th, Waco, Texas.
HALLIE MACDONALD

OLNEY—Carl W., 42, secretary of Rutland (Vt.) Fair and general manager of the Associated Industries of Vermont, February 24 at his home in Rutland of a heart ailment. He succeeded Frank H. Nicholson as fair secretary in 1934. Survived by a sister, Mrs. Axel J. Anderson. Services February 27 at his residence.

PANCAKE—Mrs. Lila, 45, wife of John E. Pancake, manager of Knickerbocker Theater, Columbus, O., instantly March 2 when her auto collided with a truck near Springfield, O. Also survived by two sisters, a son and a brother. Services and burial in Columbus.

POLLOCK—Allan, British actor, January 18 somewhere in England. He began his career as a singer in London music halls. At the age of 23 he joined a repertoire company. For several years he appeared in Shakespearean plays and modern classics before being brought to this country by Mrs. Patrick Campbell. His first appearance here with her was in *Magda*. Probably his outstanding success was his portrayal of Hillary Fairfield in *Clemence Dane's A Bill of Divorcement*, in which Katharine Cornell scored her first hit. During his appearance in this show he was named by the New York Drama League as one of the 11 "most important persons in the past year's history of the stage." He also played the King in *Hawthorne of the U. S. A.*, presented in 1912, in which the late Douglas Fairbanks also played. He was also seen in *The Second Mrs. Tanqueray*, *Susan in Search of a Husband*, *The Dawn of a Tomorrow* and *Seven Days*. His final Broadway appearance was with Billie Burke in *Jerry*. He served with the British forces in the first World War.

RIDENOUR—Ellen Ingeborg, 26, wife of Baxter Pay Ridenour, suddenly in Miami February 28 of bronchial asthma. She and her husband were professionally known as the Mysterious Mr. Pay and Lady Ellen. The Ridenours appeared with the Al G. Barnes and Russell Bros. circuses and the West Coast and Craft's 20 Big Shows, and recently completed a tour of army, navy and marine posts. She was married to Ridenour on the stage of the World's Fair Auditorium in 1935. Survived by her husband, two sisters and her mother. Services March 2 at the Philbrick Funeral Home, Miami, and body was cremated, with the ashes shipped to Portland, Ore., her home town, for burial in the family plot in Lincoln Park Memorial Cemetery.

SIDNEY RINK
Died March 14, 1941
To an honorable colored man and a great trainer.
Vivian Perin

ROMANDY—Gounod, 48, violinist at the Disney Studio, in Los Angeles February 20. Services and burial in San Gabriel, Calif. Survived by his widow, Mrs. Jean Romandy; a son, a daughter and his mother, Mrs. Emma Romandy.

SAUNDERS—Mrs. Nellie Peck, 72, former Chautauqua and dramatic actress and show promoter, suddenly March 3 at Greenwood, S. C. She appeared in Chautauqua circuits 20 years and later played in dramatic stock on Broadway, notably with the Irish Players. She subsequently was with the Bonstelle Stock Company, Detroit, for several seasons, and appeared in silent pictures, playing, among others, in *Tailor-Made Man*. In 1929 she established the Cass Theater Town Hall, Detroit, and also was a founder of the Detroit Theater Arts. Her husband and a son survive.

SAUNDERS—Claid, 63, publicity man for Fox Theaters, of a heart attack in

Cheyenne, Wyo., March 1. He managed stage productions and was one of the road show managers of *Birth of a Nation*. He organized and directed Paramount's exploitation department from 1919 to 1925, and was district manager for RKO Theaters in Minneapolis from 1929 to 1931. Survived by his widow, Billie, former soubrette in one of his roadshow companies; a daughter, Jean, Los Angeles, and a son, John, New York. Services in Los Angeles.

SHELL—Frank, 86, prominent Philadelphia musical figure, February 23 at the Francisville Convalescent Home there after a long illness. In his earlier years he was a pianist, music critic, and was active in the formation of the Philadelphia Orchestra. Services February 26 in Philadelphia. Interment in Cheltenham Hills Crematory there.

SELTZER—Mrs. Rose, 35, wife of Leo Seltzer, roller derby promoter, March 3 in Portland, Ore. Burial at Portland.

SODERBERG—Margaret, wife of Charles Soderberg, high diver, at Rio Hondo Hospital, Los Angeles, February 25 following a long illness. Services and burial in Los Angeles.

THUXTON—Mrs. Olive, composer, February 4 in Miami. *Tulip Time in Holland* was probably her best known composition. She leaves three daughters.

TINLOT—Gustave, 55, violinist and former concertmaster, March 2 at home in Rochester, N. Y., after an illness of six months. He had been concertmaster of the Paris Opera Comique, the Rochester Philharmonic, the Minneapolis Symphony and New York Symphony. Since 1925 he had been a member of the faculty of the Eastman School of Music, Rochester, resigning last September because of ill health. He leaves his wife, a daughter and a sister.

VORTEX—Mille, aerial gymnast and wife of Ernest Mooney, March 3 in Hollywood, Fla.

WALLACE—Lionel, 70, vaude agent, January 26 in London. A veteran of 50 years as a theatrical agent, Wallace handled many of the biggest names in vaude. Prior to starting his agency in 1924 he was associated with Herbert Blackmore.

WRIGHT—Hazel Edith, 34, wife of Albert H. Wright, concessionaire, February 16 in Firmin Desloge Hospital, St. Louis. Interment was at St. John's Cemetery there February 19. The Wrights were at various times with the Wolf Bros., Crowley United, Pan-American, Byers Bros., McGregor and Keystone Modern shows.

Marriages

BUTLER-PEARSON—Charles N. Butler, former banner man and girl-show talker, to Frankie Pearson, nonpro, in Dallas February 17.

DAVIS-ALLEN—Wheeler Davis, night manager of the Fine Arts Theater, Detroit, to Doris Allen, daughter of the owner of the theater, recently in Detroit.

DEFORÉ-HOLMES—Don DeFore, actor, and Marion Holmes, singer, in Los Angeles February 14.

FELIX-BROWN—Ensign James A. Felix, U. S. N. R., director and stage manager of *Mask and Wig* production in 1940, and Thelma Gene Brown, dramatic actress, February 14 in Philadelphia.

MACKAY-ST. JOHN—Robert J. Mackay, nonpro, and Alice St. John, former tap dancer, in St. Mary's Catholic Church, Miami, February 14.

MARKS-GOLD—Joseph Marks, nonpro, and Evelyn Gold, daughter of Lou Gold, operator of the Powelton Cafe, Philadelphia night club, February 15 in that city.

PARKER-REILLY—George Parker, nonpro, and Sabina Reilly, chorus girl at Jack Lynch's Walton Roof, Philadelphia night club, January 31 in Elkton, Md.

PETERSON-NICKHOLS—Kenneth Peterson, manager of Gerold Opera House, Milwaukee, to Edith Nickhols February 1 in Waupaca, Wis.

POMERANTZ-LAVEE—Donnie Pomerantz, nonpro, and Elen Lavee, chorus girl at Jack Lynch's Walton Roof, Philadelphia night club, February 2 in Elkton, Md.

STEIGER-DAVIS—Martin Steiger, nonpro, and Sylvia Davis, leading lady with the Portrait Players, Philadelphia, in that city February 15.

STEWART-BROWN—Davey Stewart, with Station WWJ, Detroit, February 11 to Maxine Brown, nonpro.

STEWART-ELLINWOOD—James P. Stewart, nonpro, and Constance G. Ellinwood, singer, Springfield, Mass., in that city February 14.

AARONS—Cartwright, 50, film writer, in Los Angeles February 21 following a brief illness. Body was cremated. Survived by his widow, a writer at Warner Bros., and his parents.

ADLER—Mrs. Sarah, 77, mother of Flo, Janet and Bernie Adler, all well known in outdoor show business, February 27 in Chicago. Burial in Rosehill Cemetery, Chicago.

ASCHER—Leo, 61, Viennese operetta composer, February 25 in Harlem Hospital, New York, of a brain hemorrhage. Ascher composed 20 operettas, some of which were performed in the United States. At the time of his death he was collaborating in writing an American version of his last Viennese operetta, *Um Ein Bischen Liebe*, which was to be called *For Love of Pete*. Survived by his widow and a daughter.

BEVERLY—Hilda, vaude and legit actress, January 24 in London. She began her career doing a sister act. Later she turned to legit and was seen in many of Walter Melville's dramas, among them *A Girl's Cross Roads* and *The Worst Woman in London*. More recently she had taken out her own companies and produced many shows in the provinces.

BROOKHEIM—C. L., 63, personal representative for Carl Laemmle and Universal for more than 20 years, at his home in Los Angeles March 4 following a long illness. Services in New York. Survived by his widow, a sister and a brother.

CAMPBELL—Martin R., 47, former actor and songwriter, February 25 in a Dallas hotel. He and his wife appeared in vaude together.

CHRISTIANS—Charles, 26, colored guitarist, February 2 at Sea View Hospital, Staten Island, N. Y., after a long illness. Rated as one of the top guitarists of the day, he was in the spotlight a comparatively short time. He was discovered in Oklahoma City by John Hammond and Mary Lou Williams, pianist with the Andy Kirk band. In 1939 Christians became a member of Benny Goodman's orchestra, where he remained until last summer. He had been confined to the hospital since that time.

COYNE—Joseph, American musical comedy actor, February 27 somewhere in England.

CRAWFORD—James, 48, circus fan and known to hundreds of outdoor showmen and performers, March 2 in Ohio Valley Hospital, Steubenville, O. He was a member of the Charles Siegrist Showmen's Club. Surviving are his parents, a brother and two sisters. Services and burial in Broadacre, O., March 5.

DANIELSON—Lennie, 21, vaude actor, in Chicago of intestinal influenza March 4. He was a member of the Vel Mar Trio. Burial in Chicago.

IN MEMORY OF MY DEAR LITTLE WIFE
ESTELLE FRATUS DENNIS
Who Died March 7, 1940
Denny

DWYER—Charles Richard, 64, former minstrel and vaude performer, February 28 at Veterans' Hospital, Knoxville.

Tony Sarg

Tony Sarg, 50, internationally prominent creator of marionette shows, died March 7 in a New York hospital. He underwent an appendectomy February 17.

Born in Guatemala of English parentage, he learned wood carving at an early age. He later went to a military academy at Darmstadt, Germany, after which he went to London and submitted illustrations to magazines and newspapers. Americans observing his marionette shows in Dickens's Old Curiosity Shop urged him to come to America, which he did in 1915.

He was proprietor of the Tony Sarg Company, Tony Sarg Studios, Tony Sarg Workshops and was the author of *Tony Sarg's Animal Book*, *Tony Sarg's Alphabet* and *Tony Sarg's Wonder Zoo*.

Altho known principally for his marionettes, Sarg attained his greatest fame as the creator of grotesque balloon caricatures used by the R. H. Macy Store, New York, in its annual Christmas parade down Broadway.

Services were held March 10 at the Vorhls Funeral Home, Cincinnati, with burial in Spring Grove Cemetery there. Survived by his widow, Bertha, and a daughter, Mrs. Mary Sarg Miller, New Hope, Pa.

Showmen's League Launches Drive for Red Cross Funds

Starts ball rolling with contribution of \$2,000—co-operation of outdoor show world to be enlisted — McCaffery is chairman of outdoor committee

CHICAGO, March 7.—Showmen's League of America has assumed the leadership in a movement to bring together the outdoor show world in an organized effort to raise funds for the American Red Cross. To that end an Outdoor Amusement Committee of the Amusement and Recreation Division of the Chicago Commission on National Defense has been formed with J. C. McCaffery, past president of the Showmen's League, as its chairman, and the League has given the movement a head start by contributing \$2,000 to the Red Cross. The idea of the movement was suggested some weeks ago by McCaffery. It was his thought that thru the Showmen's League of America a campaign should be conducted on all outdoor shows, carnivals, circuses, parks, etc., for a weekly contribution of 25 cents or more from everyone on each show. Collection would be handled by a steward appointed on each show. When presented at the regular meeting of the League Thursday night in the Hotel Sherman the idea was unanimously adopted and the \$2,000 contribution was authorized. Formal presentation of the \$2,000 to the Red Cross will be made Monday night (9) at the League's annual spring party.

The League's offer of co-operation was heartily received by the Chicago Commission on National Defense and authorization for the drive was given by James Coston, commission's chairman, who wrote: "I want to congratulate you on the outstanding work you have done in behalf of the men in our armed forces and if in any way we can facilitate your drive, please feel free to call upon me. Outdoor show business is entitled to a place at the round table, but it also must earn that seat. I want you to know that you can represent us ex-

(See SLA Red Cross Drive on opp. page)

Krekos Optimistic Over 1942; Citrus Fete Preview Good

SAN FRANCISCO, March 7. — Mike Krekos's West Coast Circus Shows returned to local quarters this week after a good preview showing at Cloverdale (Calif.) Citrus Fair February 20-23. Krekos said that business was on a par with other years altho weather was good only one day. Organization officially opens the season in Oakland, Calif., March 21, after which it will begin its annual tour of California, Oregon and Washington.

Krekos has been active in the booking field and has been paying close attention to the war and how it may affect the various outdoor shows. He says he sees no cause for alarm at present and feels that the various shows will be able to overcome the cancellation of some spring festivals and fairs by re-arranging their routes.

He reports spending in night clubs, theaters and other similar places of amusement to be in greater volume than for a number of years and believes that this same condition will be reflected in the business of the shows when the season gets under way and better weather prevails. Krekos continues optimistic over the outlook for 1942, pointing out that business in many communities where defense industries are located will be better than in the spots where festivals had been held.

Alhambra Inaugural Proves Successful For Arthur's Combo

LOS ANGELES, March 7. — Arthur's Mighty American Shows successfully wound up their initial eight-day stand in Alhambra, Calif., last Saturday under American Legion Post auspices. Opening was delayed a day because of rain, but business was especially good. Cool nights had no appreciable effect. Shows present a good appearance and features include the Circus Side Show. Circus line-up includes Captain Poix, Clifford Ward; Henry's Hollywood Magwags; Duchess, performing elephant handled by Ben Wallace; Miss Aerletta (Mary Henry); Arthur's Military ponies, handled by Glenn Henry; Bobo Arnot (Cliff Henry); Andy Calino, educated chimp, handled by Delbert Graham; Glenn Henry Duo; Manuel Marclas. Hank Brown announces.

Staff includes Martin E. Arthur, owner-manager; Everett W. Coe, general agent; Walton de Pellaton, secretary-publicity; Dolores Arthur, treasurer; Ted Levitt, special agent; Manfred Stewart, general

(See Alhambra Inaugural on opp. page)

RA Showfolk, Militarists Guests at Dinner Party

TAMPA, March 7. — Members of the Royal American Shows and local military officials were guests of the Tampa Police Department at a party and fish dinner at the department's clubhouse on the Police Pistol Range here February 17.

Crowd was estimated at 350 and heading the Royal American contingent were Mr. and Mrs. Elmer C. Velare, Curtis J. Velare and Carl J. Sedlmayr. Police Chief C. J. Woodruff and W. D. Bush, detective chief, handled the refreshment and entertainment end, while Sgt. L. J. Latture and J. J. Stewart prepared the dinner.

Leon Claxton's Hepcats provided the music, while George Mason and Tex Dixon, well-known New York club singer, offered numerous vocal selections. Smitty Brown, general manager of the National Mid-winter Police Pistol Shoot, was a feature of the floorshow.



J. R. EDWARDS, owner-manager J. R. Edwards Shows, will embark upon his 27th season in outdoor show business when his organization gets under way this spring. He's taking an active part in the supervision of work at quarters in Wooster, O., where his home is located.

Smith's Shows Set For Cleveland Bow

CANTON, O., March 7.—Clarence E. Smith, widely known Cleveland cookhouse operator, will launch a new carnival to play lots in Greater Cleveland under auspices and a few Northeastern Ohio spots, he said this week. Shows will be known as Smith's Productions.

Smith said that Howard Bros.' rides have been contracted, along with several independent concessions and shows. New venture will be launched in Cleveland May 18 and will play different sections of the city until the middle of the summer. One or two cities outside Cleveland also will be played.

Smith plans to keep the shows intact until about August 1, when the rides, shows and concessions will depart for their Ohio fair and celebration dates. Smith holds contracts for cookhouse privileges at Berea, Canfield, Wooster and other county fairs.

SLA Auxiliary Officers Frame Chairladies' Club

CHICAGO, March 7.—Former presidents of the Ladies' Auxiliary, Showmen's League of America, at a meeting this week in the clubrooms in the Hotel Sherman, formed an organization to be known as the Past Chairladies' Club.

Elected to office were Mrs. Nan Rankine, president; Mrs. Edward Hock, first vice-president; Mrs. Marie Brown, second vice-president; Mrs. Al Latto, third vice-president; Mrs. Lew Keller, secretary, and Mrs. Leah M. Brumleve, treasurer.

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

By STARR DE BELLE

Minnow Lake, Tex.
Week ended March 7, 1942.

Dear Editor:

As worded in the show's ad for concessions that was run three weeks before it played here, this date was the biggest money-grossing event of the year. Again quoting the ad, "This date will be concessionaires' bonanza. Get your winter bank roll before other shows open." That ad proved the management psychic. Ballyhoo Brothers booked the spot themselves and did so without portfolios, promises or payoffs. They are still slapping one another's backs for their cleverness in manipulating both the contract and event. General Agent Lem Trucklow immediately moved into the doghouse, better known as stateroom car No. 42, where he was confined with an acute attack of Agents' Dislike. Doc McAspirin, show's on-the-cuff M. D.,

stated Lem's case was not serious and diagnosed it as "brooding," according to paragraph M, page 16 of *Contented Manhood*, a book Doc formerly pitched in Unborn shows.

Billed as Minnow Lake Tri-County Fish Fry, the office promised visitors a free railroad excursion and planned on asking the railroad company to donate the train. On arrival here they learned that only a logging road ran thru these parts and it owned no coaches. Arrangements were then made to get our personnel out of bed by 10 a.m. and the show coaches were put into service. That called for more billing which read, "Excursion to Minnow Lake free in gaily painted exposition Pullmans, the homes of night club, vaudeville and midway stars. Abundant in love and romance. Pay a 25-cent admission to the grounds and picnic on Beautiful Minnow Lake Beach. (See Ballyhoo Bros. on opposite page)

HASC Auxiliary Highlights War Theme at Dinner

KANSAS CITY, Mo., March 7.—Featuring a wartime theme, 22d Anniversary Dinner of the Ladies' Auxiliary, Heart of America Showmen's Club, in the Continental Hotel here February 27, was an outstanding success. Table was arranged in the form of a red cross and the centerpiece represented a miniature United States airplane carrier ship, loaded with soldiers, planes, Red Cross nurses and guns. Place cards were in the form of red hearts with white lettering. Red candles on white dollies were attractive and favors included American flags and white eagles, each of which bore the inscription, "22d Anniversary."

Patriotic pins at each plate were donated by President Ruth Ann Levin, who also welcomed the guests and offered a (HASC Auxiliary Dinner on opp. page)

Endy Gets Business At Fort Lauderdale

FORT LAUDERDALE, Fla., March 7.—Altho hampered by rain and cold, Endy Bros.' Shows obtained good business at Broward County Fair here February 23-28. Fair opened to a cold rain, and a high wind hit the shows one afternoon, but little damage was done. Tuesday night, with an auto giveaway, and Saturday, Governor's Day, with Gov. S. L. Howard and local Civilian Defense authorities as honored guests, were the best days. An airplane salute opened the ceremonies.

Midway, comprising 14 rides and 10 shows, presented an attractive appearance. Rocket garnered top money among rides, with Cleo Hoffman's Casa Manana Revue leading shows. Barney Meehan did a good billing job, and shows' new Diesel plants provided illumination for the fairgrounds. Lou (Peazy) Hoffman opened his new beer garden to good results. Treasurer Ralph N. Endy, who underwent an operation in a Miami hospital, is recovering.

Visitors included Bert Rosenberger, Clyde and Harriet Beatty, Hugh Dillman, C. Montague, Charles Abbott, Bill Ketrow, Andy Wolandi, Bill Keller, Bennie and Martha Weiss and C. W. Parker.

Ziegler & McIntyre Shows To Forsake Road in 1942

DETROIT, March 7.—Because of contemplated blackouts in this city, Ziegler & McIntyre Shows will not take the road this year, Frank McIntyre said this week. The shows, which play under church auspices for the most part, probably have the bulk of this type of business here.

Discussions with parish and church committees in the last two weeks disclosed a general reluctance to undertake sponsored carnivals this year. General feeling is that even brief trial blackouts, which many seem to expect to be a nightly occurrence soon, will endanger their carnivals, and many fear panic conditions in the event of a sudden blackout with a crowd on the grounds.

Shows may play a few home-comings and street events held during the daytime and where the crowd would probably be less concentrated than on a church lot, McIntyre said. Charles J. Ziegler will operate his rides in a park at Island Lake, Mich.

Franks Starts Work in Macon Quarters; Debut Date Is Set

MACON, Ga., March 7.—Under supervision of W. E. Franks, manager-operator Franks Greater Shows, repair work has started at quarters in State Farm Market building. Opening here is scheduled for March 28. First engagement will be (See Franks Starts Work on opp. page)

Federal Taxes

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of The Billboard, dated March 28.

Read

CARNIVAL PUBLICITY AND THE WAR

By BILL SNYDER

in

THE BILLBOARD'S SPRING NUMBER

Dated March 28

Capacity Crowd at SLA Spring Party

CHICAGO, March 7.—As final arrangements for the annual Spring Party of the Showmen's League of America were being made today the indications were that it would be a sellout. Reservations have been pouring in all week and attendance will be swelled by the large number of showmen and fair men who came in for the meetings of the IAFE and the Outdoor Amusement Congress.

The party received some excellent publicity on the air in the last few days. On Thursday night William Carsky, chairman, and Walter F. Driver appeared on the Triangle Restaurant program on WCFL and got in some effective plugs for the League and the party, and on Friday Carsky was interviewed on the WGN program of Bill Anson and Bob Elson.

The entertainment committee has been exceptionally fortunate in obtaining the co-operation of stage and night club artists, assuring an outstanding show.

Regular Associated Troupers Hold Final Winter Meeting

LOS ANGELES, March 7.—Final winter meeting of Regular Associated Troupers' Club was held in the Bristol Hotel here February 28. President Lucille King presided, assisted by First Vice-President Marlo LeFors and Secretary Vera Downie, and arranged details for the opening early in November of the new clubrooms in the Bristol Hotel, which the club will rent for four months. President King announced that the constitution and by-laws books will be ready to be distributed when the new membership cards are issued. Dues will be assessed for 1943 and members will be notified by the secretary. Dues are payable not later than November 1.

President King completed the organization and closed the membership list for this year, revised the board of directors and issued details for future operation. Estell Hanscom and Mabel Brown will take over for 1943, with Secretary Vera Downie assisting. Board of directors includes Lucille King, Marlo LeFors, Estell Hanscom, Mabel Brown, Babe Miller, Sis Dyer, Ethel Krug, Betty Coe, Leona Barie, Rosemary Loomis, Rose Clark, Florence Webber, Dot Cronin, Vera Downie, Inez Walsh, Clara Zeiger, Martha Levine, Maybelle Crafts, Fern Chaney, Rellie Burgelon, Nellie Bowen, Ruth Korte, Mary Taylor, Mille Dobbert, Gladys Patrick, Allerita Foster, Margaret Farmer, Jessie Loomis, Nina Rodgers, Edith Bullock, Bobbie Miller and Mora Bagby.

House committee: Leona Barie, Lillian Schue; sick committee, Mora Bagby; publicity, Lucille King and Estell Hanscom; entertainment, Babe Miller and Inez Walsh. Membership includes Caroline Krekos, Josephine Thomas, Lillabel Williams, Vivian Horton, Peggy Forstall, Ester Carley, Babe Herman, Virginia Kline, Ruth McMahon, Marie Jessup, Edith Walpert, Marie Bailey, Billie Usher, Lillian Schue, Charlotte Warren, Bertie Harris, Cecilia Kanthe, Jewel Hobday, Minnie Pounds, Allie Wrightsman, Hazel Fisher, Jessie Campbell, Peggy Steinberg, Marge Corey, Nell Robidoux, Rose Rossard, Marge Steffins, Maureen Tait, June Dyer Cushing, Maxine Ellison, Ruby Kirken-dall, Esther Lathey, Lill Elsmann, Elsie Calvert Brizendine, Mary Ludington, Dolores Arthur, Mildred Levitt, Emily Mettler, Lucille Dolman, Isabel Meyers, Billie Bryant and Marlossa Herman.

SLA RED CROSS DRIVE

(Continued from opposite page)

clusively in your field and have full authority to go ahead on your drive."

James B. Forgan, chairman of the American Red Cross War Relief Fund, wrote in part: "I want you to know that I sincerely appreciate your interest. The co-operation which we receive from your group will be a credit not only to the Amusement and Recreation Division but to the Outdoor Committee and each member thereof as well."

John Balaban, chairman of the Amusement and Recreation Division, congratulated the League on its participation in the drive and said: "You understand, of course, that each and every individual contributor will receive credit for his contribution, as well as your organization."

The Showmen's League of America is sponsor for the entire idea and will receive credit for same. All details of organization and collections will be han-

dled by Chairman McCaffery. Full details of the drive will be sent to all show owners, parks and others by the committee, with instructions that all remittances be made payable to the American Red Cross. This will assure proper handling of the funds. Various other outdoor show organizations will be invited to co-operate with the League.

"While the small amounts contributed individually would never be noticed," says Chairman McCaffery, "collectively the total sum over a year's period should amount to from \$25,000 to \$40,000."

BALLYHOO BROS.

(Continued from opposite page)

Fried fish free. Bring your own skillet, lard and bread."

Friday was set as Fish Fry Day to give the office time to stock up on fish. Days and nights were spent in fishing but without results. A meeting was called to map out some plan to get fish by tons to feed the expected multitude. After an hour had been spent in deliberating on the subject the bosses decided to drain the lake and to name it Waterless Minnow Lake Beach. Steam shovels were put to work and a drainage canal was dug from the lake to a river 10 miles away. By Thursday the 1,000-acre lake had disappeared and its basin was filled with tons of fish.

So plentiful were the fish that they were used as flash on concessions, and arrangements were made to let patrons win free fish. Saw one concessionaire throw out a 10-pound carp and then spin the wheel to decide on who cleaned it. The agent cleaned the fish, but not the one from the lake. So many fish were on hand that the office had to add a leased refrigerator car to their train, putting the show on a fish diet for the rest of the year.

Event ended Friday at midnight. Thousands of people still being on the lot on Saturday, the show stayed over. Later we learned that the people had to stay on account of the management making it a one-way excursion and the patrons couldn't get back to their homes.

MAJOR PRIVILEGE.

HASC AUXILIARY DINNER

(Continued from opposite page)

\$5 award to each member obtaining 10 or more new members during the year. Room was decorated with flowers sent by HASC and Staats Floral Company. After invocation by Chaplain Myrtle Duncan, President Levin introduced Margaret Haney, emcee, who thanked Hattie Howk, entertainment committee chairman, and her group for the unusually attractive table arrangement and dinner. Congratulatory wires were read from the HASC, Irene Lachman and Helen B. Smith.

Mrs. Haney then gave an interesting talk on the history of the Red Cross, and Mother Louise Parker presented the history of the club's progress. A round-table discussion, headed by Gertrude Parker Allen, followed the dinner. Night's award went to President Levin. In attendance were President Levin, Margaret Haney, Louise Parker, Harriett Calhoun, Rosa Lee Elliott, Loretta Ryan, Tillie Johnson, Helen Holmes, Ruth Martone, Myrtle Duncan, Toots Riley, Rosa Lee Haney, Bird Brainerd, Gertrude Parker Allen, Edith Buton, Jess Nathan, Lucille Hemmway, Jackie Wilcox, June Cresswell, Leola Campbell, Billie Bedonie, Ann Carter, Nora Suggett, Georgia Brown, Katherine Boyd, Margaret Pennington, Peggy Chapman, Lettie White, Blanche Francis, May Wilson, Myrtle Starling, Edith Moon, Ruth Gordon, Verna Bowman, Jean Garrison, Boots Marr, Nellie Weber and Hattie Howk.

ALHAMBRA INAUGURAL

(Continued from opposite page)

superintendent; Henry Brown, electrician; Adrian Wickisen, mechanic, and Glenn Henry, circus manager and director. Shows carry seven rides and six shows.

Concessionaires and attractions include J. H. Christensen, cookhouse; J. L. LeGate, Sam Pearson, popcorn; Ed Ritro, Oleta Joyce, Albert Bozarth, shooting gallery; Thomas McDow, bottle game; Joe Blash, balloon darts; Joe Blash Jr., penny pitch; Esther Ford, Alice Blash, Art Johnson, hot dogs; Alta Johnson, Bill Gerlings, pony ride; Margaret Gerlings, tickets; Tom James, Dope Show, Bobbie Thornton, tickets; Monkeyland, Todd Henry; Mix-Up, Glenn Hunter, foreman, Ray Williams; Octopus, Ernest Cower; Rolloplane, Franklin Powers, foreman, Bob Reichner; Merry-Go-Round, Tommy Voutila, foreman, Clem Gordon; grind stand, Bull Montana Walker, Blackie Ford; Circus Side Show, John H. Olson, Ethel Olson, tickets; Sis Cook, penguin girl; Mary

Webb, fat lady; May Stewart, psychic wonder; Charles Mulcahy, James Monohan, iron jaw; Lee Harvey, fire act; Deep Sea, John Olson; William Bottrell, shooting gallery and ball game; Griffin Michael; Ferris Wheel, F. T. Wills, foreman; Mrs. Delbert Graham, tickets; Mrs. Bill Foix, front gate. Paristan Follies, which opens in Compton, Calif., will have Eva Perry, manager; Madeline Hill, Pat Hill, Rosalie Moorhead.

Visitors included Hugh Bowen, Joyland Shows; Dall and Joseph Ryan, Foley & Burk Shows; Mario Sylvester, Corey Bros.' Circus; Harry Hillman, Mr. and Mrs. Candy Moore, Mrs. R. P. and Connie Byam, William DeMiller, Lucille King, Joyland Shows; Mr. and Mrs. Dale Henderson, Billie Henderson, Bill Myers, Douglas Shows; Ben Dobbert, Crafts' Golden State Shows; Mr. and Mrs. Chris Olson, Monte Young Shows; Mr. and Mrs. William Summers, Clark Wylie, Mr. and Mrs. Lloyd Carlson, Joe and Ethel Krug, Rubin & Cherry Exposition; Mr. and Mrs. Mike Collins; Mr. and Mrs. John Donzelli and Lucy, Stella and Nancy Donzelli; Mr. and Mrs. Robert Winslow; Alphonse and Billie Hustrei; Hans Weinberg; Jerry Fox; Al Keenan; Mr. and Mrs. R. H. Huebner; Ralph and Margaret Balcom, Patrick's Greater Shows; Sammy Coomas; Claude and Pauline Webb, Russell Bros.' Circus; Mr. and Mrs. Rudy Jacoby; Mr. and Mrs. Roland Richards; Reggie Marrion; Joseph Manning; Charles Youngman; Muley Wilson; Harry Phillips; Mr. and Mrs. Harry Sucker, Monte Young Shows; Bob and Jennie Perry, Douglas Greater Shows; George Conklin and Walter Gorsline, Beckmann & Gerety Shows; Jack Gordon; Buddy Gritzmacher; Eva Perry; Mr. and Mrs. Earl W. Berry; Ginger Natividad; William Dodsworth; Dr. Vance Huffut; Louis Goebels; Thomas Pierson; Charles Soderberg; Horton W. Campbell, Dale Petross, Patrick Greater Shows; Lou Johnson, Pacific Coast Showmen's Association; Charles Marshall, Zeiger's United Shows; Jack Joyce, West Coast Shows; Vance Horton, Martin's United Shows; Marvin Harding; Hester Ford; Johnnie and Irene Gibson, aerial act; Jack Brick, Four Apollos; Harry Matthews; Mr. and Mrs. Jack Schaller; Mr. and Mrs. Jack Elhart; James Heller; Monte and Nina Frye; Mr. and Mrs. Clarence Altman, and Sam Abbott, *The Billboard*.

FRANKS STARTS WORK

(Continued from opposite page)

played on the Foundry lot adjacent to the quarters building.

A crew of nine has been at work for several days. Mrs. Peggy Franks has charge of the cookhouse, which she will operate on the road. Management plans to carry 7 rides, 5 shows, about 30 concessions and a free act. Macon lots will be played thru the spring. Last year shows scored heavily during a run of about 20 weeks on local lots.

Bob Smallwood, pea pool operator, and wife, ticket seller, arrived last week. Jack and Robert Stutzman, who have contracted for the exclusive on popcorn, peanuts, photo stand and bottle ball game, also arrived. Bob (Slim) Hill is here building a jingle board and slum spindle concession. Charles Amerson is expected soon. Herb Creger booked his pitch-till-you-win and cigarette shooting gallery, and Red Palmer advises he will come in March 20 with his concessions.

NEW! 1942'S BIG MONEY-MAKER ON EVERY MIDWAY! CIRCLE CUP DART GAME

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One outstanding Freak Alligator Boy or Girl, Magician who lectures and pitches Side Show, A-1 Talker for Illusion Show.
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Want Manager for Pitt Show that can furnish attractions. Have new equipment and will make good proposition. Address:
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Will furnish outfits for Shows. No Rides wanted. Can place a few more legitimate Concessions. Can place Ride Help of all kinds. Positively have 24 Celebrations, Conventions and Fairs booked and 4 more pending. Write or wire
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 Legitimate Concessions. **WANTED AT ONCE—Scenic Painter who can**
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NOTICE! NOTICE! NOTICE!
 All persons contracted for coming season in Concession Department of
 Rubin & Cherry Shows report no later than March 30 at Tucson, Arizona.
 Show opens April 4. Want Counter Men for Bingo, also Slum Store, Grind
 Store, and Wheel Agents. Address
SAM GORDON, 2750 Broadway, San Antonio, Texas, Until March 23;
 After That, Care of Rubin & Cherry Exposition, Tucson, Arizona.

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WANT FOR 1942 SEASON—HAVE LONG SEASON OF FAIRS
 Want legitimate Concessions of all kinds, Shows with or without own outfits, experienced Bingo Caller,
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R. O. OWENS, MGR., 4 DUNN ST., NEW BERN, N. C.

Buckeye State Readies For Opening in Laurel
 LAUREL, Miss., March 7.—Joe Galler's Buckeye State Shows early yesterday finished setting-up activities for their opening here today under Veterans of Foreign Wars Post auspices. Town was billed by Harold Kilpatrick and shows present an attractive appearance. Several new shows grace the midway and all equipment has been overhauled.
 Shows carry their own Diesel power plant, and a uniformed band will be used for street advertising. The promotion department will co-operate with local boards in the sale of Defense Bonds and Stamps, and everything possible will be done to co-operate with local authorities in matters pertaining to blackouts and other home defense regulations.

NSA's Endorsing of OAC in January Recalled by Hamid
 NEW YORK, March 9.—The National Showmen's Association endorsed the Outdoor Amusement Congress in January, several weeks before the congress was formed in Tampa, and a few of its active members, including Art Lewis, NSA president, and W. C. Fleming, of James E. Strates Shows, were named to the OAC executive council in Florida. These facts were recalled in connection with the comment made by George A. Hamid at the OAC meeting in Chicago Saturday (7). Hamid is president emeritus of the NSA and was its first head, having served for two years.

REP RIPPLES
Continued from page 29)
 Models, currently playing Florida but slated to move soon into Georgia and Alabama. . . . TOM DUNN, former rep manager and agent, has a traveling museum operating in Central Georgia. He reports business as okay. Dunn was at one time manager of the old Nickerson Company back in the 10-20-30 days. . . . OTTO IMIG, comedian, who shortly begins his fifth season with the Madge Kinsey Players in Ohio, and Eddie Mason, country store magnate, were visitors at the rep desk last Thursday (5) while in

Cincinnati on a brief lark. Imig, who recently concluded a 10-week season in schools and service clubs for the Roy Collins office, Rochester, N. Y., reports that his dad, Hugo Imig, veteran repertoire performer, is recovering from a five-week illness at his home on Chestnut Street, Girard, Pa., and would appreciate a line from old friends. Mason is still operating his country store at the Palace Theater, Hamilton, O., on Thursday nights. The rest of the week he puts in on a fund-raising promotion for the American Legion at Mansfield, O.

INFO ON MISS HOWARD
Continued from page 29)
 roles of Chloe and Topsy. Howard presented the play until about 1860 in this country and abroad. Then he retired and lived in Cambridge, Mass. Miss Howard continued to play the role of Eva until she was 12 years old. When she was 20 she married Edmund J. MacDonald. He died in 1887. Her father also died the same year. Her mother's death was in 1908.

When the play was first written it ended with the death of Eva, but later the story was carried to the death of Uncle Tom.
 I have never read or heard of Cordelia being called Nellie. I am appending a list of the original cast. You will note the names of Charles K. Fox and George L. Fox, who were uncles of the late Cordelia Howard. The cast—Uncle Tom, Green C. Sherman; St. Clair, George C. Howard; Gumpem Cote, Charles K. Fox; Phineas Fletcher, George L. Fox; Eliza Harris, Mrs. W. G. Jones; Eva, Little Cordelia; Topsy, Mrs. George C. Howard; George Harris, George L. Aiken.
 In October, 1906, the writer was in Cincinnati in advance of Al W. Martin's Uncle Tom's Cabin Company, and the late Montgomery Phister, who was then dramatic critic of The Commercial Gazette, and I went into everything that had ever been connected with the play, both historical and traditional, and we certainly dug up some stuff, too. At the time of her death Cordelia was residing in Belmont, Mass., and she was interred at Mount Auburn Cemetery, Cambridge, Mass. I have a cut of her made when she was 92.
 H. H. WHITTIER.

UP CANADA WAY
Continued from page 29)
 sidiary menaces of the films and located in Hollywood for some years, was once male lead for the Carroll Players in stock at Halifax, N. S., and on tour in the provinces.
 Jack Haggerty, formerly in repertoire and stock, is active in the Little Theater in St. John as actor and director.
 Owen Coll, veteran stock and repertoire character player, cannot be accused of race suicide. He is the daddy of 10 children. One son is a Basilian priest at Toronto. Coll was in the Lakewood straw hat group at Sknowhegan, Me., last summer.
 Shepperd Strudwick, who was in summer stock at Surrey, Me., for several seasons, is now John Shepperd, of the films.
 Frank McHugh, film comedian, played juvenile leads in repertoire and stock, and one of his engagements was a juve with the Carroll Players at the Opera House, St. John. McHugh didn't penetrate comedy until he went to Hollywood, where he has been featured in souse and dimwit roles.
 Campello Island, summer home of the Roosevelts of the White House and Hyde Park, would like to participate in a rotary summer stock operation. The island is right on the U. S. line, next door to Lubec, Me., and across the channel from Eastport, Me.

Jimmy Ogle Still Insists That Pop Choate Was First
 Rogersville, Ala.
 Editors The Billboard:
 I see what my friend, Al Pitcaithley, says about the Chase-Lister Show. I don't know, I'm just a boy, 48 years young, but W. C. Choate had a tent show in Illinois in 1905. Horace Murphy was there the season 1906 and left there to John Crawford's Comedians in Texas the same season. I am not trying to start an argument but something might awaken a lot of the old fellows and start a little new interest in rep. It needs a shot in the arm.
 I played Iowa in 1911 and Chase-Lister was a new show at that time. J. S. Angel had a tent show in 1913; the late Ed Nutt was manager. Col. W. I. Swain had one earlier than that.
 Kadel Kritchfield had a show in Mississippi in 1907. Jerry Kritch is still in Macon, Ga. He could talk many hours about old shows if he could be reached, and persuaded to open up. I believe, however, that Pop Choate was showing under canvas prior to 1900. Write him at Cambria, Ill., and let him say.
 JIMMIE OGLE.



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Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, March 7.—President Carl J. Sedlmayr presided at the February 5 meeting. With him at the table were Vice-President M. J. Doolan, Treasurer William Carsky, Secretary Joe Streibich and Past Presidents Edward A. Hock, Sam J. Levy and Frank P. Duffield. Al Rossman reports good results on the Outdoor Amusement World Directory. Sherman W. Glover was reinstated. L. S. (Larry) Hogan is still in the hospital, showing little improvement. Jack Benjamin is receiving treatment for a stomach ailment. C. W. Finney is still in Hines Hospital, and Harry Ross is improving from an operation. Sick list also includes James Murphy, Jack Lydick, Tom Rankine, Tom Vollmer and Harry Mamsch. Brother G. L. (Mike) Wright has been appointed to the Finance Committee.

President Sedlmayr gave a good talk on the Tampa bingo benefit and presented a check to the club for \$500. Past President J. C. McCaffery lettered explaining his part in work among showmen for the American Red Cross War Relief. League voted to co-operate and started the ball rolling with a \$2,000 donation. Cecil Meyers attended after recovering from a long illness. Nate Miller and Raymond Lusse visited the rooms. Nate Eagle and Jack Tavlin closed their indoor dates. Jack Andrews visited, as did Lou Leonard, Sam Nunis, H. B. Kelley, Frank H. Kingman, Sam L. Ward, Irving C. Ray, Walter Hale, Maury Brod, Leonard Traube, Irish Horan, Gerald Snellens, Pat Purcell and W. R. Hirsch.

Maurice Hamauer left for Tulsa, Okla., and Brothers Joe Miles and John J. O'Connell advised they will be inducted into the service soon. Honor Roll has been ordered and will soon be placed on club walls with the names of brothers who are in the service. It is urgent that all members keep this in mind and send in the names of any brothers in the service. A rule has been adopted exempting members from paying dues during the time of their service and for 60 days thereafter.

Ladies' Auxiliary

Regular bi-weekly meeting was held at the Sherman Hotel February 27 with these officers presiding: Mrs. Joseph L. Streibich, president; Mrs. Ida Chase, first vice-president pro tem; Mrs. Anne Doolan, second vice-president; Mrs. Edna O'Shea, third vice-president; Mrs. Rose Page, treasurer, and Mrs. Edgar Wall, secretary. Invocation was rendered by Chaplain Mrs. Nate Hirsch. Letters were received from Sisters Mrs. Clara Zieger and Mrs. Wallace.

Sister Mrs. Louis Rollo, relief committee chairman, reported that Myrtle Hutt and Carmen Bishop are ill. Past President Mrs. Henry Belden will be chairman of a bazaar to be held in the fall during convention week. Fancy work will be the main attraction along with numerous other prizes. Proceeds will be donated to civilian defense. On March 14 a large bunco and card party will be held in the West Room of the Sherman Hotel. Members will donate all prizes and proceeds will be used for the benefit of American Hospital Linen Fund. Forward all prizes to Mrs. Nan Rankine, in care of the Ladies' Auxiliary, Sherman Hotel, Chicago.

After adjournment cake and coffee were served. A social was held on March 5, with Past President Mrs. Al Latto and Hattie Latto as hostesses.

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Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, March 7.—A special meeting was held on March 4 to discuss new constitution and by-laws, which were adopted with few changes. Regular meeting will be held on March 11. Assistant Secretary Al Young is about again. Brother Alec (Shorty) Brown is still in Queens General Hospital. Brother Bob Gruver has tied up with Freddie Phillips for the coming season.

Birthday congratulations to Herbert H. Leves, Edward S. Caldwell, Joseph L. Cahill, Murray Spitzer, David B. Endy, March 13; George A. Reiser, Kirby Hunt, Joseph Pladger, Paul E. Prell, 14; George J. Konessy, Herman Cohen, Nathan Faber, David P. Lichtblau, C. B. Kidder, William Glickman, Sam Walker, Martin M. Goldberg, 15; Harry L. Horner, Abraham Kalman, 16; Max Linderman, David Piementel, Roscoe Schwartz, Victor L. Signer, Nick Elliott, Jack Harris, 17; Richard E. Gilsdorf, Charles R. Miller, William E. Woodall, 18; Thomas J. Coleman, Alexander Mercy, 19.

Ladies' Auxiliary

About 50 members were on hand for the regular meeting February 28. Session followed a meeting of the board of governors which was called to discuss the problem of rendering aid to a sister member who is ill and in distress. It was decided to give the assistance in accordance with the rulings previously made which cover such situations. Margaret McKee reported that Sister Minette Dobson is recovering from a recent illness. Sister Bess Hamid reported that Sister Dolly McCormick is suffering with an infected tooth.

Members are reminded that the annual Strawberry Festival will be held on April 9 in the clubrooms. Cards will be played and three Defense Bonds will be given away.

Altho the bingo party at the club March 1 was somewhat of a disappointment, the financial returns were gratifying. Brother Bill Bloch, as usual, played a large part in the event's success. He donated all bingo supplies and one of his men to run the affair. Generous merchandise donations were received from Brothers H. W. Jones, Joseph Landy, Jerry Gottlieb, Sam Spitz, Tom Brady, The Billboard and Sisters Frances Garr, Rose Rosen, Dorothy Packman, Rosoff's Hotel; Nat Lewis, Inc.; Agnes Fashion Shop, Aime Beauty Shop and Berne Shops.

Ways and means committee Chairman Edna Lasures directed the event and members of the entertainment committee, under Chairman Lillian Brooks, handled the tables. Sister Madge Bloch and Treasurer Anna Halpin were in charge of the money. Door prize, a year's subscription to The Billboard, went to Brother Abe Rubens.



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, March 7.—March 2 meeting was presided over by President H. Stahl, with First Vice-President Pop Baker, Third Vice-President Manny Brown, Treasurer Lou Rosenthal and Secretary Robbie Robbins also on the rostrum. Advance tickets sale for the St. Patrick Day Party is way beyond expectations. Gold life membership cards were awarded to Brothers Hyman Stone and Lou Rosenthal for their outstanding activity during 1941. Brother Stone was first vice-president, and in the absence of the president because of illness directed the association to one of the biggest years in its short history.

Weekly Defense Bond award went to Brother Frenchy Williams. Past President Harry Ross is in Chicago recuperating from illness. Leo Lipka, Joe Vernick and Johnny Fox are still on the sick list.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire,
Los Angeles

LOS ANGELES, March 7.—Regular meeting Monday night was brief. Attendance was small, as a number of showfolk have left town to join their respective shows. Meeting opened with a tribute to the late Robert King, concessionaire with Rubin & Cherry Exposition, who was killed in an auto accident near Casa Grande, Ariz. Tribute and funeral services were conducted by Chaplain T. H. Louis.

Joining the club were Henry Clayton, T. Dwight Pepples, Frank L. Thatcher, Darwin Glenn, Grover Clark, Joseph W. Redd and Phil Horn. James Gallagher reported that George Rehn, E. J. Kennedy and Charles Guberman are still on the sick list.

A letter was read from President Mike Krokos, who was unable to sit on the rostrum with H. A. Ludwig, first vice-president; C. W. Nelson, fourth vice-president, and Ralph Losey, secretary. Refreshments were served by Custodian Ben Beno.

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, March 7.—First Vice-President French Deane presided at the February 19 meeting, with Acting Secretary Nell Allen and Treasurer Gertrude Lang also on the rostrum. Jerry Thompson is in Missouri Baptist Hospital, and Daisy Davis and Ethel Hesse are ill at their homes. Nell Allen was awarded the Defense Bond, donated by Goldie Fisher and Judith Solomon.

Mildred Laird and Nell Allen were hostesses at the February 26 social. Night was given over to playing cards, and refreshments were served, with members of the International Association of Showmen as guests. Letters were read from President Viola Fairly and Secretary Grace Goss.

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., March 7.—Third Vice-President Clay J. Weber presided at the regular weekly meeting, with Secretary G. C. McGinuls and Treasurer Harry Altshuler also on the rostrum. Board of directors, at a special meeting called by Chairman Paul Parker, passed a resolution to set aside a sum of money for the entertainment committee to entertain members for 15 weeks beginning December 4. Mr. and Mrs. Keith Chapman came in from Chapman, Kan. Brother Fred Flood has been released from General Hospital, where he underwent an operation. Brother W. Frank Delmaine has been suffering with a heavy cold.

Brother Sam Benjamin returned from a trip to Des Moines. Mr. Turk, formerly with Beckmann & Gerety Shows and now stationed with the air corps at San Antonio, visited en route to his home. Brother Footh Middleton, who has been with Ray Marsh Brydon's International Congress of Oddities, has returned. Brother and Mrs. C. G. Buton came in from Independence, Kan., on business.

E. S. Earl, formerly with Elite Exposition Shows, is operating a bakery in Edinboro, Tex. Brother and Mrs. Art Brainerd returned from a trip to Mexico. Banquet and ball committee is working out plans for the annual event, which will be held on New Year's Eve as usual.

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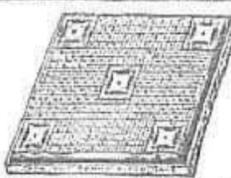
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MENTAL TELEPATHY. Booklet, 21 P. 25c

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

SIMMONS & CO.
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 Instant Delivery. Send for Wholesale Prices.

POPCORN—PEANUTS

Seasoning, Cones, Bags, Ctns. and complete line Popcorn and Peanut Supplies. New and Reconditioned Equipment bought and sold.

Phila, Pa. **MOSS BROS. NUT CO.** Pitts., Pa.

BOWEN'S JOYLAND SHOWS WANT

FEW MORE CONCESSIONS AND GRIND SHOWS. WILL BOOK OCTOPUS, ROLL-O-PLANE, TILT or RIDEE-O, with or without transportation. CAPABLE WHIP FOREMAN, RIDE HELP FOR ALL DEPARTMENTS. No wino's or agitators.

OPEN MARCH 28TH, STOCKTON, CALIF.

HUGH C. BOWEN
 1320 E. Roosevelt St. Stockton, Calif.

Great Sutton Shows

Will Open Saturday, April 11

Will sell exclusive on Cookhouse. Will furnish tents and beautiful fronts to non-conflicting Shows. Can use one more Major Ride with or without transportation. Can use Ride Help or Truck Drivers.

P. O. Box No. 304, Osceola, Ark.

BYERS BROS.' COMBINED SHOWS NOW CONTRACTING FOR 1942 SEASON

Address: BOX 129, KENNETT, MO.

WANT

Ride Help for M-G-R, Ferris Wheel, Chair-o-Plane, Good proposition to Grind Shows. Few more Concessions open. Due to sickness want Electrician. Opening in March.

JOHN DENTON
 104 East Fifth Ave. KNOXVILLE, TENN.

WEST BROS.' SHOWS WANT

Photos, Diggers, Lead Gallery, Stock Store, Arcade, Revue, Girl Show, Ride Help and Grind Shows. For Sale—#11 Eli Ferris Wheel, 10 Live Ponies. Open March 12th. Address: 315 West Main, El Dorado, Arkansas

Midway Confab

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

SOME have opened.

HENRY JENKINS has signed his five concessions with Parada Shows again.

FUNNY PORTER booked his ride and concession with W. G. Wade Shows. He plans to join after April 10.

MR. AND MRS. LEO J. COX info from Mansfield, Mo., that they will leave soon to join Buckeye State Shows.

SMILING occasionally is good practice for bally girls.

CONCESSIONAIRES Ray and Cecil Turner are operating a skating rink at Streator, Ill.

MARTY AND ALICE HIGGINS have again booked their photo gallery with Smith's Greater Shows.

J. B. LARKIN advises from Atlanta that Mr. and Mrs. Phil Rocco recently joined F. R. Heth Shows in Augusta, Ga.

RESPONSIBILITY makes some men good department heads and washes up others.

THOMAS MAHONEY advises from Syracuse, N. Y., that he has again signed with Fred Allen Shows as mail man and *The Billboard* sales agent.

IN a Western city an escaped lunatic was discovered working outside of a concession. Beware! There may be others.—Colonel Patch.

H. B. DICKSON, ride owner, writes from Temple, Tex., that he recently sold and delivered a ride to H. Holley, Henryetta, Okla.

FLYING VALENTINES, high act, has been booked to present the free attraction on L. J. Heth Shows, George Spaulding reports.

BOOKING their mechanical Fun on the Farm, Tarzan and Dancing Follies shows on Puzell's United Shows recently were Mr. and Mrs. Whitey Nolte.

DEAF TALKER—"Turn up the loud-speakers! I can hardly hear what I'm saying." Manager—"Don't worry. You ain't missed much."

PARADA SHOWS have been awarded the midway contract for the 1942 Neosho County Fair, Chanute, Kan., Fair Secretary R. K. Baker reports.

RECENT additions to L. J. Heth Shows included George J. Bozwick, with his Midget Show, and Harvey Charles, with his Remember Pearl Harbor Show.



MRS. MARGARET HANEY, well known in outdoor show circles, emceed the successful 22d Anniversary Dinner held in the Hotel Continental, Kansas City, Mo., February 27, by the Ladies' Auxiliary of the Heart of America Showmen's Club. She's the wife of R. E. Haney, ride operator of note.



MARLO LEFORS, first vice-president of the recently reorganized Regular Associated Troupers, wound up her term of office with the club's final winter meeting in the Bristol Hotel, Los Angeles, February 23. She, along with President Lucille King, directing genius of the club, were elected to the board of governors at the meeting.

MR. AND MRS. CHARLES HOOLAHAN have booked their fishpond with J. R. Edwards Shows, their second season there.

SAMMY LEWIS, formerly with Cetlin & Wilson and Art Lewis shows, has signed his Hot Harlem Revue with Bantly's All-American Shows.

CURRENTLY playing indoor circuses, the Five Waldorfs have been contracted to present the free attraction on Bantly's All-American Shows for 25 weeks.

MAKING up a newspaper is the most simple thing in the world to press agents—but not to editors.

AFTER closing at Florida State Fair, Tampa, Linda Lopez booked her Girl Revue with Crescent Amusement Company.

FRANK SCHWEITZER has booked his concessions with Roy J. Goodin Shows, he reports from Tampa, where he is vacationing.

RAY WHEELLOCK advises from North Little Rock, Ark., that he has booked his Athletic Show and concessions with Bremer's Consolidated Shows.

WE are booking a route according to the mileage left on our tires.—Stretch Bros.' On-the-Bounce Shows.

W. S. MYERS, managing-director Myers Concession Company, is in a Findlay (O.) hospital recovered from nose hemorrhages sustained last week.

ART GORDON and not Tommy Brice, as was recently reported, will operate the Girl Show and Posing Girl Revue on the John H. Marks Shows.

Snake Oil

A SMALL MIDWAY that wanted to go modern framed a medical department and contracted a sex-book pitchman as M. D. It was more or less a first-aid station supported by 25-cent weekly donations from the show's personnel. The Doc knew several medical terms which he dished out liberally when visitors arrived. Old Sam, who "gets no salary," had no job and was made an assistant. His duties were putting up the tent, carrying water and helping as a nurse on all cases. Due to bad business the weekly donations fell lower and lower until they stopped entirely. Then Doc decided to take a powder between moons and return to his first love, sex-book pitching, and Sam was elected to carry on until other arrangements could be made. The fact that a show carried a doctor and field hospital made good copy. The press agent, not having much else to write about, always hurried local reporters to the unit. Loudly bragging about the hospital, while escorting a scribe and not knowing Doc had taken the fence, the p. a. and his guest walked into the tent to find Sam wildly slapping iodine on a ride boy's rear with a paint brush. "Sorry, gen'lmuns," yelled Sam, "yo' all can't come in now. I'se working on a patient."

ing a tent and awning company at Brainerd, Minn. He plans to remain there for the duration.

MR. AND MRS. FLOYD HARVEY have been wintering at their home in Des Moines. He will troupe this year while Mrs. Harvey remains at home to look after other interests.

ONE type of construction that will never be curtailed is the building of bigger and bigger jackpots.

"MR. AND MRS. A. R. PYLE, photo gallery operators with F. E. Gooding Shows the last 10 years, are recovering from pneumonia," cards Mrs. R. S. Shaffer from Portsmouth, O.

"PASSED physical examination for my induction in the army and expect to be called March 27," writes T. E. (Shorty) Davis from Goldsboro, N. C. He was with Ideal Exposition Shows last season.

MRS. HERMAN BANTLY, Bantly's All-American Shows, advises that Paul Lane and Joe Payne, with their string of concessions, will return to the midway in 1942.

FRONT talkers can now stop bragging about acts coming from Hollywood and Broadway and switch to "direct from army camps."

BILLY LOGSDON advises from Orlando, Fla., that the Florida fairs proved profitable for his attraction and that he plans to make other independent dates before returning to his home in Louisville.

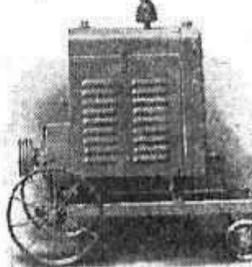
LAST SEASON with Wallace Bros.' Shows and a veteran of World War I, Ellis L. Eames has re-enlisted in the army and is stationed with Company A, 61st Infantry, Third Platoon, Camp Wolters, Tex.

THOSE advertised Matchless Midways are probably the ones on which concessionaires yell, "Hey, Buddy! Got a match?"—Oscar the Ham.

BUD RILEE, lot superintendent and manager of the Penny Arcade, arrived in Bantly's All-American Shows' quarters in Sanford, S. C., recently. He also was *The Billboard* sales agent and mailman with the organization last year.

RESERVE ENERGY

"Pop" instantly available for full time capacity operation. Quick pick-up under full load for fast profit taking, both assured with a V-belt Model ELI Power Unit. Best buy of all for rugged, long-life economy.



ELI BRIDGE COMPANY
 Builders of Dependable Products
 N. West Street Jacksonville, Illinois

WEST COAST showman A. J. Budd will be with Bantly's All-American Shows again in 1942. He advises his Side Show line-up will include Medusa, child from the seas; Zimba, pinhead; Willie, colored giant, and five other working acts.

DEPARTMENT bosses who use "The office wants you to do this or that" when giving an order soon impress workers with the fact that they are not bosses but merely messenger boys.

"HAVE booked our popcorn, peanut and photo gallery concessions with Franks Greater Shows and are in quarters here waiting for the opening," Mr. and Mrs. Jack Stutzman card from Macon, Ga. "Our son, Robert, also booked his stands."

CONTRACT to provide the midway at the 1942 Shelby County A. & M. Fair, Shelbyville, Ky., has been awarded to J. J. Page Exposition Shows, R. E. Savage reports from Johnson City, Tenn. Date brings to 12 the number of fairs signed by the shows for the 1942 tour.

WE are so exact in carrying out our color scheme that we demand that our bally girls match their finger-nail polish with the show fronts' paint.—Duke & Shilling Odorless Midway.

OPERATOR of the side show on Parada Shows, Forrest C. Swisher returned to quarters in Caney, Kan., recently after an extended business trip, on which he met Tony Renee in Kansas City, Mo.; Orville Cooper in Wichita, and Mrs. Frank Brasher in Pittsburg, Kan.

NOTES from Elite Exposition Show's quarters by Don Foltz from Arma, Kan.: Aerial Bauers, Harry and Sue, have again signed to present their free act. H. W. Anderson booked his new Rolloplane. Work in quarters is advancing rapidly under writer's direction.

DUE to lack of man power and wanting to keep our agents on their feet this season, we have stored the beach chairs that were formerly located under the office awning.—Gate & Banner Shows.

SIG SIGNOR and Mike Schaufler, operators of short and long-range shooting galleries, report that business at Sportmen's Show, Chicago, was good. They also plan to play sportsmen's shows in St. Louis and Minneapolis. Blackie Hyson, John Norstrom and Billy Short are their agents.

MRS. E. O. RICHARDSON, Alice the Alligator Girl, who was with Keystone Modern Shows the last two seasons, has signed with Lawrence Greater Shows. Her husband will handle the ticket box and her brother, Aloc, last season with Hazel



FRANK M. SUTTON JR., son of the owner of Great Sutton Shows, is a private in the army, having enlisted February 23 at Little Rock, Ark. He's stationed with Company A, Reception Center, Camp Robinson, Ark.

Hasson's Side Show on Sol's Liberty Shows, will do the talking on the front.

"AM closing the Southern office of the L. J. Heth Shows here after visiting nine Florida fairs in the interest of the shows," writes Tressie G. McDaniels from Tampa. "Will leave soon for shows' quarters at North Birmingham, Ala., to finish preparations for shows' opening there March 14."

LITTLE if anything is known about carnivals of the 14th century, but it is claimed that during that era some showmen prophesied, "Carnivals will not last long unless they clean up their girl shows."—Carnival Historian.

LAST SEASON with Big Bam Storey on Coleman Bros.' Shows, Curley Nixon visited The Billboard Cincinnati office last week while in the Queen City with the Angel Street company playing the Cox Theater. Curley is handling the souvenir program with the unit. He said he plans to return to the Coleman Shows in time for opening April 17.

HELEN BENNETT advises from Arkansas City, Ark., that her husband, Harold, has suffered two heart attacks in the last three weeks and that they will be unable to join the Paul Ebersole Shows on which they had booked their Girl Show for the season. They are now in quarters of Harold's brother, B. D. Bennett, owner-manager Bennett's Western Trail Shows.

CHARLES S. NOELL, general agent Four Star Exposition Shows, cards from Shreveport, La., that the rides and concessions, which have been in operation in Leesville, La., for the last nine weeks, are owned by C. A. (Curley) Vernon and not by Ralph Miller as recently reported. Combo is the winter unit of the Four Star Exposition and is called the Arcade Shows, Noell says.

A NUMBER of showfolk wintering in Dallas tendered Mr. and Mrs. Red James, vet troupers, a house warming at their new home near the Texas city recently. Among guests were Mr. and Mrs. Elley Hickman, Mr. and Mrs. Susie Lucas, Mr. and Mrs. Grady Durrett, Mr. and Mrs. H. E. Potter, Mrs. Dennis Pugh; Mr. and Mrs. J. E. Reese and daughter, Ann, and Mr. and Mrs. Eddie Vaughn.

REMEMBER way back when juice was sold out of barrels and such signs as "All You Can Drink for a Nickel" and "Buy a Glass of Lemonade and See the Monkey Free" were used to induce fairgoers to buy. We may again see the return of "cit" and "saccharine."

MRS. GEORGE B. ANDERSON, the former Marjorie Lorraine, was tendered a shower at the Tampa Fairgrounds on Valentine Day by members of the Royal American Shows. She received numerous gifts, and guests at the surprise party included Mrs. Elmer C. Velare, Mrs. Curtis J. Velare, Ruby and Jimmy James, Maxine Lerow, Mr. and Mrs. Runge, Mr. and Mrs. C. C. James, Joy and Brownie Brown, Mary Bromley, Mr. and Mrs. M. Westmoreland, Mr. and Mrs. Deemer, Blanche Griffin, Betty Duncan, Oliver and Duke Wilson, Mabel and George Davis, Jerry and Bud Weaver, Mrs. Scheiding; Dorothy, Vivian and

Effie Thompson; Earl and Hazel Maddox, Virginia Coltura, Mickey Ames, Evelyn and Bill Clain, Geraldine Gaughn, Vivian and Maurice Richey, Laura Manon, Mabel Lerow, Mr. and Mrs. H. Sutrain, Vivian and Bert McGrean, Marie Streigle, Mrs. Mary Dennis and Madam Margaret.

WISCONSIN'S Division of Fairs and Trade Practices of the Department of Agriculture, headed by William T. Marriott, in a statement released March 2 to circuses, carnivals and other traveling organizations on the necessity of obtaining compensation insurance, announced that the Wisconsin statute No. 12914, covering showmen's State licenses, provides that no such license will be issued until the department shall have ascertained from the Industrial Commission that the applicant has complied with the provisions of Subsection 2 of Section 10228 of the statute. Marriott said the law is not a new one, but in the future it will be necessary for shows to contact the Wisconsin Industrial Commission and provide required insurance before applying to his department for a license, as the license cannot be issued until insurance has been taken out. Anyone attempting to operate in the State without the insurance and license, as provided by law, will be prosecuted for each such violation, Marriott said. He urged showmen contemplating playing the State this year to contact the Industrial Commission well in advance of their opening date so that they may apply for and receive their license before beginning operations in Wisconsin. After the shows have satisfied the Industrial Commission as to insurance they may apply direct to Marriott's office for their license.

Advertisement for Evans' BINGO featuring an image of a bingo globe and text: "Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazaars, carnivals, night clubs, ball-rooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass Bingo Globe, 9 1/2" diam.; Cards (up to 3,000 without duplication), Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at new LOW PRICE! FREE CATALOG Send today for Free Catalog of Evans' complete line of Midway and Carnival Equipment—for 50 years the standard of quality. H. C. EVANS & CO. 1520-1530 W. Adams St., Chicago"

Advertisement for EYERLY AIRCRAFT CO., Salem, Oregon, featuring "WORLD'S MOST POPULAR RIDES" including Octopus, Rolloplane, and Fly-o-plane. Includes text: "REPAIR PARTS Order What You Need Now, Our Factory May Be Called Into Defense Work." and "ABNER K. KLINE, Sales Manager"

Advertisement for MIDWEST MERCHANDISE CO. featuring "COMPLETE LINE OF CARNIVAL MERCHANDISE" including patriotic banners, pins, buttons, sales boards, and premium merchandise. Includes text: "WRITE FOR OUR NEW APRIL CATALOG" and "1008 BROADWAY KANSAS CITY, MO."

Advertisement for DICK'S PARAMOUNT SHOWS, INC. featuring "OPENING APRIL 16" and listing various services: "WANT RIDES... KIDDIE AUTOS. WANT SHOWS... Grind Shows, MOTORDROME, FUNHOUSE. WANT SOUND CAR... Mr. Sullivan, get in touch with me. WANT CONCESSIONS... Any 10-Cont Grind Store, Scales, Guess-Your-Age, Fishpond. WANT HELP... Experienced Ride Help on TILT-A-WHIRL, ROCKET, CHAIRPLANE, TOP WAGES. Also Semidriviers. WANT WINTER QUARTERS Box 233, Riverhead, Long Island, N. Y. R. E. GILSDORF Gen. Mgr."

Advertisement for "FOR SALE" featuring two tents: "TWO TENTS—One 60x120, round ends, ball ring top, three 28 foot center poles, top 12 oz. khaki duck, sidewalls 8 foot 9 oz. khaki duck, red trim, 15 foot maroon khaki duck, large flags. I have used this tent about 4 weeks. Looks like new tent. One tent 20x42, khaki duck, in good condition. Both tents complete with poles, stakes, ropes and tackle blocks. Also large, very attractive Portable Stage on four-wheel Trailer, complete with lights. Wonderful set of Power Amplifiers, 140 watts. Also Booster Unit, 200 watts. Total 340 watt output. Three Speakers, two Microphones, Victrola Attachment, Piano and Curtains. Suitable for open air or tent. 100 12 foot Lawn Benches, will seat 1000 people. Large 8-Passenger Lincoln Car with NEW TIRES, with attachments for drawing stage. Three 38-foot American Box Ball Alleys, one Long Range Shooting Gallery, five .22 Winchester Rifles. This equipment must be seen to be appreciated. Will sell complete outfit or separately. ELTON D. SHAVER, Dexter, N. Y."

Advertisement for HERMAN BANTLY, Gen. Mgr. and L. C. "TED" MILLER, Gen. Agt. featuring "BANTLY'S ALL AMERICAN SHOWS" and listing services: "WANT Girl Show Operator that has girls to produce Posing Show and Revue. Ride Help, Foreman or Second Men in all departments. Semi-trailer drivers paid extra. All workmen on this show taken care of with workmen's compensation and unemployment insurance. Manager for Glass House, A. J. Budd, have mail for you. CAN PLACE Long Range Shooting Gallery, Cigarette Shooting Gallery, Watch-La, Hoop-La, strictly American Palmistry (no Gypsy Camps). Can place any 10¢ legitimate Concession. Workmen, address all mail to HERMAN BANTLY, Winterquarters, Sanford, N. C. All other business address to Reynoldsville, Pa."

Dogma

IF I HAD ENOUGH DOUGH to buy equipment and to square a dog catcher, I'd add 14 more dogs to my wife's six, train them and start a dog-medicine show. I would add another story to our house trailer to make room for the additional actors and my laboratory. Dog shows, street corners and midways would be worked to thousands of dog lovers daily. Carnival lots could be worked after the show at night, as there is a wide field for dog medicines, flea soap and mange cure in that profession. I'd make a plastic torso of a canine body and show the heart, liver, kidneys and other internal organs. The stage would be trimmed with pictures of famous dogs, featuring Rin Tin Tin to add a professional touch for the benefit of showmen. I believe the robe as worn by judges of the Supreme Court suitable wardrobe for the pitchman and would act as a convincer that the pooch croaker was a man of learning. Then Dr. Frank J. Bligh's Blood and Iron for the Canine Family, not a man-made remedy but nature's gift from roots of dogwood trees, would be sold for just enough to cover the expense of wrappers and bottle, which would be \$1. I would be hailed as a savior of man's best friend. While working the North during winter months I'd transport my equipment on sleds drawn by Alaskan huskies. My arrival in towns would be photographed by newspapers and gain free publicity. Of course, a sheetwriter would travel along to get subscribers for a dog magazine.—Dime Jam Johnson.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
 Automatic Bingo Shaker. Real Class . . . \$12.50
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25
 M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000. 1.25
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stamped in pads of 25, Per M . . . 1.50
 Box of 25,000 Black Strip Card Markers. . . 1.00
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

SHOW PRINTING

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 DATES • POSTERS • CARDS • HERALDS • BANNERS
 Type, Engraved, Litho. Stock Designs for All Occasions.
 WRITE FOR DATE BOOK AND PRICE LIST
CENTRAL
 SHOW PRINTING COMPANY • MASON CITY, IOWA

Wallace Bros.' Shows

OPENING MARCH 30
 Want Octopus, Fun House, Mechanical City, Working Acts, Half and Half, Mind Reader, help of all kind for 10-in-1, Performers and Musicians for Minstrel, Ride Help that drive semi trailers. Can place Concessions that work for stock. Exclusive Cook House open.
 All Mail: BOX 993, JACKSON, MISS.

CONCESSIONS WANTED

Ball Games (first ad in 5 seasons), Duck Pond, Fish Pond, Bowling Alley, Pitch-Tilt-Win, Cigarette Shooting Gallery, Dart Balloon, Ferris Wheel Foreman; Thomas Garvey, write.
MIKE ZEIGLER
 Hotel Milner PHILADELPHIA, PA.

SECOND-HAND SHOW PROPERTY FOR SALE

\$90.00 Circus Side Show Tent with poles.
 \$25.00 Wild Buffalo Horns, engraved. Cost \$100.
 Chicago Rink Skates, all sizes, Cheap.
 \$10.00 Peanut Roaster, hand operated. Bargain.
 \$20.00 Electric Sign, 110 volt. Cost \$65.
 \$7.50 Flashy Band Uniforms. All sizes. Bargain.
WEIL'S CURIOSITY SHOP
 12 Strawberry St. Philadelphia, Pa.

FOR SALE

FERRIS WHEEL AND TANGLER

Factory built. Ready to operate. Will sacrifice for quick sale.
FLOYD KELLER
 2708 So. 24th St. St. Joseph, Mo.

TIVOLI EXPOSITION SHOWS

Now Booking
SHOWS AND ATTRACTIONS
 For 1942 Season.
 Address: H. V. PETERSEN, Mgr., Box 742, Joplin, Mo.

OWING TO DRAFT

Can place High Diver, male or female; also Fire Jumpers and Clown. State all first letter.
BOBBY ALLEN
 General Delivery MIAMI, FLA.

WANTED

Side Show Acts, Sword Swallower, Bulsterbaum, wito, Mental Act, Midgets, Fat People, Freaks, Guy Smith, Nate Pitton, wife, Open Mar. 12.
WEST BROS.' SHOWS
 El Dorado, Ark.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

John H. Marks

FLORENCE, S. C., March 7.—Local quarters opened March 2 with a crew of 28. More are to be added in about 10 days. Work is progressing under direction of Owner Marks. E. F. Scott is in charge of the commissary, and Bill MacNeill heads the carpenter crew, with 12 assistants. Doc Anderson arrived with members of his Harlem Revue Minstrel Show. L. D. (Duke) Jeannette, Side Show impresario, is expected in March 15, and Art Gordon and wife (Dixie Douglas) are en route from Tampa. T. A. (Red) Schulz, mall man and main entrance superintendent, is back again. *Morning News* devoted a front-page story to opening of winter quarters. All trucks are being overhauled. Showmen are arriving daily and there is a large house trailer colony encamped on the fairgrounds now. Another 60-k.w. Diesel light unit will be added to the present lighting equipment.
 WALTER D. NEALAND.

Dee Lang's Famous

HUNTSVILLE, Tex., March 7.—with opening only a few days off, quarters is a beehive of activity. All under contract are arriving daily and immediately put to work on the different shows, concessions and rides. Weather for the last 10 days has been cold and rainy, slowing up the painting activities. Harry Bullion, scenic artist, has been working late and has several of the new show fronts ready, however. Visitors included N. L. Dixon and family and Tobe McFarland.
 BILL STARR.

All-American Expo

NEW ORLEANS, March 7.—Work in quarters started two weeks ago and management expects a full crew here about March 15. Merry-Go-Round, Ferris Wheels and Whip have been overhauled and painted. Buck Thomas has the train crew painting and overhauling all wagons. New marquee wagon is ready to go. Chief electrician Howard Hughes and lot superintendent Sid Hersh are expected in from Florida. General Agent Bobby Kline advised Owner West that the route is shaping up well, with opening set for March 23. Mr. and Mrs. Harry Greene are readying the new Girl and Posing shows. Art Spencer is building a new front and wall for the Motor-drome. John Petty will handle the front. Johnny Williams's new Harlem Club is ready, as is Frank Zorda's Twenty-in-One Show. New paper has been ordered for Captain Gregg's cannon act. Blackie Pontier is in charge of the quarters cookhouse. The writer is supervising work in quarters.
 TED WOODWARD.

B. & V.

GARFIELD, N. J., March 7.—Recent visitors included Lou Rosen, New York, who booked his two concessions, and R. Mustroni, Newark, N. J., who signed his custard stand. Work on the new entrance front will start soon. Color scheme will be blue and orange, with red background. Electrician Sal Marsella advises that light plants are ready and are transported on a new chassis, obtained last fall. Plants are large enough to handle motors. Sound system truck is equipped with large searchlights, but because of army regulations they will be kept dark. Jack Felberg, concessionaire the last few years, was a recent visitor. Opening has been set for April 16.
 QUEENIE VAN VLIET.

J. J. Page

JOHNSON CITY, Tenn., March 7.—Upon Owner Page's return from the fair meetings, word went out to rush all work at quarters. However, it will take Superintendent Fann and his crews considerable time to complete all repairing and rebuilding work. Paint shop has been active for the last two weeks and all shows and rides will carry a patriotic color scheme. Lee Crane, in charge of canvas, has made all the necessary repairs on tops. Jack King, in charge of the animal house, reports that all animals are in condition and as soon as weather permits will put the various animal acts thru their paces. All motors

have been overhauled and each and every part of that division has an additional set of tires. The Montgomerys report from Pennsylvania that they will leave for quarters soon. Shows have contracts to play four fairs in Georgia, six in Tennessee and two in Kentucky. J. J. Page, Chris Jernigan and the writer made the various fair meetings. Hobe Cole and Charlie Thomas visited, as did Tex Thorpe, who stopped off between trains. Shows will open up in the heart of town about the middle of April and carry 12 shows, 10 rides, free act, band and concessions.
 R. E. SAVAGE.

Fuzzell's United

NORTH LITTLE ROCK, March 7.—Work is progressing at quarters and most of the painting on the rides and shows is finished. Work has started on the motorized equipment. Mr. and Mrs. Ed Friend, who have the photo gallery, are vacationing in Hot Springs. They purchased a new house trailer. Roy Goldstone reports good business with his parking lot opposite Oaklawn Race Track, Hot Springs. The writer is in charge of parking. General Manager Fuzzell reports shows' route is about completed. Mr. and Mrs. T. A. Fuzzell's daughter has recovered from a recent illness. Shows are scheduled to open the second week in April. Recent visitors included Mr. and Mrs. Chester Levine, Mr. and Mrs. Bill Weatheric, Jack Friebolt, V. C. Priest and Mr. and Mrs. Earle A. Mitchell. Plans for the Victory Night program are being planned and all members are planning to give their services for the Defense Fund. Mrs. E. W. Pratt has completed her outline for the season's first-aid class and will give a complete course in first-aid work to all members of the shows.
 F. W. PRATT.

Ebersole's

KENNETT, Mo., March 7.—Almost all repair work has been completed. Rolling stock is in good condition, and all trucks and trailers have been overhauled and repainted. Owner Ebersole, who wintered at his home in Iowa, is expected in soon. Hummie Holmquist booked his popcorn stand and photo gallery for the season. He also signed his sound car. Owner Ebersole added two more Iowa fairs, making a total of six in that State. Mr. Lee, general representative, purchased two more rides. Mr. and Mrs. Harold Bennett, who operate the Follies Revue, have been wintering in Southern Arkansas and are expected in quarters soon. Vic Holbrook, Hot Springs, booked his Snake Show.
 ROY E. LEE.

Convention

AUGUSTA, Ga., March 7.—Finishing touches have been applied to equipment in quarters and the paraphernalia has been loaded on the trucks for the move to Batesburg, S. C., shows' opening spot. Johnny Rea, with three shows, and Marty Smith's Ten-in-One and Posing Show are ready. Keith Johnson will not return, as he is holding down a defense job. Eddie Edwards signed as master mechanic and has the trucks in good shape. Al Barth is handling the paint crew and has his bingo stand ready. Eugene Clayton arrived to take charge of Merry-Go-Round. Eddie Thomas will manage the Ferris Wheel, while Max Lay Jr. is readying the Tilt-a-Whirl. Ray Jamieson is getting Marty Smith's equipment in shape and all are ready for opening. The writer is in charge of quarters during the absence of Messrs. Mantley and Beck.
 FAY LEWIS.

Cotton State

RISCO, Mo., March 7.—With a crew of 12 work is progressing and all fronts are being repaired and repainted. Ray Harper is building a new concession and Mrs. Harper is building a ball game. Mrs. Anna Jones is making a new orange and blue awning for her photo gallery. Shorty Barber has built a new frame for his bingo stand, and Ray D. Jones constructed three new fronts. Shows plan to carry 5 rides, 5 shows and about 25 concessions. Staff includes Ray D. Jones, owner-manager; Mrs. Anna Jones, secretary-treasurer; Shorty A. A. Beall, general agent, and Shorty Barber, assistant lot man. Shows plan to open in Kentucky about April 1.
 A. A. BEALL.

Island Manor Shows

WANT

For Long Island, the Hub of Defense Plants, Free Acts, Lead Gallery, Mug Joint, Custard, American Palmistry, Merry-Go-Round and Whip Foremen. Top salary. Al Nicholson, wife. Want Couple to run Bingo. Also Concession Agents.
L. TAMARCO, Gen. Mgr.
 128 Franklin St. Elmont, N. Y.

RICHIE MARASCO

WANTS NAIL AGENTS

For all season's work on two of the largest shows en tour. Big Still Dates and splendid Fair Route. No lay-off. Address: Care Gulf Trailer Park, Bradenton Beach, Fla.

HAPPYLAND SHOWS

WANTED — Rides, Shows, Concessions.
 3633 Seyburn St., DETROIT, MICH.

NOTICE, SHOW MANAGERS

Have troupe of Water Show Performers, Tank, holders, etc., for show. You supply front, canvas, etc. Let me have your proposition.
J. P. BARON
 General Delivery MIAMI, FLA.

R. L. WADE WANTS

Agents for Hoopla, Cigarette Gallery, Men for Ball Games, Stock Stores, Girls for Penny Pitches. Those who drive trucks and can stand to make money preferred. Booked with Zaccchini Bros.' Shows and will play industrial cities in the East. Those who worked for me last year, answer. Open April 18 Leesville-Spray, N. C. Address:
R. L. WADE, Route #4, Spartanburg, S. C.

Fuller Greater Shows

Now booking Shows, Rides and Concessions for season of 1942. Many Celebrations and Firemen Old Home Weeks already booked. Opening in Somerset County early in May. Good proposition for Shows with own outfits. Concession rates reasonable. Joe Shopwell, contact me. No collect wires. **PAUL E. FULLER, 514 Main Street, Meyersdale, Penna.**

Pan American Shows

Now booking Shows, Rides, Attractions for 1942 Season.
 Ride Operators, Concession People, Write.
P. O. BOX 68, ANNA, ILL.

GOLD MEDAL SHOWS

NOW BOOKING
SHOWS AND CONCESSIONS
 For Season of 1942
 Address: P. O. BOX 663, Columbus, Miss.

W. G. WADE SHOWS

Now Contracting for 1942
 Want Shows, Rides and Concessions for long season.
 Address **W. G. WADE SHOWS**
 289 Elmhurst Detroit, Michigan
 Phone: Townsend 8-1508

MOTOR CITY SHOWS

Can place Rides, Shows and Concessions for 1942.
VIC. HORWITZ
 355 Lake St. TOLEDO, OHIO

GREATEST ILLUSION

To Feature or Bally. Levitation. Complete \$37.50. Details, catalogue free.
ABBOTT'S—Colon, Michigan
 World's largest Illusion Builders

REAL PROPOSITION

Selling High-Grade Medicines. Write for catalog, discount quantity lots. We pay freight.
The Quaker Medicine Co.
 220 George St. Cincinnati, Ohio

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1942 SEASON
 Address: P. O. BOX 223, Caruthersville, Mo.

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

American United

SEATTLE, March 7.—Work in progress at quarters and more men are arriving daily. Rides are being overhauled under supervision of Ray Hayes. All will be freshly painted when shows hit the trail. Dad Allin is getting his Penny Arcade lined up for a new top. George Dixon has started work on his two shows, and scenic artist J. J. Coyle finished one banner and is getting his paints and brushes ready for several more. General Agent Charles Mason is away on a booking trip. John Snobar and family and Jimmy Kling returned from their visit with relatives in the East. Manager O. H. Allin and D. Newland attended the Montana Fair meeting. Owners H. H. Avery, Bud Beauchamp and Allin are optimistic over the coming season. Recent visitors included Earl Douglas and General Agent Frank Ward, Douglas Greater Shows; A. B. Miller, Miller Amusement Company; Vernon Spalinger, owner of Evergreen Shows, and Dewey Vocker, Rocky Mountain Shows. O. H. (Billy) Allin Jr. enlisted in the Army Air Corps, and other men from the shows who have gone into the service are Bobby MacKenzie, David Le Blanc and Ray Barnes.

WILLIAM R. (JOE) MORTON.

Bright Lights Expo

PITTSBURGH, March 7.—Quarters' work is under way and crew is getting shows and rides ready for opening April 18 in South Hill, Va. George H. Hill booked four concessions, and J. F. Elswick and family, with cookhouse and three concessions, and J. G. Bake, four shows, joined. Bake also is the electrician. Bill and Gladys Koford are expected here March 10 to get the photo gallery and other concessions ready for opening. Mike Mutt will come in soon to get the office concessions ready. Mike will handle the office concessions. F. A. Norton again will be *The Billboard* sales agent. He also will work in Bill Koford's photo gallery. Recent visitors included John Kelly, formerly with Johnny J. Jones Exposition; Nat Nazario, secretary AGVA, and Hank Pasterfune. Manager John Geoma signed midway contracts with Somerset County Fairmens Garrett, Pa.

FRANK ROBERTS.

Virginia Greater

SUFFOLK, Va., March 7.—Deliveries are expected soon on new equipment, canvas and lighting system. In two weeks Manager Rocco Massucci will have a crew overhauling, repairing and painting the rides and show fronts. New banners have been ordered for the Circus Side Show, Girl Revue and Animal Show fronts. Bob White signed to manage the Girl Revue again. Bob will report soon from Philadelphia, where he is working night clubs. Harry De Vore will arrive soon to ready his cookhouse. Ken Davis is expected in a week or so before opening. He will present his high aerial act as the free attraction again this season. William C. Murray, general agent, is in Suffolk, Va., in the interest of the shows. Seen in Suffolk recently confabbing with Murray were Mr. and Mrs. Rex Ingram, Doc Barret, Doc Burns, general agent Zacchini Bros.' Shows, and Bosco and Tray, concessionaires, and Floyd Thomas.—Reported by an executive of the shows.

Rogers Greater

HELENA, Ark., March 7.—Mr. and Mrs. H. V. Rogers returned to quarters after visiting friends in Nashville, Tenn. Mrs. Lynn Small made a hurried trip home to Boston to attend her sister's funeral. Harry L. Small, general agent, came in after attending the fair meetings at Indianapolis; Springfield, Ill., and Nashville, where a number of contracts were obtained. Tommy Jones and Owner Rogers motored to Memphis last week and returned with a new house trailer for Jones. Doc Tate is reconditioning Mrs. Lynn Small's corn game. J. D. Trueblood and family came in from Austell, Ga. The new office wagon is ready for the paint shop. All rides have been rebuilt and painted. Work on show fronts is scheduled next. Fred Russell,

Merry-Go-Round foreman, and Mrs. Russell arrived this week. Mr. and Mrs. Jeff Blanning and Mr. and Mrs. F. N. Ogilby are en route to quarters. Freddie Anderson suffered a minor injury in the workshop, but is back on the job. Willie and Lillian Smith are serving three hot meals daily. The Minstrel Show personnel, including Tom Johnson, George Warner, Fat Wiggins, Sarah Johnson, Glen Nelson and Maxine, is entertaining at a local night club. Visitors included Norma, Eddie and John O'Brien, Jim Shep and Virginia Haggard.

PEARL HOLLEY.

L. J. Heth

NORTH BIRMINGHAM, Ala., March 7.—L. J. Heth and Alfred Kunz, general representative, announced upon their return here from the Tennessee Fair meeting, Nashville, that shows have 10 fairs contracted. Crews are rushing work and Bill Bozeman, ride superintendent, assisted by Charlie Strickler, is remodeling the Tilt-a-Whirl. Prof. J. H. Brown and Minstrel Show will be in from Houston soon. J. A. Wise Jr., who is making the Florida winter fairs with the Royal American Shows, has signed to take over the Motordrome. Tressie McDaniels, special agent, advises that J. P. Murphy will arrive soon with his Rolloplane. Al Wines is expected soon from East Frankfort, Ill., to assume his duties as chief electrician. Jimmie Rogers signed as truck mechanic. Arthur Walker arrived with his new cookhouse and grab stand. L. M. Smith, pan stand; Graham Davis, fishpond and watch-la; Al Brodsky, two cigarette pitches, and Carl Malone, candy floss, have signed. The writer will again be mailman and *The Billboard* sales agent.

GEORGE SPAULDING.

W. G. Wade

DETROIT, March 7.—Owner W. G. Wade purchased a new Tilt-a-Whirl. Alligator Tex will rejoin with his Wild Life and Jumbo Snake shows. Kenup's Model Shows will be with the No. 1 Unit, and the writer will have the Side Show and a War Show. Shows will open here April 20 with nine shows and seven rides. A new front will be built. All equipment stored in Coldwater, Mich., will be brought here to be repainted.

DOC SAM J. SCHEIDLER.

Penn State

BETHLEHEM, Pa., March 7.—After a three-month vacation in Florida, Mr. and Mrs. Stewart Wachter, owners, returned here and advised that work in quarters on the fairgrounds at McConnellsburg, Pa., will start soon. All equipment will be painted and overhauled before opening April 24. Shows will play considerable new territory this season. Wachter also infers he has purchased three more rides. Ralph Spidell, formerly with the shows, will place his outdoor restaurant at the big army project here. He also operates a commissary at the Stanley plant, Chambersburg, Pa. Charley Craig, cookhouse operator last season, advises he will again manage the Original Shade Gap Picnic. Shows plan to play Maryland, Pennsylvania and New York territory.—Reported by an executive of the shows.

Sunburst Expo

MIAMI, March 7.—Shows, formed last year by Gerald Barker and Thomas Hecctor, have signed all of last year's concessions and shows for 1942. Organization tours Western New York and Pennsylvania and owns and operates 7 rides and 10 vehicles that are being readied by a skeleton crew at the fairgrounds in Vernon Center, N. Y. James Kelleher, general agent, formerly with James E. Strates Shows, arrived and reports a good route has been booked. Show owners visited the Tampa Fair and renewed acquaintances. Mr. and Mrs. Thomas Hecctor left March 3 to visit with a nephew now with the army in Alabama. Gerald Barker will leave soon for quarters. The writer will vacation in Augusta, Ga., for three weeks.

AL BEE.

Four Star Expo

SHREVEPORT, La., March 7.—Quarters opened February 20 with several of the boys on hand to help get things ready for the extensive building plans laid out by Owner Vernon. New attractions include Bob Neely's Congress of Oddities, new Girl Show and Dr. Clingman's Jungle Show. New canvas was ordered for these shows last fall. Mr. and Mrs. Spencer Huntly and their elephant,

IMPORTANT TENT FACTS

No More New Tents Can Be Made By Us

Our Government has stopped the sale of canvas for any purpose other than National Defense. The Army, Navy and Air Force is using all the canvas that can be made. Our factory is running nearly 100% on war work. This means no new tents for the show business for the duration.

Limited Supply of Used Tents Available—

SO . . . our suggestion is, buy a good Used Tent and buy it NOW. We have a limited supply of Used Tents on hand today but these will go fast. Here are a few Used Tent bargains ready for immediate delivery . . .

- No. 8-301—Square end, 37x70, blue and white, 7' wall. Good condition. Top and wall . . . \$500.00
- No. 414—Square end, 20x27, khaki, 9' wall, fair to good. Top and wall . . . \$124.08
- No. 8-209—Square end, 20x40, blue and white, 8' wall. Good condition. Top and wall . . . \$193.00
- No. 7-201—Square end, 20x40, white, 8' wall, fair and patched condition. Top and wall . . . \$114.00
- No. 7-308—Round end, 34x57, white, 9' wall, good condition. Top and wall . . . \$315.00
- No. 8-215—Square end, 20x20, white, 7' wall, serviceable condition. Top and wall . . . \$ 51.75
- No. 9-208—Square end, 20x100, khaki, 8' wall, condition fair. Top and wall . . . \$285.00
- No. 9-309—Square end, 36x97, khaki, 10' 9" wall, condition fair. Top and wall . . . \$720.00
- No. 0-208—Square end, 20x30, yellow, 8' wall, condition good. Top and wall . . . \$180.00
- No. 9-218—Square end, 19'10"x35'10", khaki, 8'6" wall, fair and patched. Top and wall . . . \$129.50

BAKER-LOCKWOOD

14TH AVE. AT CLAY STREET KANSAS CITY, MO.

America's Big Tent House

Eastern Rep.: A. E. Campfield, 152 W. 42nd Street, New York City

Scott Exposition Shows

25th SEASON—LAST CALL

SHOW OPENS ATLANTA, GEORGIA, MARCH 26

Want new Rides not conflicting. Want Manager with Performers and Band for Colored Minstrel (Rucker, write). Grind Shows with or without outfits. Man to handle Walk-Through Fun House on truck. Manager with Boxes and Wheelers for Athletic Show—now outfit. Foreman for nine-car Tilt. Legitimate Concessions. Ride Help that drive semi trucks, top salary. Capable Secretary (Bob Sickles, answer). Want Free Act for season (John Melzer, answer). Three weeks Atlanta lots, then Dalton, Georgia, April 20th; Kingsport, Tenn., April 27th; then West Virginia (billion dollar coal fields) for six weeks. Fourteen Fairs—West Virginia, Virginia, Tennessee, Alabama and Georgia. Closing Atlanta November.

P.S.: Dick Taylor wants Monkey and Domestic Animal Trainer, also Animal Show Help. Will buy complete Light Plant, 110 A.C.—350 to 500 watts, gas driven. Address:

C. D. SCOTT, Winterquarters, Southeastern Fairgrounds, or P. O. Box 737, Atlanta, Georgia.

DODSON'S WORLD'S FAIR SHOWS

30 CAR RAILROAD SHOW

OPENING JACKSONVILLE, FLORIDA, APRIL 16

Can place Rocket or Silver Streak Ride, Spitfire and Rolloplane. Will furnish wagons for same. Can also place legitimate Concessions of all kinds. First-class Electrician that can handle 30-car show. Also help in all departments, Girls for Girl Show, Posing Show and Hawaiian Show, Musicians for Concert Band, Freaks for Side Show. All address

DODSON'S WORLD'S FAIR SHOWS

P. O. Box 3317

Jacksonville, Florida

SIDE SHOW ACTS

Want Freak to feature, also Working Acts. Good proposition for Glass Blower. Want Talkers and Ticket Sellers. Want Girls for Girl Show and Illusions. Want Dope Show People. Those who have worked for me get in touch. We open April 4.

L. B. (BARNEY) LAMB

Care of Gold Medal Shows

Columbus, Miss.

GREAT LAKES EXPOSITION

ALL PEOPLE ENGAGED ANSWER THIS CALL. OPENING MARCH 28, SHEFFIELD, ALA. WANT CONCESSIONS OF ALL KINDS, especially can place neatly framed Photos, Long Range Gallery and Slum Stores. CAN PLACE MONKEY SHOW. (Will furnish transportation.) WANT RIDE HELP WHO DRIVE SEMIS. Top salary. FOREMAN FOR NEW CATERPILLAR. Top salary and bonus. Ride Help and Workmen, write Tom Allen, Manager.

ALL OTHERS ADDRESS: AL WAGNER, BOX 508, SHEFFIELD, ALABAMA.



**WRITE
SIOUX TIRE
& BATTERY CO.
SIOUX FALLS, S. D.
Buy on Our
Easy Terms.**

JOHNNY J. JONES EXPOSITION

— OPENING EARLY IN APRIL —
PLAYING AMERICA'S "STAR-STUDED" ROUTE OF CELEBRATIONS AND FAIRS

CAN PLACE reliable Help in all departments including experienced Ride Help and Canvasmen. Want Boss Canvasman for Clyde Beatty's big top. Good treatment and top salaries to those who merit it. Manager and Talker wanted for Del Rio Midgets.

SOUND TRUCK OPERATOR. Want Technician to handle truck and all sound equipment.

HELP FOR BARN DANCE SHOW—5-Piece Cowboy Band; must be versatile and able to present popular songs and dances as well as Western. Send photos. Want 6 young, attractive Dancing Girls; prefer those doing Specialties.

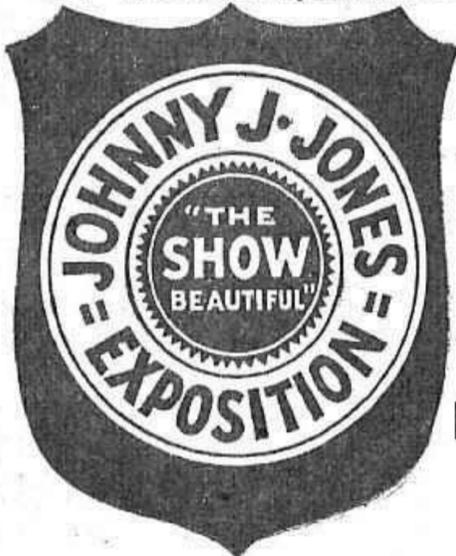
INSIDE LECTURER for Snake Show and Workingmen for both shows. Singapore Dutch, Darby and Henry, answer. All address DOC H. D. HARTWICK, care of show.

EDDIE JAMEISON WANTS FOR MINSTREL SHOW— Colored Acts of all kinds. Singers, Dancers and Musicians. All people who have worked for me before, write. Address EDDIE JAMEISON, care of show.

Want experienced Chorus Girls and those doing Specialties for Follies of 1942. Salaries paid from office and good accommodations furnished.

FOR SALE: COMPLETE WATER SHOW with scenery, tanks, new canvas tank never used, ladders, spring boards, etc. **TELESCOPIC TOWERS** for sale. Five illuminative electric towers. Spec-Deo type, in good condition and ready for operation. Priced right for quick sale.

Will book or buy Caterpillar Ride; must be in first-class condition.



Have opening for capable Press Representative. Prefer young man with newspaper experience. One who has camera equipment and knowledge of present-day trends of photography in publicity field. We have carnivaldom's outstanding features to support our press department. **EXPERIENCED BOOKKEEPER** or Lady Stenographer wanted. Must know regulation and accepted bookkeeping that meet auditors' requirements. Also assist with general office work.

Address: P. O. BOX 544
DE LAND, FLORIDA

"ANNUALLY SINCE 1899"

M. AND M. SHOWS

P. S. McLAUGHLIN
General Manager

JOHN P. MILLER
Business Manager

Opening the 1942 season April 30th in New York State and playing the choice spots in New York and New England territory. This Show is completely motorized. All trucks and semi-trailers are owned by the management. Can place Wild Life and Motor Drome and one more Grind Show. Wanted for Lew Alter's Congress of Wonders—Freaks to feature. Searisa and Major Fox and C. Chambers, get in touch with Mr. Alter. Can use Front Man and all useful Side Show People. Side Show People, address LEW ALTER, 105 S. Third St., Reading, Pa., till April 15th, after that Winter Quarters. Can place a few more legitimate Concessions. No controlled stores. All Concessions booked with the Show, please answer this by letter. Want Ride Help and Semi-Trailer Drivers. All help address P. S. McLAUGHLIN, 1839 Wyoming Ave., Forty Fort, Pa. Side show people, address MR. LEW ALTER, and all others address P. S. McLAUGHLIN, 1839 Wyoming Ave., Forty Fort, Pa.

CRAFTS FIESTA SHOWS

AND BIG 3-RING CIRCUS—OPENING Indio Rodeo, Indio, Calif., Mar. 25th.

Want legitimate Concessions. Will book Penny Arcade with own transportation. Manager take over and operate Athletic Show. Manager take over and operate Posing Show. Experienced Ride Help capable driving big semis, extra mileage money paid addition to salary. Can place useful Carnival People all departments. Crafts Three Shows operating in California—no rain—no muddy lots—no blowdowns. Long season. Good treatment, land of sunshine and money.

CRAFTS AMUSEMENT ENTERPRISES

7283 BELLAIRE AVENUE NORTH HOLLYWOOD, CALIF. Phone: Sunset 2-3131

CETLIN & WILSON SHOWS, INC.

Leaving winter quarters April 5th and opening Petersburg, Va., Saturday, April 11th, for a 7-day engagement. 40,000 soldiers here at Camp Lee and 20,000 visitors every week. WANT AUDITOR and TREASURER with carnival experience. WANT Line Girls with specialties and Posing Girls for Paradise Revue. HIGHEST SALARIES ON THE ROAD IF YOU ARE WHAT WE WANT. Can place Octopus, Roll-o-Plane, Tilt-a-Whirl and Whip. Cassio Reskey, please answer. Julie English, please answer. Want Caterpillar Foreman; Clark Gable, answer. Want Foreman for Merry-Go-Round; Heinie Heril, answer. Want Workingmen in all departments, highest salaries paid. CAN PLACE LEGITIMATE CONCESSIONS. No Wheels or Coupon Stores. Cookhouse and Grab still open. All Address Winter Quarters: P. O. BOX 787, Petersburg, Va.

Burma, are here. Concessionaires here include Mrs. Tell, hoopla; Mr. and Mrs. Vanderfort, cookhouse, cigarette gallery, penny pitch and pan game; Punk and Jessie Palmer, Buck and Laura Tireman, Don and Roy Johnson. All new fronts will be featured this year, and about 35 concessions will be carried with two free acts, a calliope and sound truck. General Agent Noel visited while en route north on a booking trip. Shows have a few rides and stands operating at quarters and are doing good business under supervision of N. L. Dixon, assistant manager and concession superintendent. The writer and family stopped en route to quarters to visit Mr. and Mrs. W. B. Starr at Huntsville, Tex. He is press agent of Dee Lang's Famous Shows.

N. L. DIXON.

James E. Strates

MULLINS, S. C., March 7.—With better weather, activity has resumed on the train work and fronts have been erected on the lots adjoining quarters. Al Tomaini is remodeling his Side Show front. Slim Curtis is making some radical changes on his Fat Girl Show front. Joe Scotino and Johnny Oranalis are busy working on the Vanities Show and the Artist and Model show fronts. Joe (Smoky) De Capio is rebuilding his concessions and giving his Loop-o-Plane an overhauling. Dick O'Brien booked Capt. Happy Marvin's Bucking Fords ride. The Wetter Midget Troupe is expected in soon. Recent arrivals include Kid Adams, Uncle Louis Strates, John (Tony) Gordon, Bill Lasky and George Hannahan. Visitors were Mrs. George A. Hamid and party, Rocky Marioletti, Johnny Yotis, Gus Donahue, Will Clark, Sam Steffins, Bill Tyler and Hughie Tremont. Leonard Duncan infos that he and his Colored Revue will arrive March 25. Wingle Wolkins is here overhauling the Caterpillar and tractors. Manager James E. Strates came in and will remain here until opening. Paint crew is redecorating the private car and Pullmans. Leo Carrel's Hollywood Monkey Circus and William Purchase's Glass House are expected in about March 15.

MARK BRYAN.

Lake State

BAY CITY, Mich., March 7.—Work started in quarters here today under supervision of Ralph Chandler, ride superintendent. Merry-Go-Round is being redecorated by Jack Davis. An aerial Joy Ride and a Rolloplane have been added. Ira Cody is expected in from Florida soon to build his new fronts for the Reptile and Unborn shows. C. L. Smith has his Five-in-One front well under way. Owners Charles Lee and Joe O'Brien returned last week from a vacation in the South. Oscar and Helen Karsh will manage the bingo stand again. Mrs. O'Brien has a new trailer for her popcorn concession. Lela Nelson has again booked several concessions. Mr. and Mrs. George DeMoss signed their rides, making their third season here. Shows plan to open April 4 near Detroit.

JAY WOODS.

Dyer's Greater

GREENWOOD, Miss., March 7.—Work at quarters has been speeded up and Elsworth McAtee, superintendent, says everything will be ready for opening March 26. Shows will be enlarged for the season and management does not contemplate any serious rubber troubles as several new units were purchased last fall. Mr. and Mrs. Kelly Stempson are expected in soon from Rugby, N. D. They will again manage the concessions, making their fifth year here. Mr. and Mrs. C. B. Moore have rebooked their three well-framed booths. Mr. and Mrs. Root signed their diggers, their second year with it. Mr. and Mrs. W. R. Johnson will have the photo gallery, lead gallery and other concessions. Management contemplates a fair season and has bookings in Mississippi, Arkansas, Iowa and Wisconsin.

WILLIAM R. DYER.

Gold Medal

COLUMBUS, Miss., March 7.—Much work has been done by the crew of 14, headed by Paul Wotring, chief mechanic. New fronts are shaping up well. Earl Parks is building a new cookhouse and Paul Farris is building several new concessions. Whitey Richards, secretary, has remodeled the inside of the office wagon and Bruce Seitz has remodeled his photo gallery. Barney Lamb, who has again booked his several shows and Flying Skooter, has everything ready. General Manager Oscar Bloom has put in a busy winter booking the shows and a good route is planned. Opening is scheduled for April 4. Frenchy Frenzel is in Chattanooga with Polack Bros.' Circus. Scotty Scott finished building his house trailer. Red Miller, electrician, who is parked several miles from here, is a daily visitor. Alma Richards was tendered a birthday party. Roy Rozier and Roy Picard have their show finished. Dave Tennyson, bingo operator, is expected soon.

HARRY E. WILSON.

Byers Bros.

KENNETT, Mo., March 7.—Crew of 15 is turning out plenty of work here. Three new truck bodies are in the paint shop, and the new transformer and Rolloplane trucks will be finished next week. Eight new fronts, including one for the Side Show, are being built, and new banners have been ordered. W. J. Dunn will have the Side Show and will feature Leona Leonard. Dunn purchased a new house trailer last fall. New banners have been ordered for Major Little's Midget Show and Sid Presson's two Girl Shows. New royal blue canvas will be featured on show tops. Electrical department, in charge of Andy Widemer, has completed five new light towers. Mr. and Mrs. Hubert Hall and Jimmie Oday arrived from San Antonio and will have the bingo and six other concessions. Andy and Tillie Widemer and Mr. and Mrs. Gus Bartell came in this week.

JACK EDWARDS.

SNOW CONES

Snow Cone Concessionaires are requested to write us immediately regarding the outlook for business and supplies this year. Those needing new shavers should get them now, summer may be too late. To be sure of making money this year, be sure to line up with Gold Medal.

GOLD MEDAL PRODUCTS CO.

131 E. PEARL ST.

CINCINNATI, O.

CALL

BREMER'S CONSOLIDATED SHOWS

OPENING DE QUEEN, ARK.

2 Saturdays — MARCH 21 — 2 Saturdays

All People Contracted or booked, Answer This Ad

CORN GAME EXCLUSIVE OPEN. WANT few more legitimate Concessions—Lead Gallery, Hoop-La, Ten-Cent Stack Stores, Custard. WANT to hear from Side Show with or without own equipment. Want Single Pit Shows, Snake Show, Illusion Show. WANT MAN TO TAKE CHARGE OF FIRST-CLASS MOTORDROME. Good proposition to right man. Will book any new Ride—Roll-o-Plane, Fly-o-Plane, Octopus, Scooter. WILL BOOK #12 WHEEL TO DUAL WITH OURS. Want Pony Ride. WANT Wheel and Tilt-a-Whirl Foreman. Ride Men, report to quarters at Foreman, Arkansas. All mail to BOX 853, TEXARKANA, ARKANSAS. P.S.: Roxy Moore, contact your brother at once here. Bob Wayner, write. Charles Wren, wire.

CALL

Wanted -- PENN PREMIER SHOWS -- Wanted

OPEN STROUDSBURG, PA., APRIL 18TH.

Can place clean Cook House, privilege in tickets. Want Arcade, Fun House, Cigarette Gallery, Palmistry, High Sticker, Pitch-Til-You-Win, Diggers, Fish Pond, Lead Gallery, Custard and legitimate Stores. Want help in all departments that can drive; Tex, Blackie, Herman, Pat Gilmore, Bob Parker, L. K. Bud Foreman, Jack Miller, Benjamin and others that were with me, write. Want Ride Help. Address all mail to LLOYD D. SERFASS, Gen. Mgr., Stroudsburg, Pa.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 7.—We have received information from Washington that the War Production Board has authorized the rationing to purchasers of 196,000 trucks and trailers during the next 22 months. Plan becomes effective March 9, and vehicles will be obtainable by holders of a certificate issued under the rationing plan, which is different in that new classifications are set up. Part 4 of the plan concerns priority for vehicles used to transport persons or goods not connected with the war program, and including all forms of retail delivery, except of ice and fuel. Under the wording of that order it appears to us that motorized shows might properly claim preference in Class 4. We are also in receipt of an authoritative statement on the rubber situation issued by Donald M. Nelson, WPB chairman, and Jesse Jones, Secretary of Commerce. This statement is intended to clarify the situation, and a copy of it is available to any member upon request.

Further restrictions on the availability of paint have been announced. Specifications have been rewritten to eliminate as far as possible items valuable in the war effort and to enlarge the quantity of ingredients not needed for defense purposes. Aluminum powder for paint henceforth will be provided in one grade only instead of two, thus effecting a saving of 50 per cent in its use. We have also received from the WPB numerous orders relating to the manufacture of replacement parts for passenger automobiles and light trucks, regulations relating to the disposition of motor trucks, trailers and passenger carriers, restrictions on the manufacture of electric light bulbs and the materials entering into the manufacture of these items. Any association member interested in any of these items is urged to contact this office for further details.

St. Louis

ST. LOUIS, March 7.—Morris Lipsky, Johnny J. Jones Exposition, whose mother has been seriously ill for the last month, reports her condition is greatly improved. Morris has been in and out of town constantly taking care of various business deals but always rushing back to be at the bedside of his mother. Mrs. Floyd Hesse, whose husband has the candy privilege on the Jones Exposition, is at St. Luke's Hospital here, recovering from two operations. Noble C. Fairly, general agent Dee Lang's Famous Shows, left last week for Huntsville, Tex., for shows' opening. Sam Fidler, owner Fidler's United Shows, advised he has started work at his local quarters. Another quarters where plenty of activity prevails is that of Oliver Amusement Company. Both shows will open on local lots early this spring. Mr. and Mrs. Mike Rosen spent several days here en route to the South. Rosen will have his concessions with Fidler's United Shows.

Jack Downs, general agent Snapp's Greater Shows, spent several days here in the interest of his show. While here Mrs. Downs was ill, but she has recovered sufficiently to make the trip to Joplin, Mo. Denny Pugh, co-owner of World of Today Shows, came in accompanied by his agent, Charles Watmuff, Sunny Bernet, Globe Poster Corporation, hobnobbed in these parts with some of his old cronies, being loath to leave for the Windy City again.

Jay Gould, owner Gould's Million Dollar Circus, was among other visitors to *The Billboard* office Wednesday. He advised that he had completed a trip thru Illinois, on which he booked a number of fairs. Mr. and Mrs. George Davis, Johnny J. Jones Exposition, plan to leave next week for De Land, Fla. Bob Morlock, carnival agent, is visiting friends here. Andy L. Kreamelmeyer was appointed traffic manager at Kansas City, Mo., for the Frisco Railroad, succeeding W. L. Huggins Jr., who accepted a com-

mission in the navy. Kreamelmeyer for the past 10 years has handled circus and carnival contracts for the railroad. John Francis, owner Maryland Shows, leased a park in North St. Louis, which he will call the Maryland Park. He will open it some time in May, with some of his rides and concessions. He will also take out a unit of rides to play lots here and in surrounding territory.

Al Wagner, owner, and Cash Wiltso, general agent Great Lakes Exposition Shows, spent several days here visiting friends while en route to the South. Oscar Bloom, general manager Gold Medal Shows, passed thru last week en route from the North to quarters in Columbus, Miss. George Elser stopped over for a two-day visit with friends while en route from Tampa, where he was with Royal American Shows, to his home in Kansas City, Mo. Jack Edwards, general agent Byers Bros.' Shows, is here in the interest of his outfit. Elmer Brown left this week for Chicago. Mr. and Mrs. Ed H. Moran are wintering here. Marvin (Moon) Laird is confined in his room at the Maryland Hotel with an infected foot. The Lairds have booked their concessions with the Johnny J. Jones Exposition.

Los Angeles

LOS ANGELES, March 7.—There has been a general exodus of showfolk from here to join their respective shows.

Show circles were saddened by the death of Robert King, concessionaire on Rubin & Cherry Exposition Shows. Frank Platten came in town from Tucson, Ariz. Sam Miller will join Foley & Burk Shows soon. Bert Fisher moved his monkeys from the Main Street museum back to quarters. Fats Alton reported a big week-end at Sunland, Calif. Harry Phillips, now with Clark's Greater Shows, spent the night of the blackout at Signal Hill. Stopped by an air warden, Phillips had to remain in his car from 2:30 a.m. until the all clear signal at 7:20 a.m. Joe Williams is in the Navy and on duty aboard a submarine. Mike Shiver is in the army, stationed at Camp Callan.

Dick Kanthe opens with Golden States Shows in San Fernando March 21. He will have an Athletic Show featuring Georgia Kanthe. Cecilia Kanthe will be on the door. Jimmy Dunn returned to Los Angeles following a month at Redondo Beach. Recent visitors include Hugh McGill, Mrs. Orlys Tumbas, P. S. Chambers, Jean Shirley, Dell Thurber Jr., H. T. Williams, Abel Eaton, Irene Horri-gan, Agnes Burke, Rose Jenkins, Francis Kitzman, Robert O'Hara and T. Dwight Pepples. Frank Forest will leave soon with his Freak Show to join the West Coast Shows. Nick Saad is using radio announcements to boost the sale of novelty jewelry at his Main Street stand. Marjorie Videen is a recent addition to his staff.

Arthur's Mighty Shows will stage a Showmen's Day in Inglewood, Calif.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

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

Minneapolis Aquatennial To Back Victory Program

MINNEAPOLIS, March 7.—Minneapolis Aquatennial Association will mobilize its membership, man power and enthusiasm toward a victory program for the United States, it was decided by the Aquatennial executive committee and Civilian Defense Council officials at a joint meeting Tuesday. Announcement said "frills, gaiety and joyous celebrations" would be eliminated in favor of an "On to Victory Aquatennial."

Suspension of the event for the duration had been considered by Neil R. Messick, Aquatennial president, and Tom Hastings, general chairman. Its organization now will be revamped to accept the request of the Civilian Defense council to mobilize its membership and participants for a morale-building program, Messick said. In addition, it will conduct all Civilian Defense show events, public exhibitions and parades. "On to Victory" clubs will be formed to include at least 100,000 men, women and children. George Faust, former University of Minnesota football star, has been appointed general OTV chairman.

Worcester Sportsmen's Show Plans Are Mapped

WORCESTER, Mass., March 7.—Plans for the Worcester County Sportsmen's Shows in Municipal Auditorium here, promoted by Frank Dubinsky, are rapidly nearing completion. Show features will be centralized on the main floor of the building and include the Victoria Troupe; Jack, Eddie and Betty, roller skaters; Bud Orcutt, champion fly easter; Boys of the Purple Sage, trick ropers, singers and whip crackers; Roy Lorigde, champion bag puncher, and Roy Vincent, trick roper.

Canoe tilting, log rolling and wood chopping also are scheduled attractions. Clarence Wilson is handling the publicity, with J. Francis Cooper in charge of the special exhibits.

Youngstown Show Sets Acts

YOUNGSTOWN, O., March 7.—An all-professional show has been lined up by Frank Semmes, Cleveland (O.) booker, for the eight-day Home Show, which got under way in Stambaugh Auditorium here today. Ben Bernie's orchestra tops the bill, which also includes Ben Yost's Vikings, Estelle Sloan and the Wen Hai Chinese Troupe. Two shows will be presented nightly, with four on Sunday. Armour R. Altman is general manager of the event.

Dubinsky To Pilot Indoor Arena Combine in Hartford

HARTFORD, Conn., March 7.—With the formation of a company to be known as the Hartford Auditorium, Inc., this city is assured of a sports arena. It was learned this week. Firm has acquired the main offices and car barns of the Connecticut Company and over \$50,000 is to be spent to change the building into a suitable arena for the presentation of various sports events and ice revues, circuses, rodeos and conventions.

Frank Dubinsky, executive director of Dubinsky Expositions, Inc., is general manager of the auditorium and vice-president of the corporation. Other officials include President James H. Lennon; Robert B. Coburn, treasurer, and Leon P. Broadhurst, secretary. These officers and J. Walton Bissell form the board of directors.

Connecticut Sportsmen's Show, presented in the building in January under Dubinsky's direction, attracted an estimated 40,000.

A DOZEN special features, including Chief Diamond Dewey, Sioux Indian, and his trained buffalo, will be presented at the annual American and Canadian Sportsmen's Show in Public Hall, Cleveland, officials of the sponsoring group reported last week.

March 15. Lloyd B. Nay, auditor for Pop Ludwig's Virginia Park, is leaving the park to take a government job. Joe Krug leaves soon to join the Rubin & Cherry Exposition, where he has the cookhouse. Margaret Soderberg is critically ill at Rio Hondo, Los Angeles. E. H. Caldwell, banner man, is getting ready for the season. J. E. Pepin anticipates a busy season. Bert Francis, Francis Shows, left for Idaho to ready his shows. Earl Harvey was in town last week, coming up from Clark's Greater Shows in San Diego. John Houghtaling will have a jewelry concession at a local park.

George Lauerman visited Patrick Greater Shows in Bakersfield, Calif., as did Lou Johnson, executive secretary PCSA. Bob Robbins left for St. Louis, where his mother is critically ill. Benjie Haberman has recovered from a serious illness. Lelia Pepin is readying a new canary, cockatoo and macaw act. Chuck Gammon leaves soon to join Cole Bros.' Circus. Jack Burslem is here getting ready to take the train and privilege car on the Cole circus.

J. E. Brannon, who handled stock for Jack Joyce, is joining the Fiesta Show. Claude and Leone Barie will join Zeiger's United Shows, with Claude handling the revue and Leone the Posting Show. Frank Babcock has been removed from the California Hospital to his home. He is suffering from a broken back and will remain in a plaster cast for some weeks yet. Philip Darling, son of Florence Darling, is stationed with the army near San Francisco. Ed and Inez Walsh are back in the city following a brief trip.

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By Unit Show playing Philadelphia city lots. Sponsored by worth-while community auspices. Show opens April 20th and is booked until Labor Day. No gate policy guarantees large crowds every night. Show plays lots in thickly populated sections of city. Philadelphia has 200,000 defense workers. Will give X to Grab, Popcorn, Candy Apples, Ice, Candy Floss, Scales, Long Range Gallery, Pitch Tilt U Win, High Striker, Custard, Duck Pond, etc.

WRITE HYMIE JACOBSON (former Secretary PRELL'S WORLD FAIR SHOWS)

2ND FLOOR, 151 S. FOURTH ST., PHILADELPHIA, PENNA.

Sunflower State Shows Want

Shows: Athletic, Snake, Monkey, Fat Girl. Will book or frame any Show. Want Cook House, privilege in tickets. Have few more jobs open. What have you? Want Sound Car; Foreman for Ell, Merry-Go-Round, Loop, Mix-Up, Kid Ride; Mechanic with own tools; Show Superintendent. Will pay CASH for Used 20x30 Show Tops, Victrola Banners. For Sale or LEASE—Eli Wheel, stored in Kansas, with or without truck. Write C. A. GOREE, Mgr., Box 333, Hazelton, Kansas.

Shrine Circuses Up Gates

285,000 Attend Show in Detroit

DETROIT, March 7.—Detroit's annual Shrine Circus closed a 14-day engagement in the Coliseum last Sunday night, with a total attendance estimated at 285,000 by Manager Tunis (Eddie) Stinson. Figures will not be completely checked for another month, but this year's business appears to be nearly 15 per cent ahead of 1941. In the last five shows the circus played to about 65,000 people.

Unusual aspect of the sale was the demand for the higher priced seats at \$1.10. Cheaper seats, which are in the upper end sections, were in far less demand, and late ticket sales were forced to be in these cheaper sections because of the heavy demand for all better seats.

Visitors during the last week included Mickey McDonald and Walter Goodenough, formerly clowns with the show, who are now working on defense jobs in Detroit; Allen King, and Ted Schroeder, superintendent of the Detroit Zoo.

HM Has 152,775 Draw in Milwaukee

MILWAUKEE, March 7.—Hamld-Morton Circus closed its seven-day run March 1 at the Auditorium here with a total attendance of 152,775, an increase of 13,000 over the 1941 figure. Admission prices were 85, 50 and 25 cents, with two performances given daily.

Circus was sponsored by Tripoli Shrine and net proceeds will be turned over to the Red Cross.

New Zealand Pilots at Detroit Shrine Circus

DETROIT, March 7.—Six New Zealand air pilots who flew from Dunedin to the Panama Canal, came from there to Halifax, N. S., by boat, then by train to St. Thomas, Canada, to instruct Canadian pilots in dive bombing were guests of Eddie Stinson at the Shrine Circus here last week while on leave.

When they arrived here they were met by Earle Reynolds and Nellie Donegan. Reynolds took the pilots on a tour of Detroit's big industrial plants, then introduced them to Eddie Stinson, who entertained them at the circus. They also visited the Masonic Temple.

They were much impressed by the show and the hospitality shown them, and on leaving thanked Stinson, Reynolds and Orrin Davenport and assured them they had had the time of their lives.

Letter From James M. Beach

MIAMI, March 7.—After completing all bookings for James M. Cole winter unit that is now playing school gyms in New York State, am taking a three-week vacation in Miami. Show is booked solid until March 24, when it will close and return to quarters at Penn Yan, N. Y., to ready for its outdoor opening early in May. Business for the winter was good. Drove to Fort Lauderdale, Fla., recently and visited Andy Kelley, who is confined in Brownard General Hospital there, where he will remain for at least four weeks, after which he will be in a wheel chair for three or four months. Spent a week in the old home town, Macon, Ga., while en route south. Visited Eddie Jackson and my former employer, Charles Sparks. Visited Wallace Bros.' Circus quarters in York, S. C. Work was progressing rapidly there. Plan to spend a day in Sarasota, Fla., on my way back.

Federal Taxes

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of The Billboard, dated March 28.



LOUIS STERN, partner of Irv J. Polack in Polack Bros. Circus, has been with the organization eight years. At one time Stern was manager of a park in Utica, N. Y., and before joining Polack was with Mill Holland.

RB Acts Perform For Legion Benefit

SARASOTA, Fla., March 7.—Despite slightly inclement weather and a scarcity of tourists, the annual American Legion benefit performance of the Ringling show acts drew more than 5,000 people to the RB lot here Sunday. Entire receipts of the gate went into the Sarasota Bay Post No. 30 fund for underprivileged children. Nearly \$1,600 went into the charitable fund, which enables the local veterans to maintain a medical clinic for the kids.

Alfred Court displayed his new center ring cat act for the first time. The animals were worked by Damoo D'hotre. This will be a regular feature for the 1942 tour and will show one of the (See RB Acts at Benefit on page 59)

Under the Marquee

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

ORDERING paper?

MARVIN WICK, formerly a member of Ringling Bros.' band, is postmaster in Hermosa Beach, Calif.

HARRY CHIPMAN, formerly in advance of Wallace Bros.' Circus, has signed on press with Cole Bros.' Circus.

GOLDIE HAMPTON is wintering at his home in West Point, Ga. He plans to troupe this season.

MAYSY AND BRACH, unicycle act, headed for New York after their Detroit Shrine Circus engagement.

CLAYTON BEHEE recently arrived in San Francisco from Honolulu. On March 3 he left for Los Angeles for rehearsals before going east.

THIS will be a season of careful thinking and talking.

KING BROS.' CIRCUS will definitely open May 1 at a location near Detroit, despite rumors circulated to the contrary.

DICK NEWELL, juggler and roper formerly with Klein's circus unit, is with Page & DeWolfe musical revue. He will return to Klein unit this summer.

NELLIE DONEGAN, producer of Reynolds and Donegan Pyramid Skating Girls, was ill in Chicago last week while her act appeared at the Shrine Circus in Detroit.

ALOHAHS, five - people Hawaiian troupe featuring Malle Kane and Aloha Shaw, last season with Ringling-Barnum Side Show, signed with Johnny J. Jones Exposition.

Gain Hits 25% In Minneapolis

MINNEAPOLIS, March 7.—Twenty-fourth annual Shrine Circus sponsored by Minneapolis Zuhrah Temple, closing here at the Auditorium today, is racking up a 25 per cent increase in total admissions over a year ago, Ivan Graves, in charge of publicity for the Shriners, announced. However, because cost of production this year is greater than that of a year ago, net increase in receipts, he said, would run only 15 to 20 per cent ahead of 1941.

An indication of how the event is drawing this year is contained in the attendance figures released for the first seven performances, which drew about 50,000 people. On opening day, Monday (2) afternoon and evening performances were attended by 14,000 persons; Tuesday, 12,000 for both performances; Wednesday, 13,000; Thursday, 11,000 for the afternoon performance only, with Minneapolis Fire Department officials closing the doors because the auditorium was crowded already.

Prices for the performances were \$1.10 reserved seats; 60 cents general admission and 30 cents for children. The Shriners worked out some excellent promotions, got very good news breaks in the daily papers and carried to completion in a successful manner the annual tie-up with the Minneapolis public schools. In addition, several radio interviews, a visit to the Shriners' hospital as well as other sanatoria helped considerably. In addition, a great number of underprivileged children were guests of the sponsors.

Henry P. Boos, Zuhrah potentate, headed the circus committee; Noel Van Tilburg was circus director; J. C. Ste. Marie, general management; Al Rudd, music; Ray P. Parkins, chief of staff for the grand entry; D. L. Jamieson, banners; A. E. Thomas, floor; P. A. Cunningham, door; William J. Klein, J. M. Martin and Al Dretchko, tickets; F. Denton White, orphans' entertainment; H. A. Dahlquist, concessions; Capt. O. B. Bakken, police; Earl Traeger, fireman; Martin Otto, (See Gain in Minneapolis on page 46)

Read THE CIRCUS GOES MODERNISTIC

By P. M. SILLOWAY

in

THE BILLBOARD'S SPRING NUMBER

Dated March 28

Extra Performance For Ann Arbor Show

ANN ARBOR, Mich., March 7.—Fourth Annual Grotto Circus held here recently proved a financial success. First night attendance was light but during the remainder of the engagement business was capacity, with an extra matinee given on closing day.

Program included Susie Q, performing elephant; Capt. James Smith's performing seal, Lotus; Mae Lewis with dogs and ponies; Flying La Forms, trapeze; Willie Ride, trick cyclist; Hogini Brothers, comedy acrobats, and Ferdinand the Bull, presented by Mister Mosely. Staff: Frank Wilkinson, general chairman; Earl G. Wilson, manager, and Paul Lewis, equestrian director. Local newspapers were liberal with space. Party for showfolk was given at Grotto Club after the final performance.

Royal Air Force Man Wants To See Circus in Canada

NEW YORK, March 7.—A letter has been received here from R. Cook, Course 42, Royal Air Force, Caron, Sask., Canada, inquiring about circuses in Canada. He writes:

"I am an English airman training in Canada. Back home I am a great follower of the circus and a member of the newly formed British Circus Ring. Since being in Canada I have heard very little of the circus and am writing with the hope that you will be able to put me in touch with some circus organization or someone connected with the circus in Saskatchewan or at least in Canada. I have a great desire to learn as much as I can of the circus in the New World while I am here.

"You are the only source I can think of this side of the Atlantic, *The Billboard* being the only circus paper I have seen since I landed. I was delighted to see that Edward Graves, whose articles I always enjoy in *The World's Fair* back home, also writes for *The Billboard*. I must thank you for troubling with my letter, but you would be surprised how lonely it can be away from home."

Canadian showmen, please note.

Sunbrock Opens Outdoors

SAN ANTONIO, March 7.—Sunbrock's Rodeo and Hollywood Thrill Circus opened its outdoor season in Alamo Stadium here today. Show opened one month earlier than last year on same location and is gambling on weather. Larry Sunbrock said the thrill show personnel includes Mickey Anderson, Ace Lillard, Wild Sid Earp, Jerry Flannagan, Al (Ironman) Perry, Frank Garson and six ramp men. Circus acts contracted for season are Torrence and Victoria, Great Knoll, Aerial Dukes, and Fearless Greggs, cannon act. General Agent George Westerman endeavors to keep the show playing Fridays, Saturdays and Sundays in major cities. Austin, Tex., follows here, with Jacksonville, Fla., set for some time during the latter part of month.

Cole Signs Ernestine Clarke

LOS ANGELES, March 7.—Ernestine Clarke and mother, Elizabeth Hannford, signed with Cole Bros.' Circus. They will leave here March 10 for Louisville, stopping off for a few days' visit with friends in Peru, Ind. Miss Clarke will ride with the Reiffenach family. Trailer home used by Miss Clarke on Russell Bros.' show last season was sold to Mabel Stark.



With the Circus Fans

By THE RINGMASTER

President Secretary
FRANK H. HARTLESS **W. M. BUCKINGHAM**
 2930 W. Lake St. P. O. Box 4
 Chicago, Ill. Gales Ferry, Conn.
 (Conducted by **WALTER HOHENADEL**, Editor
 "The White Tops," care Hohenadel Printing
 Company, Rochelle, Ill.)

ROCHELLE, Ill., March 7.—Joseph Andrew Rowe Tent No. 6 held its first meeting this year on March 2 at the Mona Lisa Restaurant, Los Angeles. Flag went up at 8 p.m. Display 1 presented stars from the sawdust ring, including Cheerful Gardner; Display 2, circus movies, presented by Jack Joyce and Dick Burke, and Phil Bailey and his colored circus slides; Display 3, Gardner unveiled for the first time, any place, anywhere, his life story; Display 4, New York cut steak dinner with all the flavor of the cookhouse; Display 5, Circus Model Builders' display, presented by Walter Mathis, Doug Rhodes and Ivan Christy; Display 6, recordings by the Ringling-Barnum band.

For their regular February meeting the members of Pete Mardo Tent in Akron were guests of management of Summit Beach Park at a party at Mayflower Hotel, at which Clyde and Harriet Beatty were honored. Mr. and Mrs. Beatty flew from Washington to be present.

Past President William Judd was busy during February showing his circus movies in the following towns: Scout and Parent Night at Bingham School, Bristol, Conn.; Business and Professional Club, Newington, Conn.; Father and Son's Night, St. John's Lutheran Church, New Britain; Father and Son Banquet, Bloomfield, Conn., accompanied by Jim Hoyer; Girl Scouts, Central Junior High School, New Britain.

James Shuster, Central vice-president, Grand Rapids, Mich., gave a talk on the circus before the American Business Club of that city.

Frank C. Friedman, of St. Paul, writes that the Fans there are in for two busy weeks with Shrine circuses on in the Twin Cities.

Mr. and Mrs. W. H. Hohenadel, with son Walter, paid a visit to their son Francis at Fort Sill, Okla., over the week-end of February 21-22. They were accompanied by Mrs. Albert Rich, of De Kalb, Ill., who also has a son there. They left Rochelle Thursday morning and arrived at the army post Saturday morning. Accompanied by the boys, they left Fort Sill Sunday afternoon and spent the night in Oklahoma City, the boys returning to the post on Monday by bus. The party arrived back in Rochelle Tuesday evening.

The Pat Valdo Tent of Binghamton, N. Y., held its annual winter meeting February 27 at the home of George H. Barlow III. Ed Thompson, Syracuse, presented his 800 feet of circus film. On top floor was a miniature Sarasota winter-quarters scene and after the movies all went "up to Sarasota" to see the show in miniature. It was announced that the Rotary Circus will be held week of March 23. Binghamton Boot and Saddle Club will hold a circus party in the Hippodrome March 23 and Live Wire Club, in conjunction with the Fans, will have their annual party March 24, featuring acts from Hamid-Morton Circus and Joe Basile's band. This will be the third annual frolic of this kind.

Recent callers at the home of Mr. and Mrs. Walter M. Buckingham, Gales Ferry, Conn., were James M. Hoyer, of Hartford, with Marion Knowlton, of Middletown, Conn., who is a member of Cole Bros.' Circus, and Mr. and Mrs. Emil Pallenberg and daughter, Debra, of Clinton, Conn.

C. H. Patterson, 1828 Hughes Street, is a new member of the John Robinson Tent, Cincinnati, and writes that he attended the Shrine show four times there. He met performers and took about 120 pictures. Patterson states he has a large number of old-time circus pictures and programs, including *The Cincinnati Commercial Gazette* of Sunday, May 13, 1883, telling of the appearance of the Barnum show on the Lincoln Park grounds May 21-23. Jumbo was the feature. The issue also contained an ad for appearance of Buffalo Bill's Wild West at the baseball grounds on June 2, 1883.

Our national secretary advises that under orders from President Frank Hartless the dues of all members who are serving with the armed forces are to be abated for the duration.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

A collector from the West writes that he has acquired a herald of John O'Brien's Six Separate Shows Consolidated and wants to know the names of the six shows that consolidated for that season, 1877. We do not know whether this friend is testing our knowledge of circus affairs (for surely the names of the six shows are somewhere on that herald) or is really in need of the information. However, to err on the right side, for the information will be helpful to other collectors who have not yet had the fortune to come into possession of one of these heralds, the six circuses were: Campbell's New York & Philadelphia Zoological & Equestrian Institute, J. E. Warner & Company's Great Pacific Combination, Eugene Sheldenburger & Company's Consolidated Show, Dan Rice's Menagerie & Circus, John Handenberger & Company's Consolidated Show and John O'Brien's Museum, Menagerie & Circus. There! Ain't we smart?

We are rather surprised at the number of collectors who go in for routes and route books. And, strangely, this fact leads us to this admonition: Never be jealous of another's collection. Be happy in the thought that a brother collector is one step ahead of you. But console yourself in the idea that some day you will be ahead of him. Remember, too, that it is often what you possess that counts. For instance, Bill Kasiska and Sverre Braathen are two of our biggest collectors of circus letterheads. They have thousands of these items, yet we'll wager a hot dog against a singed cat that neither one possesses that original first letterhead of the Gollmar Bros. that we described in a recent column. So while they gloat over their monster letterhead collections, we likewise exult over the one letterhead we have in our files. You get what we mean.

Another thought that occurs to us is this: Whenever a brother collector is in need of certain data helpful to his collection, willingly give it, for by these little favors ye shall know them, know that a true collector-spirit is in existence, a spirit that this shaft is attempting to foster. Feel good in the thought that you can help a brother who has a hobby that you also love. We are emphasizing this because we have received two requests for certain route information to complete collectors' records in connection with certain shows for particular seasons. We say give, because, brother, some day you may be the one that's asking. Why couldn't we have a collector's slogan? What would you suggest? How 'bout: "Give Till It Helps!"

Circus Historical Society

FARMINGTON, Mich., March 7.—During Detroit Shrine Circus, Terrell Jacobs's dressing room was headquarters for members of Circus Historical Society. George Smith, CMB, Oxford, O., attended the show and was entertained by Herbie Head, Walter Pietschman and the writer, all members of Detroit CHS. Don Conley, CHS, Park Ridge, Ill., has been confined in a hospital there for several weeks. Walter Mathis, CHS, Long Beach, Calif., met recently with Mabel Stark and other West Coast performers.

Walter W. Tyson, president of CHS, recently issued the first historical news sheets to be presented in addition to the regular bulletin. Tyson's article deals with Barnum show some 50 years ago, and has proved popular with members.

Montgomery Queen's Circus & Menagerie was sold at auction in Louisville, February 21, 1878. Trappings and wardrobe were purchased for about one-tenth the original value by shows of that period including George P. Bailey, W. N. Cole, John Robinson and A. E. Sells. A rhinoceros brought \$3,600, highest price of the sale, but other animals were sold at a considerable loss to the owners. Reported by Don Smith.

UNDER THE MARQUEE

(Continued from opposite page)
 zington's Rustic Revelers for the fair season. He recently closed with Frank Taylor's musical revue.

BETTY REIFFENACH is in St. Joseph's Hospital, Louisville, recovering from

severe burns received when cleaning fluid exploded and destroyed her trailer. She would like to read letters from friends.

SEEING a number of canvassers idly watching another sharpen tent stakes, a manager cracked, "Remember, boys, watched water never boils."

ALLEN KING was host to a party for acts from the Detroit Shrine Circus on March 3 at his winter quarters. Among those attending were Helen and Eugene Scott, Shirley Byron, Helen Patella, John Smith, Clarence Adolph, Jimmie Watt and girls from show at Frontenac Club.

FRED AND ETHEL FREEMAN and Earl and Nellie Reynolds entertained six New Zealand air pilots who were guests of Manager Tunis Stinson of the Detroit Shrine show on its closing day. Both women hail from Australia and were able to make the fliers feel at home.

W. H. (SNAKE) KING, of Brownsville, Tex., made a flying visit to the Detroit Shrine Circus and interviewed Earl Reynolds, of the Pyramid Skaters, for a repeat date for eight weeks at the Folies Bergeres Theater in Mexico City, which he books. Reynolds' act played there last year.

WRITERS of indoor circus programs are getting better. Just read one that had over half of the actors' names spelled right.—Telephone George.

MRS. PHILIP E. MILLER, 521 Wythe Street, Portsmouth, Va., wants to hear from her father, Henry L. Ehler, 65, formerly on the advance with circuses and carnivals. It has been seven years since she has heard from him. Readers knowing his whereabouts are asked to bring this to his attention.

BIBLE'S ANIMAL CIRCUS, under management of Dr. O. R. Bible, recently played Home Modernization Exposition in City Auditorium at Birmingham, with pony Liberty act, riding dogs and monkeys. Miss Ruth's dog and monkey act featuring Mickey, roller-skating monkey, and Mabel, trained chimpanzee.

MRS. L. A. (LEW) HAMILTON advises from Detroit: "Shrine show recently held here was announced by Lew Hamilton and not by Ray Dean as previously announced in *The Billboard*. Hamilton made concert announcements and emceed the midget revue. He will also announce at St. Paul and Lansing, Mich., dates."

OLD GLORY was featured and unfurled during circus programs long before war broke out, thus killing the old saw, "They'll be flagging 'em this season."

MR. AND MRS. JERRY WHITNEY will soon leave the West Coast to join Cole Bros.' Circus in Louisville. Whitney is associated with President Theaters there. Al Levy, who handled special ticket sales on the circus last year, will return to again handle that post. Jack Burslem has contracted as privilege car manager. Mrs. Burslem and her sister will appear in riding act and swinging ladder turn.

TAKEN from *The Billboard* dated November 10, 1906: Third section of Hagenbeck show train was wrecked at Tiger Creek, Ark., about 11 miles from Hot Springs, on the morning of October 25. This should settle all controversies regarding Hagenbeck wreck picture that appeared in Show Family Album. E. W. Adams, ex-circus trouper of Atlanta, gave date and location close enough for the editor to locate data in files.

NOTES by Don Smith, Farmington, Mich.: Loyal-Repenski Troupe, after closing with Shrine show, stayed over in Detroit to visit the opera and to catch up with a few movies before going to St. Paul. Many acts that played the Shrine date booked remainder of week (See UNDER THE MARQUEE on page 58)

The Corral

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

BARBARA MOFFETT, 17-year-old rodeo performer of note, has been signed by RKO studios.

TOM ENDICOTT reports from his Dude Ranch, Atlantic City, that Tex Cooper will spend the summer there before joining Gene Autry's Flying A Ranch Rodeo for its fall tour.

CANDY HAMMER, well-known rodeo producer, has been signed to direct the Border Legion Rodeo, daily matinee attraction at Upper Peninsula State Fair, Escanaba, Mich. Cy Perkins will clown in addition to presenting his trick and fancy roping act.

HAPPENINGS in the rodeo field 10 years ago: George Thompson, bronk rider of New Mexico, was vacationing in Hollywood with his brother. . . Bert Higgins, after wintering in Palm Springs, Calif., left for Colorado to make some of the rodeos there. . . The Sherman Family, cowboy and cowgirl entertainers, were playing theaters and radio dates in the East. . . Col. Jim Eskew booked his show with the Model Shows of America. . . Bill Mossman, trick rider, was with the New York State Police Department. . . Slim Davis was in Urbana, O., breaking horses for polo games there. . . Thomas E. Johnson, well known in rodeo circles, was killed in an automobile accident in California. . . Earl and Anna Sutton were in Estavan, Sask., Can., visiting relatives. . . Mike Stuart signed as arena director of the Frontier 'Days'

(See CORRAL on page 48)

PROGRAM, TICKET AND BANNER SALESMEN WANTED

For Shrine Circuses. Experienced men capable of working clean under best auspices. **SAM POLACK**, care Polack Bros.' Circus, Ames Temple, Oakland, Calif. **T. DWIGHT PEPPLE**, care Polack Bros.' Circus, Islam Temple, 650 Geary St., San Francisco, Calif.

PHONEMEN WANTED

For Ticket and Program Campaign

Hamid-Morton Circus

Providence, Rhode Island

Apply to **BOB STEVENS**, Auditorium, 1111 North Main St., at once.

MUSICIANS WANTED For RUSSELL BROS.' CIRCUS

Must be union. Write or wire **EDDIE WOECKENER**, Musical Director, care Russell Bros.' Circus, 3800 N. Mission Road, Los Angeles, Calif.

WANTED

Man or Woman to work Dog and Pony Acts, Man to handle Monkeys. Show opens April 10.

Write ANIMAL CIRCUS

Care Cotlin & Wilson Shows Petersburg, Va.

AT LIBERTY

For indoor dates, circuses and fairs, fast Three-Elephant Act, Max Graber Single Elephant Act, Baby Elephant, Pony and Dog Act, other Elephants, Eight-Horse Liberty Act, 5 Midget Mule Act, Menage Horses. Can produce concert featuring \$5000.00 Hollywood outfit.

BUD E. ANDERSON

Emporia, Kansas

TIGHTS

KOHAN MFG. CO.

290 TAAFFE PLACE BROOKLYN, N. Y.

CALL

ALL PEOPLE ENGAGED WITH

RUSSELL BROS.' CIRCUS

Report for rehearsal Monday, March 23, at Winter Quarters, 3800 North Mission Road, Los Angeles, Calif. Show opens March 26.

Can place Minstrel People, Candy Butchers, Clowns, Wild West People, few more Acts, Workingmen.

More Get "Go-Ahead" Sign

No Cancellation For Ohio State

Board, on statements of Wickard and Bricker, decides to proceed in '42

COLUMBUS, O., March 7.—Cancellation of the 1942 Ohio State Fair here, which has seemed possible for the past couple of weeks, will definitely not be made and the fair will be held as originally scheduled. This was decided upon by the State Board of Agriculture, called into special session on March 2 by Director of Agriculture John T. Brown, at which time the board expressed the conviction that the fair had a vital contribution to make toward winning the war and should be held. There will be no out from 1941 in premiums offered.

Altho various war agencies have made inquiries and requested surveys relative to adaptability of the grounds, it was decided by the board that there is now no definite indication that government use will be required prior to fair dates.

The board had before it a telegram from Claude R. Wickard, Secretary of the U. S. Department of Agriculture, in which he said he hoped the board would be encouraged to proceed with 1942 plans, and Gov. John W. Bricker's recent statement to all fair boards, calling attention to the valuable service rendered by Ohio fairs to the war effort in 1917 and expressing the conviction that in this war they can serve to a greater capacity than ever before. Governor Bricker reported that recent public discussion of the question of canceling the fair had resulted in a flood of communications to his office urging that there be no discontinuance of the fair except for reason of dire war requirements. He indicated that many communications came from State-wide organizations as well as individuals.

The board considered the fact that State Fair carried on thru the Civil War, Spanish-American War and World War I and that for the last 92 years has annually contributed to and focused public attention upon efforts of farmers and manufacturers to achieve perfection.

Seven in South Texas Loop Set Dates; Barron Is Head

FREDERICKSBURG, Tex., March 7.—Seven county fairs of South Texas Fair Circuit have set their 1942 dates, according to Circuit Secretary Otto H. Burgdorf, Fredericksburg. Opening the series will be the fair in Yoakum, which will alter its theme of former years, the widely known Tom-Tom Celebration, and will sponsor a varied agricultural and livestock show.

Second is Gillespie County Fair here, oldest county fair in Texas, which will hold its 57th annual. Third is Lavaca County Fair, Hallettsville, to be followed by Fayette County Fair, La Grange. Identical dates have been adopted by Lee County Fair, Giddings, and Austin County Fair, Bellville. Last on the present list is five-day Gonzales County Fair, Gonzales. Several other fairs of the loop have not decided as to dates or types of fairs to be held.

New officials, elected at the annual convention in Yoakum, are George P. Barron, Yoakum, president, and Marshall Holloway, La Grange, vice-president. Burgdorf was re-elected secretary-treasurer.

Taylorville Plans for '42

TAYLORVILLE, Ill., March 7.—Clifford C. Hunter, secretary of Christian County Fair here, anticipates a most successful 1942 fair, and is planning accordingly. Annual report showed a successful 1941 fair and that more improvements on grounds were made than in any previous year since the fair was organized in 1924. Among them are an exhibit hall, horse barn with 24 stalls, fifth-mile track for midget auto races, floodlights on track in front of grandstand and a large portable free attraction platform. In addition 127 elm trees were transplanted to the grounds.



H. E. HART, who, as president, has again taken over management of De Kalb County Fair, Auburn, Ind., will also assume supervision of the midway. A theatrical man, he has taken great interest in the fair as a community project. A ban on politics at the fair has been called and he has suggested that no political advertising be accepted for the premium book.

DePue Resigns His S. F. Post

SAN FRANCISCO, March 7.—Harold F. DePue resigned on Monday as manager of the Livestock Pavilion, resignation resulting from the decision of division directors of Agricultural District 1-A of San Francisco and San Mateo counties that no livestock shows would be held during the war. District's only major show was the Grand National Livestock Exposition last fall.

DePue, who is president of the International Association of Fairs and Expositions, resigned as manager of North Montana State Fair, Great Falls, last year, to become manager of the pavilion. He was given a two-year contract. His resignation will become effective on April 1.

It was announced that the board was attempting to effect operating economies that would eventually reduce the staff of the district to two persons.

Putnam Books at Chippewa

CHIPPEWA FALLS, Wis.—A. L. Putnam, secretary of Northern Wisconsin District Fair here, announced booking of a Barnes-Carruthers revue as 1942 grandstand attraction, with Jimmie Lynch's thrill Death Dodgers and the Johnny J. Jones Exposition on the midway.

War Program, Exhib Space Drop, Cut Budgets Seen as a Snag to Fairs by Booker George Hamid

NEW YORK, March 7.—War program and priorities are seen as heavily affecting fairs by Booker George A. Hamid, who said that a considerable drop in revenue is already being felt because industrial-commercial exhibitors are obliged to cancel space due to lack of something to display. Difference will have to be made up on the midway with stronger box-office attractions, and grandstand suppliers will find it necessary to adapt themselves to more limited fair budgets. Booker theorizes that some fair associations will absorb the federal admission tax because fairgoers will find it hard to take a tax after years of exemption and the fact that crowds usually concentrate within a few afternoon hours and change must be made rapidly, preferably with one coin. Hamid said that tire rationing will reduce non-

W. Va. Fixes Flock of Dates

State association plans for schedule as usual—budgets asked by agriculture head

CHARLESTON, W. Va., March 7.—Most county and district fairs will be held in the State this year as scheduled, Secretary J. O. Knapp announced after the annual meeting of West Virginia Association of Fairs here in the Ruffner Hotel on Tuesday.

It was pointed out by Secretary Knapp at the session that war is a reason for holding fairs rather than canceling them, for they will be valuable in providing entertainment and recreation and in promoting interests in livestock and crop growing. Because of snows which blocked travel in several counties, attendance was light.

Officers re-elected include J. B. Sydenstricker, Lewisburg, president; Fred C. Allen, Marlinton, vice-president, and J. O. Knapp, Morgantown, secretary-treasurer.

Among guests was J. B. McLaughlin, State commissioner of agriculture, who urged that boards submit to his office as early as possible their budgets of expected premium expenditures. The department usually contributes about 25 per cent toward premiums on a pro rata basis.

Dates for these fairs were set: West Virginia State Fair, Lewisburg; West Virginia Great Free Fair, Dunbar; Jackson's Mill 4-H Fair; Pocahontas County Fair, Marlinton; Ritchie County Fair, Pennington; Fayette County Fair, Fayetteville; Clay County Fair and Home-Coming, Clay; Tucker County Fair, Parsons; Barbour County Street Fair, Phillippi; Helvetia Community Fair, Helvetia; Putnam County Fair, Winfield; Clay District (Monongalia County) Fair, Daybrook; Wirt County 4-H Fair, Elizabeth; Pleasants County Fair, St. Marys. Tentative dates were announced for Gilmer County Fair, Glenville; Oglebay Park Regional Fair; Jackson County Fair, Ripley; Braxton County Fair, Sutton.

Ark. Stock Show To Be Held Despite Building Fire Loss

LITTLE ROCK, March 7.—Arkansas Livestock Show Association voted at a special meeting on February 25 to hold its annual show next fall, altho a special committee reported it would be impossible to replace permanent buildings on the grounds in North Little Rock which burned last fall. Secretary-Manager Clyde E. Byrd was instructed (See Ark Show Continues on page 46)

Federal Taxes

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of The Billboard, dated March 28.

Graham Is Named To Ind. State Board

INDIANAPOLIS, March 7.—Robert C. Graham Jr., Washington, Ind., Republican, has been appointed to Indiana State Fair board to succeed Guy Cantwell, who was recently named secretary of the board and manager of the fair. Graham is widely known thru his connection with Graham Farms Fair and Track Association, which has staged July 4 races and fairs at Graham Farms track, Washington, for several years.

He was elected president of Indiana Association of County and District Fairs in January. His appointment to the State Fair board was made by Gov. Henry F. Schricker.

The finance committee of the fair board will meet on March 11 and 12 to consider contracts for bands and fireworks at the fair and to select Saturday night entertainment, formerly presented by WLS Barn Dance. Committee will report to the board on March 13 with recommendations. Board will also continue its work on premium lists, which already are larger in the livestock division than last year, when a record was set.

Revue, Rodeo Features Pencil for Escanaba

ESCANABA, Mich., March 7.—An elaborate revue program, *Let Freedom Swing*, will be a nightly feature at Upper Peninsula State Fair here, said officials. Candy Hammer's Border Legion Rodeo will be daily matinee attraction. Revue is the same as that which toured Minnesota, Iowa and Nebraska in 1941, playing major fairs in these States.

A number of acts have been contracted, including *Sky High Girl*, *Flying Romas*, Maurice and Andre, Wells and Powell, Los Argentinos, Capt. Franke's Hollywood Dogs, Jack Lavler and Ruth Morgan, Paige and Jewett and Faith Hope and Zingo. For the final two days of the five-day fair the revue title will be changed to *Lucky Stars and Stripes Revue*, with complete change in production and presentation, officials said. Thrill acts will intersperse afternoon rodeo performances.

Sun's Five in Michigan

DETROIT, March 7.—Complete grandstand shows have been booked at five Michigan fairs by Glenn M. Jacobs, manager of local Gus Sun office. They are Hastings, Hartford, Charlevoix, Ithaca and Escanaba.

ALLISON, Ia., March 7.—The 86th annual Butler County Fair here will have an all-girl show on the second day with a 12-girl line and seven-piece girl orchestra. WLS Barn Dance and Graham's Western Riders will be presented on opening day, and Jimmie Lynch Death Dodgers on the last day. Ebersole Shows will be on the midway.

Read

FAIRS AND EXPOSITIONS
WILL HELP WIN
THE WAR

By HAROLD F. DePUE

in

THE BILLBOARD'S
SPRING NUMBER

Dated March 28



“My Success?—

Why, my ads in The Billboard, of course!” . . .

. . . says A. E. Selden

A Fair Man once asked Mr. Selden, The Stratosphere Man, to what he attributed his success. His reply is food for thought for hundreds of other acts and attractions.

“I have something to sell, just like a manufacturer with a product. If I don't tell the buyers about it, how can I sell it? My advertising is responsible for whatever success I may have attained. I know The Billboard won't mind if I say my campaign doesn't bring act buyers running to my door. On the contrary, I have to work hard to get bookings. However, my advertising serves one important purpose—it builds confidence

in my act and makes my job of booking a hundred times easier. In fact, it makes it possible. Wherever I go, and no matter whom I contact, I find they know me—know me as the man who spends big sums of money for advertising in The Billboard. They know I have something good to sell or I couldn't continue with the campaign year after year.”

Mr. Selden's experience speaks for itself. Fair Men, Park Men, Show Owners, Booking Offices and other talent buyers know when they buy Selden, The Stratosphere Man, they will get a good act. Build a future for yourself in a similar manner. Advertise regularly during 1942.

ADVERTISING Builds CONFIDENCE!

**The
Billboard**

BUY DEFENSE BONDS AND STAMPS NOW FOR EARLY VICTORY AND THE RETURN OF NORMAL BUSINESS



Agricultural Situation

Condensed Data From February Summary by U. S. Department of Agriculture, Washington, D. C.

REVISED goals for farm production in 1942 substantially larger than the high record output called for in the goals set up last autumn have been announced by Secretary Wickard. New policies with regard to loans, purchases and sales of government-held stocks also announced are designed to stimulate the production of maximum supplies of the commodities needed most in this war effort.

Secretary Wickard said, "The new 1942 goals call for the greatest production in the history of American agriculture. They call for putting every acre of land, every hour of labor and every bit of farm machinery, fertilizer and other supplies to the use which will best serve the nation's wartime needs. To American farmers the nation looks for enough production this year to feed and clothe our own people for their wartime task. To American farmers the United Nations look for indispensable supplies of food and fiber for their people and fighting forces. No one can foresee the exact size of the needs of our allies a year from now, but already we know they will be large and I fear they will be larger than we realize at this time."

HARD TASK AHEAD

Continuing, the Secretary said: "Some of these goals will be very difficult to reach but we believe farmers can do it despite wartime shortages of farm labor, machinery and production supplies. For wheat, cotton and tobacco, the goals should not be exceeded. To do so would waste precious labor and supplies.

"For the other commodities, if farmers are able to exceed the goals and processors can handle the products, the nation's interests would be served. In a word, we must produce to the limit in 1942 the things where shortages may occur under wartime conditions, because if the war is a long one it will become increasingly more difficult to get production.

"... We call on farmers for redoubled effort. We are throwing all the resources of the government agricultural programs into helping them do their wartime job. Every program is being realigned to make it serve the single purpose of speeding production. This is an all-out program difficult of attainment, but in the nationwide farm canvass recently completed, farmers have already indicated that they plan to equal or exceed the production called for in most of the goals announced in September.

"The Department of Agriculture, thru the management of its programs, and thru co-operation with the other agencies of government whose work touches the farmers' problems of labor, supply and price, will do its utmost to bring farmers all possible aid in getting the job done. Adequate farm production is vital to the nation's existence, and the task of achieving it will command the energy and devotion of every farm family."

The revised production goals for 1942 place particular emphasis on production of oil-bearing crops such as peanuts and soybeans so that supplies of oils and fats may not be reduced too drastically, even

the importations from the Far East are affected by the war. The goal for soybeans has been raised to 9,000,000 acres; flaxseed, 4,500,000 acres; peanuts, 5,000,000 acres.

To encourage increased production of these oil-bearing crops, price and loan supports are to be employed, including a loan on flaxseed averaging at least \$2.10 per bushel, farm basis, with location and grade differentials; purchases of soybeans at \$1.60 a bushel, farm basis, for designated varieties of U. S. No. 2 Yellow, with location and grade differentials, and government purchases of peanuts at \$82 a ton for U. S. No. 1 White Spanish type for oil, delivered at the approved local receiving agency, with location and grade differentials. The purchase price for No. 1 Runners will be \$78 a ton and \$70 a ton for Class A Virginias. Efforts will be made also to step up the production of lard, tallow and grease in packing plants.

(BAE says that a strong domestic demand for fats and oils and large exports of lard are in prospect for 1942. Production plus imports, however, may be 8 to 10 per cent less than total requirements as a result of curtailment of imports from the Pacific. The deficiency can be covered by withdrawals from stocks, but a material increase in production in the United States will be needed this year if requirements are to be fully met in 1943. Prices of fats and oils probably will average higher in 1942 than in 1941, altho it is likely that advances from recent levels will be limited by control measures.

The Secretary said: "We are increasing the goals for corn by 5,000,000 acres in order to have plenty of grain to continue the expansion in meat, dairy and poultry production now well under way."

Fair Elections

ALEDO, Ill.—Mercer County Agricultural Association re-elected Virgil Nelson, president; Fred Shoppa, vice-president; J. Ward Bloomer, treasurer; John McHard, secretary.

AMITE, La.—Frank L. Anzalone was re-elected president of Tangipahoa Parish Fair Association; E. E. Bardwell, vice-president; T. E. Patrick, secretary-manager; D. A. Tycer, treasurer. Theo-

BOGALUSA, La.—Armory and community building on grounds of Washington Parish Fair, Franklinton, La., has been completed and dedicated at a cost of \$86,600 after it was necessary to get a second WPA appropriation. Building, 82 by 120 feet, ensures a 1942 fair. It was necessary to call off last year's fair for lack of facilities.

MEMPHIS.—American Polled Hereford Association will hold its 1942 national show in Memphis in connection with Mid-South Fair, M. P. Moore, Senatobia, Miss., association president, announced at meeting of the fair's executive committee. He said members were so pleased with the first show in South last year that it was voted to return to Memphis. Last year 38 States and 50 exhibitors were represented. National Dairy Show will also again be held during the fair.

MADISON, Wis.—A \$79,000 WPA project for construction of a grandstand and installation of sewer and water facilities on Dane County Fairgrounds here has been voted by Dane County board and will be submitted to Washington for approval.

BURTON, O.—Fair boards of Ashtabula, Trumbull, Lake and Geauga counties

gathered here for a banquet on the night of February 17. Charles A. Riley, secretary, and B. J. Shanover, president of Geauga County Agricultural Society, were in charge of the program, which attracted one of the largest crowds at a similar event in several years.

CONWAY, Ark.—Ralph A. Cochran was elected president of Faulkner County Fair Association, succeeding Municipal Judge Rolland A. Bradley. R. A. McNitt is new secretary, succeeding Raymond Price, with Harold Baker as new treasurer.

TAYLOR, Tex.—Edmond King Doak was elected president of the board of Texas Farm Festival, holding its second annual this fall. M. D. Lewis was re-elected manager; K. L. McConchie, vice-president; Don Scarbrough, secretary; S. G. Gernert, treasurer.

PARIS, Ark.—Logan County Fair Association elected Lester Hampton, president, and George Rose, secretary-manager.

LITTLE ROCK.—Col. T. H. Barton was re-elected president for the fourth term of Arkansas Livestock Show Association. Others re-elected are A. H. Stebbins, vice-president; Clyde E. Byrd, secretary-manager; Dave Grundfest, treasurer.

TAYLORVILLE, Ill.—Christian County Fair Association re-elected Dwight Hart, president; A. D. Clausen, P. H. Kinney, vice-presidents; C. E. Ritscher, treasurer; Clifford G. Hunter, secretary and general manager.

FREDERICKSBURG, Tex.—Gillespie County Fair Association, sponsoring the oldest county fair in the State here, re-elected H. A. Ries, president; Otto Henke, vice-president; Max J. Bierschwale, treasurer; Otto H. Burgdorf, secretary.

De Kalb Rules Out Politics

AUBURN, Ind., March 7.—At a meeting of De Kalb County Fall Fair members here on February 26 dates for the 1942 fair were set. President H. E. Hart announced a ban on politics at the fair and suggested that political advertising not be accepted for the premium book. Principal speaker, Bryan Sandles, manager of Junior Ohio State Fair, Columbus, praised the county-wide co-operation of De Kalb Fair and endorsed the ban on politics.

CHICAGO.—John P. Mullen, president; F. E. Sheldon, treasurer, and L. B. Cunningham, secretary of Iowa State Fair, Des Moines, spent the February 21 weekend in Chicago on business connected with the fair.

Around the Grounds

ST. STEPHEN, N. B.—Directors of St. Stephen Fair have not as yet decided whether to hold fair this year, but decision will be made in a few weeks. F. D. J. Graham continues as president. E. G. Beer was named treasurer and Frank Flagg was elected secretary to succeed F. M. Groom.

TRENTON, N. J.—The fact that concessionaires operate at a county fair held on the property of a farm grange destroys the tax exemption granted to the fraternal organization by New Jersey State law, the State Board of Tax Appeals declared on February 28. If the fair, held on grange land, were operated only for the profit of the grange, the tax exemption might stand up, the board ruled. However, the commercial activities of concessionaires constitute "an operation for profit" and cancel the exemption, it added. The opinion filed here upheld a 1940 tax assessment by Parsippany-Troy Hills Township on a five-acre field owned by Morris Grange, No. 105, Patrons of Husbandry.

HELENA, Mont.—Montanans, Inc., the State Chamber of Commerce, announced dates of these Montana fairs and outdoor shows, with others to be set later: Baker, Fallon County Fair; Billings, Midland Empire Fair and Rodeo; Chinook, Blaine County Fair; Deer Lodge, racing meet; Dodson, Phillips County Fair; Forsyth, Rosebud County Fair; Fort Benton, Chouteau County Fair; Glen-

dive, Dawson County Fair; Great Falls, North Montana State Fair; Hays, Fort Belknap Indian Fair; Havre, Hill County Fair; Hamilton, Ravalli County Fair; Helena, Lewis and Clark race meet; Lewistown, Central Montana Fair; Livingston, Livingston Round-Up, National Fresh-Water Trout Derby; Miles City, Eastern Montana Fair; Go Western Day, Miles City Round-Up; Red Lodge, Rodeo; Shelby, Marias Fair; Sidney, Richland County Fair.

ST. JOHN, N. B.—First move for restoration of the fall fair here, suspended because of war and burning of the main building, has been made by city council and St. John Exhibition Association. Sum of \$56,991 has been divided between city and association by insurance firms in payment for the destroyed part of the plant. City received \$35,000. Council has ordered investment of city's share in second Victory Bonds as first deposit in a fund being created for rebuilding the plant and revival of the fair after the war.

ARK SHOW CONTINUES

(Continued from page 44)
to select an earlier date than that of 1941.

Byrd's report on the 1941 show listed current assets as increasing \$8,997.62 while current liabilities increased \$5,225.87, showing a profit of \$3,771.75. Out of this income a final payment of \$9,900 was made on permanent buildings on the grounds. Audit revealed that loss by fire amounted to \$48,097.64. A total of 2,334 head of livestock and poultry was exhibited in 1941, an increase of 400 over 1940.

Judge J. E. Chambers, chairman of the special building committee, reported that lack of materials made it advisable not to attempt to replace buildings destroyed by fire just after the 1941 show ended. President Barton again promised financial aid to the show. Directors were asked to draw up an ordinance for presentation to Little Rock city council to prohibit appearance of any traveling show for three weeks prior to the livestock event. North Little Rock already has such an ordinance.

GAIN IN MINNEAPOLIS

(Continued from page 42)
ushers; Dwight Thomson and Harold Foster, newspaper and radio; Art Jespersen, accounting; Dr. Reuben Erickson and Dr. H. F. Wahlquist, physicians; L. T. Chalgren and A. G. Ewart, school tickets; O. H. Bostad and L. C. Hanson, reserved seats; L. A. Potter and Harry Hirsch, ticket check-up; C. R. Carlstrom, lost and found. Mrs. Edna Curtis was equestrian director with Jack Klien, assistant director. Izzy Cervone was band director.

The Program

Program follows: Band concert by Zubrah band, directed by Al Rudd; grand parade, with uniformed Shriners and all performers in line of march; Dolly Jacobs and her riding lion; Harry Rittley and rocking tables; Three Aces, comedy acrobats; Laddie Boy and Russell Jerec, knockabout, all clowns. Mrs. John Shubert, Miss Spaulding, Miss Corinne, Ernie White, Miss Teeter and Bert Dearo, trapeze and wire acts; Miss Corinne, muscle grind; Ernie White, revolving upside down on head, and Miss Spaulding, one-arm planges; Captain Terrell Jacobs wild animal act; Miss Betty, high spiral globe act; the Papes and Hilda-Curtis-Eric, feats of skill; Jacqueline Teeter, slide for life; Mary and Hal, balancing; Shubert and Gertrude, contortion novelty; Rudy Rudynoff Jr. and high school horse, Omaha; Miss Concha, sensational teeth exhibition; Alf Loyal's dogs; Marvin Hoover's disobedient Ford; Hubert Castle's "Castle in the Air," wire artist; William Bushman's Greer Liberty horses; Senorita Tereseta, high trapeze without net; Bruno and his boxing pal, bear act; Berson's Troupe, high wire sextet; Hanneford family of riders, featuring George Hanneford, comedian; Adele Nelson and her dancing elephants; Three Orantos and Billy Pape and Conchita, perch novelties; Laddie LaMont, ladder novelty; Rudynoff family and their trained dressage horses; Daring Waldorfs, high altitude motorcycle act; Victoria Troupe and the Cilly-Cyclist, bike act; Six Decardos and the Six Cressonians, teeterboard and barrel jumping; Bob Fisher's Fearless Flyers and Flying La-Forms, flying return acts.

In clown alley were Happy Kellems, Felix Adler, Charles Bell, Danny McPride, Roy Barrett, Harry Rittley, the Three Aces, A. Augestad, Van Wells, Tom Conrad, Lawrence Cross, Albert White, Bozo Cary, Russell Jerec and Henry Bedow.

NOW BOOKING
Fairs—Parks—Celebrations
Polack Bros.' Circus
America's Greatest Organized Circus
Now Playing for Shrine Temples. Available as a
Complete Grand Stand Show
or
Free Attraction
Address: I. J. POLACK, care El Moida Shrine
Circus, El Paso, Texas.
Permanent Address:
Financial Center Bldg., San Francisco, Calif.

NOW BOOKING 1942
FAIRS — PARKS — CELEBRATIONS
Outstanding aerial attraction—125 feet in midair. Unique and different illumination. Adds zest to any grand-stand program.
Address: EDDIE VIERA, care of The Billboard, Cincinnati, Ohio.

Eddie Viera's
Sensational
4
TRADE MARK
Stars
Write or Wire

4th Annual Contest On in Philly Area

PHILADELPHIA, March 7.—Fourth annual roller-skating contest sponsored by *The Philadelphia Daily News* got under way last Monday with a record number of entries at the 11 participating rinks in the territory. Competition for title honors and the trophies symbolic of skating championship which will be awarded the winners in the final test started in Dance Box Rink here, operated by Jimmy Toppi.

Preliminaries were held Tuesday in the Rendezvous; Wednesday in the Adelphia; Thursday in Skateland, Willow Grove; Friday in Carman Rink and tonight in McArthur Rollerdom, Franklinville, N. J. Next week finds preliminaries Monday in Jamison Rollerway, Jamison, Pa.; Tuesday in Crystal Palace; Wednesday, open date; Thursday in Circus Gardens; Friday in Play-More and Saturday in the Roll-Arena, Gloucester, N. J.

Each rink will select a couple in the "most graceful on skates" division, in which no turns are permitted, judging solely on grace, poise and smoothness of glide. After a lapse of a week the rinks will start again on March 23 with the waltzing competitions. Speed races for boys and girls and juvenile couple skating will be held Saturday afternoons on dates to be announced later. All rinks will hold the juvenile tests on the same day so that the same rules of being able to compete in 11 rinks will not apply to this class. In the other classes couples eliminated at one rink may compete again at any of the others. The winners at each rink will represent that particular rink in the grand finals of each division.

Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

Illinois Amateur Champs Chosen in 4-Day Roller Meet

CHICAGO, March 7.—Four days of Illinois amateur championship roller races wound up Monday night (2) at Arcadia Gardens with the annual benefit of the RSROA, following the contest finals. Benefit was a big success, rink being packed with a crowd of more than 800. At conclusion of the finals Phil Hayes, manager of Arcadia Gardens, presented winners with medals, and a colorful roller-skating show was presented.

Russell Brown, who walked off with first-place honors in a number of events during the four-day sessions, was declared Illinois State champion. Other winners were: Novice pairs, Juanita Williams and Dominic De Cicco; junior pairs, Caroline Buchanan and John Cichon Jr.; novice men's figure skating, Dominic De Cicco; ladies' senior figure skating, Marion Weismuller; men's senior figure skating, Michael Diken, of Arcadia Rink; novice dance, June Hall and Charles Dancey, of Planet Rink; senior dance, Marion Weismuller and Anthony Miller, of Arcadia Rink; junior dance, Irene Halozy and William Fagan, of Planet Rink; quarter-mile race, Bob McDole, of Arcadia; half-mile also won by McDole; one-mile, William Day, of the Roller-Skating Club of Chicago, Arcadia. Day was 1941 national champion. Two-mile, Conway Manahan, of Arcadia.

In the girl's one-mile race first place was won by Jackie Nielsen, of Arcadia; second, Lorraine Pills, of Madison Gardens; third, Anita Newquist, of Planet Rink. Time was 3:49 4/5. Men's five-mile race, run in 17 minutes 18 seconds, was won by Conway Manahan, of Arcadia; Russell Brown, of Madison Gardens, was second, and Art Burshel, of Hollywood Rink, third.

The winners will represent Illinois in the national RSROA championships at Convention Hall, Philadelphia.

Judges in the Illinois championship contests were: In speed events, Al Flath, of Brooklyn, referee; Jack Schuten, of Madison Gardens; Kenny Knudsen, of Planet Rink; Jess Meyers, of Madison Gardens, and Ed Goldsmith, John Cichon and Pete Maes, of Arcadia Gardens. In the figure skating and dancing: Robert Ryan, U. S. senior men's champion, of Dayton; Richard Chambers, of Dayton; Deane Bronnenberg, of Anderson, Ind.; Archie Evers and Shirley Goldman, of Arena, Detroit.

In the skating show presented at the RSROA benefit four-year-old Kitty Maes was outstanding. Among visitors at the benefit was Louise Lakin, 1941 senior dance champion, who has been ill in a hospital for some time. She was brought to the rink in a wheel chair, enjoyed the show and returned to the hospital.

N. J. Chain Selects Rink Glamour Queen

ELIZABETH, N. J., March 7.—Finals in the America-on-Wheels Glamour Girl Contest were held in the chain's newest emporium, Twin City Arena, here on February 19.

For five weeks previous to finals ballots were offered with each ticket purchase at the box offices of Capitol Arena, Trenton; Casino Arena, Asbury Park; Boulevard Arena, Bayonne; Mount Vernon (N. Y.) Arena; Twin City Arena; Perth Amboy Arena; Passaic Skating Rink, and Roseland Skating Rink, Long Branch. With these ballots patrons could cast votes for their favorite rink Glamour Girl. Each week votes were tallied and at end of voting period girl with highest number was declared winner of that rink and became eligible to participate in the Twin City finals.

At finals Irene Nesnay, Boulevard Arena skater, received the nod from the judges as the Glamour Girl of America on Wheels, with Blanche Nisbet, Mount Vernon Arena, and Barbara Youmans, Casino Arena, runners-up. Other girls were Betty Gortish, Capitol Arena; Muriel Bernauer, Twin City Arena; Betty Boris, Perth Amboy Arena; Frances Mirabella, Passaic Skating Rink, and Ruth Erwin, Roseland Skating Rink. Each received an elaborate dresser set and photographs

from Paul Rubenstein, official photographer.

Mayor James T. Kirk, Elizabeth, N. J., presented the trophy to Miss Nesnay. Judges for finals were Jim Morton, of *The New York Journal-American*; Walter Thornton, New York model expert; Paul Brenner, director of *Requestfully Yours* program on WAAT, Jersey City, and Ruth Reed, "Skate Queen of 1942."

Part of finals included exhibitions by Jean Vitalius, Casino Arena; William Waldron, Casino Arena, both amateur free stylists, and Joe LaTella and Vicki Krevis, of Boulevard Arena staff.

Calif. Championship Results

OAKLAND, Calif., March 7.—Sanctioned by the RSROA and under supervision of William McMillan, professional of Rollerland, results of California State roller championships recently held at Rollerland here are: Ladies' novice figures (1) Evelyn Page, Rollerland Club, Santa Rosa, Calif.; (2) Mary Ellen Woodridge, Rollerland; (3) Nadine Ghidella, Rollerland. Men's figures, Albert Patten, Rollerland; Art Russell, Rollerland, Sacramento; Bill Spooner, Rollerland. Senior Dance of 14-step, fox trot, tango, continental, Evelyn Page and Elbert Patton, Mary Ellen Woodridge and Dean Babb, Gloria Urton and Walter Uniz, Rollerland Club members. Novice pairs, Mary Ellen Woodridge and Dean Babb, Gail Eglin and Art Russell. Event was refereed by Jack Oliver and judged by Charles Peffers, high-test ice and national judge; June Rassuemessen and Bill Udell, high-test ice judges and pair champions.

WHEELING (W. Va.) Roller Rink, now in its 10th year, will shortly reach its record attendance mark of 1,000,000 skaters. Manager Cecil Milam has made all plans for the citation of the millionth skater, who will receive a \$25 Defense Bond. Pictures will be taken to mark the occasion and a special program has been arranged, with the bond presentation ceremony occurring at intermission.

LEBNADROME Roller Rink, Lebanon, Pa., has scheduled "Boom Night" for Tuesday evening skating parties, at which time one award of \$10 and two \$1 awards in Defense Stamps are presented. "Children's Boom Matinees" are held on Saturdays, with three \$1 awards in Defense Stamps offered.

MACARTHUR ROLLERDROME, in honor of Gen. Douglas MacArthur, was the name selected by Graham Amusement Corporation for its new roller rink, opened February 14 near Franklinville, N. J. A \$25 Defense Bond was presented to the skater submitting the winning name.

The Akron Beacon-Journal in its issue of Sunday, March 1, gave over two of its four pages of foto section to roller skating shots in Akron rinks. First page was in color and was titled "High Jinks on Rollers." Scenes included many of the district's outstanding roller skaters in action, with scenes from the various rinks, a swell plug for the sport.

REX AND BETTY POWERS, at the Bowery Cafe, Detroit, are one of the few skating acts ever booked at this noted spot.

BOARD of permit appeals in San Francisco heard arguments on a proposal to convert Market Street Railway car barn at Fell and Broderick streets into a roller skating rink. Public Works Director A. D. Wilder previously had refused to issue a permit for the proposed alteration on the ground that the structure does not meet building code re-

Read...

IMPORTANCE OF GOOD RINK MUSIC

By FRED and MARY BERGIN

in

THE BILLBOARD'S SPRING NUMBER

Dated March 28

quirements. Plans call for an investment of \$150,000 to \$200,000.

WHIRLING B's, Billy, Betty and Bob, who played a return engagement in Perona Farms Club, Andover, N. J., last week, were booked for Moose Home, Easton, Pa., March 17.

PEEKSKILL (N. Y.) ROLLERDROME recently opened with a program of professional and amateur talent.

MARTHA ROBINSON'S frame skating rink, Shelbyville, Ill., recently destroyed by fire, was covered by \$2,000 insurance. Estimated loss was \$2,500.

RUFUS M. FOSTER, representative of the Roller Rink Safety League, visited Chicago rinks last week. League, which has headquarters in Rockford, Ill., has for its object the prevention of accidents in roller rinks.

WILLIAM J. WINLAND, owner of the building, and J. Richard Dillon and Merrell Woods, operators of Winland Auditorium Roller Rink, East Liverpool, O., have been named to represent petitioners for a referendum election on November 3 on a councilmanic ordinance banning Sunday roller skating in that city.

FROM MONTREAL Champlain Provencher, honorary secretary of the Amateur Skating Association, announced that the 1942 Canadian open roller figure skating and dancing championships will be held in Toronto Strathcona Rollerdom under auspices of the Toronto Amateur Roller Skating Association on March 30 and 31. The championships are held under regulations of the Amateur Skating Association of Canada and members from various provinces in the Dominion have been asked to enter some of their star skaters thru R. C. Roberts, secretary of the Toronto Amateur Roller Skating Association. President William E. Roughton of the Amateur Skating Association of Canada has approved the program of events which will comprise the championships. Great interest is being shown by the sponsors of these championships and a large entry is expected, especially from Toronto and Manitoba. A prominent roller skater from Detroit will be asked to be one of the judges.



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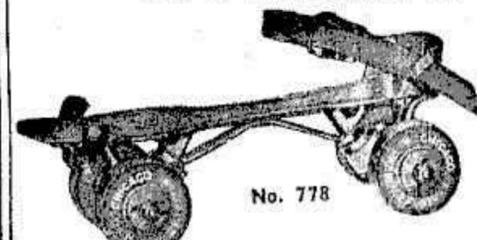
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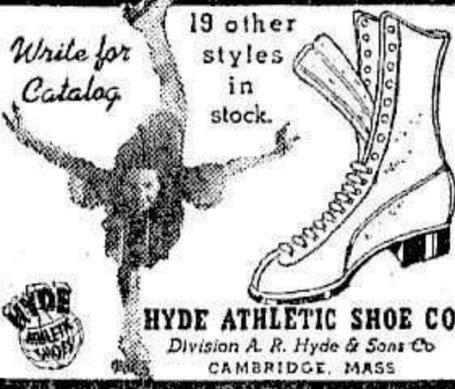
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NE TAKES ON CLINIC

Lambie, Faculty On Boston Card

Chi "headache" feature is adopted by program group for annual March meet

SPRINGFIELD, Mass., March 7.—Edward J. Carroll, program director for the first wartime convention of New England Section, NAAPPB, scheduled for March 25 in the Manger Hotel, Boston, announced that the first feature selected for the 14th annual meeting is the "Amusement College of Experience" idea, which was highlight of the 1941 Chicago convention.

Known as the "headache clinic," the idea was developed by Fred L. Markey, secretary of the New England group, and put over to excellent results. The New England convention committee voted to stage it exactly as at the national meet, altho many of the problems presented will be regional in character. The committee also voted to ask John E. Lambie Jr., of Euclid Beach Park, Cleveland, dean of the Chicago clinic, to be moderator in Boston. A special faculty and board of advisors is being selected with a view to giving every question comprehensive coverage.

Because of the complex situation in New England, Program Director Carroll is making every effort to obtain vital information for the members to be in attendance. He has been in contact with representatives of various committees on public safety and officials of civilian defense. Co-operation of the outdoor amusement industry in the war effort, preparations for safety of patrons under wartime regulations and morale were some of the subjects discussed. Results of these conferences will be reported at the Boston meeting.

President John T. Clare, of the NE Section, has asked everyone connected with the outdoor field to make every effort to be in attendance. He is also extending invitations to leaders of the industry along the Atlantic seaboard to attend and lend their support to the wartime clinic. Realizing the value in creating a good press for the meet, the NE committee has appointed Harry Storin, Carroll's public relations chief for Riverside Park here, to handle publicity for the event.

New Plants and Highway Assets to Rolling Green

SUNBURY, Pa., March 7.—Two defense plants and a new federal highway past the gate are expected to give Rolling Green Park here its best season. Pool was finished last year and picnic bookings are largest in years.

Dances will begin on April 13 and the park in general will open for week-ends on May 9, with formal opening scheduled for May 30. Ella Kramer Stock Company will open on June 20.

Last year there were 400 picnics and the park had a 34 per cent increase over 1940.

Houston Playland Preps

HOUSTON, March 7.—Management of Playland Park here, scheduled to open on March 14, is planning numerous promotions to pull patrons thru the free gate, estimating a drawing population of about 1,000,000 because of defense plants and military camps in the area. It is reported that the big Coaster built by H. S. Smith rode over 100,000 paid admissions from its opening last September 5 until it closed New Year's Eve. Park, comprising 25 acres, plans to present free acts and book tent shows.

Federal Taxes

A SUMMARY of federal tax legislation up to date, applying to admissions and some other tax requirements affecting outdoor amusement business, will appear in the Spring Number of The Billboard, dated March 28.



"AMUSEMENT COLLEGE OF EXPERIENCE" is the first feature selected for the wartime annual meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, to be held in the Manger Hotel, Boston, on March 25. Idea, developed by Fred L. Markey (right), secretary of the NE Section, has been popular as the "headache clinic" of the NAAPPB Chicago conventions. John E. Lambie Jr. (left), Euclid Beach Park, Cleveland, has been asked by the program committee to be moderator in Boston because of his success as dean of the clinic in Chicago.

Danahey Pilot Of Kennywood

PITTSBURGH, March 7.—Frank L. Danahey, for many years associated with the operation of Kennywood here, is now the park's manager.

He will be assisted by R. W. Comstock, also of long service with the park. These positions were announced with the enlistment of Carl E. Henninger, Kennywood's former manager, who is now in the United States Naval Reserve.

Manager Danahey formerly was in charge of the park's public relations and aided in its management.

Puritas Will Open Easter

CLEVELAND, March 7.—Puritas Springs Park will open on Easter for dancing, skating and rides, reported President Pearl Gooding Visoky. Remodeled and redecorated dance pavilion will feature Herbie Holmes orchestra as first attraction. New Dodgem cars have been purchased and a Moon Rocket ride will be installed on May 1.

Fire Takes Beach Buildings

WILMINGTON, Del., March 7.—Flames sweeping in from Delaware Bay marshes destroyed the 40-year-old dance hall and an apartment cottage building at Delaware Beach, near Port Penn, Tuesday night. The one-story frame dance hall, which was being renovated, was about 300 by 100 feet. The cottage structure formerly was an amusement building. Resort is operated by Augustine Beach Company, manager being Edward R. Cordery, Bethlehem, Pa. In former years

Los Area Beaches Have Sunday Takes Like Those of Top Days

LOS ANGELES, March 7.—With the weatherman favoring beaches last Sunday, takes soared to vie with those of July 4 and other outstanding days.

H. A. Ludwig, general manager of Virginia Park, Long Beach, reported that the spot is \$2,500 ahead of the corresponding period last year and that Sunday was the biggest day except of the Fourth of July. He said that people did not seem as numerous as last year and that they did not seem to be spending much, but that his books were showing conclusively that money was being spent.

Harry Hargrave, ride operator at Ocean Park and Venice, said his Sunday take was comparable with any mid-summer days.

Green Light Taken By Tidewater Spots

VIRGINIA BEACH, Va., March 7.—War and vast concentrations of military and naval forces and defense industries here will exert no deterring influence on the campaign to draw tourists to Virginia's seashore resorts this summer. The green light was given the summer promotion program at a conference at the Cavalier Hotel sponsored by Virginia State Chamber of Commerce and Tidewater Virginia travel interests.

Brig. Gen. David P. Hardy, commanding harbor defenses of Chesapeake Bay, said his personal opinion was that it would be unwise for a large number of persons to gather at any single point along or near either coast during wartime.

It was the consensus of the conference that recreation is a vital need to ease the strain of wartime, that individuals cannot work the clock around, that brief vacations consequently will be given to the majority of workers and that Tidewater resorts can serve the defense program by providing recreation.

Major F. E. Turin, manager of Norfolk Advertising Board, pointed out that more than \$50,000,000 is invested in resort properties here, with 16,000 persons employed. A million vacationists spent \$25,000,000 in this section last year, he said. N. Clarence Smith, chairman of Virginia Conservation Commission, said he favored an increase in tourist and vacation travel during wartime instead of a decrease.

the spot was a mecca for excursionists from here, Philadelphia and Baltimore, and boats operated from the cities to the beach.

Harry Phillips, who returned here from Clark's Greater Shows, playing the waterfront in San Diego, said the show was doing good business. He said no free high acts could be used because the rigging went above 100 feet and that the government limits height of riggings to be the same or less than that of Ferris Wheels.

At Long Beach a Giant Crane is operating 165 feet in the air and a double Ferris Wheel is going strong. Ludwig said he had asked navy officials about the rides and they had told him to continue operating them. Crane's arms form a perfect V, visible miles out to sea, and a sailor recently sent the Virginia Park official a night photograph of the V taken from aboard a ship in the harbor.

Read RESULTS OF STREAMLINED ADVERTISING

By ROY STATON

in
THE BILLBOARD'S
SPRING NUMBER
Dated March 28

Big N. J. Upswing Seen by NJC Head

ATLANTIC CITY, March 7.—Because of near-by large concentration of war production activity, New Jersey resorts "have a possibility of receiving close to \$1,000,000,000 for the 1942 season, a possible increase of 300 per cent over 1941," A. W. Coffin, managing director of New Jersey Council, State promotional agency, told a conference of resort leaders here last week. "Most of us," however, he added, "will be satisfied with a 20 per cent increase over 1941, or a resort business of \$300,000,000, which is a fair expectation. However, if we get more, we should be able to take care of it."

The resort men were urged by Coffin to take advantage of "civilian furloughs." Located in the heart of the most heavily populated section of the nation, with such cities as New York, Philadelphia, Baltimore, Washington, Newark and Boston only a few hours away, Atlantic City is expected to hold the No. 1 position in the "civilian furlough" market.

Thought was expressed that pageants and celebrations for which Atlantic City has become noted should be continued this summer because they afforded enjoyable relaxation to a maximum number of persons.

ATLANTIC CITY, March 7.—Regardless of the outlook for the season, *Ice-Capades of 1942*, produced and sponsored by the Arena Managers' Association, will be at Convention Hall this summer. Philip E. M. Thompson, manager of the hall, said the ice show is set to come back, opening on July 24 and continuing till the day before Labor Day. He also said the auditorium is being run now with considerable less overhead than several years ago and that its prospects for this year are satisfactory.

However, he deplored the lack of enthusiasm resort residents have for the hall, a hangover from its high construction cost. People in far places speak of this "greatest convention hall" with awe, he said, whereas resort residents call it "a white elephant."

Policy, he said, is to present attractions that will appeal to visitors but will not compete with other amusement enterprises, which, he indicated, "was a good trick if you can do it." He said that he has to take on events in the "off season" when level-headed business men have shunned such speculation.

Pontchartrain Set For Bow on Easter

NEW ORLEANS, March 7.—With Manager Harry J. Batt forecasting another good season, if the war news is not too discouraging, Pontchartrain Beach plans its most ambitious opening for Easter Sunday. Highlighting will be a fashion parade and egg hunt for kids, with dedication of the new \$200,000 bathhouse with capacity of 4,100. Manager Batt hopes to bring in two free outdoor acts weekly as against only single acts in (See N. O. BOW ON EASTER on page 58)

PHILADELPHIA.—"Butch," Philadelphia's Zoo's giant Komodo dragon, said to have been the largest in captivity, is dead. Measuring 7 feet 11 inches and weighing 130 pounds, he passed away on February 26 of mold disease, an infectious ailment which sometimes affects birds but rarely reptiles. "Butch" set a new record here for longevity of captive dragons. With a mate, he was brought here from Komodo, a tiny island in the Dutch East Indies, in September, 1937. The female died in 1939.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Correspondence and Comments

Russell Ellington, writing from Venetian Pool, Coral Gables, Fla., says: "One day last week my friend Wolandi, high-wire act, showed me your column in *The Billboard* and he urged me to write a few lines, so here goes. First of all, I

should like to extend an invitation to you and your friends when visiting Miami. This pool is city owned and consequently less money for advertising is spent than on the average privately operated pool. But we boast of one advantage over many other pools. Due to its unusual beauty and regardless of weather, we have hundreds of visitors daily who come here to take still and motion pictures in this miniature Venice with the traditional lamppost, etc. And when it's real cold they go swimming just to fool the enemy. Here is hoping I can shake hands with you some day."

COMMENT: Grateful, indeed, for this invitation and only wish I could accept. Last-minute change in plans prevented conductor of this pillar from making his annual pilgrimage to Florida this winter. Don't know why but never did get to the Venetian pool. Beauty described by Ellington makes it a "must" for aquatic ops now sojourning in that sector. But what I want to know is how Ellington's letter ever passed the censorship. How did the Florida Chamber of Commerce ever let a communication get thru which admitted that it's cold down there?

Sam Ingram, of Colgate University and Fort Lauderdale (Fla.) Forum and more recently with OOD's "Hale America" campaign, always sends this writer carbon copies of letters he sends to outstanding men in aquatic field, and of late Paul H. Huedepohl, Jantzen Swimming Association, Portland, Ore., has been doing the same. It's quite interesting from where I sit—for it's like reading over someone else's shoulder in the subway. But, seriously, interesting facts are revealed this way. For example, here are a few paragraphs from an epistle recently written by Huedepohl to Ingram himself

Writes Paul: "I know the rubber shortage for swim pools is very acute. This takes in the situation of rubber bathing caps and other sundries. The U. S. Rubber Company, Portland branch, sundry department, has closed up and transferred its stock—what little it had—to Seattle. However, knitgoods companies are now considering the manufacturing of wool and cotton mixture helmets, or, as we used to call them, "beaners," that will fit on the head with a little strap under the chin and will help to keep the hair in place. Of course, the hair will get wet, but who ever heard of a rubber cap completely waterproofing a man's or woman's hair?"

"Rubber foot baths can be substituted by waterproof wooden boxes or even concrete foot baths, the same as we have in indoor swimming pools. Swim fins are what you would call an auxiliary or adjunct to swimming. Wrist bands can be replaced by safety pins, the same as we have been using in Jantzen Beach Park, Portland, for the last 10 years. Rubber hose for vacuum cleaners is indeed a problem. It is advisable to caution every pool operator to take care of his old rubber hose and try to make it do for the duration at least. Rubber matting of the type that we can use in our swimming pool is quite prevalent throughout the Pacific Coast and is made out of old scrap tires. With very little rubber on it, it is mostly the casing fabric. It is so made that it is porous and can be rolled up very easily. I have never believed in the straight rubber matting on the floor because of the insanitary conditions that may prevail."

COMMENT: This department is of the opinion that something should be done about the rubber-cap shortage pronto. Women are used to rubber caps. Many refuse to go anywhere that they might think their hair is apt to get wet. Despite the fact that a majority of rubber caps on the market are not waterproof, as Huedepohl points out, the public has been educated to them and something has to be done—and in a hurry. If cotton or woolen substitutes are to be employed a selling job has to be done on the part of manufacturers of these "beanies" before pool ops can sit back and be content that fem patronage won't suffer because of rubber shortage.

With the Zoos

MILWAUKEE — In first inventory since he assumed office last year, Henry M. Kennon, director of Washington Park Zoo here, reported 285 specimens of mammals, 20 specimens of reptiles and 249 specimens of birds on hand, representing a value of \$47,212. Newest acquisition is Chico, 7-month-old male jaguar.

YOUNGSTOWN, O.—Pat and Patricia Penguin are going visiting. The mascots (See WITH THE ZOOS on page 58)

American Recreational Equipment Association

By R. S. UZZELL

The birds and amusement park managers are starting north after a winter of rest. There will be no priorities in material for nest building. The birds will proceed in their unhampered way. Park men and manufacturers of amusement equipment are not so fortunate. We are all expecting some consideration on material for repairs which will make rides and attractions safe for patrons.

We want to do our part in sustaining morale and will go as far as we are permitted to go. All would have been settled long ago but for a complete turnover in OPM. Now we just have to wait our turn for a thoro consideration. The committee in charge still feels confident of favorable action but can give no assurance yet of just when we get our classification. The committee is one that works and one member is on the job at close range so that our application will not be permitted to slumber. No useful purpose could be served by going to the expense of having another committee duplicate present efforts. It could, thru the best of intentions, nullify some work already done. So why take the risk?

Premium on Parts

Repair parts will be at a premium now. All prices of material have seen several advances since our December meeting in Chicago. We are sorry, but it just cannot be helped. Fortunate are those who took delivery last fall or placed their orders then at the prevailing prices.

A substantial following is coming to the belief that reforms in operation can be successful now, especially in handling picnics. These outing committees have been outwitting park managers since about 1926. They learned how to ask for plenty and come back for special consideration for the committee itself. It was almost equivalent to putting them on the pay roll. There are instances where a committee superseded by a new committee still expected all the perquisites obtained when it was doing all of the work. This pyramiding takes all of the profits out of the picnic.

Let us repeat the fact that it is more profitable and prudent for competing parks to get together than it is to cut each other's throats. Kennywood and West View parks, Pittsburgh, know how to do it and yet give picnics excellent service. Banks, by agreement, charge a monthly rate for servicing what would otherwise be unprofitable accounts. They had to do it because of the mounting costs of doing business. Wages and hours were one among many factors. Even the ants have a way of ridding the colony of the drones—unprofitable members. The Bible says, "Go thou, sluggard, to the ant; learn of her ways and be wise."

Abandon Cut Prices

Why not abandon the one-cent days now while the regular prices can be had? Then be careful never to go back to them again. We should like to show what cut (See AREA on page 58)



Sellen THE STRATOSPHERE MAN
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WORLD'S HIGHEST AERIAL ACT!
AN ACE ATTRACTION ANY PLACE. NINE SUCCESSFUL SEASONS DRAWING HUGE CROWDS AT EVERY PERFORMANCE.
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VICTORY PARK
WICHITA, KANSAS
WICHITA'S NEW PLAY GROUND, located 2400 S. Broadway, U. S. Highway No. 81 and city limits. City Park with shade adjoining. City bus service. Opening April 1st. Free admission, free acts. Wichita has been without an amusement park and is the Middle West's fastest growing city. Population 1940, 114,000—now 250,000. The airplane production center of the world, with other defense industries. A pay roll that is taxing the city's banking facilities to handle. And plane factories expanding fast. We own 8 Rides, Want Skating Rink, Arcade and more heavy Rides. Good opening for Fly-o-Plane, Whip, Roll-o-Plane, Tilt-a-Whirl, Octopus, Silver Streak, Spit Fire, Ride-o, Dodgem, Pony Track, Train, or what have you? CON-CES-SIONS—Want Confections, Eats, Lead Gallery, Archery, Bowling or Skee Ball, 10¢ Stock Stairs, etc. If you have any heavy Rides, why worry moving them every week when you can clear more money here. Address:
H. T. FREED, Mgr.
2201 S. Broadway Wichita, Kansas
Backed by 39 years in Amusement Business Management.

WANTED
by responsible concessionaire—
LOCATION FOR A First-Class Outfit of X-RAY POKER GAMES
Straight Rental or Percentage Basis
BOX D-186
Care The Billboard, Cincinnati, O.

WANT
For new Recreation Field and Outdoor Amusement Center, 6 miles from Hartford, Conn., on Main Highway to New Haven, Conn. Big defense center, with 400,000 people to draw from within 6 miles. Will rent, buy, lease or work on percentage the following: Portable Roller Skating Rink or can build, Golf Driving Range, Miniature Golf Archery, Pony Ride or Riding Stable, Skeet Shooting, Shooting Galleries, Dance Hall, Bowling Alleys or any new idea for recreation field. State all in first letter, as we intend to open first part of May. Address:

SPORTLAND
354 ASYLUM ST. HARTFORD, CONN.

WANTED TO LEASE
With Option To Buy—
AMUSEMENT PARK
BOX #322, Care The Billboard, N. Y. C.

BRAND NEW RIDES
2 Deluxe Kiddie Airplanes @ \$1500
1 Fleet Electric Scoota-Boats @ 450
USED RIDES
What Do You Want? List Yours With Us.
R. S. UZZELL CORP.
130 West 42nd St. N. Y. C.

FOR RENT OR SALE
Small Park and Picnic Grove. Bathing, eating stand, heating, dance or skating floor, living rooms.
ED. RUTH
SYLVAN LAKE BURLINGTON, N. J.

PARK THEATRE—OPEN TIME
May 30-June 13 (Incl.)
Open for Musical Comedy, Vaudeville or any Road Show that conforms to our policy. State kind of show and all in first letter. One of the best known park theaters in Pennsylvania. Terms and conditions to reliable people only. Address:
PARK MANAGER, P. O. Box 344, Sunbury, Pa.

WANTED!!
LOCATION FOR PENNY ARCADE!
BOX NO. 315, Care of The Billboard, 1564 Broadway, New York City.



LUSSE AUTO-SKOOTERS
Keep 'Em Riding!—Keep 'Em Happy!
AT THE TOP OF THE EARNING LIST AT
PARKS RESORTS CARNIVALS
LUSSE BROS., INC. 2800 N. FAIRHILL ST. PHILADELPHIA, PA.
Lusse Bros., Ltd., 52 Lincoln's Inn Fields, London W. C. 2, Eng.

PURITAS SPRINGS PARK
Cleveland's West Side Playspot
Wants the following Concessions for Season 1942: Photo Gallery, Novelties, Waffles, Cotton Candy, Candy Apples, Cigars, Cigarettes and Tobacco. Also several other Stands for Legitimate New Games. Season, May 9 to Labor Day inclusive.
Communicate with
PURITAS SPRINGS PARK COMPANY
Cleveland, Ohio

FOR SALE
AMUSEMENT PARK. Owner requires \$150,000.00 cash. One of the best locations with unlimited possibilities. Good opening for stock promotion. Park has made money in all depression years. Good opening for real estate development. BOX D-176, Care The Billboard, Cincinnati, O.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati

(25 Opera Place)

Thursday for Following Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads...

AGENTS & DISTRIBUTORS

AMERICA'S FASTEST SELLERS - TRICKS, Jokes and all kinds of Novelties. LA FRANCE NOVELTY CO., 55 Hanover St., Boston, Mass.

ATTENTION, CIRCULATION MEN - HAPPY days are here again for rural circulation men. Farmers are in the money...

DEMONSTRATORS! MAKE-SELL NEW SENSATIONAL Cleaning Product. Whirlwind proof demonstration makes them buy...

FOOD-ACCESSORY ITEM, HEALTH BOOK Deal. No investment; receipts free. FLOR-ADDEX CO., P. O. Box 973, Columbus, O.

HOLLYWOOD STARS NECKLACES - NEW, fast sellers for salesmen, jobbers. Big profits. Particulars free. MISSION, 2328 W. Pico, Los Angeles, Calif.

JOBBER, DISTRIBUTORS, OPERATORS! - OUR new price lists, just off the press. Listing the country's most outstanding Coupon and Salesboard Designs...

JUST OUT! - U. S. DEFENSE BOND ALBUM. Protects your Postal Savings Stamps. Pocket size. Indispensable for alien registration booklets...

KEY CHECK STAMPING OUTFITS - BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 Degraw St., Brooklyn, N. Y.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MARCH 28. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 18...

NEW "FITZEM-ALL" SCREWDRIVER FITS both Phillips recessed-head screws and ordinary slotted-head screws. Send \$1.00 for samples...

SELL ORIGINAL, IMPROVED, BEAUTIFUL Religious; Snappy Patriotic; Changeables; Merchant's Signs for every type store...

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York.

WINDOW SIGN LETTERS - NEW "ROMAN" style. Large sizes, penny each; absolutely beautiful. Free Samples, new catalogue. ATLAS, 7941-L Halsted, Chicago.

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Tags, Pricing Sets...

WARTIME MAKES OUR ESSENTIAL BUSINESS necessities sell fast. Not affected by priorities. Large commissions advanced daily...

FORMULAS & PLANS

WINE FOR HOME USE, USING HOMINY, ground corn. Ingredients cheap. Liquor kick. Formula 50c; no stamps. RICHMONDE, Box 83, Fayette, Miss.

BUSINESS OPPORTUNITIES

FILM USERS, ROADSHOWMEN - TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies.

MAKE CANDLES BURN COLORED FLAMES - Four colors. Women want them. Chemicals locally. Instructions, dollar. CHAS. MAREK, 704 Builders' Exchange Bldg., San Antonio, Tex.

MONEY MAKING CENTER - CONSISTING OF large Roller Rink, Restaurant, Gas Station and Ten Room House. Close to large defense plant. BOX C-355, Billboard, Cincinnati.

ROLLER RINK, GARAGE - 18,300 SQ. FEET floor space; also 6 Room Dwelling, on business street, one-half their value. Wonderful investment, \$24,000; \$5,500 cash, \$200 month. Renting at \$250 per month; \$65,000 was refused for these buildings. Skating equipment included. Cost \$4,000. Rink only \$18,000. T. S. CULP, 3309 6th St., S. W., Canton, O.

INSTRUCTIONS BOOKS & CARTOONS

BOOKS, JOKES, CARTOONS, NOVELTIES - Large assortment, \$1.00. Catalog sent sealed, 10c. Postals ignored. M. BONAGURA, 545 Bushwick Ave., Brooklyn, N. Y.

BOOK ON JUGGLING, \$1.00; SAXOPHONE Simplified, 50c; rare Magic Books, Juggling Outfit. Everything postpaid. CARL MARTELL, 2087 Alby, Alton, Ill.

JUST OUT! - 20 PATRIOTIC TRICK CARTOON Stunts, \$1.00. Catalog of Rag Pictures, Cartoons, etc, 10c. BALDA ART SERVICE, Oshkosh, Wis.

"MANUAL OF SHOW STUNTS" - COMPLETE self-instructor in juggling, Acrobatics, Lariat, Baton Twirling, etc. Modern-illustrated. Mailed, only \$1.00. Or send 10c for Booklet of first tricks on above subjects. FLOYD BROTHERS, 30 W. Washington, Chicago, Ill.

PRINTING

FLASHY NEW 3-COLOR DESIGNS - 14x22 Nonbonding Window Cards; carnivals, magicians, tent shows, etc., \$3.50 per 100. TRIBUNE PRESS, Fowler, Ind.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELECTIVE Candy Bar Vending Machines. Also 1c Candy, Gum and Peanut Machines. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

A-1 BUY - LIKE NEW, TAX FREE FLIPPER Pin Target Counter Games, 1c play; only 50 left, \$6.00 each; 2 for \$10.50. Come packed 2 in a carton. RUNYON SALES, 123 W. Runyon St., Newark, N. J.

ADVANCE \$4.00; MASTER, \$4.00; SPECIALS, \$3.50; Gottlieb Single Grip, \$5.00; Double Log Cabins, \$6.50. Others, STAR, Box 12, Devon, Conn.

ALL KINDS OF VENDING GUMS - BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

BALLY HIGH HANDS (11), USED ONLY 10 days, \$179.50 each. 1/3 deposit. SUN SALES, INC., 264 N. E. 79th St., Miami, Fla.

BALLY ALLEYS, \$24.50; SHOOT-A-LITE, \$17.50; Skee Balette, \$79.50; Bally Defender, \$144.50; Chicken Sam, \$59.50; Targette, \$19.50; Ten Strike, \$69.50; Rapid Fire, \$150.00. STAR AMUSEMENT CO., 410 W. 11th, Tulsa, Okla.

CLOSING OUT SLOT MACHINES - PADDLE Dice, Paddle Wheels, Stereopticon Slides, Potato Chip, Small Plant. Bargain. PIER, 718 Main, Dubuque, Ia.

FOR SALE - 2,000 VENDING MACHINES. Will dispense any package up to 2"x1"x1/2". Also 6,000 Steel Perfume Display Cases with 12 drawers. Bargain for the lot. KAPLAN, 1615 S. Kostner Ave., Chicago.

FOR SALE - BLUE FRONTS, ROL-A-TOPS, Chiefs, Comets, Cailles and many others. Brown Faces Races, plenty of Free Play Pinball Machines with plastic bumpers. Get our list. THE MUSIC MACHINE CO., Brunswick, Ga.

FOR SALE - GOTTLIEB 3-WAY GRIPPERS, \$14.00; Advance Bat-a-Penny, legal and tax free, \$5.00. VARIETY VENDING, 4172 W. Montrose Ave., Chicago.

FOR SALE - THIRTY ARCADE MUTOSCOPES with reels and sing frames, Post Card Machines, Radio Rifle and numerous Arcade and Operators' Machines. 445 E. 87th Place, Chicago, Ill.

FREE PLAY FRUIT REELS, GUARANTEED Clean - Super Bells, \$229.50; Mint Vender Models, \$239.50; Bally Club Bells, never used, \$322.50; High Hands, \$169.50; new model Big Game, \$125.00; Automatic Evans Keeno, \$57.50. Strictly third deposit. WINTON BROWN, McMinnville, Tenn.

JENNINGS LATE MODEL CHIEF SLOTS - 2 nickel, 2 dime, 2 quarter plays. Look and run like new. Perfect condition with large jackpot fronts; \$65.00 each or \$350.00 for the six. Nearby operators come and see, you will buy. Deposit required. DUGGAN MUSIC COMPANY, Mount Dora, Fla.

KEENEY ANTI-AIRCRAFT, BLACK CABINET, \$36.50. Free Play Games: Spottem, \$8.50; Circus, \$10.00; Lucky Strike, \$17.75; Breath Pellets, \$2.50; Prize King Ball Gum Machines, \$3.75; Advance Electrics, \$5.00. Pin Games: One Ball Automatic Payouts, \$5.50 each. Write for list. THE ATLAS, Wells, Minn.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MARCH 28. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 18. INCREASED CIRCULATION - NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

ROCK BOTTOM PRICES - KEENEY WALL Boxes for Seeburgs, \$17.50; Seeburg Wall-O-Matic, \$22.50; Seeburg Play Boys, \$35.00; Seeburg Model B, \$35.00; Seeburg Model H, Key Board, \$45.00; Seeburg Model B Universal Cabinet, \$60.00. This equipment in perfect working order. BOXWELL MERCHANDISING CO., 1158 E. Calvert St., South Bond, Ind.

"SPECIAL" - 8 1c DIGGERS, \$19.50; 25 1c Burel 3-Column Venders, \$7.50; 50 Northwestern Deluxes, Nut, \$8.95; 50 Stewart McGuire Nut, \$4.95. Wanted: Challenger Guns, Counter Games. CAMEO VENDING, 432 W. 42d, New York.

SPECIALIZING REBUILDING ALL MAKES Slots - Maintenance parts galore. Jumbos, F.P., \$99.50; Phonographs, Consoles, Pin games, Slots. COLEMAN NOVELTY, Rockford, Ill.

WANTED TO BUY - ALL TYPES OF LEGAL Equipment; any kind of Ray Guns. ARCADE EXCHANGE, 1705 W. Pico, Los Angeles.

WANTED TO BUY - ALL TYPES OF LEGAL and Arcade Equipment and late model Phonographs and Wall Boxes. State your lowest price. BADGER NOVELTY CO., 2546 N. 30th, Milwaukee, Wis.

WANTED TO BUY FOR CASH - BALLY Sports Specials, 5c and 25c Mills Blue Fronts, Cherry Bells, Melon Bells, Pace Comets, two 50c Slot Machines and Single Sand Stands. EARL'S NOVELTY SERVICE, Crowley, La.

WANTED TO TRADE - TWO THOUSAND Free Play Pin Games for Phonographs, Slot Machines, Used Records, Consoles, Guns and Arcade Equipment. See our display ad in Amusement Machines Section. NORTHWESTERN MUSIC COMPANY, Sterling, Ill., or MISSISSIPPI VENDING COMPANY, Philadelphia, Miss.

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City.

5 WINGS - USED MONTH, LIKE NEW, \$13.50. DUVY, Childersburg, Ala.

30 BINGO, \$4.95; 15 CRISS CROSS, \$3.95; 15 Victor Home Run, \$8.50; 10 Totalizer Counter Games, \$8.00; 4 Roll-a-Packs, \$7.50; 15 Imp. 6 Cub, 6 Ace, 6 Daval "21", \$4.95 each. 1/3 deposit, balance C. O. D. ALBERT GERRY, Box 6435, Philadelphia, Pa.

100 LATEST MODEL JENNINGS CIGAROLAS, with optional feature. Slug proof coin heads. Cannot be told from new. Original crates. Write for prices. GENERAL NOVELTY COMPANY, 521 N. 16th St., Milwaukee, Wis.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS - TWELVE Quart Popping Kettle, \$14.50. All Electric Popper, \$45.00. CARAMELCORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF Twelve Quart Popping Kettles, \$12.50. Burch, Kingery Carameltcorn Equipment. Hot Popcorn Vendors; Peanut, Gum, Bar Vendors; Burners, Tanks. NORTHSIDE MFG. CO., Indianapolis, Iowa.

FILM USERS, ROADSHOWMEN - TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies.

FOR SALE - SKATING RINK, 50x110. All portable Building Floor, 200 pairs Skates, P. A. System. A-1 condition. REESE ROLLER RINK, Osawatomie, Kan.

FOR SALE - CRETORS POP CORN AND PEANUT Machine on Ford chassis. Factory built, very cheap. Write JAMES M. JOHNSON, Box 265, Carbondale, Ill.

ONE FIFTEEN K.W. DIRECT CURRENT 110 Volt Generator, Hercules Motor driven, mounted General Motors, 1 1/2 ton chassis and cab, six cylinder, dual wheels, special built steel body over lighting plant. A. F. DERUY, Pittsburg, Kan.

POPCORN CRISPETTE MACHINE, CARAMEL Outfit. Wet and Dry Poppers. Potato Chip Machine. LONG EAKINS, 1976 High St., Springfield, O.

PORTABLE ROLLER RINK FLOOR - APPROXIMATELY 9,700 Sq. Ft., 3'x16' sections with 2"x6" supports. Good condition. BOX 516, Billboard, Ashland Bldg., Chicago.

PORTABLE SKATING FLOOR - 1 YEAR OLD, 56x144 ft. Tent 3 months' old, 57x151 ft. DOMINICK DAMILANO, R. 1, Westville, Ill.

PORTABLE SKATING RINK - 40x100 MAPLE Floor, Tent, Skates and Sound System complete. Price \$1,500.00 cash. Write L. H. SMITH, 1201 State, Augusta, Kan.

16MM. SOUND ON FILM FEATURES AND Shorts. Extra reels. Low prices. RAY'S TENT SHOW, 192 S. Berkley, Pasadena, Calif.

40x90 PORTABLE RINK FLOOR OF FIRST grade maple nailed on 2x4 floor joist. In good condition. F. H. ALTENBACH, 2205 Gale, Indianapolis, Ind.

FOR SALE - SECOND-HAND SHOW PROPERTY

BEAUTIFUL SPIRAL TOWER COMPLETE, including Globe. No reasonable offer refused. Address P. O. BOX 3317, Jacksonville, Fla.

CONCESSION TENT AND FRAME - 10x12, like new. Curtain rods, shelf brackets, stringer, laydown. Four combination wheel, tools. Price \$100.00. FRANK MILLER, 420 E. Baltimore St., care Herfel's Studio, Baltimore, Md.

FILM USERS, ROADSHOWMEN - TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies.

FOR SALE - COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago.

FOR SALE - HOLMES SILENT PROJECTOR, 35MM., Delco Light Plant, 1250W capacity; also one Air Compressor, 250 lb. capacity; \$150.00 takes all. Address BOX 994, Atlanta, Ga.

FOR SALE - SHORT RANGE SHOOTING GALLERY complete with two Guns. Cheap. All steel. R. NASUTA, 27 Grenelle Ave., Garfield, N. J.

FOR SALE - TWO 30 FT. MIDDLES FOR 50 FT. Tent. One new, used once. Other good for two seasons, made by Driver, 10 oz. water-proofed. Can use Folding Chairs. Write for details or make offer. LAWRENCE SALISBURY, Holcomb, N. Y.

FOR SALE - ELI NO. 5 ELI POWER UNIT, complete ride in A-1 shape, ready to operate, twenty-five hundred dollars cash; 20 by 100 Pit Show Top, one hundred dollars. Good for season. IRA BURDICK, 1309 S. 11th St., Temple, Tex.

TENTS - ALTHOUGH CONDITIONS ARE FAR from normal we still have some slightly used Tents and Sidewall. Now is your chance to buy. Write stating what you want. No list. KERR MANUFACTURING CO., 1954 Grand, Chicago.

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2 ELI FERRIS WHEELS, 3 ABREAST MERRY-Go-Round, Swooper, Whip, Dodgem, Kiddie Train. J. E. KAUS, 202 George, New Bern, N. C.

10 SKOOTER CARS, IN GOOD CONDITION; Giant Victor Orthophonic with Amplifier. Interest in amusement park for sale. J. SHELLEY, 202 Horton, Wilkes-Barre, Pa.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y.

DIME PHOTO OUTFITS CHEAP - ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill.

FILM USERS, ROADSHOWMEN - TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies.

FOR SALE - 3 FOR 10 CENTS PHOTO MACHINES, F. 3-5, Steinheil Lenses, \$50.00 complete. JACK LEWIS, Frenchy's Tavern, Wood-river, Ill.

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y.

PHOTO MACHINES - MOST COMPLETE LINE of Professional Direct Positive Equipment in America. Write for information on Single, Double and Full-Figure Models, Enlargers and Visualizers. A-SMILE A-MINUTE PHOTO CO., Salina, Kan.

ROLLS DEVELOPED - TWO PRINTS EACH and two free Entertainment Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo.

ACTS, SONGS & PARODIES

LYRICISTS - MELODY WRITTEN AND Vocal-Piano Arrangement with Guitar Chords, \$10.00, plus free Recording. URAB, 245 W. 34th, New York.

SONGS — WRITTEN, ARRANGED FOR PUBLICATION by professional, \$25.00. Send your idea to PERRINS, 528 N. W. 10th Ave., Miami, Fla. mh21

UP-TO-DATE TOPICAL OR PATRIOTIC MONOLOGUE, Ventriloquist Dialogue. Spicy Stories, dollar per script. TIZZARD, 104 W. 71st St., New York.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE — 146 KEY WURLITZER MILITARY Band Organ. Used on Carousel. In good condition. MRS. BENJAMIN H. WINTER, 903 Penna Ave., Elmira, N. Y.

MUSICAL BOTTLE NOVELTY SETS ADD A real novelty to your musical act; 440A pitch. Write JACK GREEN, Vienna Plaza, Zanesville, Ohio.

COSTUMES, UNIFORMS, WARDROBES

A-1 BARGAINS — EVENING GOWNS, WRAPS, Stage and Masquerade Costumes, bargain prices. Mixed Bundles, \$1.00. CONLEY, 310 W. 47th, New York.

ORCHESTRA COATS, JACKETS, \$2.00; BLACK Velvet Cyke Legs, \$90.00; Cellophane Hulas, Minstrels; 36 Red Capes, \$75.00. WALLACE, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. mh14

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O.

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale, Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. mh28x

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. mh14

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ap1x

PROFESSIONAL SIZE SET PUNCH FIGURES, \$20.00; one Vent Figure in tux, \$20.00; one Vent Figure, exact duplicate of Charley McCarthy, glass eyes, real hair, \$30.00; cost \$65.00. PROF. MAXIE, 37 Blake St., Charleston, S. C.

STAGE AND SMALL MAGIC, ILLUSIONS, Electric Act. Several real bargains. Stamp for lists. MAC'S MAGIC SHOP, 506-B Main, Ft. Worth, Tex.

ANIMALS, BIRDS, REPTILES

ANIMALS, BIRDS, REPTILES — ALWAYS IN stock. Write for our large free 24-page Catalogue. MEEMS BROS. & WARD, Ocean-side, N. Y.

FRESH — MEXICAN IMPERIAL BOAS, 6', \$10.00; 5', \$6.00; Mexican Green Rattlesnakes, 5', \$7.00; Mexican King Cobras, \$6.00; Giant Leopard Iguanas, \$3.00; Chinese Dragons, large, \$5.00; Black Iguanas, \$3.00; Den Harmless Snakes, \$10.00; Rattlesnake Dens, \$10.00. Wire WORLD'S REPTILE IMPORTER, Laredo, Tex.

FLENTY SNAKES, ALLIGATORS, ARMADILLOS, Monkeys, Coatimundis, Foxes, Badgers, Odorous Skunks, Pacas, Agoutis, Peafowl, Quail, Parakeets, Black Crows, Owls, Parrots, Squirrels, Mice, Rats, Waltzing Mice, Ringtail Cats, Ocelots, Lions, Raccoons, Peccaries, Dingos, Pigtail Monkey, Tigers, White Doves, Rabbits, Guinea Pigs, Ferrets, Cockatiels, Flying Squirrels. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. mh14x

HELP WANTED

EXPERIENCED PROMOTER OR BOOKING Agent to book picnics and outings and promote special events in an outdoor amusement park in country town. Must have experience and be able to produce. Permanent position with future. BOX C-354, Billboard, Cincinnati.

GIRLS, TALKERS, FREAKS, ACTS, TATTOOER, etc. Good pay, board, all year work. HORACE E. ROSE MUSEUM, 412 Reservoir Ave., Meriden, Conn.

FOR TOP NOTCH WESTERN UNIT — ATTRACTIVE, dependable Girls on all instruments. Accordion, Guitar, etc. Contact TIM MIX, JR., General Delivery, Rochester, N. Y.

MUSICIANS — ESPECIALLY SAX AND BRASS Men. Draft exempt preferred; \$30.00 week minimum. Sleeper bus. RAY ALDERSON ORCHESTRA, Dubuque, Ia.

URGENT — PIANIST, UNION. PREFER doubling Accordion, for small combo. Sweet and swing. Wire collect, A. L. MAZO, Dells Club, Savannah, Ga. mh21

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WANTED — ALTO, TENOR, TRUMPET. WELL established, reliable band, jobbing out. Other musicians write for future openings. 2901 Bosque, Waco, Tex.

WANTED — A-1 PIN TABLE-SLOT ALL around Mechanic. Forty years old or older. Must be good, with references. CALBERT COIN MACHINE CO., P. O. Box 574, Nebraska City, Neb.

WANTED — ACROBAT. DO SOME TEETER-board work. Consider someone with little experience. Steady work, good salary. BOX D-356, Billboard, Cincinnati.

WANTED — 4 OR 5 PIECE NOVELTY COMBO that can cut plenty hot dance music, entertain and play requests. No corn. Long engagement to producers. All small units contact. CLUB DALLAS, Box 834, Texarkana, Tex.

WANTED — MOTORDROME RIDER. A-1 carnival. Write DARO ANDERSON, 6971 Paramount Blvd., Long Beach, Calif.

WANTED TO BUY

WANTED — BAND TYPE ORGAN WITH Drums. Roll music. PETER SHELBO, R. F. D. #3, Easton, Pa.

WANTED — LARGE SKATING RINK TENT, A-1, with or without floor. State price. F. H. ALTENBACH, 2205 N. Gale St., Indianapolis, Ind.

WANTED — OLD CIGARETTE CARDS. WRITE BRAY, 1127 Jackson, Easton, Pa.

At Liberty Advertisements
5¢ a Word (First Line Large Light Capitals)
2¢ a Word (First Line Small Light Capitals)
1¢ a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25¢ CASH WITH COPY

NOTICE
Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY BANDS AND ORCHESTRAS

Available Now — Seven Piece Orchestra, including Feature Girl Vocalist, 3 Tenors, Piano, Drums and Trumpet doubling Vibraphone and Baritone Voice. Nice uniforms, stands, P. A., up-to-date library. Organized over three years. Contact Outliff Meriwether, 308 Society Ave., Albany, Ga.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED MARCH 28. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 18. INCREASED CIRCULATION — NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

Attention — Hotels, night clubs, ballrooms, managers, agents, contact at once. Available after April 1. Nationally known 11 Piece Orchestra. Smart, neat appearance, special publicity material, beautifully colored lighting effects and colorful music stands; \$350.00 public address system and recording unit. Library numbers over 1,000 in specials, stocks, novelties and show numbers. Cut any type show; 4 top notch arrangers. Leader good Master of Ceremonies, Comedian and can sell out. Set-up consists of 4 Saxes, 4 Brass, 3 Rhythm, including many doubles, Vocalists, Comedians and Specialists. Can put on high-class presentations. Each man is a master musician and the precise rhythm and versatility of each member of this organization accounts for the enjoyable programs which we present. Write Don Ricardo, 650 N. Dearborn St., Chicago, Ill. mh28

Available March 5th — Good Six Piece Band and fine Girl Vocalist. On present job five months. Best club in State. Instrumentation: Trumpet, Trombone, Tenor Sax, Piano, Bass, Drums. Experienced, sober, Arrangements, uniforms. Only reliable hotel, clubs, agents, contact immediately. T. Jones, 1002 1/2 Main St., Columbia, S. C. Telephone 8490. mh14

AT LIBERTY CIRCUS AND CARNIVAL

ELECTRICIAN — CONNECTICUT MASTER'S license. Experienced in commercial, industrial and carnival wiring. Can handle transformers. Will work anywhere. BOX 1391, Stamford, Conn.

GERALDENE GERALD — DOUBLE SEX ANNEX Attraction. Wardrobe and ability. Clean lecture. Make own annex opening. Straight salary or percentage. Address: 4 Montcalm St., Glenns Falls, N. Y.

At Liberty — Patricia Cherrington, one of the original Dillinger Mob. Would like to make connections with a good Crime Show. Have write-ups, pictures and positive identification. Recently married to Earl Thomas, A-1 Chef, Ticket Seller, Canvas Man and Truck Driver. Can furnish best references. We want on same carnival. Draft exempt. State salary. Mr. and Mrs. E. Thomas, 2003 Lincoln St., Columbia, S. C.

Geo. Burkhart — Comedy Magician, King of Coins, Illusionist, Electric Act, Puppet Show with elaborate equipment. A laughing riot. Everything I present with attractive young lady assistant. My own transportation. I am experienced Side Show Manager, Museum Operator and Performer in every branch of amusement. Address 894 Grand St., Brooklyn, N. Y. Evergreen 7-5625. ap4

Suzette — Sensational Annex Attraction of 1941, now at Liberty for opening season. Complete flash, dazzling wardrobe. Prefer to book with show opening early. Write or wire, stating full details to Suzette, 53 Cedar St., Lewiston, Me.

AT LIBERTY COLORED PEOPLE

After March 26 — Solid Five Piece Colored Band. Piano, Drums, Bass Fiddle, Trumpet, Tenor Sax. Cut shows, play sweet or boogie-woogie. Manager, 1723 Bright, Fort Wayne, Ind. mh14

At Liberty — Colored Drummer, Club floor show. Wants steady work with good pay. Mr. Theodore, 535 S. Division St., Buffalo, N. Y.

AT LIBERTY DRAMATIC ARTISTS

YOUNG MAN — GENERAL BUSINESS OR AS cast. Draft deferred. Specialties, wardrobe, experience. All essentials. Mental Act for concerts. PETER MICHAELS, Manhattan Players, Shelby, N. C.

For Summer Season — Young General Business Team. Specialties, good Banner Man. Have good matinee bill for kids. New car. What have you to offer? Write L. Louis, General Delivery, Huntington, W. Va. mh28

Juvenile — Young man, 19, 5' 5", 128 lbs., well-experienced playing Juvenile, Straight and occasional Character parts, desires work immediately; sock or rep. Go anywhere. Photo on request. Write T. Brent, 721 F St., S. W., Washington, D. C.

AT LIBERTY MISCELLANEOUS

AT LIBERTY — LADY CARD READER. CIRCUS experience, manage vaudeville, moving pictures, tickets, concession, luncheon, dining car. MRS. V. L. CLAYTON, 1025 S. Indiana, Kokomo, Ind. mh21

Publicity Woman — American, four years' Broadway experience. Good writer, knows radio, theatre or artist representation. Salary only. Millicent Bennett, 9 Tieton Ave., Orono, N. Y.

Young Man, 19, neat appearance, wishes job with legitimate show or vaudeville unit. Will do any kind of work to break into show business and will work for just expenses. Write Howard Woolf Jr., 2030 B, Washington St., Joliet, Ill.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST SEEKING position out of town, anywhere. Five years' experience. Ambitious, willing. BOX 320, Billboard, 1564 Broadway, New York.

EXPERIENCED LICENSED MOTION PICTURE Projectionist wishes position. HERBERT SHOFFSTALL, 1424 1/2 Chestnut St., Franklin, Pa. mh28

LAST CALL
Classified Advertising Copy for the
SPRING SPECIAL
issue
must be in our hands by
WEDNESDAY MAR. 18
4:30 P.M.
Prepare your copy below and mail today

The Billboard Pub. Co.
25 Opera Place, Cincinnati, O.
Insert the Following Advertisement in the SPRING SPECIAL under

the heading of

Table with 3 columns and 10 rows for listing advertisement details.

Name and Address Must Be Included
Remittance of \$..... is enclosed to cover the cost of
..... words at 10c each.
From
Address
City and State

AT LIBERTY MUSICIANS

BAND DIRECTOR — Experienced and competent. Municipal, civic or industrial. Large library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. mh28

SWING VIOLINIST — Small units, band. Capable Arranger for strings. Draft exempt. Location. Name band experience. "MUSICIAN," 1112 Van Buren, Topeka, Kan.

A-1 TRUMPETER WISHES TO LOCATE IN town where there is municipal or industrial band and can obtain other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

AT LIBERTY — MODERN RHYTHM DANCE Drummer. Can join at once. Have car. DRUMMER FRANK SCHALK, care General Delivery, Ipswich, S. D. mh14

AT LIBERTY — VERY FINE ALTO SAX AND Clarinet Man and fine Tenor Sax and Clarinet Man. Would like to play together. Both union. Will travel anywhere. Contact FRANK PRONIO, Cecil, Pa. Phone Bridgeville 4622 R3.

BAND DIRECTOR AND INSTRUCTOR, COM-poser desires position with municipal, fraternal, industrial, college or high school band. Fine library. Taught school bands last 15 years. Best reference. Past 50, draft exempt. 2607 S. Colorado St., Philadelphia, Pa. mh21

DRUMMER — STYLE BAND EXPERIENCE. Read and fit well in section. Draft exempt. DRUMMER, Florence Apts., Opelousas, La.

DRUMMER — UNION, WOULD LIKE TO CON-nect with a good traveling or location dance band. Write JIMMY HENNESSY, 244 Westfield Ave., Elizabeth, N. J.

STRING BASSIST — EXPERIENCED. AVAIL-able immediately. Read, fake. Young, draft exempt. Pizzicato. MUSICIAN, 311 W. 8th St., Flint, Mich.

TENOR MAN — CLARINET, BASS CLARINET. Tong, reads, vocals. Experienced in and prefers strolling combo or sweet band. EDW. MASON, 9143 Kingston Ave., Chicago, Ill. mh14

TROMBONIST — AGE 22, CLASS I-B, DESIRES position after March 24. Good range and tone. BOB NELSON, 1829 10th Ave., Greeley, Colo.

TRUMPET — GOOD SECTION MAN. TONE, phrasing, take off. Age 19, dependable, neat, no habits. Name experience. Prefer location work with big band. Only reliable offers considered. Write CAROL BAILEY, 525 E. Sycamore St., Kokomo, Ind.

TRUMPET — READ, CUT SHOWS, TAKE OFF. Married, car, draft 3-A. State all in first. JIMMIE, 131 St. Clair St., Vandalia, Ill.

VIOLINIST DOUBLING CELLO AND SAX — Experienced pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist, Organist. KESHNER, 504 Perry, Vincennes, Ind.

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Alto Saxophone wants to join small band that takes; no reading. Location only. Experienced and reliable. Musician, 608 N. E. 2d Ave., Miami, Fla.

At Liberty — Violinist. Want to join stroller team. Have good habits, cut of draft. Can arrange music. Can join on short notice. Address Clarence Daugherty, 602 N. State St., Sullivan, Ind.

At Liberty — Violinist of unusual ability, com-petent and experienced all lines. Radio, hotel, clubs. Prefer cocktail unit of 3 or 4. Have un-usually large "memory library." All popular tunes, old and new in all keys. Also semi-classics. Get big beautiful tone, fine phrasing and feeling, perfect intonation. Excellent appearance, draft exempt. Violinist, 176 E. Second, Chillicothe, O. mh14

Harpicord Organist At Liberty for unit, road show, club, rink or lounge. Thoroughly reliable, experi-enced and capable musician and performer. Address Box C-269, Billboard, Cincinnati, O. mh14

Rhythm Guitarist — Modern, Electric. Take off. Experienced in all type units. Cut or no notice. Union, draft deferred. Write Musician, 2145 E. William, Decatur, Ill. mh28

Semi-Name Leader with equipment would like con-tact with organized band whose leader may be called in draft. Must be good. Box 514, Bill-board, Ashland Bldg., Chicago. mh28

String Bass — Experienced modern and old-time. Union, sober, reliable. 3-A. Anything reliable. Double feeble Trumpet, 2d or 3d. Roy Campbell, 422 12th, Bismarck, N. D. mh28

String Bass and Rhythm Guitar—Sober and re-liable. Read or fake. Experienced in cocktail bars, radio and night clubs. Available immediately. Write Rollie Coe, 200 N. A St., Gas City, Ind. mh21

String Bass — Dependable, hard worker. Four years' experience with lounge groups and large bands. Big tone, solid. Draft Class 3-A, union, 22 years old. No lullaby; all others considered. Avail-able March 18. Ken R. Bachelder, 326 Baldwin St., Elmira, N. Y.

AT LIBERTY PARKS AND FAIRS

FOR FREE ACTS — BOB Fisher's Fearless Flyers. We pledge 25% of our salary in Defense Bonds. Address Billboard, Cincinnati, O. ap25

ANIMAL CIRCUS AVAILABLE FOR SUMMER Engagement — Ponies, Dogs, Coats, Monkey, Mule, three people. Fast, clean, half-hour show. CAPTAIN ANDERSON, 46 Gardner St., Allston, Mass. ap18

JAMES COGSWELL — STILT WALKER, UNCLE Sam, Clown Cop. For prices write 1433 Rose St., Lincoln, Neb. mh28

REAL FAST THRILLING HIGH-WIRE ACT — Book direct, save money. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. je20

STEVE FARKAS — STILT WALKER FOR FAIRS, celebrations, parades. Committees, write. Central City, Pa. ap4

THE TWO DOREYS — DANCING STILT-walker, Rubes, Producing Clowns. Indoor or outdoor events. Care Billboard, St. Louis, Mo.

Agents, Managers, Attention—Available after April 15, four versatile entertainers, Bob, Ray, Warren, Harvey. Tap, Eccentric Dancing, Singing, Ventrilo-quism, Punch-Judy, club, Ball Juggling, Roping, Baton Twirling, Saxophone, Clarinet, Guitar, Electric Violin, Accordion, Cello, String Bass, Piano, Trumpet, Trombone, Drums. Union. Illustrated circular mailed. Manager, 3600 North Central Park, Chicago, Ill. Keystone 8491.

Dashington's Circus — Ten Dogs and Cats. Two distinct acts for fairs, night clubs, vaudeville. Go anywhere. A guaranteed attraction. Address: 4113 Euclid Ave., Philadelphia, Pa. mh28

E. R. Gray Attractions — Triple Bar, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked sepa-rate. Ross and Keck Aves., Evansville, Ind. ap25

AT LIBERTY PIANO PLAYERS

PIANIST — LOCATION, HOTEL, ETC. EX-perienced concert and dance. Reader, union. GEO. DENARD, General Delivery, Shreveport, La.

Pianist — Experienced shows, clubs, lounge. Solo. Read, fake, draft exempt, good appearance. Ok, new requests, concert, jazz. Any offer, anywhere, after notice now or future. Permanent address: M. Long, 705 Edgewood, Madison, Wis.

Pianist — Read, fake, transpose. No habits, age 20, single. Experienced and reliable. Will go anywhere. No wires. Fred Werner, 1208 N. Liberty St., Morris, Ill.

AT LIBERTY SINGERS

Patriotic, Thrilling, Timely — "Miss Liberty in Blackout." Beautiful new singing act. Meet Miss Liberty in person. Headquarters and tour Bu-loneta during blackout. Contact Buffalo Becker or Grayce, Box 69, Bladell, N. Y. Attention, Camel Caravan.

AT LIBERTY VAUDEVILLE ARTISTS

NIGHT CLUB MANAGERS — AT LIBERTY March 16th. Five Girl Line for Ohio, or Four Girl Line for outside of State. THELMA CARMEN, 252 E. Lakeview Ave., Columbus, O. Phone Lawndale 3758.

At Liberty for coming season for vaude, med or rep. Magician; change for six nights; straight or char-acters in acts. Good in sales. Wife does Mind Reading Act. Will be talk of the town. Have car and trailer. Sober, reliable, experienced. Address John H. Andrews, General Delivery, Meridian, Miss. Bob Tomlinson, 3600 Addison, Chicago, Ill.—Versa-tile Entertainer. Singing, Dancing, Juggling, Baton, Roping, Magic, Ventriloquism, Piano, Guitar, Saxophone, Clarinet, Accordion, Musical Saw. Illustrated circular mailed.

Pamulaska's Famous American Bird, Dog, Monkey, Pony Society Circus. Featuring the Outstanding Tropical Acting Cockatoos and Military Macaws. Presented by the only and original Pamulaska him-self. Address Geo. E. Roberts, Manager Circus Headquarters, 3504-G N. 8th St., Philadelphia, Pa. Sagamore 5536.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place

Parcel Post

Adst, Duke, 50c Moss, A. B., 110
Buzza, Shorty, 45c Rose, Bert, 3c
Cushman, Victor, 19c Schud, J. P., 14c
Delgado, 19c Sloane, Mrs.
Dunne, 21c Worthan, Mrs.
McKee, Mrs., 17c Nannie, 17c

Abbott, David
Abbott, Susie M.
Abdela, Sara
ACKMAN, WM.
Adams, Mr. Babo
Adams, Bulo
Adams, Geo.
Adams, Kedra
Addono, Ernest
Albright, Carl
Alderson, Robt.
ALFORD.
ELMER
ROSCOE
Allen, Miss Ben
Allen, Ethan
Allen, Mr. Jerry
Allen, Jimmie
Allen, Mary Gray
Allen, Mrs.
Mildred
Allen, Oscar
Allen, Ralph Roger
Allen, Robt.
Allen, Mrs. Rosey
Allerton, Bonnie
Aitch, Bob
AMES, WM.
RAMSEY
Ammon, Mabel Ash
Anderson, Blanche
Anderson, Mickey
Anderson, Miss Pat
ANDRONOWSKI, JOHN
Ansted, Mrs. Nellie
ANSTETT, FRANK A.
Arcaro, Anthony
Arch, Horace
Archer, A.
Archie, Mrs. Carrie
Arend, Margie
Arnold, Billy
Arnold, Jack
Arnold, Lawrence
Arnold, (Pat)
ARNOLD, LYLE
ARTHUR, ORES-
TER ALLEN
ARVIN, NATHANIEL T.
ASBURY, KENNETH EARL
Ash, Carrie
Asher, Frank
Atkins, James
Atkins, Joe
Atkins, L. C.
Auburn, Jack
August, Mary
Austin, Harry
Austin, Richard
Aulry, Johnny
Bacon, Melvin

Benjamin, Prophet A.
Bennett, Bryce
Bennett, Mrs. Chas.
Benton, Georgia
Henry
BER, FRANK ALFONZ
Berens, Anna
Bergen, Frank
BERGMAN, ARNE J.
Bernard, John
Bernstein, Mrs. Barbara
Bernstein, Blinky
Bernstein, Lew
Berofsky, Harry
Berry, Geo.
Berson, L. J.
Berwin, Kenneth
Best, R. E.
Bethune, Gus
Betty, Baby
Bickford, L. W.
Bickford, E. C.
Billings, Rex D.
Billings, Steve
Biltmorettes, Threo
Biuba, J. C.
BLACK, BERNARD HARLOW
BLACK, HENRY L.
BLACKWELL, VERNON GAY
Blair, Al
BLAND, HOMER B.
Blatch, Mrs. Viola S.
Bliz, Felix
Blood, E. E.
Bloodworth, J. H.
BLOOM, EDW. JOS.
Blown, Ebbie S.
Blown, E. L.
Boardman, O. W.
BOLDEN, LUTHER
Bommerschein, Leo
Bosau, Adrian
Bonta, W. H.
Bonthin, Larry
Bookman, Chas. C.
Bosman, Bill
Boas, Nick
(Canvas Man)
Boswell, Leona L.
Bouda, Clinton
Bouillon, Wm.
BOULT, BENNY
Bouras, Jimmie
BOWDEN, JOS. THOS.
BOWEN, HOWARD GARNETT
Bower, Doris
BOYD, CHAS. R.
Boyd, Wm. Edgar
Boyd, Loyola
Brace, Dr. Harry O.
Bradley, Anna
Bradshaw, Roy
Brady, Frank J.
Brady & Joan



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. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those con-cerned will be repeated in the following issue.

Brady, King
Brandon Films, Inc.
BRAMLETT, WM. GUY
BRANGLE, LAWRENCE J.
Bramson, Pat
Brantly, Joe
Brat, Sam
Brazil, Cotton
Brazier, Irene
Brazzell, Lonnie
Breuer, Bud
Brice, Albert
BRIGGS, WILLARD C.
Bright, Carl M.
Bright, Evelyn
Brigian, Basil
(Cocol)
Belton, Mickey
BRINEGAR, THOMAS
Brick, Evelyn
Brick, Harry
Brick, Wm. N.
Brinke, Theodore C.
BROOKMAN, CHAS. C.
BROOKS, ALVA
Brooks, Ed
Brower, Doris
BROWER, JOS. J.
Brown, Eddie Imp
Brown, Elwood
BROWN, EMERY JUSTIN
Brown, Irwin
Brown, Jimmy Leo
Brown, Manny
Brown, Norman
(Big Boy)
Brown, P. Evans
BROWN, ROLAND O.
Brown, Somy Kelly
Brown, W. B.
Brown, Wesley
Browning, J. J.
Bruce, C. C.

Brunelle, Louis
Brunk, Mrs. Maude
Bruno, Frank
Bryant, Mr. & Mrs.
Bryant, G. Hodges.
Bryan, Jim
BUCHANAN, LLOYD A.
Buck, Mrs. Violet E.
Buckley, Dick
Buckskin Betty
Bufford, Miss D.
BUFFORD, CHAS. W.
Bunard, Wain
Bunsterbaum
(Sword)
Scalower)
Bunting, Mr.
(From Colo)
Burg, Margaret
Burgess, John R.
Burke, Billie
Burke, Howard
Burke, John
"Walkathon"
Burke, Mrs. Leo
BURKE, WM. FRANCIS
Burruss, James S.
Burrell, James L.
Burt, Al
Burto, Frank
Burto, Leon
BUSH, ROBT. WM.
BUSSEY, JACK GEO.
Butler, Hoodie
BUZZELL, FRANK H.
Byant, Gay
Byars, Mrs. Grace
Byno, John C.
Byno, Madam
Cable, Mrs. Marie
Callwell, A. O.
Callahan, M.
Eva N.
CALLETT, EDW. Callaway, Whittie

Converse, Art
Cook, Jerry
Cook, Mrs. Mattie
Cooley, Mrs. Esther
Cooper, Albert
Edw.
Cooper, Fred L.
Cooper, W. N.
Copland, Dick
COPOS, HAROLD N.
Corbett, Wm. W.
CORCORAN, MAX JAMES
COREY, BERNARD JOS.
CORNELL, EDW. SAMUEL
CORNEVALE, RALPH P.
Corwin, Helen
Costello, Jack
COSTELLO, LARRY JAN
Costello, Tom
Cotes, Elmer F.
Cottrell, Mrs.
Cox, Walter (Red)
Crabtree, Lawrence L.
Craig, Capt. G. E.
(Diver)
Craig, Helen
Cramer, Patricia
Crawford, Edw. W.
Cresola, A. L.
Cress, Harry
Creta Bros. &
Helena
Crete, Frenchy
CRETE, ROMEO JOS.
CREWS, ELMER JAMES
Critzler, Marie
Crosby, Dr.
CROSLLEY, FRED HARRY
Crothers, O. M.
CROW, RICHARD D.
Crowley, G. C.
Cunningham, Con
Curlin, Barney
CUSTER, ROBT. P.
DAILEY, EUGENE J.
Dailey, O'Neil
Dailey, Ruth
Dale, Mrs. F. C.
Daloney, Mrs. Joe
Daley, Eddie
Dalton, Douglas
DANIEL, NORMAN L.
Daniels, Richard
Darnell, Geo.
Darlington, Tex
DARRAH, ALBERT FRANK
Davenport, Willard

Drum, Curley
Dugan, Eddie
(Blackie)
Dugas, Wilfred
Dumas, Lillian C.
Dunbar, Mauden
Duncan, Dallas E.
Dunlap, Geo.
Dunlavy, James H.
Dunn, Winston
Durand, Cliff
Dyer, Mrs. W. W.
DYMAN, FRANK
Eago, Milton
Eager, Jack
Eagle, Nate
Eagle Feathers, Child
Earle, Wm.
Eastham, J. R.
Ebert, Rudolph W.
Edenfield, Daniel
Edgar, Horace O.
Edington, B.
Edwards, Billy
Edwards, Chas. W.
Edwards, Bob
EDWARDS, LOUIS FUGUSON
Elam, Mrs. Ruth
Ellis, Billie
Ellis, Dick
Ellison, Herbert
Emerson, Capt.
EMERSON, GEO. ARTHUR
EMIGE, JAMES WM.
Enefield, Lillian
ENGLISH, HARRISON M.
English, Julie
Erickson, Octopus
Owner
EUDALEY, CLARENCE M.
Eulo, Monroe
Evans, Lee
Everetts, Bob
Eymon, Leo E.
Eysted, Frank Al.
Fahy, Frank
Fahy, Larry
FARLEY, THOS. WM.
FARRIS, JOHN
FASH, JESSIE L.
Faulner, John
Ferguson, Capt.
Ferguson, Med.
Ferguson, V. R.
Ferris, J. C.
Fields, Geo.
Fields, John
FILLMAN, HARRY A.
Fillman, Theres
FINEGOLD, HARRY H.
Finnerty, Pat
Fitzerson, Lars
Fleh, C. W.
Fisher, B. G.
Fisher, Bud

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

- Fisher, Charlie
FISHER, THOS. G.
- Fitzgerald, Kenneth
Fitzgerald, Margie M.
- Fitzpatrick, J. C.
- Flannigan, Jerry
- Flannigan, Paul
- Flennig, R. M.
- Flennig, Tom
- FLOK, FRANK
- Fontaine, Juanita
- Fontaine, Louis A.
- Fontaine & Kennis
- Forester, Tex (Talker)
- Fortner, Billy
- Fortner, Margaret
- Foss, John D.
- Fowler, Ben H.
- Fox, Al
- Fox, Mrs. Alice
- Fox, Eakie Jessa
- Fox, Major
- Francis, Betty
- Francis, Mrs. L. Goldie
- Francis, John
- Franklin, Joe
- Franklin, Kenneth W.
- Franklin, Jos. S.
- Franks, Jessie
- Fredericks, Henry
- Fredericks, Vaud
- Frederick, Geo. & Anathia
- Frederickson, Dan
- FREE, WM. BYRD
- Freeman, Mrs. Clara
- Freeman, Geo. H. (Aussie)
- Friedenheim, Mrs. Morris
- Frisbie, Jeanne
- Fritz, Gene
- Fritz, Huey
- FULKNER, ROBT. WM.
- Futter, Edw. G.
- Futrelle, Aurelia
- Gabby, Joe
- Gainer, W. L.
- Gainer Bros.
- Galey, Evelyn
- Gallagher, Giovanni
- GALLANT, GEO. B.
- GALLOWAY, WM. DOTGLAS
- Galpin, Earl H.
- Gamble, Eddie
- GARBEL, RUSSELL GEO.
- Gardner, Ed M.
- Gardner, Mrs. Bessie H.
- Garrett, Arthur
- Garrison, Sheila
- Garrison, Wm.
- Gay, Betty Jean
- Gay, H. S.
- GEE, JAMES RUSSELL
- Gay, Mrs. Louise
- Geer, Frank H.
- Gelb, Joe
- Genders, Mrs. Grayel
- Genders, Mrs. Harold
- Genier, Flossie
- George, Sam Pate
- GEORGE, THOMAS
- George, Raymond
- GIBBONS, Harry
- GIBBONS, JAMES
- Gilbert, Art
- GILES, RONALD D.
- Ginsburg, Sam
- Gionard, Anthony
- Giroux, Mrs. Fred
- Glade, Pete
- GLEASON, FRANK S.
- Glenn, Gus P.
- GLODEN, LYLE MAURICE
- GLOBISO, CARMELO
- Glynn, M. A.
- GOBLE, WM. HAROLD
- GODING, WARREN F.
- GOFORTH, CHAS. R.
- Golds, Samuel M.
- GOLDEN, SAMUEL J.
- Golding, Peggy
- Goldstein, John
- Goldstein, Sam
- Goldstein, Senor
- Goodale, Tom
- Goodwin, Mr. Micky
- Goodrich, Samuel
- Gordon, Al
- Gordon, Art
- Gordon, Jack
- Gordon, Sam
- Gore, Edw.
- Gore, Opal
- Gore, Robt. Lee
- GRABERT, JAMES E.
- GRABERT, JOS. LEWIS
- Grady, Johnny
- Graff, Happy
- Graham, David
- Graham, Freda W.
- GRAHAM, GEORGE
- Grane, Norman
- Graves, Johnnie
- Graves, "Cookhouse"
- GRAVES, CLINTON H.
- GRAVES, ROY
- Gravis, Mike
- Gray, C.
- GRAY, CLIFFORD
- HENDERSON GRAY, CLIFFORD
- HERMAN GRAY, CLIFFORD
- Gray, Patricia
- Gray's Canadian Shows
- Green, Bert
- Green, Mary
- Green, Glenrea
- Green, Silas
- Green, Vera
- Greenburg, Nathan
- Greer, Dr. Jos. P.
- Gregory, Jack J.
- Gregory, L. B. (Donkey Ball)
- Gregory, Wilfred
- Griffin, Beatrice
- Griffin, James
- GRIFFIN, JAMES MAURIOE
- GRIFITH, LEWIS
- Griffith & Wells
- Grish, John
- Groce, Raymond
- Gudberg, Jake
- Gundry, Glenn M.
- Gullianoff, Nathan
- Gunn, Manny
- Gutierrez, John
- Guy, G.
- Guy, Roy
- Hans, Harvey
- HALE, TRACY
- Haley, G. W.
- Haley, Mrs. Geo.
- Hall, Bud
- Hall, Earl (Smoko)
- Hall, Jake
- Hall, Ruby & Jake
- Halla, Eugene J.
- Halter, Mrs. Alice
- HAMILTON, ARCHIBALD II.
- Hamilton, Dick
- HAMILTON, WM. (Argentine)
- HAMILTON, WM. L.
- HAMMOND, CARL JOS.
- HAMMONDS, CARL ROLLINS
- HANLEY, DON
- Hanson, Pat
- Hanna, Mrs. Eileen
- Hannah, John
- HANNEY, CECIL W.
- Harding, Bill
- Hartington, Dick
- Hartman, W. R.
- Hartness, Geo.
- Harris, Geo. H.
- Harris, Anne
- Harris, Harry
- Harris, Bing
- HARRIS, JAMES COLUMBUS
- Harris, Mrs. Laura
- HARRIS, RAYMOND
- HARRISON, JOHN DUYAT
- Harrison, Naylor R.
- Harris, Frank (Blackface)
- HARSH, LEO
- HART, JAMES HENRY
- Hartley, G. W.
- Hartmann, Mrs. Margarette
- Hartwick, Russell
- Harvey, Chas.
- HASKETT, DONALD D.
- Hass, Ollis
- Hawlett, Glen
- Hawkins, Dick
- HAYES, KAY
- Hayes, Wm. (Curley)
- Haynes, J. B.
- Hazard, Stuart
- Hendrick, James
- Hendman, Charley
- Hemple, Estelle
- Heller, Charlie
- Heller, Geo. M.
- HELM, CHAS. R.
- HELM, CHESTER ROBT.
- HELM, KERMIT CLIFTON
- HENDERSON, EDDIE
- HENDERSON, FRANK
- HENDERSON, JAMES CALVIN
- Henderson, Warren
- Hendricks, Mrs. James W.
- HENDRICKS, ROBT.
- HENDRIX, EDGENE W.
- Henry, Miss Billie
- Henke, Mrs. R. R.
- Hennies, Wm.
- Henry, Mrs. Billie
- Herlong, Jake
- Heron, Jimmy
- Herberman, Kahn
- Heth, Henry
- Hewitt, June
- Hewitt, Samuel L.
- HEY, BARRY
- HICKLE, ARTHUR P.
- Higginbottom, Mrs. Agnes
- Hill, Mrs. Frances
- Hillard, Januessa
- Hillston, Bob
- Hilton, Herbert
- Hines, Johnie L.
- Hiscox, Geo.
- Hoback, Marvin
- HOCKADAY, LONNIE
- Hockett, H.
- Hodges, Elizabeth
- Hodge, Everett
- Hodges, Ireno
- HOESCHEN, GEO. H.
- Hoff, H. H.
- Hoge, Mack
- Holland, Wm. F.
- Holtman, Dorothea
- HOLM, FERDINAND F.
- HOLMAN, THEODORE
- Holmes, Mrs. Gladys
- HOLMES, MILLS ARTEMAS
- Holt, Geo. W.
- Holt, Leslie
- Holtkamp, L. B.
- Hooper, Peter
- Holt, Margaret
- Hopkins, L. B.
- Hopper, Bill
- Horan, Irish
- Horgan, Hap
- Horner, Thomas
- Horning, Patricia
- Hos, Mrs. Leland
- HOUCHEM, KENNETH D.
- Houghton & Houghton, Mrs. Sid
- Housas, Otto
- Houston, Doc E.
- Hovel, Dolly
- Howard, Bert A.
- HOWARD, CHARLIE (COL.)
- Howard, Jos.
- Howe, Helen H.
- Howell, Mrs. Doc
- Howerton, Ira G.
- Howay's Monkey Show
- Hudson, Mrs. F. C.
- HUFF, WM. STEPHEN
- Huggins, Spike
- Hughes, Dick & Al
- Hughes, Eddie
- Huley, Joe
- Hull, S. A.
- Humphrey, Mrs. Gladys J.
- Hunnicutt, Wm. C.
- Hunsinger, Red (Thrill Man)
- HUNT, Mrs. Elmer
- HUNT, JOE
- HUNT, UNION BANNER
- Hunt, W. S.
- Hunter, Roy
- HURD, HENRY M.
- HUSON, ORVILLE M.
- Hutchison, Jack R.
- HYLAND, MARVIN
- Hymon, James
- Hysell, Michael
- Ingleson, Corp. Bob
- ISON, EARL EUGENE
- IVEY, GROVER
- Jackel, Miss Liselotte
- JACKSON, JIMMIE B.
- Jackson, Tiny
- JACOBS, KENNETH JOE
- Janes, Dolores
- Janderford, C. R.
- JANECEK, JOHN S.
- JARRARD, WM. LUTHER
- Jason, Fred
- Jasmond, Anthony L.
- Jenkins, Benjamin
- Jenkins, Brownie
- Jennier, Walter
- JENNINGS, GROVER L.
- Jensen, Eddie (Jewelry)
- JENSEN, RALPH PALMER
- Jernan, Walter
- Johnson, Mrs. A. E.
- Johnson, A. P.
- JOHNSON, ALBERT JOHN
- Johnson, Buster (Drummer)
- Johnson, Dallas H.
- Johnson, Eugene
- Johnson, J. H.
- Johnson, J. H. (Tex)
- Johnson, Miss Jerry
- Johnson, Mrs. Julio
- Johnson, Newt M.
- JOHNSON, ROBERT LAND CARL E.
- JOHNSON, RUTHFORD HARRIS
- JOHNSON, THOMAS F.
- Johnson, Warren
- Johnson, David (Col.)
- Jones, Alvin (Donkey Baseball)
- Jones, Aubrey Paul
- Jones, Ben R.
- JONES, ALBERT JACK
- Lawrence, Frank
- Lawrence, Miss Jackie
- Jay, Mrs. Lillian
- Laymond, Harmond
- Lazaro, Larry E.
- LaDoyen, Anthony J.
- LeRoy, Mrs. Ann
- LeRoy, Mrs. Charles
- LeeVitch, Prof. L.
- LEACH, JOHN M.
- LEE, ARTHUR W.
- Lee, Carrie
- Lee, Dottie
- LEE, EDWIN OWEN
- LEE, THOMAS
- Lee, Walter W.
- Leman, Harold
- Lennon, Mrs. R. J.
- Lentini, Frank
- Leo, Mr. Ivan
- Leonard, Lou
- Leonard, Sidney
- Leroy, Harry
- Leslie, Edw. N.
- Lester, Virgil
- Lewis, Eddie
- Lewis, Elsie May
- LEWIS, HANSON HARLOW
- Kaplan, Ben
- Kaplan, Sam
- Karns Co., Jack
- KARR, MICHAEL
- Katzen, A.
- Kavsbura, Maonie V.
- Kayne, Don
- Keating, Jack
- Keaton, James S.
- Keeler, John
- Keelman, Mrs. B.
- Kelkman, Beanie
- Keller, Mrs. Edith
- Kelley, Alvin
- Kelley, Dan
- KELLEY, DON HERMAN
- Kelley, E. A.
- Kelly, A. Anthony
- Kelly, Geo. W.
- Kelly, Miss Jackie
- KELLY, JOHN L.
- Kennedy, Tom
- Kenney, Henry
- Kent, Cleo
- Ketrow, Frank
- Kettle, Lillian
- Kile, Nedra
- Kimball, R. L. (Dude)
- Kinard, Wayne
- King, Mrs. Annie Lee
- KING, CLARY M.
- King, Floyd
- King, Henry
- King, Mrs. Jane
- King, Mat
- King, Mickey
- King, Roy—MO.
- Kirby, Jess J.
- Kirk, H. H.
- Kirkman, Jean
- Klebsch, Karl
- Kline, Richard
- Knight, Ina
- Knight, Richard J.
- Knudson, Lucky
- KNOWLES, JAMES ERY
- KNOX, FORREST DALE
- Kotchos, John
- KOUSIOS, JOS. ANDRIAN
- Kramer, Paul
- Krebs, Mary Louise
- Kren, Louis
- Kress, Elmer Shorty
- Kretkos, Pete
- Krues, F. H.
- Krug, C. H.
- KULP, CHAS. J.
- LaBounty, Paul
- LaMont, Terry
- LaPine, Harry
- LaRue, D. J.
- LaRue, Leo E.
- LaRue, Mickey
- LeRae, Patsy
- LaVeda, J. E.
- LaVine, General Ed
- Lackos, Wm.
- Lacey, Ralph
- Ladd, Clyde
- Laken, Charles
- Landis, J. L.
- Lane, Mrs. Arlene
- Lane, Paul
- Lane, Edith
- Lankford, Frank
- Lakosen, Perry Stanley
- Lamb, Tony
- Lambert, Zorita
- Land, Robert
- Lane, Mrs. P. B.
- Lane, Harold R.
- Lane, Thomas H.
- Lang, Orval
- Lapinski, Joseph
- Larson, Walter
- LASLEY, BENJ. VERNON
- Latham, H. Frank
- Laughlin, Bill
- Lauther, Carl J.
- Lavel, Frank X.
- LAWLEY, ALBERT JACK
- Lawrence, Frank
- Lawrence, Miss Jackie
- Jay, Mrs. Lillian
- Laymond, Harmond
- Lazaro, Larry E.
- LaDoyen, Anthony J.
- LeRoy, Mrs. Ann
- LeRoy, Mrs. Charles
- LeeVitch, Prof. L.
- LEACH, JOHN M.
- LEE, ARTHUR W.
- Lee, Carrie
- Lee, Dottie
- LEE, EDWIN OWEN
- LEE, THOMAS
- Lee, Walter W.
- Leman, Harold
- Lennon, Mrs. R. J.
- Lentini, Frank
- Leo, Mr. Ivan
- Leonard, Lou
- Leonard, Sidney
- Leroy, Harry
- Leslie, Edw. N.
- Lester, Virgil
- Lewis, Eddie
- Lewis, Elsie May
- LEWIS, HANSON HARLOW
- Kaplan, Ben
- Kaplan, Sam
- Karns Co., Jack
- Lewis, Joe
- Lewis, Mary & Steve
- Lewis, Ralph
- LEWIS, ROBT. VERNON
- Lighthouse, Bob
- LINDLEY, ALVIN
- Libiger, Harry
- Linsenbiger, Spider
- LITTAU, JOHN FRED
- Littler, Leon
- Little, Curtis M.
- Littlestone, Joe
- Livingston, Jimmy
- LOYD, GEOFFREY VERNON
- Lockett, Charlie
- Logan, Harry F.
- Loll, Rudella
- Lorraine, Pats
- Lorraine, Richard
- Lotter, Dick
- Lotter, Happy
- Lottor, Carl J.
- Louis, R. V.
- Love, Joseph
- Kimball, R. L. (Dude)
- Lovitt, T. J.
- Lowry, Mrs. Grace
- Loyal, Gustavino
- Lund, Mrs. Marie
- Lundquist, Leonard
- Lusby, James
- LYMAS, JAMES LYNN, SHERRY
- LYONS, JAMES R.
- Lytton, Edna
- MacGregor, Donald
- McBRIDE, JAS. WM.
- McBride, Larry
- McCaia, Johnnie
- McCarroll, Jos. Thos.
- McCall Bros.' Show
- McClain, O. C.
- McClain, Alexander H.
- McCLURE, JOHN PAUL
- McCull, J. Arthur
- McCORMACK, FRANCIS ALONZO
- McCoy, Billy
- McCOY, JAMES ODELL
- McCrary, B. W.
- McCroony, Mrs. Margaret G.
- McCullough, Oliver R.
- McCumber, Melvin
- McDaniels, Grace
- McDONALD, LOUIS CLINTON WM.
- McDonald, Jack
- McDonald, John J.
- McDonald, Kitty
- McDonald, Wm. Dunbar
- McErwin, Capt.
- McGill, Leo
- McGill, Mrs. Walter
- McGinnis, C. M.
- McGlaughlin, Frances
- McGough, Wm.
- McGrath, Mack
- McGregor, Mrs. Lillian
- McHendrix, Mac
- McHendrix, R. G.
- McKee, John
- McKee, Mrs. Nannie
- McIntosh, Mathew
- McKee, Joe
- McKEVER, DAVID E.
- McKinnon, Mary
- McKnight, Jack
- McLaughlin, Alex
- McMAHAN, MOTE PAUL
- McMahon, Edgar H.
- McMULLEN, JOHN LUKIE
- McNamar, John P.
- McNicholas, Mike
- McREYNOLDS, RUSSELL CALVIN
- McROBERTS, ROBT. CHAS.
- McSpadden, Mrs. Myrtle
- McSpadden, J. R.
- McWilliams, J.
- Macarow, Mrs. Neal
- Mace, Mrs. Herbert
- Machesky, Walter
- Mack, Hughie
- MAOK, LAPONDER
- Mack, Lapondia
- Mack Show, Mabel
- Maddow, Tony
- Maddox, D. B.
- MAHAY, CHAS. V.
- Mahdi, Mystic
- Mahon, Bob
- MAILHOT, THEO. WOOLFORD
- Mallone, George
- Malone, James
- Mammoth Marine Hipp.
- MANGLE, MICHAEL A.
- Mannheimer, Mrs. Betty
- Manley, H. A.
- Manfield, Bob
- Manville, C. F.
- Maranger, Edmond J.
- March, Frank
- Marks, Grover
- MARSHALL, HOWARD
- Marshand, Capt. Oscar
- Marta, Madame
- Martin, Claude
- Martin, Dolly
- Martin, Edward C.
- Martin, Fat
- Martin, Hurry
- Martin, Ida H.
- Martin, Janet
- Martin, Mrs. May
- Martin, Neal
- MARTIN, ROBT. ALLEN
- Martini, Mike
- Mason, Bibba
- Mason, Evelyn
- Mason, Geo.
- Mason, Ralph Doc
- Masey, Harvey
- Maston, Lee
- Mathews, Clereta
- MATTHEWS, CLIFFORD R.
- Mathews, Cornelius Sax
- Mathews, J. J.
- Mattie, Paul
- Mazine & Rohah
- Maxwell, I. B.
- Mayman, David
- Mayman, Gilbert
- Maynard, Buck
- Medel, Ignacio
- MEDLEY, THOMAS
- Meeks, Lawrence
- MEISS, RAYMOND T.
- MEPORE, MATTO JOS.
- Meserve, W. F.
- Metz, Harry
- Meyers Jr., Earl
- Meyer, Mrs. Otto C.
- Meyers, A. E. F.
- Meyers, Don & Dureno
- Meyers, Frank H.
- Meyers, John (Dutch)
- Miehell, Geo.
- Mignell, Joe
- MILAN, CHAS. R.
- MILANOVICH, ELI
- MILANOVICH, JOHN
- MILANOVICH, LOUIS
- Miller, Crash
- MILANOVICH, SAM
- Miller, E. D. F. L.
- Miller, F. W.
- Miller, Jerry
- Miller, Jew Jake
- Miller, John Kent
- Miller, Merle
- Miller, Paul & Ethel
- MILLER, RICHARD RALPH
- MILLER, ROBT. CHAS.
- Miller, Robt. Wallace
- Miller, Vic
- Mills, The Flying
- Mills, J. M.
- MILLS, JOHN LINCOLN
- MINNEAR, CARL THOS.
- Minsky, Morris
- Misner, Checker
- Mitchell, Anna
- Mitchell, Dell
- Mitchell, Black Panther
- Mitchell, Bob
- Mitchell, Budd
- Mitchell, Chill
- Mitchell, Frank C.
- Mitchell Sr., L.
- Mitchell, Leslie
- Mitchell, Margie
- Mitchell, S. E.
- Mitchell, Steve
- Mix, Art
- Moodle, Harry
- MOELLER, GLELLAND E.
- Mojesky, Charlie
- Monahan, Dave
- MONROE, GEO. ELMER
- Monroe, Tex
- MONTELLA, JAS. THOS.
- Monze, Pete
- MOORE, ARTHUR RALPH
- MOORE, EARL EDW.
- MOORE, ELIAH CLARK
- Moore, Mrs. Hazel
- MOORE, JOHN DAVID
- Moore, Thomas
- Moore, Vernon
- Moran, Frank
- Morales, Pedro
- Morano, Louis Vincent
- Morgan, Bud
- Morgan, C. H.
- Morgan, Chas.
- Morgan, Mrs. Dille
- Morgan, Robert
- Morrow, Tom & Alice
- Moser, Floyd
- MOSLEY, WILLIE LAWSON
- Moss, Joe & Baba
- Moss, Orville
- Moyer, Edward
- MUELLER, PAUL
- Mulholland, Frank
- MULLINS, GEO. P.
- Murphy, Jack P. & Bernice
- Murphy, Mike (Talker)
- Murphy, Raymond F.
- Murphy, Verla
- Murphy, Walter
- Murphy, Wm. Allen
- Murray, Ginger
- Murray, John W.
- Must, Mark
- Nansen, Jean
- NAUGLE, MICHAEL ANDY
- Navarro, Monte
- Navin, Robt.
- Nedman, B. W.
- Nelshenbug, Harold
- Neiter, Mrs. Kay
- Nelson, Art
- Nelson, George B.
- Nelson, Mrs. James N.
- Nelson, Vick C.
- Netterfield, Paul
- Newman, Frank
- Newman, Fred
- Newton, Mrs. Vera
- Nixon, Carl
- NICKEL, LAWRENCE EDW.
- NOLEN, ELMER HOLLEEN
- Nolta, Mrs. Martha
- North Coast Shows
- Norton, Frank A.
- Norton, Mrs. Katherine
- NORTON, RALPH JAS.
- Nussala, Florence
- Nunez, Billy
- Nungerson, Lee Verna
- O'Brien, Labor Jack
- O'Brien, James Patrick
- O'Brien, James Terrance
- O'BRIEN, MICHAEL
- O'Brien, Norma
- O'Connor, Jimmy
- O'Dell, Mrs. Larry
- O'Leary, Patricia
- O'Mally, James Irish
- O'Neil, Frank J.
- O'Neil, Sally
- O'Reilly, Jerry
- Oakley, Julius
- Odoms, Roy
- Ogle, Joe
- Ordore, John
- Oiga, Madame
- Ollis, Paul
- OLIVIN, EDWIN H.
- Onyx the Clown
- Orman, Frank A.
- Orr, John V.
- Ortinas, Leonard
- Ostee, J. L.
- Osterg, Orrin M.
- Overman, W.
- OWENS, CHAS. H.
- OWENS, GER-ALD RUFUS
- Owens, Wm. L.
- Owens, Wm. Walter
- Page, Earl
- PAGE, GEORGE (Lion Act)
- PAGE, PAUL EDWARD
- Palga, Marjorie
- Painter, Al
- PALMER, CHESTER C.
- Palumbo, Mickey
- Parada, Geo.
- Pardieu, Jack
- Pargie, Princess
- Pargie, Mrs. Cleo D.
- Pargia, Mrs. Josephine H.
- PARK, GEORGE
- Park, George
- Parker, Robt. K.
- Parker, Mrs. Louise
- Parker, Sherwin
- Parker, W. F.
- Parr, Jackie
- Parrish, Billy & Mae
- Parsons, Joe
- Pastello, Dr. E. F.
- Past, Johnny
- Patnaude, Arthur
- Patnaude, Jos. A.
- PATRICK, RYAN
- Patterson, Harry Judge
- PATTERSON, JAMES N.
- PATTISON, JAS. RUDOLPH
- PATTON, ERNEST
- Dalton, Frankie
- PATTON, JAS. CUMFORT
- PATTY, CHESTER Paul & Quita
- Paul, Robert
- Paulert, Albert
- PAYETTE, RAYMOND
- Payne, James Thos.
- PAYNE, WM. GREER
- Payton, White
- Peagitt, C. Clifford
- Peaswell, H.
- Penn, Fred
- PENNIMAN, THOS. P.
- Pennyuff, Lella
- Pentz, Frank C.
- Perroti, James
- Perry, C. H.
- Perry, Mrs. Enessa
- Perry, Frank
- Perry, Mrs. Genu
- PERRY, GENE
- PERRY, ROBERT
- Pesa, Fred
- Pesano, Joe
- Peterson, Ada
- PETERSON, GLENN F.
- PETKA, ROBT. A.
- Petrella, Louis
- Phillips, Harold R.
- Phillips, Ernest
- PHILLIPS, RAYMOND R.
- Phihner, Les & Mary
- Pielot, Alexander
- Pickett, Rolly & Verna
- Pierce, Mrs. G. H.
- Pierce, Ross
- Piercy, H. W.
- Pile, Bill
- POEL, MARVIN H.
- POMPONENI, ANTHONY
- Pontias, Mrs. Catherine
- PONTIUS, KENNETH WM.
- POORE, ROSCOE
- Poplin, Chas. M.
- Porter, Chas. S.—Stoneman
- Poser, Bob
- Postir, J.
- Potter, Lola Mae
- Powell, Mrs. Marie A.
- Powers, Bernadette
- Powers Jr., O. B.
- Preslar, Mrs. Henry M.
- Prell, Paul
- PRESNELL, ALEXANDER
- Price, Mrs. Susie E.
- Price, Thos. L.
- PRITCHETTE, OLYDIE A.
- Pritchette, Lyle
- Pugh, Sidney
- Punch, Elmer
- Punley, Dick
- Purvis, Cecil
- QUINN, CYRIL E.
- Quinn, J. P.
- Rahn, Eddie
- Rainin-Face, Chief
- Rameau, Beale
- Ramsberger, Emil
- Ramsay, Everett R.
- RANA, BILL
- Rangers Rodeo, The
- Rasmussen, Leroy
- Rawles, Mrs. Wm.
- Ray, Johnny
- Ray, Lottie Lee
- RAYBURN, HAROLD
- Read, Russell Roy
- Reader, Patsy
- REAVES JR., DELANEY
- Red, Norton
- Redford, Ora
- REDD, WM. ROBERT
- Redinger, Buddy
- Redman, J. B.
- Red, Danny
- Reel, James H.
- Reel Jr., Wm. H.
- Rees, Mathew A.
- Reese, C. I.
- Reese, Shuanghi
- Reese, Harry
- Reeves, Cliff R.
- Reeves, Mrs. Edw.
- REEVES, JAS. LELAND
- Reeves, (Lion Act)
- Rees, L. R.
- Reis, J. J.
- Remola, Chester
- Remond, Thos. A.
- Renfro, Toby
- Renshaw, Orville
- Reuben, Ben
- Reynolds, Duke
- Reynolds, Jean
- Rhea, Princess
- Rhodes, Thomas
- Rhodes, Dade
- Rice, Ala. Dan
- Rice, G. L.
- Rich, Ernie
- Richards, Vicki
- Reichter, Arthur
- Richie, Ule Red
- Rider, Gertrude
- RIFFEY, ALEN WALKER
- Riggs, Col. John S.
- Riley, Art
- Riley, Mike
- RIPLEY SHOWS
- Rising, Fred
- Ristack, Joe
- RITCHIE, VERNON DEAN
- Richie, Buck
- Rives, Harry
- Robbins, Brownie
- Roberts, Mrs. Doris
- Roberts, Dorothy C.
- Roberts, G. S.
- Roberts, Geo.
- ROBERTS, GERALD H.
- Roberts, Gurtie
- Roberts, J. H.
- Roberts, J. Stanley
- Roberts, Paul A.
- Roberts, Thayer
- Robinson, Alma
- ROBINSON, ANDREW
- Robinson, Noah
- Robinson, Ralph J.
- Rocco, Mrs. Hazel
- Rodgers, Patrick
- ROGERS, CLIFTON REED
- Rogers, Donna
- Rogers, E. J.
- Rogers, Harry
- Rogers, Mrs. Joe
- Rogers, Lester
- Roland, Oliver
- Rollet & Dorothea
- Rooks, Harry & Violet
- Roper, Fred
- ROSE, ROBT. JOS.
- Roselle, Rita
- Rosen, H. B.
- ROSENBLATT, MELVIN
- Roso, C. D.
- Rose, Dave
- Rose, Harry K.
- Rosenberg, Morris
- ROSENTHAL, SAMMY
- Ross, Geraldine
- Ross, Hal J.
- Ross, Leonard
- Ross, Little Stanley
- ROTH, CLARK H.
- Roth, Fred
- Roth, Walter
- ROTHWELL, RICHARD
- Rowe, Marie
- Roland, Oliver A.
- Royal, Mrs. R. G.
- RUCKER, JOHN H.
- Rucker, Richard
- Ruddy, Geo. Heavy
- RUDER, CLEVE
- Rugel, Yveta
- Rule, Craddock
- Rush, Bud
- Russ, Vera Marie
- Russell, Emmitt
- Russell, Joe
- Russell, Lewis
- Rutter, Mrs. Budie May
- Rutter, Mrs. May
- Ryan, Danny
- RYAN, J. M.
- RYAN, JON JOHN
- RYAN, PATRICK
- Ryan, Mrs. Pencie Patsy
- Rydders, Max
- SADLER, ELLIS D.
- SAGER, RAMOND ARTHUR
- Salsburg, Saul
- Samuels, Leroy & Roberta
- Sandmann, Mrs. Kay
- Saylors, John T.
- SCHALASKY JR., JOE
- Schlichting, Jack
- Schofield, Blackie
- Schomburger, Emil
- Schrader, Carl
- Schultz, Mrs. Frances
- SCHULTZ, STANLEY NORMAN
- Schwartz, Frank
- Schwartz, Oliver
- Schofield, Ed
- Scott, L. C.
- Scott, Richard
- SEABROOK, THAD
- Seamans, Baylona
- Seehrest, Claude
- Schiff, W.
- Selmer, Geo.
- Sells, Bobby
- Sells, Capt. Billy
- Sells, Jackie
- Sen Family, The
- Sewell, Dave
- Seymour, Mrs. Carmen
- Shaffer, Roy
- Shand, Kennis
- Shand, Terry
- Shane, Ted
- Shanks, Dr. Dewitt
- Shanks, Mrs. Marie
- Shannon, D. A.
- SHAPIRO, HAROLD H.
- Sharkey, Russell
- Sharr, Max
- Shaver, Mrs. Margaret
- Shaw, Ed
- SHAW, FRANK WEST
- Shelton, Pearl
- Sherman, Bo
- Sherman Jr., Carl L.
- Sherman, G. B.
- SHERWIN, HARRY
- LAWRENCE SHINER, Mrs. Ethel
- Shibley, Sterling
- Shirley, Marion C.
- Shooy, Roy (Ride Man)
- Shope, Nig
- Shore, Mrs. Peggy
- Short, J. E.
- SHOTIS, CASS JOHN
- Shubert, John
- Shufflin Sam
- Shulman, Harry
- Shultz, Charley
- Shurman, Oddis
- Sica, Anello
- Sicks, Ma
- Siebrand, P. W.
- Sietz, Bruce
- Siever, Mrs. Olga
- Siefert, Edward
- Skies, O. L.
- Silverlake, Mrs. Bernice
- Silverlake, Mrs. Billie
- Sima, Joseph
- SIME JR., GORDON PRUD
- Simon, Al P.
- Simon, Leo
- Singer, E. H.
- Singletons, The
- Sisco, Mrs. Mildred
- Sisto, Mrs. Winnie
- Sivley, Russell E.
- Skinner, Mrs. Sarah
- Skinner, Virgil
- Sloan, Larry
- Slower, Wm.
- SMALES, ARTHUR L.
- Smith, A. E.
- SMITH, BARNETT K.
- Smith, Benson Jos.
- Smith, Billie Russ
- Smith, C. C.
- Smith, C. M. Chris.
- Smith, Cleo
- SMITH, ED ANDER
- Smith, Faith
- SMITH, FRANK CARL
- Smith, Fred H.
- Smith, Geo. L.
- SMITH, GLEN EDW.
- Smith, Gordon
- Smith, H. B.
- Smith, J. Lucy
- Smith, John (Photo)
- Smith, Margaret
- Smith, Mrs. Myrtle

merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York



W. A. (BINGO MAC) McMACHEN, said to be the original swingtime bingo caller. Mac claims he called bingo for 16 hours, a total of 504 games in all. He averaged 31½ games per hour. In six days called 2,139 games, and in his best hour called 43 games. If this is not a record, it comes pretty close to it.

Court Orders Return of Bingo Apparatus and Mdse.

Bingo operators who won court test suit establishing legality of game in Lehigh County receive all equipment and merchandise seized last November

ALLENTOWN, Pa., March 7.—A court order was filed in the Lehigh County Court's quarter sessions office directing that the bingo apparatus seized in the raid on Trainman's Hall here last November 14, shall remain in the sheriff's custody until Thursday (12), after which date it is to be returned without further order to Fred and Carroll Simcoe and William C. Howard, bingo operators. The equipment was seized in a raid that served as a test case to establish the legality of bingo in Lehigh County. Having won out in court on the test suit, the bingo operators have been seeking the return of equipment seized. The order, returning all the property, was signed by Presiding Judge Richard W. Iobst upon presentation by Henry L. Snyder, attorney.

The apparatus referred to includes 31 bags and boxes of bingo cards, pads, slips and markers, one "bird cage" with its base and set of balls and rack, one extra bingo machine and one complete master board. The bingo operators on February 26 got back a black satchel containing \$454.80 in cash, 10 wrist watches, one compact with comb and two silver dollars in sealed envelopes. The day previous, also on court order, they received the seized merchandise which they said was worth \$2,219 at wholesale prices. They value the apparatus, which is to be returned, at \$860.

Pranksters Seek April Fool Trick And Joke Items

NEW YORK, March 7.—All Fools' Day is a gala day for all chronic pranksters. They form a sizable segment of the population, as trick and joke novelty manufacturers do a satisfactory year-round business.

Novelty workers have learned the wisdom of cashing in on special events, and it appears that the practical jokers this year will be offered a widely diversified arsenal of gadgets designed to help them pull fast ones on the April foolers. The old stand-bys that have been time-tested favorites will still lead the parade this year, including rubber frankfurters, auto whizz bangs, lurching dinner plates, exploding cigars and matches, etc.

Joke and tricks firms report that many large orders have been filled already and many additional orders are pouring in, with the expectation that a new record may be set in sales for the All Fools' Day trade.

Some additional fast-selling items that are getting attention include the electric hand-shaker; Stink-O, an ingenious item that makes a nickel stogie smell even worse than it does untreated; matches that won't light; itching powders; comic greeting cards; large ink spots; garlic spiced candy and chewing gum and similar devilish items that give the practical joker and onlookers a big kick while making the unsuspecting victim suffer. Oddly enough there is a strong demand for squirting flowers—it seems that this time-honored device still fools the public. Judging by the size of orders April-fool victims are going to be in for a trying day.

DEALS
A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.
DEALS

By BEN SMITH

Manufacturers who ignore the sales-board market are overlooking one of the finest outlets available for the distribution of premium merchandise. Year in and year out cards and boards turn over products running into the millions of dollars, and the manufacturer who is not getting his share of this business is definitely out some interesting sugar. And today this is especially true of the manufacturer of merchandise that is not affected by priorities. Operators are hungry for new items, and the manufacturer who is in a position to satisfy them is in line for a nice volume of profitable sales. And that isn't all . . . when an operator takes on an item, he can render an invaluable service to the manufacturer in stimulating the sale of that product thru retail channels. A premium illustrated on a card receives excellent direct-to-the consumer publicity and, often individuals will walk into a retail store to buy it after first making its acquaintance on a deal.

Have you ever thought of offering an additional inducement to the worker of the card to insure faster completions. Many operators do. The latter will distribute an extra award to the worker if a card is sold out within a definite date and the greater turnover produced more than compensates for the additional cost. In his anxiety to obtain the extra award, the worker will often make up the difference on a deal out of his own pocket should the deal not be finished when the collector makes his call on the set day. It's a good, profitable gag.

A Defense Bond deal is now being tested locally. More about this later.

The Yankee Trader introduced in the March 7 issue of *The Billboard* is a take-off on the old Trading Post, and like this do-re-mi producer of fond memory looks right for a run. Of course, the operation of this type of deal, in most cases, is different from that of a regular merchandise deal as we normally understand it. A deal like the Yankee Trader is usually sold outright to the location . . . the operator makes his profit on the over-write . . . the difference between his original cost and his selling price. Once the deal is sold the transaction is completed and it is just a question of coming back for reorders. However, if the deal is set up properly and local officials permit its operation, plenty of (See *DEALS* on page 56)

Glassware and China Making New Comeback

NEW YORK, March 7.—Glassware and china, usually soft-pedaled in the past by concessionaires, carnivals, bingo and salesboard operators, and other premium users are making a strong comeback at this time, according to reports from wholesale suppliers. These items, though having a definite appeal to women patrons, have not played an important role in the merchandise field and have appeared only in limited quantities on display stands.

The situation is changing at present, and observers feel that the government priorities on certain metals and increasing restrictions are influencing the boys to make a switch at this time. It is a case of coming events casting their shadows before. While there will be no shortage of merchandise this season, according to well-qualified observers in the industry, still it is considered to be a wise move to prepare for all eventualities.

The glassware and china items now being bought are all of American make since the war has restricted imports to the vanishing point. The patterns offered are attractive and some salesboard and bingo operators who featured this merchandise last season reported satisfactory results.

An important point brought out by a bingo operator is the fact that china and glassware always add an effective flash to any display. Then, too, these items are nominally priced. In addition to china and glassware other kitchen and household equipment that is unaffected by priorities will appear on display stands. There are ample stocks of plastic items and it is reported that ties, too, will be added to operators' merchandise stocks.

BINGO BUSINESS

By JOHN CARY

OUR CORRESPONDENT in Natchez, Miss., writes that bingo was never more popular in Southwest Mississippi and Northeast Louisiana than it is at present. Not only are all of the night clubs operating games, but the churches and others are using bingo as a means of raising funds. Merchandise prizes are the rule, and the attendance is large at all games.

The Holy Family Catholic Church, Natchez, is using bingo as a means of raising church funds, and the Sisters of the Holy Family School, in charge of Sister Ann, are holding weekly games. St. Mary's Cathedral is also using bingo weekly, with the Rev. Daniel O'Hanlon in charge of operations.

Others in Natchez operating successfully are the Windmill night club, White's and Chris Anderson. Across the river in Louisiana, games are operating in Concordia, Tensas, Catahoula and adjacent parishes. There is no ban on bingo in this section. In fact, officers and police justices and other law enforcement officers are among the best players.

In Tensas parish, the Catholic and other churches give weekly benefit bingo parties for church funds. The church people are looking to bingo this year as their best means of raising money.

A REPORT from Albany, N. Y., states that the bill under preparation to seek State legalization of bingo will be (See *BINGO BUSINESS* on page 56)

Perloff in New Quarters

PHILADELPHIA, March 7.—Louis Perloff, prominent jewelry dealer, has moved into a new modern building at 737 Walnut Street. It is one of the most attractive stores of its kind in the wholesale jewelry district. Since 1914 Perloff has been furnishing the trade with watches of all kinds and has built up a reputation for good business ethics.

Specialty Items Meet Big Demand

CHICAGO, March 7.—Specialty and novelty workers thruout the country are reporting better than usual demand for specialty and novelty merchandise. It appears that the public is always interested in merchandise that has plenty of flash appeal. Merchandise in this category is expected to do very well this year.

All types of novelties are doing well at this time, it is reported. One unique novelty, a miniature glassblown jug with a penny inside of it is said to be doing well. The public's curiosity on how the penny got into the jug in the first place does much to increase sales, workers report. Workers who specialize in decal transfers state they are having no difficulty in disposing of them, particularly the latest novelty varieties.

Candy in re-use containers has always been a staple item, and one of the latest offerings, a mirror vanity chest filled with two pounds of chocolates has the flash appeal that attracts the female eye. Identification bracelets also loom big and demand is spurring every week. Comic novelties, and particularly topical fold-ups also click with the public, workers report.

The "Remember Pearl Harbor" theme is starting to appear in the novelty field, and one item showing flag, sailor and cannon, with the slogan appearing on the barrel of the cannon, has captured the public fancy, according to reports. Other items in this particular group, especially if they are timely and attractive, also meet with public approval.

Morrie's in the Army Now

MILWAUKEE, March 7. — Morrie Silverman, formerly with Continental Distributing Company, premium supply house, is now with the armed forces. Uncle Sam called Morrie around the middle of January and has swung into the routine of army life.

Well liked in the trade, Morrie made many friends. He sent word to the office that all his friends can now reach him at the Quartermaster Aviation Detachment, Selfridge Field, Michigan.

New! P. D. Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!



"\$39.20 in one day," writes Hoy, Ark. "400 photos in two days," says Seymour, Pa. "Did \$20 Sunday with P. D. Q.," writes Zellar, Mass.

AMAZING ONE-MINUTE PHOTO MACHINE

Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinatingly to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

BIG MONEY EVERYWHERE Army Camps, Stores, Street Corners, Fairs, Carnivals, Bazaars, Picnics, EVERYWHERE—you will make BIG MONEY with P. D. Q. Get free information showing you how \$60.00 for complete outfit will start you in this big money making business. P. D. Q. CAMERA CO. 109 E. 35th Street Dept. BB-3, Chicago

BINGO SUPPLIES

JOBBERS WRITE FOR FREE CATALOG Floor Model Bingo Blowers Electric Magnifying Viewers Table Model Bingo Blowers Rubberized Bingo Chute Gages Electric Flash Boards Rubberized Throw Ball Gages And every other item jobbers want and need... the most complete Bingo line! "If it is Bingo Equipment or supplies—Metro MUST Have it!" METRO MFG. CO. 127 W. 25 St. New York City

STUPENDOUS SPRING SALE Buy at Wholesale FUR JACKETS BOLEROS EXCLUSIVE COATS 1942 styles, smart detail, radiant furs and quality workmanship at low sale prices. Complete line of Furs in all ranges. Buy direct from Manufacturer and Profit Illustrated Catalog and List Free. \$6.50 up. S. ANGELL & CO. Manufacturing Furriers 236 W. 27th St., Dept. B-7, New York, N. Y.

THE MOST RELIABLE BINGO BLOWERS FLASHBOARDS HAND AND MOTOR CAGES. PORTABLE OUTFITS FOR THE CARNIVAL MAN. MANUFACTURED BY THE REINHOLD STUDIO 8 UPHAM ST. REVERE MASS. IT PAYS TO HAVE THE BEST

WALTHAM-ELGIN Make extra money! Send for free 1942 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices. PLYMOUTH JEWELRY CO. 163 Canal St., Dept. J, N. Y. City

FUR COATS AND FUR JACKETS Gorgeous assortment very latest styles. Glamorous Furs. Full length and chubby styles. Tremendous selection. Write for free catalog. Established 1890. Agents wanted. AL FEDER FUR MFG. CO., 151-B W. 26th, New York.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

Patriotic Novelty Novelties featuring the "Remember Pearl Harbor" slogan will be offered in ever-increasing numbers. One of the latest items is a novelty that combines a flag, saluting sailor and cannon. Across the barrel of the cannon appears the slogan of this war. Wisconsin DeLuxe Corporation, the manufacturer, states that item is a natural for homes, offices, stores and taverns. Board operators will also find this a good flash item with the patriotic appeal attracting attention. Size of item is 10 by 11 inches. This firm also carries a complete line of premium merchandise and a catalog is available.

Mirror Plaque Patriotic items continue to sell steadily, according to reports. One of the items offered by Joseph Hagn Company, a patriotic mirror plaque, has been well received, according to reports from specialty men. It has an American flag painted on top and is 14 by 18 inches in size. Item is available plain, or with the choice of headings—Long May It Wave, My Son Is Serving His Country. Firm offers a catalog of complete line of merchandise.

Banner One of the most attractive "Remember Pearl Harbor" banners is the one produced by A Banner Company. Against a large V for Victory background appear three figures, a soldier, sailor and marine in charging action poses. The "Remember" slogan spreads across the top of the banner, while the legend across the bottom reads: On To Victory. Banner comes in three sizes, 5 by 7 inches, 9 by 12 inches, and 12 by 18 inches. In color and with tassels and spear, the item presents an attractive appearance.

Vanity Chest Goldwyn Company announces a new and original idea in a fancy Mirror Vanity Chest, filled with two pounds of chocolates. Candy in re-use containers has always made a hit with the public, the firm states, and it believes that board operators can cash in during Easter and Mother's Day with this item. The chest has a wing mirror and two top trinket compartments. A ruffled skirt of pink silk satin, and a two-tone lace effect mirror top add to the flash appeal of this item designed to capture the feminine eye. A large hidden drawer

PATRIOTIC BUTTONS PENNANTS FLAGS PINS Write for Money-Saver Listing on Over 65 Profit Makers Today!

LEVIN BROTHERS Established 1886. Terre Haute, Indiana

ELGIN • GRUEN \$2.95 BULOVA Start at Take advantage of these re-conditioned nationally-advertised watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers. STAR WATCH CO. Wholesale Jewelers 124 S. 8th STREET, PHILA., PA.

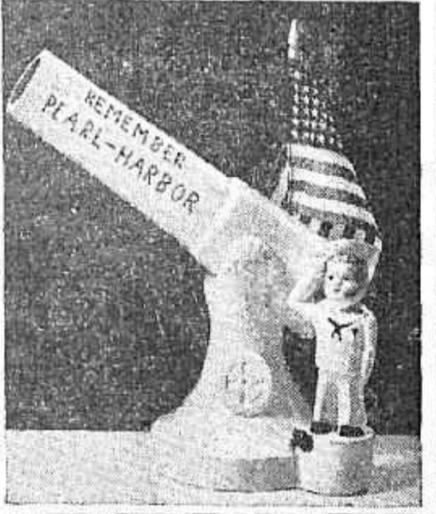
REMEMBERING GENTLEMEN, IT'S HERE!! FLAG SAILOR AND CANNON

Everyone will want one. It's made to keep. For homes, stores, offices and taverns. Board Operators—Your season's work all wrapped up in this outstanding item—a natural. DON'T WAIT—START NOW. THIS IS IT. Sizes 10x11 inches, 12 to Carton. Priced Per Dozen, \$4.50; Per Gross, \$50.00.

Sample Postpaid \$1.00 Each



Send Money Order, Check or Stamps



DER—"PHEW"—RER You're right—that's what he is. There's no need for thought—it has already proven its sales appeal. It's hot right now—don't wait. Get started on the hottest item that has ever hit the market. You can create your outlet to your own choosing—it was tried in stores and stopped mobs—sells on sight. Board Operators, here it is. Write for prices. State business. Size 5 1/4 x 5 1/2 inches. Packed 48 to carton. SAMPLE POSTPAID 50 CENTS EACH We Carry a Complete Line of Premium and Concession Merchandise. Always First With the Latest. "There is no Priority Rating on Our Friendliness!" WISCONSIN DE LUXE CORP. 1902 NO. THIRD STREET MILWAUKEE, WIS.

CASH IN ON THIS 1942 PROFIT MAKER! SPORTSMAN'S SPECIAL CASTING OUTFIT . . . Astoundingly Low Priced Outfit consists of a sturdy green enameled metal tackle box containing 1 three-piece rod, 1 spool silk line, 1 level winding reel, 1 plug, 1 wobbler, 1 fish knife, 1 scaler, 1 leader and 1 stringer. A winner for salesboard purposes! Send for Free Copy of Our New 1942 Sporting Goods and Salesboard Catalog. GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

GENERAL DOUGLAS MacARTHUR LAPEL BUTTONS RED, WHITE AND BLUE IN COLOR WITH MacARTHUR'S PICTURE IN CENTER OF BUTTON \$11.00 Per Thousand WAR SLOGAN BUTTONS LARGEST SELECTION IN THE COUNTRY 15 DIFFERENT KINDS, \$7.50 PER THOUSAND In Thousand Lots Only WAR SLOGAN BUTTONS Made Up With Red, White and Blue Ribbon and Ornaments \$3.00 Per Hundred — \$25.00 Per Thousand Full Cash With All Orders. No COD's—No Samples BUD AND COMPANY 1006 CAPITOL ST. HARRISBURG, PA. KING OF WAR SLOGAN BUTTONS

BUY NOW—AVOID WORRY—SAVE MONEY INVENTORY CLEAN-UPS—REASONABLE QUANTITIES Well Under Present Market Prices —BALANCED SELECTIONS— FOR PREMIUM — NOVELTY — SPECIALTY — SALESBOARD MEN State Your Business for Proper Listings 1-day Service ACME PREMIUM SUPPLY CORP. 3333 LINDELL BLVD. ST. LOUIS, MO.

★ PATRIOTIC and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment. ★ PEARL HARBOR STICKERS—per 100—\$1.50. ★ FLAG SETS WITH SUCTION CUP—3 Flags—\$1.50 Doz. Sets. ★ METAL FLAG LAPEL BUTTONS—100 for \$1.05. ★ CELLOPHANE FLAGS—2 TO PACK—DOZ. PACKS, 50¢. ★ PENCIL FLASH LITE—\$2 doz. Include Deposit & Postage. ★ SUN GLASSES—MOTH CAKES—New Spring Items for Wagon Jobbers, House Canvassers, Premium & Salesboard Operators. Free Catalog. Write. CHAMPION SPECIALTY CO., 814-K CENTRAL STREET, KANSAS CITY, MO. U. S. FLAGS Gilt Spear Head 6"x4" Doz. 40¢ 18"x12" Dz. \$1.00 30"x18" Dz. \$2.75 36"x24" Dz. \$3.50

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

Tire Theft Protection



Enlay your name or initial on your tires. A protection against theft. A child can do it in 10 minutes. Initial your neighbor's tires at 25c a tire making yours

free. Tires are as valuable as your car. Who would not give 25c a tire to protect them against theft. Police department and tire company approval. Complete unit including police form registration. Ready to do the job on hundreds of tires sent post-paid for \$1.25. Quantity price on request.

PROTECTO TIRE THEFT ASSOCIATES
P.O. BOX NO. 2712 - TAMPA, FLA.

contains the chocolates. The size of the chest is 11 inches long, 10 inches high and 7 inches deep. Manufacturer promises immediate delivery on all orders.

Tire Cop

With the present restriction on tires the average motorist will have to make them last as long as possible. Car owners are warned to be careful to safeguard against any thievery. To guard against this evil, the Tire Cop Company is offering an Automatic Tire Cop that "yells for help" when thieves molest a car. It is said the device can be attached with a screwdriver in 15 minutes on any make of car. The firm is of the opinion that this item, already approved by motorists, will be in great demand for the duration of the present emergency.

Comic Books

Comic books are steady money-makers wherever sold, and Bengor Products Company is offering a whole series of assorted popular numbers. The books include such popular comic book characters as Superman, Green Hornet, Bat Man and Mickey Finn. The comics are in complete color and are offered in multiples of one hundred at a nominal price.

Japanese Hunting License

Open season on the Japs is proclaimed by the Japanese Hunting License offered by California Novelties. This comic-patriotic item is framed in an imitation leather frame and is an impressive-looking document. Usual gold seal and blue ribbons give it an "official" looking appearance. The documents can also be obtained without seals or frames.

V LIGHT UP FOR VICTORY

V-for-Victory displays. Sturdy metal frame, enameled finish with Red, White and Blue Mazda lamps. Ready to plug into any outlet. Hooks provided for hanging. An attractive display for stores, homes and offices.

No. B10E385—Indoor use. Size 7 3/4 in. high, 7 in. wide. Has 11 T4 Mazda lamps. Each \$1.20

No. B10E386—Indoor use. Size 11 in. high, 8 1/2 in. wide. Has 13 C7 1/2 Mazda lamps. Each 2.25

No. B10E387—Outdoor or indoor use. Size 18 in. high, 16 1/2 in. wide. Has 15 C9 1/2 inside colored Mazda lamps. Each 4.50

"We Will Win" display. Transparent portrait of President Roosevelt imposed on waving flag illuminated by a light. Size 18x3 1/2". Complete with 30 watt Mazda lamp, socket, 8 ft. cord and plug. Ship. wt. 3 lbs.

No. B10E396—Each 1.05

As above, featuring American Soldier, Sailor and Marine imposed on flag.

No. B10E395—Each 1.05

25% deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail.

CATALOG SENT ON REQUEST.

JOSEPH HAGN CO.

Wholesale Distributors Since 1911
217-223 W. MADISON ST. CHICAGO

NOTES FROM SUPPLY HOUSES

I. C. Zanger, of Zill Products, the firm that brought out the "Remember Pearl Harbor" plastic lapel pins, reports that he has expanded his production and is now making a complete line of Winning Horse, Horsehead and Cowboy Head brooches, and U. S. Army, Navy and Marine lapel fobs. The brooches and fobs are in assorted colors and have both eye and sales appeal. Orders for the fobs have been shipped to firms and badgeboard workers working in the vicinity of army camps and naval bases, and the demand has been larger than expected, Zanger reports.

The Rose Fur Company has moved to larger quarters in the same building, where it has been located at 49 W. 29th Street, New York. The reason for the move, according to Sally Rose, was that the firm has had an unusually good season and prospects are bright for the future. The volume of sales has continued to climb, Sally says, and the firm just naturally had to move higher for its business is going higher.

BINGO BUSINESS

(Continued from page 54)
shelved for the present. The sponsor of the measure, in explaining his action, likened the situation to the unpopular prohibition law, which was violated flagrantly and finally collapsed altogether, with repeal by Congressional amendment. It is felt that this same policy of marking time will have the same result in anti-bingo centers.

There is a lot of logic in the stand of the member of the Legislature. People enjoy bingo games and resent the interference of local authorities when they step in and ban the games. Mass opinion is strongly pro-bingo and, given enough time, it is well within the realm of possibility that all anti-bingo actions will have to collapse.

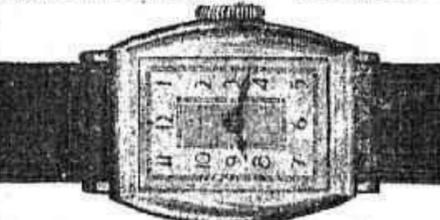
DEALS

(Continued from page 54)
the long green can be pocketed before the run is finished.

Fur garment manufacturers are sure spring is just around the corner . . . orders are beginning to come in strong on fur scarfs, chubbies and jackets.

HAPPY LANDING.

MAN'S WRIST WATCH



American made in 6/0 fine size. Chromium plated case. Curved back. Silvered dial. Unbreakable crystal. Leather strap or link bracelet.

BB705—Each Single \$2.05
In Lots of 50—Each \$1.95
Send for New Catalog.

ROHDE-SPENCER CO.
223 W. MADISON CHICAGO, ILL.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed
MEN'S WRIST AND POCKET WATCHES
Wholesale Jeweler Since 1914.
SEND FOR FREE CATALOG.
LOUIS PERLOFF
737 Walnut St., Philadelphia, Pa.

JAPANESE HUNTING LICENSE

Comic—Patriotic—Attractive
Size 8"x10"
Selling Big at 10c Retail
1000—\$9.50 500—\$6.50 100—\$2.00
POSTPAID TO YOU.
Sample 10c.
Cash with order or 1/3 deposit, balance C. O. D.
We do not pay shipping charges on C. O. D.'s.
California Novelties
1616 E. 14th, Dept. 2, OAKLAND, CALIF.

PIPES FOR PITCHMEN BY BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

ANNA BELLE CULVER . . . eyeglass cleaner purveyor, is gathering some geedus with that item in the public market in Sacramento, Calif.

DON'T BECOME discouraged. Even an eagle cannot fly high until it cultivates strong wings.

"I'M BACK IN . . . Sunny California again, but there isn't much sun," letters T. D. (Senator) Rockwell, razor blade king, from Sacramento. "Have been working blades around Seattle and Tacoma, Wash., to good turns. There is plenty of activity around the Boeing Plane Company, Seattle. You can't get in with a car, but you may go down by bus at 11 a.m. and remain for the change in shifts at 3:30 p.m. Worked the public market in Eugene, Ore., and the one in Portland, Ore., during the holidays to successful takes. Numerous doorways can be worked here to a 50-cents-for-three-months reader on your o. m. Plan to head for San Francisco and then go south."

THIS IS the time of the year the boys begin suffering from road fever.

FREDDIE W. VOELKER . . . soap salesman of note and better known as the Jersey Kid, is in U. S. Veterans' Hospital, Canandaigua, N. Y., and would like to read pipes from friends, especially Forest (Doc) White and Docs Healey and O'Hara.

LAVERN BRADFORD . . . nifty eyeglass cleaner worker, is reported to be coralling lucre with the item in Sacramento, Calif., at the public market.

SPRING DREAMS of big passouts never did add a single dollar to the bank roll.

"THIS TOWN . . . is going in for a boom," Budda, ace pitch exponent, scribes from Atlanta. "An airplane factory which it is said will employ 4,000 is being erected. A number of the pitchfolk are working here, and Vic's Delicatessen on Broad Street is where they cut up their jackpots. Would like to read pipes from Jack King, Lester and Abe Stein, Professor Frederick and Walter Simmons."

LEO SCHULTZ . . . astrological wonder, is reported to be working the charts in New York to successful turns.

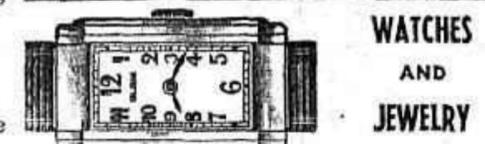
SPRING ISN'T far off. Will you be ready to be up and at 'em?

AL STEIN . . . radio plug sales getter, is working a parking lot in Atlanta to good passouts, according to word reaching the pipes desk.

BOB POSEY . . . cards from Jackson, Miss., that he is working his way slowly up the river and soon will cross the ole Smith & Wesson Inc. He'd like to read pipes from Al and Ann Decker, Ernest (Pen Man) Atherton, Gummy Jack Currant, A. L. (Blackie) Stein, Ted Travis, Tom Kennedy, James L. Osborne, Al West, Speed Hascal, Al Rice, Bill Danker, O. S. Brooks, Art Cohn and Melvin Sproat, of sharpener fame.

JERRY THE JAMMER SEZ: "Make up your mind to bale those folding sheaves while the sun shines and you are off on the right foot."

FLOYD HULIN . . . well known in pitch circles and who has been working rad and trick paddles the last 17 years, sustained the loss of his right leg below the knee when struck by a train in Wellsville, N. Y., recently. He was rushed to Jones Memorial Hospital there, where his condition was reported



Men's R. B. Pocket and Wrist Watches. Ladies' R. B. Wrist Watches. Complete line of Jewelry. Special prices for quantity users. SEND FOR FREE CATALOG.

BABY RUTH WATCH CO., Inc.
173 CANAL ST. NEW YORK CITY

COMIC BOOKS

Complete With Covers!
Some comic books as sold on newsstands—64 pages in complete color. All new, assorted popular numbers, such as SUPERMAN, GREEN HORNET, BAT MAN, MICKEY FINN, etc.
100 Assorted Books, \$1.95; 1000, \$19.00
For Immediate Delivery Write DEPT. CB
BENGOR PRODUCTS CO.
878 BROADWAY NEW YORK CITY

IT'S HOT

Sells like wildfire—get in on it. Ready made deals. Don't put it off. Send for details about DER-PHEU-RER. It's today's fastest money making deal. Repeat orders rolling in. Don't wait. Write for details.

Salesboard Operators—6 new deals (Der-Pheu-Rer deals). They're honeys for profit.

Get details today.
FEFF NOVELTY COMPANY
CASCO, WIS.
Get on our mailing list

SILVER FOXES

Dyed Thibotins
Direct From the Manufacturer
\$7.00 Each
Here is the fastest seller! Every woman wants one! Reproduction is 100% genuine—a "natural" for promotional purposes. Order today. Immediate delivery. 1/3 dep., balance C. O. D.
J & L FURRIERS, Inc.
Mfg. Furriers
Dept. B. 236 W. 27th St., New York City

HOUSEHOLD BOMBER EMERGENCY FIRST AID KIT

Packed in a sturdy, yet light weight container which can be hung on the wall and removed at any time and carried about in the event of an emergency—each kit contains a set of First Aid Instructions together with the following articles:
Bottle Mercurochrome, Spirits Ammonia Aromatic, Steripads for Dressings, 2-Inch Gauze Bandage, 1-Inch Gauze Bandage, Jar Carbolyzed Vaseline, Tube Unguentine for Burns, 5-Yard Roll Adhesive Plaster, Band-aids Adhesive Bandage, Roll Absorbent Cotton, 1-Yard Roll Antiseptic Gauze, Applicator Sticks and Small Splint Sticks.
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as favorable. Hulin went to Wellsville from Rochester, N. Y., to obtain his birth certificate in order to accept employment in a Buffalo airplane plant.

WE KNOW some pitchers who make a habit of permitting useless and careless talk spoil their otherwise perfect pitch.

"WELL, FELLOWS . . . I'm still kicking and on the road again," pens Doc A. M. Johanson from Des Moines. "Yes, Johnny Hicks, I still remember the old jam store in Birmingham. Wish we could walk back in Memory Lane and

meet all the boys again. One of my boys is at Fort Leonard Wood, while the other is seeing service in the Philippines. Pipe in, boys, and spend your dimes for Defense Stamps.

TRIPOD OPININGS: "Successful pitchers are that way because they shoot straight and square and keep plenty of stock on hand."

VACATIONING . . . in Atlanta are Mr. and Mrs. Happy Sampson, well known in pitch circles.

ZENDA, MENTALIST . . . is working Atlanta to fair-to-middle'n' results.

MORRIS KAHNTROFF . . . ace pitcher, is purveying his wares in Tampa to reported good business.

FAMOUS LAST WORDS: "I could easily buy a house in the winter if I so desired, because I velvet so much dough in the summer."

BARNUM HAWLEY . . . is reported to have clicked with the ink sticks at the recent Sportsmen's Show in Boston.

"HAVE BEEN WORKING . . . around here and was wondering if Honest Jack Seamore is still working 14th Street in New York," Syl LaVelle cards from St. Louis.

JULE BRIDGES . . . with magic, is playing Gaffney, S. C., to successful turns.

WORD EMANATING . . . from Chattanooga indicates that Doc Bell is gathering his share of the long green playing that territory.

TRINKETS for the Easter fashion parades can be obtained from jobbers in all grades and quantities. Don't miss a good bet, boys and girls.

DOC M. JARETT . . . letters from Chattanooga that he and Lady Stella, mentalist, are working their act down there to good results. He says that Doc Joe Mann is working a chain store there with herbs to the biggest takes he has seen in a long time and adds that he'd like to read pipes from Tom Kennedy, Otto Gerhardt, Tommy Adkins and some of the other boys and girls who are shirking their duties to the Pipes Department. Doc Bert Roberts, vet pitcher, opened in a drugstore window there, Jarett says, but was closed by the law and fined \$5.

MR. AND MRS. LEE CROWLEY . . . with perfume and jewelry layout, clicked off some good takes in Augusta, Ga., recently. Since then Lee has taken a job at a camp there, while Mrs. Crowley continues working in a local store.

NEW MONEY SPOTS are cropping up in nearly every section of the country, what with all the defense projects going at top speed. Most of them aren't far out from the centers of population either.

"FOUND TEXAS . . . a shade rough this winter, so left for Louisiana, where things were worse," letters Fred Hudspeth from Birmingham. "En route here from New Orleans another car hit our trailer and knocked it into a ditch. None of the occupants of either car was injured, but Tim Sullivan, who was riding with me, asked to have a piece of glass removed from his neck. Upon examination I found it to be a fountain pen. Would like to read pipes from Doc Bailey, Al Nordquist, Leonard Meeks, Al Kleeman and Leo Cherrier. Almost all the towns in Texas are open. New Orleans is open, but it's hard to get money there. Birmingham is \$7.50 per quarter."

REPORTED . . . to be corralling dough in Birmingham are Mike McNicholas and Pearl Regal.

YOU BOYS AND GIRLS working stores should remember that some managements will stand for poor business and even loud talking. They will not, however, tolerate discourtesy to their customers.

DOC W. G. ROWE . . . is in Monroe, N. C., after splitting time at a stock sale in that sector recently with Doc Frank Hathcox, who is one of the features on Station WHKY, Hickory, N. C. Rowe says he'd like to read pipes from Doc Miller, Al Rice, Doc Bill Cochrane and Smiley Curry.

"BLEW INTO . . . the Hoosier Capital last week from St. Louis, but couldn't square a spot for my rad pitch, so will leave for Chicago,"

Read
PITCHDOM'S FUTURE
By PROF. JACK SCHARDING
in
THE BILLBOARD'S SPRING NUMBER
Dated March 28

pens Heck Bentley from Indianapolis. "Visited Hav-a-Laf Walker and Cozy's new house trailer here and Walker showed me plenty of new magic tricks for the pitch."

DOC WATSON . . . pens from Grand Rapids, Mich., that he saw Mr. and Mrs. Joe Shapiro working to large tips in the H. L. Green store there with Devine's Oil. Both are clean workers, Doc says.

Too Much Talk
By E. F. HANNAN

IN THE business of selling, the salesman quickly finds that it is impossible to tell who are likely prospects or where they are to be found. Experienced pitchers know that the least likely looking individual among the tip is more often than not the very one who finally hands up his piece of coin. Certain folks will gape and gaze, listen to the talk, even seem indifferent, until it looks as tho that's all there is to it. But then in a flash they have dug for the price and you've made a sale.

It is also as easy to overdo the sales-talk as it is to leave it undone. Many good lecturers can get up to the point of making the passout and then forget to complete the sale, forget, as they say in law, to consummate it. One of the best med lecturers I ever knew was afflicted in this way. His talk was clever and entertaining, but he had the bad habit of talking his prospect into the sale and then out of it. He was an ace lecturer, but a poor money-getter.

A young fellow who sold a candy lemon drop at Austin & Stone's Museum, Boston, in the old days couldn't seem to gross as many sales as the previous boy who had had the job, and he asked Professor Hutchins, old-time lecturer at the place, why he thought this was so. The professor said: "You waste too much time extolling the merits of your lemon drops. In other words, you talk too much!" The professor was a blunt man, but he put it all in those four words, "You talk too much."

Events for Two Weeks

- March 9-11
CALIF.—Pasadena. Flower Show, 12-15.
GA.—Macon. Fat Cattle Show, 9-10.
IA.—Des Moines. Sports & Travel Show, 7-15.
LA.—New Orleans. Spring Fiesta, 9-29.
MASS.—Boston. Gift Show, 9-13.
MICH.—Bay City. Builders' Show, 8-15.
Detroit. Sportsmen's Show, 7-15.
Grand Rapids. Home Builders' Expo., 9-14.
MINN.—St. Paul. Shrine Circus, 9-14.
MO.—St. Louis. Sportsmen's Show, 7-15.
N. Y.—New York. American Toy Fair, 9-21.
N. D.—Valley City. Winter Show, 9-14.
O.—Cincinnati. Dog Show, 14-15.
Cleveland. Food Show, 9-13.
Youngstown. Home Show, 7-14.
ORE.—Portland. Dog Show, 14-15.
PA.—Altoona. Shrine Circus, 12-14.
Harrisburg. Builders' Show, 9-14.

- March 16-21
CONN.—Hartford. Shrine Circus, 16-22.
FLA.—Sarasota. Flower Show, 17-18.
GA.—La Grange. Livestock Show, 16-17.
ILL.—Chicago. Nat'l Flower Show, 15-22.
LA.—New Orleans. Livestock Show, 18-19.
MASS.—Boston. Flower Show, 16-21.
MICH.—Saginaw. South School Circus, 20-21.
MO.—St. Louis. Dog Show, 21-22.
St. Louis. Flower & Garden Show, 14-23.
N. Y.—New York. Int'l Flower Show, 16-21.
Rochester. Shrine Circus, 16-21.
White Plains. Dog Show, 22.
O.—Youngstown. Dog Show, 21-22.
OKLA.—Enid. Livestock Show, 17-21.
PA.—Philadelphia. Flower Show, 16-21.
Reading. Home Show, 14-21.
TEX.—Houston. Dog Show, 23.
Mercedes. Livestock Show, 19-21.
WASH.—Seattle. Flower Show, 15-22.
WIS.—Milwaukee. Home Show, 14-21.

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Claude Ellis's

The Editor's Desk

CINCINNATI

DESPITE the shocks of conflict, some showmen evidently find it hard to convince themselves that this nation is at war. They act, talk and think as though we are still in a defense era. Many are of the opinion that it will all be over by the end of the season. The more analytical showmen have steered themselves for many emergencies.

FAVORABLE public opinion must be carefully cultivated by midway showmen this year. Long before there were any war or thoughts of war many townspeople had fixed opinions regarding carnivals, opinions that could not be changed, no matter how good and how clean a carnival might be. Conditions may now give ample opportunity for those fixed-opinionated knockers to drive deep the wedges of prejudice into the minds of those who have favored and aided carnivals in the past. More than ever this season it will be a manager's prime duty, even with increased labor problems, to know exactly who is traveling with his organization. All employees should be properly supplied with credentials, where indicated, or with selective service cards. Should one member be picked up for alleged subversive sentiments or for evading the draft, whether intentional or accidental, it will set the knockers off to a wonderful start in hammering midways as havens for wartime undesirables. Members of personnel should keep their Americanism to the fore, refrain from jests regarding the war that might be misconstrued and that if reaching the ears of the opinionated infinitesimal minority ever on the lookout to put collective amusement enterprises on the pan might give rise to a fifth-columnist hue and cry.

OFTEEN the name of a hotel in which an agent stays is more impressive with committees than the name of the show he represents.

IT HAS been a pleasant experience for Harry L. Fitton, manager of Midland Empire Fair, Billings, Mont., to delve into operations of fairs in 1916-18 during World War I. Supplied with data from *The Billboard* and other sources, he compiled some interesting figures showing the healthy gates and grandstands during the "Over There" period. "It was indeed surprising to learn that there were not more fairs discontinued during those years," he remarks. "Naturally, I feel that all forms of amusement should be continued, if possible, so that the public may follow its usual routine, not only in work but in play." W. R. Hirsch, secretary-manager State Fair of Louisiana, Shreveport, told him: "I recall that I was one of a committee of 10 appointed by the International Association of Fairs and Expositions to call on President Wilson regarding the operation of fairs. He highly favored fairs operating and referred us to Hon. Herbert Hoover, who was food administrator, who also sanctioned the operation of fairs. You may recall that one of the government's slogans at that time was, 'Food Will Win the War.'" J. Charles Yule, general manager Calgary (Alta.) Exhibition and Stampede, said: "In my mind it would be a great mistake to cancel your shows, remembering always that agriculture is the first line of defense. Here we are definitely going ahead to have a larger show if possible. Just now our people need the relaxation more than ever, and the first space reservation for 1942 was made by our Dominion government. I am positive that it will be in the best interests of all concerned to continue your shows." A. H. Lea, secretary-manager Multomah County Fair, Gresham, Ore., reminded: "You no doubt will recall the remarks at the IAFE convention in Chicago of the man from Washington representing the federal government who said, 'The officials at Washington are more anxious than ever that you continue your fairs this year. It will help the morale of the people.'"

IT HAS been asked, "What is the vital spot to seek in executing an elephant and what is the most humane method?" writes Doc Waddell. "In addition to what I personally know, I sought information from a well-known elephant man. In this case it was Harry P. Parkhurst Sr., retired and now living in Peru, Ind. So I give these four methods: Strangula-

tion by hanging or between two elephants, cyanide of potassium, drowning and shooting. The two vital spots to hit in shooting are brain and heart. The brain can be penetrated from front or side or behind an ear, the heart from the left side. Most humane method is use of a firing squad of three expert riflemen. For heart penetration the bull should be made fast to some strong object before the shot is taken. An elephant shot in the heart and not 'anchored' has been known to run from 60 to 80 yards and do damage after the organ had been penetrated."

WHEN writing weekly show letters press agents should not forget to mention former ride men, canvassers and other workmen and show people who visit. Their names and whereabouts are as interesting to a great many readers as those of big shots.

AGAIN taking over management of De Kalb County Fair, Auburn, Ind., is H. E. Hart ("15 years in the theater and my interests in the fair being from a standpoint of community interest"), who is a nephew of William F. (Bond Hill Bill) Hart, once famous pitcher for the Cincy Reds. . . . Co-operating directly with the concession intelligence department in the cookhouse, carnival majors, captains and slide-show professors continue to have better plans for winning the war. . . . What are some cookhouses going to do if there is a ban on canned goods? . . . "Going to the Ladies' Auxiliary meeting?" "No, this is my day to stay home and be put in the grease." . . . J. Mortimer Priorities,

character man, 1941-'42, played Rip Van Winkle, a five-month stand, in some winter quarters. . . . Proving that revenge is sweeter than love, a bally gal recently married a talker. . . . A glance at editors' wastebaskets has proved that the paper shortage could be eased by press agents who write fiction and not facts or news. . . . Winter quarters pastime: Trying to find the old iron that was thrown away last winter.

CORRAL

Rodeo in Prescott, Ariz. . . . Chief Swift Eagle booked his Indian Band with Hinkle's Texas Rangers' Rodeo. . . . Bob Anderson was named manager of Scot's Sunshine Rodeo at Tanforan Park, San Francisco. . . . Montana Meechie and His Cowboy Band troupe were playing theater dates in Kentucky, West Virginia and Ohio. . . . Bill Carr was managing the Wild West Show on Alamo Exposition Shows.

UNDER THE MARQUE

In theaters, Joe Short, midget clown, wants to form an all-midget regiment to fight Japs. Saginaw Showmen's Club is now an actuality. Norma Bennett is secretary and Larry Welsh, former steam calliope player, is temporary chairman. Met Ora Parks, J. D. Newman, Art Merkle, the McFarlands and Kate Lucky, of Cole Bros.' Circus; Viola Ails, Allen King, W. H. Woodcock, Snake King and others at Detroit show.

AL S. PITCAITHLEY writes from Beatrice, Neb.: "According to George Conlin's book *Ways of the Circus*, his brother, Pete, was on Jerry Mable Circus in 1857. He ran out of water for lemonade and grabbed a pull Fannie Jamison, a bareback rider, had just rinsed her pink tights in. It was called strawberry lemonade, the sales doubled, and from then on it was called red lemonade."

Nat Green's

The Crossroads

CHICAGO

A COPY of the 20th anniversary souvenir edition of the Pacific Coast Showmen's Association yearbook has come to our desk from a West Coast friend, and it's a revelation of the strength and progressiveness of the organization. It's a handsome book of 120 pages, leather bound, lettered in gold and with an embossed crouching tiger on the cover. Among the contents are a history of the association, articles by well-known outdoor showmen, more than 200 photos of PCSA members and of the auxiliary, along with much other interesting material. Those West Coast boys are on their toes.

Maybe the fact that the Midwest beauticians' convention was on at the Hotel Sherman the first half of last week didn't have anything to do with it; at any rate, there were more showmen around the Magic Carpet and in the famed Celtic Room than at any time since the December convention. Cutting it up at one of the tables was a group of auto racing notables that included Al Sweeney and John Sloan, impresarios; Sam Nunis, announcer, and three noted racing drivers, Emory Collins, Ted Horne and Joe Chitwood, along with Jack (Pyro) Duffield, Immaculate C. J. Sedlmayr, just in from the South, was the Beau Brummell of the lobby but always busy flitting from office to Showmen's League, Sunny Bernet, sporting a fresh haircut, was piloting his old show side kick, Bobby Henshaw, around. Ray (Scooter) Lusse, in from the East, was making the rounds with J. C. McCaffery, and others looking things over were John (Skyrider) Courtney, Sam Gluskin, Bill Chipman, Tommy Thomas, Bill Naylor and Nate Eagle. Even Al Rossman was lured away from the precincts of the League by the lobby activity. Johnny Lorman's description of lobby activities was a classic, but we can't reproduce it here.

THAT was Irving Ray, former treasurer of the Hennies Bros.' Shows and now in the army at Fort Sheridan, renewing acquaintances among the boys at the Sherman last week. At present Ray is a private first class, but expects to have officers' stripes soon. Frank Sweeney, who has been in Chicago all

winter, left for Cheyenne, Wyo., where his sister is ill. . . . A West Coast correspondent writes that heavy "dew" has been hampering the shows around L. A., but that biz is good when weather is favorable. . . . Mrs. R. W. Rogers, of Aurora, was in to see her daughter, Helene, and the latter's husband, Frank Hartzell, who were playing in Chi last week. Mrs. Rogers expects to return to the R-B show. . . . Nate Miller, in from Long Beach, Calif., renewing acquaintances around the League. . . . Al Martin, who could clip coupons and take life easy if he wanted to, isn't satisfied away from the lots, so he left last Tuesday (3) for L. A. to join the Russell Bros.' show, to handle reserved seat and concert tickets. . . . Art Briese called to Florida by the death of his mother-in-law. . . . Joe Donahue, Ringling traffic manager, left for New York early last week to arrange for the northward trek of the show. . . . Alfred F. Plath, veteran roller rink operator, of Brooklyn, has been looking over Chi rinks. . . . One of the best roller-skating acts we've caught lately is Gaynor and Ross, who are making patrons of the Bismarck Hotel's Walnut Room sit up and take notice. . . . Ray Anderson back from an extended selling trip thru Colorado, where he visited many amusement parks.

William Carsky made his radio debut last Thursday (5) when he and Walter F. Driver appeared on the Triangle Restaurant program on WCFL and plugged the Showmen's League spring party. Carsky gave some sidelights on the League and Driver recounted experiences with Buffalo Bill. Bridge games at the League were suspended "for the duration" to listen to the broadcast. . . . F. A. Boudinot is leaving this week for Peru, Ind., from where he and his advance crew will pilot a fleet of trucks to New York for the start of the Madison Square Garden RB campaign. . . . Jack Tavlin in from Sarasota and reports that there is plenty of activity at Ringling winter quarters. Tavlin has revised his Ringling program and all of the art work is being done by the famous Peter Arno, which leads one to believe it may have a whimsical, not to say Rabelaisian, touch.

N. O. BOW ON EASTER

(Continued from page 48)
previous seasons and has tentatively booked Jerry Wilson Troupe, now touring South America.
Prices will not be changed for all rides and most concessions, management being forced to raise a bit on food concessions due to increased cost of materials. Beach has for several seasons cut up its own Grade A beef for concessions and cost is mounting. There will again be a special rate for soldiers and sailors, thousands of whom are at near-by camps and recreation centers.
Manager Batt has returned from Hollywood, Fla., where he spent some time with his son, Harry Jr., who is attending school.
Gar Moore returns this year as publicity director.

AREA

(Continued from page 49)
prices have done to some parks but refrain from specific reference to them. It is said that only bankruptcy ever changes agricultural methods. Let us not have this said of the amusement parks. Set our houses in order now for the severe trial after the war should be the order of the day.
In attempting a new venture in building an amusement device it is quite essential to know whether all parts and material, as well as essential new tools, can be had before making the venture. Some small and seemingly insignificant items that can hold up all procedure may not be at all available and may stop all your further work for the duration.
With two hours of daylight saving we are going to get in a good long day without lights. The saving in electricity is going to be an enormous item to the park industry. Should blackouts come, they are not apt to last long at any one time, so we can get by and help tremendously in keeping up morale. Many parks are now considering every means by which they can do their bit for the war effort.

WITH THE ZOOS

(Continued from page 49)
of Youngstown College are being sent to Cleveland, where they will be placed, under care of Dr. Arthur Fuller, director of Cleveland Museum of Natural History and Cleveland Zoo. President Howard Jones says the college lacks proper facilities for the care of the birds bought as mascots. City officials are expected to co-operate with the city park commission in the spring to provide quarters for the birds in Crandall Park here.



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If you live in the Metropolitan Area, address the New York City Cancer Committee, 130 East 66th Street.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER
New York, New York

LETTER LIST

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Vallance, Walter
Vandelliner, LAWRENCE A.
VanderKoor, H. E.
VanZandt, Jolly
Van, Mrs. Dan
VARELLA, ARMAND
VARNER, GRANT
VARGENT, EUGENE
Vaughn, Mrs. Laura Jackie
Victoria & Frank
Victory Players
Vetrie, Thomas
Vierska, Mike J.
Vincent, Montino
Vital, Joe
VOGSTEAD, KENNETH
Waldron, Frank
Waligonski, Mrs. Lucille
Walker, Andy
Walker, Prof. H. W.
Walker, Mrs. Horace
WALKER, JAKE
Walker, Robt. B.
Walker, Sweetie
Walker, Prof. W. H.
Wallace, C. B.
WALLACE, CECIL EUGENE
Wallace, Gus
Wallace, Jerry
Walley, E. S.
WARD, GASIUS
Ward, Erma
Ward, Harry J.
Ward, Mrs. Josephine Wright
Ward, R. P.
Ware, Robt.
Warner, Eva M.
Warner, Mrs. Guy
Warner, Russ
Warren, Doc
Warren, Hugh O.
Warren, Johnnie
Bright Eyes
Warren, Robt. G.
Warren, S. B.
Warwick, Mrs. S. W.
Warwick, Stanley
WASHBURN, BERNARD CARL
WASHBURN JR., NELSON
Washington, B. J.

WILLIAMS, JOSEPH WARD
Williams, Mrs. Opchila
Williams, Mark
Williams, Ruth
Wills, Joe
Willson, O. H.
WILSON, ALFRED
WILSON, JONES
Wilson, Clifford
Wilson, Doris
Wilson, Duke
Wilson, Dutch
WILSON, FRED
WILSON, HARRY JNO.
Wilson, Loyd
Mickey
Wilson, Mrs. Max
Wilson, Robt. Blackie
Wilson, Shorty
WIMMER, ORMAN
RUDOLPH
Winkler, Carlton
Winchester, Mrs. Thy
Winters, Eddie
Winton, Mrs. Ellis
WIFE, ROBT. D.
Wisdom, Earl
Wise, B. H.
Wise, David
Wiseman, Lynn
Wolfe, Billy
Wolf, Verne
WOLLARD, ROBT. LEE
Wong, Jay
Woods, Mrs. E. E.
Woodward, E. O.
WOODARD, RAY
Woods, Mrs. Nell
Woods, L. S.
Woolley & Clauro
Woolsey, Floyd
Wosnick, Frank
WRENN, CLARENCE
BOARDMAN
Wright, Dick
Wright, Mrs. Henry
Wright, James
Wright, Virgil
WYATT, THOS. EARLE
Wyatt, Leo
Wyoming Duo
Yates, Tex
Yelvestar, Jimmy
Young, David A.
YOUNG, DONALD W.
YOUNG, J. FLOYD
Young, J. K.
Youngblood, Zeke
Zanger, Al
Zarlington, Mrs. Bonnie
Zarlington, Tinybelle
Zelber, Dave
ZIMINSKI, BERNARD A.
Zink, Percy
Zorina (Queen of Sun Bathers)
ZUCKER, MORTIMER
LUKAS, GEORGE
Mandino, Agnes
Marens, C. W. (Billy)
MASILEK, PHILIP
FRANCIS
McDonald, Robert E.
McIntyre, John F.
Miller, Richard R.
Moore, Donald
Murray, George
Neill Jr., David
Neville, James
O'Neill, Terry
Paine, Davis May
Petrovics, Fred J.
POLO, EDDIE
Richardson, Dan
ROMANO, ERNEST (DE TROTTO & MIMI)
Ross, Jack
Sandra
Sanna, John
Shepherd, N.
Simon, Al P.
Stimpkins, Louie
Smith, Henry
Smith, Lottie J.
Stuythe, Bill
Spurr, Jules
Student, Wm. (Bill)
Taylor, Margaret
Taylor, Margie
Teppo, Daisy
Thompson, Charles E.
Turner, Willard E.
URICH, GEORGE
Van De Mark, James
VANGI, VINCENZO
Vincent, Roy
Ward, George (Shorty)
Watkins, Juan & Juel
White, Helen
WILLIAMS, LEOPOLD
BUSTER
ZERA, JOSEPH J.
Zourary, Mario

BENDICK, JOHN C.
Bougeman, Mrs. Viola (Carlton)
RINGAMAN, CLARENCE PAUL
BLACKWELL, HUBERT
Boyles, Miss Bea
Buchanan, Crylon (Lamie) W.
Butler, Eddie
CARTER, THOMAS
Castle, Hubert
Chilton, J. J.
Cohenan, Mrs. Lena
Cortez, Dick (Flying Eagle)
Cronch, Delbert
Davis, Frank H.
Day, Darline
Dee, Mary
DOERING, HERBERT
HENDERSON
Spinks, H. G.
Southard, Ralph
Stanly, Frank & May
Stewart, H. A.
Stoddard, Doc
SUTTON, WILLIE
SWINTON, WILSON
SWINTON, ELDA RICHARD
Taynton, Robert
Terry, E. L.
Thomas, F. G.
Thompson, Miss Wanda
Wagner, Clarence
Ward, Bell Troupe
Wayne, Ann
Wilson, James H.
Woligorski, Mrs. Lucille
Woody, Arch
Martin, Terry
Miller, Carroll B.
Miller, Lelloy
Mitchell, Earl S.
Milmoen, E. N.
Morah, Ernest
Moore, Russco
Moylan, Roger E.
Naylor, John G. (Tex. Red)
Norman, Jewel
O'Bayard, Pat H.
O'Brien, Robt. L.
O'Connell, Thomas J.
O'Steen, J. L.
Obely, Lawrence
PARDIEU, JACQUE
PETTY, ROY BRADLEY
Poole, Bill
QUINN, DAN J.
Ray, Ralph (Ky)
REED, ALBERT
LAWRENCE
Reeves, Leon G.
REID, CLAYTON JOSEPH
Riley, Art (zipper trade)
Roberts, Bill
ROSE NEWBILL EUGENE
ROSS, Miss Marian
Saxcini, Joe
Saunders, Alex
Seratoneff, Williams
Sheets, Frank (Cowboy)
Shubb, Charles
SMITH, DAVID ANDREW
Spann, Virginia
SPRADLIN, WILLIAM W.
Stanley, J. B.
Stanley, Eddie
Steele, Paul
Steele, R. B.
STELL, EDGAR
STEPHENSON, RALPH T.
Stevens, Johnnie
Stuart, Tex
Summer, Benny
TERRELL, LEROY
Texas Tommy
Thomas, Mrs. Mildred
Thomas, Ray
Thompson, E. L.
THURMAN, ALBERT G.
Todd, Adam H.
Tucker, W. J.
TYLER, FINIS DAVID
VILLIE, GORDON
Voris, Elmer F.
Vreeland, Robert
Wardlock, Marvin (Dutch)
Washburn, Nelson J.
Waters, Mrs. J. A.
Watts, Ira M.
Webber, M. H.
Wells, Dehao
Wells, Earl
Williams, Barney
WILLIAM MAX
Whippel, Miss Rosina

McARTS, Harry
McKay, Lee
McRIDDIE, JASPER
MATHISON, CHARLES ALLEN
Metropolitan
Nethaway, Lulu
O'Connell, Thomas (Sunshine)
Orton, Miss Ira
Osborne, S. P.
Page, Paul Edward
Park, Clinton Coral
Pardleton, C. T.
Peppers, Billie
Puscharsky, Mrs. Clara
Putter, Henry P.
Potts, W. W.
Robinson, Ralph
Rogers, Brownie
Ross, Benny
SALYER, HENDERSON
Spinks, H. G.
Southard, Ralph
Stanly, Frank & May
Stewart, H. A.
Stoddard, Doc
SUTTON, WILLIE
SWINTON, WILSON
SWINTON, ELDA RICHARD
Taynton, Robert
Terry, E. L.
Thomas, F. G.
Thompson, Miss Wanda
Wagner, Clarence
Ward, Bell Troupe
Wayne, Ann
Wilson, James H.
Woligorski, Mrs. Lucille
Woody, Arch
Haud, Mrs. Bessie, McCoy, T. F., 5c
200 Miller, B. E., 5c
ADAMS, HOWELL
EUGENE
Aldrich, Dee
Anderson, Bob
Anderson, Margie
Anderson, Blondie
ANGELL, HOWARD
WILLIS
BACKENSTO, ALDEN R.
Bacon, Miss Phil
Baer, John
Ballard, Jack
Baldwin, Billie
Baron, Miss Phyllis
Barra, Miss Alba
Beal, Forrest
Bills, E. F.
Roydston, Mrs. A. L.
Brooks, Johnny
Bryer, Harry
Bryer, Mrs. Lillian
BURCILL, CLAYTON V.
Burns, Mrs. R. A.
Burns, Retta & R. A.
Butcher, G. J.
CATHERWOOD, GEORGE
SAMMIE
Cawthorne, Will
CHASTAIN, WALTER
CHARLES
Clayvonne, Mrs. James
Clark, I. J.
Coke, Buford
Cooper, Eli
Daniels, Oss
Davis, Clyde
Dickerson, Harry G.
DIXON, JACK CLAUD
Duffy, Roy
DUNN, JEFF
Dunn, Mrs. Oleta
Dwinnello, George
Dyre, Tony
Ellis, Rose Madam
English, Betty
Farnell, Jimmy
Fisher, A. H.
Forrest, James
Frey, Mrs. Toy
FRID, ROLAND EDWARD
Gable, Earl E.
Gerlach, Roy (Duke)
Gouyer, Marlen A.
Gordon, Sam
HALL, THOMAS EDWARD
Hanna, Jimmie
HANNON, DANIEL ROSS
HARRIS, DONALD CURTISS
Harris, Melvin
Harris, W. R.
Hogan, Wm. J.
Hook, Eddie
Hopper, Harry H.
Howe, Rex
Hunt, Walter F.
Kelly, Edith
Khan, Ramon AH
Knapp, Glyn
Knecht, Richard J.
Kortcs, Marie
Kreus, E. H.
Kyle, Miss Boo
LaBarbe, Babe
Lane, G. E.
LIDWIN, WALTER
LUCAS, EARL
McCoy, Mrs. Betty
McGregor, H. G.
Manley, Louis
Marquette, Alfred

RB ACTS AT BENEFIT
(Continued from page 42)
largest numbers of cats ever worked in one ring.
Remainder of program follows: Bell Wagon; swinging ladder, Theo Nelson; gaited horses and jumps, Bobbie War-riner, Tommy Cropper, Estelle Butler, Mack Steele, Bobbie Steele, Andrea Gal-lagher; unicycle and juggling, Jimmy Walthier; clowns, Lou Jacobs, Paul Jerome, Chesty Mortier; ponies, Andrea Gallagher; bareback, Lucio Cristiana; balancing ladders, Canestrella Troupe; trapeze, Walthier Troupe; elephants, Walter McClain; high wire, Wallenda Troupe.
Dick Burns, porter boss, reports that his crew is ready for the road. Hughie Hart, who has been in charge of the front gate all season, required four as-sistants to handle the crowds Sunday.
Under the big top George Balanchine and John Murray Anderson continue to whip the aerial and elephant ballet into shape. They have some 60 girls working six hours every day.
In the tent left the new big top is rapidly taking shape and will follow the same color scheme as last year. Recent winds have been tearing last year's top pretty badly.
Dr. G. Y. Henderson, show vet, re-ported that all performing stock is in exceptionally fine shape. Trains are almost ready for the run to Madison Square Garden.

MOTOR CITY SHOWS

Opening April 23 at Richmond, Indiana; Anderson, New Castle, Muncie and Ft. Wayne to follow.
Want Octopus, Chairplane, neatly framed Pony Ride, Kiddie Rides except Autos or any Ride not conflicting. Shows with or without outfits. Will finance any worth-while attraction. Will furnish complete 10-1 to party with attractions. Place Motor Dromo, Expose, Snakes, Unborn, Girl Grind Show, Illusion, Fun House, Glass House and others. Concessions: Wheels, Coupon Stores, Diggers, Custard, Palmistry, Hoopla, Scales, Fish Pond, Ball Games and others except Bingo, Penny Arcade, Popcorn, L. R. Gallery and Cook House. We contemplate on playing daily matinees, as we play defense towns only. OUR FAIRS START IN JULY. Want Foreman for Tilt and Rolloplane, also Second Men for all Rides. Place Sound Truck, Builder and Painter, Mechanic and Electrician (Leon Elliot, write). We are going to play some lots in Indianapolis starting April 1st, those desiring can join at Indianapolis.
Address: VIC HORWITZ, Lincoln Hotel, Indianapolis, Indiana.

HELLER'S ACME SHOWS

Open April 11—Three Saturdays and Two Sundays
BIGGEST DEFENSE AREA IN THE UNITED STATES
Want Cook House. Will give double the amount in meal tickets than I ask for rent. Want Help on my own eight Rides, Whip, Chair-o-Plane, Loop-o-Plane and 1942 Spitfire, Merry-Go-Round, Kiddie Rides, Ferris Wheels. Those driving trucks given preference. Top salary to all. Good proposition to Penny Arcade. Winter quarters now open. Come on. Want Talkers, Grinders on Shows; Canvas Man. Harvey Potts wants Talker for Posing Show, also Girls. Address him 808 Duke Street, Norfolk, Va. Morris Hanam, can place your Diggers and Pace Machines, Roll-o-Plane and Octopus. Will buy Monkeys. Want good Talker for Monkey Show. Carl Nyden, organ expert repairing and tuning done here. All address:
WINTERQUARTERS, GENERAL DELIVERY, CAMPGAW, N. J. Telephone: Wyckoff 421. P.S.: Going to West Coast with 28 ft. Trailer empty. What have you to go?

Greater United Shows

WANT Side Show, Girl Revue or Hawaiian Show, Organized Minstrel Show, Octopus and Rolloplane. Can place Merry-Go-Round Foreman, also General Agent. Ed Bruer, wire. Have Duo Loopoplans for sale. Long season of forty weeks. Wire J. GEORGE LOOS, DEL RIO, TEXAS.

WANTED SHOWS, RIDES AND CONCESSIONS

Of all kind for Florida's two best spring fairs: Wauchula, Week of April 6; Sanford, Week of April 13.
All communications to JOHN B. DAVIS, MGR. SOUTHERN STATES SHOWS
Route 3, Box 868H, Tampa, Fla., or Postal or Western Union, Tampa.

Fitzie Brown Can Place

Coupon Men, Roll Down, Blower, Pan Game, Rat Game, Bingo Help. Can place good Cook, Waiters and Griddle Man. Cook House Help, reply to DAVE TOLLIN. Show opens March 28. Address: Care of Great Lakes Expo Shows, Box 508, Sheffield, Ala.

Call --- BLUE RIBBON SHOWS --- Call

OPENING MARCH 18 IN ATLANTA, GEORGIA
WITH COLUMBUS TO FOLLOW—CATCHING FT. BENNING'S MILLION-DOLLAR PAY DAY. Will place Roll-o-Plane, Spitfire and Fun House. Want Manager for Boat Peep Show. Babe LeBarlo wants Talker and Lecturer for Life Show. Geo. Harris wants Minstrel Show People and Musicians. H. Hansen wants Girls for Girl Show. Want to join immediately—Truck Mechanic, Pictorial Painter (Whitmore, write). Buster and Walter or Boomerang Foreman and other Ride Help that can drive semis. Will book Cook House (privilege in tickets), Diggers, Frozen Custard, Palmistry, Scales, Novelties and few other Concessions. Oliver Eddy, can place your Rides and Cook House. Con Oun-ningham, answer. All people contracted report to Fair Grounds, Atlanta; others write to JOE J. FONTANA, BOX 894, ATLANTA, GA.
P.S.: Have for sale a complete Cookhouse and Truck. Will book on show or will consider manager to operate same.

MAIL ON HAND AT CHICAGO OFFICE
12th Floor Ashland Bldg., 155 No. Clark St.,
Arlen, Bea
Ballantine, Mrs. Carl

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
ALBANESE, Alice
ALLEN, JAMES
Arms, Bill
Austin, Lola
Barnett, George
Barrett, Ann
Bernstein, Murray
Blaine, Mary
Blaise, Fanny
Boud, Sal
Booth, Nina
Bradley, Phillip
Bronner, Helen
Burnell, Mario
Burnette, Edna C.
Cannon, Frank G.
Caro, Steve
Carroll, Dave
Chandler, Thelma
Chrysler, Max
Claire, Wm.
Coote, Betty
Constello, Jerry
Constello, Marie
Cowan, Tam & Verna
Cunningham, Kay
Daley, Joe
Davis, George
DeWolf, Elsie
DE NAPOLI, MICHAEL A.
Dean, Louis H.
Delasio, Pete
ESTROWITZ, THEODORE
Fournier, Joseph A.
Gerard, Barney
Gilbert, Hiram
Gordon, Bill
GUTHRIE, JOHN J.
Holby, Beatrice
Honey, Alf
Jagger, Jimmie
Keboe, Lawrence
Kelly, Rose
King, John
KING, ROBERT M.
LaMarr, Jackie
LaRose, Rose
LAND, CHARLES
Leonard, Beatrice
Lewis, Buddy
Lins, Mae Emma
Linton, Alex
Lloyd, J. W.
Loy, Jean

Lowville Fair Inks Strong Talent Fare

LOWVILLE, N. Y., March 7.—Directors of Lewis County Fair yesterday announced the signing of a strong array of attractions for the 121st annual here. Lucky Teter's Hell Drivers will be featured on Thrill Day and midway contract has been awarded to King Reid Shows, which will be making their first local appearance.

As in the past, George A. Hamid, Inc., will provide the grandstand features and the nightly revue. Joe Basile's Madison Square Band has been contracted, and a public wedding, firemen's parade and night baseball are also scheduled.

ROUTES

(Continued from page 19)

Woodd, Napua (Lexington) NYC, 1.
Woods, Johnny (Orpheum) Omaha, 1.
Wysc, Ross (Diamond Horseshoe) NYC, nc.

Y

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Arthur's American; Inglewood, Calif., 9-15; Huntington Park 16-22.
Bill-Joy; Blakely, Ga.
Buckeye State; Laurel, Miss.; Biloxi 16-21. Convention: Batesburg, S. C.
Crafts 20 Big; Imperial, Calif., 9-15; San Diego 19-29.
Empire Am. Co.; McAllen, Tex., 12-22.
Endy Bros.; (Fair) West Palm Beach, Fla.
Four Star; Shreveport, La., 15-21.
Golden Arrow; Mount Ida, Ark.
Greater United; Del Rio, Tex.
Hall Bros.; Hot Springs, Ark.
Hames, Bill; Fort Worth, Tex., 12-22.
Heth, F. R.; Augusta, Ga., 9-28.
Heth, L. J.; North Birmingham, Ala., 14-21.
Hughes & Gentsch; Biloxi, Miss.
Ideal Expo.; Salisbury, N. C.
Liberty United; Columbia, S. C.
Marks; Florence, S. C.
Orange State; Orlando, Fla.; Sumter, S. C., 16-21.
Palmetto State; St. George, S. C.
Patrick's Greater; Visalia, Calif.; Paso Robles 16-22.
Prel's World's Fair; Lumberton, N. C.
Reynolds & Wells; Texarkana, Tex., 13-21.
Rogers United; Charleston, S. C., 11-21.
Scottie's Attrs.; Karnack, Tex.
Shugart, Doc; Paris, Tex., 9-21.
Standard Am.; Rochelle, Ga.
Tassell, Barney; Lake Worth, Fla., 9-21.
Tower Am.; Goldville, S. C.
Ward, John R.; Baton Rouge, La.
World of Fun; Bath, S. C.; Graniteville 16-21.
World of Today; Waco, Tex., 14-21.
Wright's United; Lando, S. C.
Zeiger, C. P., United; Phoenix, Ariz., 14-22.

CIRCUS

Cole, James M.; Highland Falls, N. Y., 10;
Croton-on-Hudson 11; Mahopac 12; Mamaroneck 13; Nyack 14; Ellenville 16; Windsor 17; Harpursville 18; Delhi 19; Bainbridge 20; Morris 21.
Davenport, Orrin; St. Paul, Minn., 9-15.
Hamid-Morton; Altoona, Pa., 12-14; Rochester, N. Y., 16-21.

MISCELLANEOUS

Birch, Magician; Victoria, Tex., 11; Smithville 12; Georgetown 13; Navasota 16; Brenham 17; Rockdale 18; Cameron 19.
Campbell, Loring, Magician; Ardmore, Pa., 11; Milford, N. J., 12; Lansford, Pa., 13; E. Greenville 16; Belvidere, N. J., 17; Minersville, Pa., 18.
Green, Magician; Lethbridge, Alta., Can., 9-14; Cardston 16-18; Raymond 19-21.
Henry, Art & Marie (Circus in Auditorium) Atlanta, Ga., 10-15.
Lady Crystal, Mentalist (Chez Ami Club) Meadville, Pa., 9-15.
Miller's, Irvin C., Brown Skin Models (Frolie) Birmingham, Ala., 11-12; (Palace) Ensley 13-14; (Douglass) Macon, Ga., 15-17; (Top Hat) Atlanta 18.
Myres Entertainers; Elk City, Kan., 9-14.
Neff, Magician, & Wonder Workers; Trenton, N. J., 11; Westtown 12; Philadelphia, Pa., 13; Bordentown, N. J., 14.
Ritton's Dogs (school show); Cornelia, Ga., until April 15.
Slout, L. Verne, Theater Workshop; Holcomb, Mo., 11; Ironton 12; St. Louis 13; Washington 14.
Virgil, Magician; Willacoochee, Ga., 11; Blackshear 12; Jessup 16; Vidalia 17; Millen 18; Augusta 19-20.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Byrne, Bobby, Ork. (Ritz Ballroom) Bridgeport, Conn., 15.
Dantel, B. A., Magician; Springfield, Ill., 10-11; Decatur 12; Niantic 13.
DeGlo, Harry, Magician; Marysville, O., 9-14.
Delahanty Sisters (Cowshed) Cleveland 9-14.
Dixiana Tent Show; Bonneau, S. C., 9-14.
Don & Cassandra (509 Club) Detroit 9-14.
Fern, Pearl, & Eddle (White House Inn) Warren, Pa., 9-14; (Night Owl Club) Canton, O., 16-21.
Gardner, Grant (Oakland) Pontiac, Mich., 11-14; Flint 15-18.
Overman, Wally (Merrel Bar) South Bend, Ind., 9-14.
Roberts, Jack & Renee (Turners Club) Rochester, N. Y., 9-14.

BIZ UNDER ONE ROOF

(Continued from page 3)

the organization is prepared to work out a program "to get the combined thought of the best minds" in fairdom to achieve "victory and aid in the national defense." He gave credit to the Amusement Congress "for causing this meeting of ours."

Morning assembly was thrown open to a selected number of showmen, including Carl J. Sedlmayr, head of Royal American Shows, president of the Showmen's League of America and chairman of the OAC; George A. Hamid, of George A. Hamid, Inc., who appeared in the role of president of the New Jersey State Fair, Trenton; M. H. Barnes, Barnes-Carruthers Fair Booking Association; John Sloan, Racing Corporation of America; Frank P. Duffield, Thearle - Duffield Fireworks Company, and others. This technique hinted at a working affiliation of the IAFE with the show branches during the emergency and in this connection it was apparent from the discussions that the outdoor show business in its entirety, including fairs, would be placed under one roof for a solution of common problems and co-operation with the government in the war effort.

Government Relations

About 30 members of leading fairs filed in for the opening inning in the Sherman's Grey Room, which was laid out in a tabled square formation with overflow in back of the room. One of the first to be called on by President DePue was Charles A. Somma, Richmond, Va., chairman IAFE Government Relations Committee. Somma said he had been in Washington on Wednesday (4) to attempt to obtain a \$10,000 additional appropriation for government exhibits at fairs, declared that the committee had no thought of reviving the fight on the federal admission tax in view of the war, lauded the "go-ahead" telegram from Secretary of Agriculture Wickard and toyed with the possibility of electric rationing. Several delegates, including Ralph T. Hemphill, Oklahoma City, said their associations were engaged in court action relating to Social Security arrears. Somma said his fair has a trial scheduled for March 20 or April 20 and that the Virginia Association of Fairs would oppose the levy.

Discuss Attractions

Carl Sedlmayr predicted that gate attendance would drop but that individual spending would increase. M. H. Barnes said that his booking office is going ahead with its schedules and that "if we can't get baggage cars we'll take box cars." George A. Hamid spoke of his legislative connections.

A. R. Corey, former secretary of Iowa State Fair and now associated with the Amusement Congress as executive vice-president with Washington officials in 1917 and said "this war is going to be won in the air." Corey, secretary of the International Motor Contest Association, felt it would be "disastrous" if auto racing were eliminated, recommended short dash races instead of distance driving for this year and predicted that small fairs would benefit from tire rationing. John Sloan scored the AAA for announcing withdrawal of sanction. "The Three A's decided to 'play hero' and waved the checkered flag because they have very few races on schedule," he said.

"This year the people will come to be entertained and not instructed," said Lieutenant Governor Samuel S. Lewis of Pennsylvania, president of the York Fair, "and York is going ahead on that basis." Douglas K. Baldwin, Alabama State Fair, wondered about the public reaction to auto racing and said pre-fair dates will test it.

A special type of powder not needed in defense is used in fireworks displays,

said Frank P. Duffield, and, altho there will be a shortage of some chemicals and metals, the pyro shows will go on. The last war produced his company's best business, he declared.

Federal Exhibit

Washington was represented by the familiar and popular Joseph W. Hiscox, chief of the office of exhibits, Department of Agriculture, whose agency has been transferred to the Office of Information. He said that there is developing a "very favorable feeling" for fair exhibits in the aggie department, but held out little hope for more than a \$70,000 appropriation. C. H. Harnden, Saginaw, Mich., urged that fairs fill their empty spaces with government displays.

Toward the close of the morning stanza President DePue said that fairs "should not ask too much from Washington during this emergency."

Irish Horan, executive director of the Amusement Congress, was granted the floor in the afternoon to present a review of the work of the OAC and his field trips to Washington. "The Office of Civilian Defense," he said, "is very important in the war picture, and the local directors will expect co-operation from our business. Fairs and carnivals should set up a program co-ordinating their activities with local OGD offices. As to priorities, we should not expect to obtain new materials, but repair and maintenance items will probably be forthcoming, altho it will take time to secure them. Let's pull together. This is everybody's war."

"Bigger and Better"

A. R. Hodge, secretary National Association of Amusement Parks, Pools and Beaches, defined new machines, rides, etc., as being replacements "in reality." Ralph Hemphill, referring to prizes, pushed for food exhibits "which can be produced with substitutes" and said that the IAFE should make a study of what can be used that the government does not need to win the war. "Let's show the government what we can do. We have a tremendous responsibility and can perform invaluable service. I am in favor of a committee to go to Washington to offer our services—and don't let us ask for anything." Raymond A. Lee, Minnesota State Fair, said his association is for the admission tax and for the government's handling of the war strategy, right or wrong. "To use a slogan from the showmen, we in Minnesota are committed to a bigger and better exposition than ever before," he declared. At this point Charles A. Nash, Springfield, Mass., made the statement that "we are going to have a show unless 'Uncle' tells us not."

Fairs and the War

W. R. (Bill) Hirsch, Shreveport, La., said his fair is in the process of constructing two new buildings and that "we're all in the same boat and must pull with the same stroke." Roy Rupard, Dallas, Tex., said Texas State Fair was closed in 1918 but came back the next year with big returns. "Our grounds are available at any time to help the war effort," Rupard said. In this he was backed up with eloquence by Harry L. Seay, Dallas president, who entered a strong plea for support of Washington.

George A. Hamid cited the experience of Central Canada Exhibition, Ottawa, which was shelved in 1940 but staged the fair last year completely under canvas with tremendous effectiveness at the gates and inside. He also pointed to the Canadian National Exhibition and its unrivaled popularity during the three seasons of war. Other comments were by A. W. Kalbus, Wisconsin State Fair, who said, "Milwaukee is going right ahead with its program;" E. S. Estel, Dairy Cattle Congress, Waterloo, Ia., who discussed the farm machinery exhibit problem; Paul Smith, New York State Fair, who advocated that empty commercial space be turned into service exhibits and moved that the IAFE approach the Farm Machinery Institute for an exhibit. This was passed; D. K. Baldwin, Birmingham, who said that State and natural resources exhibits could compensate for the loss of commercial space thru the publicity values gained; S. S. Lewis, York, Pa., who spoke of defense displays; Irish Horan, who said that the War Department is contemplating a show that might become available to fairs thru contact-

ing Major Hart, Munitions Building, Washington.

"Service to U. S."

President DePue set up a committee to look into features of commercial space and named Roy Rupard, Raymond A. Lee and L. B. Cunningham, Iowa State Fair, to the group. Joseph W. Hiscox was made an honorary member of the International.

On motion of Ralph T. Hemphill the body passed a resolution that "everything be done to carry on as in the past and to offer our utmost co-operation and services to the government to assist in the winning of the war."

Registration

Charles A. Somma, Virginia State Fair, Richmond; Paul Smith, New York State Fair, Syracuse; Charles A. Nash, Eastern States Exposition, Springfield, Mass.; Harold F. DePue, Grand National Livestock Exposition, San Francisco; S. M. Mitchell, Kansas State Fair, Hutchinson; John F. White, Sioux Empire Fair, Sioux Falls, S. D.; Olive R. Lane, Kansas Free Fair, Topeka; Guy Cantwell, Indiana State Fair, Indianapolis; Samuel S. Lewis, York Interstate Fair, York, Pa.; Raymond A. Lee, Minnesota State Fair, St. Paul; E. S. Estel, Dairy Cattle Congress, Waterloo, Ia.; A. W. Kalbus, Wisconsin State Fair, Milwaukee; A. R. Corey, International Motor Contest Association, Des Moines; Ralph T. Hemphill, Oklahoma State Fair, Oklahoma City; W. R. Hirsch, Louisiana State Fair, Shreveport; Roy Rupard, State Fair of Texas, Dallas; A. B. Davis, Panhandle South Plains Fair, Lubbock, Tex.; D. K. Baldwin, Alabama State Fair, Birmingham; G. B. Boyd, Ozark Empire District Fair, Springfield, Mo.; James F. Malone, Wisconsin Association of Fairs, Beaver Dam; William V. (Jake) Ward, Illinois State Fair, Springfield; L. B. Cunningham, Iowa State Fair, Des Moines; E. W. Williams, Fair Managers' Association of Iowa, Manchester; Clarence H. Harnden, Saginaw Fair, Saginaw, Mich.; J. H. Peterson, Clay County Fair, Spencer, Ia.; Harry L. Seay, State Fair of Texas; Julius Cahn, Kewaunee County Fair, Luxemburg, Wis.; George A. Hamid, New Jersey State Fair, Trenton; F. H. Kingman, Brockton Fair, Brockton, Mass.

M. H. Barnes, Barnes & Carruthers Fair Booking Association, Chicago; Carl J. Sedlmayr, Amusement Corporation of America, Chicago; Sam Levy, Barnes & Carruthers; Frank P. Duffield and Ray Anderson, Thearle - Duffield Fireworks Company, Chicago; Irish Horan, Jimmie Lynch Death Dodgers, New York; John A. Sloan, Racing Corporation of America, Chicago; Flash Williams, Flash Williams's Thrill Drivers, Chicago; Ted Eichelhoefer, Regalia Manufacturing Company, Rock Island, Ill.; Robert Terry, The Western Horseman, Indianapolis; Leonard Traube, The Billboard, New York.

CHANGES IN PLATFORM

(Continued from page 3)

first time here this morning, set up elaborate divisions and committees and created a new office, that of executive vice-president, to be a clearing house for all information and for missionary functions. Chosen unanimously for the new post was A. R. Corey, veteran former secretary of Iowa State Fair and a former president of the International Association of Fairs and Expositions, which completed its business yesterday. Corey's selection drew the acclaim of fair officials and showmen alike, as he is highly regarded in all quarters of the nation's show business. Office of field representative was altered in language to that of executive director, this niche being held by J. P. (Irish) Horan, who led the movement to launch the congress.

The Tampa platform, represented by 10 vital objectives to guide the congress, was passed by the executive body after three readings with slight changes. Chairman Sedlmayr's office was made permanent and his designation changed to that of president, with several names being added to the council to permit wider representation in the light of recent developments. Frank H. Kingman, Brockton, Mass., secretary of the IAFE, was elected permanent secretary of the congress, having been in an acting capacity until now.

Councilmen Meet

Council met in the Grey Room vacated by the IAFE the day before and in an atmosphere fraught with both ex-

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pectancy and curiosity proceeded to get on with its double-barreled program. Members present of the 22 councilmen were A. W. Kalbus, Wisconsin State Fair, representing Ralph E. Ammon, fair and aggie department chief; Charles A. Somma, Virginia State Fair; Lieutenant Governor Samuel D. Lewis, York, Pa.; J. C. McCaffery, Amusement Corporation of America; Sam J. Levy, Barnes-Carruthers; Frank P. Duffield, Thearle-Duffield; W. R. Hirsch, Louisiana State Fair; Raymond A. Lee, Minnesota State Fair; Frank H. Kingman, Brockton, Mass.; Irish Horan, executive director; Carl J. Sedlmayr, president; Ralph T. Hemphill, Oklahoma State Fair; Charles A. Nash, Eastern States Exposition, and Richard F. Lusse, Forest Park, Chalfont, Pa. Absent were W. C. Fleming, James E. Strates Shows, who wired information that important business had detained him in Washington; Elwood A. Hughes, Canadian National Exhibition, also reported in Washington; Maurice W. Jencks, Kansas Free Fair, who sent his representative, C. R. Lane; Art Lewis, Art Lewis Shows, occupied in Norfolk, Va.; John Ringling North, Ringling Bros. and Barnum & Bailey Circus, who wrote Chairman Sedlmayr that he was forced to stand by in Sarasota, Fla., but pledged his co-operation; Denny Pugh, World of Today Shows, and P. T. Strieder, Florida State Fair, who authorized Sedlmayr to carry out his wishes; William V. Ward, Illinois State Fair, hurried back to Springfield the night previous on a government matter but reported for the afternoon session of the Congress.

Invited to sit in on the discussions were A. R. Corey, Des Moines, who was informed of his election to the important post of executive vice-president; Claude R. Ellis, editor of *The Billboard*; Douglas K. Baldwin, Alabama State Fair, and Leonard Traube, of *The Billboard's* New York office, described by Chairman Sedlmayr as "the man who conceived the Congress."

Horan and WPB

Irish Horan provided the keynote as he did at Tampa. He said that the authorized agency in the War Production Board "likes the initiative shown by the amusement industry thru formation of this Outdoor Congress." Horan had come from Washington, where he had discussed vital subjects on Monday (2) with A. Julian Brylawski, WPB executive, and others. He said he was not at liberty to disclose certain phases of his conversations but would do so at the appropriate time and when the War Board permits.

Adopt Objectives

Frank Kingman, secretary, soft-spoken, hard-driving pioneer of the OAC movement, said that the principal subject before the body was to adopt the objectives passed in Tampa for consideration by the executive council. The first seven statements in the platform were passed without change. The phrase, "and would not embarrass or impede the war effort" was added to objective 8 which reads, "to attempt whenever and wherever possible to gain decisions to the advantage of our industry, providing that such attempts are held to affect or embrace the great majority of the component parts of our industry." "In the judgment of this Congress" was stricken out and "such other" changed to "all" in objective 9, which formerly read, "to work with such other organizations in our industry which in the judgment of this Congress will make for a more solid foundation in the achievement of our aims, already designated or to be designated."

Create Posts

Sam Lewis moved and Charles Nash seconded that the officers named at Tampa be made permanent; Kingman moved and Duffield seconded that chairman be hereafter known as president; Lewis moved and Nash seconded that executive council named in Tampa stand as is with such additions and changes as the president feels necessary. This left the way open for the naming of three more to the council. They were Douglas K. Baldwin, Alabama State Fair; Ray W. Rogers, Wallace Bros. Circus, and S. T. Jessup, U. S. Tent & Awning Company. Nash nominated and Lewis seconded Frank Kingman as permanent secretary. Kingman recommended creation of the office of executive vice-president, and Arthur Corey was nominated by Frank Duffield and seconded by J. C. McCaffery. Raymond Lee motioned and Duffield sec-

onded change of field representative to executive director (Horan) and all motions were adopted unanimously following lengthy discussion.

Horan read a letter from E. W. Evans, president of *The Billboard*, offering the services of Leonard Traube "for any work in connection with the OAC, and I feel positive that he is just as anxious as you and other members of the executive council are to have the organization serve the outdoor amusement fields as efficiently as possible during the present crisis." The letter stated that Traube can devote as much time "as he can consistently spare" and noted the intention of this publication to furnish advertising space gratis to the Congress for messages to the various branches of the amusement industry. The council voted an expression of appreciation and acceptance of the services offered.

"A United Effort"

President Sedlmayr opened the afternoon session by describing the history of the organization and urged pledges of support from the field. Seated with him were Secretary Kingman, Executive Director Horan and Executive Vice-President Corey. Kingman reviewed the work of the council of that morning and introduced Horan, whose opening remarks were "this, March 7, is exactly three months after the treacherous attack on Pearl Harbor." He said:

"We are in this movement because it represents a united effort necessary to our government and necessary to ourselves as members of an important industry. The Outdoor Amusement Congress has a very definite justification in the present emergency and, to take a leaf from President Roosevelt's recent speech, we will not and must not tolerate crackpots and rumor-mongers. Our functions have been and will probably continue to be for a little while at least on a trial and error basis. The resourcefulness of our industry should be devoted to the interests of our beloved country, and we ask your support and co-operation."

Response From Field

Frank Duffield said: "The OAC acts as a clearing house for the entire industry."

Douglas Baldwin: "We are encouraged by what Irish had told us of his conversations in Washington."

R. F. Lusse: "The NAAPPB is willing to co-operate in any way possible to make this Congress a success."

Ralph Hemphill: "I think we are on the right track and you can count on me 100 per cent."

J. C. McCaffery: "A local Red Cross campaign is being worked out nationally thru the Showmen's League of America and the attention of the OAC is invited to this work."

At this point the chair called on George A. Hamid, who delivered an attack on the Congress, which he accused of lacking a definite program and scored it on the theory that it conflicts with existing committees in the business.

Hamid was followed in rapid succession by:

Sam Levy: "Let's answer it."

McCaffery: "We're going ahead with this Congress."

Ray W. Rogers: "Let's forget personal things and combine as a whole, not as individuals. Small circuses are ready to co-operate with the OAC."

W. R. Hirsch: "The OAC is most timely and we owe a vote of thanks to those who brought the idea to us."

C. H. Harnden: "The Saginaw Fair is ready to buy \$2,500 in Defense Bonds and would like to do it thru the Congress."

Ray Lee: "For the record, the Minnesota State Fair is interested in the successful prosecution of the war and in carrying on the fair. I'm going back to my board members and will tell them of the splendid work of this organization."

A. R. Hodge: "We in the NAAPPB are for anything that's progressive."

George Johnson: "Tent men are ready to help the OAC."

Charles Nash: "My board will be told about the IAFE and OAC meetings as I have never told them before. There is sincerity on the part of fairs in connection with a movement of this kind, the Congress. I am sure the board will say 'we're for it 100 per cent.'"

\$5,000 Defense Bonds

Mike Barnes: "In this crisis I am heartily in accord with the program formulated at Tampa and here. We endorse

Correction!

The box on page 3, headed "Minn. and World War I," gives the figures on the Minnesota State Fair. The wording "Black Fork" in the second paragraph was inadvertently inserted due to an error in wire transmission. The "Receipts" mentioned in the box have reference to the gate receipts.

it. It's a wonderful thing. My office will double Mr. Harnden's bond purchase, and put us down for \$5,000. My organization is behind this Congress."

Pat Purcell: "My company will co-operate as wholeheartedly as possible."

John Lorman: "The OAC is the proper thing and we have acted wisely."

John Sloan: "Uncertainty exists in our business. We need a committee to go to Washington with a basic program provided by a collective scheme. If we think we have any future in this business, let's eliminate uncertainty."

Appoint Committees

The open meeting ended at around 5 o'clock and immediately thereafter the executive session went into session again. Frank Duffield was named chairman of a newly created ways and means committee with power to pick his personnel. His selections were: R. W. Rogers, Sam Levy, Ralph E. Ammon, Richard F. Lusse, Art Lewis, Denny Pugh and Raymond Lee. A. R. Corey was asked to organize a membership committee and selected Frank Kingman, J. Eddie Brown, Joe Rogers, Jack Rosenthal, Harry Batt, Al Hodge, D. K. Baldwin, Bill Hirsch, E. G. Vollman, Jake Ward, S. T. Jessup, A. Brady McSwigan, Phil Little and Harry L. Filton.

Corey said for the time being he will work out of Des Moines at 3602 Iola Avenue.

SCARCITY OF ICE NAMES

(Continued from page 3)

\$300 and up. Legit union minimum is \$50; vaude, \$60, and Class A niteries, \$60. Ice chorines get a minimum of \$50, while those in the Sonja Henie show got \$60. However, this was as a result of a strike staged by the girls a few days before the show was scheduled to open. They demanded and got a \$10 increase. This show ran eight weeks only, while *Ice Follies* and *Ice-Capades* guarantee 44 weeks, which is far above the average term of employment for performers. In addition, cast is paid while traveling and chorus gets one-half pay during layoffs Christmas and Holy weeks.

AMA also claims that many foreign acts are keeping the scale high for American performers. Foreign names such as Vera Hruba, Belita, Dench and Stewart, Phil and Megan Taylor and others get dough far in excess of performers of lesser caliber. It was stated.

All performers get sleeper and Pullman transportation on overnight jumps, and play only one evening performance and usually only one matinee.

BRAZIL'S CARNIVAL BIG

(Continued from page 4)

grill rooms were closed down for the holidays, due perhaps to the lack of tourist biz, which has been heavy at these spots. The Casino Urca increased its seating capacity by removing the roulette tables and other gambling devices and installing additional tables, and did capacity biz, with many turn-aways every night. Three bands offered continuous music from opening till the wee hours of dawn.

Private clubs, theaters and dance halls offered four gala balls, with special matinee parties for the children tossed in. Biz at these spots was big. The Colonial, vaude-film, offered four evening balls and three matinees for the children.

The outstanding event was the Grand Costume Ball at the Municipal Theater, under the patronage of Senhora Darcy Vargas, wife of the Brazilian president, on the 16th. Most legit and picture houses closed for the four days; those remaining open offered special programs for the fiesta.

The Casino Copacabana will reopen February 19 with a new show headed by Nini Theilade. The Casino Atlantico's new show will be headed by June Marlowe, U. S. thrush, coming up from Buenos Aires. Opening set for 19th. Urca's new show will get under way the latter part of February.

USO TELLS LEGION

(Continued from page 4)

described the USO as "a \$16,000,000 racket."

Immediately following the blowoff, a Legion committee of three was appointed to investigate the New Jersey activities of the USO, modifying a demand for a Congressional investigation. Frank Grath, commander of the Paterson Post, termed USO "a failure" in properly caring for soldiers stationed at and near Paterson, and demanded an investigation into USO personnel, salaries, services and amount spent for welfare work. A beef was also raised by theatrical and musical unions in the area who have been providing free shows for men in uniform but who haven't seen any money from USO.

Sibley's wire to the Legionnaires stated, "On behalf of USO I offer every facility which will help provide New Jersey Legionnaires with sufficient information on USO services to men in our armed forces. I am asking Lynn U. Stambaugh, national commander, American Legion, who is a member of the USO board of directors, to appoint a representative to make a national report on USO."

Sibley said that USO was operating more than 400 service clubs and providing six major services not originally included in the budget, including shows thru Camp Shows, Inc. USO spokesmen said that "money can't be given to anybody who wants to do something for soldiers," in reply to the union beefs about not being paid for entertainment, and said that the entire entertainment budget is passing thru the hands of OSI.

PARIS NITERY BIZ

(Continued from page 4)

discovering such acts as *Trixie*, Les Shyrettos, Truizzi, Vasconcellos, Akimotos, Four Antaleks and Torrence and Victoria. He said that, because of the lack of American acts, theaters and cafes are forced to repeat beyond the point of good showmanship. He claims that American acts were necessary because of the new ideas which they brought in. He said that in a short time any new type of American act had countless imitators, many of them turning out to be superior to the original. He cited the case of Hal Sherman, who during his first European trip practically revolutionized pantomime comedy. Because of his many imitators, Sherman was forced to get himself new material very frequently.

Lederer said that practically every American act had escaped to either England or this country after the German invasion of Paris.

Lederer will dig up new talent and will produce acts for Fischer.

ET TEST SUIT

(Continued from page 5)

logs, but see a possibility of gaining much more thru a successful test case. Their argument is that records, as now played on radio stations, constitute direct competition for transcriptions and therefore the difference in royalty fees is unfair. Point is made that, in the event the playing of records over the air could be regulated, the ET companies would be willing to pay high prices for use of copyrighted music on transcriptions—even the prices of \$15 per tune per 12 months and 25 cents and 50 cents per tune per performance per station on commercial wax programs.

Music publishers, questioned about the test suit, admitted they had heard that one was coming, but were reluctant to talk. Point of view of some, however, is that the waxeries are working all angles possible. What specifically burns the pubs now is the fact that many band leaders refuse to take a tune unless it can be performed on transcription dates. If it cannot, leaders refuse to put it in their books. ET companies see this in another light, pointing out that once the maestro records a tune for transcriptions the tune goes into the maestro's library and gets countless plugs on location dates—all measurably helping the music publisher. According to this point of view, the plugs' value to the pub far outweighs whatever royalty he might extract from the transcription company.

On other fronts in the ET business things were quiet, but signing of pacts between individual ASCAP publishers and ET firms were expected. NBC-Thesaurus and leading ASCAP pubs, for instance, have been having confabs. Important deals are pending, but position of Thesaurus and other ET companies is that, since the Warner music became available, they are under no pressure to sign hurriedly with anybody.



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WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago, Ill.

Two Trends at Work

Mention was made a few weeks ago (*The Billboard*, February 14, 1942) that the amusement games industry is face to face with a problem of mass psychology. It was mentioned that the war period would either bring amusement games into great national prestige or serious reforms would break out against the games.

In the few weeks that have passed both trends have been at work. The reform wave started in New York City, using the publicity stunt of "turning pinball games into bullets," and has already swept into the States of New York, New Jersey, Pennsylvania and Connecticut. Partisan newspapers as far west as Minnesota used the New York situation as a basis for crusading against pinball games.

That there are strong counter-trends favorable to pinball games may be seen by some of the newspaper comments that are already on record. As far away from New York City as Montgomery, Ala., *The Montgomery Advertiser* said editorially: "That hardships and piety go hand in hand is indicated by dispatch from New York of a righteous crusade against pinball machines. . . . While this cracking down on pinballs savors of the proverb about the mote and the beam, if what they say about New York is true, it is at least typical of the aroused piety of a badly scared nation."

The editorial goes on to comment about the judge in New Jersey who fined a man \$25 for playing a pinball game. All of it examples of people who suddenly become pious when they really get scared. Some people point out that it is a case of real war hysteria.

Due to the war scare it is reasonable to expect that this crusading against pinball games will sweep farther than the Eastern States it has already reached. Local politicians will find the crusades a good publicity stunt in many cases, and opposition newspapers will find pinball games an alibi for crusading against city and State administrations. Powerful reform groups, like the WCTU, have not yet got into action, but such groups may eventually pick on something smaller than liquor to make a showing.

But the motives, intelligence and honesty of all these crusaders are being questioned by thinking people when they pick on minor things like pinball games.

Courts and judges are frequently influenced by waves of opinion, especially when it takes the form of a crusade, but at the same time there are always men in judicial seats that dare to speak out against these popular waves. There are politically independent newspapers that also will defend a minor thing even tho it means nothing to them. The crusaders against pinball frequently charge that nobody defends the games except those who have a financial interest in them.

There are a number of newspapers on record in favor of pinball or rather that have spoken out against crusades on pinball games, and there is no known financial interest that these newspapers have in pinball games. As observers of what otherwise intelligent people sometimes do when they go off balance, these newspapers are simply expressing how the situation looks to people who think.

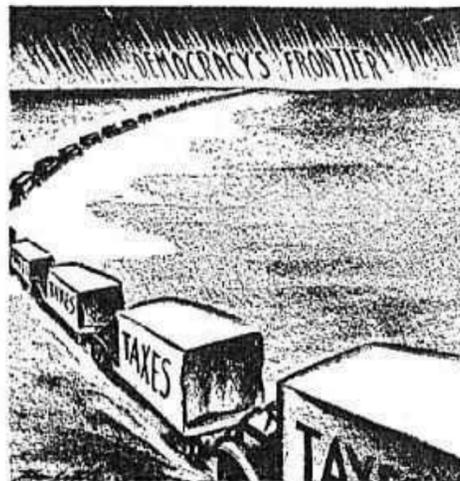
That favorable trends are also at work from many angles may be seen in a recent happening in Iowa, a State that has its full quota of crusaders against pinball. At a State teachers' convention the licensing of pinball games for obtaining school funds was recommended for presentation to the next Legislature. A candidate for office in Des Moines also declared publicly that he favored free

pinball games in schools as a means of training in discipline. The same idea was once advanced by a prominent school official in New Orleans.

When New Jersey went berserk on pinball recently, *The Courier-Post* (Camden, N. J.) said: "It is hard to find any consistency in allowing wide-open gambling at one place (racing), then outlawing a machine primarily on the ground that it could be used for gambling if someone wanted to make a bet on the performance of elusive balls that ring bells and turn on lights."

The real motive of all those thinking people who ask for reason on the pinball question is expressed by a Canadian judge in a recent statement:

"I do not know why amusement, which is all that is got by the operation of the machine in question, may not be properly spoken of as a help or a benefit or an advantage. In one way or another, many wise people spend a good deal of time in obtaining amusement, and to a normal person it is almost one of the necessities of life."



Taxes support Democracy's front line (Remember on March 15). Licensed pinball games in many States and cities are also helping to support the line. (Cartoon from Nashville Tennessean.)

News Highlights March 2-7 . . .

WASHINGTON.—The recommendations of Secretary of the Treasury Morgenthau for the 1942 revenue bill included an increase in the federal excise levy on cigarettes, a 15 per cent tax on manufacturers' sales of candy and chewing gum and a 1-cent tax on soft drinks selling for 10 cents or less. Similar taxes on candy and gum were recommended in 1941 but did not pass.

MINNEAPOLIS.—Operators won a demurrer in a test suit against the tax on vending machines passed by the city in 1941. The city may appeal the case, or reports indicate that vending operators may work out a satisfactory plan with the city to avoid further litigation.

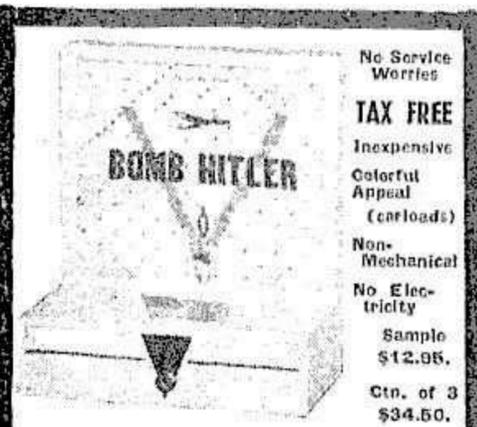
BUFFALO.—Hearing held March 6 on petition for permanent injunction to protect pinball games. Decision reserved until early in week of March 9.

NEW YORK.—In his broadcast March 1 Mayor La Guardia bragged considerably about a check for \$84.50 which he said was obtained by selling pinball games as junk. He said the recent decision of the New York City Supreme Court had been sent to 5,000 mayors in the U. S.

CHICAGO.—Editorials and comment on the recent pinball crusades in New York, New Jersey and Pennsylvania began to come in this week. A Montgomery (Ala.) newspaper said it was typical of the piety that comes to people scared by war.

COLUMBUS, O.—A location filed suit March 4 to enjoin the State from revoking or suspending liquor permits due to the presence of pinball games in the location. It may be an important test case.

LOS ANGELES.—Court hearings brought testimony that the arch pinball crusader of Los Angeles had once accepted a bribe of \$175,000 from Detroit racketeers. It developed that the one-time crusader against pinball games is now in the army and says he will not return to testify in the case since it is all "political noise" anyway.



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7 Big Chief . . . 29.50	6 PanAmerican 44.50
3 Blondie . . . 15.00	5 Punch . . . 12.50
7 Capt. Kidd . 67.50	1 Repeater . . 23.50
2 Duplex . . . 32.50	4 Sun Beam . . 41.50
2 Fifth Inning 12.50	2 Sara-Suzy . . 18.50
4 Follies . . . 12.50	7 Stratoliner . . 32.50
6 Four Roses . 36.50	3 Sport Parade 39.50
1 4 Diamonds 49.50	6 Spotted . . . 10.50
2 Formation . . 24.50	9 Stars . . . 32.50
4 Gold Star . . 20.50	3 School Days 34.50
6 Hi-Hat . . . 49.50	4 Sea Hawks . . 43.50
3 Jungles . . . 64.50	3 Sporty . . . 15.50
1 Landslide . . 16.50	4 Sky Ray . . . 42.50
3 Mascot . . . 14.50	3 Ten Spot . . 52.50
2 Mystic . . . 19.50	7 Zombie . . . 34.50

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EVANS COIN MACHINE EXCHANGE CO.
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Belle Way . . . \$52.50	Flicker . . . \$20.00
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Paces Races (Black Cabinet), Needs Mercury Switch \$20.00
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Very fine salary to start. Prefer married man. Pleasant surroundings. Write quick—give all details in first letter. Located near New York. BOX NO. 323, Care The Billboard, 1564 Broadway, New York.

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Follies \$17.50	Big Six \$10.00
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WANTED IMMEDIATELY
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BRIEFS OF THE WEEK

Deaths
Charles Clement McIntyre February 28. He was formerly connected with the L. M. Kidd Amusement Company, Richmond, Va.
Sam B. McCabe, 36, manager of the Service Novelty Company, Natchez, Miss., February 28.

Marriages
George Spivack, former mechanic at Atlantic Distributing Company, Boston, and Anna Franklin, former bookkeeper for same firm, February 28. Spivack, now in the navy, is stationed at Portland and the couple will make their home there.

Births
A daughter, Miriam Faith, to Mr. and Mrs. Mort Locker, Philadelphia, February 22. Father is employed by Raymond Rosen Company.
A daughter, Shirley Darleen, to Mr. and Mrs. Wadley D. Craig, Natchez, Miss., February 20. Father heads Pilgrimage Inn Amusement Company, Natchez.

Personnel
John Danlick has been employed by Ben Sterling, Wuriltzer distributor, Moosic, Pa.

In Military Service
Jack Winet, New Bedford, Mass., to the army.

Sam Cohen, bookkeeper at Atlas Coin Machine Company, Boston, to the army.
Carl Pollack, Atlas Coin Machine Company, Boston, to the army.
Roscoe (Rocky) Adams Jr., Modern Music Company, Boston, to the navy.
Paul Wexler, Motor Parts Company, Philadelphia, to the army.
Allen Hullum, Service Novelty Company, Natchez, Miss., to the army.

Firm Changes
Williams' Candy Company, Minneapolis, has sold a route of 100 vending machines to the U-Need-a-Pak Company.

New Firms
Percy Villa and Joe Perkins have organized a firm in Minneapolis as yet unnamed.
Modern Distributing Company, Ted Hartmann, 1349 West Washington Boulevard, Los Angeles.
Alabama Novelty Company, Mrs. Paul Lane, 121 Union Street, Natchez, Miss.

In the Hospital
Dan Meder, Minneapolis, in Asbury Hospital for an eye operation.

In Chicago
Dave Simon, Simon Sales Company, New York.

In New York
Leo Mills, Dallas.

WE ARE IN POSITION TO MAKE INSTANT DELIVERY

Air Circus—Write for Price

Argentine . . \$49.50	Mustang . . . \$52.50
ABC Bowler 49.50	PanAmerican 29.50
Air Force . . 49.50	Play Ball . . . 22.50
All American 19.50	SuperChubbie 45.00
Bosco 67.50	Snappy '41. 42.50
Bola Way . . 57.50	Spot Pool . . . 55.00
Big Parade . . 80.00	Star Attrac. 49.00
Big Chief . . 22.50	Sky Blazer . . 52.50
Bandwagon . 20.00	Speed Ball . . 29.50
Champ 54.50	Stratoliner . . 22.50
Click 49.50	Seven Up . . . 27.50
Capt. Kidd . . 49.50	School Days . 24.50
Do-It-Mi . . . 37.50	Stars 23.50
Duplex 27.50	Silver Skates 29.50
Dblo. Play . . 29.50	Sea Hawk . . . 20.50
Four Roses . 29.50	Sun Beam . . . 27.50
Five & Ten 87.50	Spot-a-Card . 57.50
4 Diamonds 34.50	Ten Spot . . . 39.50
Gun Club . . 52.50	Victory 79.50
Horoscope . . 39.50	Venus 69.50
Hi-Hat 39.50	Velvet 22.50
Jungle 59.50	West Wind . . 39.50
Knock Out . . 69.50	Zombie 19.50
Metro 20.00	Red, White, Blue 19.50
Majors '41 . 34.50	

1/3 With Orders, Balance C. O. D.
FOR ANY GAME NOT LISTED HERE—WRITE FOR PRICE!

MANHATTAN VENDING COMPANY
592 TENTH AVENUE NEW YORK
PHONE: LONGACRE 5-9683

FREE PLAY GAMES RECONDITIONED

Big Parade . . \$89.50	Playball . . . \$24.50
5-10-20 . . . 84.50	Big Chief . . . 27.50
Victory 79.50	Flicker 24.50
Knockout . . . 74.50	Crossline . . . 19.50
Venus 84.50	Velvet 29.50
High Hand . . 189.50	5 Bally Gold Cups . . . 24.50
New Champ . . 68.50	Red, White, Blue 24.50
Mustang . . . 74.50	Pursuit 44.50
Jungle 69.50	Mills 1-2-3, '39 30.00
Gun Club . . . 59.50	Wildfire 34.50
Capt. Kidd . . 59.50	West Wind . . . 44.50
ABC Bowler . . 59.50	Stoner's Click . 49.50
Spot Pool . . . 54.50	Big Time 24.50
Horoscope . . 49.50	Boom Town . . 24.50
Legionnaire . . 49.50	Target Skill . . 29.50
Majors 1941 . 44.50	Skylark 34.50
Miami Beach . 37.50	Strat-o-Liner . . 29.50
Seahawk . . . 34.50	Mystic 22.50
Snappy 1941 . 49.50	High Dive . . . 27.50
Star Attraction 40.50	Leader 17.50
Duplex 29.50	Ten Spot 34.50
High Hat . . . 34.50	Zombies, in Crater . 209.50
Ten Spot . . . 34.50	

10 New Bally High Hands, in Crater . 209.50
Big Town, Double Feature, Score Card
Bowling Alley, Sports, Rocky, Nippy, Landlids, Each 14.50
Big Town, Sports, Nippy, Sparty, Lucky, reconverted with new Plastic Bumpers. Each 29.50
1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.
419 MARKET ST. PHILADELPHIA, PA.

Mills Zephyr Phonographs, \$59.50; 5¢ Paces Red Arrow, J.P., No. 6255, \$195.00; 5¢ Brown Paces Races, No. 4949, \$95.00; Cigarola, Model VFS, \$125.00; Mills Chrome Original, 5¢, \$150.00; Jennings 10¢ Silver Chief, \$100.00; 5¢ 4 Star Chief, reconditioned, \$75.00; Jennings 10¢ & 25¢ Club Chiefs, \$75.00; Columbus, J.P., \$49.50; 5¢ Bonus Bell, like new, \$125.00; Watling Relatops, 5¢ & 10¢, \$39.50; Mills Blue Front, 5¢ & 10¢, like new, club handles, etc., \$90.00; 5¢ Bwn. Fronts, rebuilt cast iron castings, club handles, like new, \$99.50; Mills Club Handles, \$2.50; Red Strips, per set, 75¢; Caille 7-Way, late style, \$150.00; Ten Stripes, \$45.00; Western Baseball, comb., \$59.50. Complete Modern Penny Arcade for sale, with or without year around locations for same. Reasonable price as partner is going to army.

G. N. VENDING CO.
683 W. BROAD ST., COLUMBUS, OHIO

PLASTIC ILLUMINATED BUMPER COMPLETE WITH ALL FITTINGS AND LIGHT SOCKET



SAM MAY & CO.
801 Main Avenue San Antonio, Texas

REAL BARGAINS

3 Baker's Paces (Like New), Daily Double and 30 to 1, Serials 7348, 6797. Ea. \$185.00
4 Evans Lucky Lucres (Fine Cond.). Ea. 180.00
3 Bally "Free Play" Gold Cups. Ea. . . . 24.50
2 Mills 5¢ Q. T.'s. Ea. 32.50
1 Bally 5¢ Reliance Dice 25.00

All in First-Class Condition and Very Clean.
1/3 Deposit, Balance C. O. D.
WE WILL BUY ★★ ★★
BALLY LATE PAY-OUTS AND TRAP BALL FREE PLAYS, KEENEY FORTUNES AND SKY RAIDERS.
THE R. F. VOGT DIS'TS.
Milner Hotel Bldg. SALT LAKE CITY, UTAH

ROUTE FOR SALE IN NEW YORK STATE

100 pieces consisting phonographs, remote control boxes and pin games. Phonographs and games are all late models. Average take on all \$500.00 weekly. Including 1941 Truck, Office Equipment. Good reason for selling. Will accept reasonable offer; must be cash. Reply to BOX D-187, Care of The Billboard, Cincinnati, Ohio.

PALISADES NOVELTY COMPANY
655 PALISADES AVE., CLIFFSIDE PARK, NEW JERSEY
TEL.: CLIFFSIDE 6-1210 (NEW YORK PHONE: PE-6-0180)

FOR QUICK SALE.—Complete Line of Pin Tables, Consoles and 1-Ball Games AT EXTREMELY REASONABLE PRICES! All Guaranteed in A-1 Condition READY TO GO ON LOCATION!! WRITE! WIRE! PHONE!

HAVE CASH FOR NEW YORK OPERATORS' GAMES!

Buy U. S. Defense Savings Bonds and Stamps

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

Two pin game items appeared in the local papers last week. The mayor turned over \$84.50 for the materials taken from the many thousands of games broken up. The second item was a squib by Walter Winchell reading: "More than 135 candy stores in Manhattan have folded since the mayor outlawed the pinball machines." In times like these the above is a pretty sad comparison—and how about the government taxes on the thousands of locations and the income taxes of the location, operator, jobber and distributor!

Florida Bound

Nat Cohn, Harry Rosen and Bert Lane left on the same train for Florida Friday (6). Nat had two moves he will make immediately on arriving. He will grab his golf clubs for an afternoon session and then drop in on his pal Abe Lyman in the evening. Nat claims Abe's record *Mandy Is Two* has been selling so fast the recording company cannot fill the orders Modern has been sending in.

Tri-Way Model

After a lengthy contest to select a representative model for Tri-Way Products Company, the beautiful Conde-Nast



BETTY MURPHY, in charge of the record department at the Davis Sales Company, Syracuse, N. Y., and Mrs. Al Wertheimer, stand by the 1942 Seeburg phonograph at a recent Davis Company party. (MR)

model Francee Hale received the unanimous vote of the distributors who visited New York recently. Those casting their vote for Miss Hale were: Bill Gersh, of the agency handling the account; Ben Robinson, Louis Blatt, Evy Richardson, Barney Sugerman, Abie Green, Archie Berger, Sam Weisman, Morris Gissert,

Lou Byrnes, Nat Cohn and Milt Soffer. Gersh is seriously thinking of hiring Francee for his private secretary.

Amusement Machine Break

Amusement machines got another good break Thursday (5) when Bert Lane, of Seaboard Sales, got an okay on Play Ball for operation in New York.

Coming and Going

Murray Wiener, U-Need-a-Pak sales manager, back from the South without a tan. His trip was strictly business. Bill Wiener, Eastern rep for the firm, on a tour thru Pennsy.

Tony Marshall, of Service Mechanics, Inc., recently brought back a batch of orders from Philly and to prove it was no accident made the west coast of New Jersey and brought back twice as many.

Leo Mills, of Dallas, dropped in to say hello. Leo has been traveling for the past few months and doesn't expect to get home until around April 15.

Jack Kay returned from Florida this week and only expects to stay around until the first of April.

Operators and Salesmen

S. & W. Vending and Mac Cigarette Service, Brooklyn operators, are drawing additional income from their locations with a new service. They are now selling location owners the Victory line of cleaners, polishes and waxes (especially prepared for operators) and make drop deliveries on their regular route calls. Reports are that other operators may follow suit.

Fast Flashes

Eugene Schaffer, son of Max Schaffer, sportland owner, entered Rensselaer College for a three-month period of preparation prior to being assigned to Fort Monmouth as a non-com.

Sam Sachs planning a run up to Peekskill to look around for a summer home.

Jack Firestone, well-known coin game inventor, received a page 3 publicity break in one of the New York evening papers.

Doc Eaton, Barney Sugerman, Abe Green and Iz Getlan on coin row Friday afternoon working out deals. Iz had just returned to the city from the Middle West.

Dave Lear, of Universal Cigarette Service, Jamaica, will spring a fine proposition for the coin trade in a short while.

Blessed Event

Mr. and Mrs. Werner Soned announced the birth of a seven-pound son February 20. Boy has been named Leonard. Mrs. Soned is the sister of the Munves brothers.

Here and There

Al Blendow, International Mutoscope arcade specialist, on a quickie visit out of town last week. Reports arcade men busy readying for the new season.

Pete Hagedorn, of Jersey Specialty Company, claims he was swamped with orders from his *Billboard* ad. Pete even reported a telephone call from Phoenix, Ariz.

Al Cohen, Asco Vending Machine Exchange, reports plenty of activity in the merchandise machine field.

H. Libby, of Garfield, N. J., operating under the name of Libby Distributing Company, has one of the finest little

buildings in the trade, according to reports. Salesrooms, offices and shop are housed in the building.

Bip Glassgold, of DuGrenier, on a quick trip to the Haverhill (Mass.) factory.

Mr. and Mrs. Earle Lipchin, of Arendel Amusement Company, Annapolis, Md., are spending a month in Miami Beach, Fla.

Buy Defense Bonds

COUNTER GAMES	
Amer. Eagle \$21.50	Old Age Pension \$5.50
Ace 7.00	Pick a Pack .. 3.50
Challenger ... 7.50	Pikes Peak .. 11.50
Flipper 6.50	Roll a Pack .. 24.50
Grip Scale... 11.50	Races 24.50
Heads & Tails 19.50	Skill Target .. 9.50
I. O. U. 4.50	Spinner Winner 9.50
Imp 2.50	Select-Em ... 4.50
Liberty 21.50	Trio Pack ... 2.50
Lucky Smokes 24.50	View a Scope. 14.50
Match A Pack 5.50	Yankee 14.50
40 Master Vending Machines, 1¢ and 5¢ Give Us Your Offer for Lot	

FREE PLAY GAMES	
All American \$27.50	Metros \$34.50
Argentina ... 69.50	Monicker ... 84.50
A.B.O. Bowler 47.50	New Champ .. 89.50
Big Chief ... 29.50	Power House. 14.50
Big Parade .. 94.50	Play Ball ... 44.50
Big Show ... 17.50	Pole 27.50
Blondie 14.50	Pylon 24.50
Belle Hop ... 69.50	Roxy 5.00
Bosco 85.00	Sporty 17.50
Bola-Way ... 85.00	Strat-o-Liner 34.50
Cadillac ... 17.50	Seven Up ... 44.50
Captain Kidd 74.50	Spot-a-Card .. 89.50
Duplex 34.50	Sports Parade 44.50
Do-Re-Mi ... 57.50	Summer Time 27.50
Five & Ten 94.50	Sluggo 44.50
Formation ... 24.50	Salute 44.50
Fox Hunt ... 27.50	Sea Hawk ... 44.50
Four Roses .. 34.50	South Paw ... 64.50
Flicker 34.50	Snappy 64.50
Glamour ... 24.50	Sky Blazer ... 64.50
Gold Star ... 34.50	Sky Ray ... 37.50
Gun Club ... 74.50	Show Boat ... 74.50
Home Run, '40 22.50	Spot Pool ... 79.50
Horoscope ... 74.50	Sun Beam ... 27.50
Hi-Hat 64.50	Super Chubby 59.50
Home Run, '42 122.50	Ten Spot ... 54.50
In Carton ... 14.50	Texas Mustang 84.50
Jolly 74.50	Trailways ... 37.50
Jungle 82.50	Ump 22.50
Knock Out ... 82.50	Victory 105.00
Lucky 12.50	West Wind ... 57.50
Legionnaire .. 69.50	Zig Zag ... 74.50
Majors, 1941 54.50	Zombie 30.00
MerryGoRound 24.50	

Prices furnished upon request for Exhibit Air Circus and Hockey. Defense in cartons, give us your offer.
2 Keeney's Air Craft Guns, Brown Cabinets, @ \$40.00
Above Machines in excellent mechanical condition, just like new.
1/3 Deposit with Order, Balance C. O. D.

DOMESTIC NOVELTY COMPANY
202 G St., N. W. WASHINGTON, D. C.

JOBBER! LOOK AGAIN!

800 PIN BALLS RIGHT OFF LOCATIONS!!

LAST WEEK'S AD SWAMPED US WITH ORDERS! LET THEM COME! HERE'S THIS WEEK'S LIST! ALL CRATED IN WOOD—READY TO GO!!

\$65.00 EACH Knock Out Venus Jungle Big Parade	\$40.00 EACH Super-Chubbie A. B. C. Bowler Show Boat Argentine Heroscope South Paw Star Attraction Bola Way New Champ Monicker Legionnaire	\$30.00 EACH Sky Ray 4 Diamonds Hi-Dive Wild Fire Hi-Hat Sun Beam Twin Six Pan American Silver Skates Belle Hop	\$20.00 EACH Duplex Zombie Play Ball Big Chief Repeater School Days Stars Sea Hawk Cross Line	\$15.00 EACH Speed Demon All American Dixie Dudo Ranch Leader On Deck Playmate
\$60.00 EACH Victory Bosco Spot Pool	\$35.00 EACH Double Play Sky Blazer Majors Ten Spot West Wind Sport Parade	\$25.00 EACH Attention Flicker Broadcast Seven Up Four Roses Velvet Sluggo Big Time Entry League Leader Metro	1 OR 5 BALL FREE PLAY Blue Grass \$75.00 Mills Owl 65.00 Record Time 65.00 Eureka 10.00	
\$50.00 EACH Capt. Kidd Zig Zag Gun Club Texas Mustang		FREE PLAY CONSOLES Longchamps \$25.00 Gold Cup 15.00 Sport Event 70.00 Club Trophy 150.00 4 Turf Champs, Each ... 8.00		

SPECIAL KEENEY ANTI-AIRCRAFT, BR. CAB. \$45.00
KEENEY ANTI-AIRCRAFT, BL. CAB. 40.00

TERMS: 1/3 Deposit, Balance C. O. D. Give 2nd and 3rd Chelco.
Orders for Less Than \$20—CASH WITH ORDER!

JERSEY SPECIALTY CO. ROUTE 23, NEWARK-POMPTON TURNPIKE, SINGAC, N. J. Phone: Little Falls 4-0784.

ORDER DIRECT FROM THIS AD

1 Rapid Fire \$135.00	1 Bally Alley \$39.50	1 Holly Gripper \$10.00
3 Sky Fighters 179.50	2 Seeburg Rayolite (Remod.) 89.50	1 View-a-Scope 20.00
5 Anti-Aircraft 59.50	1 Open Season 85.00	2 Magic Fingers 95.00
1 Brown Anti-Aircraft 69.50	1 Metropolitan Air Defender 75.00	8 Pikes Peak 17.50
1 Shoot the Chutes... 85.00	3 Photomatics, all .. 1,650.00	10 Buckley Diggers .. 79.50
1 Tommy Gun 115.00	11 Drop Picture Mach. 39.50	2 Texas Leaguers 35.00
3 Keeney Air Raiders 135.00	2 Deluxe Electro Holsts 59.50	5 Exhibit Vitalizers .. 60.00
7 Battling Practice .. 135.00		2 Western Baseballs .. 75.00
2 Daval Bumper Bowl. 35.00		
ARCADE EQUIPMENT	1 1/2 Mills Q.T. \$45.00	2 Kentucky Clubs ... \$89.50
2 5¢ Blue Fronts ... \$85.00	1 V Model Cigarolla .. 85.00	1 Royal Flush, 10¢ ... 75.00
1 10¢ Blue Front ... 85.00	3 Columbias 49.50	2 Tanferans 29.50
10 Melon Balls, 5¢ ... 110.00	7 Blue & Gold V.P. ... 37.50	2 Jennings Derby Days 29.50
10 Cherry Balls 110.00	1 25¢ Mills Q.T., F.S. 55.00	1 Jennings Multiple .. 65.00
1 5¢ B.F. Sluggo 85.00		1 Royal Draw 130.00
1 5¢ Galle 37.50		1 High Hand Comb. ... 199.50
1 10¢ Galle 37.50		2 Lucky Lucro 195.00
1 25¢ Galle 37.50		5 1938 Track Times ... 95.00
1 5¢ Comet 55.00		3 Jack in the Box, all .. 100.00
1 25¢ B.F. Comet 85.00		1 Jungle Camp 99.50
VENDING MACHINES		
100 Columbias Nut, Para, Finish \$4.50	1 Holke & Holke Corn Pepper & Peanut Roaster, in excellent condition .. \$150.00	
100 Northwestern No. 33 Nut & Gum .. 4.50		
50 Silver King Nut 4.50		
500 Free Play 5 Ball Games for Sale or Trade, What Have You? One-Half Deposit—Balance C.O.D.		

CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Ave., Cleveland, O. Prospect 6316-7

WANTED TO BUY AT ONCE

My territory is restricted to Novelty Pin Games and length of run is uncertain. I need 100 Bally Reserves, Bally Bountys or Bally Daily Dozens for initial tryout. All games must be complete or quoted less glass and missing parts. Must have replies by March 18.

BOX D-184, Care of The Billboard, Cincinnati, O.

HERE THEY ARE!

Best Buys of the Year—Ready for Immediate Delivery!

15 Mills 5¢ Brown Fronts, Club Handle, Light Cabinet, Like New \$114.50
5 Mills 5¢ Cherry Bells, Club Handle, Light Cabinet, 3-10 Payout 114.50
3 Orig. 5¢ Ch. Bell, Pays 2 on Cherry 159.50
3 Mills 10¢ and 3 25¢ Brown Fronts ... 117.50
3 Mills Melon Balls, 5¢, 1 25¢ Melon Ball 89.50
8 Mills 5¢ Blue Fronts, Club Handle ... 89.50
3 Mills 4 Bells, Ash Trays & High Serial 279.50
2 Mills 3 Bells 375.00
1 Mills 4 Bells, 3 5¢ Chutes and 1 25¢ Chute 395.00
4 Mills F. P. Jumbo Parades, New Head 99.50
1 Mills Jumbo Parade, Cash, New Head .. 99.50
4 Jennings Good Luks 39.50
2 Paces Races, Brown Cabinet 99.50
10 Pace Blue Front Comets 46.50
5 Jennings Ciga-Rollas, 5¢ & 10¢ Play 89.50
3 Keeney Super Bells 249.50
1 Pace Saratoga, Cash 49.50
Bally Record Time 115.00
Bally Dark Horse 135.00
Bally Blue Grass 145.00
Mills 1-2-3, '41 Model 89.50
2 Keeney Air Raiders 104.50
1 Sky Fighter 189.50
1 Seeburg Chicken Sam 59.50

MILLS NEW MACHINES
In Stock for Immediate Delivery:
MILLS 3 BELLS | BROWN MYSTERY
MILLS 4 BELLS | GOLD O.T.
GOLD CHROME | VEST POCKETS

Above Machines are offered subject to prior sale. TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

STERLING NOVELTY CO.
669-671 South Broadway LEXINGTON, KY.

MILLS PHONOGRAPHS

THRONE OF MUSIC \$149.50
EMPRESS 179.50

WANTED—One-Ball Free Plays.
ROY MCGINNIS COMPANY
2011 MARYLAND AVENUE
BALTIMORE, MD.

Boston

BOSTON, March 7.—Improved weather conditions have resulted in a slight buying spurt.

Jack Winet, former New Bedford (Mass.) coinman, has been called by the army and expects to be inducted March 13.

Al Chicoine, of the Maine Music Company, Auburn, Me., reports he is busy as collections mount and business booms.

Sam Cohen, who replaced Herb Ellis as bookkeeper at Atlas Coin Machine Company when Herb was drafted, has accepted a position with the United States Department of Internal Revenue.

Bobby Campana and Albert Gouco, of Bay State Automatic Music Company, are spending a brief vacation in Florida prior to being inducted into the army. Both boys were drafted a short time ago

and decided to get a vacation before joining the colors. Bert Klapper reports he has been unable, thus far, to find anyone to replace the boys.

Ed Flanagan, of Northwestern Sales & Service, reports business good, with merchandise moving fast.

Sam Shanfield, of Quincy, Mass., is adding to his already large pin, music and cigarette machine route.

A bachelor party was held February 25 at Hotel Bond in Hartford for coinman Abe Fish, who will shortly become a benedict.

Sol Chain, prominent New Bedford coinman has closed his arcade and is concentrating his energies on his pin table route and his "Newsie" locations. Business is reported a little off in New Bedford.

Walter Panasuk, pin table operator, reports he has added two servicemen to his staff to aid in servicing his locations. Panasuk also is considering entering the music field.

James Lahey, Lowell (Mass.) pin table operator, was in town this week purchasing equipment for his rapidly expanding route.

Dave Schultz, of Acme Sales Company, Hyannis, Mass., received notice to report to Camp Edwards March 7 prior to going to Fort Riley, Kan., to serve in the cavalry. Dave is a reserve lieutenant and is being called back into active service. He is a brother of Murray Schultz, who joins the Air Corps within the next 10 days.

Dave Robinson, Boston operator, adding games to his route.

Ben D. Palastrant, Packard district manager, off for a trip thru Connecticut after the Schultz party.

Manny Oliver, New Bedford operator, bought out the pin table route of Emile Duval last week.

Ben Ross, of Vendomatic, claims he is doing a big business with pin tables.

Operators Luke Levine and Harry Abelson have hired storerooms on coin row to store their surplus equipment.

Bert Finberg, of Finley Music Company, reports business fair.

Lenny Schultz, of Atlantic, off to New Haven on what will probably be his last pleasure jaunt in some time. With brothers Dave and Murray going into the army, Lenny will have to divide his time between running Atlantic Distributing Company and Acme Cigarette Sales Company.

ACME NOVELTY CO. 1124 HENNEPIN - PHONE AT. 5509 - MINNEAPOLIS, MINN. WE MUST PAY OUR TAXES TO BEAT THE AXIS! TAKE ADVANTAGE OF THESE LOW PRICES! PHONOGRAPHS, PAY OUT TABLES, SLOTS, CONSOLES, MISC.

ONE BALL PAYTABLES MECHANICALLY PERFECT AND CLEAN WINNING TICKETS \$49.50 GRAND NATIONALS 69.50 GRANDSTANDS 59.50 THISTLEDOWNS 44.50 SPORT PAGES 32.50

SMACK 'EM JAPS WAR GAME Manually played, 5c coin operated, five-ball action. Built completely mechanical, no electrical gadgets to get out of order.

LEGAL EQUIPMENT—USED ONLY 6 WEEKS 6 Mutoscope Drive-Mobiles, \$195.00 each 1/3 With Orders, Balance C. O. D. JOE MUNVES 593 TENTH AVE. NEW YORK

20 A. B. T. Model F Target Original Cartons, \$17.50 Each IRUN NOVELTY CO. 125 E. MAIN ST. DANVILLE, ILL.

Attention \$39.50 Anabel 24.50 Bosco 82.50 Barrage 39.50 Big League 14.50 Big Town (Plastic Bumper) 24.50 Big Chief 37.50 Boom Town 34.50 Broadcast 39.50 Clover, F.S. 84.50 Crossline 34.50 Dough Boy 18.50 Dude Ranch 32.50 Dixie 31.50 Captain Kidd 74.50 Topic 109.50

THERE'S ALWAYS A BETTER BUY AT "LEHIGH" \$20.00 OFF PRICE ON ANY FREE PLAY GAME LISTED BELOW, IN LOTS OF 5 OR MORE. All American \$39.50 Spot Pool \$89.50 Velvet \$42.50 Play Ball \$39.50 Do Re Mi \$59.50

500 GAMES LEFT ALL FULLY EQUIPPED WITH FREE PLAY ATTACHMENT PLAY SAFE—Buy From a Firm With More Than 25 Years' Experience in the Field. Air Circus—Write for Price \$89.50 Gold Star 22.00 Sky Raid \$29.50

HOLD..YOUR..GUNS A complete "Jap" changeover consisting of 3 "Jap" figures each separate DOES THE TRICK and it takes only two minutes to do it. The increase in your collections will triple itself "immediately" as the Seeburg Shoot the Chutes bears no resemblance to its original appearance.

ALL EQUIPPED WITH FREE PLAY ATTACHMENT Slugger \$29.50 South Paw \$42.50 Seven Up \$27.50 WILL TRADE OR BUY FOR CASH ALL TYPES LEGAL EQUIPMENT

Protests Cabaret Tax on Phonos

POSTAL TELEGRAPH

FEBRUARY 26, 1942.

HON. HENRY MORGENTHAU,
SECRETARY OF THE TREASURY,
WASHINGTON, D. C.

AS MANAGING DIRECTOR OF THE ASSOCIATED OPERATORS OF LOS ANGELES COUNTY, INC., AN ORGANIZATION COMPRISED EXCLUSIVELY OF AMUSEMENT OPERATORS FOR SOUTHERN CALIFORNIA AND HAVING AS ITS MEMBERSHIP HUNDREDS OF OPERATORS WHO MAINTAIN THOUSANDS OF LOCATIONS IN WHICH PHONOGRAPHS ARE MAINTAINED, WHEREBY RELAXATION, ENTERTAINMENT AND AMUSEMENT ARE GIVEN DAILY FOR THE UPKEEP OF MORALE, AND WHEREAS MANY OF THESE LOCATIONS, AS WELL AS MANY OPERATORS, WILL BE EXCLUDED UNLESS A MORE LIBERAL INTERPRETATION OF SECTION 1700 OF THE INTERNAL REVENUE CODE AS AMENDED BY SECTION 542 OF THE REVENUE ACT OF 1941, WE HUMBLY REQUEST THAT THE RULING OF DEPUTY COMMISSIONER OF REVENUE D. S. BLISS, UNDER DATE OF OCTOBER 8, 1941, BE PERMITTED TO STAND, DEFINITELY A TAX OF 5 PER CENT NOT ONLY WOULD BE A PROHIBITIVE PENALTY UPON THE CONTINUED BUSINESS OF PHONOGRAPHS, BUT IN THOUSANDS OF INSTANCES WOULD BE THE CAUSE OF CLOSING MANY, MANY LOCATIONS.

ASSOCIATED OPERATORS OF LOS ANGELES COUNTY, INC.,
SAMUEL ROBINSON.



NEW! NO TAX!

SHE'S THE CLEVEREST, SLYEST, HOTTEST PENNY PULLER IN COUNTER GAME HISTORY!

Fast, furious, fascinating ACTION! Coin dropped in slot is held on top coin track. Player uses control knob on bottom to move HULA and drop coin skillfully from track to track to goal at bottom. Coins actually pour in because it LOOKS so easy. A few samples will convince you to put out a bunch of 'em right now. ORDER QUICK!!

\$16.50 SOLD ON LIBERAL ea. TIME PAYMENTS

ROY TORR

2047 A-SO. 68TH STREET
PHILADELPHIA, PA.

NEWS OF PRIORITIES and MATERIALS

Developments of the Week in All Industries

Big news in the priorities and materials field during the past week was the attention being given to small manufacturing firms and what could be done for them. Donald M. Nelson, chairman of the WPB, took time off from his big job to discuss the problems of small firms in getting war work.

An important announcement was that a revolving fund would be created and a corporation formed to sublet its contracts 100 per cent to small manufacturers. Plans are in the making for financial aid to small plants also, just as big corporations have been getting government aid.

It was also announced that in the State of Illinois alone more than \$1,500,000 had been loaned by the WPB finance section to about 400 manufacturers in the State to finance war contracts. Many of the firms aided are small, it was stated. The average loans are from \$5,000 to \$10,000.

The Office of Censorship has announced that there is no intention to cut down on the advertising by firms that have war orders or contracts. The office said it was necessary to observe certain well-known cautions when a firm was doing war work, but that the censors had no desire to interfere with firms telling about their work in advertising provided the cautions are observed. An official went so far as to say that firms should advertise their business more, stressing the skill and inventiveness of their engineers, of their work in design, the extent of manufacturing facilities, etc. The statement of pros and cons is reprinted herewith:

Advertising Cautions

"Manufacturers of material and equipment used by our military forces should guard against specific disclosures of plant locations, either in copy or illustrations. They should not reveal specific details concerning the nature or the type of material or equipment they are producing. They should not reveal production progress in specific figures. They should not reveal their stock and surpluses of raw materials. They should not describe new designs, or new processes, or even new experiments with new designs and processes.

"However, advertising copy can stress the skill and the inventiveness of the engineer, of the chemist and the designer, in general terms. Advertising can describe the extent of manufacturers' facilities, without specific disclosures of plant locations, or of the nature of production, or of the performance of their production, etc."

The wood age is with us again, ushering in new businesses and reviving old arts.

A survey of consumer goods items displayed in Chicago's Merchandise Mart showed yesterday manufacturers and distributors of new wood products increased their sales by more than 100 per cent in the last year.

Chiefly responsible for the broadened use of wood is the war and attendant shortages of metals, plastic materials and rubber. The making of new wood items, many of them by-products of the search for critical materials substitutes, was cited as a contributing factor.

Manganese news continues encouraging. A far-reaching program for production of manganese from low-grade domestic ores was announced recently by the WPB. Seven small projects and three large ones, most of them in the Minnesota-Dakotas areas, have been recommended for federal financing to produce the vital metal. The new plants, plus those already in operation, would produce 600,000 tons a year in high-grade manganese, as compared with 40,000 tons in 1940. Consumption of manganese in 1941 was 1,200,000 tons.

More than 40 per cent of the plants in defense industries are operating their equipment 160 hours a week or more, the Bureau of Labor Statistics recently announced. About 75 per cent of the plants work 120 hours or more. The nation has been aroused to the need of keeping war production plants busy every hour of every day and week in order to make America the real "arsenal of democracy."

Government officials recently said that production goals for 1942 military output now stand in excess of \$50,000,000,000, and on the drawing boards for 1943 a volume of \$75,000,000,000 is being planned.

In all the plans now being made to speed up war production, government departments reveal that immediate plans for the next four months call for a general speeding up of production of war materials as much as 30 per cent. The government fiscal year begins July 1 and plans had been made for a big speeding up then. But the military reverses facing the United Nations have called for a big increase in production as soon as possible.

England and Canada got into the war much earlier than the United States, and some of our production plans are being planned according to their experiences. Canada has made progress in standardizing consumer goods, and the plans in the U. S. to put small plants to work on consumer goods may call for standardizing most civilian products. "Victory" models of autos are already known. The plan would include the establishment of "nucleus" plants in certain industries. Everything from "soup to nuts" would be standardized in terms of victory models.

Rationing of automobiles began March 2 and between that date and May 31 it is expected that 140,000 new cars will be made available for sale to eligible civilian buyers. Certificates are issued by local rationing boards.

3000 HOLE TRACK CHAMPION

Free—1/3 Punches—Free

Take-in is\$100.00
Average Payout 48.00

Average Profit\$ 52.00
Size 20 1/2" x 13 1/4"

A Jack Pot Board for Less the Cost of a 3,000 Hole Plain Board

Lots of 25 or More.....\$3.25 Each
Lots of 12 3.50 Each
Lots of 6 3.75 Each

Samples \$4.25 Each Postpaid
25% or Full Remittance With All Orders.

A. N. S. CO.

312 CARROLL ST., ELMIRA, N. Y.

THE NEW HI-LO-FIELD FLIP-DICE GAME

WILL MAKE YOUR COUNTER SPACE EARN THE LIMIT



The New, Larger, More Attractive and Improved Hi-Lo-Field Game is sweeping the country like wildfire. Earnings from \$50.00 to \$100.00 daily in ordinary spots. Hi-Lo-Field is helping thousands of cigar stores, taverns, nite clubs and road spots revise their dice game earnings. People flock to it as if by instinct—play it by the hour—and come back for more. Easy to understand—easy to operate. NO COIN SLOT. Get your share of the biggest and steadiest dice game profits in the counter game history.

Portable—quickly and easily removed from counter. Ideal for closed territories. Over-all size 13x20. Fool proof construction. Beautiful four-color screen layout. The new federal amusement tax does not apply on this type of equipment. (Non-Coin Operated.)

FOR A LIMITED TIME ONLY WE WILL INCLUDE AN INTERCHANGEABLE TOP FOR NUMBER ROLL DICE GAME (giving you two games in one), BOTH FOR \$27.50.

Order your games today. Present market condition of raw materials make it absolutely imperative that you place your order at once. Buy now for your own protection. 1/3 DEPOSIT WITH ORDER. BALANCE C. O. D. PRICES SUBJECT TO CHANGE WITHOUT NOTICE. MONEY REFUNDED IF YOU ARE NOT SATISFIED AFTER A FIVE-DAY TRIAL.

VALLEY SALES SERVICE, 31 NORTH BROADWAY, AURORA, ILLINOIS

SUPER SPECIALS

F. P. Units Complete, Rails, Legs, Etc. Refinished. State 2nd and 3rd Choice.

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1 Big Six .. 13.50	4 Majors '40 15.50
2 Big Time. 26.50	2 Majors '41 34.50
4 Blonde .. 17.50	4 Metro ... 21.50
2 Bordertown 19.50	5 Miami .. 15.00
7 Bosco ... 64.50	Beach .. 39.50
2 Bowling .. 19.50	4 New Champ 69.50
Alley ... 19.50	6 Seven Up. 27.50
1 Box Score. 13.50	5 Sky Ray .. 29.50
5 Cadillac.. 16.50	9 Spot Pool. 54.50
8 Captain .. 49.50	9 Star Attraction 47.50
Kidd ... 49.50	5 Super .. 44.50
9 Champ .. 52.50	Chubbie .. 44.50
(old) ... 52.50	9 Ten Spot. 37.50
2 Dixie ... 19.50	9 Texas .. 49.50
5 Double .. 29.50	Mustang. 49.50
Play ... 29.50	5 Velvet ... 24.50
3 Five & Ten 84.50	6 Victory .. 84.50
2 Flicker .. 19.50	4 Wild Fire. 31.50
2 Follies '40 17.50	4 Ziz Zag .. 35.00
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1 Four .. 37.50	Victory .. \$ 99.50
Diamonds. 37.50	Five & Ten.. 114.50
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2 Fox Hunt. 21.50	Air Circus.. Write
2 Gold Star. 19.50	WRITE FOR LIST OF 1,000 OTHERS

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FREE PLAY GAMES

A. B. C. Bowler ...\$49.50	Gold Star\$22.50	Rotation\$19.50
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10 Reconditioned G. E. Converters @ One-Third Deposit—Balance C. O. D.

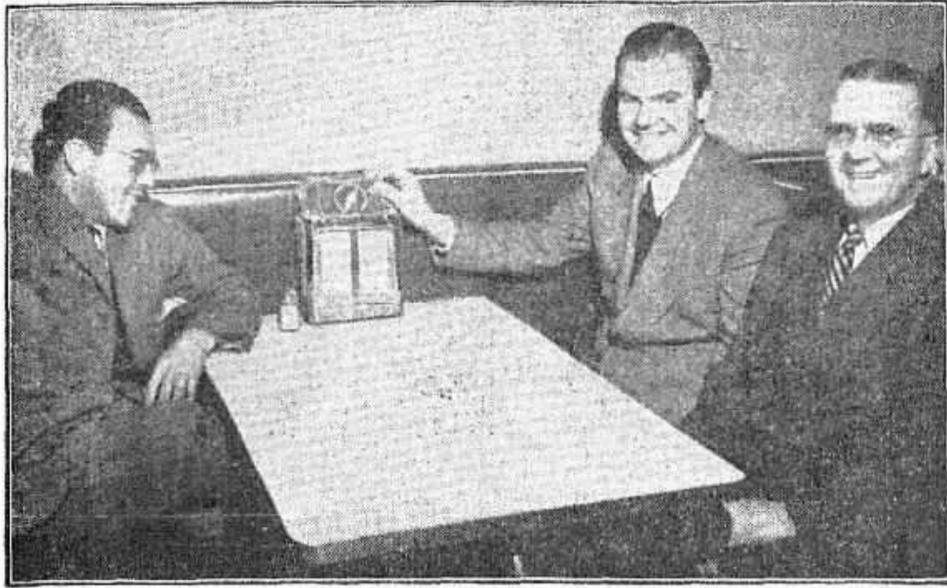
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Chicken Sams, Rock-Ola World Series, Sky Fighters, Ace Bombers, Air Raiders, Hockeys and everything in Arcade Machines. Write, wire to get quick action!!

GIVE BEST CASH PRICE!

LOUIS NELSON
2041 63RD ST. BROOKLYN, N. Y.



ORCHESTRA LEADER CARL HOFF selecting a Harmony-by-Hoff from a Buckley Illuminated Music Box in the Purple Cow, Cincinnati. Jack Markham, Buckley distributor, always equips this system with recordings by leading orchestras because it is headquarters for recording artists. With Hoff (center) are Ray Barr (right), his manager, and H. R. Perkins, Buckley Music System's sales manager. (MR)

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, March 7. — Warm weather is setting in and the beaches are getting good business, with the result that beachfront Penny Arcades are doing well. While the season doesn't usually begin until May or June, the season is reported about 10 weeks ahead of schedule. Several new Penny Arcades are planned in the downtown Los Angeles area and are getting good week-end business from soldiers and sailors in town on leaves. Vending machine business is going along in a high level, with the

operators devoting themselves to servicing machines in defense projects.

Plans are under way to expand factories handling defense orders and this will call for more machines with a number of operators digging in their warehouses for more equipment to supplement what they can buy from distributors. Music machine operators report that business is good and that wall and counter boxes are being installed. Carnivals that have opened in this section report that the arcades are doing all right.

Arcade Clicks

Jack Dykes is going strong with his arcade on the Arthur Mighty American Shows that opened recently in Alhambra. He is using a number of machines in the middle of the midway. . . . Evans Automatic Alley is getting a good play in the Los Angeles area and Mac Mohr is putting them out. Two were recently installed at the Sunset Bowling Center, where there are 52 alleys. At South Gate an addition is being constructed to house six alleys which will be installed as soon as the space is ready.

Program 105, distributed by Associated Producers Distributing, Inc., was shown recently for workers at the Lockheed Aircraft plant during a swing shift rest period. Program, which includes the Gertrude Niesen Oh, Johnny film, drew praise aplenty from Lee Loeb and N. H. Brower, who were in charge of the showing. . . . Harold Raymond, Featurettes and APD president and a member of ASCAP, is on the Coast for a month to study conditions and plan new productions.

Olson Busy

Jack Olson, sales manager for Shipman Manufacturing Company, reports that Select-a-Vue is going strong and that many arcades will feature it this season. . . . Penny Arcade business at Los Banos, owned and operated by Ben and Clem Korte, is keeping these two men busy these days. . . . Walter Hillig, of Virginia Park arcade, in Long Beach, has been so busy lately that he has been forced to forego PCSA meetings held weekly in Los Angeles. . . . Fred Gaunt, of Trojan Novelty Company, is back at

his desk following a trip to customers in the beach areas.

Herbert Moulton has started work on the first of an initial group of six RCM Soundies at the Hal Roach Studios for Sam Coslow. Appearing in the group are Spike Jones and His City Slickers, the King's Men, Marvel Maxwell, Dorothy Cordray and Collins and Collette. . . . Spike Jones soon leaves for New York to contact operators. . . . Judy Deats, night supervisor for California Music Company, was the guest of Al Donahue and his orchestra at Jimmy Contratto's Trianon in South Gate. . . . Ted Hartmann reports that he is busy making plans to push Singing Pictures in the 11 Western States assigned to his firm. . . . Mac Sanders has acquired a blunderbus that is a collector's item. . . . Paul Blair, of Exhibit Supply Company, is back in the city following a busy day spent in San Diego. . . . Vic Ralston, of Standard Phono, is contacting record distributors in the interest of his product.

McCreary Returns

L. B. McCreary, Los Angeles branch

manager for E. T. Mape Music Company, is back at his desk following a trip thru his territory. His many friends are glad to learn that Mrs. McCreary is well on the way to recovery following a recent illness. . . . Harry Kaplan, of Southwestern Vending Machine Company, is back in the city following a business trip to San Francisco. . . . Al Berman, of Arcade Exchange, reports that arcade business will set new records in this area. . . . Bill Wolf, of Modern Coin Exchange, spent a few days recently visiting friends in San Diego. . . . Barney Fishman, of Sportland, in Ocean Park, is out again following a brief illness. . . . Al Anderson, of Balboa, is putting in two arcades in Santa Ana. . . . Johnny Nelson, of Modern Coin Exchange, is already looking forward to his vacation. . . . Geraldine Douglas, of E. T. Mape, has been so engrossed in her new duties as office manager that she hasn't had the opportunity to study vacation brochures. She succeeded Walter Huber, who was transferred to the Mape's office in San Francisco.

FREE PLAY GAMES--IMMEDIATE DELIVERY

Look Like New! Operate Like New!

Every game completely reconditioned and complete in every detail ready to operate as free play games. Every game carefully scraped, shellacked and cleaned, giving it the "NEW" appearance.

These games are priced considerably less than any similar used games on the market. You would have to pay from \$10 to \$35 more for these games from any other reputable dealer.

ABC Bowler . \$69.50	Gold Star . \$29.50	Stars \$39.50
Argentine . . . 69.50	Hi-Hat 49.50	South-Paw . . . 59.50
All American. 34.50	Horoscope . . . 54.50	Star Attraction 64.50
Attention . . . 34.50	Hi-Stopper . . . 44.50	Sluggo 49.50
Bolaway 79.50	Hi-Dive 39.50	Sport Parade. . 39.50
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Big Parade 94.50	Lot-o-Fun 19.50	Sky Blazer . . . 64.50
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Captain Kidd. 64.50	Major '41 49.50	Speed Ball . . . 44.50
Cadillac 19.50	Metro 29.50	Show Boat . . . 59.50
Click 74.50	Mystic 29.50	Spot-a-Card. . . 94.50
Crossline 29.50	Miami Beach. 54.50	Texas Mustang 74.50
Double Play . . . 44.50	New Champs. 74.50	Ten-Spot 54.50
Do-Re-Mi 49.50	O'Boy 19.50	Toplo 94.50
Duplex 34.50	Polo 24.50	Three Score. . . 19.50
Dude Ranch. . . . 29.50	Plie-ball 39.50	Twin Six 54.50
Dixie 29.50	Paradise 34.50	Ump 29.50
Formation 19.50	Roxy 19.50	Velvet 34.50
Four Roses 39.50	Silver Skates. 39.50	Victory 94.50
Five & Ten. . . . 64.50	Sea Hawk 44.50	West Wind. . . . 64.50
Flicker 29.50	Super Chubbie 74.50	Zig Zag 59.50
Gun Club 74.50	Sun Beam 34.50	Zombie 39.50
Glamour 19.50		

BE WISE!
BUY NOW!
YOU WILL NEVER AGAIN BUY GAMES IN THE PERFECT CONDITION WE SHIP OURS AT THESE LOW PRICES.
WE HAVE HUNDREDS OF THESE FREE PLAY GAMES, SO YOU CAN FEEL THAT WE WILL FILL YOUR ORDER IF RUSHED TO US AT ONCE. DON'T WAIT — ORDER NOW.

TERMS: One-third certified deposit to enable us to make prompt shipment. Bal. C. O. D.

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WILL EXCHANGE ANY PART OF 1000 GAMES LISTED

HERE FOR INTERNATIONAL HOCKEYS, SKY FIGHTERS, DRIVE MOBILES, TEN STRIKES, KEENEY GUNS, BALLY BASKETS OR GUNS, BATTING PRACTICE, SEEBURG HOCKEYS OR GUNS, OR ANY TYPE OF PHONOGRAPH AND SPORTLAND EQUIPMENT!

ANY 3 FOR \$99.50

- GIVE 2nd AND 3rd CHOICE**
- Air Force
 - Barrage
 - Belle Hop
 - Capt. Kidd
 - Click
 - Super Chubbie
 - Do-Re-Mi
 - Double Play
 - Duplex
 - Entry
 - 4 Diamonds
 - 4 Roses
 - Gun Club
 - Hi-Hat
 - Horoscope
 - Jungle
 - Majors
 - Pursuit
 - Pan American
 - Speed Ball
 - Sea Hawk
 - Seven Up
 - Silver Skates
 - Sky Ray
 - Sluggo
 - Snappy '41
 - Sun Beam
 - Spot Pool
 - Sky Blazer
 - Star Attraction
 - Target Skill
 - Trapze
 - Ten Spot
 - Trailways
 - Twin Six
 - Velvet
 - West Wind
 - Wild Fire
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Any 3 For \$159.50

- A. B. C. Bowler**
- Argentine
 - Bola Way
 - Big Parade
 - Bosco
 - Clover
 - Champ
 - Five & Ten
 - Jungle
 - Legionnaire
 - Knock Out
 - Monicker
 - Mustang
 - Show Boat
 - Spot-a-Card
 - Towers
 - Victory

ANY 3 FOR \$49.50

- GIVE 2nd AND 3rd CHOICE**
- Anabel
 - All American
 - Attention
 - Brite Spot
 - Bandwagon
 - Big Chief
 - Boom Town
 - Broadcast
 - Big Town
 - Big Show
 - Cadillac
 - Chubbie
 - Drum Major
 - Dixie
 - Dude Ranch
 - Double Feature
 - Flicker
 - Formation
 - Fox Hunt
 - Gold Star
 - Hold Over
 - Home Run
 - Lucky Strike
 - Lot-o-Fun
 - Landslide
 - League Leader
 - Line Up
 - Metro
 - Mystic
 - Mascot
 - Paradise
 - Powerhouse
 - Repeater
 - Rotation
 - Score Card
 - School Days
 - Sparky
 - Stars
 - Zombie

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GUARANTEED FREE PLAY

School Days . \$27.50	Cadillac . . \$10.00	Across the Board . . \$15.00	Ten Spot . . \$47.50
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Four Roses . . 32.50	Big League . . 10.00	Majors '41 . . . 39.50	Broadcast . . 24.50
MerryGoRound 10.00	Follies 10.00	Tommy Gun . . . 89.50	Crossline . . 24.50
Sport Special. 59.50	Pylon 10.00	Fleet 15.00	Stars 29.50
Attention . . . 24.50	Fox Hunt . . . 15.00	Mystic 22.50	Mills 1-2-3, '40 79.50
Big Chief . . . 24.50	Masoot 15.00	Toplo 84.50	Sea Hawk . . . 30.00
Leader 19.50	Zombie 24.50	Sara Suzy . . . 17.50	

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ATTENTION!
OUR EQUIPMENT IS READY FOR LOCATION OR YOUR MONEY REFUNDED!!

8 Pace Saratoga, Combination F.P. and P.O.	\$139.50
7 Silver Moon, F.P.	134.50
3 Jumbo Parade, F.P.	89.50
8 High Hand, Combination F.P. and P.O.	179.50
10 Scientific Batting Practice	119.50
25 New Daval Lucky Smokes	15.00
20 New Daval Races	15.00

1/3 With Orders, Balance C. O. D.

ARCADE MACHINES WANTED

Will pay cash for ALL TYPES Penny Arcade Machines if prices are right. Send complete list immediately, giving condition and lowdown.

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WE ARE REMODELING

the following obsolete games into streamlined versions, with new plastic bumpers and new backboard glasses: Power House, Blondie, Big Town, Mr. Chips, Follies, Drum Major, Home Run, Commodore, Triumph, Roxy, Bowling Alley, Cadillac, Stars, Leader, O'Boy and Turf Champs. Write for our prices and details.

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Drivemobiles, Rapid Fires, Defenders, Air Raiders, Sky Fighters. All kind of Arcade Machines. State best price.

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THE NEW BLACKSTONE COIN PACKER

Count and wrap \$12.00 in nickels per minute — new double speed, two barrel coin packer. Penny, nickel and dime sizes. Price \$2.00.

Blackstone Coin Packer Co.
208 King St., Madison, Wis.

MUSIC MERCHANDISING

FOREIGN RECORDS BOOM

Once Big Jap Spots Out Now on W. C.; Latin Tunes Strong

LOS ANGELES, March 7.—Coin machine operators who use foreign language records are doing a good business here because of the war. Naturally the public is not playing music of the Axis powers and spots operated by Japanese nationals have been closed, but, all in all, the international record business is going strong for several reasons, a survey of operators and foreign record distributors reveals. While the closing of the Jap-operated businesses was a kick in the pants to some operators, the spread of patriotism has boosted the play for records of other countries.

The Jap record business is so out of kilter here that Nipponese records are soon to be returned to the melting pot to salvage the material for other records that don't smell of the Rising Sun flag. Japanese records are still available, however, and occasional requests come in for these records from people who do not have any love for the Japs but who are desirous of hearing what the Jap likes in music. The American-born Japanese are also buyers of this sort of music, Victor Ralston, West Coast representative for Standard Phono Company, reports.

Ralston, who has his hand on the pulse of the foreign record business here, points out that while Japanese songs will continue to be sold in this country to American-born Japanese, the industry has been hard hit because the masters were made in Tokyo. Since war was declared, these tunes have to be waxed in this country. Japanese tunes do not come and go like the modern day pop tune and a record once made is sold for months and sometimes years. Most of the tunes are of American origin adapted to the Japanese way of handling music, and the Japanese artist has learned to mimic the American singer. A popular tune until two months ago was one that gave the Japs conception of Bing Crosby and the Mills Brothers.

Other Foreign Records

The demand for foreign records on coin machines has been boosted by (See *Once Big Jap Spots* on page 75)

Foreign Disks Okay For Philly Operators

PHILADELPHIA, March 7.—Foreign language recordings continue to constitute an appreciable amount of coin catchers for local music machine operators. This does not mean that the foreign language-speaking groups here are any less patriotic than those who like Glenn Miller. The fact remains, however, that this city is dotted with more colonies than a dozen nationalities.

Just as the radio stations must appeal to such language groups with programs in the native tongue, the music machine operator must likewise satisfy them with their native music. The older folk are avid music machine fans for the simple reason that that is the only medium by which they can readily—and most inexpensively—get the music they want whenever they want it.

As a result, operators catering to such locations have reaped a harvest with foreign language recordings in recent years. And the play is just as big today since the advent of America into the war.

Italian and Nazi Disks Out

However, since December there has been a decided change in the foreign-language play. Most prominent feature has been the absence of Italian recordings from the machines, even in the locations deep in the heart of "Little Italy" here. Primary reason is the fact (See *Foreign Disks Okay* on page 75)

War Boosts Play on Polish, Spanish and International Recordings, Survey Shows

NEW YORK, March 7.—International and foreign recordings are experiencing almost boom play on the coin phonographs now, according to many Eastern operators and field representatives for the Victor International series of disks. Principal reason for this tilt in sales, say those in the field, is the stepped-up production and employment in the mining and industrial areas thruout the nation.

There was some fear in this end of the industry that the involvement of the United States in the war might curtail play and sales of foreign recordings. That this fear was unfounded has been established by increased sales since December 7. Polish language records, for example, are having a heavier sale than ever before, as are Bohemian, Italian and German. Diskers point out that in the case of the two last-named nationalities there is no "political" significance to be attached to the fact that Italians and Germans are buying and playing more of their own recordings. It is simply that these groups (most of whom are American citizens) are now benefiting from increased employment.

All commercial foreign platters made in this country now are folk melodies, polkas or old marches which pre-date Nazism or Fascism by many years. Altho there is probably little doubt that there is a stronger feeling of nationalism among foreign-born groups here now, it is more a natural feeling for the fatherland than for any ideology superimposed upon that country. At least this seems to be the case with the majority of such groups, according to salesmen contacting that branch of the business.

However, disk companies producing foreign recordings today are taking no chances. In some cases they have discontinued catalog listings of tunes cut before the war crisis and which had a certain amount of propaganda bearing on nationalistic issues. All foreign and international tunes are recorded in the United States now by artists of various nationalities. Importing of masters from Europe was reduced to nil right after the war started. So this gives the domestic diskers full control over the foreign material for recordings.

Latin Plugging

Of the foreign stuff being recorded now, Latin music is, of course, getting the major exploitation. Many of the top hit tunes in the past year have come from Latin adaptations. But aside from those, Latin music is coming in for heavier listings in the foreign catalogs. Victor International series brought out an album this week titled "Mexicana," and it has already been made the basis of a tie-up with NBC whereby one of the records in the album is featured on each of eight Coast-to-Coast programs put on by NBC and called "Down Mexico Way." Such a stunt naturally ties in with the government's efforts to create better understanding with the Latin Americas. In fact, Vice-President Henry A. Wallace suggested the album idea.

Sales on Latin records have increased as a result of this country's campaign to further relations with our hemisphere neighbors. So much so that the ratio of Latin disks sold to people of Spanish descent living in the United States is far greater than the ratio of say Polish music to those of Polish descent living here in this country. In other words, Latin music has found a large audience among all nationalities.

Future of All Foreign Disks

Whether or not the foreign recording field will be able to expand to reach the greater demand, however, offers another problem. Major disk companies have been so hard put in recent months to fill orders on (See *WAR BOOSTS* on page 75)

Furnish Phonos For Amusement In Canada Wilds

ST. JOHN, N. B., March 7.—A big improvement in the lumber industry has reacted favorably on the demand for coin machine entertainment thru the Eastern provinces. With the opening of the river shipping and stationary mill operating season in early April, conditions will be further improved. At some of the logging and portable milling camps this winter coin machines and phonos have been supplied by the employers as a means of keeping the help occupied in their spare time and thus providing relaxation, particularly when located many miles from a town.

At many of the lumbering towns there has been little or no interference with coin machine operation, regardless of the type of machines used. There has been (See *FURNISH PHONO* on page 75)

Polish Spots Big In Chicago Area

CHICAGO, March 7.—Play of foreign and international records has been on the upswing here since war was declared, in the opinion of leading operators and record distributors. Demand for some groups, like Polish and Scandinavian, has chalked up almost unbelievable gains. How much is due to the war, however, and how much to the fact that the record business in general here is booming is an unanswerable question.

With the largest Polish population in the country centered here, it is only natural that Polish disks are front and center in the demand parade. These disks have been booming in popularity ever since the invasion of Poland. Folk songs and polkas are the most popular.

Both Scandinavian and Greek disks are also doing well for operators. Large num-

War Has No Effect On Foreign Disks In Detroit Spots

DETROIT, March 7.—Foreign records in the more popular language groups appear to have been little affected by the war in Detroit, one of the most polyglot of American cities. Reason, operators specializing in this field privately agree, is that all national and racial groups, as far as the average working class is concerned, are strongly united behind the war effort.

Lack of new foreign recordings is one important handicap. Many are in stock at radio stations, and location customers ask for them, thinking tunes they hear should be on the machines—but many of these recordings are years old and operators cannot procure them. Local recordings, such as are now being put out, do not seem to get too great a response as yet, altho operators believe the trade may turn to these in the near future if they are made by men who know thoroely their own national group traditions and can reproduce them on records here.

"The play per record is possibly increased by the shortage," according to Aaron Lipin, in charge of the foreign location department for the Brilliant Music Company, one of the largest operators in this field. Foreign-language locations tend to prefer foreign-made recordings. The customers want really foreign music, recorded by foreign bands. The same music recorded by American orchestras doesn't seem to go over. They seem to find a strain in the music that makes it just a little different and less pleasing to them.

"Most of our locations are in Polish neighborhoods. I think the Poles seem to cling more to their own language than perhaps any other group we are in touch with. We have Polish locations that literally wear out Polish records, especially polkas and waltzes."

Operators generally seem to prefer avoiding the use of German records at the present time. Survey indicates that there have been very few German locations in this city for the past two or three years except in one section of town, where operators use typical good-fellowship songs of the old days, such as the old drinking songs, which are innocuous even to outsiders.

Serbian, Croatian, Bulgarian, Russian, Hungarian and other foreign groups appear to have somewhat similar conditions to those reported in detail for Polish. Typical method of operating in foreign locations is that used by Lipin at the present time. He places 12 foreign and 12 English records on each machine at the same time, with the English numbers in major demand by younger people of foreign origin. Patriotic numbers of the *Good-Bye Mama* type are in fair demand in these locations. Records are gradually changed, with three new records of each group, foreign and English, shifted weekly.

ber of Swedish people here has long made records in this tongue consistent sellers, and demand for Greek disks has spurred since the invasion of that country.

Effect of the good-neighbor policy toward Latin and South America is being felt here in the form of extra play for Spanish and similar south-of-the-border numbers. ASCAP-radio feud contributed much to making this type number more popular.

Outstanding development here, however, is the rise in popularity of international records. These *Beer-Barrel* tempoed disks with English titles and lyrics make just as big a hit in Polish and other foreign-type locations here as do disks in the native tongue. As for the *Beer Barrel* itself, there are still plenty of locations where it gets a heavier weekly (See *POLISH SPOTS* on page 75)

Music Distribbs Okay Speakers

NEW YORK, March 7.—Leading music distribbs have okayed the new Singing Picture auxiliary speakers introduced by Tri-Way Products Company, the firm announces. Operators are well pleased with the unit, and favorable comment on the paintings which cover the speaker unit is heard in all locations, according to reports.

The firm states that the speakers are clicking in the territories of distributors who handle them. Some of the distributors are the Vending Machine Company, Fayetteville, N. C.; Modern Vending Company, New York; Atlas Coin Machine Company, Boston; Archie A. Berger, Philadelphia; Robinson Sales Company, Detroit; Cleveland Coin Machine Company, Cleveland; General Vending Service Company, Baltimore, and Modern Distributing Company, Los Angeles.

The speakers are offered in two sizes and five subjects. The Old Glory model is the largest and features a full color painting of the American flag. The four smaller models feature art and dance subjects.

Tri-Way officials state they are busy appointing distribbs in States where they do not have coverage, and appointments are also being made to handle the general music and radio trades for home consumption.

Modern Stresses Service Department

NEW YORK, March 7 (DR).—Nat Cohn, of Modern Vending Company, has been paying considerable attention to enlarging and improving the firm's service department.

"Altho this department has functioned for many years and has always co-operated with operators 100 per cent," in-

Watch Those Possibilities!

This week's Record Buying Guide lists *I Don't Want To Walk Without You* in Going Strong. Followers of *The Billboard* Possibilities knew about this tune a long time ago and were able to slap it onto their machines before most people knew the song even existed. To be precise, *I Don't Want To Walk Without You* was tabbed in Possibilities in the January 3 issue of *The Billboard*.

Incidentally, every song listed in Going Strong and Coming Up this week was a Possibility almost as soon as it was issued on wax. This is sufficient proof that *The Billboard* Record Buying Guide is the most authoritative prediction service in the history of the coin phonograph business. Followers of Possibilities have "nothing but the best" on their machines.

forms Nat, "we have provisions at this time to take care of every need of the music operator for the duration. We know that the operator must nurse his present equipment to last an indefinite length of time. Therefore we have secured the machinery and mechanical help to recondition and repair the machines that operators now have.

"We are fully prepared to supply parts and sections for music equipment and all work will be done in the usual thoro manner that has been Modern's policy in the past. Elmer Johnson, who has been with our firm for many years, is in charge of a staff of seven expert mechanics."

Mississippi

NATCHEZ, Miss., March 7.—Operators are jubilant over announcement of the construction of an army cantonment at Centerville, Miss. Cost will be more than \$5,000,000. Already workers are drifting into the camp site and operators are planning establishment of locations.

Allen Hullum, Service Novelty Company, has been inducted into the army. Sam McCabe, Seramac Novelty Company, is taking over the locations of the Service Novelty Company.

R. E. (Buster) Williams, Service Novelty Company head, now in the air corps, was home recently on a furlough.

Detroit

DETROIT, March 7.—Manfred Linick, head of the Detroit Automatic Exhibit Corporation, recently went to Columbus, O., on a business trip.

Miss S. R. Duclos, manager of the Ajax Novelty Company, reports a rush of customers for amusement equipment.

John Mahaz, field man for the United Music Operators, is recovering from an attack of measles—the German variety at that, he complains.

Wolverine Cigar Company is taking over a large consignment of venders from the Reliable Vending Company.

Up-State Michigan operators buying new music boxes for their routes are Rex Pierce, of Lansing, and L. W. Bodell, of Sparta.

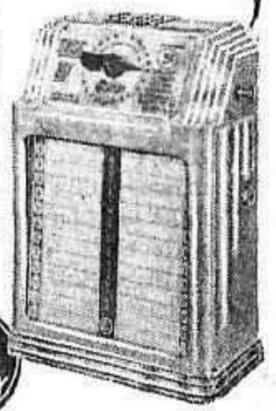
**TO KEEP AHEAD
KEEP IN TOUCH WITH
YOUR BUCKLEY DISTRIBUTOR!**



**DISTRIBUTOR "BUD" PARR
OF LOS ANGELES, CALIF.,
SAYS:**

"Pacific Coast operators know a good thing when they find one. That's why we're doing such a great job out here with Buckley Music System with Direct 'Touch-To-Touch' Action. Buckley engineering is appreciated by the music operators. The beauty of Buckley Wall and Bar Boxes is attractive to the patrons of locations everywhere—and is reflected in the heavier play that's reported every day. Automatic music is proving to be a good business. With Buckley Music Systems—it's a BETTER BUSINESS."

**WHEN YOU THINK
OF MUSIC—THINK
OF BUCKLEY FIRST!**



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WURLITZER

16 Record MARBLGLO



Complete, Ready to Operate,
Money-Back Guarantee... **\$99.50**

61 Wurlitzer, Counter	\$ 89.50
71 Wurlitzer, Counter Mod.	139.50
616 Wurlitzer	79.50
Rockola '39 Standard	149.50
Rockola Imperial 20s	89.50

MISCELLANEOUS

Acc Bombers, Like New	\$199.50
Electro Hoists	89.50
Ten Strikes	74.50
Merchantmen	79.50
Square Bells	89.50
Tommy Guns, Perf. Cond.	94.50
Microscope Fan Fronts	95.00
Sheet the Chutes	89.50
Buckley DeLuxe Diggers	129.50
Radio Rifle	149.50
Love Testers, Like New	179.50
Drivemobiles, Like New	199.50

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Ready for Delivery: **WRITE FOR PRICES**
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For Remodeling 616, 800, 500—
Write for Circular.

1/3 Deposit With Order

GERBER & GLASS

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USED RECORDS WANTED! 5c EACH

We will pay 5¢ each for good used records. Can use all makes, all artists, etc. Must be in jackets. Ship prepaid freight or express. Payment by return mail in cash!

AUTOMATIC SALES CO.

56 E. Hennepin MINNEAPOLIS, MINN.



WURLITZER VICTORY MODEL GOES BIG IN DETROIT. Harry Graham (beside microphone) entertained a group of Detroit music merchants at Wolverine Music and Specialty Company headquarters recently to view the Wurlitzer Victory Model. The occasion was National Wurlitzer Days. (MR)

Des Moines

DES MOINES, March 7.—Mrs. C. Aubrey Gibson, wife of the proprietor of the Gibson Distributing Company, is back on the job. She recently fell going down some stairs and suffered a fractured leg.

Irving Sandler, Mayflower Distributing Company, was given a vote of thanks by the enlisted men in Des Moines awaiting transfer to army and navy duty. Sandler installed a free-play phonograph in their recreation center. Earlier, Tony Ligouri, who is now in the army, donated several pinball machines before he joined.

Gerald Cooper, of West Des Moines, has joined the Gibson Distributing Company to service phonographs. Dick Schuster, a route man, has enlisted in the Coast Guard.

USED PHONO NEEDLES RE-CONDITIONED

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

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1-10	15c per needle
10-50	12½c per needle
Over 50	10c per needle

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A Precision Service

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Music operators have the greatest opportunity in history to build good will for the music box industry. Every operator should join in this campaign.

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It costs no more!
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BUY U. S. Defense Savings Bonds and Stamps

NEW VICTOR RECORDS

and current coinograph favorites



ARTIE SHAW'S

NEW HIT

"Just Kiddin' Around"

We're not kiddin' around when we tell you this disc is destined for big profits on every coinograph. You know how the crowds go for Shaw. This one's right in their groove—live jive with clean clarinet work by Artie himself. Better give it a whirl. No. 27806.

STILL STARRING

Artie Shaw's "Blues in the Night." No. 27609.



HAL McINTYRE

His new hit—"She'll Always Remember." No. 27805.

His current favorite—"The Commandos' Serenade." No. 27796.

DUKE ELLINGTON

Coming up . . . fast—"I Don't Know What Kind of Blues I Got." No. 27804.

Still going strong—"I Got It Bad and That Ain't Good." No. 27531.

MAKE SURE YOU HAVE THESE CURRENT FAVORITES

SAMMY KAYE'S "The Shrine of St. Cecilia." No. 27691.

TOMMY DORSEY'S "How About You?" No. 27749.



KEEP 'EM PLAYING

ANY BONDS TODAY?

Barry Wood—27478

REMEMBER PEARL HARBOR

Sammy Kaye—27738



Order them today from your

VICTOR-BLUEBIRD RECORD DEALER

RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest Money Making Potentialities for Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

● **GOING STRONG** ●

I DON'T WANT TO WALK WITHOUT YOU.. HARRY JAMES (Helen Forrest)..... Columbia 36478
DINAH SHORE..... Bluebird 11423
GUY LOMBARDO..... Decca 4104

The public has taken to this song, especially in the James's version, which is an ace retail item as well as the strongest machine draw. Shore and Lombardo are doing plenty okay, too, and the thing might stick around this category for several weeks. Got here in a hurry.

THE WHITE CLIFFS OF DOVER..... KAY KYSER (Harry Babbitt-Glee Club) Columbia 36445
SAMMY KAYE (Arthur Wright-Choir) Victor 27704
KATE SMITH..... Columbia 36448
GLENN MILLER (Ray Eberle)..... Bluebird 11397
TOMMY TUCKER (Amy Arnell-Don Brown-Voices Five)..... Okeh 6487

ROSE O'DAY..... FREDDY MARTIN (Eddie Stone-Chorus)..... Bluebird 11286
(7th week) KATE SMITH..... Columbia 36448
KING SISTERS..... Bluebird 11349
MERRY MACS..... Decca 4023

BLUES IN THE NIGHT... WOODY HERMAN (Woody Herman) Decca 4030
(5th week) DINAH SHORE..... Bluebird 11436
JIMMIE LUNCEFORD (Ensemble) Decca 4125
CAB CALLOWAY (Cab Calloway-Palmer Brothers)..... Okeh 6422

REMEMBER PEARL HARBOR..... SAMMY KAYE (Glee Club) Victor 27738
(5th week)

DEEP IN THE HEART OF TEXAS..... ALVINO REY (Bill Schallen-Skeets Herfurt) Bluebird 11391
(2d week) BING CROSBY (Woody Herman-Muriel Lane) Decca 4162
HORACE HEIDT (Ensemble) Columbia 36525

● **COMING UP** ●

A STRING OF PEARLS... GLENN MILLER (No Vocal)..... Bluebird 11382
Just a little ahead of the two listed below in a furious neck-and-neck race to the top, this fine instrumental jive tune has an excellent chance of making the grade, provided it continues to hold on to the locations it has at present. Its success has been phenomenal.

I SAID NO!..... ALVINO REY (Yvonne King) Bluebird 11391
JIMMY DORSEY (Bob Eberly-Helen O'Connell) Decca 4102

Both Rey and Dorsey's disks are battling valiantly to push this one into "Going Strong." However, many ops report that while the tune catches on in some spots, it wears out in others, thereby failing to gain much ground. Still has a chance, if it can settle down, but novelties of this sort wear out quickly.

MOONLIGHT COCKTAIL. GLENN MILLER (Ray Eberle-Modernaires) Bluebird 11401
TOMMY TUCKER (Don Brown-Voices Three) Okeh 6526

This great song shapes up as a certainty for higher rank, even tho it is slightly behind the two listed above. Perhaps next week it will pass both of them and hit "Going Strong." Certainly should not be ignored by anyone. Miller is far and away the outstanding nickel-puller at this stage.

EVERYTHING I LOVE... GLENN MILLER (Ray Eberle-Ensemble) Bluebird 11365
Did much better this week, even drawing some mentions as a "Going Strong" tidbit in various territories. Has a definite appeal which figures to keep it in circulation longer than many songs which flash right to the top and peter out just as quickly.

A ZOOT SUIT. KAY KYSER (Sully-Trudy-Jack-Max) Columbia 36517
BOB CROSBY (Nappy Lamare) Decca 4169

This wacky novelty, all about the sharpie who wants a fancy outfit in which to visit his Sunday gal, has caught on for fair. Is getting excellent plugging on the radio, which, above all, contributes most to phono success of a pop tune. There are many versions of the tune, but Kysler, and to a lesser degree, Bob Crosby, are far in the lead. Should be investigated thoroly. An ex-"Possibility," by the way.

SOMEBODY ELSE IS TAKING MY PLACE. RUSS MORGAN (Morganaires) Decca 4098
BENNY GOODMAN (Peggy Lee) Okeh 6497

This Russ Morgan composition, mentioned in "Possibilities" many weeks ago, has caught the fancy of the nickel spenders all over the country, after a rather wishy-washy start. Morgan and Goodman are doing best of all the bands and artists on the tune. Future uncertain, but doing well right now.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

THIS IS NO LAUGHING MATTER..... CHARLIE SPIVAK (Stardusters) Okeh 6458
(6th week) GLENN MILLER (Ray Eberle) Bluebird 11369
JIMMY DORSEY (Bob Eberly) Decca 4102
DINAH SHORE Bluebird 11357

Is being outdistanced by more recent arrivals on the boxes.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.

NEW BLUEBIRD RECORDS

and current coinograph favorites



DINAH SHORE'S

NEW HIT

'Goodnight, Captain Curley-Head'

The way Dinah croons this touching tune you can count on it for a record run in your coinograph. A lulling lullaby by the nation's favorite songstress. B-11473.

HER CURRENT FAVORITE

"Blues in the Night"—Dinah Shore. B-11436.



GLENN MILLER

His new hit—"Lamplighter's Serenade." B-11474.

His current hit—"Moonlight Cocktail." B-11401.

ALVINO REY

His latest hit—"The Army Air Corps (official song of the United States Army Air Corps)—coupled with "Little Hawk." B-11476.

Still going strong—"I Said No" and "Deep in the Heart of Texas." B-11391.

Be sure to get these

FREDDY MARTIN favorites

"Wherever You Are"—B-11475

"Rose O'Day"—B-11286

Keep your Coinograph cashing in with the latest

VICTOR-BLUEBIRD RECORDS

AMERICAN FOLK RECORDS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column designed to help operators select money-making recordings of folk tunes. Address all communications to Folk Records Editor, The Billboard, 1564 Broadway, New York City.

News Notes

Texas Jim Lewis and His Lone Star Cowboys are currently appearing at Grace Hayes Lodge, North Hollywood, Calif. Operators in the territory can probably make tie-ups with the personal appearance. . . . Last Monday (March 2) Frank Novak and His American Square Dance Orchestra started a quarter-hour weekly program, 6:30-6:45 p.m., over WEAJ, New York. Outfit recently completed four albums of square dances for Decca, and the air shot is being plugged by cards sent out asking listeners to vote on whether the session should remain at 15 minutes or be extended to half an hour or a full hour. . . . Okeh releases ready for shipment from Bridgeport March 13 include Louise Massey and the Westerners on *I'm Thinking of My Blue Eyes* and *There'll Come a Day*, the Hoosier Hot Shots on *She Was a Wash-out in the Blackout* and *She's Got a Big Army of Friends*, and Adolph Hofner and His San Antonians on *Sometimes and Waiting, Dear, for You*. . . . Decca releases for March 5 included Eddie Dean on *Little Grey Home in the West* and *Where the Silvery Colorado Winds Its Way*, and Jimmie Davis on *You'll Be Sorry* and *What More Can I Say*.

Weeks Best Releases

Al Dexter and His Troupers (Okeh 06604)

Honky Tonk Chinese Dime and *Sundown Polka*

A good dance disk for varied tastes. *Honky Tonk* is a nice melody taken at a bright tempo in bounce rhythm, with excellent steel guitar and fiddle taking the musical leads and Dexter contributing a pleasant-voiced bary vocal. *Sundown* is one of the better polka entries—a pretty melody given excellent and unusual effects by two-guitar interludes and fiddle. No vocal. Both sides are recommendable, choice being governed by type of music favored at particular locations.

Ernest Tubb (Decca 6023)

Time After Time and *When the World Has Turned You Down*

Tubb delivers two more sentimental ballads with his quiet vocal style and excellent string-plucking. The A side, *Time*, is a lugubrious ditty given heavily sentimental treatment.



AL WERTHERIMER AND LESTER TEMPLIN get together at the Davis Sales Company showing in Syracuse of Seeburg phonographs for 1942. Templin announced his own 1942 model at the showing also—the birth of a daughter. (MR)

B side carries the same amount of sentiment, but is delivered in a brighter tempo. Should please Tubb fans.

Roy Acuff and His Smoky Mountain Boys (Okeh 06585)

Things That Might Have Been and *No Letter in the Mail*

Might Have Been, a sentimental lyric with a pleasant enough melody, is vocaled by Acuff in his familiar and popular style, with an instrumental chorus interpolated. *Letter* has an extremely catchy melody excellently played and is given its vocal excitement by Acuff on the verses, joined for the choruses by a sort of obligato from Oswald. *Letter* will probably prove the more profitable side.

Tennessee Ramblers (Bluebird B-8941)

Oh Mary, Don't You Weep and *I Love Hawaii*

A couple of sharply contrasted numbers well played by the Ramblers. *Mary*, a spiritual hyped into swell bounce rhythm, has nice horn leads and an unbilled vocal with ensemble backing. *Hawaii* has no vocal; its soft and dreamy rhythms are taken at a rather fast clip, but it's a good side for dancing. Which to put on top depends upon clientele's tastes.

The Sunshine Boys (Okeh 06603)

I'll Dump Your Apple Cart and *That's Bad*

Apple Cart has a nice vocal from

Slim Habert and musical interludes featured by hot piano licks and guitar pickings, all taken at a bright forward-moving rhythm with a heavy beat. On *Bad*, Bruce Pierce's vocal with ensemble backing alternates with piano and fiddle licks that are plenty hot. Side is aimed squarely at coin-phonograph play, even its final lyrics including this angle—and it should get plenty.

Pine Ridge Boys (Bluebird B-8940)

Put Your Arms Around Me, Honey and *Lonesome for You, Annabelle*

Marvin Taylor and Douglas Spivey offer quiet, lilting vocal duets on this coupling, with very sweet high tenor work solo on the verses. The Von Tilzer oldie on the A side is an always popular tune, and the B side melody is quiet, old-fashioned and catchy. Both make very pleasant listening.

Cindy Walker (Decca 6022)

I Want Somebody and He Knew all the Answers

Somebody on the A side is a sentimental ballad pleasantly sung by Miss Walker, with nice band backing that features guitar and horn. *Letter* leads off the platter with a terrific wah-wah lick. *He Knew All the Answers* (continuing subtitle to which is *To a Maiden's Prayer*) has an amusingly lugubrious lyric, well delivered by Miss Walker, and should find favor in some tavern locations.

Recommended

Records showing indications of becoming music machine hits, based on nationwide reports and the judgment of The Billboard's Music Department.

"MY LULU": Montana Slim (Bluebird B-8924)—Released a month ago, this is a fast rhythm tune with amusing words and terrifically fast and flexible yodeling from Montana Slim. A real standout; it's one of the best of his many fine releases. Catchy tune and words combine with his terrific delivery to make it a "must" for locations where Western ballads and yodeling are in favor.

Letter Box

Reports from many spots thruout the country indicate that nationwide favor is being found by Carson Robinson's version of *You're a Sap, Mr. Jap*, war song from the pop field. It's mentioned on many 10 best lists. . . . War songs generally are finding favor in the folk field in the Northwest, according to reports.

Philadelphia

PHILADELPHIA, March 7. — Local music machine operators are mulling over a plan to tie in music boxes with the sale of Defense Stamps. The plan is to spot machines at public halls and theater lobbies, using only patriotic records. Members of local women's clubs will be in charge of the machines, operating them at 10 and 25 cents per

WHLB Uses Record Guide

WAUSAU, Wis., March 7.—Once a week over WHLB, Program Director Greg Rouleau produces a show called *The Juke Box Serenade*, numbers for which are selected from *The Billboard's Record Buying Guide*. Entire show is built around an automatic phono atmosphere, with the sound effect of a nickel being put into a chute before each disk is played. During the show explanation is made that these top tunes are chosen from the "Coast-to-Coast automatic phono survey conducted for the Record Buying Guide by *The Billboard*, America's leading theatrical and amusement weekly."

tune. In addition to hearing the selection played, customers will receive a 10 or 25-cent Defense Stamp.

In the record scrap drive that will get under way here this month, with Boy Scouts making door-to-door collections and proceeds to go to the United Charities campaign, it is expected that the music machine operators will make a direct contribution to the drive.

The Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey had an excellent turnout at its dinner meeting held February 26 at the Club Ball. The idea of such dinner meetings, introduced the month previous by Business Manager Jack Cade, is a decided hit with the operators.

Paul Wexler, district manager for Columbia Records covering Texas, brother of Elliot Wexler, record promotion chief for Motor Parts Company, the label's distributor, has been called up for army duty. Rudy Tolney, from Detroit, is the new district manager here, formerly handled by George Prutting.

Norman M. Sewell, Inc., Elite distributor, tied in with music machines on a personal appearance of the record label's artists. Tie-ups are being made in connection with the personal appearance here of Ina Ray Hutton.

Most Requested Song in the Country

MISS YOU

recorded by—

- BING CROSBY—Decca
- CARL HOFF—Okeh
- EDDY HOWARD—Columbia
- SAMMY KAYE—Victor
- FREDDY MARTIN—Bluebird
- DINAH SHORE—Bluebird
- HARRY SOSNIK—Decca
- CLAUDE THORNHILL—Columbia

SANTLY-JOY-SELECT, 1619 B'way, N.Y.C.

Get the New Sensation

THE BIGGEST ASPIDASTRA IN THE WORLD

by ART KASSEL

BLUEBIRD B-11418

Published by DASH-CONNOLLY, Inc. 1619 BROADWAY NEW YORK

MUSIC OPERATORS CASH IN WITH NO GOOD BECAUSE IT IS GOOD

A Bob Chester recording VICTOR-BLUEBIRD RECORD NO. 11428

Watch for Record Release of "Sweet Is the Hour"

MUSIC PUBLISHERS

Exec. Offices — Carnegie Hall, Cleveland, O.



OLD GLORY SINGING PICTURE, illuminated auxiliary speaker, installed in a night club, fascinates Frances Hale, one of New York's glamorous models, with its beauty and tone. (MR)

STANDARD RECORDS
TUNES THAT NEVER GROW OLD

SPECIALS

NEW RELEASES

- T-2025 RANCHERA**
Beachcomber
Rene Musette Orch.
- T-2038 JULIA and HENRY**
POLKA
Cry Baby Polka
Joe's Merry-Makers
- T-2045 HAPPY SAILOR**
Little Ingrid
Scandinavian Ambassadors
- EXTRA SPECIAL—**
- T-2048 WHO DO YOU THINK YOU ARE?**
Betty Bradley w. Harold Grant and his Orch.
Stars Will Fade
Bill Darnell w. Grant's Orch.

STANDARD RECORDS
TUNES THAT NEVER GROW OLD

HIT PARADE

Week of March 11th

- 1. "WHEN MANUEL SHAKES HIS MARACAS"**
"The Good - Fellows" with Harold Grant's Orch. T-2042
- 2. "CUCKOO WALTZ"**
Henri Rene and his Musette Orch. T-2030
- 3. "LO-LO-LITA"**
(The Girl Friend of the Army)
Brad Reynolds w. Harold Grant's Orch. T-2007
- 4. "JOEY'S GOT A GIRL"**
Barry Sisters T-2013
- 5. "FLAT TIRE POLKA"**
Bernie Wyte's Orchestra T-2024



TERRIFIC!
WHO DO YOU THINK YOU ARE?
Betty Bradley with Harold Grant's Orch. T-2048

ORDER FROM YOUR LOCAL JOBBER

STANDARD PHONO CO.
168 W. 23RD STREET
NEW YORK, N. Y.

RECORD BUYING GUIDE--PART 2



A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

- SKYLARK** **WOODY HERMAN** (Woody Herman) .. Decca 4198
GENE KRUPA (Anita O'Day) Okeh 6607
HARRY JAMES (Helen Forrest) Columbia 36533
GLENN MILLER (Ray Eberle) Bluebird 11462
BING CROSBY Decca 4193

The flock of disks to hit the market almost simultaneously on this tune certainly bears out that old crack about "where there's smoke there's fire." Good jobs are done on this beautiful and catchy ballad by all of artists listed. Plenty of pressure is being put behind the song by the publishers and if it doesn't hit it will be because Tin Pan Alley has lost its magic touch, and that isn't likely.

- SING ME A SONG OF THE ISLANDS** **BING CROSBY** (Dick McIntire and His Harmony Hawaiians) Decca 4173
ALVINO REY (Bill Schallen) Bluebird 11448
EDDY HOWARD (Eddy Howard) Columbia 36528

This Hawaiian melody has a definite chance of becoming a money-maker in the coin phonographs from all indications. Song is from the 20th Century-Fox film *Song of the Islands*, which has been released now and will be a definite aid to plugging the tune. Tune is a honey for a soothing vocal and the three disks listed above have that asset.

- HOW DO I KNOW IT'S REAL?** **KAY KYSER** (Dorothy Dunn) Columbia 36526
HAL McINTYRE (Carl Denny) Victor 27796
TOMMY TUCKER (Amy Arnell-Chorus) Okeh 6592
GUY LOMBARDO (Kenny Gardner) .. Decca 4199

Picked up as a repeat from last week's listing because of a real musical merit. If given a chance it should have no trouble mounting the ladder to keep company with the top-notchers in the near future. Operators have plenty of material to choose from when buying the tune and shouldn't wait too long to give it a try.

- I'LL PRAY FOR YOU** **ANDREWS SISTERS** Decca 4153
CLAUDE THORNHILL (Dick Harding) .. Columbia 36535
TONY PASTOR (Eugenie Baird) Bluebird 11467

This lovely song picked up a couple of mentions from the reports since its first listing here last week and also a couple of more artists. With the lyrical theme bearing on the current world holocaust and the men being split from their loved ones to fight the tide of barbarism, song has a terrific topical impact as well as a lovely melody and operators shouldn't overlook its possibilities.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

- DEEP IN THE HEART OF TEXAS** **HORACE HEIDT** (Band Ensemble) Columbia 36525

This Texas novelty with the clap-hands chorus is catching on with the coin phonograph fans like a prairie fire. Heidt turns out an excellent side suited for the music machines, adding to its effectiveness by ringing in whistling and cowboy yip effects, both the band and the singers giving it a rousing interpretation.

- WHAT TO DO** **ANDREWS SISTERS** Decca 4182

The girls on this disk go way back to the type of song that first brought them fame and fortune. It's a Jewish folk song and a lively and tuneful one. And while it doesn't have the quaint appeal of a *Bel Mir Bist Du Schoen*, the girls have long been associated with such type of song. Moreover, the song is being used in their picture, *What's Cookin'?*

- DEEP IN THE HEART OF TEXAS** **CLYDE LUCAS** (Clyde Lucas-Quartet) .. Elite 5015

Still another peppery platter giving plenty of zing and spirit to this Lone Star State anthem and this one is on par with the others. Lucas adds a different note to the song by injecting a bit of the square-dance flavor, replete with a numbers caller and some turkey-in-the-straw fiddle scratches. Plattermate is equally fitting for phonograph use, providing a spirited *We Did It Before* with the band's Glee Club dishing up the singing.

- KISS ME GOOD NIGHT, SERGEANT MURPHY** **ART KASSEL** (Art Kassel) Bluebird 11471

A humorous novelty about army life that is sure-fire to find favor with the boys at camp and bring a chuckle as well to the folks at home. It tells the story of a buck private who returns to the barracks in a slightly tipsy state and asks the sergeant to care for him as his mother would and kiss him good night. Nothing offensive, it's all good-natured, and Art Kassel's tipsy singing goes far in selling the song.

- JERSEY BOUNCE** **BENNY GOODMAN** Okeh 6590

Considering the fact that slow ballads and patriotic numbers practically monopolize the music machines, a lively jump platter always makes for a welcome and refreshing change of pace for the phonograph players. And that's what this side affords. It's the *In the Mood* type of instrumental, employing a melodic riff and worked out by the Goodman band with plenty of lift and life. Moreover, it provides plenty of instrumental flashes topped by the maestro's own clarinetting and all designed to make the youngsters clap hands on the after-beat.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

THE HEIDT HIT PARADE



Here Are 2 More Great HITS BY HEIDT on COLUMBIA records

DEEP IN THE HEART OF TEXAS

BACKED BY — LORETTA On COLUMBIA 36525

MOONLIGHT COCKTAIL

Featuring Frankie Carle

BACKED BY—THE WHISTLING COWBOY On COLUMBIA 36512

Get These Two New Columbia Winners by Horace Heidt and His Musical Knights for All Your Machines TODAY!

TALENT and TUNES ON MUSIC MACHINES

By HAROLD HUMPHREY

News Notes

Sammy Kaye signed his first picture contract last week. It's with 20th Century-Fox and the vehicle will be Sonja Henie's new film, "Icefand." Reported Kaye will get \$50,000 for his work in it. . . . Drummer man Ray McKinley, who recently left the Will Bradley band, is now collecting musicians and hopes to have his own band in rehearsal before the end of the month. . . . Alvino Rey has been given an honorary appointment in the Texas Rangers as a result of his fine recording of "Deep in the Heart of Texas." . . . The unpredictable Artie Shaw sprang a surprise marriage last Tuesday. Gal was Elizabeth Jane Kern, daughter of Jerome Kern, the composer. They were married in Yuma, Ariz. . . . Lawronce Welk has bought himself a home in River Forest, Ill., suburb of Chicago. Maestro just finished a week of dates around Boston, his first Eastern trek. . . . Dolly Dawn and her band have switched from the Bluebird to the Elite label, Eli Oberstein's new disk outfit. . . . Operators on the West Coast should note the fact that Cab Calloway will open at the Casa Manana, Culver City, Calif., for six weeks starting July 9. It's the hi-de-ho maestro's first appearance out that way in many years and should hypo his phonograph plays plenty. . . . Tommy Dorsey's vocalist, Connie Haines, has had to leave the outfit temporarily because of illness. . . . Andrews Sisters hit a new high for their end of a theater engagement when they walked out of the Chicago Theater in the Windy City with \$7,750 as a result of a percentage deal. . . . Republic's film, "Sleepytime Gal," has been released, featuring Judy Canova and Skinnay Ennis and his band. . . . Standard Phono has a new wrinkle for the operators. Along with its regular listings of new releases and past releases, firm includes the lyrics to several of the hit tunes in its catalog.

Release Prevues

Noche Azul and Tu Ya No Soplas are Jose Morand's latest cuttings for Decca. . . . The Good-Fellows, vocal quartet on the Standard label, had a studio session with Alone on the Trail and Long Ago Last Night. . . . Decca will soon be out with Al Cooper's disk of Fish for Supper and Dick Robertson's Shhh, It's a Military Secret. . . . Let's All Snore is Irv Carroll's first release on his new Bluebird contract.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites in addition to the national leaders listed in the Record Buying Guide:

CHARLOTTE, N. C.:

Frankie and Johnny. Guy Lombardo.

A smart coupling was gotten out here, with maestro Lombardo cutting this old favorite on the other side of Blues in the Night. The Frankie and Johnny side is already doing a good nickel-pulling job for operators here, according to their reports. Lombardo's version is done with a bit of the old-time beer-hall touch, and it should become a good investment for all operators.

PHOENIX, ARIZ.:

Miss You. Freddy Martin.

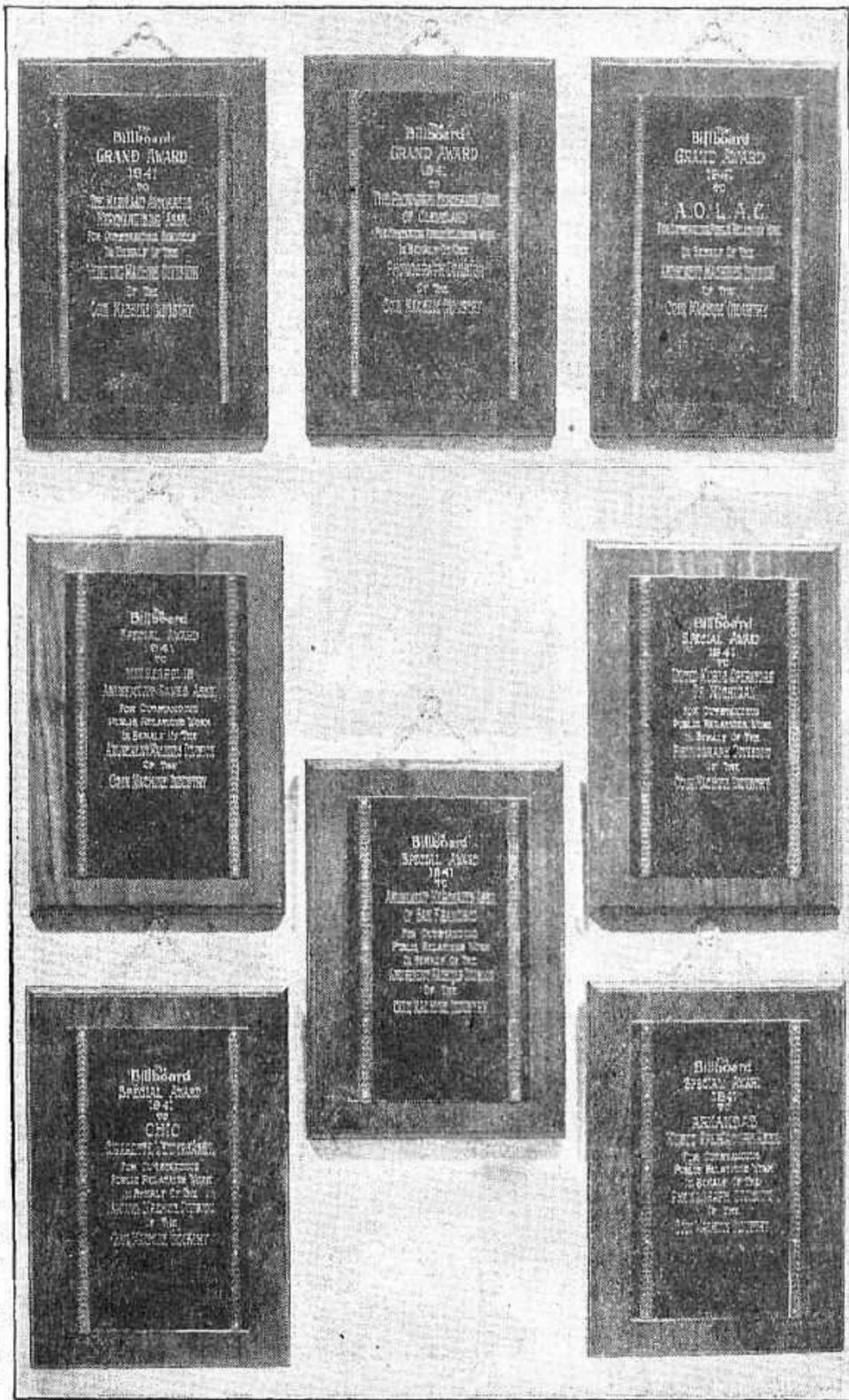
This ballad has been around a while and may still have a chance of riding the crest of the wave. The Martin version is doing a job for coin phonograph operators here. Fact that Martin has the popular Rose O'Day on the other side may have helped, too. At any rate, it's still a tune to consider in figuring out the machine programs.

DENVER:

Sometimes. Eddy Duchin.

Another ballad that is making slow progress on the various hit listings, but which now shows up as a music machine contender in Denver. Many artists have recorded the number, but in this town the operators say Eddy Duchin's is the (See TALENT AND TUNES on page 74)

The Billboard Association Awards



These are the plaques now on their way to the 1941 winners of The Billboard Association Awards for outstanding public relations work in behalf of the coin machine industry.

Top three plaques were awarded to the Maryland Automatic Merchandising Association, the Phonograph Merchants' Association of Cleveland and to the Associated Operators of Los Angeles County, Inc., who were adjudged winners of the grand awards in their respective fields. These plaques measure 15 by 10 inches, are fashioned of non-tarnishable "sun-ray" metal, hand engraved and mounted on fine-grained, highly polished choice walnut.

The five plaques grouped at the bottom were special awards given to the Minneapolis Amusement Games Association and the Amusement Merchants' Association of San Francisco in the games field, the United Music Operators of Michigan and the Arkansas Music Operators' Association in the music machine division, and to the Ohio Cigarette Venders' Association in the vending machine field in recognition of their outstanding public relation activities.

These plaques measure 12 by 8 inches and, like the grand awards, are of non-tarnishable "sun-ray" metal, hand engraved and mounted on finest grade walnut.

Competition for the 1942 association awards already has begun. Associations are filing detailed reports of all their public relations work. This material is being kept in the Chicago office of The Billboard until the end of the year, when the judges will choose the 1942 winners.

This competition is open to all bona fide coin machine associations. Its purpose is to stimulate constructive public relations work in behalf of the coin machine industry.

St. John, N. B.

ST. JOHN, N. B., March 7.—A Photomatic, installed in the new Amusement Arcade, Halifax, is being featured and is doing good business.

F. J. Elliott, Amherst, N. S., has placed a claim before the Dominion government. He had been granted a compassionate allowance of \$5,000 because of the wrecking last summer of his carnival, including a coin machine show, by soldiers at Truro, N. S. His claim was for \$42,000.

Soft-coal miners are reported going strong for coin machine entertainment now that the coal industry is booming. The demand for the coal is unequal to the supply and all the mines working at capacity or above it. For many years up to 1940 bituminous coal mining was at low ebb and the miners had little spending money. There is a likelihood of record production for this year at all the pits.

Get SET

—to soar to Sky-high profits with

SKYLARK

It's the brand-new ballad hit recorded by

"That ace drummer man"



Gene

KRUPA

AND HIS ORCHESTRA

on Okeh 6607

The sky's the limit on SKYLARK! Better see your Okeh distributor today!

KAY KYSER (Columbia 36526)
Who Wouldn't Love You?—FT; VC. How Do I Know It's Real?—FT; VC.

Here are two songs that promise to linger in public favor, and Kyser gives each a fine vocal and instrumental coating. Most fanciful is his treatment of the contagious 16-bar rhythm ditty on the A side. Has a novel opening and closing flash in a whistler's duet and enhances the appeal of the vocal refrains carried individually by Trudy and Harry by having the whistler's counter-melody cutting in. Even tricks up the band chorus by having the drummer bang out *Deep in the Heart of Texas* beats. It's all taken at a moderate tempo and with plenty of lift and life. Flipover is a new ballad that looms big. Taking it in slower tempo, Dorothy Dun sells it big in song right from the edge. Breaks in on the band chorus to carry it out.

It would take a flip of a coin to decide which of the sides should go face up in the machines. Both are potential hits and Kyser's interpretation for both is tops. Best is to give both sides a spin.

PAUL WHITEMAN (Victor 27801)
A Zoot Suit—FT; VC. Well-Digger's Breakdown—FT.

These sides bring back Paul Whiteman to the waxes, this time to the label where he originally gained his recording fame. It's a new band that Pops is bannering. *Zoot Suit* gets off in high gear as the band takes the opening chorus. Deep-throated Dolly Mitchell and gravel-voiced Wingy Manone sing, and band takes a final chorus paced by trumpet scored in the ceiling register. Plattermate is Jimmy Mundy's riff tune, starting it soft and building it up as it winds along until the fade-out finish. Band playing broken up for a neat piano interlude. While both of the sides are in the commercial class, it's a far cry from the type of orchestral color identified with Whiteman.

Use of either side in the music boxes depends largely on the strength of the Whiteman name in each particular locality, in which case it's "A Zoot Suit," which has the advantage of song title and Wingy Manone.

CARSON ROBISON (Bluebird 11459 and 11460)

Mussolini's Letter to Hitler—W; V. *Hitler's Reply to Mussolini*—W; V. 1942 *Turkey in the Straw*—FT; V. *Here I Go to Tokio, Said Barnacle Bill, the Sailor*—FT; V.

If songs will win this war, it's all over but the shouting. Robison's song stories pack plenty of humor and punch, and the accompanying string orchestra catches on admirably in the correspondence between the two dictators (11459). The other two sides, also originals, carry more fighting words. A side (11460) is a timely lyric set to the traditional *Turkey in the Straw* barnyard classic, while the plattermate is an adaptation of the saga of the bellowing sailor man.

As morale boosters, these four sides put all of Tin Pan Alley's outpourings to shame. Music operators have four sides here that can hold for the duration. There's no playing

on the RECORDS

A critical analysis of the latest record releases, covering both the musical and commercial angles. Paragraphs in heavy type refer to the potential value of recordings for use in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 24)

"Mussolini's Letter" without "Hitler's Reply." The other two sides will stack up as standards at tap and tavern locations, especially in country and rural sectors.

CLAUDE THORNHILL (Columbia 36527)
The Lamp of Memory—FT; VC. *Memory Lane*—FT; VC.

The distinctive ballad style developed by Claude Thornhill, emphasizing his one-fingered piano notes against a faint bank of muted brasses to give a moonlight sonata twist, is heard to excellent advantage for these two sides. Particularly striking is the orchestration that, for the most part, serves as background for Dick Harding's singing of *The Lamp of Memory*. In fact, it's more distinctive than the singing. The waltz favorite of earlier years, *Memory Lane*, is taken at a fox-trot tempo. Here the orchestra shares the side with Harding's soft singing. Both sides slow and dreamy.

Appeal of these sides to the music box fans depends upon the maestro's own following. Both are gorgeous selections, especially "The Lamp of Memory" side, which will go far in pleasing Thornhill's fans and winning new ones.

BETTY JANE RHODES (Decca 4186)
I Don't Want To Walk Without You, Baby—FT; V. *I Said No*—W; V.

Distinction of these sides is in the fact that they offer Betty Jane Rhodes singing the two hit songs from the *Sweater Girl* picture just as she sings them in the movie. A full-throated songstress and with Victor Young emphasizing the lush strings, Miss Rhodes makes it a listening pleasure. Take the *Baby* ballad in slow tempo after singing the verse in a free tempo. The *Liberty* magazine classic, in fast waltz tempo, is sung in the cute style called for.

This pairing is aimed for moving across the counters, but for direct tie-ins with the picture it has some value to machine operators, because it's the movie singer presenting the songs just as she does in the picture.

TONY MARTIN (Decca 4185)
On Miami Shore—W; V. *By the River Sainte Marie*—FT; V.

Mood-inspiring singing, entirely slow and at liberty, is achieved by Tony Martin with both of these songs of yesterday. To heighten the effect, the background brings up the music of organ and steel guitar in the orchestra directed by Dick Winslow. The A side is a beautiful waltz favorite that goes back to an earlier generation, while the plattermate is a ballad rage of more than a decade ago. It's all lazy and dreamy singing designed for restful listening.

Appeal here is primarily for counter sales.

Suited for music boxes only at specialized class locations where the phonos provide a subdued musical setting for diners or cocktail sippers.

VAUGHN MONROE (Bluebird 11468)
Don't Tell a Lie About Me, Dear—FT; VC. *All for Love*—FT; VC.

Maestro Monroe is in a strong sentimental mood, and quite up to it vocally, for the supplication contained in the title for the A side. It's the type of tune, both in words and music, that harks back to the days when everybody was singing *It's a Sin To Tell a Lie*. Monroe catches the spirit of the song for his opening chorus, and the band gives it a rhythmic touch for the instrumental chorus, the maestro coming in again to sing it out. Plattermate is an average love ballad, opened smoothly enough by the band for half a chorus and then turned over to the maestro to carry the rest of the side in song.

"Don't Tell a Lie About Me, Dear" is the type of sentimental song that strikes home right away, and is definitely worth a spin in the phonos. Monroe is sure to please on this one.

CHARLIE SPIVAK (Okeh 6593)
Arthur Murray Taught Me Dancing in a Hurry—FT; VC. *I Remember You*—FT; VC.

Of these two songs from *The Fleet's In*, the *I Remember You* ballad shows the band off to excellent advantage. Taking it at a slow tempo, the maestro's sweet horn, muted, opens the side for half a chorus. For the rest it's outstanding vocal harmonies by Garry Stevens and June Hutton, with the Stardusters on the assist to swell the band's backing. *Arthur Murray* novelty ditty is all June Hutton, but it is not particularly suited to her style. Gives it none of the comedy kicks it carries.

"I Remember You" shows as much promise for big play as any of the other ballads from this picture, and if it bags favor Spivak's record is sure to corner a generous portion of the coins.

JOHNNY MESSNER (Decca 4192)
If I Could Only Play a Concertina—FT; VC. *The Moon Was Dreaming*—FT; VC.

The polka-type tune on the A side is offered at a lively clip by Johnny Messner. Band takes the opening and closing refrains, with the maestro singing the middle chorus. Plattermate is an excellent song thought which the songwriters failed to carry thru in either words or music. Messner plays it smoothly enough, with Jack Ryan adding a tenor vocal.

At locations where polka platters find favor, they're sure to like the fanciful "Concertina" side.

JOE REICHMAN (Victor 27800)
A Fireside Chat—FT; VC. *Wherever You Are*—FT; VC.

Two of the newer crop of ballads get a neat send-up from the Steinway bench of maestro Reichman, his pianistics polishing off both sides, with Siggy Lane adding adequate vocals. In spite of the title, *A Fireside Chat* does not take its inspiration from the President's radio addresses. Instead, it's a ballad about the old homestead and crackling logs in the fireplace. *Wherever You Are* is another sentimental war ballad. A side also carries the Fitch Bandwagon Special stamp.

Both of these songs bear watching. At locations where the intimate type of music is favored, Reichman's piano and rhythms go far.

DICK ROBERTSON (Decca 4189)
On the Street of Regret—W; VC. *Walking the Floor Over You*—FT; VC.

While Pete Wendling's waltz pretty on the A side has failed to catch on since first offered on the waxes, Robertson's effort emphasizes the musical qualities of the song. Taking it at a strict waltz tempo, Robertson sings the opening and closing refrains, with trumpet and piano in the small accompanying band splitting the middle chorus. B side is taken at a lively tempo, Robertson taking the entire side save for a single band and clarinet chorus. It has already made headway in the country field, and it won't be surprising to find that all the dance bands are hopping on it as they did for *You Are My Sunshine* and *Sweethearts or Strangers*.

Already an established hit as a country or folk type of tune, it's "Walking the Floor Over You" for the music boxes.

EDDY HOWARD (Columbia 36528)
Sing Me a Song of the Islands—FT; VC. *Blue Shadows and White Gardenias*—FT; VC.

The languorous charm of these two ballads is emphasized by Eddy Howard in his singing. A sweet singer, Howard makes both slow and dreamy. In each case sings the opening refrain and lets the band come in for half a chorus before returning to finish it out. Accompanying orchestra provides him with a sympathetic background. Steel guitar enhances the island flavor for the A side. Both songs from the *Song of the Islands* movie.

Both picture songs are destined to find much favor with phono fans, and where excellent vocals on the sweet side are desired, Howard's disks more than adequately fill that requirement.

TONY PASTOR (Bluebird 11467)
Not Mine—FT; VC. *I'll Pray for You*—FT; VC.

Polishing up his rhythms, Tony Pastor manages to give a neat sugar-coating to these two ballads which is bound to attract added attention to the band. For the *Not Mine* ballad from *The Fleet's In*, opening band chorus achieves some striking instrumental effects in the voicing of clarinets and flute. Eugenie Baird is in good voice to sell the song for the rest of the side. For the war ballad on the B side, Pastor plays his tenor sax soft and straight to introduce the theme, sharing the half chorus with the trombones, also sliding sweetly. Miss Baird's plaintive vocal holds up the rest of the side well.

Phono fans are in for a pleasant surprise, the Pastor band proving that it can dish it out sweetly. Both songs are potential phono hits, and Pastor plays them equally well.

TALENT AND TUNES

(Continued from page 73)

one in demand by the coin phonograph patrons.

MANCHESTER, N. H.:
We're the Couple in the Castle.
Glenn Miller.

No dearth of ballads is evident from the outpourings of Tin Pan Alley. This one is also trying to poke its head above the mass of such tunes. It has a fair chance, and Glenn Miller's version has already attained a high rating among operators in this New England town. It shouldn't be overlooked completely, especially with a gent such as Miller doing it.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended March 7 and the week before, ended February 28, see the Music Popularity Chart in the Music Department in this issue.



JOHNNY (SCAT) DAVIS, center, and his two vocalists, Joe Martin and beautiful Gloria Van, visitors at Mills Novelty Company during their recent engagement in Chicago.

Hits ON EVERY
ELITE RECORD

5017
MOONLIGHT COCKTAIL
• backed by
SING ME A SONG OF THE ISLANDS
Dolly Dawn and her Dawn Patrol Orchestra

List Price 95¢, Plus Tax. See Your Local Distributor or Write to
CLASSIC RECORD CO.
2 W. 46TH ST. NEW YORK



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Listed below are: (1) Films to be released within the next two weeks which feature tunes that have been or are scheduled to be waxed by recording companies; (2) the national release date for each film; (3) the recordings of the film tunes, as well.

The Fleet's In

(PARAMOUNT)

Dorothy Lamour
Jimmy Dorsey and Orchestra
Release Date: March 27

RECORDINGS:

- "Arthur Murray Taught Me Dancing in a Hurry"
Jimmy Dorsey (Decca)
Four King Sisters (Bluebird)
Vaughn Monroe (Bluebird)
Charlie Spivak (Okeh)
- "I Remember You"
Jimmy Dorsey (Decca)
Harry James (Columbia)
Freddy Martin (Bluebird)
Jan Savitt (Victor)
Charlie Spivak (Okeh)
- "If You Build a Better Mousetrap"
Jimmy Dorsey (Decca)
Freddy Martin (Bluebird)
- "Not Mine"
Jimmy Dorsey (Decca)
Artie Shaw (Victor)
Tony Pastor (Bluebird)
- "Tangerine"
Jimmy Dorsey (Decca)
Vaughn Monroe (Bluebird)
Orrin Tucker (Columbia)
Hal McIntyre (Victor)
Tommy Tucker (Okeh)

The Filmusic Forum

The Fleet's In

For the sake of increased operator profits we repeat the contention that Paramount's *The Fleet's In* is one musical film that cannot be overlooked by coinmen interested in lucrative tie-ups. The number of recorded tunes (see chart above) plus the extensive exploitation via radio and newspapers to be launched soon by Paramount make it mandatory for the business-wise operator to cash in on the publicity. Contact your nearest Paramount exchange (ask your local theater manager for its location) and request the necessary tie-in materials. Co-operation, as in the past, will be quick and thoro.

Trade Screenings

RKO will tradeshow *Syncopation*, featuring an All-American group of musicians, in all exchange centers March 16. Another RKO film, *Mayor of 44th Street*, will be screened for the trade in all exchange centers March 17.

Rio Rita, an MGM musical, will be shown nationally March 13.

In response to several queries we point out to operators that admission restrictions on trade screening vary with individual film companies and exchanges. Generally, however, the practice is to admit without charge all people whose business interests are legitimately tied in with picture presentation. As concerns film musicals, therefore, operators have a valid claim for admission, especially where the tunes from a given film have been recorded.

Information on the location of film exchanges can best be gotten from a local theater manager.

Record Round-Up

Two top artists, Kate Smith (Columbia) and Bing Crosby (Decca), are belatedly releasing their versions of the title tune from Warner's *Blues in the Night*. Bing has also waxed *I Don't Want To Walk Without You* from Paramount's *Sweater Girl*.

Deep in the Heart of Texas, spotted in Republic's *Heart of Texas*, has been newly recorded by Tommy Tucker (Okeh) and Horace Heidt (Columbia).

From the 20th Century-Fox film *Song of the Islands*, *Blue Shadows* and *White Gardenias* has been recorded by Bing Crosby (Decca), Lanny Ross (Victor), and Johnny Long (Decca). From the same picture *Sing Me a Song of the Islands* has been released by Eddy Howard (Columbia).

You Can't Hold a Memory in Your Arms, from Universal's *What's Cooking?* soon to be featured by Freddy Martin (Bluebird).

Dick Powell (Decca) has marketed the title tune from Warner's *Captains of the Clouds*.

Both *I Said No* and *I Don't Want To Walk Without You* from Paramount's *Sweater Girl* have been recorded by Betty Jane Rhodes (Decca). Special interest belongs here as Betty also features these vocals in the film.

FURNISH PHONO

(Continued from page 68)
no objection by the authorities to even the outright money pays. It is felt by the town councils at these places that the various workers need plenty of diversion, and this is not available without the coin machines. There is a record demand now for all types of coin machine games and phonos, for venders of gum and candy and for scales.

ONCE BIG JAP SPOTS

(Continued from page 68)
teachers, radio stations and movie producers. These plugs, while not reaching large proportions, have had their favorable effects on increasing the demand among music machine patrons.

Sale of German and Italian records fell off when Italy joined with the Nazis, Ralston said. Since that time, German records have staged a comeback to some extent. Marches are the type in demand. Headlines have brought the record buying public's attention to the Scandinavian countries and Finnish and Swedish records have become good sellers. During the last war, Scandinavian record demand increased 24 per cent and indications are that the demand will go up again this year.

Demand for Jewish records is light on the West Coast, but during the past few months there has been a spurt in sales. Turkish and Greek records sales have gone up to some extent. Increase in demand for Greek records is attributed by Ralston to promotion.

Latin Tunes Big

The good-will policy with south-of-the-border neighbors has built up sales for Mexican and Spanish tunes. These are put out in attractive albums, and Standard Phono's West Coast office considers this type of record to have more potential sales than any of its offerings.

Chinese records are high on the demand list, especially in San Francisco, where there are 35,000 Chinese in a 22-block area. To sell records to Chinese (this also goes for Japs) a word sheet must accompany the record. In this connection, Ralston found himself up a tree in that he had failed to save word sheets on several numbers. These were, until the war started, printed in Hong Kong and now records must be sent to San Francisco so that the printer can

take down the words and print the new sheets. In the future all Chinese song sheets will be printed in this country.

Calls for Russian records have increased since this country started its drive against Germany, Ralston declared.

Ralston pointed out that demand for foreign records is consistent. The Scandinavian records, *Syrmenus Waltz* and *Balen Karlstadd*, show indications of reaching the 500,000 mark. *The Beer Barrel Polka*, originally recorded by Willie Glahe, and popularized by music machines, is still selling, with the West Coast office getting orders for as many as 1,000 in a single mail at the present time. A number of popular bands have modernized foreign record tunes, and these have had the result of plugging the originals.

Standard Phono recently moved into new and larger quarters here in order to take care of the increased business.

POLISH SPOTS

(Continued from page 68)
play than some disks of more recent origin.

German and Italian disks do not mean much here any more. Operators are afraid to use them for fear of provoking trouble in locations. At one time German disks were fairly popular, but Italian tunes never have amounted to much, since preference of this group lies largely in the field of classical music.

FOREIGN DISKS OKAY

(Continued from page 68)
that location owners do not want to cast any suspicions on their loyalty to this country.

Also interesting is the complete disappearance of Italian folk songs that have been Americanized, such as *The Butcher Boy*, which was as standard with every machine on such locations as a Miller or a Dorsey wax at a jitterbug location. In fact, operators point out, any recording with even an Italian-sounding title is taboo in the machines.

German recordings, once big at local spots, were taboo many months before the Pearl Harbor incident. Again, the reason is that the location owner was afraid to "stick his neck out." In fact, only at a few private clubs and singing societies are German and Italian records to be found in machines. And even here operators believe they number less than a dozen.

Russian Disks Up

Another feature here has been the ever-increasing use of Russian recordings. Oddly enough, the Russian-speaking colony here is small. Yet such recordings are now in demand at locations catering to Poles and other Slavic races. Correspondingly, there has been a decided decrease in the play at locations featuring Jewish, Roumanian and other lesser nationality groups. However, reason for such dropping off is attributed to the scarcity of available recordings, and the fact that such groups for the most part make up the bulk of defense workers who now do not have as much time to linger at the taverns and tea rooms.

Play on Polish recordings began booming before war was declared. Large Polish population here has swelled considerably in recent months by kinsmen coming from up-State towns to take jobs in local defense industries. Among such groups operators note that Russian folk songs get a nice play. However, the big-

gest play is for their own music, especially the polkas. Most significant is the fact that a polka with a patriotic title is always the most popular. It indicates, observe operators, a crying need for patriotic recordings in the native tongue of these nationality groups. They would like a record on *Slap the Japs* and *Remember Pearl Harbor*, but they want it in their native tongue, usually the only one they know.

WAR BOOSTS

(Continued from page 68)
popular recordings that it has been difficult for the foreign end of the business to get even its usual "rationing." Record companies have had their presses tied up filling the demands for the "Chattanooga Choo-Choos" and "Blues in the Nights" that their foreign and lesser name bands have had to take a back seat—at least temporarily.

Another angle confronting the foreign field is the very nationality question mentioned here earlier. Coin phonograph operators frequently run into cases in their foreign locations where certain records (both foreign and domestic) will precipitate arguments among customers. With feeling always running higher during a war, the frequency of such altercations increases in certain neighborhoods. To avoid such fracas, operators usually discourage certain request records, and, of course, the best answer to a location owner or customer is that "they're not making that record, so I can't get it."

No Restrictions Likely

The usual rumors are adrift that the government is considering banning the sale of foreign disks where the particular nation is aligned with the Axis powers. However, one major disk company has already contacted Washington on this subject and the opinion given was that no restrictions would be placed on foreign language radio stations or foreign music as long as neither became "objectionable."

One change which has taken place since the war started is the labeling of almost all foreign disks as "international." Disk music directors point out that this is something which should have been done long ago. After all, they say, second or third-generation Poles, Germans or Italians living in the United States should not be categorized as purchasers of "foreign" music any more than a "Plymouth Rocker" who goes to listen to a concert of Wagner music. In other words, the connotation on the word "foreign" creates a wrong impression in most cases.

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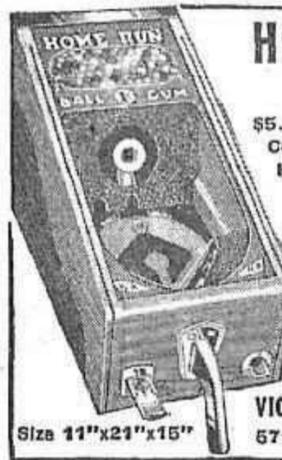
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New Excise Tax Report Concerns Vending Trade

Merely in suggestion stage —many discussions will be held before passage

WASHINGTON, March 7.—When Secretary of the Treasury Morgenthau made his tax recommendations to Congress March 3, the vending machine trade immediately turned to the excise proposals to see what merchandise items had been included.

At least four items sold in vending machines are mentioned for new or increased excise taxes. The same items were included in the Treasury recommendations in the 1941 report but were dropped from the final bill that became law. A proposal to tax vending machines was also made to Congress last year, but it was dropped in committee. Leaders generally consider that excise taxes on the merchandise items are much more likely to pass this year than last, although many reasons will be considered for dropping the fees.

The tax recommendations on merchandise items included a tax of 1 cent a bottle on soft drinks, a 15 per cent tax on manufacturers' sales of candy and chewing gum, a tax of 7 cents on 10-cent brands of cigarettes and 8 cents on standard 15-cent packs of cigarettes.

Tax Recommendations

That portion of Secretary Morgenthau's report which relates to merchandise items and a federal sales tax is reprinted here: "New and increased special excise taxes on distilled spirits, gasoline, cigarettes, soft drinks, candy and chewing gum and other items listed in the attached table, are suggested to raise approximately \$1,300,000,000 of additional revenue.

"Altho these excise taxes are in the nature of sales taxes, their effects are substantially different from the effects of general sales taxes. Some of them are imposed on commodities of which there is or will increasingly be a scarcity. Such taxes not only yield revenue but help to conserve materials needed for the war. Those excise taxes not relating to scarce commodities have been chosen so as to fall on goods which are widely used and are of a luxury or semi-luxury character. The increase in consumer incomes will keep up the demand for those commodities despite the higher taxes. Needed revenue will thus be obtained, consumer purchasing power will be tapped, the producers will not be injured, and the consumers will not be taxed on necessities of life.

"These special excise taxes have the further advantage of not requiring any substantial expansion of administrative machinery.

"No general sales tax is recommended, and indeed, I strongly urge that no such tax be made a part of this revenue bill. The general sales tax falls on scarce and plentiful commodities alike. It strikes at necessities and luxuries alike. As compared with the taxes proposed in this program, it bears disproportionately on the low income groups whose incomes are almost wholly spent on consumer goods. It is, therefore, regressive and encroaches harmfully upon the standard of living. It increases prices and makes price control more difficult. It stimulates demands for higher wages and adds to the parity prices of agricultural products. It is not, as many suppose, easily collected; on the contrary, its collection would require much additional administrative machinery at a time when man power is limited."

Discussion on Cigarettes

The proposals for increased cigarette taxes have aroused much discussion in tobacco circles. *The Wall Street Journal*, March 4, published a detailed survey on

how the increased tax would probably affect the cigarette trade. The survey report is published for the information of cigarette venter operators, as follows: "Most disconcerting to the three major producers is the fact that the Treasury would grant a tax differential to the lower priced cigarettes. Where the tax on the present '15-cent brands'—those with a wholesale list price of \$6.53 a thousand—would be increased to \$4 per thousand from the present \$3.25 tax, on the lower priced or so-called '10-cent' brands, the increase would be only 25 cents a thousand."

"Depression born, the 10-cent cigarettes came into the smoking picture in real volume in 1931 and 1932. Then leaf tobacco prices were extremely low, and prices on the standard cigarettes were advanced. This permitted the entry of the low-priced cigarettes. Advancing costs of leaf tobacco, however, have forced price advances on those brands, where they accounted for 20 per cent or more in the depression days and probably held close to that figure in 1938 and 1939, they have lost volume in recent years. There are no accurate figures on their share of the total business, and estimates vary between 10 per cent and 20 per cent of the total.

10-Cent Brands Have Advantage

"If the tax schedule advanced by the Treasury Department is approved by Congress, the '10-cent' cigarettes automatically will be given a 1-cent-a-package advantage over those taxed at the higher rate.

"Only Liggett & Myers of the Big Three has a 10-cent cigarette, and that sells in extremely small volume. P. Lorillard Company has two brands, Sensation, listing at \$5.15 per thousand cigarettes, and Beech-Nut, at \$5.30 a thousand.

"Should a tax differential stimulate the business of the lower priced cigarettes, it would mean a loss for the three leading companies who account for nearly 70 per cent of the total cigarette business of the country. When the leaders lost a substantial part of their business to the 10-centers a decade ago, they met the challenge by reducing their prices drastically. That action, of course, took equally drastic toll of their earnings.

"Even without such a tax differential, however, the cigarette makers face reduced income in 1942, because of the sharp increase in operating costs in prospect.

"Last year the cost of the tobacco used in cigarette manufacture probably averaged several cents per thousand under the 1940 level. Despite this, the three leading companies, American, Reynolds and Liggett & Myers, earned \$9,225,740 less than they did in 1940. This was due entirely to the sharp increase in income taxes, for with enlarged volume, operating income rose.

Higher Leaf Costs Boost Expenses

"This year, however, operating costs will be much higher because of the high prices paid for leaf tobacco during the 1941-'42 marketing season. Burley tobacco averaged 29.31 cents a pound, or more than 13 cents above the previous year's average price, and flue-cured tobacco averaged 28.63 cents a pound against 16.83 cents a pound paid in 1940-'41.

"Merely taking these average prices, without allowing for above-average tobacco uses in cigarettes, a cost increase of about 12 cents a thousand cigarettes is indicated. Several companies are understood to have submitted to investigators for the Office of Price Administration that their costs for 1942 would be 15 cents or more per thousand above the 1941 cost level.

"Last year the industry turned out 206,000,000,000 cigarettes. If costs this year run 15 cents per thousand higher than in 1941, it would mean \$30,000,000

additional cost on the same volume as last year.

"Despite this, Price Administrator Leon Henderson ruled last week that current prices are 'fair and reasonable,' and refused to permit a price increase. Earlier in the year, however, the OPA had allowed an increase in the price of the '10-cent' cigarettes.

"The attitude of the OPA, it is understood, has been that cigarette makers should consider prospective sales gains offsetting, in part at least, the cost increase this year. They have also maintained that the elimination of foil from cigarette packages will minimize the impact of the cost increase.

Elimination of Foil To Cut Costs

"By April 1, foil will probably be gone from all cigarette packages. It will be replaced by paper. The net result of the change will be a cost reduction of about 2 cents per thousand. A small part of this saving will be due to lower

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1/2" -- 15,500 Balls \$15

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ASCO WEEKLY SPECIALS

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| 5¢ Peanut, 8 lb. | 2.95 | 1¢ Burel, 3 col. | 9.95 |
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| 1¢ Ball Gum, 400 cap. | 3.95 | 1¢ Stow-McG. 6 col., Adams Gum | 6.95 |
| 1¢-5¢ Nut, 5 lb. | 4.45 | Stands, Each. | 2.50 |
| 1¢ Horshey | 3.45 | 5" BALL GUM | |
| 5¢ Hershey | 3.95 | 50 lb. cases, 16¢ lb. | |
| 1¢ Wrigley Stick, Gum, 2 col. | 3.95 | 155 ct., 170 ct., 195 ct., 25 lb. cases | 17¢ per lb. |
| 1¢ Silver King | 4.45 | Pistachio Nuts, medium | 50¢ lb. |
| 1¢ Equire, 5 lb. | 6.95 | Jumbo Peanuts, 30 lb. Cart. | 19¢ lb. |
| 1¢ King Jr., 2 lb. | 3.45 | COUNTER GAMES | |
| 1¢ In-a-Bag, 8 lb. | 7.95 | 1¢ Imp | \$6.95 |
| 1¢-5¢ Northwestern, Standard | 6.45 | 1¢ Totalizer | 10.95 |
| 1¢-5¢ Northwestern, DeLuxo | 9.95 | 1¢ Challenger | 16.95 |
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| 1¢ Ever Ready, 4 col. | 4.95 | 1¢ Home Run | 10.95 |
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freight charges because of the lighter wrapping.

"Proposed new tobacco taxes are not limited to cigarettes, but cover smoking tobacco and cigars. The rate on smoking tobacco would be doubled, going to 36 cents a pound. Such a move would tend to close the door on possible escape from cigarette taxes by use of "roll-your-own" tobacco. At the present rate of \$3.25 per thousand on cigarettes, the tobacco therein is taxed at about \$1.30 a pound, or roughly six times the tax on "roll-your-own" tobacco. Consumer resentment against imposition of State taxes has manifested itself on a number of occasions in a quick rise in the tobacco sales.

"At \$4 per thousand cigarettes, the tax would be about \$1.60 per pound on tobacco in cigarettes, which would be less than five times the 36 cents a pound tax on "roll-your-own" tobacco. The difference would be narrowed by the new taxes, altho it would still be large."

Business Picks Up, Deliveries Slow Up In Baltimore Area

BALTIMORE, March 7.—Cigarette venders have taken on a new importance since war production work shifted into high gear. Baltimore has become an important war material production center, and plants engaged in this work employ thousands of workers.

The number of cigarette venders installed in defense plants has increased sharply, along with cigarette vender installations in restaurants, taverns and other establishments in the immediate vicinity of the plants, according to Max Gaby, head of the Standard Cigarette Service Company, operator of cigarette, candy and nut venders. Gaby estimates the increase in installations at about 35 to 40 per cent, with an increase in collections of about 50 per cent.

Candy vender installations have also improved, he says, and outnumber cigarette venders on locations two to one. Gaby also reports an increase in peanut venders on location.

Deliveries on cigarettes have been satisfactory in this area, but on candy bars, according to Gaby, there is sometimes long delays before an order comes and then it is seldom complete; usually about 80 per cent of each order shows up. So far, sizes of the bars are being maintained.

Another hardship on operators is the difficulty in obtaining new equipment and repairs on the old.

Business as a whole is good, Gaby declared, adding that if delivery delays could be overcome things would be ideal.

Coca-Cola Pulls Baltimore Venders Account Shortage

BALTIMORE, March 7.—Inability to supply the Coca-Cola vending machines it operates has caused the Coca-Cola Bottling Company of Baltimore to withdraw many of its machines until after the duration or until the sugar supply situation is improved.

When sugar rations for commercial users first went into effect the company pasted notices on the machines stating that due to the sugar restrictions the Coca-Cola allotment to each machine would be made in keeping with the restrictions.

Now, however, it appears that the company cannot supply even a restricted amount for all of the machines and will have to withdraw some of them. Establishments affected include coin machine distributing firms.

In many retail establishments, particularly drugstores, no Coca-Cola is being served at the fountains. The inability of Coca-Cola to supply all its customers even restricted amounts has paved the way for other producers to get their drinks in some locations where they were unable to get orders before.

The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., March 7.—There is a possibility that peanut butter and peanut candy manufacturers and salters will not have sufficient peanuts to carry them until the beginning of the next season due to the turning over of large stocks to the Department of Agriculture.

The outstanding feature of the peanut industry today is the chaotic condition resulting from the action of peanut millers in the Southeast and Southwest in voluntarily turning over to the department, at a substantial sacrifice to themselves, more than 31,000 tons of Spanish farmers' goods for use in planting these sections. This co-operation on the part of Southeastern millers has relieved the fear that available seed supplies would not be adequate to plant the 5,000,000 acres of peanuts which is the department's goal in 1942.

It has, however, sharply boosted the market price on both farmers' stock and shelled goods, as practically all remaining farmers' stock peanuts in the Southwest were taken, and some 40 per cent of the remaining lots of Spanish farmers' goods which were in millers' hands.

Peanut growers in Virginia are selling rather freely best jumbos and bunch at 7 cents per pound in the country, and occasional lots of jumbos are bringing 7 1/4 cents per pound delivered. However, some growers are continuing to hold for higher prices.

Demand for shelled and cleaned goods has been heavy most of the past week but slackened off at the close due to uncertainty regarding future market developments. Millers in the Southeast have generally withdrawn quotations for the time being waiting for the market to stabilize.

American Chicle Reports on Sales

NEW YORK, March 7.—Sales of American Chicle Company probably will drop 10 or 15 per cent below the all-time high of 1941 because of sugar curtailments, Thomas H. Blodgett, president and chairman, told stockholders at the annual meeting in Long Island City, N. Y.

Blodgett said sales last year exceeded \$20,000,000. He said the company has a year's supply of sugar, which is rationed on the basis of 80 per cent of 1941 consumption.

Tells Loss Thru War

Describing the effect of the war in the South Pacific, he said that American Chicle's \$60,000 investment in Sarawak, on the Island of Borneo, was a complete loss.

He said the company has for a few years been experimenting in Brazil's Amazon jungles on a substitute for perishable gum which came from Borneo and the Federated Malay States. Research in the wild rubber area of Brazil has developed an acceptable substitute. However, shipping and other problems still have to be surmounted.

Blodgett described how the company has adjusted to the government's conservation of sugar. He said production of less popular products has been reduced, samples cut sharply and sales in certain areas restricted. A large part of the company's export business has been transferred to Latin American plants and a new factory has been opened in Venezuela. There is no control over sugar use in Latin America.

Subs Cut Chicle Imports

Submarine activity in the Atlantic has halted chicle shipments by boats from Mexico, P. L. Becker, vice-president, said. He added that if the danger continues chicle will be shipped by rail.

excise proposals would give advantages to the 10-cent brands, according to cigarette manufacturers. If the tax should pass, it is anticipated that the 10-cent brands would feel a real boom in sales. By April 1 it is expected that toll will probably be gone from all cigarette packages, which will mean a small saving to manufacturers. The saving amounts to about 2 cents a thousand packs and there is a small freight saving also.

One gum manufacturer states that in order to maintain production he will cut out the brands which require the most sugar and concentrate on the others. He expects to stop producing penny ball gum for vending machines.

A. E. Bowman, chief of the sugar section, War Production Board, telegraphed all trade associations representing industrial users of sugar, asking them to warn members that the sugar rationing plan will be hampered if excessive purchases by some small industrial users are not stopped.

Bowman pointed out that excessive sales of sugar by receivers to some customers violate the clause in the sugar order (M-55) which requires receivers to distribute their sugar equitably.

Markets in Brief

NEW YORK, March 5.—Peppermint oil (dollars per lb.): Natural, \$5.30 to \$5.35; U. S. pharmaceutical, \$5.30 to \$6

NUTS

CHICAGO SPOT MARKET PEANUTS

Virginia and North Carolina

	Cents per lb. in bags
Jumbos	9.75
Fancies	9.50
Extra large	14.25
Mediums	14.00
No. 1 Virginia	14.00
No. 2 Virginia	12.00

Southwest

No. 1 Spanish
No. 2 Spanish
No. 1 runner
No. 2 runner

Texas

No. 1 Spanish
---------------	-------

In the Southeast, farmers' stocks peanuts are so exhausted that even nominal prices are at present difficult to quote and in the Southwestern section of the country farmers' stock has been completely taken over by the Department of Agriculture and shellers are offering no peanuts for sale.

VENDER SUPPLY NOTES

The vending machine industry and the firms that supply merchandise for venders are watching the progress of the new excise taxes recommended by the U. S. Treasury. It had been expected that increases would be recommended and also that items such as candy and gum, which were dropped from the 1941 revenue bill, would be placed in the bill again this year. The recommended taxes include a penny on soft drinks, 15 per cent on manufacturers' sales of candy and gum and increase in cigarette tax to 8 cents on standard packs.

Lots of attention is being given to the supply of industrial alcohol, and if other sources than molasses could be found to supply war needs, it would greatly relieve the sugar situation. Efforts are being made to use corn for alcohol. The industrial requirements for alcohol are expected to be from 350,000,000 to 375,000,000 gallons. Heavy shipments of alcohol from Argentina are also being considered and that would help relieve the sugar squeeze, but getting ships to carry the alcohol is another problem.

Sugar quotas for industrial users is still puzzling WPB officials. The idea seemed simple enough at first, but putting the plan to work has revealed a lot of knotty problems. The original plan was to make "less essential" users, such as soft drink makers, take a sharper cut than others—like the ice cream and baking companies. But officials so far can't agree on which users are "less essential." The outcome may be the continuance of a flat quota to all. This quota would be considerably smaller than the 80 per cent of 1941 consumption now permitted.

Stocks of cocoa in the United States are going down sharply. On March 2 supplies in New York licensed warehouses were down to a total of 1,255,073 bags. Manufacturing interests are reported to be actively seeking available supplies. The demand is brought about by sharp declines in imports from Africa normally coming into the market at this time of year. Shipments from Brazil have declined due to the shipping situation. Recently a cargo of 80,000 bags arrived at Philadelphia from Brazil, however.

be unduly alarmed at the present time about the proposed taxes on merchandise items contained in Secretary of the Treasury Morgenthau's report to Congress. These taxes are merely in the suggestion stage at present and many hearings will no doubt be held before the final text of the 1942 revenue bill will be written.

Ice cream venders may be boosted by the bright outlook for ice cream sales during the coming months. The ice cream trade has been down in the dumps, but trade reports recently say the prospects are for a real boom in ice cream consumption. Authorities say that production of ice cream is not likely to be cut and that people will buy more ice cream during wartime.

Refusal by the OPA to grant price increases to cigarette manufacturers was intended to stabilize prices, but the proposal to increase federal excise taxes on cigarettes will compel price changes if the tax increase is passed. The recent

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DU GRENIER, MODEL "S", 7 COLUMN\$35.00
 DU GRENIER, MODEL "W", 9 COLUMN 52.50
 ROWE IMPERIAL, 6 COLUMN 35.00

ALL IN PERFECT, A-1, EXCEPTIONALLY CLEAN CONDITION. Every One Ready for Location. 1/2 With Orders, Balance C. O. D.

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BIG VALUES—HURRY! HURRY! HURRY!

197 Stewart-McGuire, Chrome Plated, 6 Column, 1 1/2 Gum\$ 8.00	28 Advance 1 1/2 Gum\$ 4.50
15 DeLuxe Merchandise, 1 1/2 & 5c 12.50	2 Northwestern Tri-Selector, with Stands, Candy & Peanuts 14.50
27 DuGrener, Chrome Plated, Slug Proof, 1 1/2 Gum 8.00	66 Northwestern Peanut, Model 38, Porcelain 7.50
30 Rowe 1 1/2 Gum (15 Red, 15 Green) 10.00	15 Northwestern Peanut, Model 33, Porcelain 5.75
27 Rowe 5c, Chrome Plated (New) 14.50	

All These Machines Less Than Two Months Old. Like New, Guaranteed. 1/3 Deposit With Order, Balance C. O. D.

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U-Need-a-Pak & Col. Cigarette Machines with Floor Stand, \$32.50 As Illustrated. Capacity, 170 packs. Slug proof. 1 1/2 or 2 1/2 Models. Reconditioned like new. Terms: 1/2 with order, balance C. O. D. Write for complete catalog of cigarette and 5c candy bar machines.

D. ROBBINS & CO.
 503 W. 41st ST. NEW YORK CITY

The vending machine trade should not

PIN GAME FOES LAMBASTED

Newspapers Take Up Fight For Games on Editorial Page

Camden Courier-Post, Montgomery (Ala.) Advertiser, Cincinnati Post and others speak out in behalf of coin-operated amusements

CHICAGO, March 7.—So much unfavorable publicity has resulted from the closing of some few cities to games that many members of the trade who are in the thick of such fights are beginning to believe that the whole country is "down on the coin machine industry." Editorials have begun to appear in many papers in the past few weeks, however, pointing out the vital need for simple amusements during the present crisis. Foremost of these appeared in *The Camden Courier-Post* on February 26, in which the paper took exception to the ruling of the New Jersey

Supreme Court in banning pin games. The editorial stated:

Making an Outlaw of the Pinball Machine

"A little nonsense now and then is relished by the wisest men."

"The New Jersey Supreme Court has ruled that pinball machines are gambling devices—whether used for gambling or not—and therefore are illegal, under the State Crimes Act.

"But—whether this ruling results in divesting New Jersey of these machines is another story.

"No court can get around the fact that, thruout the ages the human being has carried with him the admirable propensity to have a little fun now and then. He enjoys pinball games to the point where, in Camden (N. J.), more than \$8,000 in city taxes is paid by these devices.

"Municipal regulation has been successful. You don't hear of homes being broken up or anyone losing his week's wages or life's savings on these machines.

"We have never considered as vicious the types of machines that offer no gambling incentive.

"In that respect, they have even less of the element of gambling than the ordinary punchboard.

"We don't expect the Supreme Court to rewrite the Constitution. But the court could have taken into consideration the fact that a referendum has legalized pari-mutuel gambling at horse tracks.

"It is hard to find any consistency in allowing wide-open gambling on a big scale at one place—then outlawing a machine primarily on the grounds that it could be used for gambling, if someone wanted to make a bet with somebody else on the performance of elusive balls that ring bells and turn out lights.

"To our mind, this carries technicalities to about the same extreme as outlawing after-dinner bridge games or fire-house pinochle.

"The court had enough legal elbow-room with which to temper its ruling and make unlawful those devices which in fact are used for gambling and permit games which are used for amusement only.

"Instead, the court seemed to believe its only course lay between declaring all pinball machines legal or all illegal.

"Its decision places as much opprobrium upon parches, cross-word puzzles and sand-lot baseball games as upon slot machines and the shell game.

"You can bet on all of em!

"Since a lot of people won't agree with the court's attempt to regulate an instinctive human trait, we hope the pinball ruling will be appealed to the Court of Errors and Appeals—where a decision can be based upon what's fair and reasonable, instead of 'what's the technical letter of the law.'"

Cincinnati Post

In *The Cincinnati Post's* popular Cincinnati editorial column on March 2 the question is raised of why the city is "hot and bothered" about pin games while bingo is sanctioned by the authorities. It, too, makes a strong case that pinball crusades are "much ado about nothing." This editorial read as follows:

Pinballs

"A gentleman, who confesses that he himself thinks that pinball machines are rapid entertainment, tells Cincinnati he is quite bewildered on account of the sudden virtue of our city authorities in the matter of these machines.

"He is a person given to critical analysis of such manifestations as crusades against pinballs.

"It appears that a pinball machine has to do with the progress of a steel ball from hole to hole. He has never been able to see what satisfaction anybody gets from the ball falling in this hole or that, since the ball's progress is quite accidental.

"Then there is bingo. It, too, contains the element of accident. If the master of bingo ceremonies happens to put his responsible fingers on No. 87, then that number is the one that's called and by the sheerest matter of accident may be the winning number.

"What troubles the gentleman is: In

what way is the pinball machine more sinful than bingo, which operates by sanction of the authorities? He does not cavil at bingo, being an impartial observer who looks at the ways of life and often has a good laugh. He submits his question to Mayor Stewart, who is chairman of the Council Committee that currently is hot and bothered about pinball machines."

Montgomery Advertiser

In the heart of the Deep South, reverberations of the New York anti-game crusade provoked the editorial writer of *The Montgomery (Ala.) Advertiser* to interpret it as an indication of war hysteria.

War and Pinballs

"That hardships and piety go hand in hand is indicated by dispatch from New York of a righteous crusade against pinball machines, which are estimated to number more than 11,000 in the metropolis, with an annual take of \$20,000,000.

"While this cracking down on pinballs savors of the proverb anent the mote and the beam, if what they say about New

OUT THEY GO!

SPECIAL WHILE THEY LAST!

A Limited Number of

MILLS THRONE OF MUSIC

\$125.00

CAN BE HAD IN NEWLY REFINISHED MARBLEGLOW OR NATURAL FINISH

A-No. 1 Condition. Ready for Location.

State Finish Wanted.

Terms—1/3 With Order, Balance Sight Draft.

Write Today for New List.

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Southern AUTOMATIC MUSIC CO.

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It's got what it takes!

BIG TANK

BIG TANK . . . Just one in a fleet of top performers . . . It's one of the timeliest money-makers that ever came rambling your way! Customers will thrill to its blazing action . . . YOU will marvel at its speedy results!

1000 RE Holes . . . 5¢ Per Sale . . . Slot Symbols Takes in \$50.00 . . . Total Average Payout \$25.50

Total Average Profit (Including Re Arrangement) \$28.50

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SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

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EXHIBIT SUPPLY CO. Distributors for J. H. KEENEY & CO.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

40 DIFFERENT POST CARD SERIES NOW READY!

for **EXHIBIT'S POPULAR POST CARD VENDERS**

NO LOCATION TAX ON THESE MACHINES

JUST RELEASED

DAFFY DIPLOMAS . . . ARMY AND NAVY COMICS . . . HUMOROUS TELEGRAMS . . . MILES OF SMILES . . . LOONY LYRICS . . . BLIND DATES . . . ARTISTS MODELS . . . LIMBS OF FAMILY TREE . . . WITTY PERMITS . . . GLAMOUR GIRL MANNEQUINS.

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EXHIBIT SUPPLY COMPANY 4222-30 W. LAKE ST. CHICAGO

ALSO 45 DIFFERENT PENNY ARCADE MACHINES

YOUR CHOICE

\$14.45 EACH

Bally Beauty	Rotation
Powerhouse	Limelight
O'Boy	Arrowhead
Bally Reserve	Double Feature
Spottem	Buckaroo
Brite Spot	Follies
Chevron	Doughboy
Jolly	

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SEIDEN DISTRIBUTING CO.

1230 BROADWAY ALBANY, N. Y. Phone: 4-2109

LANE JASPER

Or anyone knowing his present address or whereabouts. Please contact:

McCALL NOVELTY CO.

3147 Locust St. ST. LOUIS, MO. (Phone: Jefferson 1644)

York is true, it is at least typical of the aroused plety of a badly scared nation. "Over in New Jersey, not to be outdone, a judge recently fined a pinball player \$25 and reprimanded him for wasting his money in such fashion when he could have bought Defense Bonds with it. His decision fining the player instead of the operator set a precedent. It is driving the horrors of war home, when a man is haled into court and "found" for losing his money in such a racket.

"An enemy bombing raid would probably do more to boost church attendance in the area affected than most any amount of exhortation. The problem is how to make such an attitude stick when the scare is over and security returns. Aye, there's the rub."

Rome, N. Y.

Editorial writer of *The Rome* (N. Y.) *Daily Sentinel* came forth on March 2

to declare that because LaGuardia was closing games in New York city was no reason why Rome should do likewise, especially since the games had been contributing to the city coffers there.

Outlawing Pinball Machines

"Last year this city licensed the possession and operation of pinball machines, covering a fairly respectable sum into the treasury earmarked for relief. This year it is driving them out as illegal. In the meantime there has been no manifestation of local public sentiment one way or the other. The Common Council has taken no formal action. Before licenses had been voted here, the machines—or at least certain types of them—had been outlawed in other parts of this State and in other commonwealths.

"It is a confusing situation. Seemingly the present suppressive movement here had origin in a decision of a New York

magistrate under which Mayor LaGuardia's police began wholesale seizures of the pinball machines in the great city. Without waiting to see what action a higher court might take in the matter, many district and city attorneys have accepted the magistrate's ruling and advised the local sheriffs and police chiefs to that effect.

"Without in the least desiring to support the machines or to condemn their suppression, we may at least be permitted to doubt if anything just like this situation has ever been known in Rome, however it may be in other parts of the State. If the machines are illegal under State law now, they were when they were licensed by our city authorities. In that case the license fees were illegally collected. What ought to be done with such ill-gotten gains? Or is it the theory that once accepted and expended that is the end of the matter?"

Los Angeles Herald-Express

The Los Angeles *Herald-Express* recently puts its case for good entertainment before the people in the following editorial:

Wartime Tonic

Entertainment is relief for people in times of great stress.

"War is wholly deplorable, even when waged for a just cause, for there should be a better way to adjust national differences than thru the medium of wholesale murder. That's what war is in essence.

"In its train it brings travail and trouble of every type. The great tension and strain it puts on all is ruinous to public health and depresses all on whom its shadow falls.

"It is a vicious blow to all spiritual ideals that a nation built upon a Christian foundation has nurtured and cherished.

"Hence every type of entertainment that is compatible with the grim duty which the nation faces to fight the war thru to a successful conclusion should be supported.

"It makes for a better public morale. 'Realizing the need of keeping 'chins up' in spite of appalling bombings, the British in London kept avenues to entertainment open in the midst of the heaviest assaults via air on that great city. It is their policy still.

"In urging Baseball Commissioner Landis recently to continue baseball, President Roosevelt showed recognition of the fact that clean entertainment will be a real help in the winning of the war.

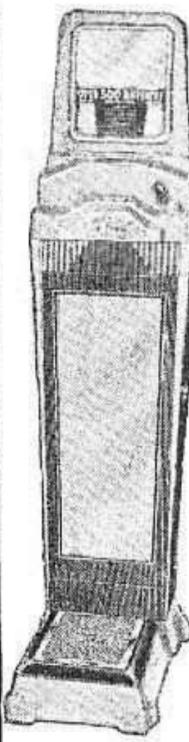
"Minds that dwell constantly on the horrors of war cannot remain healthy indefinitely. There must be some counter interest.

"It is to be found in clean entertainment.

"The danger incident to assemblage of people in large numbers at any attraction has been stressed. It is not proposed that these admonitions go unheeded.

"But people can see good pictures, desirable theatrical offerings, and enjoy other forms of entertainment in smaller groups that will be relatively safe.

"We must give full recognition to the seriousness of war and what it pretends, but it should not be allowed to drive every ray of sunshine out of our lives. 'Let us fight and triumph—as we will. Let us also live!'"



Warning Scale Operators

Better buy your scales NOW! Production to be cut to 25% after Feb. 1. We can still fill your orders if sent at once. This is no sales talk but the real dope. Get busy and mail that order today.

TERMS:
\$10.00 down, balance monthly.

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ROCKET . . . DELUXE COMET JACK POT BELLS . . . SARATOGA . . . PACES REELS BELL CONSOLES . . . AUTOMATIC PAYOUT . . . SKILLFIELD or JUNIOR FREE PLAY CONVERTIBLE . . . FREE PLAY ONLY, no slides or jackpot . . . CENTURY CONSOLES . . . TWIN REELS, two mechanisms in one cabinet.

Hundreds of rebuilt Bells and Consoles, all makes . . . Pace Comets and All Star Bells . . . Royal Comet Consoles . . . Saratoga and Paces Reels Consoles . . . Most all have brand new cabinets, new wiring, mechanisms completely rebuilt (all worn parts and springs replaced). GUARANTEED LIKE NEW OR RETURNABLE.

Also other makes . . . rebuilt . . . Mills War Eagles . . . Extraordinarys . . . Blue Fronts . . . Jennings Chiefs . . . many others.

YOU'VE GOT TO ORDER NOW . . . THEY WON'T LAST LONG

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MINNEAPOLIS, MINN.

OUR GREATEST SACRIFICE SALE

EVERY GAME EQUIPPED WITH FREE PLAY ATTACHMENT! ALL GUARANTEED IN A-1 CONDITION—READY TO SHIP!

A. B. C. Bowler . . . \$47.50	Gun Club . . . \$52.50	Sports Parade . . . \$24.50
Anabel . . . 17.50	Hi-Hat . . . 39.50	Sun Beam . . . 28.50
Argentine . . . 48.50	Horoscope . . . 39.50	Super Chubbie . . . 39.50
All American . . . 19.50	Jungle . . . 59.50	School Days . . . 24.50
Big Chief . . . 21.50	Knock Out . . . 71.50	Stars . . . 21.50
Bandwagon . . . 19.50	Legionnaire . . . 44.50	Silver Skates . . . 27.50
Broadcast . . . 24.50	Miami Beach . . . 39.50	Sky Ray . . . 29.50
Big Parade . . . 79.50	Major '41 . . . 36.50	Score-a-Line . . . 19.50
Bosco . . . 66.50	Metro . . . 19.50	Speedway . . . 14.50
Brite Spot . . . 14.50	Monicker . . . 67.50	Skyline . . . 17.50
Blonde . . . 19.50	Paradise . . . 21.50	Stratoliner . . . 18.50
New Champ . . . 49.50	Play Ball . . . 22.50	Ten Spot . . . 39.50
Capt. Kidd . . . 47.50	Sea Hawk . . . 31.50	Trailways . . . 29.50
Clover . . . 79.50	Snappy '41 . . . 47.50	Target Skill . . . 32.50
Double Play . . . 29.50	Sevon Up . . . 27.50	Venus . . . 68.50
Do-Re-Mi . . . 36.50	Sky Blazer . . . 49.50	Victory . . . 77.50
Four Roses . . . 27.50	Star Attraction . . . 49.50	Velvet . . . 21.50
Formation . . . 24.50	South Paw . . . 44.50	Wild Fire . . . 27.50
Five & Ten . . . 84.50	Show Boat . . . 43.50	Zig Zag . . . 41.50
4 Diamonds . . . 32.50	Spot Pool . . . 52.50	Zombio . . . 18.50

1/3 CASH WITH ALL ORDERS, BALANCE C. O. D.—GIVE 2ND AND 3RD CHOICE!

JACK KAY FORMERLY OF ACE VENDING COMPANY
61 Parkhurst St., Newark, N. J. (Bigelow 2-9435)

BETTER BUYS

Immediate Delivery

Mills Brown Fronts, Original, Serial 470,000 Up, Knee Action, Drill Proof, Used 1 Week . . . \$149.50

Mills Blue Fronts, Club Handle, Light, Steel Roward Cards, Like New . . . 119.50

Jennings Silver Moons, Practically New 139.50

Jennings Silver Chiefs, Like New . . . 109.50

Mills 1 1/2 Q.T.'s, Green, Light Cab. . . 45.00

Mills 5¢ Vest Pockets, Green, Late . . . 27.50

Groetchon Columbias . . . 52.50

Mills 1-2-3s, 1940, F.P. . . . 99.50

Mills 1-2-3s, 1939, C.P. . . . 39.50

Keeney Super Bells, Floor Samples . . . 279.50

Mills Jumbo Parades, F.P. . . . 127.50

Pace Races, Brown Cabinet . . . 112.50

Mills Safes, Single and Double . . . 8.00

Mills, Pace, Watling, Jennings, Jackpot Bells (Write for Serials) . . . \$22.50 Up

Jack-Pot Attachments to Convert Double J-P Blue Fronts Into Single Jack-Pots . . . \$2.25 Set

Write Us for Prices on Any Type Coin Machines.

Terms: 1/3 Cash, Balance C. O. D.

Southwest Amusement Co.
1712 Field Street Dallas, Texas

McCall's Novelty Co.

McCall's Weekly Bargains in Reconditioned Equipment

1 BALL AUTOMATICS	Mills 5¢ Chrome Bells . . . \$189.50
Bally Jockey Club, Floor Sample \$210.00	Mills 5¢, 10¢, 25¢ Repainted Brown Front, Gold Award . . . 89.50
Bally Grand Stand . . . 75.00	Mills 5¢, 10¢, 25¢ Melon Bells, Very Late . . . 119.50
Western Flying Champions, Fl. Sample 149.50	Mills 5¢ Futurity . . . 89.50

CONSOLES

Baker's Pace . . . \$195.00	Mills 5¢ Roman Head . . . 99.50
Paces Race, Bwn. Cab., 30 to 1, 149.50	Mills 5¢ War Eagle . . . 89.50
Keeney Triple Entry, 9 Coin . . . 139.50	Mills 5¢, 10¢, 25¢ Cherry Bells, Late . . . 89.50
Head, Clean . . . 99.50	Jennings Chief, S.J.P. 4 Star . . . 77.50
Mills Jumbo Cash Model . . . 99.50	Pace DeLuxe, D.J.P. . . . 75.00
Jennings Silver Moon, Cash Model . . . 89.50	Columbia Cigarette Reels (Large) . . . 22.50
Mills Square Bells . . . 95.00	Mills Vest Pocket Bells, Fi. Sam. . . Write
	Keeney Submarine Gun, Fi. Sam. . . Write

SLOT MACHINES

Mills 5¢ Gold Chrome Bells . . . \$174.50
Mills 5¢ & 10¢ Blue Fronts, Late . . . 95.00

Terms: One-Third Deposit With Orders, Balance C. O. D.

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JOE ASH (Big Chief Straight Flush in Spades), of Active Amusement, Philadelphia, photographed in appropriate Indian dress during his recent visit to Miami.

WRITE FOR OUR LATEST PRICE LIST

COMPLETE STOCK!

MILWAUKEE COIN MACHINE CO.

3130 W. Liebon Ave., Milwaukee, Wis.

WANTED

A-1 Coin Machine Mechanic. Must be honest, sober and not afraid of work. \$50.00 per week to begin for the right man, increase in salary will be given promptly to producers. Apply

Virginia Novelty Co.
407 Crawford Street Portsmouth, Va.

STOP! Don't scrap that coin machine . . .

SEE US HARRY MARCUS CO.

PARTS AND SUPPLIES FOR COIN MACHINES. ★ WRITE FOR OUR NEW ILLUSTRATED CATALOG AND PRICE LIST ★

1035 NO. PULASKI ROAD CHICAGO, ILL.



Industry Mentions

Magazines -- Newspapers -- Radio

Radio Mentions.—The broadcast of Price Administrator Leon M. Henderson's speech before the Overseas Press Club in New York City over a nationwide hook-up February 26 included a mention of the coin machine industry. Henderson said that in order to boost war production the manufacture of automobiles, washing machines and juke boxes had been curtailed. Members of the music box trade said it was a credit and a compliment to be mentioned along with such a vast industry as that of automobile manufacture.

The *Manhattan at Midnight* program February 25 broadcast a play about modern youth during which a number of comments adverse to music boxes were interspersed. Among other things it was said that juke boxes in taverns make too much noise. The program is sponsored by Energine cleaning fluid.

announcer, that as he is so busy playing the pinball game, she will keep the program going, whereupon she sings.

The plot and dialog for *Brewster Boy*, February 16, was based entirely on a penny scale with fortune dial. Before each incident the hero would insert a penny and get his fortune; the fortune would be the clue to the incident to follow. This entire program was an interesting and unusual bit of publicity for penny scales.

The Santa Cruz (Calif.) Sentinel.—An article on a party for soldiers from Camp McQuaide said, in part: "Enlisted men did the conga and other riotous steps to jitterbug music by the best dance bands of the nation as rendered by the juke box."

The San Jose (Calif.) News.—A two-

cowboys and ranch guests having fun dancing in front of the music machine.

H. Allen Smith, in his syndicated column, *The Totem Pole*, tells of the night bartender who was caught playing the pinball machine in the dead of night and paying himself off from the till at \$2 a game.

Southern Automatic Tells Business Plans

LOUISVILLE, March 7 (DR).—"Southern Automatic Music Company steps out with one of the greatest offers," declares Leo Weinberg, firm executive. "We have made elaborate preparation for this greatest of spring events. During these uncertain times, with manufacturers' production curtailed, our organization not only makes its huge stock available to the operators of the nation but actually offers them at reduced prices.

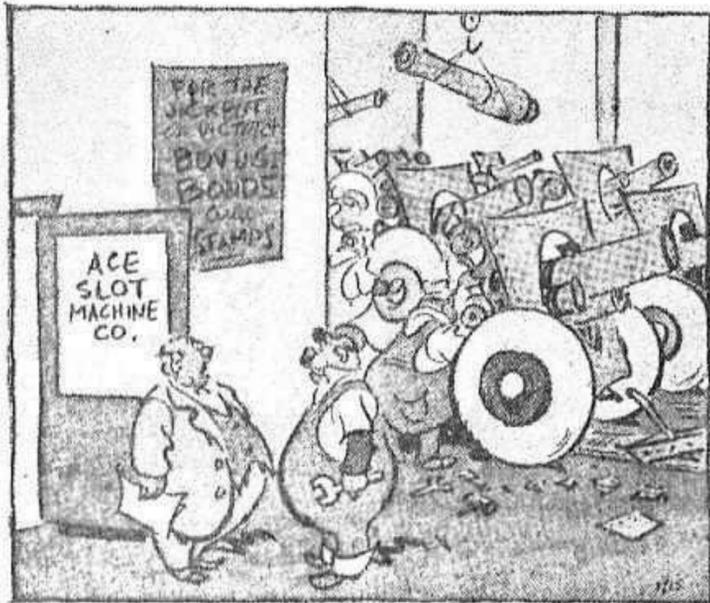
"Many months ago we announced in *The Billboard* that we would not board equipment for the express purpose of getting higher prices as the war emer-

gency continued. We have lived up to that announcement.

"The Southern Automatic Music Company is considered a model organization. Each of the branches has a completely equipped service department. These service departments, so vitally necessary to an operator during these times, are headed by factory trained technicians. They know everything there is to know about anything that works with a coin.

"In selling new equipment, it is necessary to take in old equipment in trade. The policy of the Southern Automatic Music Company is to limit its margin of profit on the sale of a new piece of equipment. In other words, the trade-in value of a used machine will often represent the margin of profit on a new machine sale, consequently the used machine is resold to the operator at the aforementioned margin of profit.

"A fuller appreciation of what Southern has to offer can only be gained by a personal visit to the branch nearest you. Here you will see all of the equipment that is being reconditioned and re-finished."



"The army's complaining again, Glancy! . . . They say every third shot shoots a jackpot! . . ." *Grin and Bear It*, by Lichty.

A skit on the "Grand Central Station" broadcast was a testimonial to the fact that music boxes more than any other medium today indicate the popularity, or lack of it, of orchestras. In the play a top-flight band leader seems to be losing his popularity and finally his agent comes to him and says: "We have made a poll of all the juke boxes in New York City and you register exactly zero. Unless you get something new in your music we are thru." Fiction writers recognize the importance of music boxes to bands and seldom is a popular music story written without mention of them.

On the program *River Boat Revels*, Nashville, the girl vocalist tells the

column illustration headed "Perfect Bliss for Soldier," includes in caption: "Private Russell Schaeffer, his mouth full of cookies, listens to the juke box at the USO hospitality house."

The Greenwich (Conn.) Times.—The first paragraph of a long article, with the title "Blind Pianist Believes Juke Box Jive Improves Taste for Classics," reads: "Alec Templeton, the piano virtuoso on whose magic keyboard Mozart Matriculates and Bach Goes to Town, says that jivin' up the classics for the juke-box trade has improved popular taste in music more than all the appreciation lectures in the world. And Alec should know. He instigated the swing-the-classics movement shortly after he arrived here from London in 1935."

The New York Journal and American, reporting on national observance of Pearl Harbor Week, concluded its article with: "The amusement world observed the week also. C. S. Darling, secretary, and J. E. Broyles, president of the Automatic Phonograph Manufacturers' Association, sent a telegram to all operators of music boxes to plug *Pearl Harbor*, written by Sammy Kaye and Don Reid. 'Britain has been made unconquerable by its thumbs up attitude,' said Broyles, and so will America with its inspiring war tunes."

Representative J. Parnell Thomas, in *The Easton (Pa.) Free Press*, says: "What this country needs is a good 5-cent war song like 'Over There,' 'Keep the Home Fires Burning' or 'Pack Up Your Troubles.'" By the juke-box score, which is the best indication to the music America wants to hear, only "Remember Pearl Harbor" is doing the business a smash hit should do."

It takes more than boots and saddles to make a dude ranch, according to a photographic feature appearing in *Parade*, popular weekly magazine. On the Circle R dude ranch in Texas is a large automatic music box and guests dance the Little Foot Stomp and other old-fashioned steps as well as modern dances to its music. A page-wide photo shows

DEFENSE BOOM

5c DEFENSE BOOM!

112 WINNERS

\$25.00

Planes, Guns, Tanks, everything is cleverly shown on this brilliantly colored die cut board . . . \$25.00 top! \$1 Bottom! 4 step-up jackpots with gobs of consolations! 112 winners! Hurry, order now!

Order No. 1440 DEFENSE BOOM "B"
(5c Play)

Takes In \$72.00
Pays Out 28.75

AVERAGE PROFIT \$43.24

Order No. 1440 DEFENSE BOOM "A"

AVERAGE PROFIT \$37.54

FOR DEFENSE

BUY UNITED STATES SAVINGS BONDS & STAMPS

OLIVE'S SPECIAL BARGAINS

IN SLOTS AND PAYOUT MACHINES

10 New War Eagle Drill Proof, 5c	\$170.50
5 New Blue Front Drill Proof, 10c	175.50
5 New Brown Front Drill Proof, 5c	170.50
5 New Brown Front Drill Proof, 25c	180.50
3 Used Brown Front Drill Proof, 10c	125.00
3 Used Blue Front, 10c	90.00
1 Each 5c, 10c, 25c Mills Club Bell (Like New)	175.00
1 Mills Bonus, 5c (Like New)	125.00
3 Mills Liberty Bell, 5c	22.50
1 Mills Liberty Bell, 25c	22.50
1 Mills Lion Head, 5c (10 Stop)	32.50
2 Mills Front Vender, 5c	37.50
1 Mills Three Brills	450.00
2 Mills Jumbo Parade, Payout	112.50
6 Mills Jumbo Parade, Free Play	119.50
2 Watling Rol-o-Top, 5c	42.50
1 Watling Rol-o-Top, 10c	42.50
1 Jennings Chief, 10c	42.50
1 Jennings Century, 10c	27.50
4 Jennings Century, 25c	27.50
1 Jennings Duchess, 10c	20.00
1 Jennings Duchess, 1c	20.00
5 Jennings Little Duke, 1c	20.00
1 Jennings Little Duke, 5c	20.00
2 Jennings Ciga-Rola	82.50
1 Caille (Red Cabinet), 5c	37.50
2 Pace (Old Style), 5c	20.00
1 Pace (Old Style), 25c	20.00
2 Keeney 1938 Track Time	97.50
4 Jennings Good Luck	30.00
1 Jennings Silver Moon, 10c	145.00
3 1937 Tracktimes (Good Cond.)	42.50

WE HAVE ALL THE NEW AND USED PIN BALL MACHINES.

Write for Complete Price List.
Terms: 1/2 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 3620)

ALL TYPES ARCADE EQUIPMENT AND SLOTS!

Air Force	\$82.50	Nippy	\$27.50
Horoscope	72.50	Rotation	34.50
Sluggo	52.50	Also many others in perfect condition.	
New Champ	85.00	CONSOLES (Used)	
Velvet	47.50	Mills Jumbo Parade	\$130.00
Gold Star	42.50	Watling Big Game	130.00
Sea Hawk	47.50	Bally's Big Top	130.00
Jolly		Keeney Super Bell	269.50
Roxy	26.50	Jannings Silver Moon	184.50
Power House	28.50	Bally's Hi Hand	196.50

NEW GAMES AND CONSOLES

Genco's Victory	\$119.50
Chi Coin's Star Attraction	106.50
Keeney Super Bell	292.50

COUNTER GAMES

Mills Tickette	\$ 5.00
Keeney's Spin, Winner	16.00
Bally Babys	3.00
Superiors	5.00
King Six Jr.	5.00
Daval "21"	5.00
Race Horse	5.00
Folding Stands for Slots	4.00
Safe Stands	8.00

We will buy any equipment you have! What have you to sell in Slots, Pin Tables, Consoles or Arcade Equipment? We carry a complete line of all Parts.

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809 S. W. 8TH STREET MIAMI, FLA. 3-4033

QUALITY SPEAKS FOR ITSELF

PAYOUTS		FIVE BALL FREE PLAY		FIVE BALL FREE PLAY	
Four Bells	\$349.50	Spot Pool	\$89.50	Commodore	\$14.00
Big Top	117.50	1941 Majors	47.50	Spottem	14.00
Paces Reels, 5c	117.50	Wow	47.50	Supercharger	14.00
Paces Reels, 25c	117.50	Playball	47.50	Lucky	14.00
Paces Saratoga	79.50	Roxy	47.50	Topper	14.00
Paces Races	79.50	Stoner's Double Feature	19.50	O'Boy	14.00
Kentucky Club	47.50	Big Town	19.50	Pickem	14.00
ONE BALL FREE PLAY		Yacht Club	19.50	Follies	14.00
Sport Special	89.50	Red Hot	17.50	Punch	14.00
Gold Cup	44.50	Scorecard	17.50	Vogue	14.00
Victory	37.50	Mr. Clips	14.00	Chevron	14.00
Breakneck	22.50	Scoop	14.00		

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVENUE CLEVELAND, OHIO

*"I'm planning for
a banner Spring and
Summer Season!"*



Please tell me:

What coin machines you have and will sell me

Each spring I need a large quantity of new and used machines for my seasonal locations at resorts, beaches, along boardwalks, in summer dance halls, on park, fair and carnival midways. Yes, I am one of those operators who require machines of all kinds at this season of the year—arcade machines, rifle machines, consoles, pin tables, skill games and a great variety of machines operating for pennies, nickels, dimes and quarters.

I am only one of several thousand operators who will be in need of machines for these special locations and who look to *The Billboard*, especially at this time of the year, for new machines and bargains in used machines.

For years—ever since I entered this business—I have been depending upon *The Billboard* to give me all sorts of necessary information for the successful operation of amusement enterprises, and I know *The Billboard* has been furnishing a service of this kind for forty-seven years. *The Billboard's Big Annual Spring Special* is a regular "Catalog Number"—an issue I refer to thruout the year whenever I fail to find what I want in the current issues.

I'm putting this message in *The Billboard* just two weeks before publication date this year because I want to be sure some of you coin machine manufacturers, distributors and jobbers don't get the idea that outdoor places of amusements will not operate as usual this year. Sure, we expect to have our headaches with operations in these places, but we'll take care of these. What we want to be sure of is plenty of machines to take care of the public's demand to play in recreation centers. Let us know thru *The Billboard* what we can buy from you. We are depending upon the Spring Special of *The Billboard* to carry a large volume of Coin Machine Advertising on both new and used machines.

FOR IMMEDIATE SALES ADVERTISE IN THE BILLBOARD'S SPRING SPECIAL

You will get the regular 100% coverage of the Coin Machine Industry when thousands of seasonal extra locations are being made ready, plus an added distribution among every Amusement Park Manager, Outdoor Showman, Concessioner and others. But **THERE WILL BE NO ADVANCE IN OUR ADVERTISING RATES.**

Don't miss this opportunity. Plan now to present your message to this large cash-with-order market that can only be reached thru *The Billboard*. Send your advertising copy today. The issue will start to press Wednesday, March 18.

The Billboard Publishing Company, 25 Opera Place, Cincinnati, Ohio



NEW YORK GREET'S NEW WURLITZER OFFERINGS. Nowhere was the reception of the new Wurlitzer Victory Model and 1942 Wurlitzer Selective Speakers more enthusiastic, say Wurlitzer officials. Staged at the showrooms of the Manhattan Distributing Company, a steady throng of Wurlitzer music merchants and their families kept the quarters crowded during National Wurlitzer Days. A typical group is pictured above with the younger generation well represented. Left to right: David Stern and Elaine Stern, of the Royal Distributing Company; Morti and Harry Wichansky, of Atlas Vending, all of Elizabeth, N. J.; Lorraine, Nate and Barney Sugarman, of the Royal Music Company; Mr. and Mrs. Fresolone, Mr. and Mrs. Leitget, Mr. and Mrs. Weller, Mr. and Mrs. Ed Siroka, Mr. and Mrs. J. Hammond and Jack and Sidney Kronberg. (MR)

N. D. Decision Bans City-Owned Liquor Stores; More Locations May Open If Appeal Is Denied

GRAND FORKS, N. D., March 7.—North Dakota coin machine distributors and operators are speculating on how their business will be affected as result of a court ruling which held municipalities operating liquor stores are doing so illegally.

The court decision does not directly deal with the coin machine business, but

whether there will be fewer liquor stores in which machines may be operated is the question which concerns the trade here.

In 1936 North Dakota approved a law allowing the sale of liquor and setting up a licensing system. At least 30 small cities and villages set up municipally owned liquor stores so the municipalities could get the profits from the sales, similar to the method used in Minnesota and other States where municipal stores are permitted.

Recently District Judge W. H. Hutchinson, in La Moure County District Court, handed down a decision ruling municipal liquor stores illegal. The decision was issued in the case of John Zimmerman, of Kulm, S. D., liquor store dealer, who asked for an opinion after the village had voted 219 to 45 in favor of setting up a municipal store. Zimmerman maintained the operation of a municipal liquor store in any North Dakota village or city was unconstitutional.

Coinmen who believe the ruling will have a beneficial effect are of the opinion that if the single municipal liquor stores are not allowed to operate the municipalities will attempt to reap a greater harvest from licensing privately owned stores and will, for that reason, license more than one in each city.

Those privately owned stores, according to the speculations, would engage more freely in the coin machine business and with more liquor stores there would be more machines operating.

Whatever effect the liquor store decision may have on the coin machine business will not be known for some time, since the village of Klum has announced that an appeal will be taken to the State Supreme Court.

Richmond, Va.

RICHMOND, Va., March 7.—The let-up in shipments of new machines has not caused any slowing of operations in this territory, with jobbers reporting they still have a bountiful supply of rebuilt mechanisms on hand for operators.

Guests of D. M. Wertz, Rock-Ola distributor, recently included G. L. Goodloe, Goodloe Vending Machine Company, Charlottesville, and R. N. Strange, Southern Vending Machine Company, Danville.

"Service Geared High," Says Monarch Official

CHICAGO, March 7 (DR).—"In spite of the present normal tendency to be concerned over the future, we are going along with the idea that a good job done today will take care of whatever tomorrow will bring," declares Al Stern, of the Monarch Coin Machine Company.

"Insofar as possible, we are gearing all our service to the highest tempo, both with regard to service and sales," he said. "We can't and won't let down because to do so would be an admission of inability to cope with the present situation, and that is definitely not the case. We are capably staffed with mechanics who know their business and we have a large stock of equipment of every type."

NO SHORTAGE HERE

MERCHANDISE SHIPPED SAME DAY ORDERS ARE RECEIVED — NO WAITING

1 Airport	\$17.50	3 Home Run	\$22.50	1 Sky Blazer	\$54.50
4 All American	32.50	2 Horoscope	49.50	2 Skyline	27.50
6 Argentine	64.50	2 Jolly	17.50	8 Snappys	59.50
2 Attention	37.50	3 Jungles	67.50	3 Sparkys	24.50
3 Band Wagon	27.50	3 Knockouts	94.50	2 Speedway	19.50
3 Beauty	19.50	2 Landslide	22.50	2 Sports	17.50
2 Belle Hop	59.50	3 Leaders	29.50	2 Sporty	24.50
3 Big League	19.50	5 Limelight	19.50	2 Spot-a-Card	84.50
2 Big Show	14.50	2 Lone Star	27.50	2 Spottem	12.50
3 Big Six	12.50	2 Majors	52.50	5 Star Attraction	69.50
2 Big Town	19.50	3 Mascot	19.50	3 Ten Spot	49.50
3 Blondie	17.50	1 Merry-Go-Round	27.50	2 Texas Mustang	79.50
2 Bowling Alley	17.50	3 Metro	32.50	1 Topnotcher	12.50
1 Brite Spot	21.50	5 Miami Beach	59.50	2 Trailway	29.50
2 Broadcast	29.50	2 Mr. Chips	17.50	1 Triumph	8.50
2 C. O. D.	14.50	2 Mystic	34.50	5 Vacation	24.50
2 Cadillac	22.50	2 On Deck	22.50	2 Venus	69.50
5 Captain Kidd	59.50	2 Pan American	34.50	1 Vogue	17.50
1 Champion	17.50	4 Pick 'Em	17.50	4 Wild Fire	32.50
1 Chevron	12.50	2 Play Ball	37.50	1 Wings	32.50
2 Clicks	69.50	2 Play Mate	17.50		
1 Congo	19.50	2 Polo	22.50		
2 Crossline	27.50	3 Red Hot	17.50		
3 Double Feature	19.50	5 Repeater	34.50		
3 Dude Ranch	27.50	1 Rotation	17.50		
2 Fantasy	8.50	3 Roxy	17.50		
3 Five and Tens	94.50	2 Sara Suzy	29.50		
4 Fleet	24.50	2 Scoop	17.50		
2 Flicker	39.50	3 Score-a-Line	22.50		
2 Follies	17.50	3 Score Champ	17.50		
1 Four-Five-Six	14.50	2 Sea Hawk	47.50		
3 Four Roses	32.50	5 Seven Up	39.50		
5 Fox Hunt	24.50	3 Silver Skates	37.50		
5 Glamour	21.50				
3 Gold Star	32.50				

EVERY MACHINE GUARANTEED GOOD CONDITION

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

OHIO SPECIALTY COMPANY

29 WEST COURT STREET
CINCINNATI, OHIO

539 SOUTH SECOND STREET
LOUISVILLE, KENTUCKY

NEW—LEGAL

AND THE FASTEST PENNY GRABBER IN YEARS

100% SKILL
Wonderful Beck Bar Penny Grabber
TOSS A COIN
WIN A DEFENSE STAMP
KNOCK HIS EYES AND TEETH OUT

TOSS PENNIES. Knock Out His Eyes or Teeth To Win.

INTERCHANGEABLE FRONTS 'HIT HITLER' and 'MUSS UP MUSSOLINI'

They can't resist tossing those loose pennies trying THROUGH SKILL to knock out the eyes or teeth of the grinning JAP. Three color screen process in beautiful Australian veneer case 19x13x4. We will letter wording on top as you may suggest. Examples: Win a Beer, Win a Drink, etc.

LOCATION TESTED

Sell Outright Rent It Place on Percentage

No Priority Trouble, No Service Headaches, \$29.50 Get Your Sample NOW. 1/3 with order.

DISTRIBUTORS, WRITE

Wisconsin De Luxe Corp.
1800 N. THIRD ST., MILWAUKEE, WIS.

LIKE NEW—JENNINGS TOTALIZERS—

Kentuckys Santa Anita Sport Kings Grand Nationals Grand Stands Thistle Downs Hawthornes Sport Pages Hi-Boys Flashers Aksarbens Track Records	Pimlicos '41 Derbys Club Trophies Blue Grasses Mills Owls Skylarks Record Times Seven Flashers Sport Events Bally Victories Gold Cups One-Two-Threes	Club Bells Rollers Big Tops High Hands Jenn. Totalizers Jumbo Parades Parlays Paces Races Square Bells Saratogas Dark Horses Blue Fronts	Mills O.T.'s Sugar Kings War Eagles Columbias Vest Pockets and MANY OTHERS WE ALSO HAVE OVER 1000 FREE PLAYS PRICED AT \$10.00 and Up.
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IMMEDIATE DELIVERY: FAIRMONTS — LONGACRES — CLUB BELLS — DEFENSE — SKY CHIEF — KEEP 'EM FLYING. BETTER HURRY — GET 'EM WHILE THEY LAST! WIRE, PHONE OR WRITE FOR OUR COMPLETE LIST—WE CAN DELIVER!

GRAND NATIONAL SALES CO.

2300 ARMITAGE AVENUE (All Phones: Humboldt 3420) CHICAGO, ILL.

LOW PRICES? YES.. But First-Class Reconditioning and Careful Packing Too! Get All 3 at National

ABC Bowler \$49.50	Hi-Hat	\$38.00	Star Attrac.	\$50.00	Venus	\$84.50
Argentine	Horoscope	43.00	Super Chubbie	50.00	Towers	72.00
Attention	Hi-Stepper	28.00	Sky Blazer	50.00	Victory	79.50
Bosco	Jungle	58.00	Snappy '41	41.00	West Wind	44.00
Belle Hop	Lot-o-Fun	14.00	Silver Spray	45.00	Zig Zag	42.00
Big Parade	Long Star	18.00	Show Boat	43.00		
Capt. Kidd	Manicker	74.50	South Paw	43.00		
Double Play	Mills Owl	94.50	Spot-a-Card	70.00		
Do-Re-Mi	New Champ	50.00	Ten Spot	40.00		
Five & Ten	Pursuit	39.00	Tex. Mustang	65.00		
Hi-Dive	Spot Pool	62.00	Turf Champ	29.50		

24 KEENEY SUBMARINES (Legal in New York) — \$295.00 Each

1/3 Deposit, Balance C. O. D. or 5% Discount for Full Cash With Order.

BRAND NEW SUPER CHUBBIE..\$70.00

America's Phonograph Trading Center
NATIONAL NOVELTY COMPANY
181 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320

GET YOURSELF SOME COIN

HERE'S SOME REAL BUYS WE CAN'T SEE OUR WAY TO GET TO AND SERVICE. ALL RECENTLY PLACED. RUBBER TIRES ARE SCARCE, YOU KNOW, AND GETTING SCARCER. Nur Sed.
Seaburg Colonial Models, R.C.E.S., \$350.00 Classics, \$200 . . . Symphonias, \$450 (practically new) . . . Seaburg Plastic Wall Boxes, \$22.00. Remote control plug-ins. All makes Phonographs at sacrifice and look like new . . . Consoles . . . EVANS BANGTAILS, brown cabinet (slant head), 5¢ play, good as new, \$175 . . . PACE SARATOGA (latest model Chrome Rails), \$175 . . . JENNINGS CIGAROLAS, 5-10, good as new, \$99.00 . . . HOLLY GRIPPERS (original cartons), greatest 1¢ play game and TAX FREE in existence today, \$10.00 each; lots of 5, \$9.00
Incidental Machines . . . WURLITZER SKEE BALL . . . PIKE'S PEAKS . . . V. P. 5¢ Play BLUE & GOLD . . . Jennings In-a-Bags . . . Smoker Bells, 5¢ play, Columbus Bi-Mer . . . (3 Globe Floor Model) Holcomb & Hoke New Pop Corn Popper . . . Many Counter Games, including SPARKS . . . State your needs and make us an offer . . . 1/3 deposit all orders, balance C. O. D. 5% discount on above prices for full remittances.

The P. K. Sales Company, 6th & Hyatt, Cambridge, O.

MUST SELL!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

BOX 285, MINNEAPOLIS, MINN.

Keep 'Em Flying Gets Public Okay

CHICAGO, March 7 (MR).—"Keep 'Em Flying continues to remain one of the chief factors in keeping 'em operating," declares Nate Gottlieb, official of D. Gottlieb & Company, in discussing the company's latest pin game release.

"In the many weeks that have elapsed since we first announced the game, a host of operators have learned just how unusual the Keep 'Em Flying appeal really is. Not only has the play on the game proved a strong attraction in itself, but the added and patriotic appeal of the constantly lighted Defense Stamp reproduction on the backboard has also been effective in creating an immediately favorable public reaction."

Baker Games Are Favorites, Is Report

CHICAGO, March 7 (MR).—Harold Baker, head of the Baker Novelty Company, advises that Kicker and Catcher

continues to hold up strong as a leader among counter game favorites.

"This is especially true of the Eastern market where Kicker and Catcher continues to show constant increases in weekly earnings," Baker declared. "Closely paralleling this game's performance, Skill-a-Rette, our latest counter game release, is making a strong bid for sales honors. Roy Torr, Philadelphia distributor, reports that both games are in heavy demand in his territory."

No Blackout on Games At Automatic Sales Co.

NASHVILLE, Tenn., March 7.—"There is no blackout on new or reconditioned games at Automatic Sales Company at the present time," says Joe Frank, member of the firm. "As there is no doubt that good used machines will be at a premium in the near future, wide-awake operators should take advantage of our ample stock to bolster their supply for the days to come. Automatic Sales ships to all parts of the country and gives a week's free trial on all used machines and guarantees satisfaction," Frank concludes.



JOE RUTTENBERG, Dudley Sales Company, Exhibit Supply Company's distributor in Rockford, Ill., looks over Exhibit's new release Sky Chief in the factory display room with John Christ, sales manager. (MR)

BALLYHOO JUMBO BUMPER FAIRGROUNDS
ROCKET GRANDSTAND SPOTTEM
AIRWAY FLEET HIGH-HAND

As in the glamorous PAST
and the perilous PRESENT
the history-making games
of the glorious FUTURE
will be built by BALLY

FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

RAPID-FIRE CLUB-BELLS BALLY RESERVE PREAKNESS

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!
BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO • ILLINOIS

Doleful Woes of A Phono Operator

PHILADELPHIA, March 7.—"We strive to please," is the motto of Samuel Snyderman, head of Overbrook Amusement Company. But it has Snyderman on a merry-go-round servicing a phono in a restaurant across the street from the Academy of Music, playing field of the Philadelphia Orchestra. When Snyderman placed a machine in the new location he filled the machine with classical records and awaited reaction from the symphony orchestra members.

The members came, heard and complained. "We play classical music every day," they said. "Give us swing and boogie-woogie music."

Snyderman changed the selections as asked. But then popular band leaders who frequent the place raised the howl at hearing popular music. They, too, wanted a change.

So harassed Snyderman decided to split the records. Now half the selections are swing and half classical.

And now everyone's happy at Hamburger Heaven.

All-Star Hockey Ideal Arcade Game

CHICAGO, March 7 (MR).—"We've been told over and over again," says Sam Gensburg, Chicago Coin Machine Company, "that our All-Star Hockey is the ideal game for arcades. Inasmuch as it is an all-skill game it fits right into the arcade category. The player's ability determines the final score and there is no element of chance. Because of the play, arcades report unusually high earnings with All-Star Hockey. Several Eastern arcades have reported that our Hockey is the main drawing card in their establishments.

"All-Star Hockey has been constructed so as to stand up and take a heavy play for years. Much skill and experience went into the game's manufacture and the result is a machine that is as near trouble-free as human hands can make it. Arcades and operators can still purchase All-Star Hockey at their distributors."

Biz for Queen City Only So-So for February

CINCINNATI, March 7.—Music business here was off about 25 per cent for the month. However, a few operators reported a slight increase in receipts, giving the credit to remotes and wall boxes. Several new installations of the latter were noted.

The future of pinball games here is dubious, what with the Parent-Teacher Association seeking to have them ousted. Receipts remain about normal, tho, the main difficulty being the obtaining of both new and used equipment. The shortage is being felt.

Ever-increasing war production activity is giving beverage venders a boost with the exception of Coca-Cola and a few others where rationing of supplies is in effect. Candy, nut and gum machines remain steady, with candy machines still in the lead.

Ohio Strong for Buckley Music

CHICAGO, March 7 (MR).—"Jack Markham, Miami Equipment Company, Cincinnati, has covered the Southern Ohio territory in a big way," according to H. R. Perkins, sales manager Buckley Music System, Inc. Perkins recently spent several days with Markham and had an opportunity to get well acquainted with the activities of the Miami Equipment Company.

"Markham has one of the best Buckley distributing organizations" says Perkins, "and is in a position to give the operator complete service in the music line. As Markham has been in the music box business almost since its beginning, he has a large organization, shop facilities and the men who are thoroly fitted to make installations or to instruct operators servicemen in the most efficient methods for making installations.

"It always gives great satisfaction in looking over installations in a territory to find that the Buckley wired systems have been permanently installed in the same places for from one to three years. In talking with the operators and the location owners, we find that the earnings on these installations have been consistent week in and week out."

BUY BONDS WITH PROFITS FROM
MARVEL AND AMERICAN EAGLE

PROVEN the greatest counter games ever built!
WIN OUT with MARVEL and AMERICAN EAGLE
... coin-operated or NOT coin-operated! In ordering TODAY, please specify type wanted.

Only \$10

will convert your present MARVELS and AMERICAN EAGLES into NOT coin operated, TAX FREE models! ACT NOW! Rush us your Marvels and American Eagles TODAY!

\$37.50 Each
Ball Gum Model Only \$2 Extra

DAVAL, 2043 CARROLL AVE., CHICAGO
Pacific Coast: MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

WHILE THEY LAST! THE BEST F. P. PIN GAME BUYS!

Attention ... \$27.50	Major '41 ... \$41.50
Argentine ... 49.50	Metro ... 23.50
All American ... 24.50	Miami Beach ... 41.50
ABC Bowler ... 49.50	Monicker ... 69.50
Broadcast ... 26.50	Play Ball ... 24.50
Bosco ... 69.50	Red, Wh. & Bl. ... 22.00
Bola Way ... 54.50	Sea Hawk ... 29.50
Big Parade ... 81.50	Silver Skates ... 24.50
Capt. Kidd ... 52.50	Sky Blazer ... 52.50
Cross Line ... 19.50	Sky Ray ... 31.50
Champs ... 52.50	South Paw ... 47.50
Duplex ... 27.50	Stars ... 26.50
Double Play ... 31.50	Sun Beam ... 27.50
Dixie ... 19.50	Stratolliner ... 26.50
Do-Re-Mi ... 37.50	Spot-a-Card ... 67.50
4 Diamonds ... 41.50	Star Attraction ... 49.50
Flicker ... 21.50	Seven Up ... 27.50
Five & Ten ... 87.50	Ten Spot ... 41.50
Gun Club ... 54.50	Topic ... 69.50
Gold Star ... 21.50	Twin Six ... 42.50
Hi-Hat ... 41.50	Velvet ... 27.50
Horoscope ... 42.50	Venus ... 79.50
Jungle ... 59.50	Victory ... 84.50
Knock Out ... 79.50	West Wind ... 42.50
Line Up ... 19.50	Zig Zag ... 39.50
Leader ... 20.00	Zombie ... 22.50

GIVE SECOND CHOICE!
1/3 Cash, Balance C. O. D.

FEDERAL VENDING CO.
1490 SHAKESPEARE AVE., N. Y. CITY
Tel.: Jerome 2-7591

CENTRAL OHIO QUALITY BUYS
WE HAVE ALL THE LATE FREE PLAY TABLES, THOROUGHLY RECONDITIONED AND IN FIRST-CLASS CONDITION AT THE RIGHT PRICES READY FOR IMMEDIATE DELIVERY, ALSO A COMPLETE LINE OF SLOTS, CONSOLES, PHONOGRAPHS AND COUNTER GAMES. WRITE, WIRE OR PHONE US YOUR REQUIREMENTS.

Wolf Solomon

Central Ohio Coin Machine Exchange, Inc., 491 S. High St., Adams 7949, Columbus, Ohio

New England Operators
GRAND SHOWING OF 1942 ROCK-OLA
PRESIDENT AND PREMIERE
MARCH 9-14, 9 A.M.-9 P.M.
Come One — Come All
Refreshments Served
GENERAL COIN MACHINE CORP.
MAURICE KUSHNER, Pres.
1351-1353 Washington St., Boston, Mass.

MEN & MACHINES

Conducted by C. H. STARK

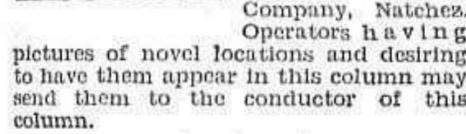
Communications to 155 North Clark Street, Chicago

Add to the List of "Yours for Victory" Users

Mac Churvis, Grand National Sales Company, Chicago, and Don Leary, Automatic Sales Company, Minneapolis, will be glad to know that there is now another user of the "Yours for Victory" closing for letters. Morris Wurgraft, manager of the Coin Machine Industries Joint Council of New Jersey, recently issued a bulletin and closed his message with the "motto."

Novel Locations

We frequently receive pictures of novel locations, but the phonograph location shown in the accompanying picture is one of the most novel yet seen. It is Mammy's Cupboard, located along the Mississippi River, five miles south of Natchez, Miss. The location is owned by Mrs. Wilma Gaude and the machine was placed in the place by the F & N Amusement Company, Natchez. Operators having pictures of novel locations and desiring to have them appear in this column may send them to the conductor of this column.



Panoram for Defense

The Denver Post on a recent date carried a large story reporting that a Panoram movie machine would be placed in The May Company (large department store) to aid in the sale of De-

fense Stamps. Each purchaser of a stamp, said the paper, would receive a free picture on the Panoram. A staff of Junior Leaguers were on hand to sell the stamps. Gerald Whitney, distributor of Denver, furnished the machine.

Phonos in the Bank

A few weeks back the column *Industry Mentions of The Billboard* had a gag cartoon showing several bank directors viewing a crowd around an automatic phonograph in the center of the bank lobby with one of the directors commenting: "The bank has found that the phonograph is its most valuable investment."

Now along comes the King Pin Games Company, Kalamazoo, Mich., with the report that they actually did place a number of phonos in the American National Bank of Kalamazoo lobby for two weeks.

No, it wasn't an investment on the part of the bank, but it was for the purpose of publicizing an investment in Uncle Sam's Defense Bonds. The display showed a number of models of phonographs which played at intervals patriotic recordings. *Any Bonds Today?* was featured.

First Coinman Dies In Military Service



—Picture Courtesy of Chicago Herald-American.

GEORGE HOLL JR., an employee of the Ohio Valley Music Company, Chicago, becomes the first coinman to be reported killed in action. Because of censorship it is not permissible to tell the time or place of his death. The younger Holl was not employed by the Ohio Valley Music Company, but he was constantly with his father as an assistant during the school vacation periods.

Coinography

From house basement to two-story modern plant with 21,000 square feet of floor space in 10 years—that's the success story of H. D. Severson, owner and manager of Standard Sales Company and Columbia Novelty Company, Spokane.

He's modest about it all. In fact, we had to practically sit on him to make him talk. Severson started in 1931 with pinballs and premium merchandise. The basement of his home was shop and office until 1934, when he rented an 18 by 40-foot space and hired two employees. He had the Bally line, and started jobbing pinballs. He added several novelty lines, too.

Expanding business necessitated moving a few doors where he could get a 50 by 80 space. Then he branched into the music machine business, taking on the Rock-Ola distributorship. He added wholesale operations in novelties and

premiums, and spread into Northern Idaho.

In November of last year he bought a two-story brick building, 50 by 145 feet, and made \$28,000 worth of improvements. These included a Carrera glass front in blue and cream, fluorescent lighting and air-conditioning. He took on radios, refrigerators, washing machines, stoves, fluorescent lighting, boats, marine hardware and general home appliances.

Severson now is Inland Empire distributor for Rock-Ola, Crosley, Mitchell and Progress, Gar Wood motorboats,

Dunphy boats, Shakespeare fishing tackle, and handles Evinrude and Elto motors. He runs the largest operators' phonograph record service in the city, handling all brands, with a stock of 5,500 recordings. His Columbia Novelty company operates many phonographs. Altogether he operates 150 pieces of coin machine equipment. He has 14 employees. J. H. Lynch is in charge of his phonograph operations, and H. M. Neighbor is in charge of games and manager of Columbia Novelty. There's no telling what Severson will branch into next.

IMMEDIATE DELIVERY

BRAND NEW MACHINES IN ORIGINAL CRATES

Bally Club Bell	Groetchen Columbia Bell	Mills Brown Fronts
Bally High Hand	Baker's & Pace's Races	Mills O.T.
Bally Fairmont	Evans Jackpot Domino	Mills Vest Pockets
Bally Long Acres	Mills Four Bells	Mills Jumbo Parade
Keeney's Super Bells, All Models	Mills Three Bells	Mills Safe Stands

Floor Samples Used Less Than Ten Days

Keeney Super Bells, 5¢	\$229.50	Waiting Big Game, Cash Pay, Animal Reels	\$110.00
Keeney Super Bells, 25¢ Play, Single Slot	239.50	Groetchen Columbia Rear Pay	67.50
Other Super Bells	Write	Groetchen Columbia Jackpot	59.50
Mills Four Bells, Straight 4 Nickels	465.00	10 Check Separator Gold Award	
Mills Three Bells	500.00	Columbia Bells	82.50
Mills Vest Pockets	44.50	Bally High Hands	209.50
Mills Jumbo Parades, Cash Pay	142.50	Bally Club Bells	289.50
4 Mills Jumbos, Latest Model, Cash Pay	125.00	Evans Jackpot Domino	425.00

JOBBER AND DISTRIBUTORS

Write or Wire For Your Quantity Price
All Prices on Both New and Used Machines Are Subject To Change Without Notice.

The Following Machines Are Used and Are Offered Subject to Prior Sale.

FIVE BALL FREE PLAY		COUNTER GAMES	
5 Bally Spottem	\$22.50	3 ABT Model F	\$17.50
1 Bally Speed Ball	42.50	9 Groetchen Yankee	7.50
1 Bally Mascot	22.50	30 Groetchen Mercury	11.50
2 Bally Mystic	37.50	10 Groetchen Liberty	11.50
1 Baker Entry	37.50	1 Groetchen Ginger	11.50
1 Chicago Coin '41 Snappy	52.50	20 Groetchen Columbia R. Pay	57.50
1 Chicago Coin '41 Major	47.50	50 Groetchen Columbia Jackpot	59.50
1 Chicago Coin Commodore	27.50	3 Mills Vest Pocket, Green	25.00
2 Chicago Coin Sport Parade	42.50		
1 Exhibit Sun Beam	37.50		
1 Gottlieb School Days	42.50		
1 Gottlieb Spot Pool	57.50		
3 Keeney Super Six	29.50		
1 Keeney Repeater	34.50		
1 Keeney Red Cap	27.50		
1 Stoner Anabel	37.50		
1 Stoner Ump	37.50		
CONSOLES			
1 Bally Royal Draw	\$77.50		
1 Evans '37 Regular Domino, #2521	69.50		
1 Evans '38 Regular Domino, #2655	99.50		
1 Evans '39 Regular Domino, #2971	125.00		
1 Keeney Air Raider	115.00		

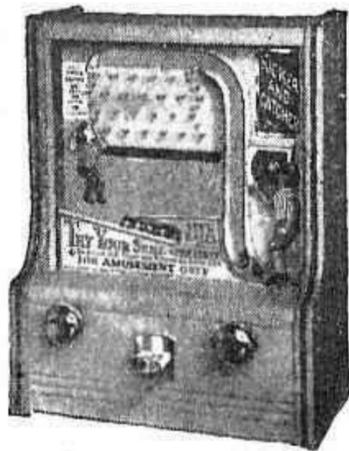
10 Keeney Super Bells, 5¢ Play, Like New	\$209.50	2 Jennings Bob Tails, CP, Perfect	\$ 79.50
1 Mills Owl, Like New	125.00	5 Mills Jumbo Parade, CP, Latest Model, Perfect	119.50
1 Bally Blue Grass	132.50	5 Watling Big Games, CP	99.50
14 Bally Grand Stands, Perfect	79.50	2 Mills Square Bells, CP	69.50

"We have a quantity of Nickel, Dime and Quarter Chrome Bells, used only a few days. Write us for Prices."
"1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and ask to be put on our mailing list. Above prices effective March 14, 1942."

MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va. Day Phone 3-4511—Night Phone 5-5328

TAX FREE COUNTER SENSATION!



KICKER and CATCHER

100% MECHANICAL

100% LEGAL! 100% SKILL!

The all-time all-skill counter hit! Service-free mechanism—no batteries . . . no wires!

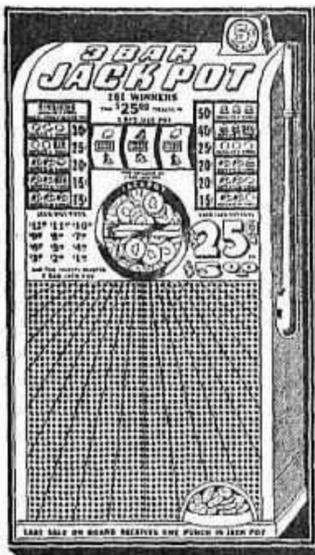
NO TAX TO OPERATE

Penny Play \$29.75 Ea.

F. O. B. Chicago

BAKER NOVELTY CO., Inc.

1700 Washington Blvd, CHICAGO



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$5.40 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jack pot at	\$4.03
1200 Hole, F-5275, Horses at	5.80
800 Hole, F-5270, Pocket Dice at	2.80
720 Hole, F-5255, Pocket Jack at	2.75
600 Hole, F-5305, Royal at	3.13

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave. CHICAGO, U. S. A.

CAPITOL COIN FOR CAPITAL VALUES

Blondie	\$19.50	Broadcast	\$39.50	Skyline	\$24.50	Fleet	\$27.50
Barrage	47.50	Twin Six	59.50	Spottem	27.50	West Wind	59.50
Drum Major	19.50	Bordertown	22.50	Polo	22.50	Victory	107.50
Repeater	35.00	Four Roses	39.50	Sea Hawk	39.50	Flicker	34.50
All American	32.50	Yacht Club	22.50	Gold Star	29.50	Sporty	19.50
Sun Beam	42.50	Sky Ray	49.50	Metro	34.50	Double Feature	19.50
League Leader	34.50	Band Wagon	24.50	Duplex	45.00	Stratoliner	35.00
Jungles	77.50	Stars	34.50	Big Chief	36.50	Soven Up	39.50
Follies	17.50	Jolly	17.50	Majors of '41	49.50	School Days	37.50
Belle Hop	57.50	Boomtown	37.50	Crossline	29.50	Formation	32.50
Leader	32.50	Big Time	39.50	O'Boy	17.50	Attention	37.50
Sport Parade	37.50	Hi Dive	54.50	Horoscope	54.50	Zombie	32.50

ALL GAMES ARE IN A-1 CONDITION AND ARE FIVE BALL FREE PLAY.

ARCADE EQUIPMENT		COUNTER GAMES	
BALLY'S RAPID FIRE	\$129.50	MILLS BLUE & GOLD V. P. METER	\$39.50
BATTING PRACTICE	129.50	MILLS BLUE & GOLD V. P.	37.50
SHOOT THE CHUTES	89.50	MILLS GREEN CABINET V. P.	25.00
CHICKEN SAMS	59.50	MARVELS 1¢ (NEW)	22.50
EVANS TEN STRIKE	59.50	FLIPPERS (TAX FREE)	10.00
PIKES PEAK (NEW)	17.50		
KICKER & CATCHER (NEW)	29.75		

CAPITOL COIN MACHINE EXCHANGE

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

Don't DREAM ABOUT BIG PROFITS

Go get 'em with the World's **GREATEST MONEY MAKERS**
Keeney Consoles

KEENEY'S SUPER BELL Console

3-way convertible—free play, cash or check payout. 5c chute, 25c at extra cost. Also available with mint vender at additional cost.

Convertible

2 Way SUPER BELL

Convertible—free play, cash or check payout. 5c chutes, 25c chutes at small additional cost.

4 Way SUPER BELL

Greatest of all consoles, 4 chutes, 4 can play. 1, 2 or all 3 row appeal. Orders yours today.

ALL CONSOLES AVAILABLE WITH SKILL FIELD AT EXTRA COST

KEENEY'S SENSATIONAL **SUBMARINE GUN**

Actually shoots ball-bearing bullets in rapid fire action. GET YOURS NOW!

IMMEDIATE DELIVERY

J. H. KEENEY & COMPANY, INC.
"The House That Jack Built"
6630 South Ashland Ave., Chicago, Ill.



JACKSON MUSIC MERCHANTS PRAISE WURLITZER VICTORY MODEL. F. A. B. Distributing Company took part in National Wurlitzer Days celebrations by inviting Jackson (Miss.) music merchants to view the new Wurlitzer offerings for 1942. (MR)

Defense by Any Other Name . . .

By MAC CHURVIS

Grand National Sales Company, Chicago

THRU a vigorous campaign on the radio and in the press, prominent speakers and writers are driving home the fact that we cannot win this war until we forget about purely defensive tactics and concentrate on a smashing offensive drive. Anyone who isn't convinced of this need only read Lieut. Col. W. F. Kernan's forceful book, *Defense Will Not Win the War*.

It's true that under some circumstances defense makes survival possible. Remember way back when Tommy Gibbons fought Jack Dempsey? Gibbons didn't get knocked out, as everyone thought he would, but he never had a chance to win because of his purely defensive tactics. And back in prehistoric times, the turtle went to work on defense. He grew a hard, heavy shell that he could pull his head into, and so managed to survive—but who wants to be a turtle?

Still, there's such a thing as carrying a good idea too far, as one radio commentator did recently when he complained that we were still talking about "Defense" Bonds and Stamps. In that instance "defense" was exactly the right word to use.

We didn't start this war, and we're not in it to conquer our enemies merely for the sake of conquest. In the broadest and best sense of the word, we are defending our free institutions against vicious aggression, but to make that defense successful we must rely on military attack.

Let us not forget that "defense won't win the war," but let's remember when buying Defense Bonds and Stamps that defense of freedom is actually what we are buying.

Mexico Not Too Strong for Games

MEXICO CITY, March 7.—Vending and game machines are not doing so well as might be expected, according to men distributing and operating machines in Mexico. It was some three years ago that the boom in coin machines in the United States induced importers here to bring in machines in quantity. They figured what pleased the Americans would equally interest the Mexican citizens. But, results have shown that they were mistaken. The typical player of Mexico is more heartily in favor of payout games than he is of the skill type machines.

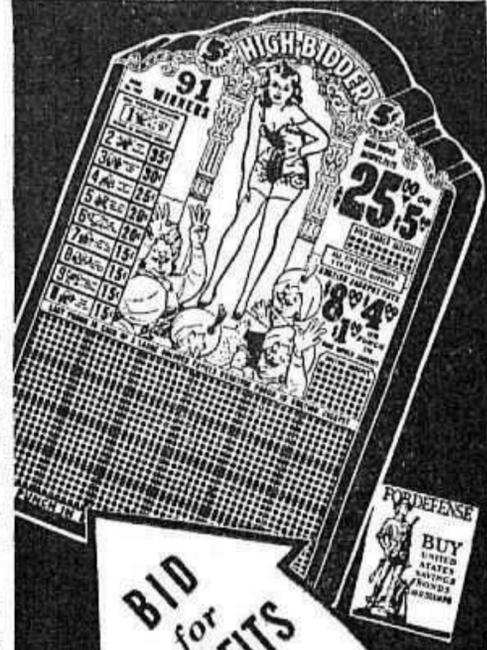
As for vending machines, the potential market is much smaller here than in the United States. Every street corner boasts a booth for the sale of the sweets which the machines might carry. As there are not many factories here, vending machines in industrial locations are practically a nonentity. Mexico is definitely not yet an industrialized nation.

Apart from the music machines, there are not more than 300 or 400 coin machines in the entire Republic of Mexico. The kind of machine which may legally be installed is very limited. Machines offering games of baseball or bowling come in practically duty-free on the assumption, perhaps, that they

stimulate an interest in sports. Other games of skill, like skeeball, are taxed as high as 1,000 pesos each.

There is also the difficulty created by the different sizes of Mexican coins, which makes changes necessary in the chutes. One coinman here sought to remedy the situation by filing the slot aperture, only to find that what would admit a nickel would also admit a cent piece.

There is a brighter side to the picture, however, in that Mexico is developing rapidly and is in the midst of a changing psychology. As it becomes industrialized, as it surely will, then conditions similar to those in the United States will emerge.



BID for PROFITS

WITH **HIGH BIDDER**

Rich coloring and design pull players right to it on any counter. Harlich's exclusive cartoon tickets keep player interest high. Get HIGH BIDDER working for you now!

No. 11642 5c Play 1152 Holes
Takes in \$57.60
Average Payout 26.37
Average Gross Profit \$31.23
WRITE FOR NEW CIRCULAR

HARLICH MFG. CO.
1413 West Jackson Boulevard, Chicago, Ill.

FOR SALE

1 DRIVE MOBILE \$165.00
1 TEN STRIKER 45.00
1/3 Deposit, Balance C. O. D.

PLAYLAND AMUSEMENTS
239 West 125th St., New York City

IT'S GENCO AGAIN!

DEFENSE

GENCO'S NEWEST and GREATEST!

GENCO
BUILDS GREAT GAMES
2621 N. ASHLAND AVE. CHICAGO, ILL.

PENNY ARCADES

BETTER-EQUIPPED BY MUTOSCOPE*

* No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY . . . IT'S AMERICA'S BIGGEST OPPORTUNITY!

Penny Arcade Headquarters Since 1895

INTERNATIONAL MUTOSCOPE REEL CO., Inc.
44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

Sid Mackin, Assn. Executive, Gets 2 Important Posts

SAN FRANCISCO, March 7.—Sidney Mackin, managing director of Amusement Merchants' Association, Inc., San Francisco, has been appointed chairman of the communications section of two districts of the Red Cross Disaster Relief Committee and councilman of the Central Coast Council of the California State Chamber of Commerce.

Both of these posts tie in directly with the association's activities in the field of civic endeavor. They are hailed by association members as recognition and regard for the Amusement Merchants' Association as a direct result of co-Philadelphia Orchestra. When Snyder-operation and civic participation carried on by members of the association.

"The work itself is important," said Mackin, "and I will fill my duties in these two posts the best I can. An important aspect of the appointments," he continued, "is the way in which they fit

into our public relations program. It is an important step in our program toward achieving a better understanding between the general public, leading civic organizations and the coin machine industry."

A noteworthy quotation from the chairman of the Chamber of Commerce was: "You were selected as a councilman because of your broad knowledge of the problems handled by the particular committee on which you serve, as well as your interest in all general problems affecting your community, this State and nation."

The Red Cross appointment hailed Mackin in this paragraph: "In making this appointment I feel that your past experience and ability will be of value to our work in this most important program."

Bazelon Back at Work

CHICAGO, March 7 (MR).—Heavily tanned, Roy Bazelon, Monarch Coin Machine Company chief, resumed his duties at the company offices this week upon his return from a Florida vacation.

"The rest was just what I needed to put me into first-class shape for the spring and summer seasons," Roy declared. "I had a lot of time to think while basking under the Southern sun and I know that some of the plans I have in mind for improved service to our customers will meet with complete approval. Things look encouraging at this time for Monarch operators, for we have a big stock of fine equipment on hand of every type needed to make an operation successful."

MILLS 4 BELLS
\$300.00
KEYSTONE NOVELTY & MFG. CO.
 26th & Huntingdon Sts., Philadelphia, Pa.
 Baltimore Office:
 631 W. North Ave., Baltimore, Md.

MILLS THE GREATEST NAME IN COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.
MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

SPECIALS - - - GUARANTEED LIKE NEW

MILLS Late Model Four Bells, **\$299.50** | MILLS Late Model Jumbo Parade, **\$99.50**
 Cash and Check | Cash—Check Model

MILLS Three Bells. Write for Prices.

Complete stock of MILLS' NEW SLOTS on hand for Immediate Delivery
 We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Watling.
 Write for Price List and Circulars.

SICKING, INC. 1401 Central Parkway, Cincinnati, Ohio.
 927 E. Broadway, Louisville, Kentucky.

BUY THESE GAMES—PUT MONEY IN THE BANK

EVERY PONSER GAME IS ALL-WAYS PERFECTLY RENEWED! EVERY ONE WITH F. P. ATTACHMENTS! YOU CAN BUY THESE WITH COMPLETE CONFIDENCE! PRE-CHECKED—LIKE NEW!!

Air Force \$84.50	Hi-Stepper \$42.50	Stratoliner \$34.50
Bello Hop 47.50	Horoscope 47.50	Sports Parade 32.50
Big Chief 27.50	Hi-Hat 42.50	Spot Pool 62.50
Big Parade 84.50	Jungle 62.50	Star Attraction 49.50
Champs 59.50	Miami Beach 39.50	Ten Spot 47.50
Capt. Kidd 54.50	Play Ball 34.50	Texas Mustang 57.50
Clover 57.50	Stars 32.50	Victory 84.50
Duplex 34.50	Seven Up 32.50	Velvet 39.50
Double Play 34.50	Sea Hawk 34.50	Venus 69.50
Four Roses 37.50	South Paw 49.50	Wild Fire 44.50
4 Diamonds 42.50	Sky Blazer 49.50	Zig Zag 52.50
Gun Club 59.50		

1/3 With Orders, Balance C. O. D. Write for Anything You Don't See.

GEORGE PONSER CO. 11-15 EAST RUNYON ST. NEWARK, NEW JERSEY

IMPORTANT ANNOUNCEMENT

Mr. B. J. Stein

is now the authorized traveling representative for our organization and has been granted complete responsibility for making deals. You can, with complete confidence and safety, arrange all negotiations with him. We have access to a tremendously great quantity of unusually fine merchandise at extremely low prices which he will tell you all about when he visits you. To arrange for a visit from Mr. Stein regarding this merchandise, write or wire or phone us immediately.

ACE VENDING COMPANY, INC.
 69-71 THOMAS ST. (TEL.: MARKET 3-5115) NEWARK, N. J.

AL TABAKOF SAYS:



DON'T MISS OUT ON GLOBE'S FAST MONEY-MAKING DIE-CUT PROFIT BOARDS!



HULA-HULA

Here's a terrific new Globe board . . . hotter than a hula dancer's grass skirt! This multi-colored, die-cut board will bring in the nickels faster than you can say "Aloha". Over 90 winners. Hula Jackpot pays out 25c to \$5 —Coconut Jackpot pays out \$5 or \$25. FEATURES: New style metal casels, protected winners, tip-style ticket.

1200 Holes—5c a Play
 Takes in \$60.00
 Pays Out (average) 28.50

Average Profit \$31.50

Order your Hula Board today—Get your share of the profits—and we don't mean coconuts!

Write For Our Complete Catalog of Money-Making Boards



PRINTING COMPANY
 1023-25-27 RACE ST., PHILADELPHIA, PA.



FOR DEFENSE TAKE A TIP . . . GRAB THESE BUYS NOW!

LIMITED QUANTITIES FIVE BALL FREE PLAY NOVELTY GAMES, BRAND NEW ORIGINAL CRATES

Write, Wire, Phone for Prices
 GOTTLIEB FIVE & TEN — KEEP 'EM FLYING — GENCO VICTORY DEFENSE — CHICAGO COIN HOME RUN OF '42 — YANK EXHIBIT AIR CIRCUS

IN STOCK FOR IMMEDIATE SHIPMENT

Bally Fairmont — Longacre — Pimlico — Mills Four Bells — Jumbo Parades — Jumbo Parades, Combination Free Play and Payout, Mint Vender — Chrome Bells — Bonus Bells — Vest Pocket Bells — Glitter Q.T. — Keeney Four Way Bell — Two Way Bell — Super Bell — Jennings Free Play Bobtails — Baker Pacer — Kicker & Catcher.

FREE PLAY CONSOLES

Jennings Bobtail Totalizer, Brand New, Original Crates \$184.50
 Mills Jumbo Parades, Combination Free Play & Payout, New Original Crates 194.50
 Mills Jumbo Parade, Brown Cabinet, Brown Head, Reconditioned Like New 99.50
 Mills Jumbo Parade, Latest Model, Red & Blue Cabinet, Blue Head 139.50
 Watling Big Game, Animal Reels, Factory Reconditioned 114.50
 Jennings Fastime, Marble Cabinet, Factory Reconditioned 104.50
 Bally Hi-Hand, Combination Free Play & Payout, Card Reels, Like New 209.50
 Keeney Superball, Combination Free Play & Payout, Animal Reels 244.50
 Pace Saratoga, 1941 Model, Combination Free Play & Payout, Slug Proof 179.50

FACTORY REBUILT SLOT MACHINES

Mills Club Bell Consoles, Nickel, Dime or Quarter Play, Brand New in the Original Crates. Outstanding Value at \$250.00
 Mills Counter Club Bell, Brown Fronts, Club Handle, 5c-10c-25c 135.00
 Mills Blue Fronts, Stipple Finish, Light Sides, Nickel-Dime-Quarter Play 95.00
 Mills Vest Pocket Bells, Blue & Gold, \$27.50; Motored Models, Blue & Gold 29.50
 Mills Bonus Bells, 1c or 10c Play 150.00
 Mills Cherry Bell, 10c Play 94.50
 Pace Rocket, Slug Proof, 5c or 10c 74.50
 Mills Original Chrome Bells, 5c, New Original Crates 175.00
 Grotchen Columbia, Rear Door Payout, Fruit or Cigarette Reels 69.50

WRITE FOR COMPLETE PRICE LIST, NEW AND USED GAMES
 TERMS: 1/3 Deposit, Balance Sight Draft or C. O. D.

MONARCH COIN MACHINE CO.
 1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

BRAND NEW JOBBERS AND DISTRIBUTORS, PHONE, WIRE OR WRITE NOW FOR PRICES!!

All in Original Factory Sealed Crates!!
 Bally's Latest 1 Ball in Stock for Immediate Delivery—"LONGACRE,"
 Keeney Super Bell, Keeney 2-Way Bell, Keeney 4-Way Bell, Bally Club Bells, Bally High Hands, Pace Saratoga, F.P. and P.O. Comb.; Pace Saratoga, F.P. and P.O. Combo with Phone.

400 Reconditioned Used Games on Hand! All "Leader Rebuilt—True-Value Buys!"
 Write for List!

All Latest Releases of New Pin Games! Write for Prices!

LEADER SALES CO.
 141 N. 5th St. READING, PA.
 All Phones: 4-3131

ARCADE MACHINES
 Chicago Coin HOCKEY
 Keeney SUBMARINE
 Scientific BATTING PRACTICE
 X-RAY POKER
 TEXAS LEAGUER

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

AMERICA'S No. 1 MACHINE

Chicago Coin's HOCKEY

ALL STAR

Why? Because Arcades and locations alike say it's the perfect game for them.

Why? Because it's 100% skill—100% fun. And remember it is location tax free.

Why? Because it is making tremendous profits everywhere on all locations.

Why? Because it is made to give years and years of dependable service.

ATTENTION! a few distributorships still open!

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO, ILL.



STILL DELIVERING Chicago Coin's ALL STAR HOCKEY SPECIALS FOR THIS WEEK!

BOLA WAY	\$54.50	MAJORS '41	\$37.50	SPORT PARADE	\$22.50
DBLE. PLAY	34.50	STAR ATTRAC.	64.50	SKY BLAZER	57.50
FOUR ROSES	24.50	STRATOLINER	22.50	SNAPPY '41	54.50

1/3 Deposit, Balance C. O. D. Write for Complete List of Other Used Games.

SAVOY VENDING CO., 651 Atlantic Ave., Brooklyn, N. Y.

★ ★ ★ NATIONAL SPECIAL BARGAINS! ★ ★ ★

5-BALL FREE PLAY GAMES		PHONOGRAPHS	
ABC Bowler	\$69.50	Mills 1-2-3, F.P.	\$39.00
All American	42.50	Mills FP Slots	89.00
Attention	42.00	Paradise	36.50
Capt. Kidd	64.50	School Days	39.50
Defense	39.50	Sea Hawk	52.50
Do Re Mi	49.50	Seven Up	57.50
Four Roses	39.50	Sport Parade	39.50
Hi Dive	39.50	Spot Pool	86.50
Hi Hat	59.50	Stars	39.50
Jumbo Parade	59.50	Zombie	52.50
F. P.	99.50	Zig Zag	62.50
Legionnaire	59.50		

BRAND NEW
GOTTLIEB FIVE and TEN. \$139.50

CONSOLES		ARCANE EQUIPMENT	
Jennings Silver Moon Totalizer, FP	\$129.00	Keeney Anti-Air-craft, Br. Cab.	\$45.00
Jennings Cigarola, Model V, Fl. Sample	125.00	Late model	45.00
Jumbo Parade Payout	98.00	Texas League	34.50
Jennings Good Luck	69.50	Evans Ten	79.50
Write for Complete List of Late Reconditioned Phonographs.		Strike	79.50
Terms: 1/3 Dep., Bal. C.O.D., F.O.B. Chicago.		Pikes Peak	14.00

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

PRICED FOR QUICK SALE!

ALL PACKED—READY TO SHIP!
ALL COMPLETELY EQUIPPED WITH FREE PLAY ATTACHMENT!

A. B. C. Bowler	\$47.50	Knock Out	\$84.50	Ten Spot	\$37.50
All American	17.50	Monicker	59.50	Texas Mustang	52.50
Big Parade	79.50	Pan American	24.50	Victory	79.50
Cross Line	12.50	Roxy	12.50	Venus	64.50
Do-Re-Mi	29.50	Sun Beam	24.50	Velvet	22.50
4 Diamonds	34.50	Spot Pool	54.50	West Wind	39.50
Four Roses	24.50	Sky Blazer	39.50		
Five & Ten	89.50	Stars	19.50		
Hi-Hat	39.50	Silver Skates	22.50		
Jungle	59.50	Twin Six	42.50		

TERMS
Give 2nd and 3rd Choice!
Full Cash With Orders Under \$25, 1/3 Cash, Bal. C.O.D.

ATLANTIC VENDING CO. 659 ATLANTIC AVE., BROOKLYN, N. Y. Phone: NEVins 8-1055

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.



SAVE WITH "SHUGY"!!!
GREATEST SALE IN ALL OUR HISTORY!
EVERY MACHINE GUARANTEED READY FOR IMMEDIATE SHIPMENT! RUSH YOUR ORDER!

RUNYON SPECIALS!

Air Force	\$47.50
A.B.C. Bowler	47.50
Argentine	47.50
Barrage	30.00
Belle Hop	45.00
Bola Way	50.00
Capt. Kidd	42.00
Super Chubbie	42.50
New Champ	44.50
Do-Re-Mi	37.50
Entry	30.00
4 Diamonds	39.50
Four Roses	27.50
Gun Club	47.50
Hi-Hat	39.00
Hi-Dive	37.50
Horoscope	38.00
Jungle	52.50
Legionnaire	47.50
Majors '41	38.00
Miami Beach	38.00
Monicker	62.50
Texas Mustang	52.50
Pursuit	37.50
Pan American	32.00
Sea Hawk	27.50

BIG PARADE	\$77.50
BOSCO	62.50
CLOVER	62.50
CLICK	55.50
FIVE & TEN	77.50
HOME RUN '42	77.50
KNOCK OUT	69.50
SPOT-A-CARD	52.50
TOPIC	62.50
TOWERS	62.50
VENUS	67.50
VICTORY	77.50

ONLY ONE OF THE ABOVE GAMES SOLD WITH EVERY ORDER OF ANY 3 OTHER GAMES!!

Silver Skates	\$32.50
Sky Ray	32.50
Sluggo	30.00
South Paw	42.50
Sun Beam	32.50
Spot Pool	47.50
Sky Blazer	44.50
Show Boat	47.50
Star Attraction	44.50
Target Skill	34.50
Trapeze	29.50
Ten Spot	32.50
Twin Six	38.00
Velvet	27.50
West Wind	38.00
Wild Fire	29.50
Zig Zag	35.00

SPECIAL!
ANY 3 GAMES FOR \$66.00

DOUBLE PLAY ALL AMERICAN DUPLEX ATTENTION FLICKER HI-STEPPER PLAY BALL SEVEN UP SALUTE STARS

WANTED FOR CASH!

Baker's KICKER & CATCHER, GUNS, BASEBALLS, Etc. State Best Price, Quantity, Condition in First Letter!

A. B. T. 1c TARGET GAMES!

14 Brand New FIRE & SMOKE	\$30.00 Ea.
5 MODEL F TARGETS	17.50 Ea.
9 CHALLENGERS	17.50 Ea.
24 FIRE & SMOKE (Like New)	22.50 Ea.
2 GAME HUNTERS	19.50 Ea.
1 RED, WHITE & BLUE	17.50
3 GAME HUNTERS (First Model)	12.00 Ea.

1/3 CASH WITH ORDERS, BALANCE C. O. D. Give Second and Third Choice.

RUNYON SALES COMPANY

123 WEST RUNYON ST., NEWARK, N. J. (PHONE: BIGELOW 3-6685)

NEW AND USED COIN MACHINES — ORDER FROM OFFICE NEAREST YOU

MISSISSIPPI VENDING CO.

318 CHURCH STREET PHONE 283 PHILADELPHIA, MISSISSIPPI

BRAND NEW		Phonographs Reconditioned by Factory Trained Service Men, Cabinets Refinished, Work Perfectly.	
Air Circus	Write	WURLITZER	SEEBURG
Five & Ten	\$135.00	850	\$445.00
Defense	Write	750E	395.00
Keep'em Flying Write		750	375.00
Mills Q.T.	85.00	800	330.00
Marvels	17.50	700	300.00
Super Bell, 2		24	105.00
Way	Write	616	65.00
Nickel Sparks	20.00	41	85.00
Packard Wall Boxes & Speakers, etc., Write,		71	125.00
Keeney Wall Boxes, factory record, cannot be told from new 20 or 24	\$20.00	600	185.00
		500	180.00
		412	45.00
		Wurlitzer Twin 12 with Adapter Steel Cabinets	200.00

CONSOLES AND AUTOMATIC PAYOUT AND FREE PLAY CONSOLES		ROCK-OLA	
Bally Hi Hand, Combination, cannot be told from new	\$210.00	'40 Rockolite	\$275.00
Super Bells, Combination	250.00	'40 Master	220.00
Bally Santa Anita	95.00	'39 Deluxe	170.00
Track Odds, Late, Buckley	125.00	'39 Standard	150.00
Jennings Fast Time	100.00	Windsor	100.00
Waiting Big Game	150.00	Imperial 20	70.00
Keeney Four Way	500.00	'39 Table W.	100.00
Bally Big Top	105.00	Rock-Ola Wall Boxes	17.50
Mills Four Bells, Serial No. 2268, cannot be told from new	450.00	Mills Throne	160.00
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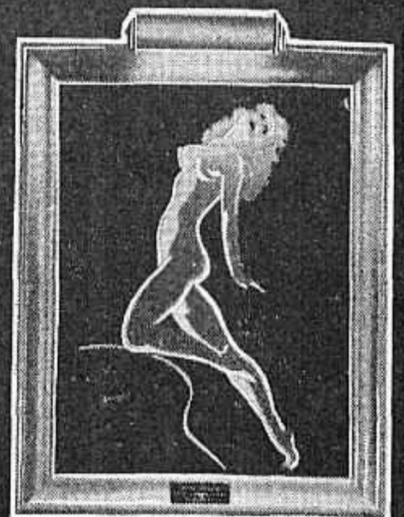
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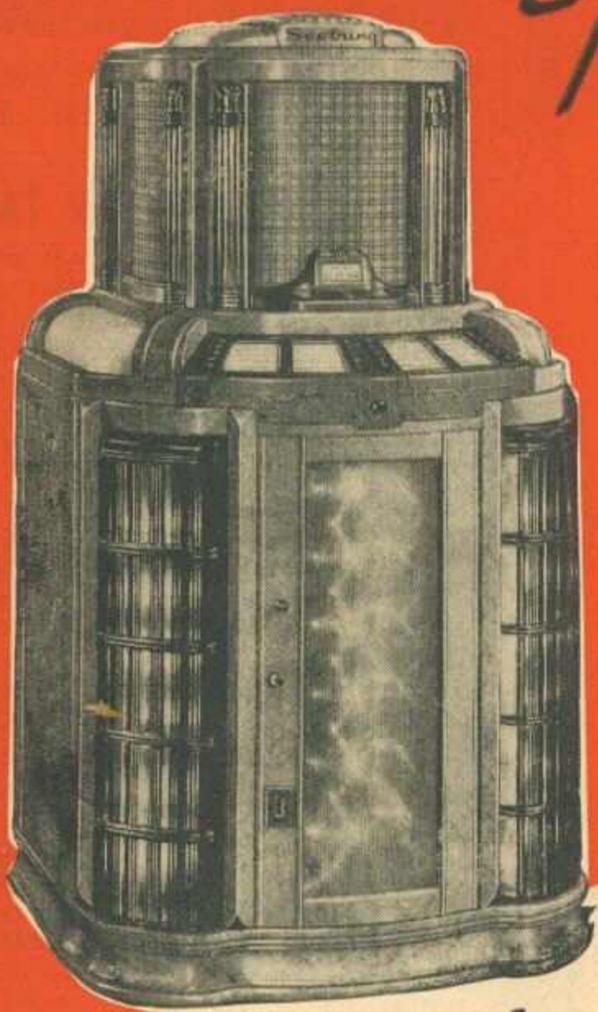
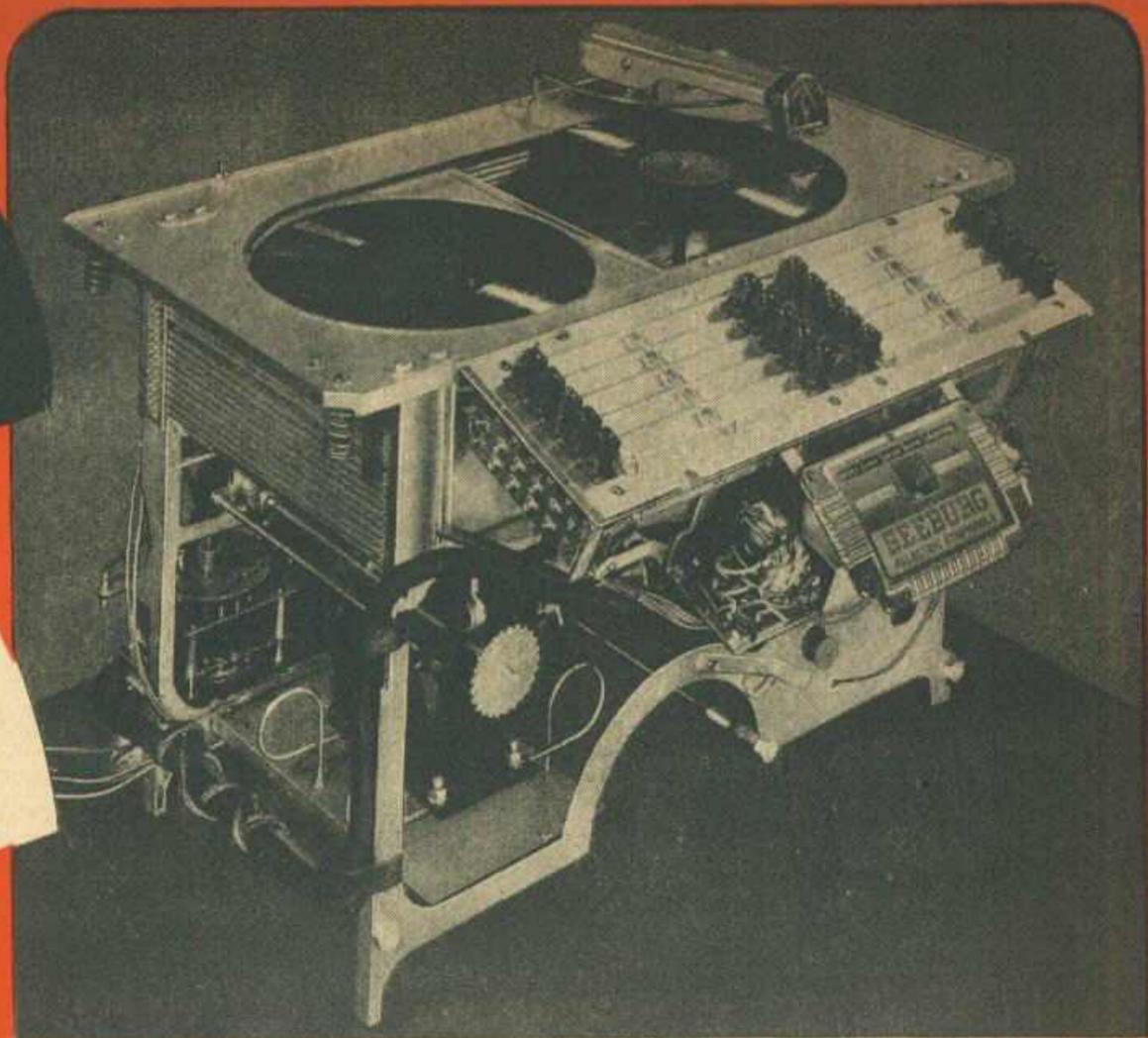
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