

FEATURING—LISTS OF FAIRS, ACTS, BANDS AND ATTRACTIONS

# The Billboard

25 Cents

The World's Foremost Amusement Weekly

APRIL 25, 1942

Vol. 54. No. 17



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Peter Doraine

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ON THE AIR • TRANSCRIPTIONS

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# MILLER THREE-TIME CHAMP

## EDITORIAL

### A Fine Record

**D**ESPITE the kicking around that the show business has been getting from certain congressmen and newspapers, it can be proud of its war record.

While heavy industries have been swamped with lucrative war orders and while the government has been giving all kinds of profit guarantees to private businesses, the show business has had to be satisfied with crumbs from the big table. True, the USO has provided jobs for a lot of acts, but these bookings are at cut salaries and are tough to play. Also scores of name acts and bands have been playing army camps and other military centers without compensation. On top of that thousands of performers and bands thruout the country have been playing without pay at war rallies, bond-selling parties, USO recreation centers, defense factories, on warships and even in far-off places such as the Canal Zone and Iceland. Show people have risked their lives, devoted time and effort and given away their entire stock in trade—talent—for the war effort.

Compare the show business's generosity with the hardheadedness of industry in general in its dealings with the government. Abbott and Costello, for example, are touring vaude to earn enough to buy a bomber plane. Theater circuits have been holding bond-selling drives, educational meetings on civilian defense and running government propaganda films. The film industry has contributed propaganda films. Name bands are pledged to help sell War Bonds and to play army camps gratis. The entire show business got behind the recent spectacular benefit in New York for the Navy Relief Fund, which grossed the all-time high for a one-night show, over \$150,000. Radio and television networks and stations have practically turned over their facilities to the government's propaganda bureaus, providing free time and often talent and direction. The music machine industry has been plugging bond-selling and other patriotic tunes. In fact, every single branch of the amusement business has been on the job helping the government fight the war. All this while every other industry in the country has demanded not only its full costs but also a sizable profit before coming in on the war effort.

There is no other business or industry that has done so much for the war effort.

## Chi Olympia Circus Doubles '41 Opener In Take at Stadium

**CHICAGO, April 18.**—Beautifully costumed and presenting a number of new features, the 10th annual Olympia Circus opened last night in Chicago Stadium with practically a full house. It was best opening night crowd in the history of the circus. While some 3,000 kids were guests of the Stadium, the money house was exceptionally good, receipts being double those of last year's opening night.

The 30 numbers presented are pleasing. (See **CHI CIRCUS BIG** on page 60)

## N. Y. Burly Ops Not Sure Now of Appealing Case

**NEW YORK, April 18.**—Definite decision as to whether to appeal the adverse decision upholding the closings of local burly houses will be made next week. While operators of the houses were certain last week that the case would go to the higher courts, continuation of the suit is now in doubt, possibly because of the heavy dough eaten up by house rentals during the darkening.

In the meantime, the Republic, is tearing down the burly display material from the front of the house and may try films. It is believed that local operators would like to hold on to the houses so (See **Burly Ops Uncertain** on page 17)

## Griffin Sticks; Raps 4 A's; Urges Separate Actor Union

**NEW YORK, April 18.**—Gerald Griffin, deposed as executive secretary of the American Guild of Variety Artists two weeks ago, refuses to be dislodged from office. Claiming that the International Board of the Associated Actors and Artistes of America, "in declaring all offices vacant, and attempting to seize the funds and property of the organization, acted without any authority,"

## Wins With Even Bigger Margin In Ork's 3d Consecutive Year

**Tommy Dorsey gets place coin for second time in a row—Harry James's phenomenal rise from nowhere to third—Goodman in the money**

By HAROLD HUMPHREY

**NEW YORK, April 18.**—Glenn Miller and his band not only retained the campus title in *The Billboard's* Fifth Annual College Music Poll, but in winning it for the third consecutive year the siphorn artist and his crew rolled up a lead which was nearly three times as great as in 1941 and only four points below the mark set by the campus king in 1940, when he first won the crown. That a pop name band, in these days of big-money competish, can remain on the top shelf in the books of the campus savants, is itself a phenomenal feat. But to do just that and at the same time more than triple its lead, is something that should cause the adding of another item to the Seven Wonders of the World.

Tommy Dorsey did a repeat this year in copping second place honors, polling 211 points to Miller's 376. In the 1941 poll, T. D. came within 48 points of Miller's total. Excluding priorities, there should be no drop in the next few months on the slush-pump market. That instrument is evidently here to stay.

Outside of Miller's "perennial" victory, the biggest single achievement to be recorded in the 1942 Music Poll is the rise of Harry James from a basement position in last year's tabulations to third position 12 months later. In moving into the third berth, James beat out his former boss, Benny Goodman, by 12 points, polling 63 to Goodman's 51 for fourth position. Last year James squeezed into the running with just two points. His ride to fame this year is even more creditable when it is remembered that the James aggregation is only three years old.

Goodman and Jimmy Dorsey both jumped a notch, nabbing fourth and fifth spots respectively. Artie Shaw, who (See **Choice of U. S. Campus** on page 19)

## Outdoor Rally Set for Army, Navy Aid Funds

**NEW YORK, April 18.**—A rally to enlist the co-operation of carnivals and affiliated branches in raising money for the Navy Relief Society and the Army Emergency Relief Fund on a nationwide basis has been called for Thursday evening, May 7, at 8 o'clock in the rooms of the National Showmen's Association, sixth floor of the Palace Theater Building, 1564 Broadway. NSA has given use of the clubrooms for the evening, it was (See **Army-Navy Relief Rally** on page 30)

Griffin fired the first shot that may cause an explosion similar to the one the variety artists experienced three years ago.

In a six-page statement, Griffin blasted away at the Four A's for "hampering the organization of the vaudeville actor" and accused the Four A's of impeding AGVA and keeping it "in a constant state of turmoil, preventing the union from becoming the strong, dominant factor it should be in the jurisdiction granted to it."

Griffin's move was immediately interpreted by some "as a bid to force himself back into AGVA, or the beginning of a stampede to get the locals behind him and start a rival movement." Paul Turner, counsel for the Four A's, said that he hadn't been notified by Griffin that he intended to stay in office and that under such conditions "I can't make any statement until it is discussed by the international board."

Griffin stated that, upon a study of the AGVA articles of agreement by his attorney, William J. Rapp, "I am advised there is nothing in the said constitution that gives the Associated Actors and Artistes of America, or anyone else, the right to dissolve the national board of AGVA or to declare all of the national and local offices vacant. Neither does (See **Griffin Raps 4A's** on page 17)

## Yank Roller Skater Stranded in Spain; Gestapo Is After Her

**NEW YORK, April 18.**—A British naval officer whose name cannot be revealed because of war-time restrictions but who recently arrived here from an unnamed Spanish port, reports that Juanita La Benton, American roller skater, is still in Spain with her *All-American Roller Skating Act*. According to the officer, Miss La Benton is unable to leave and is virtually a prisoner of the German Gestapo, reported to be overrunning that country at the present time.

Miss La Benton had been appearing in Germany. Just prior to the outbreak of war she went to Italy and then to Spain, where she has remained under close scrutiny of the Gestapo.

While in Spain Miss La Benton befriended six homeless Spanish girls. The girls, all in their teens, had been orphaned by the Spanish Civil War. She took them under her wing, taught them to skate and placed them in her act. Shortly after she was approached by the Gestapo and asked to perform fifth column work. She refused and was taken

prisoner and held for five days in a Barcelona prison. Upon release she resumed work with her act, only to be plagued by Himmler's secret police. The British officer says the Gestapo has done everything in its power to obtain the services of Miss La Benton by attempting to have certain routines banned and intimidating certain members of the act.

Miss Benton could probably leave the country by appealing to the American consular officials in Spain. However, she is reluctant to leave her six charges stranded.

The act is appearing mostly at fiestas, and occasionally cabarets and circuses. During an appearance with a circus in a town near the British fortress at Gibraltar, Italian bombing planes attempted to bomb the Rock. Their bombs, however, hit the spot where the circus was going on, resulting in the deaths of several hundred spectators.

Appearing with Miss La Benton's show are two other acts known in this country, the Prattellinis, tight wire act, and the Krane Brothers.

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# First Show for Industrial War Workers Set in Ohio

CANTON, O., April 18.—A patriotic musical revue for Northern Ohio war workers will begin touring key armament plants next month, it has been revealed by a War Department district officer.

The show, *All Out for Victory*, will have a cast of 35 civilian men and women employees of the ordnance district, and will dramatize the partnership between war industries and the fighting fronts.

This is believed to be the first time that entertainment is being used here as a morale builder for workers in factories manufacturing war materials. (The

practice has been in use in Russia for some time now, as revealed in a story in *The Billboard* several months ago, and was cited by Russian officials as a primary force in national morale.)

Government and War Department officials will give close attention to this move for possible expansion into a national circuit, with professional talent and names supplementing home-grown companies. Officials feel that talent from the machine shops has a psychological importance to the labor audiences.

Road tour on this circuit will include Toledo, Akron, Canton, Youngstown, Columbus, Mansfield, O., and Erie, Pa.

## Ziegfeld Club Ball Set; Navy Relief To Benefit

NEW YORK, April 18.—The Ziegfeld Club, Inc., organization formed to help the less fortunate among the former Ziegfeld performers, will hold its Seventh Annual Ball on the Starlight Roof of the Waldorf-Astoria Hotel here May 2. In spite of the fact that this annual function is the only source of revenue by which the club can carry on its own charitable work, 25 per cent of the proceeds of this ball will go to the Navy Relief Society. Tickets sell for \$7.50 and \$10, plus tax.

Entertainment is under the direction of Hassard Short. Eddie Cantor and James J. Walker will emcee the show, to include Meyer Davis and his orchestra, Ole Olsen, Peggy Wood, Norma Terris, Loper and Barrat and others.

**MIGUELITO VALDES**  
(This Week's Cover Subject)

BORN in Havana, this lusty Latin performer has been adopted by the American public during the past two years and is well on his way to becoming the outstanding single Latin attraction in the United States. Gifted with one of the most vibrant voices and forceful personalities, Eugenio Lazaro Miguel Izquierdo Valdes y Hernandez, or Miguelito for short, has carved out a unique niche for himself with his sock renditions of native Afro-Cuban songs, made more wild and rhythmic by his savage pounding on a conga drum.

He got his start in the night clubs of Havana, and first attracted renown as vocalist at the Havana-Riverside Casino. Following engagements at Puerto Rico's celebrated Escambron, the Union Club in Panama, theaters in Venezuela and Guatemala and a period in which he performed with the Casino de la Playa orchestra in Cuba, he came to America to join Xavier Cugat's outfit. This was in April, 1940.

Barely two years after making his first North American appearance, Valdes finds himself a strong attraction on the radio, in theaters, hotels and on the many Victor and Columbia records which he has made. Some of his disks are in the nature of collector's items in the Latin field, and many others have done exceptionally well on the coin phonographs.

Valdes is currently on tour with the Cugat band. On May 6 the tour winds up at the Orpheum Theater, Los Angeles, after which Miguelito and the Cugat band will have featured roles in the now Fred Astaire-Rita Hayworth picture, produced by Columbia.

Every Tuesday evening Valdes is heard with Cugat on Camel's Rumba Revue over the Blue Network.

## "Banjo Eyes" Folds, Cantor Ill, Cast Gets 2 Days' Pay

NEW YORK, April 18.—Rarely invoked Actors' Equity regulation permitted management to close *Banjo Eyes* and pay the cast off with two days' salary instead of the standard week's notice, after Eddie Cantor, its star, underwent a minor operation. Ruling is that a manager can close a show with 48 hours' notice to Equity in the event of illness of the featured player or star.

As a consequence, cast played its closing performance last Sunday. Cantor went to the hospital and physicians, according to Cantor's statement to Equity, said that he must remain off his feet for at least three weeks. His air show was broadcast from the hospital this week.

Equity received proper notification, accompanied by a doctor's certificate, and the cast was paid up to Wednesday. Many in the cast had felt that they would get a week's wages. Illness clause, however, makes the producer responsible for only two days' pay.

Warner Bros., co-backers, said that the show was out of the red and that \$40,000 in advance ticket sales would have to be refunded. It was intimated that the show might reopen when Cantor feels better. Cast members, however, are looking for other jobs.

## Center Icer To Close After Year and a Half

NEW YORK, April 18.—The Arthur Wirtz-Sonja Henie Icer, *It Happens on Ice*, which has been playing at the Center Theater here since October 10, 1940, will close April 25 after 650 performances, according to officials at the Center.

After the closing performance show will have played to 1,150,000 persons. These attendance figures have been exceeded only by *Tobacco Road*, *Abie's Irish Rose* and *Hellsbopppin*.

Center plans a season of San Carlo opera, after which Miss Henie and Wirtz plan to put a new icer into rehearsal for opening in late June or early July.

With the closing of the show, Gene Alvine, publicity director of the Center, leaves to take up new duties as secretary of the Public Relations Committee of the Motion Picture Industry, Eastern Division. As yet no successor to Alvine has been selected.

## Good Reason?

NEW YORK, April 18.—Paul K. Damai, radio editor of *The Hammond Times*, Hammond, Ind., writes that altho his paper is located in Hammond his mail should be addressed to his home in Calumet City, Ill.

"I work at home," he says. "That's so I can have the privilege of tuning out *Bachelor's Children*."

## Sp'g'd Stock Try Flops; Show Weak

SPRINGFIELD, Mass., April 18.—The Star Theater Circuit offering of Harold J. Kennedy and Richard Weaver was evidently a flop as far as this section was concerned. They played Friday (10) evening engagement at the Masonic Auditorium to a crowd of less than 100, many of them in on a two-for-one combination.

The play, *Private Lives*, was badly acted, with few of the cast, including Ruth Chatterton, the lead, giving the impression that they had even learned their lines. The scenery would have been awful even in a cowbarn.

Neither Kennedy nor Weaver could be reached for comment the night of the engagement, and they left town immediately afterward. Up until Thursday (16) they hadn't advertised any show for Friday, which, under the understanding given the local press earlier, would have starred Francis Lederer. Custodians of the Masonic Auditorium said no arrangements had been made for Friday rental of the hall.

## Boland Fined 50; Guild Drops Charge

NEW YORK, April 18.—Mary Boland's payment of a \$500 fine to Actors' Equity Association clears her suspension, but Equity nevertheless is "irritated" with the Theater Guild for withdrawing its claim against her for \$4,000 for leaving *The Rivals* the day after it opened in Chicago several months ago.

Equity Council hearing Tuesday (14), to try Miss Boland for alleged contract jumping and her refusal to see an Equity representative (Frank Dare) in Chicago after she left the show, was filled with love and kindness for all, but underneath, councilors were chafing because the Guild withdrew its claim for four weeks' salary just before the hearing. One official claimed that Equity had been put to considerable trouble and expense preparing the Guild's phase of the charges.

Miss Boland, who appeared at the hearing after a plane trip in from Hollywood, showed certificates from physicians in St. Louis, New York and Chicago stating that she was suffering from sinusitis, bronchitis and cardiac strain. She said she refused to see the Equity rep in Chicago because she was too ill, nervous and overwrought. It was on the latter charge that she was fined the \$500. She paid her fine the following day.

After the hearing Miss Boland characterized Equity Council's action as "generous and fine" and said the Theater Guild was "kindness itself." Warren P. Munsell, general manager of the Guild, wouldn't elaborate on the Guild's reason for withdrawing its claim other than to say "we didn't want to press her."

**GEORGE SPELVIN**  
Patrols the  
**BROADWAY BEAT**

REACTIONS of the service lads at the Stage Door Canteen and the shows they visit on USO passes points up more strongly than ever the need for the stage to develop new audiences; it has become utterly unknown territory to all but a comparatively few people living in larger cities. For instance, last week at the Canteen a hostess pointed out a regal lady and informed a visiting sailor that it was Lynn Fontanne. The gob nodded vaguely and asked, "Is she Joan Fontaine's sister?" . . . Or take the case of a group of sailors at a show recently who walked out after the first act. The next night they came around again and explained to the management that they'd heard from other boys that a second and different show was presented each night. It seems they'd figured that when the intermission lights went up, the show was over. . . . Some of the lads at Lindy's are still puzzled over Johnny Marks, writer of such hit tunes as *She'll Always Remember, Who Called?* and *Address Unknown*. Marks has enlisted in the army as a private, has no angle, is not looking for any angle, and wouldn't want an angle if it were dropped in his lap. The fellow simply wants to help win the war. . . . Some astute hackies are now taking up their stand at the Army and Navy Recreation Hall on East 40th Street and hawking 10-cent rides to Broadway for the soldiers and sailors. As soon as a cab is filled up, off it goes. . . . It happens that Earle Ferris and Dave Alber, press agents, celebrate their birthday the same day, April 15. Coincidentally, on the same day the winners of the press agents' division of *The Billboard's* Fifth Annual Radio Publicity Survey were announced. Ferris copped first place and Alber took third. . . . Lee Shuber made what was supposed to be his first radio appearance Wednesday (15) on Bessie Beatty's program. He said Katharine Cornell was the most intelligent actress he'd ever worked with—honorable mention going to Katharine Hepburn—Maxine Elliott the most beautiful, and Bernhardt the most co-operative. He also said he didn't like the critics.

WHY song publishers go nuts: Joey Nash, radio warbler, has been singing 50 tunes weekly for the past six weeks over WSRR, Stamford, Conn., and WHN New York. He's on the Stamford station five days a week doing seven tunes or each shot, a weekly total of 35. He's on WHN four times a week doing four tunes each time, adding 16 more and making a grand total of 51. . . . D'Artega turned down a vaude deal offered by Al Rogers, which would have netted the maestro \$4,800 personally, in order to fulfill promises for army camp appearances. The camp appearances are made at D'Artega's own expense. . . . During Monday (13) night's first-aid class for the Office Personnel Division of the American Theater Wing an accident occurred in front of Tiffany's, opposite the Wing headquarters. So the instructress raced downstairs and administered first aid to the victim until the arrival of an ambulance. . . . *The Sob Sister Sentinel*, weekly news sheet of the *My Sister Eileen* company now in Philly, has a column this week giving comments of the entire cast on *The Sentinel*—each comment taken from the individual's lines in the play. . . . Tookie Hunter, who was once hailed as a legit find, is continuing her night club career at Kelly's Stable, where she'll be for the next four weeks. . . . Mike Cramoy has joined the Ross-Jacob publicity office, now that Seamon Jacobs has been drafted. . . . The Sherry Netherlands Hotel is opening an army officers' club. . . . Black, Starr & Gorham have advertised a Defense Stamp book cover for only \$3.50. Mightn't the government prefer a torn, shabby book containing \$3.50 extra in stamps.

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**The Billboard** • **The World's Foremost Amusement Weekly** • **Published at Cincinnati, Ohio, U. S. A.**

Founded in 1894 by W. H. DONALDSON, E. W. EVANS, President and Treasurer, R. S. LITTLEFORD JR., Vice-President and Managing Editor, W. D. LITTLEFORD, Secretary.

Editors: ELIAS E. SUGARMAN, CLAUDE R. ELLIS, WALTER W. HURD

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306.

BRANCH OFFICES:  
NEW YORK — 1564 Broadway, No. Clark Street.  
CHICAGO — 155 Clark Street, Arcade Bldg.  
ST. LOUIS — 300 Chestnut 0443.  
PHILADELPHIA — 7222 Lampart Rd., 416 W. 8th St.  
LOS ANGELES — 5222 Broadway, Van Nuys 8493.

FOREIGN OFFICES: LONDON—Edward Graves, Cromwell House, Fulwood Place, London, W. C. 1.  
SYDNEY, AUSTRALIA—Kevin Brennan, City Tailors' Bldg., 198 Pitt Street.

ADVERTISING RATES — Fifty Cents per Line. \$7 per column inch. Whole Page \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 1 line accepted.

Member of Audit Bureau of Circulation.

Subscription Rates — 8 Copies, \$1; 26 Copies, \$3; One Year, \$5; Two Years, \$8. Special Rates in Foreign Countries Upon Request.

Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897. Copyright 1942 by The Billboard Publishing Co.

## Minneapolis Court Ponders Keeping Gayety Burly Shut

MINNEAPOLIS, April 18.—Hennepin County District Court Judge Frank Reed Thursday took under advisement an order to show cause why Mayor Kline should not be enjoined from revoking the burlesque license of the Ramsey Amusement Company, operator of the Gayety Theater. David Gilman and L. T. Lewis, of the Ramsey firm, are plaintiffs. The hearing followed a series of continuances since the show-cause order was served after Kline revoked the Gayety license April 4. The house has been dark since Easter Sunday.

The court, in taking the case under advisement, asked for a definition of burlesque. Lewis offered the Walter Winchell definition: "A \$3.30 show for the workingman. It can also be defined as a female performance that might be called risqué. It is just a musical comedy with scenery, judge." L. W. Craihall, Gayety attorney, said: "I'd hate to define it. I can't even define a musical comedy."

The Gayety management offered to stage the show before the bench, but Judge Reed declined. Gilman then told the court that the mayor "has admitted that he has seen burlesque shows and they didn't hurt his morals any." Meanwhile, Gilman has shown interest in the plight of the performers. At least four principals are stranded. Members of the chorus all live at home here. One pair of principals had to borrow money to pay their hotel bill, while the other has run up a huge hostelry charge. The four have said that Gilman has divided whatever money he has had with the actors.

The show's prima donna, booked into a Winnipeg theater for the week, needed funds to check out of her hotel bill and was forced to leave her watch as security.

Altho all principals have declared they have salaries for a week and two and one-half days coming, less whatever funds they have been able to draw, Lewis said none have more than two or three days' pay coming.

Ted Brown Aich, business agent of Twin City Local 3 of American Guild of Variety Artists, is attempting to alleviate the needs of the performers however possible.

## Holmes, Picon Weak in B'p't

BRIDGEPORT, Conn., April 18.—Burton Holmes, making his first Bridgeport appearance in many years at Klein Memorial here April 10, drew a miserable \$355. Molly Picon in her new musical comedy in Yiddish also did very poorly April 13, drawing a meager \$750.

BUFFALO, April 18.—Elmer C. Winegar, who managed the Memorial Auditorium here for two seasons, has announced that he has resigned to become film editor for the new Telenews Theater, which opened April 17.

# Possibilities



**CLEANED BY MEMBERS OF THE BILLBOARD STAFF**

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

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

## For FILMS

**ROSS MATTHEW**—character actor now appearing in *Nathan the Wise*, legit show at the Belasco Theater, New York, in which he does an outstanding job. Has appeared in many legit productions with a uniformly high standard of excellence. Drew special notice last season in Piscator's production of *King Lear*. In his present play he displays clarity of interpretation and perfection of timing that mark all his work. Would be invaluable in character roles in films.

## For RADIO

**MIMI BENZELLE AND LEON LISCHENER**—soprano and baritone now at Radio City Rainbow Room, New York, singing spirituals to Helen Tamaris's dancing. Miss Benzelle is doubling from the adjoining Rainbow Grill, where she solos. Their stirring duets on familiar Negro spirituals are outstanding, voices blending nicely and also standing out individually in solo passages. Should be okay for radio as either soloists or a duo. Also recommended for recordings.

## Crix Saw No Play Good Enough for Honor of Their Nod

NEW YORK, April 18.—Assembled in annual session at the Algonquin here Thursday, the New York Drama Critics' Circle solemnly voted that no American play presented on Broadway this season was good enough to receive the signal honor of the critics' award. Claiming that it is under the "obligation of maintaining the standards of the theater and of dramatic criticism," and saying it felt it would cause "a serious confusion of standards if it merely made a selection from a group of plays, none of which seemed up to the standards of previous awards," the Circle reached its momentous decision on the fifth ballot.

There was no trouble, however, in picking a sufficiently worthy play of foreign origin, only two ballots being needed. The award in this division went to Noel Coward's *Blithe Spirit*, a light and frothy farce about spiritualism.

Once before the Circle failed to make an American award, for the season of 1938-'39, but that was for the opposite reason. That year the supporters of four different contenders refused to give in, and all four entries were given mention.

Only two plays appeared in the balloting for the American choice Thursday, John Steinbeck's *The Moon Is Down* and Howard Koch and John Huston's *In Time To Come*. On the first ballot the former received four votes and the latter three, the rest going to "no choice." On the fifth and final ballot the Steinbeck play had two and *In Time To Come* four, with 11 voting "no choice."

The usual dinner at which awards are announced will be skipped this year and so will a scroll for *Blithe Spirit*. The money saved will be donated to the American Theater Wing.

Stem comment hit at the crix' decision, chief claim being that they were supposed to vote for the "best" American play of the season, and that there must be a "best" even in a bad lot.

## Ballet Season Is Big in N. Y.

NEW YORK, April 18.—S. Hurok, who makes dough with longhair shows, is drawing hefty crowds with his Season of Ballet at the Metropolitan Opera House here. Originally scheduled for four days of the Ballet Theater and seven days of the Ballet Russe de Monte Carlo, it has added five days (April 22 to 26) of the Ballet Theater. Asking 85 cents to \$1.65 for 1,500 seats and up to \$5.50 for the rest, the show has been doing well.

Show is plugged as offering 35 productions, 125 dancers and a symphony orchestra. Both ballet companies are first rate and should please the most ardent balletomanes. The Tuesday night performance caught by this reviewer was a good example of the excellent staging, lighting, music, choreography and dance-

ing technique on view. The program was composed of the lovely, dream-like, out-of-this-world *Serenade*, the active, harsher-colored story of *St. Francis*, and the fairy-tale, prancing, charming *The Nutcracker*. The first and last have Tchaikovsky music, which is a wonderful compliment to the dancing, or vice versa.

The dancing, of course, is in the highly formalized ballet style, over which balletomanes swoon; and the more delicate movements as well as the leaping, spirited tricks of the male stars won bursts of applause. We enjoyed *Serenade* the most. It featured Alexandra Danilova, George Zoritch and Igor Youskevitch. Choreography by George Balanchine; costumes by Jean Lurcat and settings by Gaston Longchamp.

As wonderful relief from the commercial dancing of show business, we recommend good, old-fashioned ballet.

Denis.



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# RADIO EDITORS LET HAIR DOWN

## Paeans and Pans for the Network Press Departments; Varied Needs A Tough Nut for the Blurb Writer

NEW YORK, April 18.—Radio editors let down their hair in this year's Publicity Survey, belaboring the network press departments with caustic comment and extending praise whenever they figured it was deserved. Following story is a compilation of some of the more interesting comments, and is designed as a service feature to help the chain press departments meet requirements of the various newspapers.

The listing of editors' quotes, in addition to revealing newspaper needs, also reveals the terrific burden resting with the network press departments—particularly so inasmuch as requirements of the different newspapers often vary considerably. One asks for more human-interest copy, another for less human-interest copy; one asks for more features, another for fewer features, etc.

In most instances editors permit quotations of their comments; in these cases, editors' names will be used. Otherwise the comments, if interesting, will be given without using the editors' names.

**NORMAN SIEGEL, The Press, Cleveland, O.**—"NBC service has improved in the past year. Can get fast action. Columbia has slipped. Mutual operates thru its local outlet, which isn't satisfactory." Siegel also asks for faster news service to out-of-town papers.

**ROBERT GRAY, The Commercial Appeal, Memphis, Tenn.**—"NBC has improved sharply in recent months as to promptness, quality of copy and lively angles, while CBS (which we have voted first in previous *Billboard* surveys) has remained status quo. Mutual is third in importance locally—really fourth, with the Blue now independent—and its press service ranks accordingly." Gray suggests cutting down wordage (save paper, war effort angle), accompanying good short features with appropriate art, spending 30 cents on telegrams to notify editors of important last-minute changes (remember Garbo?).

**A CONNECTICUT EDITOR.**—"NBC has undergone a renaissance since John McKay took hold, and if the stride is maintained CBS had better watch out. Altho all of us got used to the printed perforated release, I suppose the flat envelope is in the long run superior. NBC has yet to evolve a routine with which the radio editor may familiarize himself, as is the case with CBS. I like the latter's daily summaries." Suggests that CBS package in one envelope.

### Save Paper

**RICHARD PHEATT, Toledo Blade, Toledo, O.**—"Bill Ray (NBC-Chicago) is 24 hours ahead of New York in program corrections, service, detail and response to requests. NBC-New York was poor, now is greatly improved in this. CBS has not sent me program corrections for a year." Pheatt suggests more attention to program detail, less to features in this time of war. "Features use up paper, will not get into the newspaper today nor in the war year to come."

**A CLEVELAND (O.) EDITOR.**—"NBC made a good move in eliminating the printed sheets and going back to mimeographed copy. A cheaper grade of paper would be just as acceptable. More net shows would get more publicity if actual details of programs were available."

**TURNER JORDAN, Birmingham News, Birmingham, Ala.**—"NBC so improved it now rates with CBS, long ranked tops."

**WAUHILLAU LAHAY, Chicago Sun, Chicago.**—"All Chicago releases should come by phone or personally—that is, I resent getting a mimeographed release of a big story. It should either be wired from New York or phoned from Chicago."

**BEN GROSS, Daily News, New York.**—"CBS is especially efficient in giving personal, individual service. NBC is more aloof and institutional. Mutual is obliging during the daytime hours."

**JERRY FRANKEN, PM, New York.**—"NBC service superior in a personalized direction. More thoro and wholehearted

co-operation." Franken suggests that the chains give increasingly personalized service.

### Misleads Clients

**FRANCE RAINE, Times-Star, Cincinnati, O.**—"Why must they plug the same programs, week after week, regardless of entertainment value? By sending less copy, and confining it to material on something unusual, or of particular interest, on a few programs, it would receive more consideration. This thing of measuring publicity by volume sent out, rather than by actual use in newspapers, is folly. It also misleads the client."

**ALTON COOK, World-Telegram, New York.**—"CBS has features of value for radio columns, in addition to routine announcements." Cook says the chains could improve their services with "more items directed at columns, instead of long feature stories."

**GEORGE H. WISWELL, Springfield Morning Sun, Springfield, O.**—"CBS overpowers us by sheer force of volume; some of it has to be good." For improved service, Wiswell suggests the chains hire him!

**FRANK WIDNER, Indianapolis Times, Indianapolis.**—"NBC is simply more complete." He suggests chains do better art.

**BEATRICE BIGGS, Daily Clintonian, Clinton, Ind.**—"They both (CBS and NBC) give very good service. However, I should say the CBS Calendar has the edge on NBC daily material, with its concise account of programs for each day; but NBC more than makes up for that with its superior feature material. NBC has improved during the past year." Miss Biggs asks for more human interest, inside news, more local copy.

### Facts, Not History

**RICHARD C. FERNALD, Springfield Republican, Springfield, Mass.**—"Columbia: Fair releases with the necessary news. Good correction sheets with changes of guest stars. Good picture service. Mutual: Fair news releases, as CBS. Their feature stories are way above average of all other chains." Suggests cutting down the amount of excess

## How the Money Goes! \$10 Weekly in Postage

NEW YORK, April 18.—Many of the radio editors polled in *The Billboard's* Fifth Annual Radio Publicity Survey squawked over the excessive amount of copy received from radio publicity services.

Turner Jordan, radio chief on *The Birmingham News*, Birmingham, Ala., added a bit of economic research to his beefing. He says, "I only wish I could receive money spent for postage on stuff sent into my department and thrown into the wastebasket. Estimate postage in one week amounts to \$10."

matter in releases. "The facts are all that are needed, not the history of the program."

**GEORGE LILLEY, Philadelphia Record, Philadelphia.**—"Weakest point is art, received in quantity but not quality. Most stuff is too flat or posy, and, in general, lines under them are very poor. Clever lines can make a fair picture."

**H. B. HOOK, Globe-Gazette, Mason City, Ia.**—"Hook suggests 'air mail follow-ups on advance releases to take care of late bookings; more attention to good sustainers; handle corrections by wire if no other way. All networks lax on following thru on corrections."

**ROCKY CLARK, Post, Bridgeport, Conn.**—"NBC could make it easier by reviving daily program service instead of the new system whereby lengthy correction sheets are mailed out for use with the advance weekly folio. 'Conservation of paper' was given as the reason for the change, but I can't see where much paper is being saved."

**NADINE SUBOTNIK, Cedar Rapids Gazette, Cedar Rapids, Ia.**—"Suggests 'even more mats, especially good one-columns.' Also, 'hold off on advance releases as long as possible rather than sending tentative line-ups out and then correcting them.'"

**SEYMOUR GREENWALD, Paterson Morning Call, Paterson, N. J.**—"WABC stories are best written, seem to carry most interesting material. WEA and WJZ stories lack human interest value. WOR simply does not give as thoro coverage as the others." He suggests less music detail, more human interest and so-called "behind-the-scenes" stuff.

**A CALIFORNIA EDITOR.**—"One of

## Station Press Depts. Indifferent, Radio Editors Claim; Cite Lack Of Co-Operation, Poor Servicing

NEW YORK, April 18.—Series of quotations of radio editors given below represents a cross-section of editors' opinions regarding radio publicity service other than network service. Most of the comment has to do with station publicity. The quotes are given in an effort to aid radio publicists in satisfying requirements of papers in their areas and to throw a spotlight on some of the most mentioned shortcomings in radio press agency. All quotes were taken from editors' comments in questionnaires submitted for *The Billboard's* Fifth Annual Radio Publicity Survey.

**KAY MALONEY, Kent Daily Courier-Tribune and Ravenna Evening Record, Kent, O.**—"They (stations) fail to advise me of special station presentations, promotion or any general news concerning the stations. Located in Kent, O., we are 13 miles from Akron and 35 miles from Cleveland. Any news other than the log that I obtain from Akron stations I must make a long-distance call to obtain. The towns are very closely related. It would be to their advantage to send out weekly bulletins or to call me."

**INA B. WICKHAM, Democrat and Leader, Davenport, Ia.**—"They (stations) send daily listings, no changes or corrections or news stories of interest. Merely a list of programs, mostly incomplete and sometimes very incorrect."

**KENNETH WAGGONER, Daily Press, North Tonawanda, N. Y.**—"They (sta-

tions) fail to supply news of personalities and programs. They also fail to send thru corrections on program changes. . . . I would use much more network and agency material if it contained more news of interest to readers of my column."

**JOHN E. BABCOCK, Austin Tribune, Austin, Tex.**—"Best thing for me, and I imagine others feel the same way, is to cut out all the verbiage. Services like Ferris's doing a swell job." Stations' shortcomings: "Don't keep log up to date; turn out no timely information or features, no art, no nothing."

**RALPH SANDERS, News-Free Press, Chattanooga, Tenn.**—"News-Free Press uses Associated Press radio column. Sanders states: 'I have no complaints to make because from my standpoint I'm not too interested as to what they (stations) may get in the paper, but from their standpoint they ought to work on the theory of keeping a steady stream of local-publicity coming over my desk on grounds that they'd be bound to get more that way than thru just occasional releases.'"

**J. W. STEPP, Evening Star, Washington, D. C.**—"Says that stations have 'an apparent indifference.'"

**PAUL JONES, The Constitution, Atlanta, Ga.**—"They (stations) do not seek in any way to co-operate with paper in publicizing local programs of in-

## Canadian Duties On Mats Costly

NEW YORK, April 18.—C. O. Jenkins, radio editor of *The Globe and Mail*, Toronto, Ont., Canada, advises United States radio publicity services that the duty on mats is prohibitive.

He writes: "Please head off mats from United States. The duty is prohibitive and all this enlarges the daily expense of my department."

Jenkins adds that CBS is meeting his requirements best, particularly its corrections and news, altho "corrections and news we are now receiving from the Chicago offices of the Red and Blue match Columbia in the matter of lay-out for fast handling."

He suggests that net services be improved by placing day, date, time and title of program at top of release and using letter-sized mimeographed sheets for all news items.

Herbert Whitaker, of *The Gazette*, Montreal, Canada, places the Canadian Broadcasting Corporation tops "because, in addition to fair if colorless publicity, it is within phone reach and obliging." Columbia second on general staff work merit and NBC only a little behind CBS.

**DON C. DORNAN, radio editor of The Times-Herald, Moose Jaw, Saskatchewan,** writes: "I have written away on different occasions for new half-column mats and as yet have not received any." He adds that NBC releases are always on time and very complete; CBS on time sometimes, but far from complete; Canadian Broadcasting Corporation releases on time all of the time, but have nothing in them.

chief shortcomings of some of the material is that it sometimes arrives undated, and unless it concerns a specific date the material may arrive and perhaps be used after the broadcast."

### Regional Service

**ALBERT D. HUGHES, Christian Science Monitor, Boston, Mass.**—"All of them (the chains) should strive to give better regional service. They should devise some network-station arrangement for acceptance of programs so that newspapers could rely more accurately on the local station program listings."

**MARION STEVENS, Miami Herald, Miami, Fla.**—"CBS most concise, most newsworthy; gives excellent coverage of all important programs." Suggests as most helpful: "Extracts of unusual or timely broadcasts to be included in press releases, such as the CBS reviews or talks by its foreign correspondents."

**KAY MALONEY, Kent Daily Courier-Tribune and Ravenna Evening Record, Kent, O.**—"NBC and Blue supply the best program highlight service plus news features, program reviews, biography and mat material. Columbia rates pretty well along the same lines, but I think its daily calendar and program highlights are worthless, as they are released long before the stars of a certain play or program are known. Mutual has good program service but fewer news features." Suggests "less obvious publicity, more behind-the-scenes and personality stories. The networks do have many of these features now and they are of much help. Also a help to have program highlights printed on a separate sheet each day, with all names of guest stars, program topics, etc."

### Press Services Slipping

**DON TRANTER, Courier-Express, Buffalo, N. Y.**—"CBS most complete, accurate and easy to handle, edit, etc." Suggests "a little more care and regard for newspaper accuracy." Tranter comments further on radio press service generally: "I am not getting as good material in general as was the case a few years ago. The press services don't seem to dig up as much interesting matter as they used to, maybe because it's such a thankless job for the boys who have to do it."

**JACK SHAFER, Newark Star-Ledger, Newark, N. J.**—"Mutual displays a unique and fresh approach to a story. Columbia has the most adequate service in all details. NBC doesn't seem to give a damn, but it throws in some good copy

despite that attitude." Shafer suggests more stress on human interest angles, less on trivial "news" items that don't mean anything in the long run, and "an attempt to co-ordinate stories with previous stories of the same bent."

**ZUMA PALMER, Hollywood Citizen-News, Hollywood, Calif.**—"Both NBC and CBS send in stories and pictures regularly, are equally co-operative arranging for special stories. KHJ, Mutual's outlet, is co-operative but does not have as much to work with as CBS and NBC."

**INA B. WICKHAM, Democrat and Leader, Davenport, Ia.**—"Mutual sends in plenty of usable material and it comes very often each week. Columbia ditto; NBC sends plenty of material, but so much of it is junk and not usable." Suggests "less silly publicity, more real news and program details. Our readers enjoy knowing what is coming in a program."

**MERLE A. JONES, Post-Standard, Syracuse, N. Y.**—"I believe CBS does a more thoro job in preparing publicity, thereby giving a greater choice of material. I also like their mat service, which has an abundance of one-column items. NBC and Blue do a pretty fair job on straight programs and a satisfactory job on feature material, but are slow in handling queries and correspondence. Personally, with the limited space I have, I like to use more feature than straight stuff. I also would use more illustrations if half-column mat services were provided."

**DON C. DORNAN, Times Herald, Moose Jaw, Saskatchewan.**—"NBC press releases are always on time and are very complete. CBS are on time sometimes; are far from complete. CBC, altho on time all of the time, have nothing in them." Dornan remarks that he has written on different occasions for new half-column mats and as yet has not received any.

**IDA AHLBERG, Daily Messenger, Homestead, Pa.**—"Voting the major chains equal in service, Miss Ahlberg says: "NBC-Red and Blue might stop running general stories and program information on the same page. It's sort of a nuisance tearing up the pages into assorted sizes, tho it is not a very serious matter."

**Mimeo an Improvement**

**KENNETH WAGGONER, Daily Press, North Tonawanda, N. Y.**—"For general coverage it (CBS) is the best of the networks. NBC has shown improvement with the use of mimeographed sheets. Mutual is moving up fast and is now supplying some good material for column use." Suggests that network press departments take into consideration more need for column material. "Much of the news now sent is too flowery or fails to contain enough news value to use in a column. Press departments should gather the type of news we as radio columnists want and not the type of stories the network wants to shove off on us."

**AN OHIO RADIO EDITOR.**—"Votes CBS first because "almost every story is printed on a separate sheet and easily filed. Advance program news received in plenty of time."

**WILLIAM L. DONDRRA, State Journal, Madison, Wis.**—"All schedules and corrections should be sent by first-class mail, not third. NBC and Blue could eliminate Chicago-New York duplication, too."

**JOHN E. BABCOCK, Austin Tribune, Austin, Tex.**—"Write stuff more briefly, leave out p. a. words, conserve paper and radio editor's eyes. Put out more good timely features with art tie-ins. Use type art that papers will clamor for instead of straight publicity shots. Get Sunday stuff in my hands by Friday and get it accurate. If you can clean up NBC's handling you'll have my undying gratitude. It's better now that they've gone back to mimeo service, but still not good enough."

**HOWARD S. SIPE, Berkeley Daily Gazette, Berkeley, Calif.**—"We are the only daily newspaper in the San Francisco Bay area, including East Bay and Oakland, that publishes a daily radio column. Usually the Eastern news, listings and general info come into the office about a day or two late. There should be some outlet on the Coast to see that this info is forwarded promptly."

Re network service: "NBC and CBS send programs and changes via special delivery and follow thru with telegrams and telephone calls. In no way, do I think, could these two networks improve service."

**Too Late for Canada**

**S. ROY MALEY, Winnipeg Tribune, Winnipeg, Man.**—"Only grievance with United States press department services is that much of the publicity arrives too late for use in Winnipeg. This includes corrections. Sometimes three days' programs have passed by before info received. WLW is one of the worst offenders in this matter."

**A ST. LOUIS (MO.) EDITOR.**—"Excellent publicity from CBS. Photos excellent. NBC has excellent publicity. Picture service not as good as CBS. Blue Network has excellent publicity. Picture service not so good. Mutual Network publicity not dependable, too much given to playing up the fact that it is Mutual, and lack of program details on classical musical and serious programs. No picture service. Those received are loaded with advertising."

**WILL BALTIM, Daily Home News-The Sunday Times, New Brunswick, N. J.**—"NBC hands out daily short items about guest stars that fit in well with our daily page. CBS does the same, but Mutual sends along a lot of unusable stuff." Suggests: "Let them send out two-paragraph stories on guest appearances, etc., listing all the guests and other info in two paragraphs. This will save them paper and save the radio editors a lot of time."

**BETTY SOLLER, The Daily News, Davenport, Ia.**—"On one sheet NBC lists programs, guest stars and nature of program. Other networks list this information separately. It oftentimes is late in coming in."

**LOUIS T. HAMLETT, Daily Times, Wichita Falls, Tex.**—"CBS reaches me earlier than NBC and Blue. I am so far from New York and Chicago this is important for Sunday column sent out Thursday." Suggests "more spot news and less feature stuff; more names of guest stars, special events broadcasts, etc."

**HERB SWARTZ, Goshen News-Democrat, Goshen, Ind.**—"NBC is more condensed. CBS is accurate but still too broad. Mutual in this area does not have the programs, altho for an individual station service on both local and Mutual, WGN is tops. It would be far better for all networks and agencies to condense copy."

**Eliminate Quantity**

**WARNER TWYFORD, Virginian-Pilot, Norfolk, Va.**—"Eliminate quantity and accent quality; do away with overwriting; ascertain requirements of individual radio editors and supply just what is needed, no more, no less. Would like classical music programs from CBS; also think more liberal distribution of half-column mats advantageous, as these get used."

**JEANNETTE B. STEIN, Ottumwa Courier, Ottumwa, Ia.**—"Corrections and last-minute programs reported earlier and up to press time by NBC."

**GRACE LEONE BARNETT, Journal-Standard, Freeport, Ill.**—"Suggests "elimination of stories with no spot news values, especially stories supposedly recounting inconsequential and silly conversation."

**ELIZABETH COPELIN, Tampa Tribune, Tampa, Fla.**—"CBS sends releases which can be easily and speedily read. NBC cannot be rated first, because the program story sometimes starts in the middle of the page and continues over to the next page, so these have to be cut apart and clipped together. Same for the Blue. The material, however, is about equal to CBS. Get them (releases) here on time." Says CBS releases come more promptly than those of NBC and Blue.

**VIRGINIA LAUGHNER, St. Petersburg Times, St. Petersburg, Fla.**—"Columbia maintains excellent and wide coverage of programs. NBC never sends us names of special speakers, guest artists or special program topics. Their program corrections never reach us until a day or two too late." Suggests "less cheese-cake art and better posed ones." Also, stations and networks should send in an advance sheet of names of artists, speakers and specialties for outstanding programs.

**WILLIAM FRANK, Washington Times-Herald, Washington, D. C.**—"CBS (first) because everything is mimeo and pix are freely serviced. NBC has been using the printed publicity sheet and only recently switched to mimeo. Since switch, have not serviced pictures. MBS (See EDS LET HAIR DOWN on page 8)

We express our appreciation to the radio editors of the United States and Canada who have, for the fifth consecutive year, placed us first in the advertising-agency publicity field.

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## Philly Talent Gets Load of Sponsor Coin

PHILADELPHIA, April 18.—Sponsor coin continues to flow to live talent, with the week bringing a bumper crop of backing. The weekly quarter-hour shot Wednesdays over KYW and WBAB, Atlantic City, for Frank Coleman, singer, and Clarence Fuhrman's orchestra has been expanded to a full half hour by Esslinger's beer. Indications are that the show, *The Flavor Lingers*, will be further expanded.

Also on KYW, Alwyn Bach, one-time winner of radio's diction award, goes across the board for a five-minute news ride, bank-rolled by Planters Nut & Chocolate Company in the interests of Planters peanuts. Placed thru J. Walter Thompson Agency, New York. News commentator Melvin K. Whiteleather, formerly airing only Saturdays for *The Evening Bulletin* via KYW, now branches out for a daily 10-minute ride. Renewal also goes to Nancy Dixon's *What's New in the Stores Today*, sponsored by Cluett Peabody & Company, of New York, placed thru Young & Rubicam Agency, New York. Ruth Welles's daily KYW shows add two new participating sponsors in Rumford Baking Powder and Jane Logan De Luxe Ice Cream.

Local talent also doubling now on other stations for the same sponsor. Dr. Arthur Meyers, airing for Dr. Shor, local dentist, on WIP daily as the *Unseen Adviser*, duplicating his chores daily on WIBG at suburban Glenside, Pa. Edwin H. Schloss, who has been providing the introductions and comments for *Invitation to Music*, classical musical show on Saturdays for *The Philadelphia Record*, adds two other stations for similar program chores in WFIL and WFIL's FM station, W53PH.

KYW also adds a new variety show to its sustaining schedule fed to the NBC network. Tagged *We Present*, for a half hour on Mondays, show includes songstress Bonnie Stuart, the Royal Harmony Singers and Clarence Fuhrman's orchestra. Other new sustainers for local consumption include Fuhrman's orchestra for an hour's semi-classical concert on Sundays and for a twice-weekly spot Miss Stuart teaming with swing organist Art Hinett.

## Al Nelson Leaving KPO, NBC-Frisco

SAN FRANCISCO, April 18.—Al Nelson, manager of KPO, NBC outlet, has resigned effective May 1, his post to be taken by John Elwood, of New York, who has been manager of the net's international division.

Nelson, who came here three years ago as manager of KGO-KPO, heads for Washington after he relinquishes the management of KPO, to attend a hearing before the FCC on his petition for re-licensing of WIBO, Chicago, under his operation.

RICHARD KROLIK, formerly with the publicity department of the Mutual Broadcasting System, New York, has left to join a U. S. Flying Cadet unit in Scott Field, Ill. Krolik will train as a communications officer.

## Likes "Basin Street," But Can't Get the Blue

NEW YORK, April 18.—D. E. Bollinger Jr., radio editor of *The Painesville Telegraph*, offers an interesting commentary along with his ballot on the Publicity Survey. He writes, "There is no Blue Network outlet (in the Lake-Ashtabula area of Ohio) which is consistently heard in this area, embracing a population of over 110,000. I had occasion to buy a new radio. The dealer was interested until I told him I wanted to be able to get WHK in Cleveland. Immediately, he said that if a guarantee of getting WHK must go with the set he could not sell me one. I can produce any number of persons in Lake and Ashtabula counties who complain about the same situation.

"My chief concern lies in the fact that there is one program, *Chamber Music Society of Lower Basin Street*, carried as a sustainer by the Blue, to which I am particularly addicted—having acquired a fondness for it while living in Pittsburgh. I have been unable to hear it in this area except on very rare occasions, and then only by accepting the static and fading that goes with it."

## WTTM First Link in Regional N. J. Net

TRENTON, N. J., April 18.—First link in a regional New Jersey network, spreading out of WFPG, Atlantic City, was opened last week when WTTM here went on the air for the first time, operating at 1,000 watts full time. Among the principal stockholders are Charles Quinn, local attorney and president of the station; A. Harry Zoog, president of WFPG as well as of the New Jersey State Broadcasters' Association, serving as executive vice-president of the new local station; Richard Endicott, general manager of Atlantic City's Steel Pier and WFPG; George A. Hamid, operator of the Trenton Fair and Hamid's Million-Dollar Pier in Atlantic City, and Rep. Elmer H. Wene, a minority stockholder in WFPG, who is currently seeking to purchase control of WSNJ, Bridgeton, which would be the second link in the regional web.

Zoog comes here to take charge of WTTM. George McGinley comes in as head of the commercial department, which includes Dick Granville and Edward Fitzpatrick. Mill March, WFPG program director, comes here, sharing time between the two stations, as does Lee Stewart, traffic manager and continuity director, and Thompson Durand, musical director. Announcing staff includes Arthur Bolin, formerly of WIBM, Jackson, Mich.; F. Russell Gilbert, from NBC; Ford Armstrong and Jay Selwin, WFPG's chief engineer, Blair Thron, holds down the same post here.

Local station will depend heavily on the resort for its programs during the summer, with most of the programs originating here for the Atlantic City station during the off-season winter months. Already wires have been set up between WFPG and WTTM. If the FCC okays Rep. Wene's purchase of WSNJ, linkage of the three stations will blanket the entire Southern New Jersey area.

# Program Reviews

EWT Unless Otherwise Indicated

## "Racing in the Air"

Reviewed Thursday, 6:30-6:45 p.m. CWT. Style—Commentator. Sponsor—Grant Furniture Company. Station—WRJN (Racine, Wis.).

Program packs a punch because it is informative and timely. Tex Reynolds, *Journal-Times* columnist, makes it stick because of the sincerity of his delivery. Two local army sergeants, one on leave from Fort Bragg and the other from an air corps camp near Biloxi, Miss., in response to queries from Reynolds, tell listeners what the boys in their respective units are thinking about.

Wind-up contains snatches from letters sent by local lads stationed in such far spots as Iceland to parents and friends in Racine, along with a neat plug for the work being done by Matty Fox, Universal Pictures executive who once ushered in a Racine theater, as head of the nation's defense drive for junk.

Reynolds emphasized that the program will not use any information contained in service men's letters which has not been passed by the federal censor. In conclusion, he briefly outlined what is being done on the Racine home front for civilian defense.

Commercials are handled by Herb Mann.

Opening spiel seemed somewhat too lengthy, but concluding commercial was in better taste. H. G. Brunner.

## "When Presses Roar"

Reviewed Friday, 9:30-10 p.m. PWT. Style—Drama. Sponsor—Los Angeles Herald-Express. Agency—Clark-Juneau Agency, Los Angeles. Station—KFI (Los Angeles).

Most Californians are not up on their crime stories, and this program, by Don Clark and Clarence Juneau, rings the bell as a local *Gangbusters*. Cases are taken from records and dramatized, and producer Clark does a sweet job of making them interesting.

Program caught showed how police captured the brutal and clever slayer of Ann McKnight, Hollywood film player. Title of this episode was *The Corpse Vanishes*.

Mood music for the series was written by Claude Sweeten, who did a good job. Don McNamara handles commercials effectively.

Show relates cases with which the listening public is probably familiar. Sam Abbott.

## STATION PRESS DEPTS.

(Continued from page 6)

terest. They are aggravated at not getting publicity when the other stations get it all, but do nothing about it."

MARY LITTLE, *Register and Tribune*, Des Moines, Ia.—"All we ask of people who have a story to tell is that they send much human interest and plenty of art to illustrate. Pictures and trick stories have been particularly successful for both the *Register* and *The Tribune*."

FRANK FRAZER, *Long Island Daily Advocate*, Ridgewood, Queens, N. Y.—"The lack of visual presentation over the radio may account for the fact that the people about whom they write do not seem real. If the radio publicity groups could effect a closer union with newspapers for the purpose of running as many pictures of radio personalities as possible, this lack might in some measure be made up."

JOSEPH S. SROKA, *Olyphant Gazette*, Olyphant, Pa.—"Claims that station press departments 'rely mainly plugging their programs over their own stations.'"

LESLIE A. WAHL, *The News*, Saginaw, Mich.—"Program listings sometimes as much as a week behind in recording changes."

HERB SWARTZ, *Goshen News-Democrat*, Goshen, Ind.—"Radio releases have been improved as each year rolls along. . . . My work has become easier because of the better co-operation of the stations, networks and other writers." On stations' shortcomings, Swartz says, "It isn't a shortcoming, it's a longcoming. Most material entirely too long, as we of the smaller dailies have to condense it considerable."

WARNER TWYFORD, *Virginian-Pilot*, Norfolk, Va.—"Radio industry, including networks, stations and all their advertising agencies, seem generally indifferent to publicity, and there is little evidence of initiative on their part in bringing news ideas to radio editors. Long stories about individual shows don't get used once in a hundred times, yet 95 per cent of all copy I receive is just that. Network press departments are impersonal and not very co-operative."

ELIZABETH COPELIN, *Tampa Tribune*, Tampa, Fla.—"They (stations) send out their radio schedules, but no news of local interest."

DON RICH, *Radio by Rich* (syndicated).—On stations' shortcomings, Rich says, "Utter disregard of press relations and stupidity. Some feel it's a radio editor's job to manufacture publicity rather than report news. They want press breaks, but it's the editor's job to figure them out. Some of the rehash of network publicity looks like a comic sheet. Seems the networks could do a service by instructing local outlets in the matter of publicity." Apart from station press service, Rich says, "I think the situation has improved within the past year. . . . Too many try to rewrite network publicity for their own use, failing

to realize the network boys can do a better job."

DAVID A. BENSMAN, *Free Press*, Two Rivers, Wis.—"We prefer mats with copy on already, to save time on the machine. We very seldom use mats that do not have explanatory copy."

LOUIS T. HAMLETT, *Daily Times*, Wichita Falls, Tex.—"Chief shortcoming of stations is 'failure to notify of special broadcasts in time for listening.'"

## EDS LET HAIR DOWN

(Continued from page 7)

does not service the editor directly with news and pictures and therefore performs a sloppy and incomplete job."

### Talent Backgrounds

HARRY C. GAGE, *Augusta Chronicle*, Augusta, Ga.—"Provide papers with backgrounds of leading stars, orchestras and other features."

PETE MCKNIGHT, *The Charlotte News*, Charlotte, N. C.—"CBS better, quicker action on specific requests, better pictures and mats, publicity service four to six days in advance, stories easier to edit. CBS feature stories not up to NBC-Red in volume or quality." Suggests: "Keep advance program dope as far in advance as possible, improve pictures by better 'cropping' of gossies when making mats."

GEORGE T. HANEY, *Suburban Times*, Des Plaines, Ill.—"They (the networks) should prepare the material with the viewpoint of news value rather than just a plug for a product or a star."

SARAH W. ROCK, *Fairmont Times*, Fairmont, W. Va.—Suggests "one program story to a page to facilitate handling; less 'human interest' stuff about uninteresting performers."

W. H. PRICE, *Post-Journal*, Jamestown, N. Y.—"New style of mimeographed copy from NBC and Blue is poorly written. In a glance, CBS copy can be checked for news value, etc., permitting selection of guest stars, featured numbers, without reading entire sheet. NBC and Blue stories are too long; old style of printed sheets for week okay. Mutual publicity is concise."

MELVIN SPIEGEL, *New York Morning Telegraph*.—"I need advance material and CBS seems able to help me more than the other networks. The Red and Blue do as much as they can to co-operate, whereas Mutual doesn't seem to care if its material arrives here or not."

NEW YORK, April 18.—Last week's issue of *The Billboard* carried point totals obtained by the press departments of the networks in *The Billboard's Fifth Annual Radio Publicity Survey*. In fairness to the Blue Network, which scored 33 points, it should be mentioned that the Blue did not operate officially as a separate entity until February. Points were credited to the Blue in those instances where the editors specifically indicated the Blue as against CBS, NBC and Mutual.

## Next Week—

### The Billboard's Fifth Annual

# RADIO EXPLOITATION SURVEY

The Awards Committee will name exploitation leaders in network, clear channel, regional and local station divisions, and the best ad agency and press agent exploitation.

### Awards Committee:

ALTON COOK, radio editor, New York World-Telegram	E. E. SUGARMAN,
BEN GROSS, radio editor, New York Daily News	PAUL DENIS,
JO RANSON, radio editor, Brooklyn Daily Eagle	EUGENE BURR,
BOB STEPHENS, radio editor, New York Post	PAUL ACKERMAN, of The Billboard Editorial Staff

# COWBARN MEET IS HELD

## New Plays on Broadway

Reviewed by Eugene Burr

### GUILD

Beginning Tuesday Evening, April 14, 1942

#### YESTERDAY'S MAGIC

A play by Emyln Williams, starring Paul Muni. Staged by Reginald Denham. Setting designed by Watson Barratt, built by T. B. McDonald Construction Company, and painted by Bergman Studios. Company manager, Warren P. Munsell Jr. Press agents, Joseph Heidt and Bill Doll. Stage manager, John Haggott. Assistant stage manager, Zachary Scott. Supervised by Theresa Helburn and Lawrence Langner. Presented by the Theater Guild (Administration: Lawrence Langner and Theresa Helburn).

Mrs. Banner ..... Brenda Forbes  
 Barty ..... Patrick O'Moore  
 Fan ..... Cathleen Cordell  
 Egan ..... James Monks  
 Maddoc Thomas ..... Paul Muni  
 Caffrin ..... Jessica Tandy  
 Robert ..... Alfred Drake  
 Mrs. Lofthian ..... Margaret Douglass

The Action of the Play Takes Place in a Room at the Top of a House in Long Acre, London, W.C.2. The Time Is the Present and Covers a Period of 11 Months.

ACT I—Scene 1: A Morning in December. Scene 2: Nine Hours Later. Evening. ACT II—Scene 1: Five Months Later. A Night in May. Scene 2: Six Months Later. An Early Afternoon in November. ACT III—Scene 1: Three Hours Later. Early Evening. Scene 2: Twenty-Four Hours Later. Early Evening.

For about half its course Emyln Williams' *Yesterday's Magic*, which the Theater Guild presented at its name theater Tuesday night with Paul Muni as the star, manages to be a rich, warm, theatrically flavorsome play about the drink-sodden hulk of a great actor who starts a comeback with the aid of his lame and faithful daughter; as the young lady next to me remarked, it might better have been titled *The Life of Lily Malone* (remember *Hotel Universe?*), but it is satisfying and heart-catching just the same. Then suddenly, in mid-career, Mr. Williams takes a deep dive into the depths of mid-Pinero plotting and comes up with a choice skiful of bilgewater. It seems a pity; but that last half is as painful a parade of ready-made hoke as anything seen on the stage since *Shenandoah*. For the customers the last act and a half become a process of waiting fearfully for cheap cliches that inevitably appear when most expected.

Nor does Mr. Muni do much to help. If the broken-down actor had been played with the flair and spirit demanded, many of the weaknesses of the script might have been colored over by high-hearted theatricality—as, for example, in the case of *Cafe Crown*, in which the theatricality was made further commendable by the author's comic spirit and lack of stale sentimentality. But Mr. Muni's performance is detailed, stodgy, finicky and utterly lacking in either the necessary flair or a fundamental sympathy

with the character. His portrait is a made-to-order chrome that wavers on the border line of caricature; anyone seeing Mr. Muni for the first time could be forgiven for deciding that he has no real feeling for the theater. Except for his English accent, he seems a bit like a Second Avenue actor imitating Morris Carnovsky imitating a Second Avenue actor.

Comparisons are of course invidious but, in this case, almost inevitable. In both *Cafe Crown* and *Yesterday's Magic*, aging actors prepare to play *King Lear*; and, tho Mr. Carnovsky's David Cole is supposed to be still great (on Second Avenue), Mr. Muni's Maddoc Thomas regains greatness in his dress rehearsal. Yet if this corner were permitted to see one of the two *Lears*, it wouldn't think twice about making a decision. It would head straight for Second Avenue and David Cole's interpretation.

What I'm trying to say is that Mr. Muni's fussy, over-detailed and spiritless impersonation falls utterly to suggest the great actor that Maddoc Thomas was once supposed to be.

He's not supposed to be anything of the sort, of course, when *Yesterday's Magic* opens; he's a boozy bum, catapulted from greatness by his love of liquor and watched over by his faithful daughter, lamed when a baby by a fall from her father's drink-paralyzed arms. But a chance comes for him to play a straight part in an operetta; he takes it; his daughter keeps him straight; and memories of his former greatness fill managerial offices and he's given a chance to open as *Lear* at Covent Garden the following fall. Meanwhile, the lad who originally gave him his chance falls in love with the daughter. They plan to marry as soon as *Lear* opens but don't tell the old man before the opening for fear that it will throw him off his stride.

Then comes the deluge of hoke, with every state stencil that you expect (and fear) turning up in regular order. On (See NEW PLAYS on page 10)

## Savoy Opera Guild First Anniversary

NEW YORK, April 18.—The Savoy Opera Guild, which has been presenting Gilbert and Sullivan three performances a week at the Cherry Lane Theater in Greenwich Village, celebrated its first anniversary Wednesday and Thursday, Wednesday, the actual date, was marked by a dinner at El Firenze Restaurant, at which the members of the girls' chorus put on a skit satirizing principals, and pictures of the various productions were shown. Thursday, a regular performance night, saw a revival of *Pinafore*, the company's first bill a year ago.

Group, which is regarded as a theatrical miracle, is composed chiefly of people who hold other jobs during the daytime. First three evenings of each week are devoted to rehearsals, and last three to performances. Sundays they're able to see what their homes look like.

Head of the group and stage director for the production is Lewis Denison. Musical director is Arthur Lief. A single piano, played for most of the year by Norman Secon, is the entire orchestra. Despite lack of an orchestra and tiny size of the Cherry Lane stage, productions have been called superior to those of the D'Oyly Carte troupe, heretofore recognized as the top G. & S. outfit in the world. Savoy Guild is out to establish a permanent G. & S. company for America, and this week's anniversary is its first milestone.

Crowds attending the out-of-the-way Cherry Lane, previously regarded as strictly a jinx house, have been heavy. Company is co-op, but all proceeds so far have gone into production, widening of repertoire and improvement of the theater.

DALLAS, April 18.—State Fair of Texas will present its second season of outdoor opera beginning June 20. J. J. Shubert, producer of last year's successful 12 weeks of *Opera Under the Stars*, will direct.

## First Summer Stock Convention Encourages Ops; New Conditions Help; Play Shortage Is Feared

NEW YORK, April 18.—Initial annual meeting of the Summer Stock Managers' Association gave cowbarn producers their greatest shot in the arm in years, a hypodermic that has resulted in the rallying of summer managers to brave conditions and open up this year despite gas and tire rationing, possible blackouts and other threats arising out of the war.

Holding a two-day conclave at the Hotel Algonquin, Wednesday and Thursday, 43 managers representing 38 playhouses were eventually able to predict that between 75 and 90 per cent of the established summer theaters would open as usual around the end of May, but with better working conditions than they have had in years, owing to their new collective strength. Prior to the meeting a great portion of the managers were either wavering on opening this summer or had definitely decided not to.

Changed working conditions include the new Equity contract, a deal with the agents to give both managers and agents a mutual choice of name actors and plays and a lowering of guarantees for stars. A resolution was passed at the session and will be presented to Actors' Equity for approval asking for a greater indemnity, to work both ways, on contract cancellations. Main application of the resolution is for Broadway and Hollywood names. SSMA is asking that names who cancel their contracts be compelled to give at least one month's notice and pay two weeks' salary, instead of one week, which is the present practice. Managers told Equity that if they cancel out a name they will pay the same double penalty to the performers. Discussion leading to the resolution centered around numerous cancellations last year without sufficient notice to the managers to make strong replacements, with the result that operations went into the red. If Equity approves of the move, opinion is that both sides will think twice before canceling.

It was also decided that Katharine Cornell's appeal to the conference that the proceeds for all first nights on the cowbarn circuit be turned over to the Navy Relief Fund be left up to the individual theaters and not made an association matter. It was pointed out that many theaters have peculiar problems and that many might have to shut up shop if they parted with opening night proceeds. Managers, however, approved of setting aside a week for collections to be devoted to the American Theater Wing, Actors' Fund and Stage Relief Fund.

Most terrifying problem to hit the managers was a threatened shortage of plays this summer. Managers are attempting to get releases on *Claudia* and *My Sister Eileen*, among others, but have been unsuccessful so far. If the dearth still prevails by the opening of the season they feel it may be worked out thru the manager-agent pool. Pool will also seek unified bookings of units and rotary stock.

New Equity conditions, which met with the enthusiastic approval of the meeting, are as follows:

If a manager wants to operate under stock conditions from a designated base he must pay senior members \$50 minimum, junior members \$35 minimum per week; must pay \$3 per night lodging if actor is not returned to home base.

Managers will waive week of free rehearsal for featured players. Such players, however, must appear 24 hours before show time for a dress rehearsal.

Managers may book unit attractions for two weeks out of a minimum season of eight, and the six permanent members may be laid off, provided \$3 per day maintenance is paid. Managers shall not be liable for transportation of units unless it is the last week of the season or they don't have a consecutive date to follow.

Those attending the conference included George Somnes, Elitch Gardens Playhouse, Denver, Colo.; Milton Stiefel, Ivoryton (Conn.) Playhouse; John C. Wilson, Westport (Conn.) County Playhouse; Ronald Hammond, Stony Creek (Conn.) Theater; Herbert Gellendre, the

Country Theater, Goshen, Conn.; Beulah Wile and Horton Foote, Montowese Playhouse, Branford, Conn.; Fred Cordova, Municipal Opera, Louisville, Ky.; Edith Gordon and Walter Drey, Sayville (L. I.) Playhouse; Maude Hartwig, Ogunquit (Me.) Playhouse; Richard Osborne, Greenwood Playhouse, Peaks Island, Me.; Sherwood Keith, Boothbay (Me.) Playhouse.

Valentine Windt, University of Michigan, Ann Arbor, Mich.; William Miles, Berkshire Playhouse, Stockbridge, Mass.; Guy Palmerton, Lake Whalom Theater, Fitchburg, Mass.; Virginia Dean, South Shore Players, Cohasset, Mass.; Arthur Sircom and John Pinto, Cape Playhouse, Dennis, Mass.; William Judd and John Washburn, North Shore Players, Marblehead, Mass.; John Huntington, Cambridge (Mass.) Summer Theater; Martin Manulis, Bass Rocks Theater, Gloucester, Mass.; Alan Holmes and Edna Holstrom, Town Hall Playhouse, Westboro, Mass.; Lauren Gilbert, Mt. Tom Playhouse, Holyoke, Mass.; Edith Bond Stearns, Peterborough (N. H.) Players; John J. Wildberg, Maplewood, N. J.; T. C. Upham, Cape Theater, Cape May, N. J.; Teddy Jones, Starlight Theater, Pawling, N. Y.; Dorothy Olney, Ridgeway Theater, White Plains, N. Y.; Robert Elwyn, Woodstock (N. Y.) Playhouse; Jean Mulr, County Theater, Suffern, N. Y.; Thomas Eldershaw, Blauvelt (N. Y.) Playhouse; Fyrene Hamden and Thomas Craven, Champlain Players, Essex, N. Y.; Theron Bamberger, Bucks County Playhouse, New Hope, Pa.; Nat Burns, Yardley (Pa.) Theater; Robert Porterfield, Barter Theater, Abington, Va.

Session wound up with a farewell feed at the Algonquin Thursday. Brock Pemberton was toastmaster; Consuelo Flowerton and Avon Long entertained.

## Philly Grosses OK; "Hattie" Takes 18G

PHILADELPHIA, April 18.—Local legit season continues at a brisk pace. *Panama Hattie* at the Forrest Theater figures in the money with \$18,700 at a \$3.42 top. Local critics liked it, but took digs at its shopworn appearance. Stays for a second week.

Locust Street houses the town's current smash hit. *My Sister Eileen*, bringing in a big \$14,000 at a \$2.85 top for its second week. Has a third week to go. Walnut Street, with a *Blossom Time* revival, okay with \$8,600 at a \$2.85 top, making it an attractive \$19,000 for the fortnight. House keeps going with *Arsenic and Lace*, opening Monday (20) for at least four weeks.

**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.

"Autumn Hill"—6%  
 YES: None.  
 NO: Kronenberger (PM), Atkinson (Times), Brown (World-Telegram), Coleman (Mirror), Watts (Herald-Tribune), Anderson (Journal-American), Waldorf (Post), Lockridge (Sun).  
 NO OPINION: Mantle (News).

"Yesterday's Magic"—22%  
 YES: Mantle (News), Lockridge (Sun).  
 NO: Anderson (Journal-American), Coleman (Mirror), Watts (Herald-Tribune), Atkinson (Times), Waldorf (Post), Brown (World-Telegram), Kronenberger (PM).

BROADWAY RUNS			
Performances to April 18 Inclusive.			
Dramatic	Opened	Perf.	
Angel Street (Golden)	Dec. 5	155	
Arsenic and Old Lace (Fulton)	Jan. 10	531	
Autumn Hill (Booth)	Apr. 13	8	
Blithe Spirit (Morosco)	Nov. 5	190	
Cafe Crown (Cort)	Jan. 23	99	
Guest in the House (Plymouth)	Feb. 24	63	
Jason (Hudson)	Jan. 21	102	
Johnny 2x4 (Longacre)	Mar. 16	49	
Junior Miss (Lyceum)	Nov. 18	175	
Kiss for Cinderella, A (Music Box)	Mar. 10	47	
Life With Father (Empire)	Nov. 8	1022	
Moon Is Down, The (Martin Beck)	Apr. 7	15	
My Sister Eileen (Biltmore)	Dec. 26	548	
Nathan the Wise (Delasco)	Apr. 3	19	
Spring Again (Henry Miller's)	Nov. 10	184	
Yesterday's Magic (Guild)	Apr. 14	7	
Musical Comedy			
Barjo Eyes (Hollywood)	Dec. 25	128	
Best Foot Forward (Barrymore)	Oct. 1	229	
Lady in the Dark (2nd on-stage) (Alvin)	Sept. 2	255	
Let's Face It! (Imperial)	Oct. 29	198	
Porgy and Bess (revival) (Majestic)	Jan. 22	100	
Sons o' Fun (Winter Garden)	Dec. 1	160	

NEW PLAYS

(Continued from page 9)

the day of the opening old Maddoc hears of the coming marriage and goes off and gets drunk—so drunk that the opening has to be postponed. His daughter, finally disgusted, decides to get married anyhow, but then realizes that the old man will go completely to pieces without her. So Maddoc, overhearing, frees her by jumping out of a window to his death. It seems a bit odd not to hear an off-stage piano playing *Hearts and Flowers* as the curtain comes down.

If the mood were as theatrical as the plotting the author might possibly have gotten away with it. Or if Maddoc were played with the demanded flair and intrinsic stature. But in the production at the Guild, not only is the stature of Maddoc torn down by Mr. Muni's playing, but the stature of the daughter is built up by the magnificent performance offered by Jessica Tandy in the role; and, as a result, *Yesterday's Magic* becomes a highly theatrical play about a little lame girl, not about a great theatrical figure. It's hard to describe with any degree of accuracy the beauty of Miss Tandy's playing; it entirely escapes the fumbling boundaries of mere words, soaring into thrilling heights of loveliness, sympathy and understanding, all made powerfully effective by sure knowledge of technique. It's one of the most delicately beautiful performances I've ever witnessed.

And matching Miss Tandy brilliantly is Alfred Drake as her lover. Mr. Drake's is an extremely difficult role, yet he meets its all-but-impossible demands, even bringing beauty, sincerity and belief to a long, pseudo-poetical love speech that sounds as tho Mr. Williams had written it to show up the shortcomings of any actor unfortunate enough to read it. Despite Mr. Muni's starred billing, *Yesterday's Magic* is Miss Tandy's show and Mr. Drake's.

Subsidiary roles are almost all well played, with particularly good work done by Margaret Douglass, as a charter member of the Maddoc Thomas fan club; James Monks, as a serious-minded Welsh bobbie, and Brenda Forbes, as a comic Cockney landlady.

Reginald Denham directed smoothly, intelligently and well, except for the scenes primarily involving Mr. Muni. And perhaps Mr. Denham shouldn't be blamed for those.

BOOTH

Beginning Monday Evening, April 13, 1942

AUTUMN HILL

A play by Norma Mitchell and John Harris. Directed by Ronald Hammond. Setting designed by Lemuel Ayers, constructed by Vail Construction Company, and painted by Robert W. Bergman Studio. Lighting by Feder. Company manager, Philip Adler. Press agent, Gerald Goode. Stage manager, Edward P. Dimond. Presented by Max Liebman.

Gussie Rogers ..... Beth Merrill  
 Mary Barton ..... Dorrit Kelson  
 Bob Ferguson ..... William Roerick  
 Judge Hendricks ..... Clyde Franklin  
 Tony Seldon ..... Jack Effrat  
 Julie ..... Elizabeth Sutherland  
 Al ..... Robert Williams  
 Frank ..... James Gregory

The Entire Action of the Play Takes Place in the Living Room of a Remodeled Colonial Dwelling in a New England Village.

ACT I—Scene 1: An Afternoon in June.  
 Scene 2: Morning, the Third Day After. ACT II—Saturday Evening, November. ACT III—Scene 1: Night, Following Monday. Scene 2: The Next Morning.

If you hurry you may be able to catch *Autumn Hill*, a play by Norma Mitchell and John Harris which was presented Monday night at the Booth Theater by Max Liebman. If it's still around when this issue comes out, you really should catch it, for you'll probably never again have a chance to see a similar display of direction and acting—God willing.

The play itself isn't too bad; it's no world-beater, but it had an idea and a certain amount of effective writing. The script often goes haywire, but never so badly that it couldn't have been fixed in rehearsal; yet, thanks to the direction and performances, it emerges like something left over when the old People's Theater on the Bowery switched to bur-

lesque. The staging by Ronald Hammond stems sensationally and simultaneously from Hoboken and Dixie; and his players rise magnificently to the depths demanded of them, turning in a series of the most over-pointed and over-punched performances since the heyday of Corso Peyton. The general effect is that of a museum-piece staggering groggily into the wrong era. Only two of the cast are unco-operative, Beth Merrill and Clyde Franklin being spoliports enough to commit commendable performances.

The tale is of Gussie Rogers, who lived for years with a cruel and crotchety New England lady in the expectation of inheriting her wealth. But no will is found when the woman dies, so the property goes to a nephew, son of a sister she hated. The nephew arrives, the hunted leader of a counterfeiting gang; and, re-assuming his real name, he decides to stay in the farmhouse for the six months required before he can claim the property, pretending to be an author and bringing with him, as his amanuensis, the young lady who has been something more—or less—than that. He also brings along his counterfeiting equipment, installing it in a cellar room where, in privacy and quiet, he is supposed to be writing a new book.

During the six months he stays Gussie's withered old heart expands in the beams of his personality, which is really very nice when he's not busy counterfeiting. But trouble comes when the amanuensis objects to being only that in fact as well as theory and tries to get the lad to leave. When her shudders of passion are repulsed she drops one of the phony bills into the collection plate of the local church, hoping to make the farmhouse too hot for her man; and, at the same time, Gussie finds out what really goes on in the cellar room. But Gussie, loving the lad, tries to get him clear of his associates and keep him with her in honesty and peace. This commendable plan is frustrated when the local clergyman also gets wind of something, thru the phony bill, and the pleasant young counterfeiter is forced to take him into the cellar and kill him. Gussie finds this out, too. Years ago she had shot a favorite dog herself to keep it from being killed by the authorities; so now what could be more natural than for her to kill her favorite counterfeiter for the same reason.

It's really not as bad as a synopsis makes it sound; there are large kernels of unadulterated corn, but intelligent tightening and motivation and the turning down of some of the more blatant passages might have turned it into a thrilling if primitive melodrama. That, however, is reckoning without Mr. Hammond and his cast. The action and direction are so overhyped that occasionally you suspect that the staging is a not very subtle attempt to turn the whole thing into a burlesque.

Miss Merrill, as Gussie, keeps command of herself and the character, and does lovely work in the midst of the carnage—tho even she is betrayed once or twice into readings that smack a bit of the stroked-mustache school—while Mr. Franklin, in a minor role, offers a typically good job. The others are all but indescribable. When Jack Effrat is doing his radio-soap-opera gangster with all the finesse of a pile-driver and the subtlety of a machine-gun, you feel (hopefully) that he can't be rivaled; but you change your mind as Elizabeth Sutherland turns his moll into a summary of a book of "don'ts" for amateurs. She is so bad that on a couple of particularly dramatic occasions she drew mingled hisses and guffaws from the customers.

In common justice it should be reported that Robert Williams and James Gregory are blessed with roles so small that they are spared from contributing to the general effect.

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# N. Y. SUMMER LOOKS GOOD

## Chicago Clubs See Better Biz; More for Talent

CHICAGO, April 18.—The return of shows to Joe Miller's 885 Club Saturday (25) is expected to give new life to Rush Street cafes. The neighboring Hi Hat Club will pick up better shows again. Operator Lou Falkenstein is looking for names. The initial 885 Club bill will be topped by Johnny Howard; spot has been using a small band only for a couple of months.

The Rumba Casino has been doing better business since the arrival of the *Fun for Your Money* unit. Show came in on \$1,150 a week guarantee for three weeks and options, with a split over \$6,000 gross. First week's biz just reached the split figure, which is big considering recent Casino grosses. A couple of changes will be made to pick up performers who can work in bits. Ginger Harmon, and Marten Brothers and Payne will leave at the end of the three-week run.

Chez Paree has altered its current show, bringing in Phil Regan and the Murphy Brothers (they open April 20) to replace Jean Sablon and Estelita. Chez will remain open all summer.

Villa Moderne returns to shows Decoration Day and may be the only roadhouse this summer to use a band and floor entertainment. Whinnie Hoveler's girls are slated to return there for the season.

A couple of out-of-town reopenings are boosting the earnings of local agents. Clarence Wood's Trocadero, Henderson, Ky., has reopened, employing bands and acts. Four Mills Brothers are closing tonight (18), followed by Dick Rogers and his band, set by General Amusement Corporation here. Leo Salkin, of the William Morris Agency, has been placing acts. Ez Keough is now preparing the first show for the Country Club, St. Louis, June 12. Revue will include Lester Oman and the Hoffman Girls.

## Philly Spots Drop Strips; Fear Board

PHILADELPHIA, April 18.—Freeze on strippers here continue. Heretofore the liquor board had made no complaints against the flesh flashes, but since city police blitzed theaters featuring strip, ban has been extended to the niteries. As a result, more than two dozen strippers have been let out.

Stanley Carroll, who introduced the burly policy at his central city niteries, has changed the billing from Carroll's Burlesque-Nite Club to Carroll's Theater-Nite Club, using a regular variety show.

## MCA Sets Band Units for Summer

NEW YORK, April 18.—Music Corporation of America is set for a heavy summer season of package band units. Combos are being built around Skinny Ennis, to start in June; Phil Harris, also for a June bow; Frankie Masters, to go out at the end of May, Tommy Tucker and Horace Heidt.

Heidt will start at San Antonio May 1 and will tour the Interstate Time before heading north. A date at the Edgewater Beach Hotel, Chicago, June 26 has been sandwiched in the round of theaters.

Surrounding talent for the shows still to be set.

## Memphis Club Adds Act

MEMPHIS, April 18.—Cottage Inn opened its summer season last week with Eddy and Eddy conducting their third local Jitterbug contest. Mrs. W. A. Clark, owner, described the policy this year as "booking a few good acts that are in the territory, but not attempting to have a floorshow every week." Cottage Inn is the only niteries in Shelby County using live talent.

## Club Talent Latin Quarter Hypos Nite Club Booking Rivalry

New York:

CAROL BRUCE, booked into the Copacabana for two weeks, is being held a third, and may be held a fourth as well. . . . MARION EDDY is now at the Beacon Cocktail Lounge. BETTY AND FREDDIE ROBERTS, current at La Conga, move to the Beverly Hills Country Club, Newport, Ky., May 1. . . . BUSTER BURNELL, of Billie and Buster Burnell, now at the Hurricane, prepping for his army induction.

BERT LYNN and His Vibrallynn have been held over at the Hurricane. . . . JAC-LEWIS, of Fowler Costume Company, has designed the costumes to be used in the Beachcomber's show opening April 22.

Chicago:

FRANCES WILLS, dancer, has joined Ann Corio's vaude unit, which has four weeks of theaters in the East. . . . JOE AND JANE MCKENNA will play with a USO unit for a couple of weeks starting May 15.

ANN SUTER goes into the Brown Derby Thursday (23) for four weeks.

Philadelphia:

CARMEN D'ANTONIO and Betty Allen to double between *Panama Hattie* at the Forrest Theater and Jack Lynch's Walton Roof. . . . NINA ORLA and Merle Rutherford for the new Embassy Club show. . . . MADELANE WHITE back, this time at Club Ball. . . . NINA KORDA newcomer to the Latin revue at Benjamin Franklin Hotel. . . . RALPH TUCCI new manager of the New 20th Century, succeeding Eddie Sheehan, who moved to Neil, Deighan's on the Jersey side. . . . HAL BEE, of Hal and Honey Bee, spending his spare time training for the boxing ring under tutelage of Tom Heeney, former champ. . . . BOBBY LYONS, long a fixture at Harris's Tavern, leaves for the army. . . . IRIS HOLLAND joins the line of Yvonnettes at Frank Palumbo's Cafe. . . . JIM FERGUSON enters the navy as a lieutenant.

Hollywood:

MCGOWAN AND MACK'S *International Ice Revue*, recently at the Los Angeles Orpheum, is being considered for a picture. Regardless of contracts, show plays Omaha in June. . . . UKULELE IKE (Cliff Edwards) is featured at Charley Foy's Supper Club. ELIZABETH TALBOT-MARTIN, whose impressions of Mrs. Eleanor Roosevelt and Aimee Semple McPherson are wows, is also on the Foy bill. . . . BILLY GRAY has replaced Al Stone as emcee at Pete and Billy Snyder's Band Box. June Carlson followed June Burnette here, too. . . . HELEN BOYCE, Tommy Ladd and Murray (Hats) Parker continue at CoCoNut Grove in Santa Monica. . . . THE THREE ROCKETS now at the Trianon, South Gate. . . . LARRY ADLER has opened with Joe Reichman's band at the Mark Hopkins, San Francisco. . . . MARIE BRYANT held over at the Trianon. . . . CONNIE LYNWOOD, singer, has joined the *Change Your Luck Revue*, which features Ford, Harris and Jones. Current at the Music Hall Cafe, Portland, Ore., and moves to The Cave, Vancouver, B. C., May 4 for two weeks. . . . HOWDY HOWE, of Gilbert and Howe, is back on the West Coast following 21 months in Australia.

Here and There:

DALE HALL closed six weeks at El Rio, Pocatello, Idaho, April 9, and on April 13 opened at Papiano's Club Cafe, Salt Lake City, for a month. . . . JOE AND JACKIE DE MARCO open at Villa Madrid, Pittsburgh, April 20, after 10 weeks in Miami. . . . RAYNOR LEHR left the Tic Toc Club, Montreal, last week to open his own club in Massachusetts. Had been booked into the Tic by Peter Steele, of Montreal.

GIOVANNI moved into the Chase Hotel, St. Louis, April 18, following the Noteworthy's. Management is on the lookout for unusual attractions for this room. . . . JACK LEONARD, comic, opened at the Tic Toc, Montreal, Monday (20).

JUDDIE JOHNSON, manager of the

NEW YORK, April 18.—A booking war looms with the opening of Lou Walter's Latin Quarter on the site of the defunct Gay White Way. Other Broadway spots are starting to fortify themselves against the new competition by lining up names and spending more for talent. The Hurricane and La Conga have already taken steps to hold on to their trade, setting Bonnie Baker and Dolly Dawn respectively. The use of these names implies a trend.

Broadway night clubs expect to enjoy one of the most prosperous summers in years. They feel that with tire and gas shortages, along with anticipated blackouts in summer beach spots, more out-of-town vacationers may hit New York.

If this is the case, then names will find enough work here to make a summer stay in town worth while. It is even possible that competition for cafe names will zoom salaries in night clubs, lowering the price differential between night clubs and theaters.

The new Latin Quarter show has added Emille Boreo to round out a cast including Mazzone-Abbott Dancers, the Boulevardiers, Gloria Gilbert, Barbara Perry, Jade Ling, Lela Moore, Trixie, Bobby Morris, Three Winter Sisters and a mixed line. Kamerof and Kamerova will do the production. Opening is set for April 22.

While summer is expected to bring a sharp upward turn in the night club sector, present doldrums have caused the shuttering of the Beachcomber. Failure to pay off the talent caused the American Guild of Variety Artists to pull the cast Wednesday (15). Sympathy walk-out by the musicians' union resulted in the spot being left without any entertainment. Picketing started immediately, but at 10:30 the parade stopped when the club shut. Friday a fire of undetermined origin damaged the club. Spot has been operating by paying off the cast nightly, as it had refused to post a bond to cover all salaries. AGVA claims that \$168 was due the acts and \$74 the electricians. The spot claims only \$40 and \$20 was outstanding. Room was originally opened by Monte Proser, who gave up after a year. Spot was reopened at the beginning of the new season by Jerry Brooks and Al Felshin. Later, Morris Siegel, insurance man, took it over. Walter Maier, formerly with the Long Island Broadcasting Company, was the latest owner.

After a great deal of hedging on the opening of the Viennese Roof, the St. Regis Hotel's Gaston Layrssen, managing director, has decided on an early May bow. Entertainment policy has not yet been set, but Paul Sparr's ork will supply dance music.

Ben Marden's Riviera is set to open its 11th season May 14. Spot will be booked openly, no agent having an exclusive. Pancho and Fausto Curbello have the band assignments. Name policy is expected to prevail. In the meantime, Marden is continuing the Winter Room, where current show includes Consuelo Flowerton, Adelaide Moffett, Harry Stevens, Maryn Stuart, Guy Howard and the Freshmen.

Another opening due soon is that of the Garden of the Ambassador Hotel, May 7. Jules Lande orchestra, appearing currently in the Trianon Room, will carry over into the Garden. Spot will operate in the afternoon with William Adler's concert ensemble. Opening night of the room will be a Navy League benefit.

Club Gaucho, in the Village, whose liquor license was held up March 1 because of the need for building repairs, has completed the necessary alterations and hopes to resume business next week.

Henry Grady Hotel, Atlanta, shows, has been called by the navy. . . . MARION VINAY, comedienne, held a fourth week at that spot, and then goes into the Roosevelt Hotel, Jacksonville, Fla. . . . PHIL LEEDS, comedy lead of *O'V We Sing*, goes into Cafe Society Downtown, New York, April 17, his night club debut.

## Tommy's Boys

NEW YORK, April 18.—Tommy Dorsey's band, famous for hi-jinks during performances, reached a new high at the Paramount Wednesday (15) during the last performance.

After Ziggy Elman (trumpet) and Buddy Rich (drums) came out of a coma following a riff session, they began to ham the stage with never-ending bows. Dorsey, trying to introduce the next number, thought he'd squelch them by saying, "Thank you, Harry James and Gene Krupa."

Rich popped back, "Oh, that's all right, Glenn."

Tommy, with his tongue still on the trigger, shot back, "My name isn't Glenn Miller—it's Jimmy Dorsey."

## John Boles Best Of Last 2 Months At Detroit Bowery

DETROIT, April 18.—Check of attendance records at the Bowery Cafe for the past two months proved that the outstanding draw was from a field normally far outside that of this night club—John Boles. His record of 13,000 admissions on the week proves the value of names at this spot. The three weeks previous a show without any names drew only 7,000, close to rock bottom for this spot, as Manager Frank Barbaro figures on about 5,000 regular, regardless of the attraction.

Another surprising fact at this spot is that the crowd apparently goes for male stars and for vaude veterans who are able to do a presentable act—Phil D'Orsay for instance. Younger names, even when they are near tops, do not seem to have the draw. Typical was the week of only 9,000 hung up by Bonnie Baker, two weeks before Boles. Good, but not good enough in view of her name value.

Cynda Glenn, contortionist, followed Miss Baker, attendance dropping to about 7,000. Terry Lawlor, following Boles, drew a near-record low of 6,000. Benny Rubin, the following week, built attendance up to 10,000, and the Smoothies followed to draw 8,000. Ethel Shutta, and Lorain and Rognan drew 9,000, considered good as this was during Holy Week.

## Royale Frolics To Reopen; Long Show

CHICAGO, April 18.—Royale Frolics, dark since the late Denis Cooney folded it more than two years ago, reopens May 4 with a continuous show policy. It will be managed by Arthur Kinselbaum and booked by Bill Martin, local cafe booker.

Management is spending over \$30,000 redecorating the spot. According to Martin, some 30 acts, most of them girl specialties, will be employed, each on a four-week contract with 10-week options. No cover or minimum; pop prices.

Show will run continuously, according to Martin, for three and a half hours and will be repeated each night. Acts already set include the San Souci Dancers, Bill Baird, Gresha and Brona, and Jane LaVonne. Talent nut will run around \$2,700 a week.

## London Niteries Hit by Food Rules

NEW YORK, April 18.—Food restrictions are endangering London night clubs and restaurants, it was learned here this week. So that more fish, game and poultry will be made available to the general public, it is expected that bans on these items on certain days of the week will be made. Most hotels and restaurants have voluntarily cut down on the number of courses of meals, three at the most.

Hotels are now serving meals up to 9:30 to conform to the new restrictions. Night clubs are endangered by that regulation. Only spots that may serve food at that hour are those catering to night workers.

## Rumba Casino, Chicago

*Talent policy: Floorshows at 8:30, 11:30 and 2; show and dance band. Management: Al Greenfield and Milton Schwartz, operators; Lorraine Shaeffer, publicity. Prices: No cover or minimum except Saturdays (\$2); dinner from \$1.25.*

The Casino operators are convinced that people today want more and better laughs, so they have dumped their ultra Latin policy and opened the doors to Charles Yates's *Fun for Your Money* (produced by Bobby Gordon), which is Hellzapoppin' from beginning to end. It is a fast, clean and funny show. The problem is to educate Casino patrons to this type of entertainment.

Unit has acts, some of them new for this job, but few stay on long enough to do full turns. They weave in and out to form one crazy, fun-filled quilt. Bobby Pincus, eccentric dancer and comic, tops the proceedings and is ably assisted by such laugh-getters as Sid Gold (formerly with Lew Parker), Mack Pearson and Ray Janis. They take care of the skits, most of them of the broad humor variety, which cop solid laughs. Pincus scores with his loose feet and hard falls. Gold is blessed with a funny face; Pearson is good pint-size funster, and Janis stands out with some rib-tickling impressions.

Ginger Harmon, swig vocalist easy on the ears and eyes, sells several numbers well. The Marten Brothers and Payne are a better than average ballroom tap trio, presenting polished, rhythmical work that is both versatile and commercial. Dolly Bell, tall blonde, is a fast acro dancer. Ruth Foster is a cute little tap dancer who offers a brief specialty. All assist in the zany antics that turn the spot into a madhouse.

Maurice Rocco, colored performer who entertains at the Ivories musically and vocally, stays over from the last bill. Used between shows. He is a fine entertainer who commands attention. A master of the boogie woogie and rhythm fare.

Daryl Harpa, West Coast maestro, fronts the local band. Doris Luz handles the Latin vocals. *Sam Honigberg.*

## Esquire, Montreal

*Talent policy: Dance bands, floorshows at 8:45 and 12:45. Management: Scott Plunkett, manager-publicity; Elvira Gomez, chorus routines; Lucretia Dusseault, headwaiter. Prices: Minimum, \$1.50.*

This club is seeking to build up its dinner trade, competing with some of the longer established niteries of this Canadian metropolis. Amid intimate surroundings here, there is usually to be found well-balanced entertainment.

Current show has Sid Walker as its mainstay, while the "piece de resistance" is Marjorie Gainsworth. Walker does well as emcee and comic, but occasionally encounters difficulty in getting across his gags. Does better with the support of Janis, a pert young miss, who further enlivens the atmosphere with a ditty called *The Stick*.

Miss Gainsworth opens with a polished rendition of pop songs. A Shepherd's *Serenade*, accentuated by the band's clarinet, is her best.

Crowd pleaser is the Latin American dance team of Nina and Lenora. Their samba went over, as did the baseball conga—a timely innovation done up in realistic catch and pitch style, the ork here helping out with proper bat-striking-ball and "Kill-the-empire" effects.

Show is given added punch by the Esquirettes, an even dozen of eye-filling beauties. Good routines, particularly to *Deep in the Heart of Texas*, with appropriate costumes.

Local favorite, Armand Meerte's ork gives out with rhythmical dance music. Stand-by is Peter Barry's Rumba Band. *Cal Cowan.*

## Chez Boheme, Hollywood

*Talent policy: Continuous entertainment. Management: Mrs. H. A. Davis, owner-manager; Frank, headwaiter; Milton Stein, publicity. Prices: Drinks from 50 cents; \$1.50 minimum Saturday and holidays.*

Ray Bourbon opened April 4 and patrons crowded in to welcome him. Bour-

# Night Club Reviews

bon has been associated with local niteries for some time, and the announcement of his appearance here brought numerous reservations.

Since the spot is on the intimate side, Betty Treadwell, sepien singer, is on quite a few times during the night for torch numbers. She does fairly well, accompanied by Ben Bailey. Bailey offers piano solos; has a good touch and plenty of expression.

Bourbon's monologs, against a background of piano music by Jack Burke, wowed the four times he went on opening night here. Bourbon's pattern is a song and then several sketches. His material is cleverly done and presented. For his sketches he uses subjects like a family on a picnic or two women discussing a new woman neighbor. Bourbon leaves nothing to the imagination. Had to beg off. *Sam Abbott.*

## Casino Russe, New York

*Talent policy: Production floorshow at 8:30 and midnight; show and dance band; gypsy band. Management: Sasha Maecf, manager; Peter Ligoff, host. Prices: Dinner from \$2; \$2 minimum except Saturday (\$3).*

Another Russian atmospheric floorshow that fits this charming dine-and-dance-leisurely restaurant.

The *Spring Revue* that opened April 5 is a colorful, costumed, melodious Russian revue composed of two sketches, augmented by the still-popular flaming dagger dancing of Dimitry Matvienko, the deft singing in French and Russian of Nine Tarasova and the showmanly gypsy fiddling of Kolia Matthey.

First sketch is *The Organ Grinder*, a charming bit about a group of street entertainers singing, dancing and leaping to the accompaniment of a broken down hurdy-gurdy. Michel Michon's pleasing bass voice, Sasha Polinoff's amusing acrobatics, Daria Birse's tambourine dancing and Nadia Veralle's comedy drumming round out the cast. The other scene is *Village Festival* and has the cast, as peasants, singing and dancing, with Polinoff providing good balalaika interludes. It features modern Russian music. The show as a whole is just what patrons would expect in this club. It is Russian stuff, and authentic.

Kris Kay, sax, leads his orchestra for fine show accompaniment and good dance rhythms. Matthey's fine gypsy violin leads his four-man ensemble for well-played waltzes, tangos and continental tunes between shows. Brunet, tall Odette Athos solos, holding close attention with her caressing, intimate style at the mike. Slings in French, Spanish and Portuguese. *Paul Dents.*

## Jack Lynch's Walton Roof, Philadelphia

*Talent policy: Dance and show band, rumba band, production floorshows at 8 and 1. Management: Jack Lynch, proprietor-manager; Victor Lozinak, assistant manager; Moe Adler, maitre d'; Midge Fielding, show producer; William Morris Agency, booker. Prices: Dinners from \$1.25; drinks from 65 cents.*

The highly entertaining revue here is still called *Dancensations*; originally had its bow last October. Save for the opening and closing production bits, which remain constant, emphasis is on specialties. Production units, opening with *Blue Danube* and closing with *Pan-America*, still feature the ballroomology of Castaine and Barry and the gorgeously costumed 14 show girls.

High spot is the prestidigitation of Frakson, bringing his magical feats to this city for the first time. A smooth worker with a pleasant personality and less glib on the gab than most magi here, Frakson warms up with cigarette trickery, then makes the egg disappear after pouring it into a folded newspaper; makes the giant playing cards pop out of a brandy bowl; and, for the top bit, makes a table-model radio, while tuned in to a local station, completely vanish.

Returns with a champagne bucket to collect coins from ringsiders and, for the wind-up, makes the knots in three tied handkerchiefs change places with a set of untied silks.

Another newcomer to local floors is Don Richards. A youthful troubadour with a fine flair for romantic songs, he impressed no end. Had to stay for eight songs before he could beg off. Also emceed in straightforward manner quite effectively.

The sepien team of Chuck and Chuckles is ever sure-fire with familiar talk and taps. Response was as loud as the clothes they wear.

Pert and pretty Nancy Healy cuts it clean for a fast rhythm turn and a buck and wing.

Terry Sisters (2), fronting a male crew of six, give added dance incentive for the rumba. Gals provide the singing and hip-swaying in the accepted manner in spite of their being strictly North American types. Eddie DeLuca, piano dean, has command over the band of eight for the show and dance tunes.

Helene Heath and Rose Gallo hold forth in the adjoining Tropical Bar.

Business good at Thursday supper show caught. *Maurie Orodener.*

## Beverly Hills Country Club, Newport, Ky.

*Talent policy: Dance and show band; relief band; floorshows at 9 and 1. Management: Sam A. Garey, managing director; John Stoeffel, maitre d'; Frank Sannes, booker; Tom Ball, producer; Betty Kapp, press agent. Prices: Dinner from \$2.50; drinks from 55 cents. Minimum \$2, except Saturdays, \$3.*

A good production job by Tom Ball and a line-up of top-notch talent make for excellent floorshow fodder, easily the best of the season to date. Highlighted is the Xavier Cugat orchestra (three brass, four reed, five rhythm and three fiddles), which bowled over the opening night, through with its grand Latin rhythm making and entertainment features. Cugat and his band members are a hard-working crew that ooze class. The Cugat combo and the accompanying show should beat out a merry jingle on the Beverly cash tills the next two weeks.

The curtain-parter has the Beverly Hills Girls (11) bumping off a neat rumba to *Mama Inez*. Ork follows with a medley of rumbas, with Chino showing off his technique on the maracas with telling effect. Lena Romay, band's lovely chirper, does a swell job of selling on *Gay Ranchero*, *Tangerine* and *Deep in the Heart of Texas*, the last named a corking arrangement. Should chop her second number to eliminate the show's only lull. Her personable selling won her swell mitting.

One of the ork lads steps out for some trick shots on the miniature bongos, after which the Beverly Girls run off their best routine of the evening to *April Showers*, a showy number done with umbrellas. The lighting and rain effects brought a hand even before they started. The girls, all lookers, handsomely garbed and well trained, are a great asset to the shows here.

Rochelle and Beebe start out as just another pair of dance satirists, but prove a surprise before they wind up. Mix the standard stunts with some nifty comedy and unusual mayhem of their own concoction. Do three routines, stopping it with a thro' comedy job in their final jitterbug stanza. Return to talk themselves off.

Another show-stopper was Miguellto Valdes, the band's singing bongoist, who in scat fashion and in good voice sold *Babalu* and *Echo* in effective style, encoring with a corking rendition of *Tabu*.

Soundest impression was made by the Three Berry Brothers, holdovers from the last show. Dusky lads are in a class by themselves, offering their difficult and original dance steps in lightning and breakneck fashion, wrapping it all in typical Negro comedy. Stopped the proceedings cold and begged off. The Beverly Girls wind it up with an appropriate Harlem number.

In addition to playing the show in faultless manner, the Cugat musikers pushed over this first-night crowd with its varied assortment of dance rhythms, mostly, of course, on the Latin side. The maestro also turns in a good job on the emceeding chores.

Bob Brandon's five-piece aggregation (bass, clary, fiddle, guitar and accordion) maintains the dancers' interest in the interval sessions. *Bill Sachs.*

## Leon & Eddie's, New York

*Talent policy: Dance band; floorshow at 8, 10, 12 and 2. Management: Leon Enken and Eddie Davis, owners; Frank Shepherd, producer; Dorothy Gulman, publicity; Louis Katz, headwaiter. Prices: Dinner from \$1.50.*

The visiting firemen who flock here are getting plenty for their dough. Eddie Davis continues in finest fettle, interspersing mattress humor with sundry notes of patriotism. And the supporting acts are very good, indeed.

After the eight-girl line, very appetizing in military costumes, polishes off a routine Carol Dean, toe-tapper, goes thru some fairly interesting steps. Has nice personality, trim figure and scored nicely. Sergeant Green, extremely expert ventriloquist, puts his dummy, Private Dooley, thru some clever "mindreading" stunts. One of the best ventro turns seen in some time, he had the onlookers gaping, especially when wandering away from the dummy and having the thing continue talking into the mike.

Nathane Brothers dash thru their acro and balancing act while playing mandolin and violin. Do some splendid balancing and are very showmanly. Are followed by Gerry Larson, nice-looking blond canary, who does a good selling job on *Bless 'Em All* and *Rose O'Day*, after which Maurice and Betty Whalen come on for their fine adagio stint. In very scanty costumes, very youthful and exceptionally good-looking, they'd have had this audience on its ear even if they weren't as capable performers as they are. As it was, they enored and had trouble getting away. A sock act.

Cheena De Simone Dancers, three boys and three girls, score the artistic success of the show with their cultivated terping to Latin rhythms. Work cleanly and precisely, with considerable charm, no ham, and enough spectacular stuff to register anywhere.

The arch Eddie Davis winds up with a plentiful sample of his song parodies, sly quips and, finally, after the line has gone thru a routine, the audience-participation stunt on *Booms-a-Daisy*, in which patrons dance with the chorus kids. Davis holds, controls and senses the mood of an audience like few other nitery performers.

Eric Thorson makes a personable singing emcee. Lou Martin does okay on the dance tempos and show-backing. Food, drink and service excellent.

*Dick Carter.*

## Club Royale, Detroit

*Talent policy: Dance and show band; floorshows at 9:15 and 12:30. Management: Booker, Phil Tyrrell, of Chicago. Prices: 50 cents cover, \$1 Saturdays; drinks from 50 cents; dinners from \$1.50.*

Repeating established local favorites at judicious intervals is a successful policy for this spot, as again proved by the current return of Jack Marshall, a versatile comedian. He gags about everything in sight or mind. He impersonates Popeye, an Italo-American in distress, a dizzy convict, a radio show—and others. He uses a wardrobe of ac-

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cessories, especially hats twisted into many shapes to fit his material, and manages to play a trombone, balancing it on his lips and otherwise untouched. Aided by remarkable facial contortions and a fine sense of the appropriate in clowning, he completely stopped the show.

Woodie and Betty, whirlwind skating act, do the familiar speed whirls plus intriguing new novelties. He whirls the girl suspended by a double heel hold from a frame hung around his neck, reaching full horizontal position at top speed. He does some nice in-and-out skating between dumbbells spaced six inches apart that calls for real control. Audience liked it.

Six Lovely Ladies, produced by Margaret Faber, is that rarity, a feminine vocal sextette. Their voices are well matched and their part-singing in choral style is a pleasure to hear. Each girl also solos. They were effective with *My Hero*, straight and jazzed. A special arrangement of *Begin the Beguine* was powerfully done. Did excellent fast-phrasing in unison on *Rose O'Day*.

Skeeter Palmer's orchestra furnishes music for both show and dancing and features Ayelene Mason, who gives the show a novelty opening with a vocal and pleasantly entertains in the interludes.

The line—all brunettes—has three numbers, including a novelty with streamer costumes, a tap number in derbies and tuxedos, and a jitterbug wooden soldier finale. *H. F. Reves.*

**Two o'Clock Club, Baltimore**

*Talent policy: Show and dance band, floorshows at 11 and 1:30. Management: Sol Goodman, manager; Irving Golday, host; Howard Baer, publicity; Tony Phillips, booking. Prices: Dinners, a la carte; drinks from 50 cents; minimum, \$1 Sundays; \$1.50 Saturdays.*

Altho this is still one of the top local niteries, current show is not up to standard. However, poor business for the early show made it tough on the performers.

The Janette Hackett line of six did a neat job with three routines. Girls are tall and shapely, revealing generous portions of epidermis thru scanty costumes. Particularly good was the rumba opener and *Arabian Fantasy* at the halfway mark.

Richards and Carson, ballroom team, looked good in a series of tap and soft-shoe numbers. They make a nice appearance and work smoothly. Also clown with an imitation of Garbo and Durante executing a waltz, but get more laughs for their clever song pantomime of the Andrews Sisters, with the aid of a concealed phonograph. Team closes by tapping between eight closely spaced low hurdles for sock finish. Big hand.

Frankie Belasco failed to register as emcee. Hampered by a bad cold, which at times affected his speech, and things were made more difficult by the secrecy of customers. He fared better in his own slot, provoking numerous laughs with a Polish drunk take-off, which gave better opportunity for his style of comedy gags. Also sang double meaning parody on *Yours*.

The Peters Sisters, sepi rhythm trio, clicked solidly with their songs and capers. Despite excess poundage, girls are surprisingly agile as they clown thru a waltz and tap that had the audience in stitches. They received a big hand for their renditions of *Be Honest With Me*, *A Chicken Ain't Nothin' But a Bird* and *I Got Rhythm*. Also notable was the *Embraceable You*, soloed by Virginia Peters.

Show ran 50 minutes and was well backed by Milton Lyons and his orchestra, who also furnished smooth music for the dancers. Club has added a cocktail session from 4 to 7, Saturdays only. *Phil Lehman.*

**Harry's New Yorker, Chicago**

*Talent policy: Production floorshows at 9, 12 and 2; show and dance band; intermission trio. Management: Charles Hepp, manager; Dave Branower, producer; Fred Joyce, publicity. Prices: Minimum \$1.50 (\$2 Saturdays); dinner from \$1.50; drinks from 60 cents.*

The second edition of Branower's *Music Hall Follies* is an economically entertaining revue made to order for these environs. Three new acts have been added, in addition to a Gay '90s newsreel and a couple of blackouts.

Jackie Green and Selma Marlowe's line (6) work in and out thruout the show. Green repeats his standard impressions of Jolson, Durante, et al, and adds a medley of standard tunes and a good take-off of Lou Costello. The Marlowe Girls do neat work and look good

in light routines tying in with the theme of the show. A standout is a dance cavalcade in which the kids do take-offs of famed dancers. Shirley Avery and Marjorie Lane double in a costumed boy-and-girl number.

Newcomers are Lya Lys, Tung Pin Su and Burns and White. Miss Lys is good to look at and gets by even tho she lacks talent. Talks three special numbers, the cleverest being *I Love America*, in which our slang proves a puzzle. Passable because of her striking appearance.

Tung Pin Su, aided by a cute miss in Chinese garb, is doing a fine magic act. He is a clever performer and extremely smooth. While he is really Al Wheatley, his excellent make-up belies his nationality. Works cards, cigarettes and a couple of disappearing bird and chicken effects that registered solidly.

Burns and White, standard musical comedy tap team, are fast and capable. Opening song number can stand some trimming, but the dance routines are without fault.

Arne Barnett's band is one of the better small groups dishing out peppy dance rhythms and precise show music. Arne deserves an extra hand for his tuneful piano work during the screening of the slides and old films.

The Three of Us, two men and a girl, are the intermission vocal and instrumental trio who double briefly in deadpan vocalizing during the show. *Sam Honigberg.*

**Radio Room, Hollywood**

*Talent policy: Continuous entertainment. Management: Lyons Bros.; Maury Foladare, publicity. Prices: Drinks, 35 and 40 cents at bar; 40 and 50 cents at tables.*

The Radio Room, because of its accessibility, gets a large number of patrons from the theatrical profession. This is a critical audience, and it is necessary to give it a sure-fire show. In bringing Mike Riley and orchestra here, the Lyons Bros. have hit the nail on the head.

Riley makes no pretense of putting on a well-patterned show, but he does strive to provide good entertainment. He has run of the place, for during the show he and his sidemen are all over. Maestro manipulates a trombone, using the slide for a jail and the bell for a hat at times. Phil Dooley, drummer, dumps bells and other accessories on the floor at the slightest provocation. Leo Guarnieri, bass fiddler, clowns. Herman Crone does a musical maniac from his piano. Pretty Marian Miller helps the boys out in their antics, and her only torch work is hot-footing Maestro Riley.

After 30 or 40 minutes of this stuff Riley does his Mad Doctor bit. He concocts and drinks various colored liquids, turning into a "monstrosity"—Hitler. Show is laughs from start to finish.

After seeing the show one marvels how they do it night after night and keep sane. *Sam Abbott.*

**Club Kona, Oakland, Calif.**

*Talent policy: Show and dance band. Management: Henry and Phil Molino. Prices: No cover or minimum.*

Show has a line of six girls, Mary Landa, hula dancer; Doris Allyn, blues singer, and Tom Harty, comic. Phil Molino is emcee.

Line of six, which has been here for some time, opens with a good Hawaiian number featuring Mary Landa, who is an exceptional interpreter of Hawaiian dances. Second spot has Doris Allyn singing a brace of novelty numbers that got over well. Gal now in her 16th month here!

Alice Hulette, out of the line, in a toe-tapping specialty, on next, builds to a sock finish with a Russian toe routine. Tom Harty, a promising young comic, next wraps the show in a bundle and tucks it away. Boy has plenty on the ball, a natural pantomimist with a good sense of timing. Highlight is an "Election Day Parade" number, in which he apes various characters such as the color-bearer, a politician and finally the town drunk, the latter being about the best seen in these parts for some time. A combo of John Barton and Eddie Garr; Harty should go far.

Show closes with line in a Mexican hat dance. Very colorful. Phil Molino emcees in a suave manner and keeps things moving at a good pace. Johnny Strangio's four-piece combo is tops for a little band. Spot near capacity, with two bars humming. *Edward Murphy.*

**Biltmore Bowl, Los Angeles**

*Talent policy: Dance band and floorshows at 9:15, 11 p.m. and 12:30 a.m. Management: Joseph Faber, manager; Hans Stoiber, headwaiter. Prices: 50 cent cover, except Saturdays, \$1; dinner from \$2; drinks from 35 cents.*

This show stacks up well and Joe Faber continues to hit the nail on the head.

Feature is Phil Harris orchestra, which brought good crowds despite blackouts. Now that the blackout scare has subsided, the place is doing a terrific business.

Harris' ork of five rhythm (two pianos), six brass, four reed, gets the show off to a fast start with an all-out number following the J-E-L-L-O salutation. Harris emcees in showmanly manner.

First on is pretty Bernice Lynn, who delights with her enthusiastic rhythm tapping. Her encore was well deserved. Theodore and Denesha, dance team, start with a ballroom routine and go into a rumba rhythm. Slick lifts and speedy turns mark the act.

Paul Winchell and his vent doll, Jerry, are favorites here. Material is better than when team played a local theater. In addition to Jerry's squawking, Winchell offers top impersonations of Lionel Barrymore. Jerry winds up vocalizing *Hold Tight*. A fine manipulator, Winchell puts the act across.

Donald Novis sells his songs well, and his renditions of *The Night Is Young* and *The Last Time I Saw Paris*, the latter against a background of rhythm instruments and muted brasses, went big. Encored with a couple of Irish tunes, including *I Said to Myself, Says I, Says I*. Act is tops and a big asset to the Biltmore show.

With Pat Dwyer calling out the strokes, Bill Hurley and Noel Radford, badminton topsters, are on for a game. They get in difficult strokes to make the game take well with the customers. Act has been here for weeks and is still going strong. A little comedy might help the narration. *Sam Abbott.*

**Glenn Rendezvous, Newport, Ky.**

*Talent policy: Dance band and floorshow; stroll trio; shows at 9 and 1. Management: Pete Schmidt, owner; Glenn Schmidt, manager; Miles Ingalls, booker; Harry Martin, publicity; Ernie Price, maitre de; Bob Bond, assistant maitre de. Prices: Dinner from \$1.50; drinks from 40 cents. Minimum, \$1.50; \$2.50 Saturdays.*

This intimate 280-seater sports a socko layout for the two-week period beginning last Friday (17). It's mostly Henny Youngman, and the patrons are thankful for it. This spot has never had a more facile or hair-trigger comedy merchant.

The four Donn Arden lookers start it off with a fitting routine, Don Costello coming on for some sound tapping at the finish.

Youngman takes the emcee reins here and, after selling a few familiar gags refreshingly, Intros Dorothy Deering, who offers a conventional fan dance and a control acro novelty. The latter is nifty stuff, incorporating acro, high-kick, splits and one-armed forward somersaults. Her long flowing gown hides much of her talents, however. Took a smash hand.

Phyllis Colt, a grown-up Shirley Temple type, registered handily with a song rep that fits her style and personality. Warbled first *Happy in Love* and followed with *Just My Ordinary Girl* and *Tonight's My Night With Buddy*. Bowed to sound palm-spanking and encored with *I'll Be in Virginia in the Morning* and *Bolony Song*, the latter with audience participation.

Youngman takes over on his own here and makes for one of the brightest laugh sessions Rendezvous patrons have ever witnessed. He's a versatile youngster, and his sly, rapid-fire delivery, perfect timing and unusually bright and original material stamp him as one of the best nitery comics of the day. Gives unstintingly of his stuff and holds the crowd's attention thruout. They hated to see him leave.

Donn Arden Girls have a suitable finale, with Costello back for a bit of warbling. Deke Moffitt, the last several seasons leader of the Shubert Theater pit band, Cincinnati, has opened here with a new eight-piece combo to stick thru the summer. Boys breezed on the show scores, and beat out an acceptable brand of dance music. Tony Salamack's Trio (string bass, accordion and guitar) are in their 25th week on the stroll music. *Bill Sachs.*

**BIRTHDAY GREETINGS**

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DELIVERED ON AN ATTRACTIVE BLANK IN AN APPROPRIATE ENVELOPE

- 640  The best of everything to you, today and always.
- 644  Happy birthday with the wish that every other day of the year will be happy, too.
- 645  Many happy returns of the day and may there be many, many more.
- 649  My thoughts are with you on your birthday.
- 652  Congratulations and sincere good wishes on your birthday.
- 672  Best wishes for the happiest of birthdays.
- 673  Greetings—and all good wishes for a happy birthday.
- 674  We send you our heartiest wishes for a happy birthday.
- 675  Love and best wishes for a happy birthday.
- 676  Lots of love and good wishes on your birthday.
- 677  Birthday greetings to the dearest person in the world.
- 678  With admiration for a life beautifully lived, and much love on this birthday.
- 679  Happy birthday, and may God bless you and keep you always.
- 680  It is with great pleasure that we wish you a happy birthday on another year of our cordial relations.
- 681  Your business associates are happy to know that you have reached another milestone. Congratulations.
- 682  Just a remembrance and good wishes for another happy birthday.
- 683  Wishing you health and happiness on your birthday and for many years to come.
- 684  A special person, a special day, a special wish in a special way.
- 685  Congratulations on your birthday. May today and each succeeding year bring you every joy and happiness.
- 686  May this birthday be as happy as our wishes for you.
- 687  The whole gang wish you the swellest birthday you ever have had.
- 688  Thinking of you on your birthday and wishing I could spend the day with you.
- 689  Wish I could be with you today and help you celebrate your happy birthday.
- 711  Happy birthday to a charming lady whom the years only make lovelier.
- 712  Might forget when, can't forget who, weak on dates, but strong for you. Happy birthday.
- 713  Another birthday? Well, don't raise a row; take it and like it, it's yours anyhow.
- 714  We wish you many happy years. Just dodge the tears and catch the cheers.
- 715  Wish I were there to wish you cheer and paddle you once for every year.
- 716  We welcome this opportunity to wish you a happy birthday and to thank you for your past patronage.

SAVE TIME . . . Telephone Western Union from home, office or coin box. Merely give name, address, signature and text number selected.

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

**A**

Adreon, Emille (Gaston's Monte Carlo) NYC, nc.  
Aherne, Will & Gladys (Tower) Kansas City, Mo., t.  
Aida, Bob (Rumba Casino) Chi, nc.  
Albins, The (Riverside) Milwaukee, t.  
Allen, Burns & Cody (Paramount) NYC, t.  
Allyn, Jack (Queens Terrace) Woodside, L. I., N. Y., nc.  
Alvarez, Anita (Copacabana) NYC, nc.  
Ambassadorettes (20th Century) Buffalo, t.  
Anthony, Allyn & Hodge (Park Central) NYC, h.  
Arden's, Donn, Revue (Glenn Rendezvous) Newport, Ky., nc.  
Arnell, Amy (Essex House) NYC, h.  
Arnolds, Three (Oriental) Chi, t.  
Ashburns, The (Rainbow Grill) NYC, nc.

**B**

Banks, Sadie (Old Roumanian) NYC, re.  
Barbers and Dale (Glenn Rendezvous) Newport, Ky., nc.  
Barrie, Grace (Strand) NYC, t.  
Barrie & King (Gaston's Monte Carlo) NYC, nc.  
Bates, Peg-Leg (RKO-Keith) Boston, t.

**BELMONT BROS.**  
Now Playing Ohio and Pennsylvania Circuit.  
Direction  
**BALDWIN-DAVIS AGENCY**  
Moose Bldg. AKRON, OHIO

Belling, Clem (Rex Grill) Lowell, Mass., 20-May 3, nc.  
Belmont Balladeers (Belmont-Plaza) NYC, h.  
Belmont, Bella (Stamp's) Phila, nc.  
Belmont Bros. (Villa Madrid) Pittsburgh, nc.; (Pines) Youngstown, O., 27-May 2, nc.  
Bergen, Jerry (365 Club) San Francisco, nc.  
Bernard, Freddie (Old Roumanian) NYC, re.  
Bernie, Al (La Conga) NYC, nc.  
Berry Bros. (Beverly Hills) Newport, Ky., co.

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Digbe, Dorothy (Queen Mary) NYC, c.  
Blackstone (Earle) Washington, t.  
Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.  
BluKstone, Nan (Lindsay's Sky Lounge) Cleveland, nc.  
Blanchard, Jerry (Queen Mary) NYC, c.  
Blanks (Old Roumanian) NYC, c.  
Boag, Wally (Fensgate) Boston, h.  
Blond Rumba Team (Trocadero) Youngstown, O., nc.  
Bond, Angie, Trio (Rogers Corner) NYC, nc.

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Boone County Jamboree (Colonial) Dayton, O., t.  
Boran, Arthur (Majestic) Paterson, N. J., 25-May 1, t.  
Boswell, Connie (Earle) Phila, t.  
Bouvier, Yvonne (Pierre) NYC, h.  
Brandon, Joan (El Patio) Mexico City, nc.  
Brown, Evans (Spencer) Marion, Ind., h.  
Bruce, Carol (Copacabana) NYC, nc.  
Bryant, Betty (No. 1 Bar) NYC, nc.

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Buckmaster, John (Blackstone) Chi, h.  
Burnell, Buster & Billy (Hurricane) NYC, nc.

**C**

Callahan Sisters (Rice) Houston, Tex., 10-23, h.  
Calvin, Henry (Music Hall) NYC, t.  
Carrell, Bud, & Rosa (Gayety) Washington, t.  
(Gayety) Norfolk, Va., 27-May 2, t.

**CAPPELLA and PATRICIA**  
2nd Holdover  
ROYAL PALM, MIAMI  
Until Saturday, April 25

Chicot, Armandilla (Callie) Los Angeles, re.  
Chittison, Herman (Ruban Bleu) NYC, nc.  
Churchill, Savannah (Ubangi) NYC, nc.  
Claire, Lillian (George Washington) NYC, h.  
Claire, Marcella (Queen Mary) NYC, c.  
Clark, Coleman (Jefferson) St. Louis 3-23, h.  
Clark, John (Rainbow) Denver, nc.  
Clark, Lillian (Helsing's) Chi, c.  
Clandel, Marguerite (Iroquois Gardens) Louisville, nc.  
Cole, King, Trio (Kelly's Stable) NYC, 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—road-house; re—restaurant; s—showboat; t—theater.  
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Collette & Barry (George Washington) Jacksonville, Fla., 13-27, h.  
Coll, Phyllis (Glenn Rendezvous) Newport, Ky., nc.  
Condos Bros. (Oriental) Chi, t.  
Connelly & Radcliffe (May's) Savanna, Ill., nc.  
Connor, Ellen (Congress) Chi, h.  
Cooper, Jerry (Club Ball) Phila, nc.  
Covarro, Nico (Bal Tabarin) NYC, nc.  
Cox, Wilma (Versailles) NYC, nc.  
Crane, Ford (Queen Mary) NYC, c.  
Crawford, Patti (18 Club) NYC, nc.  
Cummings, Don (Versailles) NYC, nc.  
Curtis & Claire (Beverly Hills) Newport, Ky., cc.

**D**

Daetta (Rainbow Room) NYC, nc.  
Dailey, Bill (Ubangi) NYC, nc.  
Dale, Maryon (Club Frisco) NYC, nc.  
Daniels, Billy (Onyx Club) NYC, nc.  
Davis, Eddie (Leon & Eddie's) NYC, nc.  
Davis, Dorothy (Helsing's) Chi, c.  
Day, Nola (Iceland) NYC, re.  
Dean, Carol (Leon & Eddie's) NYC, nc.  
Deering, Dorothy (Glenn Rendezvous) Newport, Ky., nc.  
Delahanty Sisters (Owl) Chillicothe, O., nc.  
Deil, Lillian (Bill Bertolotti's) NYC, nc.  
Delta Rhythm Boys (Ruban Bleu) NYC, nc.  
DeMarco, Joe & Jackie (Villa Madrid) Pittsburgh, nc.  
DeMarco, Isobel (Teddy's L'Aiglon) Chi, nc.  
De Simone, Cheena, Dancers (Ball) Phila, nc.  
Devereaux, Jeanne (Music Hall) NYC, t.  
De Wolfe, Billy (Rainbow Room) NYC, nc.  
D'Orsay, Fifi (Ball) Phila, nc.  
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.  
D'Roy, Phil, & Co. (Lake) Springfield, Ill., nc.  
Draper, Paul (Waldorf-Astoria) NYC, h.  
Duke, Al (Airway) Cleveland, c.  
Dumont, Marie (Crisis) NYC, nc.  
Duncan Sisters (River House) Reno, Nev., nc.  
Durante, Jimmy (Palace) Cleveland, t.  
Dyer-Bennett, Richard (Village Vanguard) NYC, nc.

**E**

Elliott, Leonard (Pierre) NYC, h.  
Esquires, Twelve (Roxy) NYC, t.  
Eustis, Edwina (Music Hall) NYC, t.

**F**

Fay & Gordon (Hurricane) NYC, nc.  
Faye, Frances (Club Charles) Baltimore, nc.  
Fern, Pearl, & Eddie (La Conga) Erie, Pa., nc.; (Vienna Plaza) Zanesville, O., 27-May 2, nc.  
Ferris, Tommy (Singapore) Chi, c.  
Fisher's, Bob, Fearless Flyers (Police Circus) St. Louis 13-29.  
Flamenco Dancers (Ferdinando) Hartford, Conn., nc.; (Rathskeller) Fall River, Mass., 27-May 2, ro.  
Flowerman, Consuelo (Ben Marden's Riviera) Fort Lee, N. J., nc.  
Foley Sisters (Top Hat) Union City, N. J., nc.  
Fontana, Georges (Diamond Horseshoe) NYC, nc.  
Foster, Ruth (Rumba Casino) Chi, nc.  
Franklin, Cass (Piff Ave.) NYC, h.  
Franklin, Hazel (Biltmore) NYC, h.  
Frederico & Rankin (Wivel) NYC, re.  
Freeborn, Max, Trio (Folly) Kansas City, Mo., t.  
French, Eleanor (Rainbow Room) NYC, nc.  
Frisco, Joe (Club Frisco) NYC, nc.  
Fun For Your Money (Rumba Casino) Chi, nc.

**G**

Gale, Alan (Hurricane) NYC, nc.  
Garfield, John (Strand) NYC, t.  
Garwood, Jessica (Casanova) Detroit, nc.  
Gaynor & Ross (Palace) Cleveland, t.  
Gilbert, Billy (Stanley) Pittsburgh, t.

Gill Gill (La Conga) NYC, nc.  
Giovanni (Chase) St. Louis, h.  
Golden Pair (Carolina) Columbia, S. C., 23; (Capitol) Atlanta, Ga., 24-26, t; (Ritz) Anniston, Ala., 27-28, t.

**GRANT FAMILY**  
Playing Theaters in New England until June  
Direction—MAX TISHMAN, 1919 Broadway, N. Y.

Gordon & Rogers (RKO-Keith) Boston, t.  
Grant, Billy (George Washington) NYC, h.  
Grant, Rosalie (Essex House) NYC, h.  
Gray, Gary (Victory Lounge) E. Liberty, Pa., nc.  
Green, Jackie (Harry's New Yorker) Chi, nc.  
Grey, Carolyn (New Yorker) NYC, h.  
Guesses, Thres (Hurricane) NYC, nc.

**H**

Hager, Clyde (Diamond Horseshoe) NYC, nc.  
Hall, Dale (Pupiano's Club Cafe) Salt Lake City, c.  
Hamory, Ernest (McAlpin) NYC, h.  
Hannon, Bob (Roxy) NYC, t.  
Harmon, Ginger (Rumba Casino) Chi, nc.  
Haviland, Dick (Corktown Tavern) Detroit, nc.  
Haywood, Billy, & Cliff Allen (Cerutti's) NYC, nc.  
Hayworth, SeaBee, Revue (Carolina) Wilson, N. C., 23; (Academy) Lynchburg, Va., 24-25, t.  
Heasley Jack & Bob (Biltmore) NYC, h.  
Heath, Bobby (Sawdust Trail) NYC, nc.  
Hibbard, Bird & LaRue (Buffalo) Buffalo, t.  
Hoffman, Lew (Palmer House) Chi, h.  
Hollenbeck, Myrtle (Paramount) Mitchell, S. D., t; (Huron) Huron 26-May 2, t.  
Honnert, Johnny (Embassy) Miami Beach, Fla., h.  
Howard, Bunny (Park Central) NYC, h.  
Howard, Eddie (835) Chi, nc.  
Howard, Guy (Ben Marden's Riviera) Fort Lee, N. J., nc.  
Hunter, Tookie (Kelly's Stable) NYC, nc.

**I**

Ink Spots, Four (Buffalo) Buffalo 20-23, t; (Plymouth) Worcester, Mass., 27-29, t.

**J**

Jason, Bobbe (Old Roumanian) NYC, re.  
Jeanne, Myra (Continental) Chesapeake, O., 20-May 2, nc.

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Jericho, Helen (Stamp's) Phila, nc.  
Johnny & George (18th Hole) NYC, nc.  
Johnson, Lucille (Belmont-Plaza) NYC, h.  
Johnson, May (Ubangi) NYC, nc.  
Jones, Owen (Leon's) NYC, re.  
Jordan, Jeanne (Queen Mary) NYC, c.  
Jose & Paquita (Mount Royal) Montreal 20-May 2, h.

**K**

Keaton & Armfield (Oriental) Chi, t.  
Kent, Larry (Beachcomber) NYC, nc.  
King, Charles (Diamond Horseshoe) NYC, nc.  
King Cole Trio (Onyx Club) NYC, nc.  
King, Patricia (Versailles) NYC, nc.  
Knight, Eleanor (Palmer House) Chi, h.  
Kuznetzoff, Adia (Russian Kretchma) NYC, nc.

**L**

Lambert, Preston (Helsing's) Chi, c.  
Lane Bros. (Orpheum) Minneapolis, t.  
Lane, Harriet (La Conga) NYC, nc.  
Lanyard, Janet (Hanger's) New Bedford, Mass., nc.  
Lavara & Castellanos (La Conga) NYC, nc.  
Lavelle, Miriam (Strand) NYC, t.  
Lawrence, Paula (Ruban Bleu) NYC, nc.  
Leonard, Jack (Tie-Toe) Montreal, nc.  
Les & Poppy (El Cortez) Reno, Nev., h.  
Leslie, Frances (Gaston's Monte Carlo) NYC, nc.  
Lester, Jerry (Strand) NYC, t.  
Lester, Ted (Oriental) Chi, t.  
Lewis, Ralph (Queen's Terrace) Woodside, L. I., N. Y., nc.  
Lind, Della (Diamond Horseshoe) NYC, nc.  
Logan, Ella (Pierre) NYC, h.  
Long, Barbara (Leon & Eddie's) NYC, nc.  
Loper, Don, & Maxine Barrat (Copacabana) NYC, nc.  
Loring, Lucille (Town Tavern) Rockford, Ill., nc.  
Lowe, Hite & Stanley (Roxy) NYC, t.  
Lowe, Ruth (Sheraton) NYC, h.  
Lucas, Nick (100) Des Moines, Ia., nc.  
Lucero, Norma (Russian Kretchma) NYC, nc.  
Lull, Dorothy (Venice) Phila, c.  
Luz, Dora (Rumba Casino) Chi, nc.  
Lynch, Walter (Cerutti's) NYC, re.  
Lys, Lya (Harry's New Yorker) Chi, nc.

**M**

McBride, Owen (Music Hall) NYC, t.  
McCabe, Sara Ann (Plaza) NYC, h.  
McKin, Mae (Price's) Brooklyn, nc.  
McLaughlin, Andy (Gay '90s) Brooklyn, nc.  
McNellis, Maggi (Armando's) NYC, nc.  
Maison, Gil, & Co. (Music Hall) NYC, t.  
Mangean Sisters (Diamond Horseshoe) NYC, nc.  
Mario & Floria (Roxy) NYC, t.  
Markoff, Gypsy (Yar) Chi, re.  
Marks, Tony (Helsing's) Chi, c.  
Marlowe, Don (Seaview Inn) Beverly, Mass., nc.  
Marten Bros. & Payne (Rumba Casino) Chi, nc.  
Marten, Guy, Sextette (Gaston's Monte Carlo) NYC, nc.  
Martin, Frenchy (Famous Door) NYC, nc.  
Mata & Hart (Chaz Parce) Chi, nc.  
Mende, Gloria (Bill Bertolotti's) NYC, nc.  
Meadows, Frankie (Swing Club) NYC, nc.  
Mercer, Mabel (Ruban Bleu) NYC, nc.  
Midgeley, Dorese (Orpheum) Minneapolis, t.  
Mildred & Maurice (Lookout House) Covington, Ky., nc.  
Moffett, Adelaide (Ben Marden's Riviera) Fort Lee, N. J., nc.  
Montoya, Carlos (Havana-Madrid) NYC, nc.  
Moro & Chita (Belmont-Plaza) NYC, h.  
Mostel, Zero (Cafe Society Uptown) NYC, nc.  
Murray, Wynn (Hurricane) NYC, nc.  
Myers, Timmie (Faust) Peoria, Ill., nc.  
Myrus (Pierre) NYC, h.

**N**

Nagrin, Daniel (Rainbow Room) NYC, nc.  
Na Pua (Lexington) NYC, h.  
Naldi, Nita (Diamond Horseshoe) NYC, nc.  
Nathans Bros. (Leon & Eddie's) NYC, nc.  
Nazarro, Cliff (Earle) Phila, t.  
Nelson, Diane (18th Hole) NYC, nc.  
Nevada, Vicki (Hollenden) Cleveland, h.  
New Yorkers (Helsing's) Chi, c.  
Nolan & Nolan (Edgewater Beach) Chi, h.

**O**

O'Daniel, Mickey (Ubangi) NYC, nc.  
Ody, Mel (Bismarck) Chi, h.  
Olson, Ralph, & Lyn Shirley (Versailles) NYC, nc.  
Ortega, Belen (Drake) Chi, h.

**P**

Parker, Ray (Park Central) NYC, h.  
Paterno, Beverly (Beachcomber) NYC, nc.  
Patriots, Thres (George Washington) NYC, t.  
(See ROUTES on page 63)

**DRAMATIC AND MUSICAL**  
(Routes are for current week when no dates are given)

Angel Street (Harris) Chi.  
Arsenic and Old Lace (Walnut) Phila.  
Barrimore, Ethel, in Corn Is Green (Roy Alexandra) Toronto.  
Blithe Spirit (Selwyn) Chi.  
Blossom Time (Shubert) Boston.  
Claudia (Shrine Mosque) Peoria, Ill., 2 (Palace) South Bend, Ind., 23; (Strine) Po Wayne 24; (Keith) Grand Rapids, Mich., 2  
Evans, Maurice, in Macbeth (American) t Louis.  
Good Night Ladies (Blackstone) Chi.  
Hayes, Helen, in Candle in the Wind (Municipal Auditorium) New Orleans 22; (Muller) Houston, Tex., 24-25.  
Hellzapoppin (National) Washington.  
Hellzapoppin (Majestic) Boston.  
Heppburn, Katharine, in Without Love (Carnegie) Boston.  
Hi Kickers (Ford) Baltimore.  
Lederer, Francis, in Pursuit of Happiness (Bushnell Aud.) Hartford, Conn., 1 (Shubert) New Haven 24-25.  
My Sister Ellen (Locust St.) Phila.  
My Sister Ellen (Curran) San Francisco.  
Panama Hattie (Forrest) Phila.  
Walking Gentleman (Playhouse) Wilmington, Del., 24-25.  
Watch on the Rhine (Cass) Detroit.

**ICE SHOWS ON TOUR**

Frauey's, Dot, Star-Spangled Ice Revue (N Kenmore Hotel) Albany, N. Y., until May  
Lamb-Yocum Ice Parade of 1942 (Boulevard) Elmhurst, L. I., N. Y.

**Advance Bookings**

**CHICO MARX:** Palace theaters, Akron and Youngstown, O., May 1.  
**GYPSY MARKOFF:** Bal Tabarin, San Francisco, May 14.  
**RAY KINNEY:** Hippodrome, Baltimore, May 7.  
**WOODY HERMAN:** Palace theaters, Akron and Youngstown, O., May 12; Hippodrome, Baltimore, June 4.  
**CONNIE BOSWELL:** Shea's, Buffalo, May 15 with Casa Loma band.  
**JERRY LESTER:** RKO-Boston, May 1 with Beatrice Kay, Jinx Falkenberg, Johnny "Scat" Davis.  
**HAPPY FELTON:** Palace, Cleveland, May 8; Hippodrome, Baltimore, May 22; State, New York, May 29; Capitol, Washington, June 4. With Olsen and Faber, and Shirley Wayne.  
**EARL CARROLL VANTIES:** Tower, Kansas City, Mo., May 14-19.

**TOMMY DORSEY:** Chicago Theater, Chicago, July 17 week.  
**GLENN MILLER:** Chicago Theater, Chicago, August 7 week.  
**JIMMY DORSEY:** Chicago Theater, Chicago, August 14 week.  
**JIMMY DURANTE:** Oriental, Chicago, May 8 week.  
**BILL ROBINSON,** Ernie Fields and Band Unit: Oriental, Chicago, May 15 week.  
**DESYLVA TWINS:** Royale Club, Detroit, May 8, two weeks.  
**LESTER OMAN:** Beverly Hills Country Club, Newport, Ky., May 15, two weeks; Country Club, St. Louis, June 12-14.  
**CAB CALLOWAY:** Chicago Theater, Chicago, June 26 week.  
**JACK MARSHALL:** Paramount Theater, May 13; Glenn Rendezvous, Newport, Ky., June 12, two weeks.

# 2-A-DAY BOOM CATCHES ON

## Mayors Who Censor Don't Get Re-Elected

MINNEAPOLIS, April 18.—Politicians here are wondering whether history will repeat itself.

In March, 1932, William A. Anderson was mayor of Minneapolis. *Crazy Quilt* was scheduled to play the old Metropolitan Theater. Anderson banned it. At the city election in 1933 Anderson was defeated for re-election.

In April, 1941, George E. Leach was mayor. *DuBarry Was a Lady* was scheduled to play the Lyceum. Leach banned it. At the election in May Leach was defeated for re-election.

Marvin L. Kline is now mayor of Minneapolis. He has banned Gayety Theater burlesque. He comes up for re-election in 1943.

## Youngstown Burly Clicks

YOUNGSTOWN, O., April 18.—With 32 consecutive weeks chalked up, all-time record for local burlesque at the Grand here, Jack Kane has made no announcement on when the house will shutter.

## Burly Circuit Meet in Chi

CHICAGO, April 18.—Heads of the First, Midwest and Empire burlesque circuits are meeting here for a three-day conference starting Monday (20) to discuss future plans. Managers of houses belonging to those circuits are expected to be in attendance. Meetings will be held in the Rialto Theater building.

## Talent Agencies

GRESS COURTNEY and Sam Bramson, of the William Morris Agency, Chicago, are back in town after a two-week business tour that took them to New Orleans. . . . DICK HOFFMAN, who has been associated with Al Borde's Central Booking Office, Chicago, has taken space in Eddie Sligh's quarters in that city. He just set Earl Carroll's *Vanities* into the Tower, Kansas City, Mo., for week of May 14.

TYLER MASON has left New York for an indefinite stay at Liberty, Tex., to look after business interests there. . . . EDDIE SMITH, New York, is passing out cigars on the birth of a son. . . . MAY JOHNSON, of Music Corporation of America, has entered the Park Avenue Hospital, New York, for a check-up. . . . JOHNNY DUGAN, of MCA, has returned to New York from a week's stay at Miami. . . . RAY LEASON, former head booker of the Gus Sun Circuit, an invalid at his home in the Washington Jefferson Apartments, New York.

JOE GLASER has set Lionel Hampton for the Savoy Ballroom, New York, starting April 19. . . . PETER STEELE and James Nichols, Montreal, are in New York looking over talent.

ART DAHLMAN, of Consolidated Orchestras & Productions, Cincinnati, returned to the army last week, leaving his partner, Wally Johnson, to carry on.

DON JULIAN AND MARJORI, dancers, opened April 10 at the Brown Hotel, Louisville, coming in from Miami.

## Tivoli Circuit of Australia Is Still Using Vaude Shows

NEW YORK, April 18.—Despite the tense war situation in Australia, the Tivoli Circuit is still using stagershows regularly, according to a letter received here from Joe Page and Nona, American act, now Down Under. The letter was written March 15 and was given to a friend, who mailed it in the United States. The missive bore the stamp of the customs officer at the port of arrival, San Francisco.

The war has caused earlier closings of matinees, which are let out at 4:30 so that there will be no further congestion during rush hours. Evening shows continue at their usual time.

The team, at the time the letter was written, was playing the Tivoli Theater, Sydney. They have been in Australia since June, 1941, working regularly. The March 15 show was *Artists and Models*, which, according to Wallace Parnell, Tivoli Circuit head, was a record breaker.

Other American acts, besides Page and Nona, who are definitely known to be in Australia include Bob Dwyer, Eddie Gordon, Will Mahoney, Evie Hayes, Raymond Baird and Gardner and Kane. American acts who recently left Australia are Marie Hollis, Howdy Howe and Gil Gilbert.

## Harper, Detroit, Tries 3-Day Vaude

DETROIT, April 18.—With vaude practically bowing out of downtown houses, the Harper, neighborhood house operated by the Wisper & Wetsman Circuit, is putting in stagershows Friday thru Saturdays, booked by Sol Berns.

Low Wisper, head of the circuit, says, "One of the reasons we are putting in vaude is to try to draw more of the younger element that we have lost. We know that with defense conditions keeping most of them employed they will spend for the best in entertainment. If the policy is successful at the Harper we will extend it to several other houses."

The Harper shows are being run at 40 cents, which is 5 cents above the price charged in other local key run houses.

The Harper had vaude for about a year up until last fall on a full-week basis. Policy was dropped because of shortage of talent and because Detroit had so many other stagershows by comparison with recent years. At the same time the opposition Vogue Theater, now straight picture, was running vaude three days.

## Al Borde Plans Chicago 2-a-Day

CHICAGO, April 18.—Al Borde is negotiating with the United Booking Office for a legit house here. Plans two-a-day vaude starting the middle of July.

Borde wants to use top names and cash in on the vacation trade here, which has its peak from mid-July to mid-September.

the Midwest Circuit, due to illness, and returned to her home in Toronto. . . . LOUISE ROGERS opened on Empire Circuit at Indianapolis April 17. . . . JOANNE CARROLL was featured at the Avenue, Detroit, week of April 17. . . . ANNIVERSARY WEEK at the Rialto, Chicago, was held week of April 17, with Maxine DeShon heading the show. . . . JACK BUCKLEY returns to the Rialto, Chicago, stock in May. . . . PEACHES will be the feature attraction at the Grand, Akron, week of May 17. . . . GRAND, St. Louis, had big week, April 10-17, with Margie Hart.

FROM ALL AROUND:  
CONNELLY AND RADCLIFFE finished several weeks in burly houses at the Grand, St. Louis, April 16, to return to niteries, opening at May's night club, Savannah, Ill., Monday (20). While in St. Louis they enjoyed a visit with their son, Lloyd Jr., who is with the Air Corps stationed at Jefferson Barracks there.

## "Vanities" Unit, 2d Fischer Show, Sullivan Added

NEW YORK, April 18.—Two-a-day vaude is getting a revival on a national scale. Latest addition is the experimental tryout of Earl Carroll's *Vanities* in Victor De Sauttell's Canadian theaters. The unit opened in Montreal at His Majesty's Theater yesterday and goes from there to the Royal Alexander, Toronto. A two-a-day deal is also set for the Erlanger Theater, Buffalo, following the Canadian run. Pending the success of these tryouts, Carroll may shift to this basis permanently.

For the Canadian and Buffalo runs, Carroll has added Bob Williams and Red Dust, Helen Gardner Foursome, Rolly Rolis, Nelson's Wonderettes and Eleanor Tennis. The additions may be kept on, pending the success of the new policy. The original *Vanities* unit has been touring vaudefilmers for some time.

In the meantime the cast of the second Clifford Fischer two-a-day show keeps growing. Latest additions include Miriam La Velle, Kiki Mattern, Stuart Morgan Dancers, Zero Mostel, and Peggy and Moro. Opening is set for the 44th Street Theater April 21. There will be a Bridgeport tryout, April 21-22, at the Klein Memorial.

The first Clifford Fischer item, *Priorities*, which is paving the way for the revival of straight vaude, is continuing to provide a hefty return. Grosses are consistently over \$22,000.

Ed Sullivan, Broadway columnist, is also trying his hand in a similar venture and is opening his *Harlem Cavalcade* at the Ritz Theater here April 27. The cast includes Moke and Poke, Win and Bob Johnson, Miller Brothers and Lois, Pops and Louie, Murphy Sisters, Tim Moore and Byrd, and Hawley and Lee.

It is to be noted that recently most of the legit-vaude attempts have proven singularly successful. Pioneer show *Is Hellzapoppin*, which lasted three years in New York and is breaking up Saturday on the road. *Sons o' Fun* is an extension of the same idea and is also in the top grossing brackets.

With the opening of the two new Broadway vauders, the Main Stem will have no less than four variety revues playing simultaneously.

## Shows as Morale-Builders

BUFFALO, April 18.—Resumption of vaude at the 20th Century Theater here is being publicized as a civilian morale builder by the house publicity staff. Dailies carried big ads emphasizing this point, and later gave prominent space to a letter from Mayor Joseph J. Kelly supporting the view that top-flight entertainment is a necessary morale factor.

Has started vaude on a regularly weekly basis, with name bands and talent. Thomas Stratford is house p. a.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

DEONE PAGE, on the Western Circuit, is mourning the loss of her mother, who died in Chicago recently. . . . CHARLES (KEWPIE) KEMPER and Jess Mack closed their *Scandals* tour in Richmond, Va., April 8 and proceeded to Baltimore with their new vaude act. Play Loew's State, New York, the second week in May, and return to the Rinso and Spry radio program. . . . FRANCES DURYEA, showgirl on the First Circuit, raises pedigreed Kerry Blue Terriers at Wilkes-Barre, Pa., under her family moniker, Geralla Kenyon. Caretaker of the terriers while she is on the road is Mildred Fraley, former night club singer-pianist. . . . FRANKIE BELASCO, of the Two o'Clock Club, Baltimore, was best man, and Walter Wayne, emcee, chief witness at the marriage ceremony of Jackie Whalen and Helen Colby March 31. . . . SAM COHN, manager of the Hudson, Union City, N. J., to switch to stock May 10 following the last Hirst road show May 3-9.

GINGER BRITTON, who has returned from Hollywood, opens April 26 in featured spot at the Gayety, Norfolk, Va. . . . LLOYD MULLER, of the Claridge Hotel, recently elevated to corporal at Camp Lee, Va., visited the Gayety, Washington, last week and was entertained by Manager Bernie Ferber and members of the Stinky and Shorty show. On April 8 Muller put on a minstrel show for his regiment. . . . PAT KEARNEY, ex-BAA deputy, has accepted the post offered him by James Walters as manager of the Gayety, Akron. Succeeds John Santry, who leaves because of illness. . . . BERT CARR, comic re-engaged by Izzy Hirst for next season, is to take a pleasure trip to the Coast next month. . . . JIMMIE PINTO, comic, plays a return engagement at Jacques, Waterbury, Conn., week of April 26.

JACKIE WALKER, a Hirst show chorine who became Mrs. Charles (Kewpie) Kemper last Thanksgiving Day, is preparing for the stork's visit in September. . . . ALLEN GILBERT'S producing assistant for the new burly show which Manager Thomas E. Conway says will run thruout the summer at the Gayety, Montreal, will be Ned McGurn. . . . KITTY CONNIE,

Evelyn Meller, Margie Hart (not the stripper) and Dottie Crennon, all from burly shows, are doubling as specialty workers and in the chorus at the Top Hat niterie, Union City, N. J. . . . HARRY (ROSENTHAL) ROSE, comic and a veteran of the first World War, back to New York from Philadelphia for hospital treatment prior to taking up duties as an inspector in the War Department. . . . PAULA NORTON has left Pinto's niterie to return to the Cinderella April 20. . . . DICK DANA, straight man, returns to the Steel Pier, Atlantic City, this summer. He and Eddie (Nuts) Kaplan, comic, moved their vaude act from Fay's, Providence, to Lynn, Mass., then Springfield, Mass. . . . LEW FOLDS, formerly of niteries, opened in burlesque at the Casino, Pittsburgh, April 12. UNO.

## PHILADELPHIA:

SAM STIEFEL, stockholder in Fay's Theater Corporation, was cleared of responsibility for strip shows at the theater. He had been held in \$500 bail following a raid on the house. . . . DONNA DARNELL goes to Atlantic City's Club Nomad. . . . KITTY MASON featured at the Casa Luna at near-by Phoenixville, Pa. . . . WANDA BARRY at Mary Hubbard Inn, Berlin, N. J. . . . AGNES ROBERTS is opening at Clementon Inn, Clementon, also on the Jersey side.

## MIDWEST:

CHARMAINE has recovered from her recent illness and will resume on the Midwest Circuit shortly. . . . HUEY MACK is now manager of Charles Fox's Liberty Theater, Davenport, Ia. . . . NATIONAL THEATER, Detroit, will close with Midwest shows and open with a stock company May 1. . . . MANNY KING and Jean Carter opened on the Midwest Circuit in Kansas City, Mo., April 17. . . . CONNIE PAUNSLAU has closed at Barone's, Chicago, and will leave for Texas, where she will manage a night club. . . . JACK MURRAY and wife will open on the Midwest Circuit in Kansas City, Mo., April 24. . . . BOBBIE PEGRIM, producer, has closed at the Capitol, Toledo. . . . EVERETT LAWSON opened on the Empire Circuit at Davenport, Ia., April 17. . . . BALLARD AND RAE opened at the Palace, Buffalo, April 17. . . . LOVEY STACEY has closed on

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Lafayette Theatre New Orleans, La.

## State, New York

(Reviewed Thursday Evening, April 16)

Vaude unit of *Meet the People*, which enjoyed healthy runs in New York, on the West Coast and on the road, is a good example of how a fresh, sparkling revue can be butchered up and proves how useless Hollywood names can be, even tho the opportunity, situations and materials are at hand.

Buddy Rogers and Zazu Pitts were added to the show for name appeal, and both are as useful as the head on a glass of beer. Both Rogers and Dead-Pan Pitts could have played in many of the skits and the house would have loved it. But, no; Rogers had to be the insufferable musician doing his hopping around the orchestra and playing a half dozen instruments—badly. Miss Pitts merely sat in one scene, and for the most part ambled around in a baggy uniform. She and Rogers indulged in a bit of dull chatter, while the other players had rich, satiric material to work with.

Show is built around skits poking at standard habits and reactionary thought of Hollywood and the South, and, in reverse, showing sympathy with young love and the union label. There is some seasoned performing by Joey Faye, who knows how to punch his gags across.

Sparkling performances came from Marion Colby, a brunet beauty excellently curved and with plenty of voice. She started out as a dead-pan vocalist, but crashed thru doing the singing and congaing lead in *In Old-Chi Castanango*. Terrific delivery and style. Jimmy Alexander, blond juvenile, handles lines with ease, sings well and has excellent personality. Buddy Pepper, all-around juvenile, offers playing piano, singing and dancing.

Rest of the cast includes Lorraine Kruger, doing a good job with a tap specialty; Ted Aikin, a mimic whose own face is terrific for laughs but who gets no punch out of his material; Jack Albertson, doing a formidable job as a straight man in skits; Sue Robin, a fair singer, and Alice Tyrell, a coloratura, a good singer.

In their own specialties, most of the performers came thru with flying colors, but skits rich with sharp material, like *The Same Old South* and *Mlle. Hollywood*, were ruined with improperly timed delivery. Most skits were worked too fast. Rogers and Zazu could have been beautifully spotted, but they apparently preferred not disturbing the consistently bad standard laid down by film folk when they play vaude.

Pic. *A Gentleman at Heart*. Ruby Zwerling in the pit.  
Capacity house. Sol Zatt.

## Oriental, Chicago

(Reviewed Friday Afternoon, April 17)

A five-act vaude bill topped by Martha Raye, with show music by Ray Lang and the pit band playing on stage this week.

Martha works in the closing spot, and while she is still a good entertainer, particularly in swinging old-timers of the *Mr. Paganini* class, her raucous brand of comedy is losing favor. It is physical comedy and consequently showing signs of age. A dangerous element in her act is a compilation of stock night club gags chewed over by every emcee in town. While a man can get by with them in a night club, they are anything but a help to a woman on a stage. A song or two in legitimate fashion could prop up her turn.

The Three Arnolds are in a spot because they have to open the show. This

## Vaudeville Reviews

slow but polished acro turn goes better later in the bill. Their three-high tricks, including the human chain bit, netted good hands.

Ted Lester follows with his musical novelty during which he plays an assortment of instruments artfully hidden in his cape. A little more comedy wouldn't be amiss, altho turn as it stands holds interest.

Keaton and Arnfield are probably in too soon after Bert Walton, who is also using a dead-pan fem partner. Walton was here a couple of weeks ago. Miss Arnfield, at first, appears as the deathly looking woman ready for the morgue, stripping and making-up into a beauty while Keaton sells a tune. Good gag. The pants-pulling bit by Keaton during the encore is unnecessary.

Condos Brothers, a couple of tapping spitfires, punch out peppery steps for several minutes in the next to closing spot. Went over.

On screen, *The Man Who Returned to Life*. Biz only fair second show opening day. Sam Honigberg.

## Orpheum, Los Angeles

(Reviewed Wednesday Evening, April 8)

It's music—sweet, hot and blue—on this show, with Bob Crosby orchestra furnishing the bulk of the fare. Crosby paces the show tastefully. He brings in nearly every one of his sidemen for some sort of specialty. Ork is augmented by two good acts, Stritt and Kay, and Tip, Tap and Toe. Crowd was exceptionally good, considering the outfit's 19-week stay at the Trianon in near-by South Gate. Pix were *Week-End for Three* and *Honolulu Lu*.

Thematic *Summertime* opens and closes the show. Included in the musical set-up are the Willey Twins, Liz Tilton and Tom Skeffington. Band tees off with *String of Pearls*, with the five reed, six brass, four rhythm all out. Solos are taken by Eddie Miller, sax; Yank Lausen, trumpet; Matty Matlock, clarinet, and Ray Baduc, drums. Crosby scored with his vocals on *Somebody Else Is Taking My Place*, with Muni Morrow doing some sweet trombone work against rhythm background, with Gil Rodin, sax, directing the works.

*Honky Tonk Train* brought pianist Jess Stacy to tickle off some top boogie-woogie. Pretty Liz Tilton, vocalist, was fine on *Arthur Murray Taught Me Dancing in a Hurry* and *I Want My Mama*. Could have done several more.

Freddy Stritt's vocals are fair. A bit of magic and then he brings on Valla Kay, who is tops in acro dancing. Team works with enthusiasm and ease. Pleased.

Fresh and vivacious Wild Twins, vocalists, do a top job on *I Fell in Love With the Leader of the Band*. Miller's sweet sax work is followed by Lausen on trumpet and Baduc, drums. Skeffington warbled *All the Things You Are* in a rich baritone voice; good hand.

Miller, Nappy Lamare, guitarist, and Bobby Haggart, bass fiddle, do *How Sally Rand Doesn't Do the Fan Dance*, a sock bit of comedy. Crosby vocals *Dreamville, Ohio*, well aided by the Wild Twins and Skeffington. Group encored with *Don't Sit Under the Apple Tree*. Plenty good.

The Bob Cats then bat out some torrid rhythms.

Tip, Tap and Toe, seplan trio, offer fast Harlem tapping and antics. Act is good and one of the smoothest here in months. Got a big hand.

Band boys then went all-out on *America, I Love You*, stage being darkened to allow sidemen to put V's in front of music stands. Crosby then revealed he had been requested by the management to announce a blackout was in force and invited audience to settle down and be comfortable. Sam Abbott.

## Stanley, Pittsburgh

(Reviewed Friday Evening, April 17)

Claude Thornhill's first stage appearance here is a success. The pianist-maestro has the stuff and so does his band. In fact, the bill, altho sans high-voltage marquee power, clicks. Opener is more attention-compelling than most bands and sets Thornhill at center-stage in playing fortissimo, while ork supplies unobtrusive accompaniment under shade. Then comes a hep-cat arrangement of *Where Has My Little Dog Gone?* Thornhill emcees and introduces the second tune, one of his records, and a smoothie, *Autumn Nocturne*. His mike manner is as winning as his keyboard

antics, altho he seems a bit nervous. However, his boyish smile and easy, disarming chairmanship has the house with him from the start.

*America, I Love You*, manages not to sound too chauvinistic when the quartet of two gals and two guys whip up close harmony on it, and their singing is helped by their buoyant youth. Rae and Rudells, one of bill's two specialty acts, are show-stoppers. They do their acro turn on a resilient net suspended in mid-air, and their synchronization with background music is masterful.

After Dick Harding solos on *Mandy Is Two* and *Miss You*, the ork demonstrates its instrumental versatility with a neat and original, *Buster's Last Stand*. Next on is one of the crew's girl singers, Lillian Lane, whose *Stardust* has an edge over *I Don't Wanna Walk Without You*. Vocalists hold the stage when Harding and Miss Lane team with Martha Wayne and Buddy Stewart for *Somebody Else*. Singing wind-up is the Stewart and Miss Wayne duo. Both *Count Me In* and *It's a Military Secret*, as this teen-age pair does them, are top-drawer.

*Old Man River*, featuring the drummer, and a medley of *Where or When* and *Yours Is My Heart Alone*, highlighting Thornhill, pave the way for comedian Billy Gilbert. He earns his pay. Garbed as a cook, with his wife as a deft foil, Gilbert dialogs for 15 minutes to plenty of laughs. His plays on words, and his gestural recipes for making beans and Boston cream pie are classic. His finale, naturally, in his traditional sneezing turn and the house loved it. For encore, he sings *Shick of Araby* as he did in the film *Tin Pan Alley*, and if you weren't looking at him and saw his huge bulk, you'd swear he was a sylph-shaped, dreamy-eyed, dusky band crooner. Curtain closer is a swing on a classic. On the screen *Born To Sing* (M-G-M). Mort Frank.

## B. F. Keith's, Indianapolis

(Reviewed Thursday, April 16)

The *Guy '90s Revue*, which opened here April 16 for a four-day engagement, broke this city's flesh famine in auspicious fashion. Show is an entertaining presentation of a number of vaude acts sandwiched between appearances of a comely chorus of the 1890 variety. Girls' wardrobe is neat without being lavish and settings are appropriate and tasteful.

Cast is headlined by Joe Termini, the amusing violinist who is quite funny altho he never says a word. After his bit with the violin and the obstreperous stiff shirt-front, Termini comes out with a banjo and follows that up with a break-away fiddle. It's a good act. Other performers include Jack LaVier, who does a highly amusing comedy trapeze stunt, which clicked with the audience; Wilke and Dare, who mix comedy with acrobatics in effective fashion; Mel Hall and his unicycle stunts; Aimee Sisters and their unique dancing, and last but not least, the Rigoletto Brothers, who are as satisfying as ever with their snatches of magic, juggling and acrobatics. Guy Cherney is a capable emcee and is featured in a vocal spot, which he handles well in pleasant voice.

*Shut My Big Mouth* is the pic. H. Kenney Jr.

## Chicago, Chicago

(Reviewed Friday Morning, April 17)

Kay Kyser, back with his "College of Musical Knowledge" show for the first time in four years, has the stage all to himself and his orchestral family. Management this week will be up extra early, the doors opening at 8:30 to enable Kyser to roll off six shows a day (seven on Saturday). The maestro is getting \$12,500 for the date and, judging by the opening morning mob, he is going to make some money for the house.

Show is nothing but a Kyser broadcast without the commercials and is one of the most entertaining band units on tour. The credit goes to Kyser, of course, now an acclaimed showman who handles a well behaved as well as an unruly audience with equal diplomacy.

First half is composed of a series of current wide-awake tunes played by his 15 musicians and warbled by his corps of singers, including Harry Babbitt (ballads), Sully Mason (novelties), Ish Kabbible (more novelties on the funnier side) and three rhythm gals—Dorothy Dunn, Trudy Erwin and Julie Conway (the former Julie Sherwin). The vocalists fit right into the general order,

working more as an aggregation than featured individuals. The girls are nice to look at and okay on the pipes, altho there isn't a Ginny Simms among them.

Second half goes to the musical college contest stint, the stage changed into a classroom while the maestro in front of the curtain explains the now familiar details. Six customers are used, and Kyser pumps out dozens of laughs from them, but in a legitimate and always clean way. A couple of cute sweater girls are used to usher the contestants to and from their seats.

It's Kyser all the way, to sum it up, and the ticket-stub holders love it. On screen, *Design for Scandal*.

Sam Honigberg.

## Palace, Akron

(Reviewed Sunday Evening, April 12)

Henry Busse and band are top-billed, a return engagement.

Busse is a quietly humorous emcee and the band style is as pleasing as it is easy. Blending old and new tunes and balancing vocals and band numbers, his program is highly enjoyable.

Gil Lamb, lanky comic, is headlining the supporting company, and his act keeps fresh. His satire of a jitterbug enjoying a personal appearance of a swing band belongs among the classics of broad but observant comedy. It was the highlight of the show, altho his harmonica stint wins him the biggest hand of the day.

The singing of Yvette is ear-resting and imagination-stirring as she carols pop ballads.

For novelty there is the dancing of Toy and Wing. It has been said that the Oriental sense of music never masters modern American rhythms—but this pair is on swing toes and solid.

Screen fare, *Blondie's Blessed Event* (Col.). Rex McConnell.

Philly Night Clubs  
Hope for Extra Hour

PHILADELPHIA, April 18.—Local nitery ops may yet gain that much-sought extra hour this summer if Mayor Bernard Samuel makes the necessary proclamation making Daylight Saving effective. If hizzoner gives the "good word" by next Sunday after-dark spots will be able to remain open until 3 a.m. week days and 1 a.m. Saturdays.

Mayor has indicated he will act in accordance with public opinion. All local newspapers are running ballots on the question.

Mead Sigler New  
LA AGVA Head

HOLLYWOOD, April 18.—Mead Sigler has been named executive secretary of the Los Angeles local of AGVA by a meeting of the board of directors. Sue ceeds Leslie Litomy, who resigned and returned to New York recently.

Six-day week clause for Earl Carroll's Hollywood Restaurant was also approved as was the six-day week in night clubs. With war conditions tough on the smaller spots, the board also considered new scales for these clubs.

## Condos Brothers Ready

PHILADELPHIA, April 18.—Standard turn of Condos Brothers may yet become Condos and Sister. Elayne Condos, sister currently doing a single at the Embassy Club here, is rehearsing with her brother so that she can replace either if one is called for military service.

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## Carlisle Out of Bowery, Detroit, After 6 Years as MC

DETROIT, April 18.—Charlie Carlisle, emcee at the Bowery Cafe the past six years, left suddenly last week. Carlisle's plans are unknown.

Carlisle had a unique style and an immense personal following. Following a 15-day closing by the Liquor Control Commission in January, partly on the strength of a stenographic transcript of some of the Bowery shows, the show was cleaned up. Carlisle at the time told *The Billboard* he had reverted to his stage style of presentation, and it was obvious that the show had improved in the direction of the subtle.

Carlisle and Frank Barbaro, owner of the spot, agreed it was time for a change and, according to the management, Carlisle had asked to be relieved from his present contract, which runs till August 31.

Carlisle disappeared from the spot at the early show, and Johnny King, tenor, who had never done a talking number, found himself emcee.

## Chez Ami Opens

BUFFALO, April 18.—Chez Ami theater-restaurant, which has been open now for a little over one week after being rebuilt following a fire Christmas night, is reporting big biz.

Jack Grood, co-operator, says that despite larger capacity, 280, due to addition of balcony, house has been well filled. All the old employees are back and 12 have been added.

Wally Gluck, local agent, booked opening show, which consists of Clyde Jordan's All-American Girls (eight), featuring Darlene; Beauville and Tova, ballroom duo; Vicki George, vocalist; Three Jades, comedy knockabout; Florence Hallman, piano and songs; Tony Geonetti, harpist. Tommy Flynn's ork is in second week.

## "Wife on Approval" Tab Clicks on Break-In Date

HOLYOKE, Mass., April 18.—A one-hour version of *Wife on Approval* played the 800-seat Holyoke Theater April 6 to 8 here, getting strong audience reaction.

Produced by Michael Kallesser and Noel Mohr, it was the first show of its kind to play here. Show has gone back to New York, where Harry Gourfain will rehearse it some more in order to get a faster tempo. He and Herman Flalkoff are booking the show into movie houses.

## Renfro Unit Lines 'Em Up

ALLIANCE, O., April 18.—Crowds lined the sidewalk for more than a block and waited in the rain to see Renfro Valley Barn Dance unit, which gave the Columbia Theater its best stagershow grosses in several months April 9. Margaret Lillie (Aunt Idy), Gene (Honey Gal) Cobb and "Slim" Miller, veterans of tabloid days, headlined the group, which has been playing thru Ohio, Indiana and Kentucky, returning to Renfro Valley, Mount Vernon, Ky., for the regular Saturday night broadcasts.

## "Grandfather" for East

NEW YORK, April 18.—*Grandfather's Follies*, cafe unit that has been playing West Coast for the last two years, is being brought east. First stop-off is the Lookout House, Covington, Ky., where it is set for six weeks, starting April 21. Cast, headed by Earl Leslie and Florrie Duane, satirizes the gaslit era. Outfit is being submitted at \$2,500.

Miles Ingalls is handling the combo in the East.

THE SOUTHERNAIRES have been appointed by the Defense Savings staff of the U. S. Treasury Department as Minute Men for Defense. They will use the billing on concert, radio and stage appearances in connection with drives to sell U. S. War Stamps and Bonds.

## The Billboard Subscription Rates Upped

Only one week remains to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year .....	\$5	\$7.50
Two Years .....	\$8	\$12.50
Three Years .....	\$10	\$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 61.

## Vaudeville Notes

BUDDY ROGERS says he is leaving show biz in a couple of weeks; has enlisted in the navy. . . . PAUL REGAN, now at the Paramount, New York, will start doubling into the Versailles next week, replacing Don Cummings. . . . JOSEPH O. HESS is stage manager of the new Fischer-Shubert straight vaude coming into New York April 24.

STOREY SISTERS AND DEAN, two girls and a boy comedy acro and dance turn, were out only a week and a half when the Wiman office signed them for its new show, *All's Fair*. Nick Agneta managing.

SIDNEY (GUFFY) FIELDS and Red Buttons, from burlesque, are a new vaude combo working in the East under management of Harry Gourfain, of New York. . . . DON DELEO is in Second Avenue Hospital, New York, for a mastoid operation.

## AC Dude Ranch Opening

ATLANTIC CITY, April 18.—Tom Endicott, proprietor of Dude Ranch, Boardwalk nitery, has returned here from California and will reopen the Ranch at an early date.

## Minn. Owner Enlists

MINNEAPOLIS, April 18.—Nathan Shapiro, of the management of Curly's Bar & Cafe here, has enlisted in the U. S. Marine Corps.

## GRIFFIN RAPS 4 A'S

(Continued from page 3)

it give them the right to place anyone in charge of our affairs under their direction or to seize the funds and property of the vaudeville actors' union."

Four A's vacated all of the AGVA offices two weeks ago, and replaced Griffin and Tom Phillips, head of Brother Artists' Association, who will serve AGVA under the title of "General Organizer." Griffin was then given two weeks' pay, but said he would work it out, assisting Phillips in the initial steps.

Griffin characterized the Four A's as exercising rigid control over the national board of AGVA, "by placing its own members on the board." This was in reference to the Four A's "finance committee," consisting of Walter Greaza, Ruth Richmond, Florence Marston and Emily Holt, which supervised AGVA's financial activities. Griffin claims he was constantly hamstrung by Four A's, was looked upon only tolerantly by Actors' Equity, and alleges that Kenneth Thomson, executive secretary of the Screen Actors' Guild, inspired the revolt of the Los Angeles local, which did not send in its per capita tax. Griffin claims Leslie Litomy, executive secretary of AGVA's Los Angeles local, was under the wing of the Four A's and led the general revolt.

Griffin further claims that the Four A's had no case, discharging him from office on the grounds of "the financial relationship of the locals to the national" and "failure to organize properly the vaudeville field." Griffin describes these reasons as a "distortion of the true picture and only used to becloud the issue."

Griffin pointed to the fact that when he came into office there was \$1.68 in the treasury and that now AGVA has \$12,000 in the bank. One of the repeated criticisms in the past six months had been that AGVA has been serving "simply

as a dues collecting organization."

Griffin further says the reason he is taking this action, which may wind up in court, is because "my only desires in this matter are to see that the vaudeville and cafe artists are protected and not made political pawns. If I thought the Four A's were within its rights in its action and were sincere in attempting to organize and look after the vaudevillians welfare, I would be the last one to oppose its latest move. History proves that to date it has not acted sincerely."

He wound up saying, "The sooner the Four A's waives jurisdiction over the vaudeville field and allows the American Federation of Labor to issue a separate international charter to the vaudeville actor, the better for the artists in that field. Not until that is done will the vaudeville field ever be fully organized."

Rapp would not disclose Griffin's next move. Griffin went off the pay roll today and his signature was declared void in the signing of AGVA checks. Griffin formerly signed the checks with John Donahue, controller of AGVA, who was notified that henceforth checks will be signed by Phillips and Ruth Richmond, executive secretary of Chorus Equity.

Griffin's coming out for a separate union for variety actors is in line with the opinion of the Actors' Betterment Committee which has fought for this move ever since the American Federation of Actors was disbanded. AGVA and the ABA have been battling ever since.

## Detroit Club Biz Up Due to War Pay, Men on Furloughs

DETROIT, April 18.—Check-up on better class local night clubs discloses a steady pick-up in business the past month. Business in many instances has been roaringly good in the pop-priced spots because of increased wages paid to many defense workers.

This latter tendency has an important offsetting factor, the men out of work because of shutting down of regular peacetime activity and failure to connect with a war job.

To offset this there has been a pick-up in out-of-town business. Men coming here to confer with local plant executives make up a big share of patronage. Also many men from the army, navy and other services are in town to check on war production plans.

Servicemen on furlough are again a source of business.

Seriousness of the men, especially those active on war work here, is evident in their conservatism in drinking.

## BURLY OPS UNCERTAIN

(Continued from page 3)

that, once burlesque is permitted, immediate switch of policy can be made.

The Gaiety, City, Elbinge and the Star, Brooklyn, are the other houses affected here. Spots were closed when License Commissioner Paul Moss refused to renew their permits. A writ of mandamus was obtained by Gaiety's attorney, Morris L. Ernst, and the License Department was ordered to show cause why the houses should not be permitted to reopen. Justice Aron L. Levy last Saturday upheld Moss's action.

## Zanesville Club Expands

ZANESVILLE, O., April 18.—Nick and Tony Politis, owners of the Wonder Bar night club, will modernize the spot, which has operated consistently here the past 12 years. Owners said floorshow budget would be increased.



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## Vaudefilm Grosses

### Visitors Build Stem Takes; Para, Strand, Roxy, State and MH Set for Above Ave Biz

NEW YORK.—Influx of visitors coming in with the spring is providing comfortable takes for all vaudefilmers on the Main Stem. Bills are holding up particularly well.

The Paramount (3,664 seats; \$41,981 house average) continues with highly satisfactory returns, with bill including Tommy Dorsey's band, and *My Favorite Blonde* now in its third week. Estimates range to \$60,000 for this session. Last week, the second, brought a stout \$73,000. Opener pulled a super \$80,000. Layout stays a fourth week.

The Strand (2,758 seats; \$30,913 house average) is doing surprisingly well, with bill including Dick Stabile, Gracie Barrie, John Garfield, Jerry Lester and film *Dangerously They Live*. Second session is expected to return a fine \$34,000. Opener grossed a great \$45,000.

The Roxy (5,835 seats; \$38,789 house average) is still in the groove with combo *Shores of Tripoli* and stagershow, with Bob Hannon; Lowe, Hite and Stanley, and Mario and Floria. Fourth week is looked upon to garner a fine \$42,000. Last week took \$55,000, while preceding sets got \$61,500 and \$58,500.

Music Hall (6,200 seats; \$84,000 house average), entering the fourth week of *Reap the Wild Wind* and stagershow, is

set for a big \$85,000. Last week took a surprisingly large \$95,000. Previous takes were \$115,000 and \$99,000.

Loewe's State (3,327 seats; \$20,500 house average) opened Thursday with unit, *Meet the People*, Buddy Rogers and Zasu Pitts, plus film *A Gentleman After Dark*. Strong start indicates a big \$30,000. Last week, with stagershow including Billy Gilbert, Wences, Al Siegel and Susan Miller and film *The Invaders*, bowed to a great \$25,000.

### Goodman 2G Below Record at Earle, Philly; Fay's 4G

PHILADELPHIA.—It was a royal holiday for the box office the week ended Thursday (16) at the Earle Theater (seating capacity, 3,000; house average for straight picture booking, \$14,000) with Swing King Benny Goodman on stage for his first local stand in three years, it was a near record-breaking week. Putting in five and six shows a day to take care of the overflowing crowds, Goodman just fell short of the all-time high with \$34,500, less than \$2,000 short of topping the high mark set by Glenn Miller, who had the added advantage of a holiday during his week. Credit for the draw goes to Goodman. Bill, limited to two surrounding acts in Shea and Raymond and the Ambassadors, had Peggy Lee, Art London and the Goodman Sextet from the band for added billing. Screen's *Juke Box Jenny* strictly a stage wait.

New bill opened Friday (17) has the house down to more normal levels, with Connie Boswell, John (Scat) Davis and Cliff Nazarro splitting the top honors, week got off to a fair start and points to about \$18,000. Gloria Van, Bob Reynolds and Tony Cabot out of the band and Chester Dolphin round out the bill. Screen helps some with *Sullivan's Travels*.

Fay's Theater (seating capacity, 2,200; house average, \$6,900) slowly getting back in stride without the burly queens for the box-office lure and for its second week of straight vaude fare, ended Wednesday (15) hit the \$4,000 figure. Billed as *Stumps of Paris* revue, line-up included George Beatty, Harry Levan and Letty Bolles, Lucienne and Ashour, Harold Barnes, the Lazaros, Gae Foster's Roxettes and Billy Klais's orchestra. Screen showed *The Night Before the Divorce*.

New bill opened Thursday (16) tagged *Red Hot and Beautiful* and headed by Eddie White, heavy local fave, figures on cracking \$5,000. Ben Yost's Singing Models, Haynes and Perry, Judson Cole and Stewart and Lee round out the bill with the screen showing *Blondie's Blessed Event*.

### Buffalo Takes Up; Century Below Par

BUFFALO.—The Buffalo (seating capacity, 3,500; house average for straight pic, \$11,800) began a week of septa entertainment April 17, with the Four Ink Spots and Ella Fitzgerald and ork on stage, aided by vaude acts of Stump and Stumpy and Red and Curley, while Taft Jordan and Tommy Mulford, of the band, also receive billing. Film is *The Remarkable Andrew*. Layout expected to garner about \$19,000.

For week ended April 16 Buffalo clicked handsomely with \$18,800. Alvino Rey's band and King Sisters were show's backbone, while Spencer and Forman and Lane Brothers held plenty of vaude interest. Bill Schallen, Dick Morgan, Skeets Herfurt and Eddie Julian scored in band standouts. Pic was *Rings on Her Fingers*.

The 20th Century (seating capacity, 3,000; house average for films only, \$8,500) is also looking forward to a big week, which started April 17, with Lou Breese band and Gertrude Niesen starred, and Johnny Burke, Ruthie Barnes and the Little Tough Guys. Film, *The Turtles of Tahiti*, should help. Gross should hit \$14,000. For week ended April 16 Century dropped below par with Carl Hoff's band, John Boles, Norton Sisters, the Stapletons, Nan Ray and Mrs. Waterfall. Film was *Road To Happiness*. Gross was a so-so \$11,000.

### Martha Raye Big \$12,400 in Dayton

DAYTON, O.—Martha Raye brought big business to the RKO Colonial week of April 10, piling up \$12,400, almost up to the records set here recently by Chico Marx and Cab Calloway.

The Colonial has announced stage attractions to June 1 and expects to keep going as long as patronage warrants. The season so far has been the best in years.

### Spokane Wanes

SPOKANE.—Fate of vaude at the Post Street is dark as the result of two poor week-ends out of three since the stage policy was resumed.

Lent and Baster were tough, receipts for week-end of April 3-5 falling \$500 to \$700, according to Manager William L. Evans. Acts were Billy Barty, Les Philmer, Hattie Noel, Barbarina and Pals, and Jack Cavanaugh, with *Four Jacks and Jill* and *Fugitive Valley* on screen.

April 10-12 saw little improvement. Bill included Eddie Cockran, Clayton and Phillips, Borden and Brent, Rube Demarest, Parmelee and Davis, plus *Public Enemies* and *Father Steps Out*.

### Snow Hurts Sp'fd

SPRINGFIELD, Mass.—A freak snow-storm that whipped this section Friday (10) had a bad effect on attendance for the three-day vaudefilm bill that closed at the Court Square Theater the following day. Thursday and Saturday were normal.

On the stage were Dave Apollon and his Filipino band; Renee and Jim; Mills, Lee and Powers; Hollywood Horse, and Wallace Brothers.

On screen, *South of Tahiti*.

### Welk Tops Record

MANITOWOC, Wis.—Lawrence Welk topped his own record at the Capitol Theater here Wednesday (15) by grossing \$1,410.88 in three shows. During his last single-day date here July 2 of last year he attracted \$950.

### LA Orph \$9,500

LOS ANGELES.—Orpheum grossed a fair \$9,500 with the *International Ice Revue*, Rufe Davis and Barton and Stone on stage and *The Remarkable Andrew* on screen week ended April 17. House seats 2,200 and average gross is \$6,500.

### Kyser Rules Chi With 48G; Martha Raye Cops OK 20G

CHICAGO.—Ace attractions, coupled with the schools' 10-day spring vacation which started Friday (17), are giving local combo houses the best grosses in weeks. A big factor lately has been the tremendous week-end trade, reaching New Year's Eve proportions.

Chicago (4,000 seats, \$32,000 house average) is on a 43-show schedule this week (starting April 17) and all because Kay Kyser and band are on stage. Kyser hasn't been around in person for four years. No extra acts are added, due to the crowded schedule, nor are any needed. Screen has Metro's *Design for Scandal*. Should pile up a wow \$48,000, the top this year. Week of April 10 the Ink Spots and Jinx Falkenburg attracted a nice enough \$36,500. Ink Spots were in the house New Year's week and repeat was too soon. Miss Falkenburg accounted for some of the draw, due to her exploitation value, as well as the screen's *Male Animal*.

Oriental (3,200 seats, \$18,000 house average) will undoubtedly fill the pinch of the Kyser competition, but has a comparatively good buy in Martha Raye, who heads the April 17 week show. She is not the attraction of former years, but still strong enough to give the house a good \$20,000. Screen's *The Man Who Returned to Life* is just a filler. Week of April 10 the *Hawaii Calls* unit plus *Canal Zone* on screen spelled an okay \$18,800. Last three days were off.

### Krupa Hit by Spring

MINNEAPOLIS.—Altho it started with a stellar week-end box office, Gene Krupa orchestra leveled off to a fair \$15,000 for the week ended April 16 at the Mort H. Singer Orpheum Theater. Pic was *The Lady Has Plans*.

On opening night the management was forced to close the box office at 9 o'clock. Similar audiences were on hand the week-end. However, excellent spring weather broke Monday, affecting the box office tremendously.

Among promotions for the Krupa engagement was a personal appearance at the annual dinner of the Newspaper Guild of the Twin Cities and playing of his records on a Wurlitzer phono in the theater lobby thru courtesy of Mayflower Novelty Company, St. Paul.

Current at the Orpheum is Dick Jurgens orchestra plus Harry Cool, Minneapolis youth, on stage, with *Rings on Her Fingers* on screen. Stagershow already set are Wayne King orchestra May 8 and Horace Heidt orchestra June 5.

### Bridgeport Capacity

BRIDGEPORT, Conn.—One of the best bills of the season played the Loew-Globe Theater this week to capacity crowds, according to House Manager Harry Rose. Bill, headlined by Bob Howard, included George Freemans, Margurete and Frank Gil, Fortunello and Cirillino, and Grandma Perkins, with Freemans doubling as emcee.

### King Fine 11G

TOLEDO.—The Paramount Theater here, playing week-end flesh on and off when attractions are available, grossed a fine \$11,800 with Wayne King and band for three days, starting April 10. House did capacity biz during his stay.

The Rivoli is the only combo house competish here, playing stagershow on a more regular diet.

### Jurgens Fine \$1,800

GREEN BAY, Wis.—Dick Jurgens and band attracted an excellent \$1,800 during their one-day stand at the Bay Theater here Monday (13). Stand was the outfit's first of a long tour that will wind up in the East.

Acts in the line-up included Hibbert, Bird and LaRue, Dorise Midgeley, and the Lane Brothers.

### Vi Murphy Opens Office

ST. PAUL, April 18.—Vi Murphy has opened the Vi Murphy Artist Bureau & Orchestra Service here. She was formerly with Twin City Artists' Bureau.

## Magic

By BILL SACHS

RUSSELL SWANN, who opened recently at the Plaza Hotel, New York, got himself some publicity by arranging to be a "guest of honor" at the new Paul Muni show, *Yesterday's Magic*, at the Guild Theater, New York, opening April 15. . . . JOAN BRANDON motored from Miami, where she had been playing the Casanova Club, to Laredo, Tex., and then hopped by plane to Mexico City to open at El Patio April 4 for her first date in Mexico. . . . WESLEY WHITEHOUSE winds up a two-weeker at the Yacht Club, Pittsburgh, April 23. . . . JANE THURSTON, daughter of the late magic master, Howard Thurston, now holds a pilot's license and is doing Civilian Air Patrol duty in Miami Beach, Fla. . . . MEMBERS of the San Antonio IBM Ring and their friends were guests of Austin (Tex.) magicians at *An Evening of Magic* at Seven Up Auditorium, Austin, April 14. On the program were Harold Shelton, Dr. Carl Moore, M. Dyer, H. L. Nitschke, Jack Darrouzet, Bob Shelton, Herman Yerger and Grady N. Stapp. . . . PAUL ROSINI is set for an additional two weeks in the Blue Grass Room of the Brown Hotel, Louisville. G. R. Rinehart, of Louisville, and Lieut. Lee Allen Estes, Safety Magician of the Kentucky State Highway Patrol, were guests of Rosini at an all-night magic fracas Wednesday night of last week. . . . DELL O'DELL, the magiciennesse, and her juggler hubby, Charles Carrer, cracked the May issue of *Spot* magazine with three pages of photos and a story describing their home life under the heading "Suburban Madhouse." Dell and Charley also made the May issue of *Good Housekeeping* and *The American Magazine*, and are slated to pop up soon in Dale Carnegie's syndicated column. . . . MAL B. LIPPINCOTT and Company closed three weeks for the Martin Theaters at Valdosta, Ga., April 11, and hopped into Atlanta to begin more theater dates last Friday (17). It marked their third engagement in Atlanta since Christmas. The Lippincotts enjoyed a visit from Virgil the Magician and wife, Julie, and their assistant, Carl Mondor, recently in Atlanta and again a week later at Carrollton, Ga. They also bumped into Brandino the Magician in Atlanta. The latter is stationed with the army near there.

LUCILLE AND EDDIE ROBERTS, after five weeks in Satire Room of Hotel Fensgate, Boston, began a two-weeker Monday (20) at Hotel Hollenden, Cleveland. . . . GERBER AND MAYBELLE, in the East and New England the past year with their magic and cartooning turn, began a week Monday (20) at Uptown Gardens, Marion, Ind., set by Jack Middleton, Cincinnati. They'll stick to Midwest niteries thru the summer. . . . DUKE MONTAGUE and Myrnela, currently playing army camps in the Inter-mountain area, write that they caught the *Francisco Spook Frolic* at the Capitol Theater, Salt Lake City, April 11 and found it playing to a capacity house, with the public lined up a city block before the doors opened. . . . FRANKSON is making his first Philadelphia appearance at Jack Lynch's Hotel Walton Roof, where no floorshow seems complete without a magic turn. . . . DEI CARTIER is proving the hand is faster than the eye at Club Ball in the Quarrier City. . . . FAIRFAX, who recently played six weeks at the Palace Hotel, San Francisco, and two weeks at the Gay '90s San Diego, opened April 16 for a week at the Paramount Theater, Salt Lake City. . . . VAL REY, who has just finished at the Penguin and Round Robin clubs Boston, is current at the Crystal Club in the same burg. . . . RAYMONI SCHEFFZ and Company are playing the Philadelphia sector for the Antrim Bureau. They recently concluded several weeks in New York State under the Collins management. . . . NED BERGMAN left Hot Springs last week for El Paso Tex., where he'll put on a complimentary show for the soldiers stationed there. From there he heads for the army camp at Marfa, Tex. . . . FIRS' WARTIME Grand Seance of the British Magic Circle was held recently at Rudolf Steiner Hall, London, in aid of the R.A. Benevolent Fund. Program was sustained by professional exponents of magic. The Circle continues to hold regular monthly magic sessions at Westminster hotel. . . . ED CARRIGA is mystifying the ringsiders at Rusty Tavern, near Camden, N. J.

# CHOICE OF U. S. CAMPUS

## J. Dorsey and Vaughn Monroe Break the Tape Fifth and Sixth

Disk hits mean more than ever this year—Artie Shaw slips down to 11th place—Will Bradley and Glen Gray hit the college skids

(Continued from page 3)

held down fourth position in 1941, dropped down this time to a tie with Freddy Martin and Claude Thornhill for the 11th spot. Shaw's downward slide was no doubt due in a great measure to the fact that he failed to produce any hit disks the past year.

### Campus Economy

NEW YORK, April 18.—The war has affected all walks of life, and America's colleges are no exception. Enrollments have fallen off, school years have been shortened, various economies have been put into effect and, all in all, the war permeates all campus activities. Among the 158 colleges which participated in *The Billboard's* fifth annual music survey were many which, in normal times, are among the biggest school buyers of bands in the country. Their answers to the questionnaire furnished ample evidence as to the seriousness with which the victory effort is being taken on the nation's campuses. One manifestation of this has been the cutting of dance budgets. University of Alabama, which used to use 10 or 12 name orks per year, has cut to three this year. University of North Carolina has cut its budget 85 per cent. Stanford University has cut out the names altogether. Minnesota expects to do away with all name proms, and Dartmouth, which used to use two names for its junior prom, used two student orks this term.

Vaughn Monroe finished sixth, thus bearing out to a large extent the acumen of the colleges' choosing of this maestro last year as the most likely to succeed. Despite the exceedingly tough competition he had to buck, Monroe jumped from a three-point rating last year to a total of 18 this time. Charlie Spivak was another maestro who showed vast improvement over last year's rating, which had him 23d on the list. Spivak and his new ork scaled the ladder to finish ninth in the 1942 run-offs.

Most notable nose dive was taken by Kay Kyser and his "chillun." Kyser rated third last year but wound up eighth this time, leaving the top berths to the modernized swing outfits exclusively. A consistent shying away from location dates and sticking strictly to

### The Pulse and Heartbeat

PITTSBURGH, April 18.—In answering his band poll questionnaire, Norman Marcus, record reviewer for the University of Pittsburgh *Pitt News*, complains that "dance bands are not available at the prices we are willing to pay."

"School has been deprived of good dance bands this year," says Marcus. "We haven't been able to get product. For all the dances we have had we got Leighton Noble, Bob Astor, Bob Chester, Bob Strong, Ted Weems and Bunny Berigan. Now is that fair for a school of 13,000 not to get some real stuff? Either the prices are too high or the bands are not available. But we are always willing to pay a little more and get a good name band."

"College men and women are the pulse and heartbeat of contemporary popular music. They are the pace-makers and are entitled to their share of the glory. Bands don't belong to the leaders or record companies, but to the students, the people who keep them going."

Marcus listed a band budget of \$6,000 for seven dances per year.

his radio commercials is evidently not enough to keep Kyser a strong fave with the young set. This may be one of Kyser's reasons for taking a four-week stand starting May 1 at Frank Dalley's Meadowbrook, with the usual remote air time.

Les Brown, Claude Thornhill, Sonny Dunham and Shep Fields, altho not high-rankers in the tabulations, should certainly come in for honorable mentions on the basis that none of these four outfits even got on the scoreboard in last year's poll. All four are veterans in the band biz, but are in the field with relatively new bands, which makes their showing here indicative of plenty of progress. Glen Gray and Will Bradley, on the other hand, rated seventh and tenth respectively in 1941, didn't show at all this year.

For consistency, maestro Tommy Dorsey takes all honors. For five straight years he has not dropped below third place. Ironically, Dorsey has never won the poll, but has rated second three years out of the five. Thirty-five orks were mentioned in all this year, against 48 in 1941. One reason for the shrinkage in number of bands voted upon is the obvious top-heaviness of the votes cast. Also, 13 more colleges participated in 1941 than in 1942. This was due to many colleges shortening their school terms and in some cases cutting out

dances for the duration of the war. This had some effect, no doubt, on the number of orks mentioned.

### Disk Do It

An analysis of top-ranking bands in the Fifth Annual College Music Poll shows that those round, black platters had everything to do with the orks' popularity among the colleges, where a pop crew of tooters has to have the stamp of approval if it is to survive. During the first half of 1941 Miller suffered a bad slump on his recordings, and the coin phono operators were passing him up. But late in the summer the slip-horn artist started on the comeback trail with a waxed version of the hit, *You and I*, which was closely followed by the famous *Chattanooga Choo Choo*, taken from the maestro's film, *Sun Valley Serenade*. His *Choo Choo* disk got off to a slow start, and looked at first

as if it might falter and fail by the wayside. Then it started selling in the retail disk shops, and by the middle of November, when ASCAP again hit the chains and started plugging the tune, the Miller disk was on its way. Miller has been well represented in the disk sales totals ever since.

Altho T. Dorsey did not have the success of another *I'll Never Smile Again* to boost his stock this year, as he did for the 1941 poll, the maestro nevertheless retained the same consistency in disk performance that he has enjoyed thruout the past five years. His bounce special, *Yes, Indeed*, probably did as much as any other one platter to help maintain a beautiful average.

Harry James's sensational quick rise to fame on the country's campuses is equaled only by skyrocketing figures on Columbia Record's sales charts. His plattered arrangement of *You Made Me Love You* is a cinch to go into the standard catalog, and the more recent *I Don't Want To Walk Without You* is still being spun as much as any platter on the phonos today.

The Benny Goodman ork was switched from a 50-cent to a 35-cent label during the year, and almost coincidentally with that event, it seemed, the woodshedder started making better disks. The veteran maestro is now riding the crest with *A String of Pearls*, *Somebody Else Is Taking My Place* and, recently, *Jersey Bounce*.

Jimmy Dorsey's biggest disk successes were rolled up during the first half of 1941. Such things as *Green Eyes*, *Yours* and *Blue Champagne* put the sax-leading maestro on top of the heap for many months. Altho he slacked off in more recent months when it came to nabbing hit disks, J. Dorsey now appears to be ready to tackle the heights once again. Release of a flock of waxed tunes from his recent pic, *The Fleet's In*, will probably do the trick. Outstanding among those tunes is *Tangerine*, which is already apparently on its way to hit-dom.

In answering the poll questionnaires, (See *Choice of U. S. Campus* on page 21)

### In That Case . . .

CLEVELAND, April 18.—With colleges from Coast to Coast paring dance budgets to the bone—buying cheaper orks, going in for less lavish decorations, donating large hunks of the proceeds to war charities, cutting out some proms altogether and generally conducting themselves as if the war meant less whoopee and more work, the Case School of Applied Science here is having the time of its life. According to P. R. Heinmiller, associate editor of *The Case Tech*, life's joys were never so plentiful as now. Answering the question, "Have war conditions caused a change in the number or character of . . . dances? To what extent?" Heinmiller chortled, "One more dance than before. Also prices higher, but nobody kicks. Plenty of money to spend. More expensive bands for the smaller dances. Larger crowds." When asked how the war has affected the dance budget he answered, "Increased. Bigger bands, higher admish. Plenty of GOOD TIME."

Somebody is out of step, bub.

### WINNERS FOR FIVE YEARS

For purposes of comparison, the following table lists the top 10 orchestras selected in each of the five annual college music surveys conducted by The Billboard:

1938— BENNY GOODMAN TOMMY DORSEY HAL KEMP GUY LOMBARDO KAY KYSER GLEN GRAY HORACE HEIDT SAMMY KAYE JIMMIE LUNCEFORD WAYNE KING	1939— ARTIE SHAW KAY KYSER TOMMY DORSEY BENNY GOODMAN LARRY CLINTON HAL KEMP GUY LOMBARDO HORACE HEIDT GLEN GRAY JIMMY DORSEY	1940— GLENN MILLER KAY KYSER TOMMY DORSEY BENNY GOODMAN ORRIN TUCKER JAN SAVITT GUY LOMBARDO SAMMY KAYE HAL KEMP JIMMY DORSEY
1941— GLENN MILLER TOMMY DORSEY KAY KYSER ARTIE SHAW BENNY GOODMAN JIMMY DORSEY GLEN GRAY JIMMIE LUNCEFORD GUY LOMBARDO WILL BRADLEY		1942— GLENN MILLER TOMMY DORSEY HARRY JAMES BENNY GOODMAN JIMMY DORSEY VAUGHN MONROE SAMMY KAYE KAY KYSER CHARLIE SPIVAK WOODY HERMAN

## COLLEGIATE CHOICE OF ORCHESTRAS

The college editors listed in preferential order the three dance bands which in their opinion are the most popular with the student bodies at their schools.

For purposes of tabulation, three points are given for a first choice, two for second choice and one for third choice. Points are divided proportionately where choice was divided between two bands.

Orchestras were listed by the editors regardless of whether they had ever played on the particular campus, the criterion being their expressed popularity with the student body. Strictly local orchestras were not counted.

Orchestra	First Choice	Second Choice	Third Choice	TOTAL
GLENN MILLER	316.5	50	9.5	376
TOMMY DORSEY	81	103	27.5	211.5
HARRY JAMES	3	42	18.5	63.5
BENNY GOODMAN	12	18	21.5	51.5
JIMMY DORSEY	16.5	16	9	41.5
VAUGHN MONROE	6	8	4.5	18.5
SAMMY KAYE	6	8	4	18
KAY KYSER	3	4	7	14
CHARLIE SPIVAK	—	5	7	12
WOODY HERMAN	—	8	2.5	10.5
Freddy Martin	3	4	3	10
Artie Shaw	—	6	4	10
Claude Thornhill	3	3	4	10
Alvino Rey	3	2	4.5	9.5
Jimmie Lunceford	3	2	2	7
Shep Fields	3	2	1	6
Bob Crosby	—	2	3	5
Guy Lombardo	—	4	1	5
Les Brown	—	3	1	4
Fred Waring	—	2	1.5	3.5
Sonny Dunham	3	—	—	3
Dick Jurgens	—	2	1	3
Wayne King	—	2	1	3
Tony Pastor	3	—	—	3
Art Kassel	—	2	—	2
Gene Krupa	—	2	—	2
Bob Wills	—	—	2	2
Xavier Cugat	—	—	1.5	1.5
Bobby Byrne	—	—	1.5	1.5
Meyer Davis	—	—	1	1
Horace Heidt	—	—	1	1
Hal McIntyre	—	—	1	1
Russ Morgan	—	—	1	1
Jan Savitt	—	—	1	1
Fats Waller	—	—	1	1
NO CHOICE	3 schools	8 schools	9 schools	

# COLLEGES PARTICIPATING IN SURVEY

State and City	College	Student Body	No. of Big Dances During School Yr.*	Band Budget	State and City	College	Student Body	No. of Big Dances During School Yr.*	Band Budget
<b>ALABAMA</b>					<b>NEW YORK</b>				
Montevallo University	Alabama College (Women) Univ. of Alabama	892 5,409	4 30 (3 with name orks)	\$75-\$150 each \$3,000	Albany	N. Y. State Coll. for Teachers	1,373	4	\$1,000
<b>ARIZONA</b>					Brooklyn	Long Island University	800	10	\$500
Flagstaff	Ariz. St. Teachers' College	486	8-10	(student ork)	Brooklyn	St. John's College	829	11-12	\$3,500-\$4,000
Tempe	Tempe St. Teachers' College	1,393	20	(local orks)	Buffalo	Buffalo State Teachers	1,156	4	\$400
<b>ARKANSAS</b>					Hamilton	Colgate University	1,060	3	\$1,000
Russellville	Arkansas Polytech. College	690	5	\$400	Hempstead	Hofstra College	804	6	\$600-\$800
<b>CALIFORNIA</b>					Ithaca	Cornell University	6,924	6	\$10,000
Berkeley	University of California	16,621	10 (2 large)	\$2,000 each on 2 large	New York	C. C. N. Y. (Lib. Arts Eve.)	5,707	2	.....
Los Angeles	Occidental College	792	20	\$3,700	New York	Fordham University	6,143	4	\$400-\$600 each
Pasadena	Calif. Inst. of Tech.	822	5	\$400	New York	Hunter College	8,191	22	\$2,000
San Francisco	University of San Francisco	759	6	\$1,500	New York	N. Y. U. (Commerce)	9,822	5	\$250-\$750 each
Santa Clara	University of Santa Clara	519	6	\$1,000	New York	N. Y. U. (Arts and Sciences)	1,108	6-7	\$4,000
Stanford U.	Stanford Univ.	4,561	5	.....	New York	N. Y. U. (Wash. Square Day)	3,947	3	\$2,400
Stockton	College of the Pacific	566	5	\$1,200	Niagara U.	Niagara University	1,212	6	\$1,500
<b>COLORADO</b>					Poughkeepsie	Vassar College	1,246	5	\$1,500
Colorado Springs	Colorado College	794	8-10	(local orks)	Rochester	University of Rochester	1,129	8-10	\$500 for big dance
Fort Collins	Colorado State A. & M.	1,892	25	\$100 each	Saratoga Springs	Skidmore College	750	4	\$100-\$200 each
<b>CONNECTICUT</b>					Schenectady	Union College	845	2	\$2,000
New Haven	Yale University	5,358	5	\$2,500	Syracuse	Syracuse University	6,842	5	\$500-\$2,000 each
<b>DELAWARE</b>					Troy	Rensselaer Poly. Institute	1,488	4	\$4,500
Newark	University of Delaware	996	10-12	\$2,500	Troy	Russell Sage	670	3-4	\$500
<b>DISTRICT OF COLUMBIA</b>					<b>NORTH CAROLINA</b>				
Washington	American University	1,186	22	(local orks)	Chapel Hill	University of N. Carolina	3,692	5	\$400 each
Washington	Catholic University	1,949	4	.....	Cullowhee	West. Carolina Teachers	500	8	\$75 each
Washington	George Washington Univ.	9,100	4-6	(local orks)	Elon	Elon College	625	7	\$300
Washington	Wilson Teachers' College	446	7	\$450	Greensboro	Women's Coll. (U. of N. C.)	2,114	11	\$1,100
<b>FLORIDA</b>					Hickory	Lenoir-Rhyne College	525	1	\$100
Coral Gables	University of Miami	1,077	7 (one big)	\$3,100	Raleigh	State College	2,297	8	\$10,000
<b>GEORGIA</b>					Salisbury	Catawba College	496	3	\$200
Atlanta	Georgia School of Tech.	2,588	2 weeks ends	\$10,000	Wake Forest	Wake Forest College	994	10	\$2,500
Dahlonega	North Georgia College	580	9	\$1,000	<b>NORTH DAKOTA</b>				
Statesboro	So. Ga. Teachers' College	755	20-25	\$500-\$1,000	State College	N. D. State College	1,508	6	\$1,500
<b>IDAHO</b>					Valley City	State Teachers' College	707	6	\$500
Lewiston	Lewiston State Normal	468	8	(none)	<b>OHIO</b>				
Moscow	University of Idaho	3,189	6	(very little)	Berea	Baldwin-Wallace College	812	...	(local orks)
Pocatello	U. of Idaho (So. Branch)	1,200	7	\$750	Bowling Green	B. C. State University	1,433	24	\$2,500
<b>ILLINOIS</b>					Cincinnati	University of Cincinnati	5,695	5	\$2,000
Champaign	University of Illinois	13,380	10	\$1,200 each	Cleveland	Case Sch. of Applied Science	1,093	7	\$170-\$1,100 each
Chicago	Loyola University	4,655	18	\$2,300	Cleveland	Fenn College	2,507	12	\$100-\$150 each
Evanson	Northwestern University	5,819	7-8	\$3,000-\$4,000	Cleveland	John Carroll University	600	4	\$1,200
Macomb	W. Illinois State Teachers	999	20	\$2,000	Columbus	Capital University	789	3-5	\$300
Naperville	North Central College	600	.....	College Has No Proms	Kent	Kent State University	2,591	.....	(no data given)
<b>INDIANA</b>					Oberlin	Oberlin College	1,860	3	\$3,000
Bloomington	Indiana University	6,492	6	\$6,000	<b>OKLAHOMA</b>				
<b>IOWA</b>					Norman	University of Oklahoma	7,239	1	\$800-\$1,000
Davenport	St. Ambrose College	495	4	\$1,500	<b>OREGON</b>				
<b>KANSAS</b>					Corvallis	Oregon State Agr. College	4,835	10	\$1,000
Manhattan	Kansas State College	4,253	26	\$200-\$400 each	Portland	Raed College	567	18	\$1,000-\$1,500
Pittsburg	Kansas State Teachers	2,715	8-10	(local orks)	<b>PENNSYLVANIA</b>				
Topeka	Washburn College	807	10	\$1,000	Allentown	Muhlenberg College	501	3	\$2,500
<b>KENTUCKY</b>					Anville	Lebanon Valley College	414	6	\$600
Danville	Centre College of Ky.	361	7	\$1,500	Bethlehem	Lehigh University	1,867	4	\$4,000-\$5,000
Georgetown	Georgetown College	402	4	\$200-\$300	Easton	Lafayette College	953	3	\$3,000
Louisville	University of Louisville	3,882	8-10	\$2,000	Gettysburg	Gettysburg College	666	5	\$500-\$1,000 each
Morhead	Morhead State Teachers	832	5	\$300	Grove City	Grove City College	928	6	\$1,500
<b>LOUISIANA</b>					Kutztown	State Teachers' College	504	5	\$450
New Orleans	Loyola U. of the South	932	20	(local orks)	Lewisburg	Bucknell University	1,637	4	\$1,500
Ruston	La. Polytech. Institute	1,905	12	(local orks)	Philadelphia	Drexel Institute of Tech.	1,954	16	\$3,000
<b>MAINE</b>					Philadelphia	University of Pennsylvania	10,288	7-8	\$1,200-\$1,700 each for big, \$400-\$600 for small hops
Waterville	Colby College	684	3	\$700	Philadelphia	Univ. of Penna. (Women)	2,974	4	\$2,000
<b>MARYLAND</b>					Pittsburgh	University of Pittsburgh	8,502	7	\$6,000
Annapolis	U. S. Naval Academy	2,166	8	(navy orks)	Scranton	University of Scranton	828	6	\$2,800-\$3,000
Baltimore	Johns Hopkins University	1,723	7	\$6,000	Waynesburg	Waynesburg College	400	5	\$1,000
College Park	University of Maryland	4,636	10	\$10,000	<b>RHODE ISLAND</b>				
<b>MASSACHUSETTS</b>					Kingston	Rhode Island State College	1,230	8	\$2,700
Amherst	Amherst College	887	1-4	\$2,000-\$3,000	Providence	Brown University	2,215	3	\$2,500
Amherst	Massachusetts State College	1,307	5	\$1,800	Providence	Providence College	826	6	\$2,500
Cambridge	Massachusetts Inst. of Tech.	3,785	12	\$8,000	<b>SOUTH CAROLINA</b>				
Medford	Tufts College	2,157	10	\$2,900	Charleston	College of Charleston	403	17	(very little)
Northampton	Smith College	2,184	2	.....	Charleston	The Citadel	1,101	5	\$12,000
Springfield	Springfield College	530	1	\$450	<b>SOUTH DAKOTA</b>				
Worcester	Becker College	500	3	\$250	Brookings	S. D. State College of A. & M.	1,295	14-18	\$3,350
<b>MICHIGAN</b>					<b>TENNESSEE</b>				
Ann Arbor	University of Michigan	12,448	22	\$10,000	Knoxville	University of Tennessee	3,549	6	\$5,000
Big Rapids	Forris Institute	477	14	\$1,500	Lebanon	Cumberland University	534	8	\$450
East Lansing	Michigan State College	6,182	8	\$4,500	Nashville	Vanderbilt University	1,765	10	\$10,000
Highland Park	Lawrence Inst. of Tech.	950	5	\$5,000	<b>TEXAS</b>				
<b>MINNESOTA</b>					Austin	University of Texas	10,896	100 (approx.)	\$300-\$2,000 each
Minneapolis	University of Minnesota	15,914	6-7	\$500-\$1,200 each	Bryan	Texas A. & M.	5,862	20	\$9,000
St. Paul	Hamline University	690	3	(local orks)	Fort Worth	Texas Christian University	2,267	15-20	\$50-\$75 each
St. Paul	Macalester College	703	4	\$300	Houston	University of Houston	2,040	12	(local orks)
<b>MISSISSIPPI</b>					Huntsville	Sam Houston State Teachers	1,253	8	(local orks)
University	University of Mississippi	1,382	25	\$800	Lubbock	Texas Tech. College	3,896	4-6	(local orks)
<b>MISSOURI</b>					<b>VERMONT</b>				
Columbia	University of Missouri	5,740	6	\$1,000 each	Middlebury	Middlebury	790	25	\$50-\$300 each
Kansas City	University of Kansas City	833	6	\$60-\$150 each	<b>VIRGINIA</b>				
Kirksville	Coll. of Osteop. & Surgery	756	5	\$1,500	Farmville	State Teachers' College	866	9	\$1,500
Warrensburg	Central Mo. State Teachers	1,513	20	(local orks)	<b>WASHINGTON</b>				
<b>NEBRASKA</b>					Ellensburg	Cent. Washington Coll. of Ed.	834	6	\$200
Omaha	Creighton University	1,496	6	\$150 each	<b>WEST VIRGINIA</b>				
Omaha	Municipal Univ. of Omaha	1,078	15	\$125 each	Bethany	Bethany College	401	5	\$800
<b>NEW HAMPSHIRE</b>					Buckhannon	W. Virginia Wesleyan College	579	14	\$1,600
Hanover	Dartmouth College	2,578	2	\$2,600	Glennville	Glennville State Teachers	705	5	\$400
<b>NEW JERSEY</b>					Morgantown	West Virginia University	3,136	15	\$6,300
Hoboken	Stevens Inst. of Tech.	815	16	\$80-\$500 each	<b>WISCONSIN</b>				
Newark	State Teachers' College	531	3	\$55-\$100 each	Beloit	Beloit College	601	16	\$2,000
New Brunswick	Rutgers University	1,900	4	\$900-\$1,300	Madison	University of Wisconsin	12,395	6	\$4,500
Trenton	Rider College	969	4	\$1,200	Milwaukee	Marquette University	4,004	10	\$2,500-\$3,000
<b>NEW MEXICO</b>					<b>CANADA</b>				
State College	N. Mexico Coll. of A. & M.	1,061	...	(school orks)	Kingston, Ont.	Queen's University	1,700	5	\$1,500
					London, Ont.	University of W. Ontario	1,525	4	\$300-\$500

\* Exclusive of fraternity and sorority dances and house parties.

**CHOICE OF U. S. CAMPUS**

(Continued from page 19)

the college editors of the campus papers almost all agreed that the student bodies drank in most of their pop music from the corner coin phonos or the home sets. The devastating discrimination of the collegiate rules out the radio in most cases, except airings such as Miller's matinee shots, etc. Being purists, of a sort, when it comes to their jive, the boys and girls in the colleges want it without interruptions spelling the bliss in a bowl of Wheaties or the romance on the roof of the "Hotel Hollywood."

**War Casualties**

This year's poll reflected to a great extent the effect which the country's being at war has already had on the major colleges. The student enrollments listed in the accompanying chart are based on last year's attendance figures, since it was impossible to get an accurate check at this time on the current size of the various student bodies. However, it is known that enlistments and the draft and other dislocations caused by our entry into the war have had a telling effect on the campus populations.

Over 95 per cent of the colleges polled either reported that their dance budgets had already been pruned or would be when the next appropriations were set up. Many of the campus editors announced that where the current entertainment budgets were the same as before, it was only because they were made up before the war had had its full impact on college life and the administrations had decided to let it go thru since many functions were already cut from the calendar due to shortening the 1942 school year.

Besides shrunken budgets and school years, which have resulted in fewer college dances, there is a distinct change in the character of the college hops now, too. Many of them have been transformed from purely social functions into fund-raising benefits for various war relief agencies. Less coin is being spent on the decoration motifs, and the theme is definitely along the red-white-and-blue lines. Campus eds in several instances also mention that these parties have taken on a grimmer and more serious tone.

But budgets have of course struck out the using of name orks by many of the colleges, but have evidently not dampened the ardor of the collegiate fans for their favorite names. No perceptible change was noted, either, in the musical tastes of the collegiate cats. The steady growing away from the jump-for-joy J-bugging to a more sedate and "smooth" brand of dancing was even more evident in the answers this year, and is no doubt the reason for the bands themselves steering away from the strictly jump rhythms. A later issue of *The Billboard* will treat more fully with these aspects as interpreted by the college editors.

(Continued Next Week)

**Lunceford Hot at Ritz**

BRIDGEPORT, Conn., April 18.—Jimmie Lunceford, always a great fave here, did smash business at Ritz Ballroom Sunday (12), drawing a swell 2,005 persons. With admish at 88 cents, gross totaled \$1,764.40. Ritz Ballroom is now running more mid-week dances with local bands and an occasional Polish ork to accommodate the large number of Polish defense workers who have come here from Pennsylvania.

**One Man's Opinion**

ALLENTOWN, Pa., April 18.—William H. Cressman, editor-in-chief of *Muhlenberg Weekly*, campus paper of Muhlenberg College here, has been writing about bands and popular music "since October, 1939," and has some comments to make about the various maestri who have crossed his path during that period.

"... I have interviewed more than a dozen of the top band leaders in the country. Of all these I felt Larry Clinton was the most congenial, and my biggest hope is to see him come back to the form of his almost classic *My Reverie*. I recall Hal Kemp as the most absent-minded; Glenn Miller as the most serious; Russ Morgan the closest approach to a gentleman farmer; McFarland Twins as the cleanest cut; the Dorsey Brothers the hardest to approach, and, surprisingly enough, Ina Ray Hutton the most businesslike when off stage...."

**THE VOCALISTS . . .**

**N**EXT week *The Billboard* will offer another view of the band-college picture—the esteem, or lack of it, in which the nation's campuses hold the boys and girls who sing with dance orchestras.

Who is the favorite female vocalist, the favorite male vocalist? Which of the newer warblers have managed to move into the spotlight? Have the old idols managed to hang on to their laurels?

This portion of the poll assumes added significance this year, mainly because band vocalists are playing a bigger role than ever in the success stories of the outfits for which they work. The collegiate vote will cast many interesting sidelights on the whys and wherefores of today's top orks.

Next week's articles will be among the most important of the series.

**Righteous Jazz Strikes Gold at Last; Concerts!**

NEW YORK, April 18.—If the success of the recently concluded series of jazz concerts at Town Hall here can be taken as a criterion, pure and spontaneous jive may at last be emerging from the phenomenon stage into something resembling commercial stature.

Concerts, run by vet jazz guitarist Eddie Condon, assisted by Ernest Anderson, local advertising exec, were successful from the word go. Because neither Condon nor Anderson had thought that press and public would lap up the stuff to such an extent, they only rented the hall for four Saturdays, and had to halt operations last week because their franchise had expired. They have elaborate plans for the fall, however, figuring on shindigs every other week from October thru May. On the alternate weeks they hope to send out road companies, and, with this in view, they are now dickering for a couple of guinea-pig showings in Boston's Symphony Hall next month.

Local performances were notable for type of audience—no jitterbugs, but rather the kind of people who turn out for any "worth-while" concert.

**Spivak Hangs Up Record Marks in Ohio and Canada**

NEW YORK, April 18.—Charlie Spivak continued to hang up sock one-nighter grosses last week thru the Midwest and East thru Canada. Maestro pulled 1,977 thru the gates Sunday (12) at Meyers Lake, Canton, O., for a fancy \$1,680.45. Admish ducats were 85 cents per head.

On the Canadian hitch Spivak's crew chalked up 2,291 customers at a buck a head at Alexander Hall, Hamilton, Ont., Monday (13), and at Mutual Arena following night in Toronto the trumpeter pulled \$3,000 with admish at \$1. Dance followed a hockey game in the same arena, which acted as a handicap to the number attending the hop, according to the promoters.

BUFFALO, April 18.—Charles Spivak drew 1,740 dancers and a \$2,250 gross at Memorial Auditorium here Saturday (11) for one of the best band takes in some time. Hop was promoted by Roger Brown, local disk jockey, who plugs his promotions over the ether.

Ray McKinley had his new ork at Auditorium Tuesday (14), but suffered thru following Spivak too closely. Also, publicity was none too good.

NEW YORK, April 18.—George Goodwin, originator of "Tune-Dex," reports initial success in his efforts to market the music filing system among the trade. Under Goodwin's plan, subscribers get at least 100 small filing cards per month, each card carrying a miniature professional copy of a song, name of its publisher and other pertinent info.

**Disk Biz Working Overtime on Setting Up New Schedules; No Panic or Depression in Offing**

NEW YORK, April 18.—Disk biz execs were settling down here this week to the task of operating on the basis of the War Production Board's shellac conservation order, but at the same time were congratulating themselves on the fact that WPB had only put its restrictions on shellac and not put a definite ceiling on disks produced. Wax outfits aren't sure yet just how far the 70 per cent reduction in their shellac consumption will cut actual disk production, but none of the three major companies feels that it will hold the number of disks down to the remaining 30 per cent based on shellac allowance.

Platter execs were still mum this week on plans for the reduction of their artist rolls. Generally, it was felt, any weeding-out process would be distributed over a period of many weeks, if not months. Contractual obligations, plus an uncertainty as to just how much production will be cut, makes for a good part of this hesitancy. Competition for the name artists who sell, meanwhile, will be keener than ever. All of the companies hoped this week to be ready to resume their pressing and studio work in a very few days.

No announcements were forthcoming from Decca, Victor or Columbia on the matter of hiking disk prices, but such a rise was looked upon by some observers as a certainty in the immediate future. Three major outfits, besides first having to figure out their own problems along this line, are no doubt each waiting to see what their competition is planning. Many factors will figure in any price moves, especially in the case of Victor

and Columbia. These companies' past production has always included a major slice of classical stuff, and future disk prices with them will no doubt depend a great deal upon whether or not they maintain the ratio between the pop and classic catalogs.

A Decca spokesman said this week that no diskier would of course operate at a loss, but he said Decca had no plans to reveal at this time on the matter of prices. Major part of Decca's disk biz is in the standard and pop field, so gearing to the new production schedules will probably not be too much of a problem.

Viewing last year's disk biz, which mounted to over 120,000,000 disks sold, diskiers can still cut their 1942 production in half and more than equal the 55,000,000 disks sold in 1940, which was up to then a banner year for the waxeries.

Mass of disks sold in 1941 will prove a boon to diskiers this year when it comes to setting up salvage plans. The fact that there is no actual limit on number of disks to be produced will allow the wax plants to take full advantage of the re-processing of old and used disks, thus considerably boosting disk production.

Major platter makers were still anxious this week to get some clarification on the WPB's definition of "shellac inventories" and their effect on the 60-day supply limit, but it was not looked upon as creating any extra difficulties. *The Billboard* has reprinted a full text of the order in the Music Machines department of this issue, along with other details concerning the situation.

**RECORDS BROKEN**

ON SENSATIONAL 7 WEEK MID-WESTERN TOUR

by



**WILL BRADLEY AND HIS ORCHESTRA**

Opening April 26 ROOSEVELT HOTEL Washington, D. C.

On the Air over CBS 4 times weekly

Vocals by TERRY ALLEN and LYNN GARDNER and featuring star instrumentalists SHELLY MANNE (America's Youthful Drum Sensation) and BILL MAXTED (foremost Boogie Woogie pianist).

on COLUMBIA records

Personal Representative: IRVAN TONKINS

Exclusive Management



WILLIAM MORRIS AGENCY

New York Chicago Cleveland Hollywood London



# The Billboard

WEEK ENDING  
APRIL 17, 1942

## MUSIC POPULARITY CHART

### SONGS WITH MOST RADIO PLUGS

The following are the 30 leading songs on the basis of the largest number of network plugs (WJZ, WFAP, WABC and WOR) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sunday for the week ending Friday, April 17. 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	Title	Publisher	Plugs
16	1. HAPPY IN LOVE (M)	Feist	32
1	2. SKYLARK	Mayfair	30
—	3. HEAVENLY ISN'T IT?	Greeno-Revel	28
4	3. SOMEBODY ELSE IS TAKING MY PLACE	Shapiro-Bernstein	28
17	4. SHE'LL ALWAYS REMEMBER	Witmark	27
6	5. TANGERINE (F)	Famous	25
15	6. MISS YOU	Santly-Joy-Select	20
17	6. MOONLIGHT COCKTAIL	Jewel	20
12	7. BREATHLESS	Campbell-Loft-Porgie	19
9	7. DON'T SIT UNDER THE APPLE TREE	Robbins	19
2	7. ME AND MY MELINDA	Berlin	19
13	8. ALWAYS IN MY HEART (F)	Remick	18
3	8. I'LL PRAY FOR YOU	Harms	18
10	8. STRING OF PEARLS	Mutual	18
—	9. ALL THOSE WONDERFUL YEARS	Jimmy Campbell	17
5	9. DEEP IN THE HEART OF TEXAS	Melody Lane	17
12	10. WE'LL MEET AGAIN	Dash-Connolly	16
19	10. FULL MOON	Southern	16
7	11. I DON'T WANT TO WALK WITHOUT YOU (F)	Paramount	15
8	11. JERSEY BOUNCE	Lewis	15
—	12. LAMPLIGHTER'S SERENADE	Robbins	14
14	12. SING ME A SONG OF THE ISLANDS (F)	Brogman-Vocco-Conn	14
13	12. SLEEPY LAGOON	Chappell	14
12	13. I REMEMBER YOU (F)	Paramount	13
—	13. WHERE	Chappell	13
—	14. HOW ABOUT YOU? (F)	Feist	12
15	14. JOHNNY DOUGHBOY FOUND A ROSE IN IRELAND	Chappell	12
14	14. MEMORY OF THIS DANCE	BMI	12
—	15. BLUES IN THE NIGHT (F)	Remick	11
—	16. NIGHTINGALE	E. B. Marks	9

### 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. Where two sides of the same record belong in the first 10, they are listed individually in the order of selling appeal. New York City: Center Music Store; Liberty Music Shop; Gaiety 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.: Meler & Frank Co.; J. K. Gill Co. Los Angeles: Southern California Music Co.; Hollywood House of Music; Glenn Wallich's Music City. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Seinerberg'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 Missouri; Famous & Barr, Springfield, Mo.; L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Plitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thien; 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. P. Droops & Sons Co.; George's Radio, Inc.; Hugo Worch. Louisville, Ky.: Stewart Dry Goods Co. Butte, Mont.: Dreilbeis Music Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Paul: Lyon & Healy. Long Island: Temple of Music Stores.

NATIONAL		EAST		SOUTH	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. MOONLIGHT COCKTAIL —GLENN MILLER Bluebird 11401	3	1. Jersey Bounce —Benny Goodman	2	1. Moonlight Cocktail —Glenn Miller
3	2. JERSEY BOUNCE —BENNY GOODMAN Okeh 6290	1	2. Moonlight Cocktail —Glenn Miller	3	2. Tangerine —Jimmy Dorsey
2	3. I DON'T WANT TO WALK WITHOUT YOU —HARRY JAMES Columbia 36478	2	3. I Don't Want To Walk Without You —Harry James	—	3. Jersey Bounce —Benny Goodman
7	4. TANGERINE —JIMMY DORSEY Decca 4123	4	4. A String of Pearls —Glenn Miller	6	4. I Remember You —Jimmy Dorsey
5	5. SOMEBODY ELSE IS TAKING MY PLACE —RUSS MORGAN Decca 4098	5	5. Somebody Else Is Taking My Place —Benny Goodman	—	5. Somebody Else Is Taking My Place —Russ Morgan
4	6. A STRING OF PEARLS —GLENN MILLER Bluebird 11382	—	6. Sleep Lagoon —Harry James	1	6. Blues in the Night —Dinah Shore
6	7. SOMEBODY ELSE IS TAKING MY PLACE —BENNY GOODMAN Okeh 6497	—	7. Don't Sit Under the Apple Tree —Glenn Miller	7	7. Somebody Else Is Taking My Place —Benny Goodman
8	8. WHO WOULDN'T LOVE YOU —KAY KYSER Columbia 36526	—	8. A String of Pearls —Benny Goodman	4	8. I Don't Want To Walk Without You —Harry James
—	9. I REMEMBER YOU —JIMMY DORSEY Decca 4132	6	9. Tangerine —Jimmy Dorsey	—	9. Deep in the Heart of Texas —Bing Crosby
—	10. SLEEPY LAGOON —HARRY JAMES Columbia 36549	—	10. My Little Cousin —Benny Goodman	—	10. A String of Pearls —Glenn Miller
		MIDWEST		WEST COAST	
		1	1. Moonlight Cocktail —Glenn Miller	1	1. I Don't Want To Walk Without You —Harry James
		5	2. Tangerine —Jimmy Dorsey	2	2. Moonlight Cocktail —Glenn Miller
		4	3. Jersey Bounce —Benny Goodman	6	3. Jersey Bounce —Benny Goodman
		2	4. Somebody Else Is Taking My Place —Russ Morgan	3	4. Who Wouldn't Love You —Kay Kyser
		3	5. I Don't Want To Walk Without You —Harry James	8	5. Somebody Else Is Taking My Place —Russ Morgan
		6	6. A String of Pearls —Glenn Miller	—	6. Miss You —Bing Crosby
		8	7. One Dozen Roses —Dick Jurgens	10	7. Tangerine —Jimmy Dorsey
		—	8. Who Wouldn't Love You —Kay Kyser	—	8. Somebody Else Is Taking My Place —Benny Goodman
		9	9. Miss You —Dinah Shore	7	9. Sleepy Lagoon —Harry James
		—	10. I Remember You —Jimmy Dorsey	4	10. A String of Pearls —Glenn Miller

### NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Gray & 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. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. MOONLIGHT COCKTAIL	1	1. Moonlight Cocktail	6	1. Moonlight Cocktail
4	2. SOMEBODY ELSE IS TAKING MY PLACE	3	2. Somebody Else Is Taking My Place	1	2. Deep in the Heart of Texas
3	3. I DON'T WANT TO WALK WITHOUT YOU	7	3. I Don't Want To Walk Without You	2	3. I Don't Want To Walk Without You
2	4. DEEP IN THE HEART OF TEXAS	4	4. I Remember You	3	4. Somebody Else Is Taking My Place
5	5. MISS YOU	5	5. Miss You	5	5. White Cliffs of Dover
8	6. TANGERINE	6	6. Tangerine	7	6. Blues in the Night
9	7. I REMEMBER YOU	9	7. Deep in the Heart of Texas	4	7. Miss You
6	8. BLUES IN THE NIGHT	—	8. Skylark	9	8. I Remember You
7	9. WHITE CLIFFS OF DOVER	10	9. Always in My Heart	8	9. Tangerine
13	10. SKYLARK	10	10. I'll Pray for You	—	10. Don't Sit Under the Apple Tree
—	11. DON'T SIT UNDER THE APPLE TREE	8	11. Don't Sit Under the Apple Tree	10	11. How About You?
11	12. I'LL PRAY FOR YOU	—	12. Jersey Bounce	11	12. Skylark
—	13. MY GREAT-GREAT GRANDFATHER	11	13. Sometimes	—	13. I Throw a Kiss
—	14. SOMETIMES	—	14. Johnny Doughboy Found a Rose	—	14. A String of Pearls
15	15. I THREW A KISS IN THE OCEAN	—	15. She'll Always Remember	—	15. My Great Grandfather
		MIDWEST		SOUTH	
		1	1. Moonlight Cocktail	2	1. Moonlight Cocktail
		4	2. Somebody Else Is Taking My Place	1	2. Deep in the Heart of Texas
		3	3. I Don't Want To Walk Without You	6	3. Somebody Else Is Taking My Place
		2	4. Deep in the Heart of Texas	3	4. Miss You
		5	5. Miss You	5	5. White Cliffs of Dover
		13	6. Tangerine	7	6. I Don't Want To Walk Without You
		10	7. I Remember You	9	7. My Great-Great Grandfather
		7	8. Don't Sit Under the Apple Tree	4	8. Blues in the Night
		—	9. White Cliffs of Dover	—	9. Tangerine
		6	10. Skylark	—	10. Skylark
		8	11. Blues in the Night	8	11. I'll Pray for You
		9	12. Sometimes	—	12. Don't Sit Under the Apple Tree
		13	13. Shrine of St. Cecilia	12	13. I Remember You
		—	14. I'll Pray for You	—	14. Remember Pearl Harbor
		12	15. I Throw a Kiss in the Ocean		

### 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		
BLUES IN THE NIGHT (11th Week)	WOODY HERMAN	Decca 4030
	DINAH SHORE	Bluebird 11436
	JIMMIE LUNCEFORD	Decca 4125
	CAB CALLOWAY	Okch 6422
DEEP IN THE HEART OF TEXAS (8th Week)	ALVINO REY	Bluebird 11391
	BING CROSBY	Decca 4163
	HORACE HEIDT	Columbia 36525
I DON'T WANT TO WALK WITHOUT YOU (7th Week)	HARRY JAMES	Columbia 36478
	DINAH SHORE	Bluebird 11423
	BING CROSBY	Decca 4184
	CUY LOMBARDO	Decca 4104
MOONLIGHT COCKTAIL (6th Week)	GLENN MILLER	Bluebird 11401
	TOMMY TUCKER	Okch 6526
	HORACE HEIDT	Columbia 36512
A STRING OF PEARLS (6th Week)	GLENN MILLER	Bluebird 11382
SOMEBODY ELSE IS TAKING MY PLACE (4th Week)	BENNY GOODMAN	Okch 6497
	RUSS MORGAN	Decca 4098
	VAUGHN MONROE	Bluebird 11454
JERSEY BOUNCE (1st Week)	BENNY GOODMAN	Okch 6590
COMING UP		
TANGERINE	JIMMY DORSEY	Decca 4123
MISS YOU	DINAH SHORE	Bluebird 11322
	BING CROSBY	Decca 4183
	FREDDY MARTIN	Bluebird 11286
DON'T SIT UNDER THE APPLE TREE	GLENN MILLER	Bluebird 11474
SKYLARK	GLENN MILLER	Bluebird 11462
	HARRY JAMES	Columbia 36533
	DINAH SHORE	Bluebird 11473
A ZOOT SUIT	KAY KYSER	Columbia 36517
	ANDREWS SISTERS	Decca 4182
	BOB CROSBY	Decca 4169
SLEEPY LAGOON	HARRY JAMES	Columbia 36549
	JIMMY DORSEY	Decca 4304
	VAUGHN MONROE	Bluebird 11496

# Orchestra Notes

## Of Maestri and Men

**STAN KENTON**, current at Frank Dalley's Meadowbrook, Cedar Grove, N. J., has been inked for a three-week stand at the Summit, Baltimore, opening June 11. Spot will have a Coast-to-Coast wire. . . . **BOB CHESTER**, **BOBBY BYRNE**, **JAN SAVITT** and **WILL OSBORNE** are definitely set for a month's tour of army camps under USO sponsorship. Tours get under way in June, with several other name orks to be added to the roster by then. . . . **WALTER GROSS** has replaced **TEDDY WILSON** on the *Duffy's Tavern* air show. . . . **INA RAY HUTTON** opens at Valley Dale, Columbus, O., April 24, and at Roosevelt Hotel, Washington, May 10, for two weeks. Wires in both spots. . . . **TEDDY POWELL** has signed **PEGGY MANN** and **TOMMY TAYLOR** to two-year contracts. . . . **JOE REICHMAN** is set at Mark Hopkins Hotel, San Francisco, for at least six weeks. Opened April 17. . . . **BETTY BRADLEY** continues as featured vocalist with **BOB CHESTER** ork, contrary to last week's "Atlantic Whisperings." **ELSE COOPER** was added to the ork as part of a vocal combo. . . . **WARNEY RUHL** now at Club 21, Grand Rapids, Mich., after seven weeks at Green Mill, Saginaw, Mich. . . . **KORN KOBLERS** grab another renewal at Flagship, Union, N. J. Will stay until the end of May. . . . **DON REID** now at Rainbow Ballroom, Denver. . . . **GLADYS TELL**, now singing with **JOHNNY MESSNER** at Hotel McAlpin, New York. Used to be with Ted Lewis, and replaces **JEANNE D'ARCY**, now with the new **SONNY SKYLER** gang. . . . **AL LANE**, recent **CHARLIE BARNET** vocalist, is now in the army. . . . **MANUEL OVANDO** has replaced **CHAVEZ** at Hotel Providence-Biltmore, Providence. . . . **JACK EVERETTE**, whose ork was busted up by the draft, is organizing a new combo. . . . **HY GREEN**, band booker, has been drafted and is at Camp Livingston, La.

## Midwest Melange

**MICHAEL LORING** disbanded his outfit in Detroit Sunday (12) and went back to New York, preparatory to joining the navy. Expects to get a commission. . . . **VIC ABBS** broke up his small combo following the death of his father, who willed him a couple of farms in Michigan. . . . **EDDY DUCHIN** has been given an extra four weeks at Palmer House, Chicago, making 12 in all and taking him thru June 24. . . . **JAN GARBER** goes into Edgewater Beach Hotel, Chicago, June 5, for opening of

the spot's Beach Walk season. **HORACE HEIDT** will make his annual return with a five-weeker, opening June 26. Another band will be set for the following month, before **RUSS MORGAN** opens the fall season, first week in September. . . . **NICK POROZOFF**, band publicist, opened an office in Chicago last week. . . . **HOT-LIPS PAGE** will fill his first location job when he opens at Grand Terrace, Chicago, May 2, for four weeks and options. Since leaving **Artie Shaw**, Page has been concentrating on theater dates only. . . . **MARY KRIEG**, vocalist with **BARON ELIOTT**, is back on the job following an attack of appendicitis.

## Atlantic Whisperings

**JOE STEIN**, returned from Florida, picked up his baton where he left off a couple of months ago and resumed directing the **HOWARD LANIN** unit at Philadelphia's Ritz-Carlton Hotel. . . . **JOHNNY BROWN** and **ROSE VENUTI** to split the music chores at Mayo's Show Bar, Philadelphia. . . . **WALTER MERKEL** at Sixth and Spring Hotel, Reading, Pa. . . . **BON BON** and His Buddies, current at Lou's Moravian Inn, Philadelphia, skedded to be televised at WPTZ in that city. . . . **HERBY WOODS** ushers in the new season at the new Casino Ballroom, Willow Grove (Pa.) Amusement Park. . . . **THE AIRPORT BOYS** move from El Rancho, Chester, Pa., to Irvin Wolf's Rendezvous, Philadelphia. . . . **ROYAL AMBASSADORS** providing the rhythms at Park Manor, Bernville, Pa. . . . **JACK INSTINE** set for the Friday night sessions at Philadelphia's Club Morocco. . . . **HAROLD HARRINGTON** back at State Hill Gardens, Reading, Pa. . . . **RUSS TAYLOR** set for the new season at Alpine Tavern, Atlantic City. . . . **HERBERT CURBELLO**, for the first time in Philadelphia, takes over the rumba chores at Jack Lynch's Walton Roof, taking over from the **TERRY SISTERS** Monday (27). . . . **LEE GILBERT**, featuring **Donald Noecker** at the celeste, next in at the Glenside Sho-Boat, Reading, Pa. . . . **JOE BESTER** takes over at Ann's Log Cabin, Pleasantville, N. J. . . . **GIL FITCH**, Philadelphia maestro, filling his last bookings before joining up with Uncle Sam.

## Coast Cacophony

**JOE PLUMMER** continues at Slapsy Maxie's. . . . **JAN SAVITT** opens at Casa Manana April 24. . . . **LOUIS ARMSTRONG** plays Los Angeles Or-

pheum, week of April 29, and the Palomar, Seattle, week of May 18. . . . **XAVIER CUGAT** arrives on the Coast May 6 for one-nighters, and then goes on a studio lot for picture work May 18. . . . **FREDDY MARTIN** opens at the Coconut Grove of the Ambassador Hotel, May 19. . . . **HARRY OWENS** opened at the St. Francis Hotel, San Francisco, April 14. . . . **GUY BUCK** closed April 12 at Mirador Hotel, Palm Springs. . . . **BOB MYERS** and His Rhythm Heirs have concluded at Mike Lyman's, Hollywood Outfit current at Santa Rita, Tucson, following Rhythm Rascals, who moved into the Zephyr Room for matinee hours Rascals are playing for intermissions at Casa Manana. . . . **JACK ROSS** has moved out

of the Casa Manana and opens at the Adams Hotel, Phoenix, April 23. . . . **ELLA FITZGERALD** follows Duke Ellington at the Trianon. . . . Members of **BOB CROSBY'S** orchestra turned out en masse for Ellington's opening. Crosby had just closed 19 weeks at the spot. . . . **MIKE RILEY** is going strong at the Radio Room, Hollywood. . . . **JERRY GRAUER** and His Aniwa Boys are rounding out a long-term engagement at the Casino of the Ambassador Hotel, Wilshire Center. . . . **THREE PUNCHES AND JUDY** are at the Showboat, San Diego. . . . **JACK ROSS** is currently at the Casa Manana, where **LOUIS ARMSTRONG** is also holding forth. . . . **DON ROLAND** AND **HIS TUNESMITHS** have been held over at the Hollywood Palladium.

They're singing a rousing new NAVY song—  
From Coco Solo to Bremerton . . . From Pearl Harbor to Boston

## FIGHTING SONS OF THE NAVY BLUE

Today a HIT; Tomorrow a STANDARD  
A MUST on every patriotic program

Material Available  
Published by **VANGUARD SONGS, Inc.**  
★ It's written by **A BLUEJACKET**  
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• PUBLIC ACCLAIM Is Making

## JERSEY BOUNCE

AS BIG A HIT AS TUXEDO JUNCTION!

RECORDED BY

Benny Goodman OKEH	Jimmy Dorsey DECCA	Earl Hines BLUEBIRD	Jan Savitt VICTOR	Louis Prima OKEH
Les Hite ELITE	Shep Fields BLUEBIRD	King Sisters BLUEBIRD	Milt Herth Trio Vocal by Terry Shand DECCA	Red Norvo COLUMBIA

LEWIS MUSIC PUBLISHING CO., INC., 1619 Broadway, NEW YORK

TO **XAVIER CUGAT**

For His Spectacular New Song

## NIGHTINGALE

Music by **XAVIER CUGAT**  
AND **GEORGE ROSNER**  
Lyric by **FRED WISE**

Columbia's Chicago Jobber Has Just  
Placed an Advance Order For 10,000  
Records of Cugat's Own Recording

**COLUMBIA—36559—Xavier Cugat**  
To Be Released Soon:  
Bluebird—Vaughn Monroe • Columbia—Orrin Tucker  
Okeh—Frankie Masters

Thanks TO **REDD EVANS**

For Turning Over To Us

## HE'S 1-A IN THE ARMY

(AND HE'S A-1 IN MY HEART)

Acclaimed by Soldiers and Citizens  
As The Greatest "Morale" Song  
To Be Written During This War.

4 SENSATIONAL RECORDS ALREADY 4

Bluebird	Decca
B11252—King Sisters	4115A—Johnny Long & his Orch.
Columbia	Okeh
36455—Harry James & his Orch.	6500—Les Brown & his Orch.

**EDWARD B. MARKS MUSIC CORPORATION**  
RCA BLDG. RADIO CITY NEW YORK  
FRANK HENNIGS, Gen. Prof. Mgr.

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

A

Abbs, Vic (Stuyvesant) Buffalo, h.
Akin, Bill (Wolford) Danville, Ill., h.
Alfon, Vic (Lawrence) Erie, Pa., h.
Allan, Bob (Arcadia Grill) Canton, O., nc.

B

Balley, Layton (Wardman Park) Washington, h.
Barnett, Arne (Harry's New Yorker) Chi., nc.
Baron, Paul (Muehlebach) Kansas City, Mo., h.

C

Cabin Boys (Faust) Peoria, Ill., nc.
Caceras, Emilio (San Diego) Detroit, nc.
Calloway, Cab (Sherman) Chi., h.

D

D'Arcy, Phil (Monte Carlo Beach) NYC, nc.
Davis, Eddie (Largo's) NYC, re.
Davis, Johnny Seat (Earle) Phila., t.

E

Eddy, Ted (IceLand) NYC, nc.
Engel, Freddy (University) Albany, N. Y., nc.
Ernie, Val (Drake) Chi., h.

F

Ferrera, Don (Airway) Cleveland 14-30, nc.
Fields, Eddie (Cotton Ball Casino) Grand Rapids, Mich., nc.

G

Garber, Jan (Chase) St. Louis, h; (Tower) Kansas City, Mo., 24-30, t.
Gasparré, Dick (Plaza) NYC, h.

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.

H

Hale, Tige: Memphis, Tenn., 20-25.
Harpa, Daryl (Rumba Casino) Chi., nc.
Harris, Jack (La Conga) NYC, nc.

I

Iejesnik, Eugene (Music Bar) NYC, nc.
Jerome, Henry (Child's Paramount) NYC, ro.
Jerro, Nick (Kelly's Stables) NYC, nc.

K

Kardos, Gene (Zimmerman's Hungaria) NYC, re.
Karson, Maria, Musicales (Woodruff) Joliet, Ill., h.

Kraemer, Howard (Chanticleer) Madison, Wis., nc.
Krupa, Gene (Riverside) Milwaukee, t; (Capitol) Toledo, O., 24-30, t.

L

L'Ana (Famous Door) NYC, nc.
Labrie, Lloyd (Springhurst) Lexington, Ky., cc.
Lally, Howard (Belmont Plaza) NYC, h.

M

McCune, Bill (Hollenden) Cleveland, h.
McGee, Johnny (Top Hot) Union, N. J., nc.
McGuire, Betty (Four Ace) Calumet City, Ill., 21-May 4, nc.

Bands on Tour—Advance Dates

JIMMIE LUNCEFORD: Municipal Auditorium Opera House, St. Louis, April 30-May 2; White City Ballroom, Chicago, 3; Coliseum, Cleveland, 4; Municipal Auditorium, Junction City, Kan., 6; City Auditorium, Kansas City, Mo., 7; Turnpike Casino, Lincoln, Neb., 8; Municipal Auditorium, Topeka, Kan., 9; Rainbow Room, Denver, 11; Rainbow Randevu, Salt Lake City, 14-16; Wandermore Ballroom, Idaho Falls, Idaho, 17; Radio Rondevo, Twin Falls, Idaho, 19; Auditorium, Vancouver, B. C., 21; University of Washington, Seattle, 22; Century Ballroom, Tacoma, 23; Trianon Ballroom, Seattle, 24-25; Spanish Ballroom, Portland, Ore., 26; Civic Auditorium, San Jose, Calif., 28; Civic Auditorium, Stockton, Calif., 29; Sweets or Civic Auditorium, Sacramento, 30; Sweets Ballroom, Oakland, Calif., 31.

CHARLIE SPIVAK: Cherokee Ranch, Augusta, Ga., April 27; Carolina Theater, Charlotte, N. C., 28; National Theater, Greensboro, N. C., 29; Bellevue-Stratford Hotel, Philadelphia, May 1; Armory, Wilmington, Del., 2; Ritz Ballroom, Bridgeport, Conn., 3.

JIMMY DORSEY: Arena, New Haven, Conn., May 3; Auditorium, Worcester, Mass., 4; Arena, Hartford, Conn., 5; Temple University, Philadelphia, 6.

SONNY DUNHAM: Civic Auditorium, San Jose, Calif., May 1; Casa de Vallejo, Vallejo, Calif., 2; Sweets Ballroom, Oakland, Calif., 4; Civic Auditorium, Stockton, Calif., 6; Civic Auditorium, Hansford, Calif., 7; Rendezvous Ballroom, Balboa Beach, 8; Mission Beach, San Diego, Calif., 9-10.

DICK JURGENS: Orpheum Theater, Davenport, Ia., May 1-3; Camp Grant, Rockford, Ill., 4; Rialto Theater, Joliet, Ill., 6; Palace Theater, Anderson, Ind., 7;

Palace Theater, Fort Wayne, Ind., 8-10; Coliseum, Oelwein, Ia., 12; Auditorium, Burlington, Ia., 13; Melody Mill, Dubuque, Ia., 14; Shrine Temple, Rockford, Ill., 16; Crystal Palace, Coloma, Mich., 16; Sunset Pavilion, Carrolltown, Pa., 22; Hershey Park, Hershey, Pa., 23; Ballroom, Trenton, N. J., 24; Totem Pole, Boston, 27, four weeks.

WAYNE KING: Orpheum Theater, Minneapolis, May 8 (week).

JAN GARBER: Riverside Theater, Milwaukee, May 8 (week).

ANSON WEEKS: Auditorium, Poplar Bluff, Mo., April 23; Auditorium, Little Rock, 29; Auditorium, Texarkana, Ark., 30; Auditorium, Monroe, La., May 1; Coronado Club, Shreveport, La., 2; Cotton Club, Lubbock, Tex., 4; Nat Ballroom, Amarillo, Tex., 5; College, Greeley, Colo., 8; Rainbow Ballroom, Denver, 9-12; Auditorium, El Paso, Tex., 15; Sherman's, San Diego, Calif., 21 (indefinite).

JACK CRAWFORD: Broadwater Country Club, Biloxi, Miss., until May 6; Coronado Club, Shreveport, La., 9; Auditorium, Mobile, Ala., 12; College, Ames, Ia., 14-16.

TINY HILL: Trocadero Club, Henderson, Ky., May 29 (two weeks).

LANG THOMPSON: Lantz's Merry-Go-Round, Dayton, O., until May 2; Ballroom, Pittsburgh, 5; Auditorium, Moundsville, W. Va., 8; Castle Farm, Cincinnati, 9; Edgewater Beach Hotel, Chicago, 15; Masonic Temple, Freeport, Ill., 16.

ACE BRIGODE: Hollywood Club, Kalamazoo, Mich., until May 3; Matters Ballroom, Decora, Ia., 5; Coliseum, Walcott, Ia., 6; Auditorium, Milwaukee, 9; Ballroom, Marengo, Ia., 10; Excelsior Park, Excelsior, Minn., 15-17.

Milinder, Lucky (Cotton) Port Arthur, Tex., 23, nc.; (City) Houston 23, a; (City) Galveston 24, a; (Rhythm) New Orleans 25-26, nc.; (Temple Roof Garden) Baton Rouge, La., 27.
Monaco, Hugo (Sky Club) Jacksonville, Fla., nc.
Monice, Andre (Beachcomber) NYC, nc.
Minor, Frank (Red Mill) NYC, nc.
Moffitt, Deke (Glenn Rendezvous) Newport, Ky., nc.
Monahan, Josephine (Whitman) Pueblo, Colo., h.

N

Nerida (Leon & Eddie's) NYC, nc.
Newton, Frankie (Kelly's Stable) NYC, nc.
Nichols, Red (Laramar) Ft. Dodge, Ia., 22, b; (Moberly) Moberly, Mo., 23, t; (College) Kirksville 24; (Frog Hop) St. Joseph 25; (Skyline) Sioux City, Ia., 26.
Nonchalants, The (Coronado) St. Paul, nc.
Norman, Lee (Famous Door) NYC, nc.
Norvo, Red (Colonial) Dayton, O., 24-30, t.

O

Oger, Bill (Lawrence) Erie, Pa., h.
Olman, Val (La Martinique) NYC, nc.
Onesko, Senya (Commodore) NYC, h.
Owen Sisters (Doc's) Baltimore, nc.
Owen, Tom (Crystal) Dubuque, Ia., 22, b; (Coliseum) Oelwein 23; Manchester 24; (C.S.P.S.) Cedar Rapids 25; Volga City 27.

P

Pablo, Don (Palm Beach) Detroit, nc.
Pafumy, Joe (Belmont-Plaza) NYC, h.
Page, Gene (Dixie) Toledo, O., nc.
Palsley, Eddie (Hollywood Beach) Hollywood, Fla., h.
Panchito (Versailles) NYC, nc.
Pancho (Statler) Detroit, h.
Parks, Bobby (Astor) NYC, h.
Paul, Toasty (Avalon) Chi., h.
Pearl, Ray (Madura's) Hammond, Ind., nc.
Pineapple, Johnny (Rogers Corner) NYC, nc.
Plumer, Joe (Slapsy Maxie's) Los Angeles, nc.
Powell, Walter (Nut Club) Millvale, Pa., nc.
Prima, Louis (Syracuse) Syracuse, N. Y., h.
Prussin, Sid (Diamond Horseshoe) NYC, nc.

Q

Quinton, Bobby (Hurricane) NYC, nc.

R

Rachburn, Boyd (Tunetown) St. Louis 14-25, h.
Ramos, Ramon (Penobscot) Detroit, nc.
Ravazza, Carl (Peabody) Memphis, Tenn., 3-24, h.
Reichman, Joe (Roosevelt) New Orleans, h.
Reid, Morton (St. Regis) NYC, h.
Reid, Ron (Rainbow) Denver, h.
Reisman, Leo (Rainbow Room) NYC, nc.
Rey, Alvin (Palace) Akron, O., 21-23, t; (Lafayette College) Easton, Pa., 24.
Reynolds, Tommy (Plaza) NYC 24, h; (Menora Temple) Brooklyn 25.
Rizzo, Vincent (Swan Club) Phila, nc.
Roberts, Eddie (Lido) NYC, h.
Rodriguez, Johnnie, Trio (El Chico) NYC, nc.
Rogers, Dick (Trocadero) Henderson, Ky., 17-30, nc.
Rogers, Harry (Half Moon) Brooklyn, h.
Rotonda, Peter (Commodore) NYC, h.
Ruhl, Barney (Club 21) Grand Rapids, Mich.
Russell, Elliot (Penn Atlantic) Atlantic City, h.

S

Salazar, Lou (Beachcomber) NYC, nc.
Sanders, Sid (Rainbow Inn) NYC, nc.
Saunders, Hal (St. Regis) NYC, h.
Sayre, Syd (Terrace Gardens) Coloco, N. Y., nc.
Schilly, Louella (Northland) Green Bay, Wis., h.
Scott, Raymond (Blue Gardens) Armonk, N. Y., nc.
Siegel, Irving (Silbernagel's) Marshfield, Wis., nc.
Seiger, Rudy (Fairmont) San Francisco, h.
Senators, The (Biltmore) Providence, h.
Shaw, Maurice (Chateau Moderne) NYC, nc.
Shevlin, Pat (Embassy) Phila, nc.
Sissie, Noble (Diamond Horseshoe) NYC, nc.
Small, Doc (Ah-Wa-Ga) Owego, N. Y., h.
Smith, Bob (Ka-See's) Toledo, O., nc.
Smith, Russ (Rainbow Grill) NYC, nc.
South, Eddie (Cafe Society Uptown) NYC, nc.
Sparr, Paul (St. Regis) NYC, h.
Spector, Ira (Chateau Moderne) NYC, nc.
Spivak, Charlie (Theater) Columbia, S. C., 23; (Citadel) Charleston 24-25.
Squires, Four (Colonnade) Canton, O., nc.
Stable, Dick (Strand) NYC 10-24, t.
Stanford, Stan (Minnie) Marquette, Mich., nc.
Stanley, Red (Charlie Foy's) Los Angeles, nc.
Stower, Jules (18 Club) NYC, nc.
Straeter, Ted (Fefe's Monte Carlo) NYC, nc.
Strand, Manny (Earl Carroll's) Los Angeles, nc.
Strong, Bob (Stephens College) Columbia Mo., 24-25.
Sullivan, Mickey (Lido) Worcester, Mass., nc.
Sylvio, Don (Bertolotti's) NYC, nc.

T

Tanassy, Cornel (Kern's) NYC, nc.
Terrace Boys (Cora & Irene's) NYC, nc.
Thomson, Billy (Paddock) Wheeling, W. Va., nc.
Thornhill, Claude (Stanley) Pittsburgh, L.
Toasty, Paul (Green Mill) Saginaw, Mich., nc.
Trace, Al (Happy Hour) Minneapolis, nc.
Tucker, Orrin (Aragon) Chi., h.
Tucker, Tommy (Essex House) NYC, h.

V

Varrell, Tommy (Club Ball) Brooklyn, nc.
Varzos, Eddie (Providence-Biltmore) Providence, R. I., h.

W

Wald, Jerry (Lincoln) NYC, h.
Wasson, Hal (Royale) Savannah, Ga., nc.
Weeks, Ranny (Mayfair) Boston, nc.
Weems, Ted (Blackhawk) Chi., nc.
Weik, Lawrence (Trianon) Chi., h.
Wendell, Connie (Charley Blank's Grotto) Abilene, Tex., nc.
Whiteman, Paul (Golden Gate) San Francisco 22-23, t.
Williams, Claude (Kelly's Stables) NYC, nc.
Williams, Cootie (Castle Farm) Cincinnati 25 nc.
Williams, Griff (Copley Plaza) Boston, h.
Williams, Sande (Warwick) NYC, h.

Y

Yellman, Duke (Brown Derby) Chi., nc.
Young's, Eddie (Cotton Ball) Huntsville, Ala 28; (Pla-Mor) Kansas City, Mo., 30-May 3, 1

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# On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both. Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

## VAUGHN MONROE (Bluebird 11508)

Three Little Sisters—FT; VC. Be Brave, Beloved—FT; VC.

**C**HALK up one of the cutest and most contagious ditties with a war theme since the avalanche started December 7. It's *Three Little Sisters* on the A side, written by Irving Taylor and Vic Mizzy. What sells the song mostly is the refreshing lyric. It's about three sisters, devoted to a soldier, sailor and a Marine, and how each will remain true. Monroe gives the ditty a once-over that fairly sparkles. Rhythm piano vamp sets a peppy tempo for opening chorus by the Four V's, vocal quartet out of the band. Fancy fingerings by the Steinway overseer keep the spirit high for a second refrain and set the stage for a sock band chorus with the voices returning to sing a fourth chorus. Another sentimental war ballad, this by Hy Zaret and Arthur Altman, makes its bow on the B side. It's a nice enough melody, with Vaughn taking it right from the edge to sing romantically of the soldier boy's farewell vows to his sweetheart. Tenor sax and piano get the second chorus under way, and Monroe picks it up again at the bridge to sing it out.

"Three Little Sisters" stacks up as a terrific coin magnet for music machines, and Vaughn Monroe's entry gives him a healthy start that should make for a steady flow of nickels.

## KAY KYSER (Columbia 36558)

Me and My Melinda—FT; VC. Johnny Doughboy Found a Rose in Ireland—FT; VC.

**W**ITH both songs already having a head-start, Kay pushes them a step further in his bright and breezy interpretations. Emphasis for both is on the Glee Club, with band maintaining a steady beat thruout. *Melinda* is taken at medium fox-trot tempo. Ensemble starts it off, singing in unison, with the harmonizing voices of the males and females joining to give added color. Wah-wah trumpeters, with the plunger trombone cutting in, carry the band interlude until voices return for a final session. Tempo is slowed down for the war ballad on the B side. Solo trumpet, following melodic lines, carries opening chorus. Mixed voices of the Glee Club sing it sympathetically for a second refrain. Trumpet returns for an orchestral coda to carry it out.

Both sides are fitting entries for the music boxes and, with both songs promising to mean much to music operators, Kyser's cuttings are bound to figure in the nickel sweepstakes.

## JAN GARBER (Elite 5021)

How Do I Know It's Real?—FT; VC. Sleepy Lagoon—FT.

**T**HIS coupling returns the "idol of the airmen" to the disk fraternity. Garber's music is as smooth and sugary as ever, making a most favorable impression. Band has its best foot forward for the lovely Eric Coates melody on the B side. Setting it as an instrumental, Garber takes it as a slow fox trot. Muted trumpet plays the first chorus soulfully and the full ensemble voices its instruments for a second refrain. Tempo is just a bit brighter for *How Do I Know It's Real?* Muted trumpet opens, giving way to the sax and full band. Russ Brown provides the vocal utterances for a second chorus. The alto sax picks it up straight at the bridge, the band joining in to take it out. Entire appeal of the pairing is on the melodic and dance qualities—which are high.

The rich melody of "Sleepy Lagoon" is bound to build big, and Garber's recording is bound to go well in Midwestern music boxes, where the maestro's following numbers high.

## INK SPOTS (Decca 4303)

Don't Leave Now—FT; V. Foo-Gee—FT; V.

**T**HE inimitable spotters, with their customary singing eclat, come thru with two sock sides in this coupling. The slow ballad is on the A side, and for their *If I Didn't Care* pattern they have reached out to hillbilly lore. *Don't Leave Now* is one of those ever-tuneful torchers with a heavy outdoor flavor, written by Slim West and Jimmie Davis, and it's a natural for their sentimental style of singing. Ewskine Butterfield's *Foo-Gee* is the typical jive tune that the Ink Spotters handle so well. It falls short of being another *Java Jive* only because the foursome takes it at a slow tempo instead of the bouncy beats, with the result that the side drags.

The ever-increasing popularity of country sob songs makes "Don't Leave Me" a natural to keep the platter spinning.

## VERA BARTON (Victor 27854)

I Threw a Kiss in the Ocean—FT; V. Just a Baby's Prayer at Twilight—FT; V.

These are the first sides bringing the intimate singing style of radio's Vera Barton to wax. Miss Barton makes an auspicious bow. With heavy emotion in her singing, and her pipes toned down to confidential and almost whispering styling, she treats both slow ballads sympathetically. The A side is Irving Berlin's salvo to the sailor boys, while the B side is the standard from the first World War. The accompanying studio orchestra is adequate.

While the appeal of sides is primarily for home listening, operators servicing class locations might well give "I Threw a Kiss in the Ocean" a spin in view of the song material and the singer's radio following.

## XAVIER CUGAT (Columbia 36559)

Sleepy Lagoon—FT; VC. Nightingale—FT; VC.

Two gorgeous melodies make one of the most effective couplets offered by the maestro in many a twosome. The bewitching beguine beat paints the rhythmic carpet for *Sleepy Lagoon*, with a distinctive note added in the singing of Buddy Clark for the middle refrain. *Nightingale*, a haunting tune fashioned by the maestro, is cut out in Afro-Cuban rhythm measures, with the flute of Ismael Morales carrying the instrumental weight. Lina Romay is the entrancing nightingale, and for both sides the Cugat Chorus adds vocal charm.

Both sides are rich in music, that soothes and both are highly recommended for the music boxes. Moreover, "Nightingale" shapes up as a hit-parade potential.

(See ON THE RECORDS on page 75)

# On the Stand

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

## Dick Jurgens

(Reviewed at the Aragon Ballroom, Chicago)

**J**URGENS has been a Chicago institution since taking his band out of college several years ago. He is now embarking on his first lengthy Eastern tour and, if his following in this area is any criterion, he should prove just as popular, particularly with the teen-age mobs. Jurgens is young, ambitious and the average dancer's idea of a band leader. The guy slaves out front and the dancers love it.

He is backed by a strong dance band that has been entertaining steppers at Chi's Aragon Ballroom for nine months a year during the last five years. And to make sure that the boys don't forget to come back, the management has the band signed up for another return starting Christmas week.

Band should go big wherever good, solid dance music is liked. The Jurgens library is varied and replete with sweet, swing, Latin and novelty fare. Most of the boys are veterans with the outfit and consequently at home when called upon to dish out any of the properties.

Jurgens recently added another trumpet, so the current instrumentation includes five brass, four sax and four rhythm. Maestro himself toots a horn, but he plays it only now and then during special arrangements. He gives out with his enthusiastic personality instead and that is good business.

Vocal corps is plenty strong. Harry Cool, handsome, masculine type with an impressive vocal range, handles the slow ballads. Buddy Moreno, another capable and good-looking chap, takes care of the faster tunes in fine style. Joe Potzner, once one of the Zilch Brothers in the defunct Bill Carlson band, garners the laughs with screwy novelties.

Arrangements are still made by Lew Quadling (piano) and Carl Brandt (sax). *Honigberg.*

## Doc Lawson

(Reviewed Turnpike Casino, Lincoln, Neb.)

**C**OMMENT was mixed on Doc Lawson's orchestra this time around, probably due to his terrific draft losses in the past few months. Whole tone of the band has changed, and it has lost its jam, going over to the ultra-sweet, rhythmical side. This is the third new crew Lawson

has had in as many months, but this one is protected with high numbers or physical exemptions, so he may be able to whittle a commendable territorial crew out of the material at hand.

He has four rhythm, three sax and three brass, and is the band's hardest worker himself, occupied at organ and piano. He manages to keep the people dancing, altho some squawks come from the younger side when he gets on the organ and pretties up the music rather than making it danceable. He has only one feature, Bob McFarland, bass player and singer.

Lawson plays a great many dances for private parties, lodges and clubs, and his music goes well with that clientele. On regular ballroom dates, he tends to draw an older crowd, and a band like that is important in this era of kissing the younger boys good-bye. *Oldfield.*

## Henry King

(Reviewed at the Edgewater Beach Hotel, Chicago)

**A** GOOD dance band, made to order for hotel rooms. King dishes out meaty music, concentrating primarily on the demands of the customers at hand. He is retaining his old instrumentation and has added a couple of extra bass men, which is a definite improvement as far as his interpretation of dance rhythms is concerned. King, in addition to his own piano, now has three sax, three bass, three fiddles, accordion and three rhythm.

The maestro has a showmanly personality and works for the audience almost all of the time. Keeps at an even pace no matter what the boys dish out, which should be the rule for a leader in a class hotel spot. His piano work is basically good and not of the exhibitionist variety.

At Latin tempo, the fiddles take to the maracas, gourds, etc. The rumbas and tangos are not 100 per cent authentic, but that makes them more commercial as far as an American mob is concerned.

Band could use a few more vocals. When caught, one violinist (Tommy Smith) doubled on a couple of ballads, and a fem warbler, Mae Ellen, came to the front for infrequent piping of pop tunes. Gal is a good looker but doesn't sell her personality (at least she was rather reserved on the night caught). She should also be given a chair as far front as possible for the general decorative effect. *Honigberg.*

## Billy Shaw Leaves MCA

NEW YORK, April 18.—Billy Shaw, band salesman with Music Corporation of America for the past two years, resigned from the agency's location department this week. He has not yet announced his plans, but it is thought that he may open his own office.

NEW YORK, April 18.—Lige McKelvy's induction into the army has been postponed, and he remains at his post with the Tommy Tucker band. Charlie Stone, slated to replace McKelvy, is now filling the publicity berth vacated with the ork when Kay Hansen went into the service.

and a very cagey performer. Johnny Turnbull did one lyric, too, and was okay at it.

It is no news when Monroe puts on a good, solid, down-to-earth air show.

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# On the Air

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

By DICK CARTER

## Roggio Childs

(Hotel Netherland - Plaza, Cincinnati, Blue Network, Sunday (12), 11:05-11:30 p.m.)

**C**HILDS did an exceedingly fine job on this shot. He chose his tunes shrewdly (all pops), he unveiled a fine vocalist and two others who were definitely okay, his arrangements were loaded with color and the dance tempos were consistently good.

Paul Carley took most of the ballad lyrics and shaped up as one of the outstanding band warblers currently at large. His voice is the throaty type so popular at present, and his delivery is plenty polished. Betty Carter put a lot of pep into her work on the rhythm tunes and was helped by some fine instrumental backing. Band's job on *Don't Sit Under the Apple Tree*, sung by Miss Carter and some of the boys, was one of the best. Neil Courtney, a high tenor, sang one ballad and made up in feeling and sincerity for what he lacked in execution.

A very good remote.

## Vaughn Monroe

(Hotel Commodore, New York, WNEW, New York, Sunday (12), 8-9 p.m.)

**T**HESE hour shots have been a weekly feature of the station during Monroe's lengthy stay at the Commodore.

Unlike most 60-minute sustainings, no special production effort is involved, emphasis being upon the music. This shot, however, was Monroe's last prior to hitting the road, so a little time was given to a gracious farewell speech by the maestro. In addition, a few minutes were taken by a swing fan mag to present Marilyn Duke, Monroe's canary, with an award. All of which added a little color and made pleasant listening.

Band itself was in good form, pumping away relentlessly at the dance rhythms. Showed no particular individuality of style, but played in flawless fashion and furnished enough variety to hold anyone's attention. Outstanding, of course, was the vocal work of Miss Duke, whose lusty contralto is invariably socko over the air. Monroe himself did nicely with a few ballads in his familiar baritone, and Ziggy Talent had this listener in stitches with a looney tune entitled *Gee, But I'd Like To Be a G-Man*. Talent is a very funny fellow

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## The Roadshowman And a Nation at War

THESE columns have stressed in past issues the growing importance of the roadshowman now that the nation is at war. Members in all branches of the industry have become increasingly aware of the part they can play in the united effort to overthrow the enemy. The convention of the Allied Non-Theatrical Film Association, Inc., scheduled for Friday and Saturday of this week, is devoting an entire session for the discussion of the 16mm. industry and the war. Prominent speakers have signified their willingness to appear.

Reports have come from the road that operators are expressing a growing desire to do something constructive. Heretofore the somewhat nomadic life led by most roadshowmen has been something of a drawback. In some communities, where some unethical operators have created ill will, legitimate operators were frowned upon. But aside from the unfair practices that are even now receiving attention, it is quite evident that in recent years there has been a large increase in the number of roadshowmen entering the field.

Now we are at war. And the roadshowmen, like all patriotic citizens, want to do their bit. There is no doubt that many of the old-timers are already following out ideas designed to help the communities in their territories. There are countless ways they can help, and not only by merely showing programs designed to bolster morale. The projectors and screens of the roadshowmen, reaching the inaccessible spots in the land, will play an important role in educating the public in these places. But roadshowmen can also co-operate more closely with civil defense authorities, the Red Cross, police and fire departments, etc.

That the co-operation of roadshowmen in the national defense effort will continue to grow is inevitable. Thru this co-operation there are many benefits that will accrue to the industry as a whole. Common sense points out that vast good will will be engendered by all this extra activity on the part of the roadshowmen—both 16mm. and 35mm. operators—and the roadshowman will take his rightful place as an important member of the communities he serves.

There is no doubt that the war will bring about a healthier and more profitable era in the field. There are opportunities to increase earnings now and at the same time the industry will be building a firm foundation for the future. A co-ordinated program of co-operation in the war effort now will mean an enlarged market after the war is won—and this in turn means a bigger and better industry with financial benefits for all concerned.

## ANFA Annual Convention To Discuss Current Problems

NEW YORK, April 18.—Allied Non-Theatrical Film Association has completed plans for its two-day fourth annual convention and dinner-dance, April 24 and 25. An interesting program has been arranged for the business sessions

Friday and Saturday. The entertainment committee has worked out a program of dancing, dining and entertainment for the Saturday night dinner-dance.

The convention will be opened officially Friday at 9:45 a.m. by Honorary President Bertram Willoughby. William K. Hedwig, president, after a short speech of welcome, will announce the order of business and the procedure for the introduction of resolutions.

The main business of the morning will be the reports from the executive secretary for the board of directors, the treasurer and the various committees. The reports of the latter will be presented by the respective chairmen of the government relations, special service, credit, bulletin, publicity, legislation, trade practice and membership committees. A discussion of the reports and a vote on acceptance is scheduled.

Friday afternoon general meeting session will be occupied with the election of officers and directors for the coming year. Resolutions will be introduced, discussed and acted upon. Then general welfare and new business will be disposed of as well as the appointment of new committees.

The theme of the convention, "The 16mm. Industry and the War," will be discussed at the open meeting and symposium scheduled for the Friday evening session. Prominent guest speakers, including Arch A. Mercey; Francis A. Harmon, Richard Ford, of the British Library of Information; John Frierson, of the National Film Board of Canada, and Major Frank Oapra will

## ANFA Blowout To Be Gala Affair

NEW YORK, April 18.—An unforgettable evening is promised by the entertainment committee of the Allied Non-Theatrical Film Association, Inc., for the dinner-dance scheduled for Saturday evening, April 25. There will be dining, dancing, fun and entertainment galore.

Joey Adams, of WHN and Loew's Theaters, will emcee the entertainment. Lynn Kirk, torch singer from the Stork Club; Victor, Nova and Macy, novelty act, and Mack Murray, under management of Eddle Cantor, will appear. In addition, a Broadway Brevities revue will feature singers and dancers from Broadway shows.

The entire 16mm. industry, members and non-members of the association alike, is invited to attend this affair.

Speak on the industry and the war. An open-forum period has been made a part of this session.

Saturday morning a general meeting will discuss priorities and the perspective for materials. Oscar New will report on accessories, Horace Jones on projection equipment, and B. O. Jennings on raw stock. The rest of the morning will be devoted to discussion of what the industry can do to help win the war, with a plan of action to be outlined. New government films are to be screened.

The wind-up of the convention will be the lavish Saturday night dinner-dance, with a program of entertainment furnished by Broadway performers, emceed by Joey Adams and including Lynn Kirk, Mack Murray and a Broadway Brevities revue.

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**New and Recent Releases**  
(Running Times Are Approximate)

**ONE DAY IN SOVIET RUSSIA**, released by Brandon Films, Inc. A full-length six-reel documentary film written and narrated by Quentin Reynolds; said to be the most complete picture of life in Soviet Russia ever made. The documentary material was filmed simultaneously by 97 cameramen thruout Russia and edited in England by Sidney Cole. A stirring presentation of a nation and a people that have smashed the myth of Nazi invincibility. Running time, 55 minutes.

**EN SAGA**, released by Hoffburg Productions, Inc. A nine-reeler filmed in the reindeer country of Swedish Lapland, the Arctic Garden of Eden. An all-native cast presents a story of sectional prejudice, based on the novel *Lajla*, by Prof. Jean Andreas Frits. The brilliant *Tone Poem*, by Jan Sibelius, forms the musical background. Picture, with English titles, offers an insight into the customs of the Laplanders. Running time, 90 minutes.

**PIRATE OF THE SEVEN SEAS**, released by Walter O. Gutlohn, Inc. A six-reel film about piracy, mutiny and pearl smuggling. Plenty of action, with John Lodge in the leading role and Judy Kelly supplying the love interest. Running time, 60 minutes.

**NATIVE AFRICA**, released by Castle Films, Inc. A one-reeler showing shots of native customs in the Congo, wild life, Capetown, majestic Victoria Falls, etc. Running time, 10 minutes.

**LONESOME HARBOR**, released by F. C. Pictures Corporation. The film features Lupe Velez and Jean Hersholt in an adventure story. Running time, 60 minutes.

**Old-Time Movie House Makes Debut in Camden**

CAMDEN, N. J., April 18.—The first old-time movie house in Southern New Jersey will be opened here next month. The enterprise is headed by Jack Stern, who operates the Elm Theater here, a regular movie house.

Success of an old-time theater in adjoining Philadelphia is believed to have prompted Stern to duplicate the feature in this territory.

**NEWS THRILLS OF 1942**

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All These Stirring Events Complete on One 16mm. Sound Reel

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**Sadler Ends Austin With USO Benefit; San Angelo Is Next**

AUSTIN, Tex., April 18.—Harley Sadler's Own Show wound up 31 days here last night with a USO benefit show arranged thru Governor Coke Stevenson, State USO chairman. Sadler paid all bills, giving total receipts to USO. He ran one day over 30-day city ordinance, allowed because of benefit. Show opens two weeks in San Angelo, Tex., Monday (20).

USO show here was revival of *Saintly Hypocrites and Honest Sinners*, with *Wake Up, America* musical presentation as opener.

Red Schroeder, piano, and James Plunkett left Sadler in Austin for defense job and army respectively. Dot and Marion Grimes, xylophone-accordion, joined vaude unit recently. Also added recently were Margaret Peachey, singer and dancer, and Ray Mathis, cowboy guitarist.

Sadler called Austin a good run. American Legion sponsored the show here.

**Winstead Minstrels Find Business Good**

SOUTHERN PINES, N. C., April 18.—Winstead's Mighty Minstrels, which opened its 1942 season at Wilmington, N. C., March 9 to a capacity tent, has been attracting good business since over its established North Carolina territory, with the exception of Durham, March 23, where poor business was attributed to a new and poorly located lot. The colored attraction is playing under a 60-foot round top, with three 30-foot middles.

At New Bern, N. C., March 22 the company lost its principal comedian, James (Pat) O'Neil, who died there from hemorrhages. He was in his 10th season with the show. Burial was made in Fayetteville, N. C., March 24, with members of the company attending the funeral in a body.

At Raleigh, N. C., on Easter Monday the show forsook its tent theater for a night to play Municipal Auditorium, the troupe playing to nearly 6,000 people at 44 cents a head, according to C. E. McPherson, general agent.

**Joe Thayer Says Rockwell Had Tenter Back in 1896**

Boston. Editors, *The Billboard*:  
Have been reading about the early canvas shows and wish to say I was with the J. C. Rockwell Company under tent all summer of 1896 in the Cape Cod country of Massachusetts and it had been out three years before that. In the company were Ed Kane, Fred Malcolm, Ed Catell and wife, Evelyn Knapp, Ed Bellows and wife and Ollie Temple. To the best of my knowledge all have passed on. Herb Corthall took my place when I closed in Nantucket. He is a Broadway actor today.

Two years later I again spent a summer with Rockwell under canvas in Vermont, and Mabel Frost was our leading lady. Rockwell, I feel sure, was the first to have a rep show on week stands under canvas at 10-20-30 in the East, if not the first of them all. Note that Neil Hekey is alive. Would like to hear from him. He was with me in 1895 and I haven't seen him since. **JOE THAYER.**

**J. J. Thomn Resumes Soon**

GUYMON, Okla., April 18.—J. J. Thomn has sold his gas and eating station near here and will shortly resume with his vaude-picture show thru Western Oklahoma and Central Texas. He will this season confine himself to week stands, making the hops on one truck. Vaude will be furnished by the Thomn family (three people). The unit will switch to fairs later in the season.

**"Ole Opey" Opens Big**

VALDOSTA, Ga., April 18.—*Grand Old Opey*, the WSM radio show, did good business on the opening of its season here Monday and Tuesday (13-14). They played to 3,000 seated and 1,000 standing Monday, with almost half as many turned away. On Tuesday night the tent was filled to capacity.

**Rep Ripples**

**AL PITCAITHLEY**, who has been vacationing at his home in Beatrice, Neb., since the closing of *Billroy's Comedians* several months ago, hopped into Chicago last week for a visit with his daughter, before jumping to Ashley, Ind., where he began rehearsals Monday (20) with the Frank Ginnivan Dramatic Company. . . . **VALDOSTA, GA.**, was a haven for tenters last week, with *Bill Ketrow's* canvas theater housing the *Grand Ole Opey*, of WSM, Nashville, showing there Monday and Tuesday; Charles Collier's *Silas Green From New Orleans* in on Wednesday, and *Billroy's Comedians* in on two nights starting Friday. Mad Cody Fleming's carnival also showed there for the week. . . . **S. S. BUSH**, who has been doing okay with his vaude-pic show in the Hot Springs territory all winter, has purchased a tent and will shortly move into Southwestern Arkansas on week stands. Bush has been with various tent outfits in the past and was at one time with the late Gordon W. Lillie (Pawnee Bill) Show.

**CLARENCE AUSKINGS**, veteran tent Crep and showboat agent, is now working ahead of B. A. (2-10) Daniels, magician, currently in Ohio territory. . . . **AMBROSE SHINE**, old-time repster, reports a good season with his vaudepic trick in St. Lawrence County, New York, and says he'll work halls in Northern New York State this summer with Western and educational pics and vaude supplied by himself and two other performers. He will play under merchants' auspices. . . . **CARL DOVE** posts that he'll be back this season as canvasman with the Madge Kinsey Players, who open April 27 at Fostoria, O. . . . **JIM BURNS**, former manager of the Original Floating Theater, has just been released from Marine Hospital, Baltimore, and expects to troupe again this season with his wife, Peggy Lennox, who was comedienne and producer on the showboat. . . . **MR. AND MRS. ROY E. BUTLER** (Alice Richey), who recently celebrated their 26th wedding anniversary, are looking forward to the marriage of their son, Robert, to Mary Cecilia Guidry next Sunday (26) at St. Monica's Church, Santa Monica, Calif. Among the professionals who will take in the nuptials are Joe and Leota Yule, uncle and aunt of the groom; Maggie and Frank O'Neil, of the Beau Arts Theater; Joe and Pearl Devlin, of the Hal Roach studios, and Buster Lorenzo. Roy and Alice plan to make a trip east this summer. Robert is with Douglas Aircraft in Los Angeles.

**Derbyshow News**

(Communications to **BILL SACHS**, Cincinnati Office)

**GENE DE'KERGUELEN** writes from New York that he recently attended the Baltimore and Washington shows. He says the Baltimore show played to approximately 6,000 opening night, and the SRO sign was up. Arrangement of the building and the fact that the contestants have their own washrooms meet with public approval. Gene puts in a good word for King Brady, emcee at the Washington show, and says that Loraine Kight and Frankie Donato "should become top funsters." Gene believes the nightly sprints at the Washington show should make it one of the best for thrills.

**TWENTY-FOUR TEAMS** in the Baltimore show in the Sports Center include Charley Smalley and Vivian Branch, Don Donnison and Pat Gallagher, Pete Corilla and Harriet Blurton, Stan West and Helen Caldwell, Red Monroe and Elizabeth Linder, Artie Welch and Florence Herman, Johnny Reid and Edwina Traham, Hughie Hendrixson and Nellie Roberts, Pete Trimble and Betty Carpenter, Jackie Parr and Adele Balis, Billie Kane and Anne Adams, Mario Gentile and Norma Griffith, "Hobo" and Gene Hobough, Eddie Leonard and Margaret Baker, Clyde Hamby and Angle Oger, Johnny Bowman and Opal Ferdig, Bernie Rothman and Birdie Hoffman and Joe Tilson and Florence Lehman. All teams are sponsored and show is plugged four times daily over Station WOBM. Lenny Paige, Hal Brown and Art Wolfe are emsees.

**SNOZZLE ROTH** has been in San Diego, Calif., driving a cab for the past year. He reports a lot of old-timers on the Coast, including Robert K. Smith, Jimmie Passo, Helene Tyne, Jackie Leonard, Tom Day and Jim Burke.

"Popeye" Thompson" is in the navy, says Roth, as is Lefty Wilson and Tony Cedot. Russ Hodges and Angle Oger's brother are in the Marines. Dick Buckley, ex-derbyshow emcee, who will start work in a movie soon, recently played San Diego with Buddy Rogers and Zazu Pitts.

**"PEE-WEE" ELLIS** has been pharmacist's mate third class at the U. S. Naval Hospital, Pensacola, Fla., for several months, and says he'd like to hear from friends. "Pee-Wee" says the navy is tops, altho he has not as yet been aboard ship.

**TED MERRIMAN** is in Hollywood putting on his ice act and publishing the *Car Hop Magazine and Entertainment Guide*. He says Hollywood, with thousands of sailors and soldiers, is an ideal spot for a show.

**PAT SHANNON** has been added to the emcee staff of the Shapiro-King show at Turner's Arena, Washington. Comedians are Jack (Stinky) Stanley and Frankie Donato. Show is still being plugged daily over stations WINX, WOL and WWDC, and two sprints are featured nightly. Sixteen couples and four solos still remain.

**WANT**  
Colored Musicians and Performers in all lines: A-1 Trumpet, A-1 Saxophone, Trombone, A-1 Bass, Drums, Comedian, Billposter that can close contract, white or colored. Novelty Act. Will place tickets. No advance money till after joining. Must join on wire. You pay yours, I'll pay mine. Board on lot. State salary. Show opens Suffolk, Va., week of April 20.  
**JIMMIE SIMPSON'S MODERN MINSTRELS**

**Boss Canvasman Wanted**  
at once. Man that knows trucks and can drive. Wire, don't write. Other useful People for tent. Rehearsals May 4th, open May 14th. State all in first. What you double, age, height, weight and lowest salary. Director and man to produce concerts, 3 and 4 day stands in Michigan.  
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Large Tent and Equipment on rental or percentage. Also Top Canvas Man.  
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**WANTED**  
Colored Medicine Show People, all lines, that can "cut." Opening April 20th at Oxford, N. C. If you can work don't wire, come on. Salary sure and long season.  
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**WANTED AT ONCE**  
(Permanent Tent Stock)  
AGENT who can post, lithograph, Gen. Bus. Actor (man or woman) doubling piano. Musician doubling piano and some other instrument. Vaudeville Acts.  
**L. VERNE SLOUT, Battle Creek, Mich.**

**BEN WILKES TENT THEATRE**  
Wants Comedian quick. Week stands. Rehearsals April 27. Open Saturday, May 9th. Other versatile, useful people, write in case of disappointments. State all first letter with lowest salary, which is sure. Address: Aibion, Ill.  
P.S.: Can use experienced Working Men.

**AT LIBERTY**  
**CHARLIE "SLIM" VERMONT**  
Can do strong blackface singles. Change for week. Have plenty strong bills, acts and scenes for blackface and all comics. Salary right if I get it. Write care of *The Billboard*, Cincinnati, Ohio.

**THE PRINCESS STOCK CO. WANTS**  
Ingenue, Gen. Bus. Actor or Gen. Bus. Team with youthful appearance. For long engagement and sure salary. Tell all first letter. Rehearsals April 27th. Address:  
**E. C. WARD, Thayer, Mo.**

**WANTED**  
**FOR JACK AND MAUDE BROOKS PLAYERS**  
A-1 Bose Canvasman who will take care of good equipment. Prefer one who can drive truck. Also two Assistants. Drinks not tolerated. Will make good offer to good men. Address:  
**JACK BROOKS, Sabula, Iowa**

**BELMONT**—Florence, 50, former vaude performer, April 9 in New York of pneumonia. Survived by her husband, Sam Lewis, of the vaude team of Lewis and Dody.

**BLOOM**—John, 68, father of Oscar Bloom, owner of Gold Medal Shows, at Chicago Heights, Ill., April 15. Interment in Oakwoods Cemetery, Chicago.

**BRIGGS**—Bert, veteran animal trainer, in Joplin, Mo., February 25. He was formerly with Golmar Bros., Cole & Rogers, Russell Bros. and Rose Killian circuses and was also with S. W. Brundage and C. D. Scott carnivals, after which he operated his own dog and pony show. Survived by his widow, Emma; three sons, Lee, Leonard and Harry, and a sister, Beatrice.

**BROWN**—Harold C., former European vaude performer, recently in a Charlotte (N. C.) hospital.

**CLASS**—Charles L., 79, pioneer musician, April 11 at his home in Atlantic City. His widow, Mary T., survives. Services April 15 in Atlantic City, with interment in Pleasantville (N. J.) Cemetery.

**COURTNEY**—Mabel (Mrs. Mabel Moore), 70, retired actress well known in the '90s, suddenly in Boston April 7.

**COYNE**—Phoebe, 79, former actress, April 7 in New Rochelle, N. Y. She made her stage debut in England, coming to this country in 1898. She was first seen in New York in *The Girl From Paris*. She leaves her husband, Frank Smithson, former stage director; two sons and two sisters.

**DAGGETT**—Mrs. Eva P., 91, mother of Ethel Daggett Everts, former *Follies* actress and well known in stock, April 5 at the home of her daughter in South Portland, Me. Both her daughter and her son-in-law, the late William H. Everts, were members of stock companies.

**DOUGLAS**—Malcolm, 78, author, producer and former manager of New Amsterdam Theater, New York. Douglas was also co-author, with the late Palmer Cox, of the musical hit *Palmer Cox's Brownies*, which ran eight years in this country and three years in England. Survived by a brother.

**FREEMAN**—George, 52, manager of Decca Record branch, Philadelphia, April 9 following a heart attack. He formerly was representative for music publishing companies. His widow, Leonora, and a daughter survive. Services April 12 in Philadelphia.

**FRISBIE**—Frederick, 78, former circus clown, April 5 in Onondaga Hospital, Syracuse, of a heart ailment. He retired about 27 years ago.

**FULTON**—Wendy, 22 months, daughter of Jack Fulton, radio singer, drowned near her home in Lakeside Park, Ky., April 11. Fulton, formerly with Station

### Arch E. Clair

Arch E. Clair, 55, concession secretary of Johnny J. Jones Exposition and widely known park and carnival executive, who died of a heart attack on the Jones show train en route from Augusta, Ga., to Raleigh, N. C., April 12, had been in amusement business 35 years. A native of Coldwater, Mich., he was for a number of years a theater musician, in vaudeville and with bands as trumpet soloist. After short engagements with World at Home Shows and Johnny J. Jones Exposition, he played in motor company bands in Michigan. He served in the U. S. Army during World War I.

He left the music field in 1920 to become secretary and treasurer for the late Johnny J. Jones. In 1921 he joined Brown & Dyer Shows as secretary-treasurer and concessionaire, remaining there nine seasons. During winters in that period he was secretary-treasurer for George Harmon, Con T. Kennedy and Jack Cleary at Luna Park, Miami, and for Alfred J. Dornberger, who later leased the park. In 1930-'38 he was manager of Norumbega Park, Auburndale, Mass., and next two seasons managed Bay Shore Park, Sparrows Point, Md. Last season he spent some months at Brydon Beach, Knox, Ind., and later joined the Jones show, reopening with it this year.

He was a past president of New England Section, National Association of Amusement Parks, Pools and Beaches; a Mason, member of Mahl Shrine, Miami, and Scottish Rite, Battle Creek, Mich., and of B. P. O. Elks. His wife, Mildred Jane, died several years ago. Survived by a niece, Mrs. Margaret Heston, Battle Creek, where the families of Mr. and Mrs. Clair resided many years and where funeral services were held in the Hebble Funeral Home on April 17. Interment in the family plot.

# The Final Curtain

**WLW**, Cincinnati, is now on the staff of Station WEBM, Chicago.

**GARDNER**—James George, 72, former circus troupier, in Pensacola, Fla., recently. Services and burial there.

**GRANDI**—Art, well known in repertoire and stock circles and who for many years operated his own companies, April 17 at Hines Hospital, Hines, Ill. Burial April 21 at Fort Wayne, Ind.

**HEIB**—Conrad (Cooney), 76, president of Empress Amusement Company, operator of Empress Theater, St. Louis, recently at home in that city after an illness of several months. With Joseph E. Sippy, Heib built the Empress Theater over 20 years ago.

**HOBBS**—Frederick, 61, former baritone with the D'Oyly Carte Opera Company and manager of that company since 1927, April 11 in Norwich, England. He joined the company in 1914 after appearing on the English stage with the Carl Rosa Opera Company. D'Oyly Carte company presented Gilbert and Sullivan light operas several seasons in this country and was last seen at the Martin Beck Theater, New York, in 1939. Survived by his widow, who appeared on the stage as Doris Cameron.

**HOUSEMAN**—Arthur, 52, veteran actor, at General Hospital, Los Angeles, April 7 of pneumonia. He began his movie career with the Edison Company in 1912.

**MONDEREAU**—Harvey J., 59, former actor, in Washington April 3. He was formerly with Harris-Parkinson Stock Company, Walter N. Laurence Attractions and Universal Films. He also toured Sun Circuit with his *College Maids* company and for the last 15 years was in the advertising business. Survived by his mother, a brother and a sister. Burial in Meadville, Pa.

**MORGAN**—James, 53, songwriter and composer of *Don't Bite the Hand That's Feeding You*, patriotic song of World War I, in County Hospital, Chicago, April 15. Burial in Chicago April 16.

**OLIVERA**—Mrs. Betty Reiffenach, member of the famed Reiffenach troupe, bareback riders, April 17 of burns sustained in January when a stove exploded in her trailer. She was with Ringling Bros. Circus for 19 years, and two years ago joined Cole Bros.' show.

**O'NEIL**—James (Pat), colored, principal comedian with E. S. Winstead's *Mighty Minstrels* the last 10 seasons, suddenly at New Bern, N. C., March 22 of hemorrhages. Burial was made in Fayetteville, N. C., March 24, with members of the Winstead company attending in a body.

**PELLERSELS**—Charles, 84, former showman and father of Mrs. Frank Black, whose husband is with the Black

England. He and his mother, Georgia Sweet Gilliam, now with Eskew's Rodeo, performed on Cole Bros.' Circus. Services and burial in England March 30.

**WEBLING**—Rosalind (Mrs. George Edwards), of the Webling Sisters vaude trio of 40 years ago, recently at home in Vancouver, B. C. She leaves her husband and two daughters.

**YAGER**—Anna B., 72, wife of John C. Yager, former tent-show operator, in Portland, Ore., April 3. Also survived by two sons, L. V. Yager and Albert A. Loth.

## Marriages

**ACKLEY-EVERETT**—Frank O. Ackley, manager Carman Theater, Philadelphia, and Helen Everett, concert singer, recently in Alabama.

**CASTLE-JAMISON**—Bob Castle, nonpro, and Marie Jamison, burlesque stripper, April 5.

**DEURIE-GRAFF**—Ken Durie, in the Jitterbug Troupe at the Bowery Cafe, Detroit, and Muriel Graff, nonpro, in Detroit April 5.

**GOLDMAN-LAMAZE**—William Goldman, operator of theaters in the Philadelphia area, and Mrs. Helen Lamaze, April 9 in Philadelphia.

**HERR-MYTENKA**—Chic Herr, orchestra leader, to Virginia Mytenka, nonpro, in Akron April 5.

**HILLMEN-HAIDET**—Walter G. Hillmen Jr., manager of Strand Theater, Alliance, O., to Rita Haidet, nonpro, April 11 in St. Joseph's Catholic Church, Alliance.

**JAMES-TAYLOR**—Everette James, former circus band leader, to Mrs. Alma Taylor, formerly of Ringling Bros.-Barnum & Bailey Circus, in Beaumont, Tex., April 10.

**MILLER-KNEHR**—Harry (Dutch) Miller, veteran troupier, to Martha Knehr, nonpro, January 29 in Kahoka, Mo.

**MITCHELL-HANSEN**—Leslie Mitchell, 47, publicity agent and theater operator, to Juanita Hansen, 37, former film actress, recently in Ellensburg, Wash.

**REDINGER-DAWSON**—Sergt. Joseph C. Redinger, U. S. Army, to Jean Dawson, daughter of Doc and Betty Dawson, photo gallery operators, April 11 in Baltimore.

**ROBBINS-ARTESS**—Oscar Edward Robbins, producer, to Eva Iris Artes in Bridgeport, Conn., April 11.

**SIMPSON-SALLEE**—Mack Simpson, U. S. Navy, to Boots (Dill) Sallee, circus and Wild West performer, recently in Los Angeles.

**SEVILLE-BOYLE**—Hal Seville, national sales manager of Maryland Coverage Network, Baltimore, and former general manager of Station WBAX, Wilkes-Barre, Pa., and Helen Boyle, nonpro, April 4 in Waynesboro, Pa.

**STEINMETZ-SHERIDAN**—George Stehmetz, nonpro, and Joan Sheridan, night club performer, April 5 in Elkton, Md.

## Births

A daughter to Mr. and Mrs. Johnny (Scat) Davis in Terre Haute, Ind., April 9. Father is band leader.

A daughter to Mr. and Mrs. Broadus Earle April 9 at Lying-In Hospital, Philadelphia. Father is violinist with Clarence Fuhrman's orchestra at Station KYW, Philadelphia.

A son to Lieutenant and Mrs. Julian Rifkin in Wesson Maternity Hospital, Springfield, Mass., recently. Lieutenant Rifkin was chief booker for Liberty Theater Corporation.

A son to Mr. and Mrs. James Riley April 3 in Mercy Hospital, Wilkes-Barre, Pa. Father is assistant manager of Irving Theater there.

A daughter to Mr. and Mrs. R. W. Anderson March 29 in Milaca, Minn. Mrs. Anderson is daughter of Mr. and Mrs. C. I. Barnhart, carnival showman.

A son to Mr. and Mrs. Al Donahue at Cedars of Lebanon Hospital, Los Angeles, April 11. Father is orchestra leader.

A son to Mr. and Mrs. Allan Bode at Hollywood Hospital, Hollywood, April 15. Father with KFWB.

A son, Bryant, to Mr. and Mrs. Edward E. Smith at Brooklyn Hospital, April 15. Father is theatrical agent and mother is former dancer.

## Divorces

June Lytton, dancer known as Princess Shangrila, from Harry Zerkowitz, recently in Chicago.

Mary Francis (Mrs. Clayton Moore) from Jack Carelton Moore (Clayton Moore), film actor, in Los Angeles April 16.

## RUBIN GRUBERG

Rubin Gruberg, 56, immigrant boy who rose to a top place in carnival-dom, died of a heart attack in a room in the Mayflower Hotel, Jacksonville, Fla., at 6:30 p.m. on April 16. He had been in failing health several years. Altho of late he had partially retired from active duties, he traveled considerably, a mark from his years of restless life. On advice of physicians he had spent the last two winters in Florida.

He was born in Austria on July 17, 1885, and came to the States at the age of 16. His first connection in show business was with the Bostock Shows. In years following he was with numerous collective amusement organizations, including those of Frank W. Gaskill, George Jabour, William Layton, William Swanson, C. J. Sturgis, Dan R. Robinson, Nat Reiss and Sol & Rubin, his partner in the last named being Sam Solomon. He and the late Wilbur C. Cherry founded the Rubin & Cherry Shows. Later he also had the Rubin & Cherry Model Shows, title subsequently being changed to Model Shows of America. When the Amusement Corporation of America was organized in 1938 he joined it with the Rubin & Cherry Exposition, he and his wife, Anna, active in business with him since their marriage, becoming vice-presidents of the ACA. Upon their retirement from active service about two years ago they became members of the board of directors.

The Grubergs for years maintained a home in Montgomery, Ala., where he was a member of Broadway Masonic Lodge and Alcaza Shrine Temple and served as a colonel on the staff of the late Gov. Bibb Graves. He was a life member of the Showmen's League of America. Survived by his widow, Anna; daughter, Mrs. (Edith Hill) Alexander Margolles, wife of a Philadelphia physician; granddaughter, Linda Frances Margolles; two brothers, Jake and Max, and a sister, Mrs. Sarah Torrens, all of Philadelphia. Mrs. Margolles went to Jacksonville and accompanied the remains to Montgomery, where funeral services were held on April 20 at 2 p.m. in Leak's Memory Chapel. At 6 p.m. Mrs. Gruberg, Mrs. Margolles and President Carl J. Sedlmayr and General Manager J. C. McCaffery of the ACA and others left with the remains for Chicago, where, in accordance with the wishes of the deceased, Masonic services were held on the afternoon of April 21, with interment in Showmen's Rest, Woodlawn Cemetery.

Services April 13, with burial in Sawtelle Cemetery, Los Angeles.

**HUTCHINSON**—Walter J., 49, director of foreign distribution for 20th Century-Fox Film Corporation, April 11 at Doctors' Hospital, New York, after a long illness. He leaves his parents, four brothers and two sisters. Burial in Calvary Cemetery, Waterbury, Conn.

**JACKSON**—Glenn E., 33, radio artist and advertising manager of Station WLVA, Lynchburg, Va., April 9 in Greensboro, N. C., of a self-inflicted bullet wound. He conducted a hillbilly program and sports broadcast. Survived by his widow and three brothers.

**KERNS**—Walter E., 77, former general agent and owner-manager of Kerns & Cooper United Shows, at his home in Indianapolis March 22 of a heart attack. Survived by his widow, Stella Juanita, night club entertainer, and a son, Walter, musician. Services and burial in Indianapolis.

**KRAMER**—Fred (Chic), 53, who worked with his wife in a black and tan act known as Chic Kramer and Louise, of a heart attack while working at the FOE Club, Meadville, Pa., recently. The Kramers appeared in vaude for many years, and later toured with various tab units on the Sun and Spiegelberg circuits. Body was sent to Monroe, La., for burial.

**LYONE**—Willard Bill, talker, in Los Angeles April 9. He was a former member of the Pacific Coast Showmen's Association and at one time was with the Crafts Show. He was also talker at Lost World and Chinese Village at the San Francisco Exposition. Funeral services in Los Angeles April 13. Survived by mother.

Bros., April 10 in Sac City, Ia. Services and burial in Sac City.

**RAPPEL**—Maurice, 41, producer and announcer of Jewish radio programs, April 11 at home in Sunnyside, L. I., N. Y. At the time of his death he was director of Jewish programs at Station WWRL, Woodside, N. Y., and produced *The American Jewish Hour* over Station WHN, New York. Survived by his widow, a son and a daughter, Ruth Storme, radio actress.

**RICHARDSON**—G. T., 76, known to outdoor showmen as "Rich, the Sign Painter," in Our Lady of Victory Hospital, Lackawanna, N. Y., April 12.

**SMITH**—Lee Olean, editor of Carl Fischer, Inc., New York music publishing house, April 6 in Plushing, L. I., N. Y. He leaves a sister.

**SMITH**—John B. (Tex), rodeo performer with Buckskin Bill, Pawnee Bill, W. F. Cody, Sig Sawtelle and other shows, recently at Soldiers' National Home, Los Angeles. Survived by a son and a brother.

**SULLIVAN**—James J., 74, RKO watchman, of a heart attack in Los Angeles April 19 following a three-week illness. Funeral services in Christ the King Church followed by burial in Holy Cross Cemetery April 14.

### IN MEMORIAM OF HARRY D. WEYDT

Who passed away April 20, 1941.  
Loving Husband and Father.  
Sadly Missed by Wife and Son.  
PEARL WEYDT.

**SWEET**—Pilot Officer Philip Marcus, 22, former acrobat, March 27 in action with the Royal Canadian Air Force in

# GATE COUNTS ARE MOUNTING

## CW in Strong Getaway in Va.

PETERSBURG, Va., April 18.—With Mayor Alexander Hamilton Jr. and B. F. R. Steele, president Chamber of Commerce, officiating at ribbon-cutting ceremonies at the entrance to the midway, Cetlin & Wilson Shows auspiciously opened their 1942 tour here April 13. Located on West Washington Street in the heart of the city, shows played to strong business under Central Labor Union auspices for the benefit of local Civilian Defense unit. Local officials complimented management on shows' appearance, and midway line-up included Porter Van Ault's Pennyland, Mr. and Mrs. Van Ault, managers, assisted by Henry King.

Rides—Spitfire, Al Wallace, owner; Robert King, clutch; Pat Kirney, assistant. Merry-Go-Round, Joe Deavor, foreman; Bill Bell, assistant; Frank Mill (See CW Strong Getaway on page 34)

## Crystal Registers 10% Biz Hike Over 1941 Camden Stand

CAMDEN, S. C., April 18.—Altho cold weather hampered opening activities, Crystal Exposition Shows' initial stand of the season resulted in about a 10 per cent increase in business over last year at the same spot. B. H. Nye, business manager, said. That the management did plenty of repainting and reconditioning in quarters was attested by shows neat appearance.

City and county officials were guests of the management Monday night. Ride line-up includes Ferris Wheel, No. 1, Blackie Henry, superintendent; Paul Gardner, assistant; No. 2, Fred Stockton, superintendent; John Gardner, assistant; Tilt-a-Whirl, Ernest Clark, foreman; Wesley Brown, assistant; Chairplane, William Kolva, foreman; Clyde Brown, assistant; Octopus, Tom Marshall, foreman; George Davis, assistant; Merry-Go-Round, Bing Hildebrand, foreman; Harry Brown, assistant; Kiddle Auto Ride, Raymond Frey, foreman; Pony Track, Homer Altum, foreman.

### Shows

Monkey, F. T. Martini, manager, and Texas Kid Athletic Show, Sam Petrelli, manager, with Gus Anders, boxer; Circus Side Show, Parker Grant, manager (See CRYSTAL HIKE on page 34)

## Sutton Beats Rain At Sikeston Debut

SIKESTON, Mo., April 18.—Altho hampered by heavy rains, Great Sutton Shows opened to good business here. Rains ceased about 12 hours before the debut and with the aid of a few loads of sawdust, everything was ready and shows played to exceptionally good results the first night.

Betty John and Moody Cook joined to manage the office-owned Circus Side Show, and Barney B. Spear an Illusion Show. Technical Sergeant Frank M. (Pete) Sutton came in for the opening. Manager Sutton received a number of floral tributes from well wishers, including the mayor and the city council of Osceola, Ark., shows' winter quarters. Visitors included J. W. (Dad) and Aunt Elsie Byers, parents of J. M. and (See Sutton Beats Rain on page 34)

## Lagasse's Bow Date Set

BOSTON, April 18.—Eli Lagasse's three units are being readied here for their May 8 opening and shows and rides have been repainted and reconditioned. Units will play under church auspices until their New England fair dates get under way. Lagasse will present his annual Thrill Show in Peabody, Mass., again under American Legion Post auspices. Free attractions with Lagasse's units will be provided by Al Martin, local booker. Lagasse has added several new rides.



RIBBON-CUTTING ceremonies marked the official opening of Cetlin & Wilson Shows at Petersburg (Va.) Fairgrounds April 13, where organization successfully inaugurated its tour under Petersburg-Hopewell Central Labor Union auspices. In the group, left to right, are: Eula Dumore; John W. Wilson, co-owner of the shows; B. F. R. Steele, president Petersburg Chamber of Commerce; Mayor Alexander Hamilton Jr., cutting the tape; Frank Facenda, Station WPID announcer; I. Cetlin, co-owner; William Cowan, Harry Dunkle and Esther White.

## Strates Clicks At Washington

WASHINGTON, April 18.—Threatening weather that ended up in a deluge of rain at 10 p.m. greeted the enlarged and improved James E. Strates Shows here April 8, the initial day of their eight-day engagement. Elements failed to discourage patrons, however, and business at shows' location at 21st and C streets, N. E., was gratifying, the management reported. Date was sponsored by National Defense Post and crowds spent well.

General Agent William C. Fleming did a creditable advance job, and Keith Buckingham, special agent, assisted by Terry Martin, had the lot in perfect condition. Organization is featuring a number of innovations in streamlined equipment and management received numerous compliments on the new entrance arch. Midway packs plenty of chromium (See STRATES CLICK on page 37)

## Marks Attendance Big at Richmond, Newport News, Va.

RICHMOND, Va., April 18.—Chalking up one of the largest first-night attendances in their history, John H. Marks Shows opened a week's stand on West Broad Street here Monday, coming in from the inaugural at Newport News, Va., where they concluded a highly successful 10-day engagement April 11. Despite varied weather, initial day here drew 7,600 patrons. Shows attracted large crowds at Builders' Baseball Stadium in Newport News when weather permitted.

Well-illuminated midway presented an attractive appearance, and management is continuing its policy of no free acts for the opening weeks of the season. Prominent State, county and city officials were on hand to welcome Owner John H. Marks, and several floral offerings attested his popularity with his fellow citizens. Show line-up included O. R. Bible's Society Circus Revue, featuring Ruth Roy's trained animals and a Wild West show. T. W. (Slim) Kelly's Nature's Mistakes was popular, as were Duke Jeannette's Circus Side Show, Speedy Merrill's Motordrome, Art Gordon's Victory Ranch Revue and International Casino, Harlem Club Minstrel. (See Marks Attendance Up on page 37)

## Cold, Rain Greets Sol's Liberty at Debut in Mattoon

MATTOON, Ill., April 18.—Despite wintry weather, which retarded attendance somewhat, several hundred were on hand for Sol's Liberty Shows' opening here last Saturday. Shows made a 300-mile move thru heavy rains from quarters at Caruthersville, Mo., and encountered flooded highways en route. Upon arrival the lot was found too heavy and soggy to occupy, so all trucks were parked on side streets until Friday morning, when two winches were used to pull the trucks on the lot.

Shows opened with 12 rides, 7 shows and about 30 concessions, with several other attractions booked to join soon. (See Sol's Liberty Debut on page 37)

## Franks 60% Ahead Of 1941 in Macon

MACON, Ga., April 18.—With good weather, Franks Greater Shows wound up their first week here to exceptional business. W. E. Franks, manager, announced the gross for the first eight days was 60 per cent ahead of last year. Additions to the midway include J. L. Johns, diggers and funhouse; Bill and Florence Porter, with hoop-la and ball game; Joe Hurley, with fishpond and devil's bowling alley, and Wilson Ice Cream Company, refreshment stands.

## Fete Enriches NSA Aux Fund

Strawberry Festival adds \$300 — \$25-\$50 War Bonds are won by three

NEW YORK, April 18.—Annual Strawberry Festival staged by the Ladies' Auxiliary of the National Showmen's Association last Thursday (9) enriched the Sunshine Fund to the tune of about \$300, Blanche Henderson, president, announced. Event was held during miserable weather, with an all-day snowfall. (See NSA AUX. FETE on page 37)

## Additional OAC Pledges Come In

DES MOINES, Ia., April 18.—Owners of trucks with carnivals, circuses, concessions, acts and the like should arrange to obtain "the best available" second-hand tires and have them repaired, it was recommended here by A. R. Corey, executive secretary of the Outdoor Amusement Congress. Corey said that inasmuch as truck owners in the fields named are not able to secure either new or retreaded tires due to rationing, repair of second-hand tires is the best substitute, in his opinion. After studying the subject, including a conference with tire rationing officials, Corey said the recommendation is being made to those (See OAC PLEDGES on page 34)

## Back From Canadian Field Trip, Conklins Predict All-Out \$ Rise; Materials Okay

BRANTFORD, Ont., April 18.—Most optimistic expression to come out of Canada in connection with forthcoming season was oozed freely by J. W. (Patty) Conklin, head of Conklin Shows, after returning from an Eastern tour, his face wreathed in smiles. His optimism is backed up by a thoro look-see of Western Canada made by his brother and associate, Frank R. Conklin, vice-president. One of the most important conferences Patty Conklin had was in Montreal with Arthur Kirk, general passenger agent of Canadian National Railways and long friendly to shows and showfolk.

"I have been assured by both Canadian railroads that we are not going to have any difficulty with our moves this year," Conklin said. He spent several days at Ottawa checking over the exhibition grounds with E. A. Band, president, and

H. H. McElroy, general manager, and is satisfied with prospects.

Reporting on Frank Conklin's trip, he gave the following summary of cities visited and notes made: Tour was over a period of nearly three weeks, covering Winnipeg, Brandon, Calgary, Edmonton, Regina and Saskatoon. Considerable time was spent with each Class A fair manager, with check-ups made on practically everything required by a carnival. Conditions in the prairie provinces were found to be "in exceptionally good shape, and everyone identified with the fairs, including the various merchants with whom we have business dealings, are all very optimistic regarding the coming season's operations at the exhibitions." Specific reports follow:

Calgary Exhibition—Elaborate preparation (See Conklin Canada Trek on page 37)

## The Billboard Subscription Rates Upped

Only one week remains to stock up on The Billboard subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	\$5	\$7.50
Two Years	\$8	\$12.50
Three Years	\$10	\$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect midnight, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of The Billboard to less than 6½ cents a copy. A convenient order form is printed on page 61.

**CONCESSION CARNIVAL TENTS**  
Our Specialty for Over 46 Years  
**UNITED STATES TENT & AWNING CO.**  
701 North Sangamon Street Chicago, Ill.

**TENTS—BANNERS**  
Remember! When our present supply is gone—there won't be any more.  
Charles Driver—Bernie Mendelson.  
**O. Henry Tent & Awning Co.**  
4862 North Clark Street CHICAGO, ILL.

**TENTS** Selling complete with portable frames, electrical equipment, velvet for flash, tools and trunks. What do you bid? **BOX 336, The Billboard, 1564 Broadway, New York.**

**PRYOR ALL STATE SHOWS**  
Opening April 23  
**SMITHERS, W. VA.**  
WANTED, due to last-minute disappointment, **COOK HOUSE**, privilege in tickets. Have complete new outfit for Girl Show. Have opening for few legitimate concessions. Mr. Miller wants Agents for Duck Pond, Ira Reeser, Howard Wagner, get in touch with me at once. All address:  
**JACOB PRYOR, Smithers, W. Va.**

Now, more than Ever . . . . .  
There is no Better Investment than a piece of Good Equipment.  
**TILT-A-WHIRL** is one of **THE BEST**  
Keep 'Em Whirling! Immediate shipment on necessary parts.  
**SELLNER MFG. CO., Fairbault, Minn.**

**WANTED**  
Octopus Foreman. All Show, Ride and Train Help report to Wichita, Kansas, April 22. We pay the best salary for capable people.  
**BECKMANN & GERETY SHOWS**

**Prudent's Amusement Shows**  
Opening May 1st—Patchogue, Long Island, N. Y.  
**WANT:** Duck Pond, String Game, Bingo, Photo Gallery, Devil's Bowling Alley, Coca Cola Bottles and American Palmistry (no Gypsies). Have one Free Act, want one more, for the entire season on Long Island.  
ADDRESS ALL TO **WILLIAM L. TAYLOR, 124 CEDAR AVE., PATCHOGUE, L. I., N. Y.**

**CRYSTAL EXPOSITION SHOWS WANT**  
Immediately, Side Show Acts of all kinds, Tattoo Artist, Magician with illusions preferred, Mental Act, Fat Girl, etc. Will make liberal proposition to manager to take over same. We furnish complete first-class outfit. Want Half and Half or other attraction for Annex. Place Concessions of all kinds except Bingo, Cookhouse and Popcorn. Bill Nye wants to hear from Blackie Palmer, John Caruso and Foley and Concession Agents for Merchandise Concessions and P. O. Sam Petrella wants Fighter for Athletic Show. W. E. Bunts, Lancaster, South Carolina, this week; then Forest City, North Carolina.

**BRIGHT LIGHTS EXPOSITION SHOWS WANT**  
Rides: Merry-Go-Round, Octopus, Roll-o-Plane, Tilt-a-Whirl, Loop-o-Plane or any Flat Rides. Shows of all kinds. Girls for Girl Show. Concessions of all kind. No racket. Pitch-Tilt-U-Win, Fish Pond, Eric Diggers, Duck Pond, String Game, Lead Gallery, Custard, Candy Apples, Bumper, Cigarette Gallery, Dart, Bowling Alley, Watch-La. Ride Help. Ben Holliday, write, wire or phone Cecil Purvis. Our celebrations start week May 11th at Danville, Va., followed by Harrisonburg, Va. Write or wire **JOHN GECOMA, Stony Creek, Va., this week; Lawrenceville, Va., next week.**

**ETUE AMUSEMENT CO.**  
Opening Albany, N. Y., May 6th to May 17th, inclusive; then Schenectady, the biggest. Ask anybody who has ever played it with us. Over 80,000 defense workers.  
Can place Octopus, Tilt or Whip. Also clean Grind Shows. Will furnish outfits legitimate Concessions. Will book Bingo. Have equipment for same if needed. For Sale—24-Seat Glider. Long season in New England, including five fairs. Show booked by Stephen Decker.  
**CHARLES A. ETUE, 623 PAWLING AVE., TROY, N. Y.**

**Rubin Gruberg Passes**  
By **FRANK WINCHELL**

*Editor's Note: Frank Winchell, manager of the Jacksonville Tourist and Convention Bureau, was publicity director for Rubin & Cherry Shows in 1932-'35 and in that capacity wrote many interesting chapters about the life of one of America's greatest outdoor showmen. Fate intervened and called upon Winchell to write the closing chapter in the life of his former boss for Jacksonville daily newspapers.*

**JACKSONVILLE, Fla., April 18.**—Rubin Gruberg came to Jacksonville several days ago on his way from Miami, stopping over to visit friends on the Dodson shows and the writer. Then he planned to go to Chicago.

I had breakfast with him last Tuesday morning and he looked better than he has in a number of years and was not complaining of his health. I asked him if he would like to have dinner at my house when I returned from a trip that I was to make that evening and he said that he would like very much to. I asked him what he was permitted to eat and he said he could eat anything, including pork—provided he did not know it was pork.

Until he died on Thursday he was in the very best of spirits and just before going up to his room in the Mayflower Hotel, where the end came, he had been (See Rubin Gruberg Passes on page 60)

**ARMY-NAVY RELIEF RALLY**  
(Continued from page 3)

stated by George A. Hamid, chairman of the Outdoor Amusement War Relief Fund, overall co-ordinating agency in this industry for army-navy benefits.

After conferring with officials of the two armed services, Hamid announced that split of 10 per cent of receipts on benefit days will be shared equally by the two services. Every major outdoor field is in the Hamid-headed set-up, including parks, carnivals, circuses and fairs, with the park end having already been introduced at a meeting on April 10. Since then letters have gone out to the summer playground operators and committees are in formation. Co-operation and endorsement are being sought from the National Association of Amusement Parks, Pools and Beaches thru its directorate.

Acting for navy relief with the amusement arm are Stanton Griffis, chairman, and Ted Deglin, vice-chairman of special events' committee of the National Citizens' unit, and Clarence Dillon, chairman of National Citizens' Committee. Representing the army are Major Neal O'Brien, Governors Island, and Colonel Supplee. Navy relief is arranging to set aside a special office for the combination group at its headquarters, 730 Fifth Avenue.

**Circular Carries Pledge**  
A circular is in the mails which is addressed to owners and managers of parks, pools, beaches, piers, carnivals, thrill shows, circuses, fair associations, concessionaires, etc., in which a pledge form is to be signed and returned. It reads, "We (or I) gladly pledge full co-operation with our industry for Navy and Army Relief Fund Day, Wednesday of each week, and we will cheerfully co-operate and contribute 10 per cent of our gross receipts, after federal, State or local taxes have been deducted, commencing Wednesday, June 3, 1942." Every Wednesday, it states, will be nationally advertised and known as "Outdoor Showmen's Navy Relief Fund and Army Emergency Relief Day."

Another mailing piece gives the mechanics of payment. It asks that a check for 10 per cent of gross receipts (after deducting taxes) be sent to Stanton Griffis at the Fifth Avenue address, with the money turned in to be equally divided between navy and army funds. "The plan has received the full approval of the Public Relations Department of the War Department in charge of Army Emergency Relief and the National Citizens' Committee of the Navy Relief Society," Chairman Hamid says in the letter.

Original goal, when first worked out for the navy end, was \$300,000, but has been doubled.

**Wirth's Navy Circus**  
**NEW YORK, April 18.**—Frank Wirth's annual circus in New Haven, Conn., usually staged under Knights of Columbus, will be held for a week beginning April 27 under auspices of the Navy Relief Society. Knights relinquished the date for NRS. Mayor Murphy has designated the run as Navy Relief Circus Week and the New Haven Chamber of Commerce and other groups form a big local committee on ticket sales. Featured turn will be Van Leer's Horses in a spectacle billed Rhapsody in White, surrounded by a ballet some of whose members were hooked up in the Joost Ballet, famed terpsits. George Poll of Wirth office has been in charge of advance sale for the last few weeks.

Wirth-booked Festival of States show in St. Petersburg, Fla., week of April 6 drew big crowds. Wirth's end included the revue *Let's Go, America*, with a line of 16; Four Blenders, singers; Three Walters, trampoline bar; Maximo, wire; Laddie Lamont, rolling globe and unsupported ladder, and Archie McGee, emcee. Wirth said the layout played to packed houses nightly and there was a special matinee for servicemen and children on Saturday of run. Other features of festival included a parade of about 60 floats and 23 bands and a mass bridge party held at public park on the water front, attended by more than 4,000.

**RIDE HELP WANTED**  
Foreman for No. 12 Wheel, Second Man for Tilt and Merry-Go-Round. Preference those driving semi trailers. Long season. No meal tickets or brass. Good salary and treatment. Concession Agents for Pea Pool and Penny Pitches. One more high FREE ACT for GALAX, VA., June 29th to July 4th. Best 4th July spot this section. No booking concessions and Shows with own outfits. Corn Game, Digger, Ice Cream open.  
**Crescent Amusement Co.**  
Bessemer City, N. C., this week.

**Great Sutton Shows**  
Marion, Ill., April 20 to 25.  
West Frankfort, Ill., April 27 to May 2. Can place Penny Arcade, Roll-o-Plane. Will furnish tents and fronts for Girl Show or any small Shows. Can use Penny Arcade. Notice: Will compensate for the whereabouts of Barney B. Spears.  
**F. M. SUTTON, Marion, Ill.**

**Mad Cody Fleming Shows WANT**  
For best still dates in Georgia. All uptown locations and 12 County Fairs. Spitfire and Whip with transportation. Manager for Pit Show. Studio Developer. Will buy Ball Game. Will book Heart Pitch, Bumper, 10-Cent Hoop-La.  
Valdosta, Georgia, April 20 to 25.

**C. F. ZEIGER UNITED SHOWS**  
Want Foreman for Allan Herschell Merry-Go-Round. Experienced Help on all Rides. Salary no object if you are capable. Wire what Ride you work best on. If opening will advise proposition. Want Dog and Monkey Act. Useful Carnival People in all departments. Albuquerque, New Mexico, week April 21; Las Vegas, New Mexico, week April 27.

**WANTED TO BUY FOR CASH CHAIRPLANE**  
Must be in first-class condition. Want Ride Help, top salaries. Can place Concession and Bingo Help. Write or wire  
**J. M. RAFFERTY**  
R. & S. Amusement Wilmington, N. Car.

**CAN PLACE HIGH CLASS GENERAL AGENT**  
For fast-growing Motorized Show. Must know territory. Salary no object. Also place Union Billposter. No booxer.  
**AL WAGNER**  
Huntsville, Ala., this week.

**FREAKS, GIRLS, TALKERS**  
Half and Half, Cook, answer at once. Nightly pay. Good treatment.  
**HORACE E. ROSE, Mgr.**  
O. J. Bach Shows Hoosick Falls, N. Y.

**Agents for Grind Stores**  
Come on, will place you. All these holding contract report Zaechini Bros.' Show, Lenksville-Spray, N. C.  
**SAM WEINTROUB**

**MUSICIANS WANTED**  
For James M. Cole Circus  
Bass, Baritone and Trombone. Others write. Must be union. Salary \$17.50 and all.  
**C. S. BROOKS, 901 Washington, Gary, Indiana**

**WANTED CONCESSION PEOPLE**  
Capable Agents for Coupon Stores and Slim Store; Cookhouse Help. Useful people, answer. Will book following: Photos, Candy Floss, Lead Gallery, Lon or Short, Scales, Penny Arcade or any Concession not conflicting. We have contracts for best money spots Midwest. Reply or come on. **ROY GOLT STONE, Fuzzell's United Shows, Pocahontas, Ark** or watch route.

**COLUMBIA SHOWS OPENING MAY 2**  
Now booking Shows, Rides, Concessions on account of illness. Can place Ferris Wheel. Playing be spots in east. Wire or write **TOMMY KEEFI 274 Congress St., Portland, Me.**

**RIDE HELP WANTED**  
Wheel Operator; Chair-o-Plane, Merry-Go-Round Operators; Second Man for Ride-o. \$25.00 p week on Beach, thirty on the road. Heavy Cob Randolph Bender, wire. **RIDE DEPARTMENT P. O. Box 1522, Myrtle Beach, S. C.**

# Club Activities

## Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, April 18.—Past President Edward A. Hock presided at the April 15 meeting. With him at the table were Past President J. C. McCaffery, Treasurer William Carsky and Secretary Joe Streibich. News of the death of Brother Rubin Gruberg cast a pall over the meeting. Brother Carsky reports the committee is about set with a suitable gift for members in the service. Al Rossman says all Directory and Charity Fund committee members have been supplied with sample subscription plaques, 1942 directories and order books. Plaques will be mailed to all subscribers if copy and check are mailed as received.

Members not on the committee who wish to volunteer their services are asked to write for order books. Brother Larry Hogan's condition is unchanged and Brother Kussman is still in the hospital. Brother Louis Brandini and Edward J. Hock entered the hospital last week, and Brothers Rankine, Mamsch, Lydick, Murphy and Vollmer are still confined. Walter Hale is getting ready to leave soon, and Paul Olsen departed last week. Jack Halligan came in from Florida and is ready to leave for Canada. George Westernman started his work with the Amusement Corporation of America.

Brother Phillip Gilson left to join the service last week. Brothers W. E. Donahue and Orval Harris are working at the Greater Olympia Circus. Whitey Lehrter left for Cole Bros. Circus, and Robert Garner, formerly with the Royal American Shows, is in the Navy. Nate Eagle is getting his shows lined up. April 30 meeting will be the final one this season. Members are to be guests of Past President Sam J. Levy, Brother Arthur Wirtz and the Chicago Stadium at the Greater Olympia Circus on April 30. Harry Walker is in a hospital for an emergency operation. Brother G. J. Mike Wright left for a week's vacation at Hot Springs.



## National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, April 18.—Board of governors meeting was held April 8 with Secretary Sam Rothstein presiding. Present were Joe H. Hughes, William J. Bloch, Jack Carr, Andy Dumont, Mack Harris, Arthur Hill, Jack Lichter, Ross Manning, Fred C. Murray, Sam Peterson, D. D. Simmons, Gerald Snellens, Leonard Traube and Executive Secretary John M. Liddy. It was the final regular meeting of the season. Bill Bloch submitted copy of wire sent to President Emeritus George A. Hamid by Stanton Griffis, chairman of the Special Events Committee, Navy Relief Society, notifying Brother Hamid of his appointment as head of the Outdoor Amusement Section of NRS. Brother Hamid sent a letter to the association asking approval of the board and members to participate in these activities and said approval was granted. At the regular meeting which followed, with Secretary Rothstein in the chair, foregoing action of the board was approved.

Membership drive is well under way. Applicants enrolling now will be credited with dues paid to July 15, 1943. Chairman Frank C. Miller reports that special awards have been pledged to date by George A. Hamid, Max Linderman, President Art Lewis, Vice-President Oscar C. Buck, each contributing a \$25 War Bond. Other awards will be announced from time to time. In addition to the special awards, the customary gold life membership card will be presented to members enrolling 50 or more new applicants. Among those who have signified their intention of going after life membership are Howard Ingram, Ross Manning, Joe H. Hughes and D. D. Simmons.

Eligibility Committee passed favorably on the following applications: Al Martin, proposed by Joe Hughes; Joseph L. Raclonzer, by Art Lewis; Eddie Marino, by Daddy Simmons, and Joseph L. Bosco, Irving Bax and Francis A. McNally, by Bill Bloch. Jack Lichter, chairman Veterans Committee, requests that members report on brothers in the U. S. armed services so that their names may be placed on the bronze plaque which has been ordered and will soon occupy a prominent spot in the rooms. Following members are in service: Irving Berk, David S. Linderman, Charles J. Morris Jr., Harry P. Brennan, Albert Whitworth, Si Aurillo, George A. Hamid Jr., Anthony  
(See NSA on page 61)



## Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire,  
Los Angeles

LOS ANGELES, April 18.—Pat Shanley will be honored by the Pacific Coast Showmen's Association at the April 27 meeting. Vote to honor Shanley was taken at Monday night's regular meeting when John Miller, finance committee chairman, presided in the absence of President Mike Krekos and the vice-presidents. Also on the rostrum was Ralph Losey, secretary.

J. Ed Brown was named chairman of the committee to make arrangements for Shanley night and he will be assisted by Ben Beno, Harry LeMack and Norman Peel. Membership drive gained momentum when it was reported that 12 new members had been sent in by President Krekos. New members, sponsored by Brother Krekos, Bob Schoonover and Louis Leos, West Coast Circus Shows, are Arnold Udseth, Robert Owens, Roy L. West, R. V. Munro, Leonard E. Churchill, Jack Compton, John Andrews, Frank McNeill, James McHouthlin, Alton R. Kendrick, Albert J. Olson and William G. Smith.

Communications were read from Charles W. Nelson, L. B. McCoy and President Krekos.

## Heart of America Showmen's Club



Reid Hotel  
Kansas City

KANSAS CITY, Mo., April 18.—With the exodus of most of the showfolk from the city, club meetings will be discontinued until October. April 10 meeting was called to order by Third Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. Attendance was fair. Brother Morris Ventling returned from a business trip to Oklahoma, and Russell Hall left to join World of Today Shows. Brother J. McBride was reinstated. Mr. and Mrs. Chester I. Levin and Mr. and Mrs. Norris Cresswell went to Arma, Kan., for Elite Exposition Shows' opening there. They report the shows got away to a good start.

Brother and Mrs. Charles Morphew are visiting here, and Brother Pete Callander came in from New Orleans to attend the meeting. A special committee, under chairmanship of Brother Harry Altshuler, was appointed to supervise the membership drive. Banquet and Ball Committee is completing arrangements for the annual event which will be held as usual on New Year's Eve. Brother Paul Parker was tendered a birthday party in celebration of his birthday. Brother Ellis White is on the sick list. Clubrooms will be open throughout the summer for use of members in the vicinity.

### ATTRACTIONS

The Shrunked Midget, latest creations of Head Hunters of Boyne, 20 inches long; bosoms and everything showing. Human hair. Image of Human Being in nice black basket, ready to exhibit, \$15 post paid. Shrunked Heads, best on the market, black hair, mouth never shut as the cannibals do them, material never before used, looks like the real Shrunked Head, \$8 post paid. Showmen, if you are not getting the money you should try these two and watch your receipts double. We make the best attractions in the U. S.  
TATE'S CURIOSITY SHOP, Safford, Arizona

## JOHN KILONIS WANTS

FOR OPENING, APRIL 30 TO MAY 10, INCLUSIVE.  
CIRCUS GROUNDS, MANCHESTER, N. H.

Want real Shows with own outfits. Will get plenty of money for this spot. Only no Girl Shows. After this date will open Crystal Lake Park, where hundred thousand dollars were spent by the city and government to improve same. Only quarter of a mile from airport, where 7000 airmen anxious for amusement. We have all Rides unless you have something new. Want outstanding Free Act for this date only. Name lowest price for the 11 days. Also reliable Hillbilly Band and Entertainers for this date and the park season. Wire, write or call. P.S.: Watch park announcement next issue.

JOHN KILONIS, Ringside Grill, Manchester, N. H. Telephone 8278.  
Residence 8420-M.

CALL CALL CALL

## SUNBURST EXPOSITION SHOWS

All people engaged, take notice, Show leaves winter quarters Thursday, April 30, opening SYRACUSE, NEW YORK, SATURDAY, MAY 2.

Capable Showmen and New or Novel Ride Owners, contact us.

WINTER QUARTERS

VERNON, NEW YORK

## J. J. PAGE SHOWS

OPENING SATURDAY, APRIL 25, JOHNSON CITY, TENN.

Account of disappointment want ELECTRICIAN to join on wire. We have transformer wagon. Can place legitimate Concessions of all kind.

ATHLETIC SHOW Still Open to Capable Man

Can place Shows with or without own outfits not conflicting with what we have. Want Comedian and Chorus Girls for Colored Minstrel Show. JERRY JEFFREY wants Girls for Revue. Want SIDE SHOW People. Opening for TALKERS and GRINDERS. Also RIDE HELP. Everybody wire—no time to write. Address:

J. J. PAGE SHOWS, Johnson City, Tenn.

P.S.: MRS. DOC WILKE, get in touch with me at once.

## JOHNNY J. DENTON SHOWS

CELINA, TENN., this week; week April 27, ROCKWOOD, TENN., Heart of town—first show in 6 years.

Good proposition for Sound Car. Concessions—Pitch Till U Win, Ball Games, Stock and Grind Shows. Beat the Dealer open. Will sell X on Pop Corn and Diggers. Will furnish tops for Grind Shows. One more Flat Ride, come on. Kiddle Auto. Capable Ride Help in all departments who can drive semi. Playing government projects. Don't write, wire. JOHNNY DENTON.

## LONE STAR STATE SHOWS

OPENING APRIL 29TH, SEVENTH AND BERRY, LOUISVILLE, KY.

WANTED

WANTED

Cook House, Penny Arcade, legitimate Concessions of all kinds, Shows with own outfits. Will book Rides not conflicting with own transportation. Can place First and Second Men on Merry-Go-Round, Ferris Wheel, Loop the Loop, Chairplane and Auto Speedway. Top salaries. Roy Smith, contact Marshall Kaufman; will send ticket.

All Address: LONE STAR STATE SHOWS, LOUISVILLE, KY.

## HELLER'S ACME SHOWS NOW OPEN

Route 6 and Boulevard, East Paterson, New Jersey.

Want Cookhouse, meal tickets for rent. Want Corn Game, Shooting Gallery, Hoopla and other Grind Concessions. Want Talkers, Canvas Men, Ride Help, Foreman for new Spitfire Ride, Shows, Sideshow, Motordrome, Fun House, Grind Shows. All address as above.

HARRY HELLER, GENERAL MANAGER

## George Clyde Smith Shows

OPEN IN DUNCANSVILLE, PA., APRIL 23RD TO MAY 2ND.

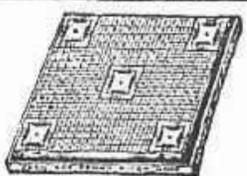
WANTED—Devil's Bowling Alley, Pitch Till U Win, High Striker, Long or Short Range Lead Gallery, Photos, Duck Pond. WANTED—Side Show, Crime, War, Hawaiian and Posing Show. WANTED—Loop-o-Plane and Tilt-a-Whirl. Harry Reeves wants Grind Store Agents. Write or wire GEO. C. SMITH, DUNCANSVILLE, PA.

## GREAT LAKES EXPOSITION

Can place for one of the strongest routes of still dates and fairs capable Operator for Ten-in-One. Must have something to put inside of new Tent and Banners. Good proposition for organized Showman. Sell Photos exclusively. Long Range Gallery open. Legitimate Concessions of all kinds. Use good Scale Man, office owned. Have new Tops for Showmen with new ideas. Place capable Operator for Dope Show. Must know his business. Ride Help who drive semis. Girls for Ball Games. Everybody Address: AL WAGNER, Manager, Huntsville, Ala., this week.

## CONVENTION SHOWS

Opening POTTSVILLE, PA., April 24 to May 2, 10 days. Will furnish equipment for representative organized Girl, Animal or Novelty Shows. Want Octopus, Fly Away, Rocket or any Novelty Ride. Can place Custard, Arcade, Cork or Range Galleries, Candy Floss, Fishpond, Bowling Alley, American Palmistry and other LEGITIMATE Concessions. (Mat. Coffins, write.) Want Bingo Caller and Agents, Lot Superintendent, Ride Help and Semi Drivers. WANT FREE ACT for long season. Monty Smith wants 2 more Working Acts for Side Show. All address: CLAY MANTLEY or SILVER JACKSON, care Wm. Penn Hotel, Pottsville, Pa. P.S.: Want thoroughly experienced Show Secretary.



**PENNY PITCH GAMES**

Size 46x48", Price \$25.00.  
Size 48x48", With 1 Jack Pot, \$35.00.  
Size 48x48", with 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$12.00

**BINGO GAMES**

75-Player Complete .....\$5.00  
100-Player Complete ..... 7.25

1/3 Deposit on All Orders. SEND FOR CATALOGUE Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

**SLACK MFG. CO.**

124-126 W. Lake St. Chicago, Ill.

**ASTRO FORECASTS AND ANALYSES**

**1942 ASTRO READINGS ALL COMPLETE**

Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00  
Analysis, 3-p., with Blue Cover. Each . . . . .03  
Analysis, 8-p., with White Cover. Each . . . . .15  
Forecast and Analysis, 10-p., Fancy Covers. Ea. .05  
Samples of the 4 Readings, Four for 25¢.  
No. 1, 34-Page, Gold and Silver Covers. Each .35  
Wall Charts, Heavy Paper, Size 28x34. Each 1.00  
Gazing Crystals, Ouija Boards, etc.

**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 15¢.  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-p. Well Bound . . . . .25¢  
**PACK OF 79 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35¢.  
Signs Cards, Illustrated, Pack of 36 . . . . .15¢  
Graphology Charts, 8x17. Sam. 5¢, per 1000 \$6.00  
**MENTAL TELEPATHY.** Booklet, 21 P. . . . .25¢  
**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10¢.  
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.**

19 West Jackson Blvd. CHICAGO  
Instant Delivery. Send for Wholesale Prices.

**KWIKUP CONCESSION STANDS**

**Best For 25 Years**  
MANY SIZES. Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its flashy Orange and Black Strips stops the crowds. Circular and canvas samples free. THE MONROE CO., 35 Bridge St., COLFAX, IA.

**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.



**NO SHORTAGE**

On Our Easy Money-Making **BUDDHA PAPERS** Blank sheets of paper magically turn into written Fortune Telling or Character Readings. Send Stamp for Catalog. **S. BOWER, Bellemead, N. J.**

**—POP CORN—**

Housier Pride Brand Pop Corn is grown exclusively on our Indiana Farms, conditioned in our plant and shipped direct to you. Write us. **INDIANA POP CORN CO.** Route 3, Muncie, Ind.

**DODSON'S WORLD'S FAIR SHOWS**

Show trains leave Jacksonville, Fla., Sunday, April 26th, about 8 a.m., for Springfield, Ohio. Anybody joining in south can ride show train out of Jacksonville.

**H. L. HANSON WANTS**

Girls for Revue, also Talker. Salary every week. Address care **BLUE RIBBON SHOWS** Harriman, Tenn., this week; Jeffersonville, Ind., to follow.

**Midway Confab**

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

**DOOKIE booking?**

**JAMES ALLEN**, former Athletic Show manager, is in the navy and stationed at Great Lakes, Ill.

**M. PHILLIPS** advises from Miami that Cecilia S. Goodwalt has signed her cook-house with Cetlin & Wilson Shows.

**SPRING OPENINGS are over. Now what?**

**FORMERLY** with Snapp's Greater Shows, Private James Anderson is stationed at Camp Leonard Wood, Mo.

**SCALE** operator with carnivals for many years, Roger Pitcock is in the army and stationed at Camp Lee, Va.

**SMART SAYINGS** by show children: "Mama's lushing in the blowoff."

**AFTER** spending two weeks on Buckeye State Shows with Mrs. Willander, Mrs. Al Ziedman returned to her home in Austin, Tex.

**MR. AND MRS. ED EVANS, O. C.** Buck Shows, have a new building and restaurant in Columbia, S. C., which they will open at the close of the season.

**COOKHOUSE** strategists who can't outflank a bookmaker know how to win this war!

**CHARLES SIEGRIST TROUPE**, a feature of Ringling-Barnum circus for many years, will present the free act on R. H. Miner's Garden State Shows beginning May 4.

**PAUL EASTUS** has returned to Beckmann & Gerety Shows as foreman of Pete Kortess's Kiddie Auto and Miniature Train rides, his 13th year in that capacity.

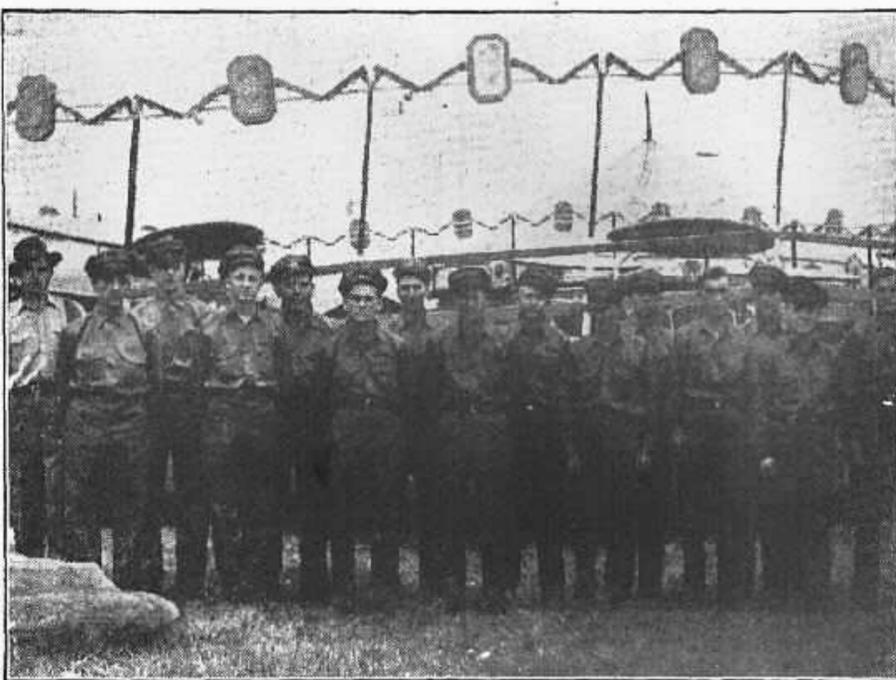
**POPULAR** truck-show theme song: "Out West Where the Gasoline Grows."

**CRYSTAL EXPOSITION SHOWS** have been awarded the midway contract for 1942 Lee County Fair, Pennington Gap, Va., B. H. Nye, business manager, infos from that city.

**AFTER** wintering in Punta Gorda Beach, Fla., Harry and Hazel Suss re-joined Dodson's World's Fair Shows at the opening in Jacksonville, Fla., with their Daughters of Sin Show.

**GENERAL AGENTS** claim only a scrapping acquaintance with one another.

"**HAVE** signed to do my fire act with Barney Lamb's Side Show on Gold Medal Shows," cards Eddie C. Armhewer from



**MEMBERS** of the ride crew on J. F. Sparks Shows posed for this photo during the recent stand in Ensley, Ala. In the group, left to right, are Blackie Sherwood, Merry-Go-Round foreman; Edward Booker, second man, Tilt-a-Whirl; Dude Belcher and Jasper Edwards, foreman, Twin Ferris Wheels; Whitey Curry, Tilt-a-Whirl; Henry Davidson, Kiddie Autos; Theo Simpson, second man, Merry-Go-Round; Jimmie Phillips, foreman, and John Thompson, Spitfire; J. H. Rogers, Ferris Wheel; Bill Jenkins, Chairplane; James E. Warren, foreman, and Earl Warren, Octopus; Josephy M. Warren, foreman, and James Cox, Tilt-a-Whirl.

**WIFE** of the billposter on Buckeye State Shows, Mrs. Charline Kilpatrick joined her husband at shows' stand in Forest, Miss.

**JOINING** Bunting Shows at Ladd, Ill., quarters recently was Leroy Orchard, who will assist Mrs. Tilley with her corn game this season.

**WHEN** showmen discuss another's success with sincerity it isn't always above gossip.

**MR. AND MRS. ENGELKING** advise from Miami, where they are vacationing, that they have again booked concessions with J. R. Edwards Shows.

**FORMER** Ferris Wheel operator on Sunset Amusement Company, Daniel (Cotton) Dunning is in the army and stationed at Paine Field, Washington.

**ROUTING** carnivals this season it like playing fox and geese in the snow.

**DR. L. C. CHRISTIANS** assumed his duties as chief medical officer on Dodson's World's Fair Shows at Jacksonville, Fla. Nurse Ellen Sharpe will assist him.

**AFTER** wintering in Jacksonville and Starke, Fla., T. A. (Kid) Stevens returned to Dodson's World's Fair Shows, where he will operate two concessions.

"**IT'S** a small world," remarked a ride boy to another when they met in Australia.

**Bowling Green, Ky.** "Spent the winter at Veterans' Hospital, Dayton, O."

"**AM DOING** magic and tattooing on Keystone Modern Shows, and my partner, Eddie McKenna, will not troupe this season but will remain in Chicago," cards Yogi Ray from Atlanta.

**BAD HORSES**, lost ego, winter and death are some showmen's equalizers.

**FORMERLY** with Downis Bros.' Circus and last year with World of Mirth Shows, Henry Clay signed with Dodson's World's Fair Shows to take charge of the organization's elephants.

**MRS. TOMMY SCOTT**, wife of the general agent of World of Fun Shows, visited the organization at Spartanburg, S. C., for a few days before returning to her home in Charlotte, N. C.

**ONE THING** to be thankful for is that they haven't started rationing peanuts and popcorn.

**E. R. (IZZY) ISABEL**, concessionaire who sustained a paralytic stroke recently, is confined in Knoxville General Hospital and would like to read letters from friends.

**AFTER** two weeks with Liberty United Shows in Columbia, S. C., Jay and Ruth Williams and A. W. Newton Jr. returned to Crystal Exposition Shows at Camden, S. C.

**Self-Pity**

**AN ILLUSION-SHOW OPERATOR** who believed in a long banner line with nothing behind it decided to enlarge his front and he added banner after banner picturing three-headed men, people with elephant trunks, sponge-bodied humans, fish with a girl's head, eight-legged boy, etc. While playing on a fairgrounds to capacity business, his talker added to the heat by promising even more oddities than pictured on the front. Patrons' beefs rolled off of the manager's ears like water off of a duck's back. Finally the heat reached the fair office and the fair secretary decided to see the show. Buying a ticket like any other patron, so as not to wise the showman that he was there on an inspection trip, he found it even worse than the beefers claimed it to be. Approaching the show's manager, he yelled, "Close this thing up. It is the worst show I ever looked at." "What are you squawking about?" yelled back the show's manager. "You should consider yourself lucky that you only have to look at it once. Think of us poor devils who have to look at it 20 times a day."

"**THE meek** never inherit the earth," quoted a manager to his agent before sending him on a lot-contracting tour.

"**PERSONNEL** of Lew Alter's Side Show includes Stella-Mao, three-armed girl; Anna Blanc, nurse, and Fred Maurer, annex talker," Georgie Spears Jr. cards from East Lansing, Mich.

**SANFORD (TINY) PAYNE** advises from Midford, Ore., that he is working with a surveying crew on a cantonment there. He was formerly the Salici puppet bally clown at Treasure Island, San Francisco.

**SCIENTISTS** gave up the missing-link hunt after finding it advertised on geek-show banners.

**PVT. CARL JUNIOR REEVES**, member of Patsy's Musical Mountaineers,

**VALUE RECEIVED**

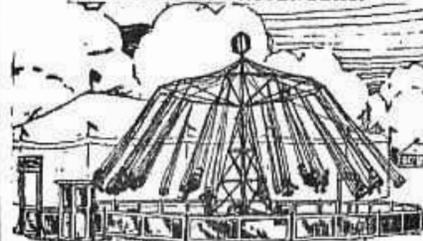
When you buy a **BIG ELI** Wheel. Fine appearance, safe construction, long-life durability. Proven earning power and complete equipment. Choose a **BIG ELI** Wheel for real economy and a long life of dependable profit making.



**ELI BRIDGE COMPANY**

Builders of Dependable Products  
800 Case Ave. Jacksonville, Ill.

**THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.**



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 26 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description. **SMITH & SMITH, Springville, Erie Co., N. Y.**

**POPCORN**

SUPPLIES  
SEASONING BACS SALT BOXES  
**WILKIN THEATRE SUPPLY, INC.**  
Atlanta, Ga. Charlotte, N. C.

**DYER'S GREATER SHOWS**

Want Pony Ride, Shows with own equipment. Will furnish 20x30 top for Three-in-One, Wrestlers, Boxers, come on. High Striker and other legitimate Concessions open. Sidewalk Slim wants Concession Agents and Ride Help. For sale—Cook House and Small Toys, fair condition. **Portageville, Mo., this week.**



MRS. DOROTHY FIDLER, wife of the owner of Fidler's United Shows, rejoined the organization in time for opening in St. Louis recently from Hot Springs, where she spent three weeks recovering from illness. The shows, along with Oliver Amusement Company and Maryland Shows, are doing good business on Mound City lots despite inclement weather.

**In the Grease**

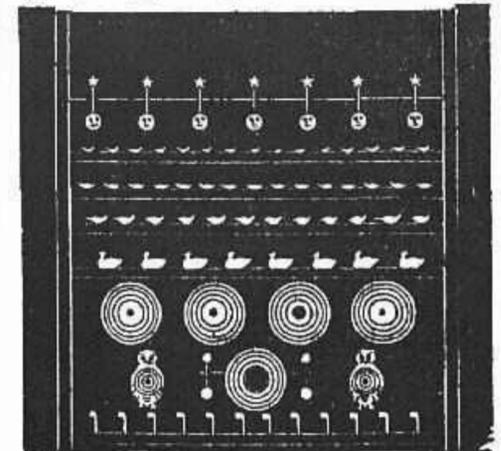
IN THE Deep South a colored boy erected a typical home guard snack stand across from a carnival lot. For a top the booth had a burlap bag stretched across a rough lumber frame. A short strip of badly faded red, white and blue bunting was hung across the front to give it a gala and patriotic appearance. Time being Sunday night, with the show setting up, the operator set an old-time kerosene lamp with a badly smoked chimney on the end of a narrow counter. The dim light flickering on and off in the wind added to the booth's weird appearance. Half a bunch of bananas swung from a rafter above, the operator having eaten the other half while waiting for the show to arrive. A bundle of sorghum cane stood in a corner and a broken showcase filled with home-grown peanuts added to the flash. The show's 350-pound fixer planked his weight down on a rickety bench and in a loud, gruff voice ordered two platters of chicken, three pans of biscuits and a gallon pot of coffee. Being in a kidding mood, he opened up with, "You know, boy, I almost had to shoot a guy who operated a stand like this in our last town." "How come, boss? How come?" asked the boy while mentally weighing up his customer's gigantic frame. "I only had three platters of chicken, four pans of biscuits and two gallons of coffee and the dirty so-and-so tried to charge me two bits for it. How much do I owe you, boy?" roared the fixer, picking his teeth with a knife. "Hmmm," pondered the boy, "I sho doesn't blame you, boss; I sho doesn't blame you. Does you think 15 cents too much?"



WELL KNOWN in outdoor show circles, Bill Harden (left) and Gene Luttrell are making their mark in Uncle Sam's Army. Both are stationed at Camp Claiborne, La., where they have attained the rank of sergeant. Harden, a Life Show talker and lecturer, formerly was with Dr. Ralph Garfield's Hall of Science and Johnny J. Jones and Rubin & Cherry exhibitions. Luttrell was with Jack Casteel's Trained Dog act and later trouped with Al G. Barnes Circus.

and he's building three more. Harry Hunting's two new rides have been working to good business.

**EVANS' LONG RANGE SHOOTING GALLERIES**



**PERFECT FOR TRAINING!**

Ideal for developing marksmanship, sharp-shooting, etc. Easy to set up. Most complete line of Galleries in the country, also Supplies and Parts for all Makes of Shooting Galleries. Rely on Evans' 50 years' experience and you won't go wrong!

**FREE CATALOG** of complete Shooting Gallery Equipment, also Wheels of every type, etc. Everything for the midway. Write today!

**H. C. EVANS & CO.**  
1520-1530 W. Adams St.  
Chicago

With Johnny J. Jones Exposition last season, enlisted in the Marine Corps and is stationed at San Diego, Calif.

FELTON COOPER, better known as Kid Armstrong, Athletic Show performer with J. J. Page Shows, is in the army and stationed at Camp Shelby, Miss. Jimmie Allen, concessionaire and for many years with the Page combo, is at Great Lakes (Ill.) Naval Training Station.

FILLING out his draft questionnaire, a penny pitch operator wrote "lost art" behind the word occupation.

LINE-UP of the Side Show on West Coast Circus Shows, under management of Frank Forest, includes Mickey Page, midget singer and dancer; Estrella Sherman, midget rumba dancer; Ralph, elephant skin man; Dainty Marie, human corkscrew; Phil Rockwood and Silver Queen; Professor Arnold, guillotine, presented by Joyce Homes; Ruth Bud, front; Harold Stone, talker; Thelma Cushing, ticket seller with Bessie Bessette, annex.

ROY B. JONES, vet publicity man, is in St. Luke's Hospital, Denver, recovering from an operation he underwent there recently. Jones was in Denver handling publicity for Pete Kortez World's Fair Museum when he was stricken ill and forced to undergo the operation. For several days he was kept in an oxygen tent.

IF canceled fairs, curbs and priority conversations weary you, then get ready for more weariness.

OWNER of Penn Premier Shows, Lloyd Serfass was tendered a surprise party recently in shows' quarters at Stroudsburg, Pa., by Mrs. Serfass in celebration of his birthday. Refreshments and a buffet lunch were served and Serfass was the recipient of numerous gifts. Among guests were Mayor Hal Harris and Police Chief Arthur Swink and Mr. and Mrs. Lou Weiss, Girl Show operators.

MIDWAY business will be changed a lot by this time next year. We'd give a week's free privilege to know how much.—Gate & Banner Shows.

NOTES from Liberty United Shows from Columbia, S. C., by Ted C. Taylor: Stand here, under auspices of Knights of Columbus, resulted in good business and fair weather. Clyde Ridenour joined to take over the electrical department. Bull Martin and Whitey Wagner's two Girl Shows are doing well, as is Johnnie Riddick's Minstrel Show. Charles Schrappe has three concessions, as does Bob Alexander. Mr. and Mrs. John Keeler visited while en route east. Earl Slusser's three booths are doing okay

**SELL MORE POPCORN**  
HYCOL Golden Yellow



THE DYKEM COMPANY 2301 N. 11th St. ST. LOUIS, MO.

**NEW ENGLAND AMUSEMENT CO. WANTS**

Ferris Wheel Foreman. Join at once. Salary \$40 and Bonus.  
J. J. "CHICK" ALLEN, Lee Hotel, Worcester, Mass.

**READERS AND AGENTS WANTED**

FOR AMERICAN CAMP AND 10¢ CONCESSIONS. STOCK WANTS CATERPILLAR AND JUMP FOREMEN. OPEN APRIL 24, LITTLE ROCK. Address: CLAYTON AND CAROLINE HOLT, care Goodman Wonder Shows, Box 21, Little Rock, Ark.

**CONCESSIONS WANTED**

Part Balloon, Cigarette Shooting Gallery, Hoop La. Foreman for Ferris Wheel, Tony Phillips, Reed, Geo. Donahue, Gallagher, write.

**MIKE ZEIGLER**  
Hotel Milner PHILADELPHIA, PA.

**Anderson-Strader Shows, Inc.**

Want Acts for Pit Show. People that have been with Art and Louis, wire or come on. Can use legitimate Concessions and Ride Help. Wichita, Kansas, until April 25th; Junction City, Kansas, April 28th to May 23rd.

**WANTED**

With own equipment, People for Cookhouse. Ride Men, report to Stafford, Kans. Opening April 27 to May 2nd.

**MIDWEST SHOWS**

**W. S. CURL SHOWS**

Open May 2 BOX 27, LONDON, O. Saturdays 9 FAIRS 12 CELEBRATIONS  
Want Shows: Girl, Athletic, Fun House, Illusion or any good money-getting Show. Can place useful Show People.  
Can place good Free Act with Concession. Ride Help, Truck Drivers, come on.

**WORLD'S MOST POPULAR RIDES**  
OCTOPUS—ROLLOPLANE—FLY-O-PLANE

REPAIR PARTS Order What You Need Now. Our Factory May Be Called Into Defense Work.  
Manufactured by **EYERLY AIRCRAFT CO., Salem, Oregon**  
ABNER K. KLINE, Sales Manager

**LITTLE ROCK BRANCH has PLASTER, CANES, DOLLS, PICTURE FRAMES, GLASSWARE, BALL-GAME AND BINGO SUPPLIES. Write for April Price List.**  
116 MAIN, LITTLE ROCK, ARK.  
**MIDWEST MERCHANDISE CO.** 1008 BROADWAY, KANSAS CITY, MO.

**WORLD OF PLEASURE SHOWS**

PONTIAC, MICH., MAY 1-8 (FIRST IN)  
Can place Merchandise Concessions only. Frozen Custard still open. Good territory for well-equipped Penny Arcade. Want Grind Shows that are capable of getting money. Ticket Sellers, Working Acts and outstanding Freaks to feature for office Sideshow. Ride Help on all Rides. Top salary and bonus. Working Men in all departments report at once.  
**JOHN QUINN**  
DEARBORN, MICH. (ALL THIS WEEK); RIVER ROUGE, MAY 11-17.

**Big Towns PIONEER VICTORY SHOWS Best Route Big Pays N. Y. & Pa.**

OPENING HERE MAY 4TH—10 DAYS—ALL PAY DAYS.  
Want Concessions—Photos, Pill Pool, Beat Dealer or any 10¢ Stores. Shows not conflicting. Also want Kiddie Rides. Can place useful People, Top wages. We carry three Free Acts—Taxi Rides Attractions, Fearless Fallons and The Coddins.  
MICKEY PERCELL, BOX 106, WAVERLY, N. Y.

**BLUE RIBBON SHOWS**

For 10 days, opening April 29th. Celebration under strong auspices. First in Jeffersonville, Ind. Place Monkey Show or Grind Show not conflicting. Place Girls for Posing Show. Ride Help that drive.  
Can place few more Concessions.  
All address **JOE J. FONTANA**, Harriman, Tenn., this week.

**MATTHEW J. RILEY ENTERPRISES**

Now showing Kensington and Worco Sts., Philadelphia, Pa. Will play city lots and towns in vicinity.  
**WANT** Merry-Go-Round Foreman and Second Man. All kinds of Ride Help. LEGITIMATE CONCESSIONS OF ALL KINDS.  
**MATTHEW J. RILEY, Mgr.**  
917 WALNUT ST. PHILADELPHIA, PENNSYLVANIA

**KAUS EXPOSITION SHOWS, INC., WANTS**

Due to disappointment, Man capable to handle Monkey Show. Shows with own outfits and transportation that do not conflict with what we now have. Roll-o-Plane, Whip or Spitfire. Have for Sale: Rotordrome with Cycles, Turn-Over Fun House, Calliope and Caterpillar. Want legitimate Concessions of all kind. Arcade, Pat Ourrence and Eunice MacLaughlin, write Mrs. J. J. Burns. Want Help in all departments. This week, Rocky Mount, N. C.; next week, Eddystone, Penna.  
ADDRESS: **A. J. KAUS, MANAGER**

# ART LEWIS SHOWS, Inc.

"America's Finest Railroad Show"

—CAN PLACE—

Spitfire and Fly-a-Plane, wagons furnished. Also American Palmistry, High Striker and legitimate Grind Concessions only.

JERRIE JACKSON wants Colored Musicians for Minstrel (salaries paid by office). PROF. "POP" KUNTZ wants Sideshow People. Bertha Cohn—Ballgame Agents.

—WANT—

A-1 DIESEL MECHANIC FOR LIGHT PLANTS. Al Mercy can place White Musicians for Revue, especially Sax. ASSISTANT FOR OUR OFFICE, CAPABLE BOOKKEEPER. Ride Help and Working Men all departments. Billposter, with or without truck. With union card preferred.

Address ART LEWIS, General Manager, Norfolk, Va.

# CALL PLEASURELAND SHOWS CALL

OPENING MONROE, MICH., APRIL 25

2 SATURDAYS AND 2 SUNDAYS

WANT CONCESSIONS—Popcorn, Photos, Duck Pond, Lead Gallery, Pitch-Til-U-Win, Cig. Gallery. SHOWS—WANT MANAGER for complete new 10-in-1 outfit—will make attractive offer to right party. ALSO GRIND SHOWS or any other Shows of merit with or without own outfit. ALSO Talkers, Ticket Sellers for all Shows. KITTY McDONALD WANTS Girls for Victory Follies and Posing Show. Top wages. ALSO good proposition to Talkers and Ticket Sellers. RIDE HELP on all Rides—top wages, excellent working conditions. DOLLY YOUNG WANTS AGENTS FOR SLUM, SKILLOS, ALSO WHEEL AGENTS AND GENERAL OUTSIDE HELP. MUST BE CAPABLE AND SOBER. NORMAN FELTON, VICTOR WEINBERG, COME ON. All address: Monroe, Michigan.

# LAWRENCE GREATER SHOWS

CAN PLACE AT ONCE

COOK HOUSE AND GRAB GIRLS AND TALKERS FOR GIRL AND POSING SHOWS

SALARIES FROM OFFICE

Organized Plant Show (Sammie Lewis, wife at once). All Grind Concessions open: Photo Studio, Shooting Gallery, Scales. Lot Man (sober). Ride Help, Canvas Men, Semi-Drivers. Capable Couple for nicely framed Pop Corn, Candy Apples and Peanuts. Carl Barlow wants Concession Help and Truck Driver.

ALL ADDRESS: HAGERSTOWN, MD., THIS WEEK.

# DICK'S PARAMOUNT SHOWS, INC.

PORT READING, N. J., UNTIL APRIL 25

Feature Attraction, THE GREAT WILNO, OVER TWO FERRIS WHEELS

WANT WANT WANT

SHOWS: Any Grind or Animal Show with your own outfit, liberal percentage. RIDE HELP: FOREMAN for OCTOPUS and ROLLOPLANE. Other Ride Help and Semi Drivers. SOUND CAR—A-1 TRUCK MECHANIC, TALKERS FOR SHOWS. CONCESSIONS: Cigaret Shooting Gallery, Fishpond, Guess Your Age. Man and Wife to operate complete Popcorn Concession.

WRITE OR WIRE R. E. GILSDORF, GEN. MGR.

# WANTED

Fun House, Chairoplano, All Concessions open. Grind Stores, Arcade, Palmistry, etc. Experienced Help for M.-G.-R., Wheel, Cat, Ride-O. Foreman for all departments. Top salaries. Froaks and Talker for Frank Zoeda's 20-1. Girls for Frank Toxxano Girl Revue. Musicians for Johnnie Williams Harlem Club. Heart of shipbuilding defense area. Downtown Mobile, week April 20. Max Eller, organ man, wire. Jack McFarland, wire Buckler.

FRANK WEST, General Manager,  
ALL AMERICAN EXPOSITION, INC.  
MOBILE, ALA.

# Official Opening of PENN PREMIER SHOWS

9 DAYS — APRIL 23 TO MAY 2 — DAYS 9

Want another Free Attraction to join immediately for season. Can place Cigarette Gallery, Custard, Diggers, String Game, American Camp or any other legitimate Concessions. Want to book, lease or buy Spit Fire, Octopus or Fly-a-Plane. Want Talkers on Drome that can handle the front. Can place Man to manage well-framed Pop Show. This Show plays 11 bona fide fairs and will be out until Armistice Day. Address all mail to LLOYD D. SERFASS, General Manager, Stroudsburg, Pa. Can place Banner Man who can out it.

# VIRGINIA GREATER SHOWS

Want legitimate Concessions of all kinds. Roll Down and Gypsies, save stamp. Want Girl and Posing Show. Have complete outfit for same. Will book Tilt-a-Whirl and Loop-o-Plane. This show booked solid in defense factory areas. South Hill, Va., this week.

# SUTTON BEATS RAIN

(Continued from page 29)

Carl W. Byers, owners of Byers Bros.' Shows; Mrs. Jewell Robinson and Mrs. Frank M. Sutton Sr.

Staff includes Frank M. Sutton Sr., owner-manager; Lucille Norwood, secretary; J. Bill Carneer, general agent; Bill Norwood, electrical department and truck foreman; Earl Ray, scenic artist; Barney B. Spear, advertising and publicity. Shows are carrying 10 rides and 9 shows. Management plans to play defense towns in Illinois until late in June, when shows start their fair tour.

# CRYSTAL HIKE

(Continued from page 29)

ager; Carl Samuels and Harry Anders, tickets; Dope, Paul Heiser, manager; Midget, Murphy Family; Clark Granby's Reptile Exhibit; Minstrel, Baldy Joe, stage manager; Stanley Weathers, band leader; H. Dent, front; Stack Wilson and Broadway Walker, comedians; Stella Chislem, lead; Chille Robinson, Vivian Weathers, Babe Brown, Corinne Bellamy, Allie Carol, Belle Charline, Flo Dent and Mary Suares, chorus; Mother Cody, wardrobe mistress. Band has Stanley Weathers, Angus Chislem, Jim Thomas and Henry Hunt, trumpets; Moon Mullins and Joe Snare, trombones; Eddie Young and Al Williams, drums; Hooper Dent, bass drum; Billie Chambers, sax; Phil Means, clarinet, and Jack Foster, piano. Free acts are Arthur Carver and Capt. Victor Drumb.

# Concessions

J. Williams, 3; Earl Swicegood, 2; G. F. Roberts, 1; John Bunts, 3; Pete Miller, 2; Alta May Bunts, 1; Verne Hardeman, 2; Billy Bunts, 2; Carl Lasure, 1, and Ben Carpenter, 2.

Staff: J. I. and W. E. Bunts, managers; B. H. Nye, business manager; Carl Lasure, advertising agent; Barney Spellman, press; Fred Cone, lot superintendent; Joe Pesano, ride superintendent; Horace Repass, chief mechanic.

# CW STRONG GETAWAY

(Continued from page 29)

ton, clutch; Walter Driver, tickets, Ferris Wheels, Nicholas Duninitch, foreman; Fred Kelly and Charles Addington, seat men. Scooter, John (Red) Minter, foreman; Sam and Moses Harris, Paul Owen and Robert Morris, assistants. Caterpillar, Fred L. Leatherman, foreman; Joe Dupont, assistant; John Rich, clutch, Kiddie Rides, including Auto, Sea Plane and Miniature Railroad, owned by Mrs. E. S. Walters, operated by E. S. Walters Jr. Moon Rocket, Charles Cohen, owner; Pete Johnson, operator. Kiddie Whip, Billy Ball, owner-operator.

# Shows

Giltter Gals, Clarence Linbeck, manager; Parlie Boone, assistant. Miss America, Alfred Pardee, manager, assisted by George Blizard. Wall of Death, Ollie Hager, manager; Dudley Lewis, Mayo Mayo and Ollie Hager, riders; Whitey Rhine, talker. Health and Life Show, managed by John W. Rea; James Rea, talker; Mrs. John Rea, lecturer. Animal Show, C. J. Bailey, talker. Paradise Revue, Mrs. I. Cetlin and Mrs. Jack Wilson, operators; Marshal Nutly; Bill Robinson, Henry Miles; Walter Ray and George Beckwith, watchmen; Art Parent, producer; Dick Parrish, drummer; Al Putman, cornet and trumpet; Olga Ramos, Lorena Gallion, Peggy Whitman, Billy Davern, Lucille Taylor, Ester Waters, Betty Taylor, Hazel Leslie, Ruth Yancey and Martha Manzi, entertainers; Lucille Lee, wardrobe mistress.

Side Show, Carl J. Lauther, manager; Woodrow Olsen, talker; Percilla, the Monkey Girl; Labello, Alligator Boy; Jessie Franks, bag puncher; Louise Knox, oddity; Ely Cassels, knife thrower; Algerio, sword swallower; Mary Rodgers, girl with horse's mane; Eunice Knight, iron tongue; Thaddus Rossh, fire worshiper; Pinky Snooks, electric chair; Jack Rodgers, inside lecturer; Frances Lauther, astrologist; Claude-Olaudette, annex; Josephine, trained chimpanzee; Lee Hayworth and Herbert Walberg, tickets; Mary Roberts, cook; Jack Archer, dishwasher; Harry Wise, inside tickets; Mrs. Olsen assists Mrs. Lauther.

# Concessions

Mr. and Mrs. Bill Scanlon, photo gallery; Mrs. John A. Harris, palmistry booth; Jack Gilbert, anti-aircraft; Helen Eule, ball game, assisted by Mrs. Sam Pallitz; W. C. Cowan, one; Mike Farino, Tubby Heiman and Jerry Cohen, agents; Morris Friedman, radio stand and jewelry store; H. Minsh, R. Kline and L. G. Lamder, agents; blanket stand, Al Pallitz, manager; ham and bacon, Bob Allen; Clyde Wilson and Nick Nazer,

one; shawl stand, T. Kehy; teddy bear, George Harnes; color games, Ruby Wilson; Russel Harnes and Maxie Watkins, agents; pan game, Chink Smith and Tille Farnier; rat game, Mr. and Mrs. Jack Chislem and Mrs. Mike Campbell; ball game, Germain Burgevin; Miss Morgan and M. Troy, agents; Johnny Cla-burri, de luxe concessions.

Pitch-til-you-win, E. J. Morgan; cigarette cork gallery, Earl Griffin; milk bottles, George Brown and Ed Smith; Mrs. Al Wallace, two concessions; C. Tedman, two ball games; Vito Cerone, ball game; Mrs. Irene Secrest, ball game; Johnny O'Rear, popcorn, candy apples, two penny pitches, diggers and hoop-la; Mrs. Tommy Allen, hoop-la and grab stand; Paul LaCross, two ball games, photo gallery and short-range gallery; Mr. and Mrs. A. Focanti, ball game; Mr. and Mrs. Mike Domco, two ball games; A. Pollack, one stand; Jack Manzie, frozen custard; Bobby McGregor and Charles Foster, helpers. Cookhouse, Sid Goodwald, owner. Perry Cohen is superintendent of W. C. Cowan's concessions and Mrs. Perry Cohen marquee secretary.

Staff has John W. Wilson and I. Cetlin, owner-managers; J. W. (Whitey) Walker, secretary; Mary B. McLane, bookkeeper; Harry Dunkel and E. K. Johnson, advance agents; Mrs. Doc Baker and Mrs. R. C. McCarter, front gate; Tony Lewis, mail man and *The Billboard* sales agent; William Cowan, general manager; R. C. McCarter, press representative; Neal Hunter, trainmaster; Fred Utter, electrician; Frank Masstek, lot superintendent; Cal Metz, truck foreman, and Billie Burke, artist.

# OAC PLEDGES

(Continued from page 29)

who have communicated with his office. Corey said that he has sent out more than 300 letters to operators in the carnival, circus and supply field alone, and that there has been a healthy response in membership and pledges of support. Typical of the pledges (some appeared in last few issues) are the following:

L. J. Heth, manager, and Alfred Kunz, general representative L. J. Heth Shows—"We and our entire organization endorse the objectives of the OAC, and it is with great pleasure that we are allowed to exercise this right, which is only possible in our democratic form of life. Each and every point of the 10 objectives is a milestone in the show business and our contribution to the all-out war effort our nation is confronted with during these trying times. They shall have our wholehearted cooperation. God bless America!"

John R. Ward, John R. Ward Shows—"This is a privilege we have long been waiting for. There should be some organization such as this congress to do something for our industry collectively, instead of each individual trying to better his position. We hope we can be of service whenever we are needed."

M. G. Dodson, Dodson's World's Fair Shows—"I can see no reason why the principles and purposes of the congress are not most beneficial to the general outdoor amusement business. The Outdoor Amusement Congress should ultimately place the show world—its personnel and operators—in the true sphere to which they belong in this national emergency era, for which the congress has been organized."

David B. Endy, Endy Bros.' Shows—"You can rest assured of our support in your endeavors, and will appreciate it if you can keep us informed as we go along of the progress that is being made. We heartily endorse the objectives of the OAC and you may expect our co-operation."

# "Amusement Chief" Out

NEW YORK, April 18.—Irish Horan, executive director of the OAC, said on his return from Washington that A. Julian Brylawski, who headed a temporary "amusement division" in the War Production Board, is no longer functioning, but has not as yet been replaced. Horan stated that it was not in the best interests of the amusement industry and the government's war effort to disclose a development that is taking place in connection with an outdoor amusement wing of the WPB. An announcement will no doubt come at the proper time, he declared.

# SOL'S LIBERTY SHOWS

On account disappointment, can place good Side Show. Will furnish complete outfit for same. On account of draft want Foreman for Octopus. Doc Gouldie wants Front Man, Girls for Bally and Ticket Sellers for Life Show.

Sam Solomon, Mgr.  
This week, Champaign, Ill.;  
next week, Danville, Ill.

# Direct from the Lots

## Buckeye State

Forest, Miss. Week ended April 11. Location, fairgrounds. Auspices, Livestock Show. Business, fair. Weather, cold.

Shows arrived on schedule from Port Gibson, Miss., and everything was ready Monday morning on the new location behind the livestock barns. Change in locations turned out to the advantage of all. Date, which formerly started on Tuesday and ended Thursday, began on Monday this year and ended Wednesday, with Tuesday being the big day. Business was off somewhat from last year, because of cold and showers Wednesday night. Date marked shows' fifth consecutive year at this date. Shows tore down Thursday night and moved to Philadelphia, Miss., and opened Saturday. Date was billed heavily by H. M. Kilpatrick. Bama Freeman, concessionaire, whose home is in Forest, Miss., put on a concession for the week. Captain Willander, Animal Show operator, lost a valued performing dog at Forest, Miss. Kack Harrison's cookhouse clicked. Mrs. Evelyn Finley's two kiddie rides did well,

and Pat Brown, builder, has the front for the main entrance about completed. Harry Lamont resigned as business manager and left shows here. Mrs. Walter B. Fox closed here to join her husband, who is connected with Sol's Liberty Shows in an executive capacity. Frank Gaskins, shows' former special agent, visited, as did H. Whitaker, secretary South Mississippi Fair, Laurel.

PERCY MARTIN.

## World of Fun

Saltville, Va. Week ended April 11. Location, showgrounds. Business, good. Weather, fair.

Move from Spartanburg, S. C. was made by rail and everything was ready to operate Monday night. Lot Superintendent Joe Steblar did a good layout job on the lot. Local officials co-operated. Altho two nights were lost to rain, all reported good business on the week. Ferris Wheel topped rides, with O. J. McConner's Princess Peggy Show leading shows. Al Bersoff closed with his ride and sound car. Mr. and Mrs. Joseph Steblar and daughter visited relatives in Charleston, W. Va., for a few days. General Agent Tommy Scott returned from a booking trip in West Virginia. Frank Chase's Midway Cafe was popular. All members of the shows are purchasing War Stamps daily. Tom Halowith's bingo stand is doing well. General Manager J. E. Steblar advises shows will be enlarged. Tommy Carson, who has been with it for several weeks, advises he will soon leave for New England. Frank Chase added two concessions.

RAY SHARPE.

## West Coast

Emeryville, Calif., March 29 to April 12. Auspices, Kiwanis Club. Location, Key System Lot on San Pablo Avenue. Business, good. Weather, cold and rainy. Pay gate, 15 cents.

Despite rain and cold weather, shows' two-week engagement here resulted in remarkable business. Because of limited space the Scooter and several shows were omitted. However, Louis Leos did a good job in setting up the 7 rides, 6 shows and 35 concessions and circus arena. General Agent W. T. Jessup reports that he has the show well contracted. Owner Mike Krekos returned from Sacramento, Calif., where he attended the priorities meeting on transportation. Many visits were exchanged with the Foley & Burk Shows, which opened in Oakland, Calif., last week. Mr. and Mrs. Eddie Hellwig, who have been with the shows for the last seven years, sold their two ball games and photo gallery to J. W. Munro and are in business in Vallejo, Calif. Mrs. Edith Walpert has returned to the Coast after an extended visit in Mexico City and Tampa with her sister and brother-in-law, Mr. and Mrs. R. H. Work. Mr. and Mrs. Al Rodin purchased a new trailer, as did Mr. and Mrs. Montie Morgan. Mr. and Mrs. Hunter Farmer purchased a new car.

W. T. JESSUP.

"The Midway World's Truly Streamlined Midway"

# DODSON'S WORLD'S FAIR SHOWS

"A World's Fair on Wheels"

CAN PLACE FOR SEASON

OPENING THURSDAY, APRIL 30, FOR TEN DAYS AT SPRINGFIELD, OHIO

Motordrome (will furnish wagons for same), High-Class Trained Animal or Monkey Circus (will furnish finest front ever built), GLASS HOUSE; MIDGET SHOW, with entertaining midgets (will furnish complete outfit for outstanding Midget Show); PIT OR PLATFORM SHOWS WITH REAL ATTRACTIONS INSIDE; YOUNG, GOOD LOOKING AND TALENTED GIRLS FOR MUSICAL REVUE, POSING SHOW and HAWAIIAN SHOW (highest salaries paid to girls with looks and talent); OUTSTANDING FREAKS FOR FINEST SIDE SHOW ON THE ROAD; Novelty Acts or Musical Acts of exceptional value, write; Talkers who can make openings and appearance; MUSICIANS for Charles Clark's Concert Band on all instruments due to enlarging same; HELP IN ALL DEPARTMENTS, WRITE. CAN PLACE ROCKET, SILVER STREAK, TILT-A-WHIRL or any outstanding NEW RIDES; furnishing wagons for same. CAN PLACE CONCESSIONS OF ALL KINDS EXCEPTING BINGO, POP CORN, CANDY APPLES, CUSTARD AND COOKHOUSE. REMEMBER YOU GET A LONG SEASON, PLAY THE BEST STILL DATES, the BIGGEST and BEST CELEBRATIONS and FAIRS and UNSURPASSED CO-OPERATION. ALL ADDRESS DODSON'S WORLD'S FAIR SHOWS, P. O. Box 3317, Jacksonville, Florida

Always the Latest and Best in Trailers

## BE WISE - TRAILERIZE



1941 Vagabond Tandem	\$1095
1941 Palace Concession Unit	995
1938 C. W. Deluxe, Elec. Brakes	595
1936 C. W. Master	250
35 Others All Have Tires, \$39.50 & Up.	

VAGABOND & ALMA-SILVERMOON  
Immediate Delivery.  
Phone 2-1103  
SELLHORN'S—EAST LANSING, MICH.  
Also Good Stock at SARASOTA, FLA.



WRITE  
SIOUX TIRE  
& BATTERY CO.  
SIOUX FALLS, S. D.  
Buy on Our  
Easy Terms.

## CENTRAL STATES SHOWS WANT

People to handle 10-in-1, Athletic Show and Snake Show. Have new fronts, banners, tops, all equipment and transportation for same. Grind Shows with or without own equipment. Good proposition to Concessions that work for 10¢. (No Grift.) Want Penny Arcade, Candy Floss, Mitt Camp, Scales, or what have you?  
Wire W. W. MOSER, Ellinwood, Kansas.

## WANTED

Athletic Show Manager, Shows with or without own equipment. Foreman and Ride Help, also Help in all departments. Opening May 9. Flossie Gensler, please get in touch with Lee Sullivan at this address. Address:  
Wilson's Famous Shows  
Astoria, Illinois

Advertising in the Billboard since 1905

# ROLL TICKETS

DAY & NIGHT SERVICE  
SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000.. 10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000.. 12.10	80,000.. 18.70	200,000.. 38.50	1,000,000.. 170.50

Above prices for any wording desired. For each change of wording and color add \$8.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS  
2000 PER ROLL  
1 ROLL.....75c  
5 ROLLS.....60c  
10 ROLLS.....50c

## WELDON, WILLIAMS & LICK

FORT SMITH, ARK.  
TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

## TRUCKS - TRAILERS

GUARANTEED IMMEDIATE DELIVERY!

On hand—approximately 200 NEW and USED Trucks and Truck Trailers suitable for Carnival use.

25 SPECIAL 22'—28' CARNIVAL RACK TRAILERS

Write for Complete Information Today

## GEORGE BERMAN, INC.

PENNSBURG, PA. Phone, Pennsburg 4440-521  
Representing International Motor and Fruehauf Trailers—  
Supplying Carnivals for Ten Years

## CLIFF WILSON WANTS AT ONCE

Grinders, Talkers, Lecturers for Glass House and Snake Show. Address, Caro ROYAL AMERICAN SHOWS, now at Grand and La Cledo, St. Louis, Mo., April 19 to May 9.

## M. & M. SHOWS

OPENING APRIL 30 — KINGSTON, N. Y.

Can place two more Shows that do not conflict. Will furnish outfit for Wild Life or any good Show. Want Ferris Wheel Man and other Ride Help. Want Help that can drive Semi Trailers. Few legitimate Concessions open: Custard, Guess Age and Weight, Hoop-La and Pitch-Till-You-Win.  
Address: P. S. McLAUGHLIN, after April 22nd Gen. Del., Kingston, N. Y.

## SUNSET AMUSEMENT COMPANY

OPENING MAY 1, EXCELSIOR SPRINGS, MO.

Want Pony Ride and Shows with own equipment. Want Talkers for Girl Shows and Dancers with or without wardrobe. People for Dope Show. Manager wanted for GEEK SHOW. CONCESSIONS: Ball Games, Fish Pond, Pitch-Till-You-Win, Cigarette Gallery, Lead Gallery and Photos get in on the extra days at a week's privilege. RIDE MEN: Ferris Foreman and Ride Second Men. Opening for Man who can operate Tangley Gallop.  
ADDRESS: EXCELSIOR SPRINGS, MISSOURI

## WANT — CUMBERLAND VALLEY SHOWS — WANT

OPENS MAY 11TH AT SOUTH PITTSBURG, TENN.

SHOWS: Geek Show, Side Show complete, Monkey Circus, Fat Show, Mechanical City or any other Show that doesn't conflict, with or without outfit. Johnnie Riddick wants Band and Chorus Girls. Salary and percentage. CONCESSIONS: All legitimate Concessions open except Cookhouse, Corn Game, Popcorn and Penny Pitch. If you want to make money and save time join the forty-niner.  
Address all mail to ELLIS WINTON, Mgr., Manchester, Tenn.  
P.S.: Athletic Show People, get in touch. Chief Marvin, answer.

## KEYSTONE MODERN SHOWS

WANT NOW first-class Cookhouse. Join at once. All other legitimate Concessions, including Custard, String Game, Cork and Lead Shooting Galleries, Scales. WANT Roll-o-Plane Foreman and Second Man. Second Men and other Help on ten Rides, Truck and Tractor Drivers. WANT Working Acts for office Sideshow. One strong Act to feature. Salaries weekly from office. Will book Single Pit or Platform Attraction. Address: MARYVILLE, TENN., THIS WEEK; BRISTOL TO FOLLOW.

## CAN PLACE

Ride Help in all departments, especially need Roll-o-Planes Foreman; Semi Truck Drivers paid extra. Concessions open—Pitch-Till-You-Win, Duck or Fish Pond, Cane Rack, High Striker, String Game, Guess Your Weight and Age. Will sell exclusive American Palmistry (no Gypsies). Account dis-appointment have beautiful complete outfit for organized Colored Revue. Wire full details—be ready to join—salaries office guaranteed.

## BANTLY'S ALL AMERICAN SHOWS

Apr. 23 to May 2, Cumberland, Md.; May 4 to 9, Uniontown, Pa.; May 11 to 16, Arnold, Pa.

## LAST CALL—BUNTING SHOWS WANT—LAST CALL

(Formerly Tilley Shows)

Opening Saturday, May 2, at East Peoria, Ill., in the heart of Illinois. Everybody working. Can place flashy live Pony Ride. One more Grind Show with own outfit. Few more legitimate Merchandise Concessions. Experienced, sober Ride Help. Top salary. All people contracted kindly acknowledge this call. Address: E. H. BUNTING, BOX 297, LADD, ILLINOIS.

### 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 \$.55 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 8¢.

### 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. 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. Stapled 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.

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HOROSCOPE WORKERS

Cash in on the new Vonmar individual Forecast for 1942. 366 different readings, one for every day of the year. 6 pages, flashy cover, 3 cents each. 5 Page Forecast for 1942, flashy cover, 2 1/2 cents each. Single Page Reading, \$5.00 a thousand. Graphology Chart, 9 3/4 by 14 inches, \$5.00 a thousand. Numerology Course, 10 pages, 10¢ cents each. Personal Magnetism Course, 7 pages, 7 cents each. Astrological Tokens, 5 cents each. For samples send 25 cents to

### THE USHERS - VENICE CALIF.

100-1 SHEETS-1500  
**POSTERS**  
 MAKE FLASHY  
**CARDS**  
 \$3.00  
 \$1.00  
**METROPOLITAN PRINTING COMPANY** 1334 VINE ST. PHILA., PA.

### SILK CITY SHOWS

OPEN APRIL 25, ON THE STREETS OF SOUTH AMBOY, N. J.  
 WANT Penny Pitch, Ball Games, Cigarette Gallery, Long Range Gallery, Guess Your Age, Fish Pond, Shows with their own canvas, 7-25. Want Ride Help, top salary. Come on, will take care of you.  
 A. LONG, 246 McBride Ave., Paterson, N. J.

### SCALEMAN WANTED

Must have own scales. Can also work Guess Your Age from same booth. Good proposition for Scaleman and Wife. Also have opening for Slum Store Agents. PARK OPENS MAY 2ND.

**HANK SHELBY**  
 FLINT PARK FLINT, MICHIGAN

### GOLD MEDAL SHOWS

NOW BOOKING  
 SHOWS AND CONCESSIONS  
 For Season of 1942  
 Address: P. O. BOX 663, Columbus, Miss.

### GREATEST ILLUSION

To Feature or Bally, Levitation. Complete \$37.50. Details, catalogue free.  
**ABBOTT'S—Colon, Michigan**  
 World's largest Illusion Builders

### H. P. LARGE SHOWS

Open Season, Ill., April 25 thru May 2. Want Penny Arcade, Erie Diggers, Cookhouse, American Palmistry, Long or Short Range Gallery, legitimate Concessions of all kind. Can place Ride Help. Can place Shows with own outfits. Lon Merton, come on. This show does not carry pay gate. All communications to Seaser, Ill.

## Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

### Dodson's World's Fair

JACKSONVILLE, Fla., April 18.—Plenty of activity prevailed the final week in quarters for shows' opening at Northeast Florida Colored Fairgrounds. Eleven rides, seven shows and about 25 concessions were slated to be operated at the inaugural. Rest of the equipment is receiving final touches in the shops at the fairgrounds. Charles Taylor, Colored Revue impresario, has returned and assembled a strong cast, including Bobby Sissle's Showboat Melodians. Harry Suss again has the Daughters of Sin show, and Herman Suss has signed with Ray Cramer's Side Show. Mrs. Ella Dodson, popcorn and candy apple concessionaire, is supervising the rebuilding of her concessions. She will again have the palmistry booth. Melvin Dodson Jr. has completed work on his concessions. Joe Baker, legal adjuster, arrived last week. Mrs. Baker accompanied him. Three night watchmen will be employed to police the grounds this season. A new chemical fire wagon has been added to the fire-fighting equipment. Henry (Fat) McCaulley will again be chief of shows' fire department, with Jess Warren in charge of the fire-fighting motor equipment. Howard and Hazel Piercy are putting the finishing touches to their penny pitch concession. Anton Pugal, Sportlands and Penny Arcade operator, put the finishing touches to his attraction. He is supervising work of overhauling the Rollo-plane, which Mrs. Helen Pugal purchased from Mrs. J. C. Weer. R. L. Millican has been released from St. Luke's Hospital, where he underwent a hernia operation.  
**ROBERT GOODRICH.**

### Garden State

NEW HOLLAND, Pa., April 18.—Work in quarters is rapidly progressing and all rides, trucks and show equipment is being readied for the opening here May 4. All trucks have been overhauled and painted and personnel is being augmented daily. A new entrance front is under construction, under supervision of W. H. Woodard, assisted by Walter Miller. Russell Amey is in charge of the paint crew, assisted by James Robb and Kenneth Carey. William Davis and William Goodrich, electrician, and Stanley Lagenbach and Johnny Danniels are expected soon. Advertising car is being repainted and remodeled under supervision of Raymond Parker, and the writer is in charge of winter-quarters work. Tonia Kaye has charge of the mess hall, assisted by Mrs. Walter Miller. Harry Arnold cards he will come in soon.  
**R. H. MINER JR.**

### Bunting

LADD, Ill., April 18.—With opening only two weeks off, work in quarters is being carried on at top speed. The writer returned from a three-week confinement in St. Margaret's Hospital, Spring Valley, Ill., where he underwent an operation. Jimmie Crafton went to Springfield, where he is reported to be

working on a government project. Ted Martin, quarters boss and chief electrician, has a crew rebuilding the Whip. White Sloan, ride man, is here and helping the painters. Leonard Kalinauskas will handle the Twin Ferris Wheels and Otto Buckholz the Octopus. Billy Herrington, Girl Show operator, is expected in soon. Mike Dressen, second advance man, and Owner Bunting report the tour is about booked. Earl King came in a few days ago, and Tommie Tesler reports the Loop-o-Plane is ready.  
**GEORGE E. MOON.**

### Sunset Amusement

EXCELSIOR SPRINGS, Mo., April 18.—Finishing touches are being applied to equipment for shows' opening here May 1. Fred Reckless, free act, advises he will join soon. Lawrence Young came in to handle the advertising. Harry Lamon, legal adjuster, is expected soon. Concessionaires include Bob Gordon, diggers and popcorn; Art Alexander, Penny Arcade, penny pitch, hoopla; L. O. Weaver, corn game; Jack Monroe, cookhouse; T. S. Mitchell, palmistry booth, and Harry Miller, one. Earl Burke will take over the Hawaiian and Dope shows, and Louise Harold will again have the Girl in Red Show. Pat Murphy will have the Athletic Show. George Martin, electrician, has been in charge of quarters. Rides and their foremen are Octopus, Robert Cougill; Ferris Wheel, Russel Lewis; Tilt-a-Whirl, Marshall Buck; Kid Auto, John Naylor; Merry-Go-Round, Tom Staples; Chairplane, J. A. Miley; Loop-o-Plane, P. T. Miley; Kiddy Swings, Glenn Hewitt. Shows plan to play Missouri, Kansas, Illinois and Iowa.  
**V. R. FLORA.**

### Dixie Belle

MOUNT VERNON, Ind., April 18.—Operations in quarters are on their last lap as all repair and paint work is completed. The woodworking, machine shop, equipment and paint departments here are tops. Troupers are arriving daily from the South, and opening has been set for April 25. The writer will again be mail man and *The Billboard* sales agent, making his third consecutive year in those capacities.  
**H. S. STACEY.**

### Bantly's All-American

SANFORD, N. C., April 18.—Final week in quarters was marked by increased activity. Everything is ready for the move to Cumberland, Md., for opening. Harry Faith, chief mechanic, is in charge. Carl Holtz, scenic artist, has done a bang-up job on rides and shows. He has also been doubling as chief cook. Jake Arrowood has the canvas in good condition, and Mr. and Mrs. Chuck Stunko are here. Chuck overhauled the power wagon, while Mrs. Stunko is private secretary to Mr. and Mrs. Bantly. Frank Ludolph and his assistants have gone over the Ridee-O. A. J. Budd and crew, including Hal Compton, Blackie Seemster, Mr. and Mrs. Doc and Eldean Suska, La Vonda, Zimba, Shorty Knight, Henry Cassady, Mysterious

## SHOW PRINTING

• THEATRE • CIRCUS • ORCHESTRA  
 • CARNIVAL • RACE • THRILL SHOW  
 • POLITICAL • FAIR • COMMERCIAL  
 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

**WANT**  
 Foreman for Tilt-a-Whirl. Park location. Must be capable taking complete charge. Good salary.  
**FOR SALE**  
 International Tractor with 22 ft. Semi. Good rubber. Also new Blue, 20x30 top, 36 ft. steel front, poles, stakes, etc.  
**MAURICE MILLER**  
 TROY, OHIO

**GIRLS WANTED**  
**FOR MID WEST**  
**DODSON'S WORLD'S FAIR SHOWS**  
 Want young, good-looking Girls that work in line and specialty. Strip and exotic Dancers. Sophisticated Singer. Show Piano Player. Top salaries. Can also use 2 inexperienced Girls. 30 weeks' work. R. R. transportation paid after joining. Write or wire  
**MARIANNE EDWARDS**  
 Care Dodson's World's Fair Shows, Springfield, O.

**McMAHON SHOWS**  
 Opening Marysville May 9  
 Want Foreman for Tilt and Mix Up, top salaries. Manager for Penny Arcade, Concessions that work for ten cents. "Punk" Smith, write. Good route of still dates and celebrations; fairs start in July. John Ellis wants Wrestlers and Fighters for Athletic Show. Agents for Scales and Photo Gallery.  
 Address: Marysville, Kansas

**FOR SALE**  
**CASSOWARY**  
 Bought last season from Cliff Edwards for \$300. To close estate will take \$200, F.O.B. Los Angeles. Large, thoroughly acclimated. Guaranteed excellent health.  
**WARD AMUSEMENT COMPANY**  
 6723 S. Arlington LOS ANGELES, CALIF.

**WANTED!!**  
 Experienced Ride Man to fix and run Rides. Also Man to take charge of Concessions and run same. Men must be sober, reliable and dependable. Steady work.  
**HARRY ALTMAN**  
 Glen Park WILLIAMSVILLE, N. Y.

**MOORE'S MODERN SHOWS**  
 Want Ferris Wheel Foreman and Loop-o-Plane Foreman. Can use a few more Stock Concessions. Buddy Buck wants Girls for Girl Shows, Boxer for Athletic Show.  
 Apr. 20 to 25, Litchfield, Ill.

**PEARSON SHOWS**  
 OPENING MAY 2ND  
 1942—Stays in Illinois All Season—1943.  
 Want Shows that carry own equipment. Cook House. Can use a few more Concessions. Address:  
**BOX 9, RAMSEY, ILL.**

**FOR SALE**  
 Spillman Engineering Merry-Go-Round. Apply to  
**JOE DAVIS**  
 393 Arlington St., Winnipeg, Manitoba, Canada

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$3.00 Iron Bale Rings for Tents. Bargain. Electric Candy Floss Machine with recipe. Cheap \$13.50 Snow Ball Machine. Fine condition. \$10.00 Charcoal Peanut Roaster with whistle. \$5.00 Government Fibre Desk Trunk. Cost \$30.00 15¢ Ea. Flags on Streamers. American Flags.  
**WEIL'S CURIOSITY SHOP**  
 12 Strawberry St. Philadelphia, Pa

Buy U. S. Defense Savings Bonds and Stamps

**FREE**  
 Write today for your free copy of *The Billboard's* 5th Annual Outdoor Attractions Section featuring photographs of some of the nation's leading Acts and Attractions for Fairs, Parks, Celebrations and Shows. Every outdoor talent buyer will be interested in these pictures as well as the special articles pertaining to this year's operating problems, budgets, publicity, etc.

**MAIL THIS COUPON NOW**

Reprint Editor, 4-25  
 The Billboard,  
 25 Opera Place, Cincinnati, Ohio.

Please send me a free copy of the 1942 5th Annual Outdoor Attractions Section.

Name .....

Address .....

City..... State.....

**INSA AUX FETE**

(Continued from page 29)

but a crowd of 150 turned out. Two \$25 War Bonds were won by Dorothy Hepe, Coney Island, and Ivar Johnson, Coytesville, N. J., with J. Handwerker Jr., Richmond Hill, getting a \$50 certificate.

All arrangements were executed by Lillian Brooks and Edna Lasures, chairmen of entertainment and way-means committees, with Treasurer Anna Halpin obtaining the refreshments. Sister Mary Thiemann donated the berries, Sister Lasures the orangeade, Brother Joseph Landy and Sisters Pearl Meyers and Brooks the candy, and Sisters Midge Cohen, Flora Elk, Edna Riley, Eleanor Rinaldi and Julia Franck the cakes. Sister Brooks led in sale of chances on bonds, disposing of 21 books, Secretary Ethel Gross being second with 18.

Three additional bonds will be awarded in June at annual picnic in Palsades Park, but values have been increased to two \$50 bonds and one \$100 bond. Tickets will be ready for distribution some time next month.

**STRATES CLICKS**

(Continued from page 29)

and neon and fluorescent lighting. Ray Long had the town well billed and local papers were liberal with space.

Lon D. Rainsdell, Mr. and Mrs. O. C. Buck, Mr. and Mrs. Lloyd Coffee, Mr. and Mrs. Sam Beatty, Joe Falco and Colonel Sykes, all of O. C. Buck Shows, visited, as did Tom Huffle, Endy Bros. Shows; Frank Partello and Jimmy Crist, former troupers; Jerry Doyle, *The Times-Herald*; Preston Bell, *The Washington Post*; Mr. and Mrs. Harold Shepperd, Station WOL, and Pat Flaherty.

**Staff**

James E. Strates, general manager; William C. Fleming, general agent; Dick O'Brien, assistant manager; Keith Buckingham, special agent; Frank Zaccaroli, auditor; Mrs. Gertrude Putnam, secretary; Ray Long, assistant secretary and superintendent of billing; Ed M. Jackson, publicity director; Mike Allen, transportation master; James Yates and Nick Bozinas, builders; Giff Baiyea, chief electrician; Sky Putnam, mailman and *The Billboard* sales agent; Bill Leon, front door; Kid Adams, front-door mike; Sol Solsburg, announcer. Adele Nelson's

Elephants and Four Albanis are the free acts.

**Concessions**

Cookhouse, Steve Gekas; Fred Pournier, five, Sol Solsberger, three; Louis Strates, grab stand; John Gordon, penny pitches; Milt Morris, penny pitches; Joe De Capio, popcorn; J. Delabodie, palmistry booth.

Shows: Penny Arcade, Arthur Walsh; Hollywood Movie Apes, Leo Carrell; Fat Show, Slim Curtis; Glasshouse, Bill Purchase; World's Fair Freaks, Al Tomain; Vanities, Joe Sciotino; Arctic Girls, Ernest Schneider; Harlem Swingsters, Leonard Duncan; Wild Life Exhibit, G. T. Fitzpatrick; Unborn, Nancy Miller; Artists Models, Joe Sciotino; Jungle Land, Jean Jeannette; Gay Hawaii, Nancy Miller; Baby Show, Bill Hegerman; Lion Motordrome, Walter Marks; Funhouse, Bill Hagerman, and Tiny Town, office.

Rides: Kiddie Auto, Heyday, three Ferris Wheels and Merry-Go-Round, office owned; Miniature Train and Baby Planes, Bill Hegerman; Scooter, Arthur Walsh; Rolloplane, Mrs. J. C. Weer; Rocket, Bill Brown; Spitfire, Mrs. Mertens; Boomerang, office and Blackman; Pony Ride, J. Koshnick; Bucking Fords, Capt. Happy Marvin; Loop-o-Plane, Joe De Capio.

**CONKLIN CANADA TREK**

(Continued from page 29)

ations are being made for an even larger fair than in 1941.

Regina Exhibition—Since the Winnipeg convention, Regina has set aside an appropriation of over \$20,000 to put on a rodeo in connection with the afternoon race meeting. (See page 42, April 18 issue).

Edmonton Exhibition—Board of directors is going ahead with big plans in spite of the fact that the Royal Canadian Air Force is using about two-thirds of the grounds. Midway, with change of set-up, will far exceed those of previous years.

Saskatoon Exhibition—Board here is also planning on a big date and getting out many important features, especially in connection with new-type publicity.

Brandon Exhibition—Directors are looking forward to a bigger year. Most important reason for this is fact that within close proximity of grounds are half a dozen army camps; exhibition falling around first of month, increased gate receipts are expected from service forces.

While on the tour Frank Conklin also visited R. J. Speers Corporation, which conducts the race meets at the foregoing fairs. Company is looking forward to an exceptional season, he said.

"We do not anticipate any difficulties whatsoever in the labor situation or in getting sufficient electrical current, as well as the many other things that help make up a business of our kind," Patty Conklin stated.

**MARKS ATTENDANCE UP**

(Continued from page 29)

Miss America, Richard (Fats) Lorraine's Giant Reptile Exhibit and Pennyland.

Ghet Dunn's new Fly-o-Plane drew top money opening night, while the 14 other rides were heavily patronized. Bad weather failed to hamper attendance the final week in Newport News. Thursday night was lost due to a heavy storm, but Friday and Saturday despite extremely cold weather brought the shipyard employees out in droves.

Recent visitors were Mr. and Mrs. Frank D. (Doc) Shean, Al C. Beck, Mrs. Herman Bantly, Lou (Peazy) Hoffman, Ban Edington and Al Huband.

**SOL'S LIBERTY DEBUT**

(Continued from page 29)

Equipment includes 42 trucks, 6 light towers and 4 Diesel light plants. With the exception of the Scooter, which is owned by R. E. Haney and managed by B. E. Spencer, and two kiddie rides owned by Earl Kalfsbeek, all rides are owned by the management.

H. J. Talley is starting his 15th season here with Penny Arcade and diggers, while his son, William Talley, has an attractive glass house. Lillian Murray Shoppard again has the Posing Show, and Sidney Hoey returned as manager of Mrs. Solomon's corn game.

Executive staff, which remains, with one or two exceptions, about the same as last year, includes Sam Solomon, owner-manager; William Solomon, general agent; Victor J. Foster, advertising agent; Ray Fulton, sound truck; Walter B. Fox, press agent and general utility; W. A. Mooneyham, secretary; L. A. Whitman, general superintendent; Robert H. Sheppard, chief electrician; R. W. (Bob) Morelock, lot superintendent, and Thomas Berry, front gate.

**Sponsored Events**

*Veteran, Lodge and Other Organization Festivities*

Conducted by ROBERT R. DOEPKER

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

**Veteran Showmen To Handle Chi War Show**

CHICAGO, April 18.—Veteran showmen will handle the administration end of the United Nations War Exposition to be held here this summer, it was announced Monday at a meeting in the Hotel Sherman. Show is being sponsored by a committee of civic and business leaders and net proceeds will go to various war relief groups. Charles F. Gore is chairman, and Mayor Kelly honorary chairman. Managing director will be Joseph A. Plunkett, formerly of RKO Pictures. J. C. McCaffery, manager of the American Carnival Association, will have charge of supplementary exhibits, and Howard Y. Bary, former circus man, will handle traffic and dispatch.

Present plans are to hold the exposition in International Amphitheater, and the government has given assurance of its co-operation. Embassies of various nations will participate. There will be exhibits from governments of Belgium, Norway, the Netherlands and Czechoslovakia and from the commonwealths of Australia, South Africa and India. Booths are to be provided for use of patriotic organizations and for the sale of war stamps and bonds.

**Canton Mardi Gras Clicks**

CANTON, O., April 18.—Victory Mardi Gras, under Junior Chamber of Commerce auspices here April 7-11, netted the group about \$1,000 after all expenses were paid, Dr. George R. Fitz, general chairman, announced. Event was held in the former Embassy night club and about 25 concessions and games were operated. Jane English, who was crowned Miss Victory the final night, was awarded a diamond ring, and giveaways included a \$1,000 War Bond as a climax to a city-wide campaign. Local USO received 50 per cent of net proceeds.

**Jackson Fete To Carry On**

JACKSON, O., April 18.—This city's annual Apple Festival on the streets here will be carried out as closely to plan as possible despite anticipated transportation difficulties and wartime restrictions, General Chairman Allie L. Stiffler indicated this week. Officials fear smaller crowds will attend the sixth annual festival because of tire rationing, but were encouraged over the fact that the Office of Emergency Management in a letter to Stiffler urged continuance of the festival as a morale-builder for civilians.

**Shorts**

AL MARTIN has been signed to produce the two-week Thrill Show to be presented in Pittsfield, Mass., under auspices of St. Mary's Morning Star Church. Eli Lagasse will provide the midway attractions. Sponsors are offering \$12,000 in War Bonds as giveaways.

J. J. COLLEY SHOWS will provide the midway attractions at the 39th annual Old Settlers' Reunion and Home-Coming Celebration at Yale, Okla. H. A. Dempsey, entertainment committee chairman, reports.

GEAUGA County Maple Festival at Chadron, O., which ended April 12, may be the last of the events for the duration. Arthur B. Carlson, president, said tire rationing will affect attendance next spring, and Chardon has no trans-

portation facilities connecting it with surrounding towns. It is estimated that Sunday's festival crowd of 60,000 equaled the final day's attendance last year. Festival opened April 9, but rain held down attendance the first three days.

CHARLES KYLE'S Ace Amusements have been contracted to furnish the attractions for the International Convention of the Loyal Order of Moose to be held in Milwaukee; Eagles' State Convention in Massachusetts; American Legion Convention in New York, and Eagles' State Convention in Connecticut.

VIC HORWITZ'S Motor City Shows have been contracted to provide midways at Linton (Ind.) July 4th Celebration; street fairs in Hastings, Mich., and Leroy, Ill., and Frankfort Free Fair, Logansport; New Bethel Free Fair, Cauga Free Fair, Knox Street Fair and Fairmont Fair, all in Indiana.

FIREWORKS, free acts, a carnival midway and horse races will make up the attractions at the two-day July 4th Celebration in Vinton, Ia., under Benton Fair Association auspices, William Campbell, fair secretary, announced last week.

**WANTED CARNIVAL**

For  
**Two Day Celebration**  
ALGONA, IOWA, JULY 4-5  
E. L. VINCENT, Secy.

FIREMEN'S STREET FAIR, HOLSOPPLE, PA.  
May 9-18  
SOMERSET, PA., FIREMEN'S JUBILEE  
May 18-23  
IDEAL FIRE CO. JUBILEE, JOHNSTOWN, PA.  
May 25-30  
Want Shows and Concessions. Continuous season events follow. M. A. BEAM, Windber, Pa.

**WANT**  
Rides, Shows, Concessions for  
**JULY 4th CELEBRATION**  
Free Gate  
Sponsored by Vets of Foreign Wars,  
WM. S. BOYD, Clarinda, Iowa

**WANTED**  
CARNIVAL—RIDES—SHOWS  
For  
**ANNUAL CELEBRATION**  
June 29th-July 4th, Osceola, Mo.  
L. C. RUNYEN, Box 366.

**WANTED WANTED**  
**J. R. EDWARDS SHOWS**  
Wooster, Ohio, for Spring Festival, May 16th to 23rd. Cook House, legitimate Concessions of all kinds, Shows, Ride Help. Address all mail and wires to J. R. EDWARDS SHOWS, Wooster, Ohio. P.S.: Bill Schloer and Frank Edwards, write.

**WANTED**  
Free Acts for 4th of July Celebration.  
African Dip, Musical Revue on Percentage.  
Stats all in first letter.  
JNO. M. MORGAN  
P. O. Box #207 Martin, Tennessee

**CELEBRATIONS—RIDES**  
Can book 4 or more Rides for Community Sponsored Events (mostly Firemen) starting June 1st. Celebrations unusually good for Rides and are continuous for entire summer. Parades and free gate. Write for additional information.  
M. A. BEAM, Windber, Pa.

**WANTED GIRL AND BOY DROME RIDERS**

Henry Dixon; George Murray, Chuck Thomas, Dolly Ferris, write or wire.  
This Drome operated by office.

**R. L. LOHMAR**

RUBIN & CHERRY EXPOSITION, El Paso, Texas, April 22 to May 2.

**WANTED**  
Capable Lead Shooting Gallery Man to take charge of best Portable Gallery on road. Salary and percentage to sober, reliable man. Open April 24th. Wire  
**Max Goodman, Wonder Shows of America, Inc.**  
P. O. Box 21 LITTLE ROCK, ARK.

**WANTED**  
Good strong Mental Act. Also useful Illusion People for **CETLIN & WILSON SHOWS.**  
Address:  
**ARCH McASKILL or HUGHIE MACK**  
Baltimore, Md., until May 16

**Badger State Shows**  
Opening May 1st, Playing Choice Milwaukee Lets. Want Pitch Tilt You Win, Devil's Bowling Alley, Hoopla, String Game or any Concession running for 10¢. Cookhouse, Penny Arcade or any Show not conflicting. Also First and Second Men for Tilt-a-Whirl and Ferris Wheel. Top wages paid to sober, reliable men. Art Hansen wants Concession Agents.  
**J. VOMBERG, Mgr.**  
1923 S. 76th St. West Allis, Wis.

**HARRY W. LAMON WANTS**  
Wheels and Grind Stores. Opening Excelsior Springs, Mo., May 1st. State Moose Convention Barbecue on lot. Playing payroll towns every week. Photos, Pan Game and Pea Ball open.  
**SUNSET AMUSEMENT CO., Excelsior Springs, Mo.**

**GIRL SHOW MANAGERS**  
Wanted to talk and manage fully equipped Miss America and Girl Show. No liquor. Write **FRED PERKINS, Gen. Agent, M & M Shows, Kingston, N. Y.** P.S.: Bob Sherry, Burt Hardenbrook, contact Al Ventres same address.

# GETAWAY BIZ NUDGES TOPS

## RB in 1st Week Even With '41

NEW YORK, April 18.—Second week of Ringling-Barnum's 32-day run got under way Thursday at about an even keel with last year's take for corresponding period. What must figure in statistical study, however, is that current swing at the Garden had only a couple days of the fertile Easter Week, whereas it had the entire holiday stretch in '41. Advance sale indicates heavy patronage from here on, with this week-end expected to be capacity or nearly so. Best fill-ups are Friday evening and Saturday and Sunday afternoons. Account miffing whole Easter period, gross for the four and a half weeks may take a slight decline, but number of people played to will still be up there in the tall brackets. Half price for kids from Monday thru Friday brings money figures down with relation to total people. Top price of \$4.40 will help the upping department somewhat.

### Praised by Press

The *Billboard* presents its second annual mirror of critical reaction by the town's newspapers. The *Herald Tribune* said: "Mixed with traditional big-top acts, circus unfolded several numbers bearing the stamp of Broadway, the ballet, 'long-hair' music and current events. The combination was well received."

Robert Sylvester in *The News*: "It's all new, all the same and still wonderful. Its most ambitious modernistic production to date. Some parts of it even look like a night club. Newest and biggest of the spectacles is 'Ballet of the Elephants.' The Geddes-Anderson production is an improvement over earlier ones and apparently the traditional circus can't lose anything thru color and showmanship."

The *Times*: "A show of extraordinary beauty. A circus with the pastel quality of a child's dream. 'Ballet of the Elephants' was breathtaking."

The *Journal-American*: "The crowd was thrilled by the grace and beauty of the 1942 edition. Streamlined as never before, leaning heavily on Broadway for its newest accents, opus packed a wallop that amply justified its press agent's claims."

Frederick Woltman, *World-Telegram*: "The most sumptuous, yet witty, fast—(See RB Holding Up to '41 on page 45)"

## Cole Bros. Ready For Bow in Louisville

LOUISVILLE, April 18.—Zack Terrell reports that Cole Bros.' Circus is all ready for its bow to local audiences, and the show will play in its winter quarters city for five days, matinee and night, opening April 22. Strong sponsorship has been active with ticket sales for two weeks and indications point to sell-out houses for the three days of the sponsorship. Management considers last two days will take care of themselves, and looks forward to a repetition of last year's business on the closing Sunday, when big top was packed to capacity at both performances.

Performance is stronger than in several years and will feature the Australian Wallabies, making their first appearance in America. Many patriotic displays have been placed in this year's production, and closing spec, *My America*, is said to contain a "wow" finish, details of which will follow later.

Opening spec, *Sapa-Inca*; closing spec and several other displays are being produced and directed by Harry Thomas, show's radio man and announcer. A big aerial ballet is under direction of Paul Nelson, brother of Mrs. Terrell. A new elephant routine with a new finale has been conceived and produced by Eugene Scott and Ted White, of the elephant department, while John Smith and Adolf Delbosq have worked some intricate new routines in the menage and Liberty horse numbers.

Show is carrying more people than last year, a larger menagerie and horse fair, with performance scheduled to run about 2 hours and 15 minutes. Wild West will feature in the aftershow, and also introduction of wrestler Whitey Govro.



L. CLAUDE MYERS, who has been with Parker & Watts and other circuses, will direct a 12-piece band with the new motorized circus, King Bros., under management of Allen King.

## HM in Buffalo Record

BUFFALO, April 18.—Hamld-Morton Circus, sponsored by Shriners of Ismailia Temple, held in Memorial Auditorium week of April 6-11, played to an estimated attendance of 83,000 and a gross of \$60,000. Bob Morton stated that the show doubled any former high gross or attendance. Chris Schwab, financial director, announced that the show would again be held next year unless something unforeseen should interfere.

## Patterson Bros. Preparing

HOLLY, Mich., April 18.—Patterson Bros.' Circus will bring its successful indoor season to a close on May 7. Under-canvas season is scheduled to open in the middle of May. Elmer Folker, boss canvasman, with a crew of 10, is in quarters preparing equipment for the summer tour. Show will move on 10 trucks and trailers.

## Russell Has Big Biz in Los Angeles

LOS ANGELES, April 18.—Russell Bros.' Circus wound up a most successful engagement of 10 days here, four days in Hollywood and two days in Santa Monica today with good crowds out for the Hollywood and Santa Monica dates after giving two matinees on the final day of the Los Angeles run. In Hollywood, where the show opened Monday, business ran slightly under par the first two days but picked up to a nice figure for the last two. Rain on the second of the Hollywood dates cut attendance some.

The show had three turnaways while in Los Angeles. Easter Sunday was recorded as the biggest day in the shows' history and the following Sunday it was necessary to give two matinees. The two-matinee-day followed a blackout on Wednesday night, which proved conclusively that West Coast people are over the war jitters. In Hollywood many movie stars turned out to see the show, with Johnnie Weismuller, Bob Hope and many others being on hand. Stars (See L. A. Big for Russell on page 45)

## Polack Starts West Coast Dates; Return Stands Set

SAN FRANCISCO, April 18.—Polack Bros.' Circus opened its West Coast bookings at Sacramento, Calif., April 18 by playing its seventh annual engagement for Ben Ali Shrine Temple. Promotion is under direction of Mickey Blue, making his fifth season there. Following Sacramento, the circus will play San Francisco for its second engagement under auspices of Islam Shrine Temple. Date has been extended two additional days over last season.

Oakland, Calif., follows, which will be the second engagement under auspices of Aahmes Shrine Temple. Promotion is under the direction of Sam Polack. Following engagement in San Francisco, T. Dwight Pepple, who is handling the promotion there, will resume his duties as general agent. Several return engagements during the summer have already been arranged for, along with fair bookings.

## Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Axehandle Mills, Ga.  
April 18, 1942.

Dear Editor:

Some weeks ago we proudly announced that a million-dollar moving picture concern had selected this show from the many circuses to make some 3,000 feet of film depicting circus life. The bosses felt honored when the cameraman stated that this was the perfect type of a show for the movies and that to him it was a great American institution. The office thought so well of it that they added "A Hollywood Movie Feature" to the letterheads and ordered special paper that was crosslined "A Cinema Thriller in the Flesh." Management gave the movie company all rights to the picture, knowing that it would receive millions in free publicity in return. We did insist that the show title must appear at least five times during each reel and be credited with any unusual shot. For several weeks nothing was heard or seen of our circus news-

reel. Show's secretary figured that the company was taking special pains in developing it and no doubt was trying to market it at a higher price. Manager Upp bought every movie magazine he could find but failed to read any mention of this super-colossal feature.

Show crossed the Florida-Georgia line last Sunday and is heading due north. Scrub Oak, Ga., on Monday was a blank, which made Co-Owner Horse wish that the picture would soon be playing ahead of the show to advertise the size and quality of its performance. On Tuesday at Fiddlers' Landing the show was again ignored and another bloomer chalked up against it. Before leaving town the next morning we asked the feed man why he didn't attend on his pass. He replied, "I saw it when it was shown in the school auditorium last week." But he made no comment on it. At Grits Valley on Wednesday, where we expected a big matinee from a girls' school, our (See *Won, Horse & Upp* on page 45)

## The Billboard Subscription Rates Upped

Only one week remains to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year .....	\$5	\$7.50
Two Years .....	\$8	\$12.50
Three Years .....	\$10	\$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 61.

## St. Louis Police Show Opens Well; Advance Sale Big

ST. LOUIS, April 18.—If the opening two days of the annual St. Louis Police Circus are any criterion, it is an assured fact that a new all-time high record for attendance and profits will be chalked up when final is written on this event. The show opened on April 16 with a well-attended matinee and crowded house that night and following night. According to the committee officials, advance ticket sale is far ahead of any previous year, and at this early date practically every available reserved seat for the remainder of the performances has been sold.

A member of Hustrel Troupe, high wire, was injured when he fell 50 feet to the ground and sustained fractured wrist, ribs and skull injury. Accident occurred while the troupe was doing a three-high bicycle ride on the wire.

Program contains 422 pages, loaded with advertising. Profits on program alone will exceed by over \$1,000 profits on the book last year. Ernie Young, of Barnes-Carruthers Booking Office, has arranged and is directing the show, which, according to the committee and those who have witnessed the show, is the most elaborate and about the best ever presented by the local police department. Complete program and further particulars will appear in the next issue.

## Martin To Produce Providence Shrine Show for 9th Year

PROVIDENCE, April 18.—Al Martin signed this week to produce the great outdoor circus at Narragansett Park race track here for Palestine Shrine Temple. The show, one of the biggest outdoor circuses in the world, will be presented week of June 15. Earl Whelden, who has been head of the Shrine Circus for the past 19 years, will again be at the helm. More than 300,000 paid to see the circus last year.

Martin has been contracted to provide a record program of 40 acts to be presented on three stages and two rings. In addition, his contract calls for 10 high thrill acts in the infield. This marks the ninth successive year that Martin has produced a circus for the Shrine. He set the wheels in motion immediately after signing this week by contracting several outstanding attractions to appear at the track.

Downtown ticket office and display room was opened at 43 Weybosset Street, with William Knight handling the distribution and advance sale. Advance sale last year before show opened ran close to 200,000 tickets. Average nightly attendance during week of circus is 35,000, with banner 55,000 crowd on closing night. Show calls for matinees daily, with Tuesday matinee given over to 2,000 children from various hospitals and infants' homes thruout the State.

## J. M. Cole To Open May 6; Thousands Visit Quarters

PENN YAN, N. Y., April 18.—Work in quarters of James M. Cole Circus here is about completed. Trucks and trailers have been decorated silver, red and blue. Pictorial work and lettering was done by Blinky Huffman, a master of the art. Quarters have been opened to visitors, with 3,000 arriving on Easter and 6,000 the following Sunday. Breaks in Rochester, N. Y.; Elmira and Buffalo newspapers helped attendance.

Staff includes James M. Cole, owner-manager; Dorothy H. Cole, treasurer; G. G. Daniels, contracting agent; H. J. Lane, charge of brigade; George H. Barton, superintendent and equestrian director; Lionel Cole, boss mechanic; John Beyer, master of transportation; Charles Mackey, front door; Arkie Williams, superintendent of tickets; Bo Kelley, boss canvasman. Show opens here May 6.

SENSATIONAL FREEHANDS joined Russell Bros.' Circus during its Los Angeles engagement.

# With the Circus Fans

By THE RINGMASTER

President: FRANK H. HARTLESS, 2630 W. Lake St., Chicago  
 Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.  
 (Compiled by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 18.—Members of the CFA known to have enjoyed the opening of Ringling-Barnum circus in Madison Square Garden were Past-President and Mrs. William H. Judd, New Britain, Conn.; Past-President Melvin D. Hildreth, of Washington, D. C.; Mrs. Madeleine Park, Katonah, N. Y.; William L. Montague, West Hartford, Conn.; George H. Barlow III, Binghamton, N. Y., and Mr. and Mrs. Joe Minchin, Paterson, N. J.

The Eastern Sectional Meeting of the CFA, to honor Charles T. Hunt at the start of his 50th year of trouping, will be held in Trenton, N. J., April 26-27, with registration starting at 2 p.m. April 26. Headquarters will be at Hotel Stacy-Trent. If you are in the group which is required to register on the 27th, that can be done in Trenton.

Burt L. Wilson, Nat S. Green and Harry Atwell, of Chicago, attended banquet of the Circus Model Builders at their first national convention at Peru, Ind. They also attended Terrell Jacobs' Rodeo. Atwell shot the official banquet picture. Wilson states that he will be in Chicago long enough to catch the Stadium Circus and then will be on his way for his long trip west.

Frank C. Friedmann together with Claude Tonelli, a new member at St. Paul, writes that they had a nice visit with Walter Jenner and Mickey King when they played the Sportsman's Show at the Minneapolis Auditorium.

Robert C. Zimmerman, of Madison, Wis., writes that he has been recalled to the service. He is in the Press and Public Relations office and also on the staff of *The Sheridan*.

MILLS BROS.' CIRCUS is booked in Salem, O., May 2 under American Legion Post auspices.

# Under the Marquee

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

### FLAGS up!

PVT. NICK BOMMARITA, formerly with Cole Bros.' concession department, is at Fort Sam Houston, Tex.

DAN MOROZ, Cossack, trick and jumping horse rider, signed for his second season with Cole Bros.' Circus.

OVER railways and trailways—they're rolling.

WALLACE BROS.' CIRCUS is billed in Wheeling, W. Va., for May 2. Show moves into Eastern Ohio next day.

CHARLIE CAMPBELL, former candy butcher, has a concession in New Ritz Theater, Sylva, N. C.

NOTHING smells more appetizing on a cool spring morning than the aroma of bacon frying in the cookhouse.

CLOWNS appearing in Shrine Circus, New Haven, Conn., are Herb Taylor Trio, Buck Leahy and Rube Symonds.

BERT COLE saw Ringling-Barnum at the Garden April 13, reporting a wonderful show and the best band he ever heard with a circus.

MARION WALLICK and his Rainbow Ranch entertainers, formerly with Russell Bros.' Side Show, will resume broadcasts shortly over an Eastern station.

## WIREWALKERS

### WANTED

Top salary if you can cut it. State all in first letter. BOX D-205, care The Billboard, Cincinnati, O.

### WANTED

## WALLACE BROS.' CIRCUS

Two Candy Butchers: Logan, Apr. 22; Mullins, 23; Beckler, 24; Oak Hill, 25; Huntington, 26; all West Virginia.

## Collectors' Corner

By FRED P. PITZER

292 Madison Ave., New York

How many collectors make an inventory of their material? How many catalog their material? This can be done at one and the same time. Collectors' items have considerable value, but in the eyes of the insurance companies, whenever there is a loss, it is not often an easy matter to establish the value of all items. Insurance companies will pay the actual value of a collector's items, provided the actual worth of same can be honestly established.

Sverre O. Braathen, always ready with wise counsel in matters of this kind, has this to say on the subject:

"I make use of one two-column book for circus routes, another two-column book for circus programs and another book for circus miscellany. I try to find out the year when a circus went out. In my book for programs I give one or two pages to Ringling Bros. Since the Ringling circus was started in 1884, I number each line starting with 1884 down to 1918, inclusive. As I get the programs, I indicate in my program ledger that fact. Then if someone makes an offer of a program, I can readily determine whether I already possess it by referring to my ledger without fumbling thru a mass of material.

"I give another page of my book to Barnum & Bailey programs, to Ringling-Barnum programs, Barnes, etc. The Ringling show oftentimes issued different programs for Chicago than for the road. I make an effort to collect both. Likewise the Ringling-Barnum program for Madison Square Garden is a bit different than the one used on the road. One can then indicate in one column the cost and in another column the value. I follow this procedure for routes. In a third book I list lithographs by shows and also list my books on some pages, programs on others, etc. Lithographs cannot be properly cataloged without some difficulty, but at least by cataloging them by shows one can quickly determine what he possesses."

We want to thank Mr. Braathen for letting us in on just how he does it. How do you keep your Circusiana, brother?

FAIR WARNING—Monagier Candy Stand Butcher: "Last chance for a cold drink. Nothing sold on the seats."

FRANK B. HUBIN attended Ringling-Barnum circus during its New York engagement. He was formerly a member of the show.

GRANT S. RAY, former auditor of Hagenbeck-Wallace Circus, was called back to duty as ordnance man at Bellevue Navy Arsenal, Washington.

C. W. FINNEY, general agent of King Bros.' Circus, left for Detroit early last week to make final preparations for opening of the show on May 1.

PRESENT-DAY hillbilly band is just a rahash of the old clown band and its "Reuben! Reuben! I've Been Thinking."

WILLIAM BURKE, producer of the Olympia Circus, Chicago, spent most of last week in New York, where he visited the Ringling opening.

BARNEY AND JIMMIE ARNESEN, clowns, signed with Mills Bros.' Circus, will do their comedy acrobatic act, and Barney will do tight wire.

DALE BEHEE, son of Mr. and Mrs. Raymond Behee, Wilmar, Calif., won first prize in a baby contest held at Vultee Aircraft Company in Los Angeles, where his father is employed.

AFTER listening to radio swing for six months, it will be a treat to hear a bit of "red wagoning" by circus bands.

PAT KLING writes from Los Angeles: "Management of Russell Bros.' Circus treated me royally during my visit to the show here. Spent two days with my many friends."

C. C. GARRETT, assistant international president of IABPBD, reported from Los Angeles that the following have signed the new motorized show agreement: Russell Bros.' Circus, Francis Kitzman, (See UNDER THE MARQUEE on page 45)

# The Corral

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

## Eskew Wash. Gross Under 1941 Figure

WASHINGTON, April 18. — Col. Jim Eskew's second annual Championship Rodeo, featuring Hoot Gibson, closed its nine-day stand at Riverside Stadium here April 12 with an estimated \$20,000 gross for the engagement. Last year the show, playing the larger Uline Arena, pulled nearly \$48,000 after taxes had been deducted. However, this year's will be much smaller than in 1941, which was \$12,000. Show opened Easter Saturday and encountered plenty of competition from city's traditional egg-rolling contest and museum openings. Weather was hot. Word-of-mouth and smart publicity perked things up early in the week, but heavy rains Thursday and Friday nights hurt attendance.

It was a good show and deserved better breaks, altho management was satisfied with results. Price scale was \$2.20, \$1.65, \$1.10, 85 and 65 cents. Hoot Gibson is still a big favorite and he was greeted warmly at every performance. He did a good job of pinch-hitting for Cy Compton at group horse roping. Compton is due to join show June 1. Eskew's line-up includes Junior Eskew and Auvil Gilliam, trick and fancy roping; Mildred Mix, bareback bronk riding; Jack and Bobbie Knapp, clowns; Ted Allen, champion horseshoe pitcher, assisted by Betty Allen and Hard Pan Hank; Curley McCall, two-horse jump, and Jeff Reavis and horse, "Danger."

Advance publicity, under Fog Horn Clancy, was the best seen here in a long time. Ten per cent of the gross on opening night was turned over to *The Washington Times-Herald* "Smokes for Yanks" fund. Second night's 10 per cent went to *The Washington Post's* Blood Bank at Children's Hospital.

Executive staff includes Col. Jim Eskew, arena director; Jim Eskew Jr., assistant; Herb S. Muddy, general representative; Fog Horn Clancy, public relations director; Ruby Roberts and Chip Morris, announcers; Shorty McCrory and Charlie Broadneck, judges; Bobby Murray, flag judge, and Charlie Aldrich and Mary Lou Randolph, timers.

Contestants and participants' list also included Dolly Eskew, Thea Thinnis, Curley McCall, Marvin Hoover, Joseph Grimer, Bill Hastett, Georgia Streeter Sweet, Auvil Gilliam, Jack Knapp, Bobbie Knapp, Brahma Bill and Snake Horse Rogers, Rex and Mark Ross, Pat Ledger, Bill (Tex) Brown, Mildred Mix, Madonna Eskew, Jimmy Rogers, Jackie Binchart, Bill Sawyer, George Adams, Dorothy Dunstan, Fay Blackstone, Charlie Bradnax, Bob Murray, G. K. Lewellen, Buck Dowell, Fred Faulkner, Mitchell Ray, Jack Kennedy, Red Daugherty, Tommy Horner, Ray Wharton, Claude Morris, Fred Hall, Pee Wee Morris, Speedy Densmore, Fred Lorenze, Buck Wyatt, Orvil Stanton, Ernie Burnett, Buddy Herndon, Alfred McClain, Ed Jordan, Pee Wee Nix, Lucky Boy Pickett, Vic Blackstone, Ray Wyatt, Buster Davis, Shorty Kelley, Arthur Lohr, Tony Travis, Jack Favors, John Burnett, Scrap Iron Williams, Jack Boyd, E. Pardee, Grant Marshall, Ken Roberts, Andy Curtis, Bob Burrow, Tommy Boyd, Bill Boyd and Dave Campbell. Arthur Lohr sustained a fractured leg when he was thrown from his horse.

### Results

Day money winners: Calf Roping—First go-round, Jeff Reavis, Ray Wharton, Pat Parker, Clyde Brown; second go-round, Junior Eskew, Vic Blackstone, Pat Parker, Clyde Brown; third go-round, Vic Blackstone, Ray Wharton, Jim Snively, Junior Eskew; fourth go-round, E. Pardee, Jim Snively, Vic Blackstone, Clyde Brown; fifth go-round, Clyde Brown, Pat Parker, Vic Blackstone, Ray Wharton; sixth go-round, Clyde Brown, Jim Snively, Ray Wharton, Pat Parker; seventh go-round, E. Pardee, Jim Snively, Ray Wharton, Tony Travis. Finals, Vic Blackstone, E. Pardee, Junior Eskew, Clyde Brown.

Steer Wrestling — First go-round, Shorty McCrory, Speedy Densmore, John Barnett, Dave Campbell; second go-round, Dave Campbell, Vic Blackstone, Andy Curtis, Buck Dowell; third go-round, Andy Curtis, Vic Blackstone, Dave Campbell, Shorty McCrory; fourth go-round, Dave Campbell, Andy Curtis, Vic Blackstone, Speedy Densmore; fifth go-

round, Andy Curtis, Speedy Densmore, Dave Campbell, Vic Blackstone; sixth go-round, Chip Morris, John Burnett, Speedy Densmore, Andy Curtis; seventh go-round, Jack Favors, John Burnett, Dave Campbell, Tommie Horner; finals, Dave Campbell, Andy Curtis, Speedy Densmore, Tommie Horner.

Saddle Bronk Riding — First go-round, Bob Burrows, Ken Roberts, Andy Curtis and Vic Blackstone split third and fourth; second go-round, Andy Curtis, Vic Blackstone and Jack Favors split second and third, Ernie Barnett and Ken Roberts split fourth; third go-round, Ken Roberts, Vic Blackstone, Ernie Barnett and Bob Burrows split third and fourth; fourth go-round, Ernie Barnett, Andy Curtis, Bob Burrows and Ken Roberts split third and fourth; fifth go-round, Ken Roberts, Jack Favors, Vic Blackstone, Ernie Barnett; sixth go-round, John Burnett, Grant Marshall and Shorty Kelly split second and third, Andy Curtis; seventh go-round, Ken Roberts, Andy Curtis and Ernie Barnett split second and third, Jack Favors; finals, Ken Roberts, Andy Curtis, Ernie Barnett, Jack Favors.

Bareback Bronk Riding—First go-round, Andy Curtis, Ernie Barnett, Pee Wee Morris, Lucky Boy Pickett; second go-round, Pee Wee Morris and Buck Wyatt split first and second, Ernie Barnett, Bob Burrows; third go-round, Buck Wyatt, Grant Marshall, Andy Curtis, Bob

(See THE CORRAL on page 45)

## USED TENT BARGAIN

No. TM5—Gable End Tent, size 30x40 feet, pitch 8', wall 8', Top 8 oz. blue and white. Half width 12" stripe. Walls 8 oz. white. Condition fair to good. Top and wall . . . . . \$283.25

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Colored Saddle Horses; Calf Roping Ponies; Bucking, Bareback and Wild Horses furnished in car load lots. Wire or write  
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## TIGHTS

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 290 TAAFFE PLACE BROOKLYN, N. Y.

# Ops Huddle on War Moves

## Coastal Resorts Face Problems With Optimism

NEW YORK, April 18.—That beaches and resorts in this area anticipate some operating difficulties is apparent from meetings which have been held by operators in conjunction with chambers of commerce, civic leaders, etc. A big confab was held in Coney Island this week for a discussion of problems with which resorters expect to be faced.

Charles J. Kean, president of Coney's Chamber of Commerce, said air raids are only a remote possibility, but that precautions are being taken. He looks for better business, due to tire rationing, which will make this nickel subway spot a popular playground. It is known that rentals are way off due to blackouts and uncertainty about what the military will do. At one time it was noised around that whole sections of the Boardwalk, if not all of it, would be barricaded, but showmen - concessionaires don't believe that will happen. Strategic points will, of course, be taken under government control. Preparations are (See COAST OPS MEET on page 43)

## Mrs. C. E. Barfield Manager Of New Key West Fun Spot

KEY WEST, Fla., April 18.—Mrs. C. E. Barfield, who formerly managed an amusement park in Galveston, Tex., has opened a permanent year-round park in Key West, known as Tommie's Skating Palace and Amusement Park. Martin Thomas is owner, with Mrs. Barfield handling the managerial reins.

Rides and concessions, owned by Mrs. Barfield, and the rink are operating now, with the official opening slated for late this month. Joe and Louise Decker are erecting a new diner and barbecue stand on the grounds, which they will operate with the various other concessions. Other concessionaires will be set up in time for the opening.

Located across the highway from the USO, the fun spot has been getting heavy play from sailors and soldiers. The skating rink has been enlarged to accommodate increased business.

## Cold Fails To Put Damper On Riverside, Agawam, Biz

SPRINGFIELD, Mass., April 18.—Despite a mild blizzard that swept this area Friday (10), Edward J. Carroll opened Riverside Park for his second week-end of the season at 6 p.m. Saturday on schedule to some 3,500 people. A stiff wind whipped the area, and some snow still remained on the midway, but nevertheless rides drew excellent crowds.

Sunday some 7,500 visited the park, altho weather was still cold. Carroll said business was stronger than expected and that May 1 has been set for the beginning of everyday operation. The Auto Speedway is undergoing extensive repairs.

Carroll, in commenting on the tax situation, said that they have had no trouble at all. There have been few delays and few patrons demanding explanations, he said, and that when told what that tax was for there had been no objections whatsoever.

## Carroll Reading Manual On Raid, Blackout Duties

SPRINGFIELD, Mass., April 18.—In his capacity as executive director of the outdoor amusement section of the amusement industry division of the Massachusetts Committee on Public Safety, Edward J. Carroll, president of the New England section of the NAAPPB and owner-manager of Riverside Park, Agawam, is working on a manual of instructions on air-raid precautions and rules and regulations for parks during blackouts, air-raid tests and actual raids.

When completed the instructions will be sent to the office of General Needham, head of the protective division of the State, and when approved will be sent out to every operator in the State.



FRANK RAFUL, appointed general manager of Summit Beach Park, Akron, for his sixth consecutive season by Park President J. V. (Tom) Sawyer at the recent annual spring meeting of directors. Raful and his family have just returned to Akron after spending the winter at their home in Fort Lauderdale, Fla.

## AC Mulls Idea To Block Lights

ATLANTIC CITY, April 18.—A roll-up canvas screen, nautical in theme, is under consideration as a "light lock" at the outer rail of the Boardwalk to permit the beach-front business this summer under the dimmed-out regulations ordered by the Civilian Defense. The plan was disclosed by Frank P. Gravatt, operator of Steel Pier and president of the Atlantic City Amusement Men's Association, representing all the local amusement interests.

The canvas, according to Gravatt, would give the wooden way an atmosphere of moonlit decks at night with strolling musicians and an overall aura of romantic indigo lighting as additional setting. The canvas would cover the space between the outer rail of the esplanade, extending on rigid supports to a height sufficiently above shop and theater windows to effectively block off all illumination to the sea. Gravatt, acting for the amusement association, has presented the proposed plan to Mayor Thomas D. Taggart.

Steel Pier, adapting itself to the dim-out requirements, will this season pre-

(See AC LIGHT PLAN on page 43)

## Detroit Play Spots Off to Early Start

DETROIT, April 18.—Detroit park season is off to an early start, with Eastwood Park bowling in last week-end to a fair preview.

Second is set for today. Walled Lake, farthest out of the suburban parks, which opens with Art Jarrett's band in the Casino, operated by Mrs. Louis Tollettene. Walled Lake will be open week-ends only until formal opening later in May.

Date for opening at Jefferson Beach has not yet been set, but is expected to be about May 1, with a name band, probably Louis Prima, in the ballroom.

## Kennywood Expects Pay Rolls To Make Up for Gate Drop

PITTSBURGH, April 18.—Despite anticipated decreases in attendance by fun-seekers from distant points, due to tire shortages and long working hours of this district's industrial workers, Kennywood Park expects a banner season. Pay rolls that are near history's highest in the near-by cities, such as McKeesport, Clairton, Duquesne, Homestead, Braddock and East Pittsburgh, will give Kennywood bigger per-customer expenditures to make up for drop in attendance, park officials believe.

Opening its 44th season today with a dance in the open-air ballroom to the music of Clyde Knight and presenting the season's first free concerts and vaude acts tomorrow in the Music Plaza, when all rides begin operation, Kennywood will be on week-end schedule until May 15, when the daily picnic season opens.

As in previous years, George A. Hamid and Barnes-Carruthers acts will appear twice daily on the Lagoon Stage. Dancing six afternoons and nights weekly will feature traveling bands, who will also give free concerts Sunday afternoon and evening in the Plaza. Danny Nirella's band and vaude acts booked by Sid Marke will be the attraction tomorrow.

For the first time in 20 years Kennywood will not hulla-balloo at least one new attraction. Due to war priorities and other war demands on labor and materials, Kennywood has confined its pre-season changes to a remodeling of Noah's Ark and an overhauling and renovating of rides, concessions and service buildings. Picnic bookings are holding up well, the management indicated.

Kennywood staff this year includes A. Brady McSwigan, president; Frank L.

(See PAY ROLLS TO HELP on page 43)

## Luna Park Set For May Start

NEW YORK, April 18.—Luna Park and Edward J. and Harry Lee Danziger, operators, have received clearance on all necessary materials to reopen the spot. The ops claimed that continued operation of the park was necessary for public morale, according to Bill Miller.

As a result more than 90 per cent of the concessions have already been rented at increases ranging from 50 to 100 per cent.

Miller and the Danzigers are planning to reopen the park on seven-day operation May 29. They are, however, considering week-ends starting May 3. They are also working on a plan with the concessionaires to admit free all servicemen in uniform to all amusements.

Currently workmen are preparing the park for the season's opening.

## Wildwood Bowling Earlier

WILDWOOD, N. J., April 18.—Boardwalk amusement interests and concessionaires will open earlier than usual for this season. In fact, many of the concessionaires already have their stands and games in readiness. The Casino Arcade, the Cedar-Schellenger Corporation and Hunt's Ocean Pier are making extensive alterations to their equipment. Wildwood is looking forward to a busy season, Mayor George W. Krogman explained, benefited by its close proximity to defense areas.

### I See!

SPRINGFIELD, Mass., April 18.—Gone are the days when amusement parks in this Northern State can be considered solely a summer business. Or at least that's the way it appeared at Agawam's Riverside Park last Sunday (12) long about 3 in the afternoon. Bill Stevenson, head of the cashier's department, sent out an S O S to the front office demanding to know, "Who is the son-and-so that shut off the water down here?" An immediate investigation was made which showed that Bill had only Old Mother Nature to blame. You guessed it. While crowds screamed their way around the Roller Coaster and every ride on the midway was going at top speed, the water pipes had frozen.

## Summit Beach Maps Plan To Inaugurate Beatty Jungle Zoo

AKRON, April 18.—Summit Beach, in the throes of considerable remodeling and renovating, makes its preview bow May 2, with week-end operation in force until May 23, when the play spot gets officially under way.

Several new rides will be installed in time for the opening. A scenic railway will also be installed. Carpenters have finished work on Clyde Beatty's Jungle Zoo, which will be a feature attraction this season. Special pictorial and descriptive paper for the opening campaign is being posted in circus fashion within a radius of 50 miles of Akron.

Frank Raful, Summit Beach general manager the last five seasons, has been

(See WELCOME TO BEATTY on page 43)

## Capitol Beach, Lincoln, Looks for Big Army Play

LINCOLN, Neb., April 18.—Capitol Beach Pool, to be managed again by Ralph Beechner, swimming instructor in local public schools, is scheduled to open May 15, according to R. L. Ferguson, beach owner. Rides, rink and arcade will open at the same time.

King's Ballroom on the beach, operated by Clair Lanning, opened four weeks ago with Saturday night dances and will later operate nightly. Resort's crowds are expected to be larger this season, what with some 10,000 army trainees slated to invade the Capitol City soon. The beach is the only combination dancing, swimming, skating, riding resort in Lincoln and may be kept open an extra month this year because of the influx of army men. Pool is only one in miles having salt water.

## Willow Grove, Philly, Opens

PHILADELPHIA, April 18.—Willow Grove Amusement Park opened its 1942 outdoor amusement season today for Saturday and Sundays until May 30, and full time thereafter. Dancing will be featured on Saturday nights in Cashin Ballroom. Herby Woods ork was the first in. Frankie Schultze will again emcee the vaude shows on Sundays in the Music Hall pavilion starting tomorrow. Skateland roller rink will operate every week-day night as well as on afternoon on week-ends.

## Curtis Going Full Week

STUEBENVILLE, O., April 18.—Curtis Park, near here, which opened last season and operated week-ends only, is adding more rides, concessions and a roller rink and will this season operate on a full-week basis, opening May 30. Platform free attractions will be used Wednesdays, Saturdays and Sundays. A number of improvements have been made for the new season, and picnic bookings have been good to date, the management reports.

## Woodside on Daily Schedule

PHILADELPHIA, April 18.—Woodside Amusement Park jumps the season 1 opening tonight for the new season. In addition to week-end operations, the usual custom, the park will open each evening during the week until May 2 when it goes full time. Among the par features will be Jack Steck's Kiddie Hour each Sunday afternoon in Sylva Hall, followed by free concerts.

## The Billboard Subscription Rates Upped

Only one week remains to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year .....	\$5	\$7.50
Two Years .....	\$8	\$12.50
Three Years .....	\$10	\$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 61.

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Day Sells Out

Tho he had planned to operate the Oriental portion of the Manhattan-Oriental and Brighton beaches near Coney Island, N. Y., Joseph P. Day put finishing touches to a deal last week which places Oriental into hands of the government along with Manhattan Beach, sale of which was reported here a month ago. Entire beach property will be transformed into an elaborate Coast Guard training center. Section formerly

known as Manhattan has already been converted and rest will be ready this summer.

It was also revealed that a deal is pending to house the former Manhattan Beach children's camp at Luna Park, Coney Island, this summer. The children's day camp was one of the most successful of Manhattan's operations, netting thousands of dollars each summer. Beach games and other activities comprise the day camp set-up, and it is understood that its members will be moved to near-by Luna. This is most ironical in that Art French, manager for beach interests of Joe Day, his father-in-law, repeated to this writer over and over again during the past six years that his swimmers would never go to Coney Island proper—that his establishment drew an altogether different crowd. What about that now, Art?

There's talk, too, that Claire Bee, nationally prominent basketball coach for Long Island U, who used to be head man in Manhattan Beach's athletic department, will also set up shop at Luna Park this summer. If all this materializes, Luna's swim biz should shoot sky (See POOL WHIRL on page 43)

## Park Briefs

AKRON.—Clint Shuford, formerly on the executive staff of the Sparks and Downie Bros.' circuses and last season in the office of the Hennies Bros.' Shows, is manager of the roller rink at Summit Beach Park here.

DETROIT.—Jack Dickstein, former manager of Gus Sun Booking Office here, and Louis Wish, concessionaire in local parks, have formed the Edgewater Concessions to operate concessions at Edgewater Park.

HARTFORD, Conn.—Tommy DeLuco, who for more than 20 years managed the grocery store concession at Roton Point Park, South Norwalk, is operating 24-alley bowling establishment here. He also manages a bowling club which rolled recently at the ABC Bowling Tournament in Columbus, O. DeLuco was U. S. duckpin champion in 1933.

NEW PHILADELPHIA, O.—Harry Robb has been appointed manager of Tuscora Park, one of the few municipally owned amusement parks in the Middle West. His salary will be \$140 a month. Park opens late in May.

## Ocean City Studies Lighting

OCEAN CITY, N. J., April 18.—A committee of five representing the Boardwalk's amusement and business interests was appointed this week to confer with lighting engineers to map out definite plans for an effective dim-out during the summer to comply with Navy Department requirements. Mayor George D. Richards emphasized the importance of full compliance in order to avoid possibility of a full blackout. The committee will meet with the lighting engineers to work out the most practical method of lighting applicable to each type of business here.

## Concession Space Available

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(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10  
Sixth Floor, Palace Theater Bldg.,  
1564 Broadway  
New York City

## Give 'Em Change

By ALFRED W. NICHOLS

PARK and beach men should not be afraid of dim-outs. Dim-outs will be a novelty and young people will crowd the beaches as never before. Beaches of late years have been over-lighted and over-policed. Bring back the Tunnets of Love, the Old Mills and the funhouses.

Most cashiers, when questioned as to whether it would be best to charge a child 10 cents and collect 1-cent tax or to charge 9 cents and collect the even dime, including the tax, they will give you the quick answer: "Make it an even dime and do away with the bother of handling pennies."

In any amusement place where there are countless penny machines or where penny cards or penny goods are sold, you will do no penny business unless you furnish the pennies to the patrons, as the general public is adverse to carrying pennies on its person and therefore arrives at your park without pennies. In the case of Penny Arcades, that service is cared for by one or two boys shouting, "Get your pennies for the machines." In an amusement park, however, the grounds are so extensive that a boy or two would be lost in the crowd and the patrons would get no pennies. So, (See GIVE 'EM CHANGE on page 43)

## With the Zoos

CLEVELAND.—Birth of four armadillos, a rarity in captivity, occurred recently at Brookside Zoo. Event was widely publicized by the press wires and news photo services.

PHILADELPHIA.—A special rabbit village with cottages, a firehouse, jail and an imposing-looking church has been constructed in the kiddies' zoo section of the Philadelphia Zoo. The village was designed and built under the supervision of Preman M. Shelly, director of the zoo. Part of the work was done by WPA and part by regular zoo employees.

DALLAS.—Marsalis Park Zoo will soon get its first male alpaca when plans are completed for the exchange of animals with zoos in several South American cities. The local zoo will also acquire a pair of young mandrills, a male Mona monkey and a hyena, and is swapping a male mandrill, two cub lions and three baby leopards in the exchange of animals which was arranged thru W. A. King, Brownsville, Tex.

## American Recreational Equipment Association

By R. S. UZZELL

At George A. Hamid's office in New York April 10 an important and far-reaching patriotic meeting of amusement park men was held. It was originally called to formulate plans for Navy Relief but at 3 p.m. that day Hamid was called on the phone from Washington by the War Department and asked to include the Army Relief in the set-up. When a willingness to consider the request was (See AREA on page 43)

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**THE STRATOSPHERE MAN**  
TRADE MARK  
WORLD'S HIGHEST AERIAL ACT!

THE SURE-FIRE HIGH ACT FEATURING THE ONLY REAL SWAYING HAND-STAND—35 FT. ACROSS THE SKY

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**WANTED**

Have a 100% spot for any of the following rides: Octopus, Chair-o-Plane, Fly-o-Plane, Tilt-a-Whirl or Herschell Kiddie Ride at Rochester's only Amusement Park.

**FOR SALE**

5 Skee Ball Alleys and 2 Malted Milk Machines, cheap.

**A. H. BORNKESSEL**  
Boardwalk, Sea Breeze, New York

**CRYSTAL CITY PARK**

Will book Tilt-a-Whirl, Octopus or Hoy-Day on percentage. Twenty million dollar Bomber Plant almost completed. Everybody working. Located on two main highways, with City Bus Lines to front gate. Have Miniature Train and 900 feet of track. Will trade for S. and S. Mixup in good condition. Have nine Concession Booths, will lease to one party. No Flat Joists or Wheels, must be Stock Joists, nothing over ten cents. Address all communications to

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**FOR SALE**

7 Gasoline Park Scooters, for the Lot .....\$1950.00  
4 Kiddie Electric Custer Cars. Ea. 150.00  
2 Large Gasoline Park Cars (Auto-matic). Each ..... 400.00  
All of the Above Ready for Immediate Delivery.

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**WANT RIDES CURTIS PARK**

Amusement Center of Northern Ohio  
Want all kinds Concessions. Liberal percentage. Buildings for Bingo and Grab Joint. Want good Roller Rink. 100,000 population in 20 miles. Steel section. Location—2 miles south of Richmond, Ohio, on Route 152.  
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Fifteen 1929 Auto Scooter Cars, all in good shape. Operated last season.

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**FOR SALE COASTER CHAIN**

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We also have a few copies left of the booklet containing startling facts and valuable information entitled, "How to Stop the Leaks and Plug the Holes in the Amusement and Recreation Field." This booklet sent free only to operators and concessionaires. Please request on your letterhead.

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Dance at MARLOW'S PARK

# Wartime Plans Progress

## Red Lion Is Set For '42 Revival

Midway entertainment and free acts to be stressed—site, date change okayed

RED LION, Pa., April 18.—This city's 24th annual Gala Week Fair, canceled last year because of a polio ban, will be held about a month earlier than usual this year because of the fact that the county fair has been set back several weeks, R. M. Spangler, secretary-general manager, reported. Fair will be held at a new location, about three blocks from the center of town.

Fair this year is being sponsored by the American Legion Post band, and executive committee at a recent meeting announced the midway contract has been awarded to Bantly's All-American Shows. Frank Wirth Booking Association will provide the free acts.

## Army Action Puts Odds Against Iowa

DES MOINES, April 18.—With Army Air Corps officials negotiating for use of the fairgrounds here for storage purposes, members of Iowa State Fair Board agreed that it appeared that there will be no annual this year. Board officials conferred with government representatives all week and President John Mullen said he expected a final decision to be made early next week.

Major detail holding up final negotiation of the lease was the State's request to exempt from the property transferred the portion of the grounds north of Grand Avenue. "If that can be worked out so as to leave the grandstand and a few other buildings, we could still hold a few race meets and our annual 4-H Club Baby Beef Show," Lloyd Cunningham, secretary, said.

Another detail waiting to be threshed out was the question of assurances of protection of the fair's property while the grounds are a storage depot for the Air Corps. State now carries \$1,367,000 in tornado insurance and \$281,500 fire insurance. Expected terms of the lease are \$1 a year, with a possible agreement to restore any losses that might occur.

Board members indicated that it will not be possible to move this year's annual to another grounds and that various livestock judging for Iowa stock will be split up among the district fairs. Board recently signed contracts with Barnes-Carruthers for afternoon and night grandstand shows.

## MCA Signs Superior

CHICAGO, April 18.—Hogan Hancock wired from Superior, Wis., that he has signed Tri-State Fair for its grandstand show. "The fair will have the biggest grandstand show it has ever played," said Hancock. Either Orrin Tucker or Ted Weems will be the featured band. Johnny J. Jones Exposition will provide the midway. Hancock also has signed Williams County Fair, Montpelier, O., for a show featuring Bernie Cummins' orchestra.

MCA will again produce the Corn Palace show at Mitchell, S. D., with Dick Jurgens' orchestra as the feature and a complete revue.

## Fair Elections

TALLAHASSEE, Fla.—V. G. Phillips was re-elected president of Leon County Fair at association's annual meeting April 9. Benson Skelton was again elected vice-president, with John G. Kelley being named secretary-treasurer, succeeding Kenneth McMullan.

MESQUITE, Tex.—Mesquite Fair Association at its annual meeting April 9 re-elected R. D. Sanders, president; John E. Davis, vice-president, and E. S. McKenzie, secretary-treasurer.



R. M. SPANGLER, secretary-general manager of annual Gala Week Fair, Red Lion, Pa., played a prominent part in mapping plans for the revival of the fair, which was canceled last year because of polio. This year's annual is being sponsored by the American Legion Post and more emphasis is being placed on midway entertainment and free attractions.

## Calif. Program Plan Pondered

Abbreviated presentation rests with army approval—may use talent

SACRAMENTO, Calif., April 18.—Kenneth R. Hummacker, secretary California State Fair, is trying to work out a plan for holding an abbreviated fair next fall, despite the announced cancellation of the annual event here. He said that if the army approves, the fair may be confined to the grandstand. There is a possibility talent will be used, he said.

Fairgrounds are being used by the army, with the State Defense Council occupying the Administration Building. Neil Toohy, fair publicity director, is assisting in Defense Council publicity. George Killion, State finance director, recently sent out a statement asking all of California's 64 fairs to cancel this year's events. Siskiyou County Fair at Yreka has been nixed, according to Secretary-Manager William Kleaver, and the Shasta County Fair board recently voted not to hold a fair at Anderson, Calif.

## Stewartstown Is Renewed

STEWARTSTOWN, Pa., April 18.—At a meeting of the reorganized board of Stewartstown Agricultural Society March 14 it was voted to resume Stewartstown Fair this year for the first time since its abandonment five years ago. Secretary Walker Eubaugh announced. He said numerous improvements and repairs will be made on the grounds and that John T. McCaslin has been engaged to handle the midway. McCaslin was in charge of midway affairs for 21 years prior to fair's closing in 1937.

BEAUMONT, Tex.—A spring round-up, rodeo and livestock show is expected to result from the Sheriff's Round-Up and Rodeo here, April 17-19, under sponsorship of Sheriff W. W. Richardson, Dan Hines and Bill Bogan, prominent in Southwestern rodeo and stock circles. Plans for a future stock show to replace the defunct South Texas State Fair have been approved by the State stock associations. Rodeo is produced by Everett E. Colburn at the Hollywood Street Arena.

# Around the Grounds

VINTON, Ia.—Eastern Iowa Fair Managers' Association was scheduled to hold a special meeting at Hotel Vinton here April 17, with 22 Eastern Iowa Fair boards to be represented. H. R. Rodman, Monticello, is president of the group.

NEW CASTLE, Pa.—Annual New Castle Fair may not be held this year. Race track, barns and part of the acreage surrounding the buildings have been sold at sheriff's sale to Joseph Rick, New Castle, and decision as to whether the fair will operate has not been announced. Rick already owned part of the grounds and at the sale purchased the rest of it.

STRATHROY, Ont.—J. N. Ratcliffe, secretary-treasurer Strathroy Agricultural Society, said last week that George Adams Rodeo Company has been contracted to present the grandstand attraction at this year's event. Afternoon and night performances will be presented.

MEMPHIS.—Livestock premiums at 1942 Mid-South Fair will be somewhat increased over last year's \$32,000 giveaway. Charles Schwam Sr., livestock committee chairman, announced. Com-

mittee also approved negotiations under way to demonstrate sheep dogs and addition of a Berkshire swine classification for the first time. Premium list in the junior show in breeding swine has been upped \$500.

FRANKLINTON, La.—Washington Parish police jury has approved sale of the new armory on the fairgrounds here to the State for \$10,007, the sale providing use of the building during the annual fair. State will use the armory for war needs.

TALLAHASSEE, Fla.—Leon County Fair Association at its annual meeting April 9 canceled plans for the 1942 event after hearing President V. G. Phillips paint a dark outlook on future non-war activities. Phillips said a balance of \$273.25 remained in the treasury from last year's fair.

COLUMBUS, O.—With permission of the War Department, which holds a lease on Ohio State Fair grounds here for duration, Gov. John W. Bricker instructed the State Department of Agriculture to proceed with plans for construction of a new Junior Fair dormitory and exhibit building on the grounds.

## Patriotic Competitors

DES MOINES, April 18.—War emergency has made strange bed fellows, and so fair men were not so surprised to find Rube Liebman, Barnes-Carruthers, and Irving H. Grossman, Gus Sun Booking Agency, traveling together in the same automobile from meeting to meeting. The bookers worked out the agreement to save their automobiles. Finding out they were making the same trips, they agreed to make one tour in one's car and to change to the other's car for the next jaunt. Both report the plan is working out satisfactorily.

## State Auditor Asks Ill.'s Continuance; '41 Annual Is Best

SPRINGFIELD, Ill., April 18.—After completing his audit of the 1941 Illinois State Fair, which revealed the event brought in receipts totaling \$228,638, biggest income since the fair's inception in 1852, State Auditor Arthur Lueder pleaded that the State administration find some means of staging the event elsewhere this year.

"A cessation of the fair for a year or more," he said, "would cripple seriously the programs of the 4-H clubs, the future farmers of the country and other youngsters' organizations that each year center their activities on the State Fair." The army has taken over the fairgrounds here for the training of recruits.

Lueder's report showed that receipts for 1941 were \$96,627 better than in 1940, which totaled \$131,010. He also pointed out that the profit was made possible by the increased revenue from ticket sales, the result of Gov. Dwight H. Green's "no-free-pass" order.

HARTLAND, Vt.—Al Martin, Boston, has concluded negotiations with Secretary F. C. Buntington whereby Martin will produce the five-act grandstand show at the annual Hartland Fair here. Talent budget was upped this year.

Director John T. Brown announces. Funds for construction of the building were appropriated by the General Assembly at its last session, and total of \$344,000 plus architects' fees is available. New building will be a three-story fire-proof structure of brick and concrete. It will be 344 feet long and 94 feet wide with a 42 by 90-foot wing extending from the rear. It will face on Merryway Drive opposite from the horticulture and agriculture building. First floor is to be an exhibit hall, with the second and third floors being devoted to dormitories for boys and girls. A cafeteria will be located on a center section of each of these floors.

SPRINGFIELD, Mass.—A decision has not been reached regarding a race meet at Great Barrington Fairgrounds here, Edward J. Carroll, fair owner, said. Carroll is studying a proposition to conduct the meet independent of the regular racing schedule during fair week.

CALDWELL, O.—Annual Noble County Fair will be held again in 1942 sans horse racing. However, greater stress will be placed on more and better midway attractions and grandstand entertainment, officials announce.

POMONA, Calif.—Construction of 400 housing units is under way on the west parking lot on Los Angeles County Fairgrounds here. It was unofficially reported that the grounds will be used as a reception center for enemy aliens, who will be kept there until their removal to inland areas.

PAULS VALLEY, Okla.—Russell Pierson, secretary-manager Garvin County Free Fair, said contracts for the midway at the 1942 event have been awarded J. J. Colley Shows.

## Fair List

A list of fairs and expositions will be found in the List Section of this issue.

## The Billboard Subscription Rates Upped

Only one week remains to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	\$5	\$7.50
Two Years	\$8	\$12.50
Three Years	\$10	\$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 61.

## Memphis Augments Entertainment Sked

MEMPHIS, April 18.—Steady expansion and addition of new features will keynote this year's Midsouth Fair, Secretary Henry W. Beaudoin said this week. National Dairy Show and National Hereford Show will be held in connection with the fair and elaborate entertainment plans are being worked out.

A rodeo will be held again and automobile racing will be featured one day. Johnny J. Jones Exposition, which was very well received last year, has been engaged to provide the midway. *Commercial Appeal* and *Press-Scimitar* have been liberal with promotion stories.

## COAST OPS MEET

(Continued from page 40)

being taken to produce total blackouts within a few minutes, with extra electricians expected to be on hand at major amusement units.

With Joe Day's Manhattan Beach sold to the Coast Guard and his adjoining Oriental Beach put on the shelf, the realty man is enlarging facilities at Brighton Beach to accommodate Manhattan-Oriental customers. One report had some key men of Day's beach spots switching to Luna Park with their setups. (See *The Pool Whirl* in this issue.)

Long Beach and the Rockaways have co-ordinated raid precaution work into an over-all agency called Metropolitan Seashore Committee, functioning similar to that of other beach groups. The chairman is Mayor Ornstein of Long Beach. In general, beach spots are having a tough job counteracting scares and false reports relating to beach operations. Atlantic City and Asbury Park have experienced this sort of stuff, but seem to be meeting the situation handily. Dim-outs, with soft blue and dark purple lamps, will probably be a routine at most points by the time daily operations get under way. Concentration is upon interior lighting that will not be visible from outside, particularly from the air.

There is a report that Jones Beach, run by the State Park Commission, will call off its usual water productions, but everything else is expected to continue.

## AC LIGHT PLAN

(Continued from page 40)

sent a veritable Mardi Gras at night. Lighting and decorating engineers have created the aura of a fun carnival within an exterior of subdued but romantic blue. Success of the experimentations was attested over the Easter holiday week-end both in the public's enthusiastic approval and defense officials'

**BARREN HILL FIREMEN'S FAIR**  
One Mile From Philadelphia  
Ten Nights—JUNE 17 TO 27  
RIDES, SHOWS, CONCESSIONS  
E. E. MITCHELL, Chairman  
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To cover Virginia, West Virginia. Also Salesman for Kansas, Nebraska, Oklahoma with a full line of Tickets, Ribbons, Advertising and Supplies for Fairs. Write  
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**JIMMY VAN'S AUTO-MANIACS**  
Sylacauga, Ala.

**WANT**  
Treater Board and Aerobatic Troupe for Fairs. Other good Acts suitable for Fairs contact. No Animal Acts wanted. Send prices, photos, full details.  
**WILLIAMS AND LEE**  
464 Holly Ave. ST. PAUL, MINN.

**COMMUNITY FAIR, INC.**  
Gainesville, Fla.  
Will contract exclusive rights for midway to highest bidder. Fair week to be in October or November. Bids close 6:00 p.m. May 9, 1942. For details of contract address MR. GEORGE A. BARBER, University Station, Gainesville, Fla. Last year gross receipts \$550 per day.

commendations to Gravatt for the ingenuity of the dim-out.

The outer appearance of the pier, formerly garish with electrical illumination, is now an outline shoreward of soft blue and darker purple lamps, virtually invisible from the sea.

There probably will be no hitch in present plans to stage the 1942 Miss America contest and pageant. U. S. Senator Smathers in a communication to the pageant headquarters this week declared that no objection to the staging of the pageant events has been raised by the War Department. Meantime plans are progressing on State contests, 26 of which already are in the midst of elimination. The 1942 Pageant will open on Labor Day, September 7, and run thru September 13.

Atlantic City is still getting its full measure of publicity. Louis F. Cunningham, resort's publicity director, disclosed that his bureau expanded "tremendously" in the past year, with the result newspapers thruout the country gave the resort 6,620,000 lines of publicity in 1941 as compared with 4,300,000 lines the previous year. In addition to newspaper publicity, he said, theaters showed 54 newsreel shots taken in the city last year and 106 national network radio programs originated here.

Cunningham said his bureau's budget, "which had been knocked around by various political interests the past few years until it was reduced to \$8,000 a year," was allowed to spend \$20,000 last year with "gratifying results."

## WELCOME TO BEATTY

(Continued from page 40)

re-engaged in the same capacity by Park President J. V. (Tom) Sawyer. He will be fortified with a staff of experienced showmen, including R. J. (Russ) Beichly, picnic representative; Thomas B. McGuire, superintendent; Lew Platt, booker of band attractions; Robert Mahoney, manager of merchandise concessions, and Jerome T. Harriman, publicity director. M. Malman, veteran circus concessionaire, has leased the eat and drink concessions.

The Summit Beach ballroom opened its new dance season Monday (13), with Gray Gordon's orchestra as the feature.

A gala get-together has been arranged for the circus fans and showmen in this vicinity for Sunday, May 24, when Clyde Beatty, who this season again has his wild animal act with the Johnny J. Jones Exposition, is slated to fly here for the official opening of his Jungle Zoo. The Pete Mardo Tent of the Circus Fans' Association will play host to the visiting fans and showmen. Murray Powers, ringmaster of the Pete Mardo Tent and Sunday editor of *The Akron Beacon-Journal*, has been named chairman for the occasion.

Members of the James A. Cooper Top, CFA, Washington, headed by Dr. William M. Mann, Mrs. Mann, Mr. and Mrs. Melvin D. Hildreth, Harry Allen, Drew Pearson, Fred Orsinger and other District of Columbia fans; members of the Charles Siegrist Showmen's Club, Canton, O.; Curley Wilson, of Brookside Zoo, Cleveland, and other zoo officials and show friends have signified their intention of attending the Jungle Zoo opening festivities.

## PAY ROLLS TO HELP

(Continued from page 40)

Danahey, new manager, succeeding Carl E. Henninger, who enlisted recently in the Naval Reserve; R. W. Comstock, assistant manager; James D. Ritchie, new police chief, succeeding the late Patrick E. (Paddy) Dixon; John McTighe, charge of concessions; Laura Yost, office secretary, and Jack Hollister, publicity.

West View Park will open May 3 for the first of three Sundays-only operations. Unchanged from last year, the park will feature free stagshows on its Sunday programs until it begins daily operations May 22, when its picnic season opens.

## POOL WHIRL

(Continued from page 41)

high in 1942, as Day and French had a mighty swim patronage.

### Signs of Time

Len Schloss, of Glen Echo (Md.) park and pool, reports he had the biggest opening three days in the history of the playground. Of course, the plunge was closed, but the fact that the amusement center drew such a record inaugural crowd is encouraging for swim doings later in the season.

Schloss's spot is near Washington, which is literally bulging with people these days. Glen Echo's pool receipts

should triple this summer—not to mention what the park will do.

## Men and Mentions

Son of Norm Alexander, of Woodside Park and Pool, Philadelphia, has just finished his internship and is hoping for a commission in the army's medical corp. Alexander, by the way, will have a new water ride at Woodside this summer.

Visitor to Gothamtown last week was Arnold B. Gurtler, of Elitch Gardens, Denver, past prez of NAAPPB. Arnold revealed that his younger son is with the Marines at San Diego. Arnold himself is doing his bit by serving on his local Selective Service Board.

Maurice Piesen, of Skee-Ball fame, will try to get swimmers at Hamid's Pier, Atlantic City, this summer to ride on the Merry-Go-Round. Pete will have the wooden horse and brass ring concession, and he's going to try something new by permitting swimmers to ride in bathing suits. Bareback riding, eh?

Tip to Atlantic City's Lou Cunningham and other ballyhoosers at sea-shore resorts: Now that you have to operate in so-called dim-outs, why not play up the fact that it is very romantic to stroll along a darkened boardwalk? Certainly should appeal to many, and 'twill break down much resistance.

## Interesting Item

Henry Ortlund, United States Naval Academy swim coach, told a meeting of the College Swimming Coaches' Association of America, convening in Cambridge, Mass., recently, that the youths of this country must be taught "to swim like Japs."

Speaking at Harvard, where the coaches were assembled for the 19th annual NCAA swim meet, Ortlund said that Japanese endurance swimmers were responsible for the reconstruction of the Singapore causeway which enabled them to take the city.

"The fall of Singapore and Hong Kong," said the navy's swim tutor, "was due in no small measure to the swimming ability of the Japanese troops, who were able to effect landings by swimming ashore with full equipment."

Coach Ortlund revealed that the navy has changed its methods of swimming instructions from stressing speed and form to teaching endurance and the ability to float for long periods of time in order that more lives might be saved in the event of emergencies at sea.

There's an interesting point for pool men to consider. Why not sponsor endurance meets this summer and encourage long-distance swimming and floating contests? It's timely and, what's more important—take it from the navy—it's necessary.

## GIVE 'EM CHANGE

(Continued from page 41)

naturally, the most painless and far-reaching method of placing the pennies in the hands of the customers is to hand them out with their change at the main gate. Therefore, by all means, charge a child 10 cents and 1-cent tax, and in that way the child will have at least four pennies to drop into the nearest penny amusement machine.

This system would not only apply to pennies but also to nickels and dimes. Cashiers should be taught to hand the customers plenty of small change. They should learn never to hand out \$5 bills, as \$1 bills, pennies, nickels and dimes are more readily spent. It is well in changing a \$10 bill to hand back eight ones and the rest in small change. By following this method your park will realize many thousands of dollars more on the season. Even if you have to hire an extra cashier at the gate, it will pay you.

If a person walking around your grounds should take a notion that he would like a drink, he will readily step

up to the counter providing he has a nickel ready, but if that person has only a bill, he will hesitate to break it and you lose a sale. By all means get small change into your patrons' pockets.

## AREA

(Continued from page 41)

voiced by Hamid, Major O'Brian and Captain Smith were ordered by their superiors to attend the meeting. Mr. Griffith represented the Navy Relief Society. He and the Major had a friendly tilt as to the division of the funds to be raised, each showing the respective needs of the navy and army. The need is great and the cause is worthy. The meeting was 100 per cent for going to work at once in giving 10 per cent of the gross receipts of the amusement parks one day each week from June 3 to September 10. Wednesday was the day selected to work out best for all concerned. However, the plan was tentatively set up to be approved by the board of directors of NAAPPB, the Navy Relief Society and the Army Emergency Relief Society.

## Emergency Fund Explained

It is not generally known by the civilian that when a soldier or sailor or marine is lost, all income stops and dependents get nothing for 60 or 90 days until pension and insurance begin to work. As a result of Pearl Harbor, one small city had 189 widows. A wife had just arrived at Honolulu with her little daughter and was sent to a hospital for birth of another child. There was no fund for the emergency. The servicemen took from their meager income enough to care for the widow and return her to her people in the States. Be sure the money will be accurately accounted for and spent only on the deserving. No salaries are to be paid to any of us. It is a work of love and patriotism. Note, the navy includes the marines and airmen attached, and the army includes the air corps. Regardless of where our loved ones are, the fund will be available for distress needs. The navy will cooperate by furnishing headlines from screen, stage and sports, and by special arrangement the Marine Band can be had. It is to be wholly for these funds, and no one else is to profit from it.

The name for this activity was suggested by Bert Nevins. Here it is: Outdoor War Relief Fund, Amusement Park Division. George A. Hamid was selected by the navy as chairman of Outdoor Amusement Division. This will include carnivals and fairs, as well as parks. Minutes of the meeting will go to each one present and to each director of our national association.

## Among Those Present

Present were Mr. Griffith, Major O'Brian, Captain Smith; Elias E. Sugarman, indoor editor of *The Billboard*; A. R. Eldred, of Clementon Lake Park, Clementon, N. J.; Arnold Gurtler, of Elitch Gardens, Denver; N. S. Alexander, Woodside Park, Philadelphia; Jack Rosenthal and Bert Nevins, of Pallsades Park; Edward J. Carroll, of Riverside Park, Springfield, Mass.; Joe Hughes, of the Hamid office; George A. Hamid and R. S. Uzzell.

Telegrams came in from Bob Morton, of Hamid-Morton Circus; John L. Coleman, Riverside Park, Indianapolis; Brady McSwiggan, Kenneywood Park, Pittsburgh; J. E. Lamble, Euclid Beach, Cleveland; Ed L. Schott, Coney Island, Cincinnati; Fred W. Pearce, Detroit; P. H. Huedepohl, Jantzen Beach, Portland, Ore.; Fred L. Markey, Salisbury Beach, Mass.; A. W. Ketchum, Forrest Park Highlands, St. Louis, and Leonard Schloss, Glen Echo (Md.) Park.

Incidentally, Major O'Brian was a concessionaire at Riverside Park, Springfield, Mass., before the last World War. He can speak park language.

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# Rinks and Skaters

By STARR DE BELLE (Cincinnati Office)

## RSROA Members Back Board In Divorce From ASU; Philly Conclave Pulls Record Crowds

PHILADELPHIA, April 18.—Membership of the Roller Skating Rink Operators' Association of the United States has endorsed the action of its officers and board of control in resigning from the Amateur Skating Union. Without a dissenter, the 77 members present gave a vote of confidence to the administration at a special meeting on Tuesday in Convention Hall. The fifth annual convention opened in the hall on Wednesday, to continue until tonight. If necessary the board of control will remain over. The special meeting was attended by over half of the total membership. A detailed account of events leading up to the resignation from the ASU was given by Fred H. Freeman, Winter Garden Rollerway, Boston, and RSROA president. Declaring that the RSROA "is the strongest amateur body in the world," he said, "We will not permit anybody, not even the ASU or the AAU, to exploit the amateur."

Membership adopted a revision in its amateur rules, to be effective immediately, only change in the rules as originally published being in the first clause pertaining to committees, to be formed. Instead of (1) "All amateur committees of amateur status, amateur membership and amateur grievance be formed," the modified clause reads, "All amateur committees of amateur affairs and amateur appeals be formed." Providing for two instead of three committees, amateur affairs committee was defined to handle all amateur club membership and all amateur status cases. Amateur appeals committee is to be set

up to hear all appeals from decisions of the amateur affairs committee. Adopted as originally proposed were rules for amateur competitors' cards. However, that change is to be made as soon as possible. Action on amendments to the constitution will be taken at the membership meeting today, a committee to report on the proposed changes as originally published in *The Billboard* of April 4.

### Freeman Praises Harmony

Business got under way on Monday when the board of control met at the Hotel Adelphia at 2 p.m. and remained in session past midnight. Committee heads reported. Fred A. Martin, Arena Gardens Rink, Detroit, and secretary-treasurer of the association, reported on figures; Robert D. Martin, Arena Gardens Rink, Detroit, on dance, and Cap Sefferino, Rollerdrome, Cincinnati, on speed. Board met again Tuesday morning to act on the amateur status of entries for the United States amateur roller-skating championships conducted by the RSROA in Convention Hall on April 15-18.

A large turnout of operator members attended the regular opening Wednesday noon, observers declaring it the most progressive and constructive meeting in the five years' history of the association. "As a result of our breaking away from the ASU and the AAU there is more complete harmony among the membership than ever before," said President Freeman. "We are completely unified. The job ahead of us is big and we know it. Members are prepared now more than ever to roll up their sleeves and work. Their spirit is gratifying and there is no question that we are better prepared today than ever before to continue to govern all branches of the roller-skating sport. It is highly significant that not a single member dropped out of the RSROA because of its breaking away from the ASU and the AAU."

### Need More Pro Teachers

The report that the Amateur Roller Skating Association of America has allied with the ASU apparently did not disturb the membership. Reaction to the report appeared to be summed up by a member who said: "We are responsible for making roller skating the sport that it is today and we are going to keep it as we are and will not recognize any roller-skating activities other than those sanctioned under the RSROA." Discussion came up on the problem of developing more professional teachers: Because of increased interest in roller skating and the fact that armed forces and defense factories are making prior demands on men and women, operators are faced with a problem of developing pro teachers in greater numbers. It was suggested that the RSROA set up two professional schools this summer, one in the East and one in the West. Convention, annual banquet, results of championship events and registration will be reported in next week's issue of *The Billboard*.

In addition to Freeman and Martin, officers attending include William F. Sefferino, Rollerdrome, Cincinnati, first vice-president; M. H. Hinchcliffe, New Wal-Cliffe Rollerdrome, Elmont, L. I., second vice-president; J. Warrack Norcross, Warnoco Amusements, Greeley, Colo., third vice-president; William T. Brown, South Gate Rollerdrome, White

Center, Seattle, Wash., fourth vice-president. All officers except Brown are members of the board of control, which also includes Jack G. Shuman, Shuman Amusement Company, Sandusky, O.; Alfred W. Kish, Lima Roller Skating Rink, Toledo, O.; Weston J. Betts, Redondo Beach (Wash.) Rink; Victor J. Brown, New Dreamland Arena, Newark, N. J., and Mrs. Elizabeth Kelly, Chez-Vous, Upper Darby, Pa.

### Representation Is Wide

Altho the convention site was changed only six weeks ago from Memphis to Philadelphia, on opening day over 700 registered, with over 300 from all parts of the country entered for the amateur championship events. Men in uniform of the armed forces were admitted free of charge. Officials estimated that opening crowds, day and night, were over twice as large as they were in Cleveland last year and in 1940. This was the first year that championship entries were fairly evenly distributed throughout the country, registrations showing names from Florida to Canada. Said to be highly representative of the country's roller skaters were the judges, 53 serving for figure and dance events and seven more for speed events. Track for the speed events was eight laps to a mile and officials expected several records to be set.

## Champs Turned Out For Eastern Chain

BAYONNE, N. J., April 18.—Finals of the America on Wheels 1942 dance and figure-skating championships in Twin City Arena, Elizabeth, N. J., on April 12 produced a new string of champions for the chain. Capping the championships was the duo composed of Thomas Benton and Skippy Miller, Twin City Arena, as senior dance champion couple, gold medal winners. Silver and bronze medals were awarded to Thomas Brown and Marion Schluter, Casino Arena, and Phil Pinto and Julia Csalovskl, Passaic Skating Rink, were second and third-place winners.

Championships were sanctioned by and conducted under auspices of the Amateur Roller Skating Association, reported to be recognized by the ASU and AAU as sole governing body over amateur roller skating. Judges were Gladys Koehler and George Werner, U. S. dance champions, 1941; Jean White, New York State senior women's figure-skating champion, 1941-'42; Chadwick Deatrck, New York State novice men's figure-skating champion, 1942; Ozzie Nelson, president of the Amateur Roller Skating Association; Barbara Killip, secretary of ARSA; Fred Ludwig, bronze medalist, men's novice figures, Mineola Rink, 1942.

Preceding presentation of awards to winners by W. Schmitz, general manager of AOW, Earl Van Horn, Mineola (L. I.) Rink, presented Miss Koehler and Werner, Miss White, Deatrck and Walter Bickmeyer Jr., U. S. junior figure champion, 1941-'42, who gave exhibitions. Among personalities in the skating world who were guests at the championships were Pete Miller, president of the ASU, who addressed skaters and spectators; Ed Dougherty, honorary president of Middle Atlantic Skating Association, and Jim Morton, roller-skating editor of *The New York Journal-American*. President Nelson also spoke to the skaters.

## Meet of Operators Called in Chicago

CHICAGO, April 18.—A meeting of roller-rink operators will be held at the LaSalle Hotel here on April 28, at which amateur roller-skating contests, jurisdiction, etc., will be discussed by officials of the AAU and ASU. Rufus M. Foster, of the Roller Rink Safety League, is handling arrangements. Operations under wartime conditions and other problems confronting operators will be considered. All meetings will be open forums, Foster states, and all rink operators will be welcome. Following the afternoon session there will be a dinner at the LaSalle.

Peter Miller, president of the ASU, will attend. The ASU recently issued a charter to the Amateur Roller-Skating Association of America following the break between ASU and RSROA. Jurisdiction over amateurs will be one of the chief topics of the meeting.

Otto A. Fuchs, of the Ing Skating Palace, Rockford, Ill., is president of the Roller Rink Safety League, and Orville A. Godfrey, Detroit, has recently been added to the board of directors.

## Freeman Cites 5-Year Strides Made by RSROA

PHILADELPHIA, April 18.—A plea for the Roller Skating Rink Operators' Association of the United States to advance amateur skating was made by President Fred H. Freeman, Boston, on eve of the fifth annual convention and amateur championships in Convention Hall here on April 15-18. He sounded the keynote at a dinner Tuesday night in the Jefferson Room of the Hotel Adelphia given for the judges, association officers and representatives of press and radio. A cocktail party before the dinner was attended by over 100.

He announced that of the 53 judges selected for the 1942 convention 44 are amateur roller skaters, as compared with only eight judges who were amateur roller skaters last year. He declared this indicative of the growth of amateur skating under guidance of the RSROA and that by next year he hoped to be able to announce a larger number of amateur judges. However, he stressed that it is not the intention to have only roller skaters as judges. "It is good to have some ice skaters as judges to interchange ideas with roller skaters," he said. All four local newspapers were represented, with *The New York Post* sending a man from New York. Network radio stations WIP and WFIL also were represented, as was *The Billboard*.

President Freeman as toastmaster dispensed with speeches, merely calling upon outstanding personages to make their presence known. In introducing B. Joseph Kelly, Chez-Vous, Upper Darby,



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## ROLLER RINK OPERATORS' ASSOCIATION

La Salle Hotel—Chicago—April 28

The facts concerning amateur roller skating contests, jurisdiction, etc., will be presented by officials of the A. S. U. and A. A. U. Other rink problems and operations under war conditions will be discussed. All roller rink operators—everywhere—invited. Afternoon session. Dinner following meeting \$1.75 per plate. Send a postal card for reservations to

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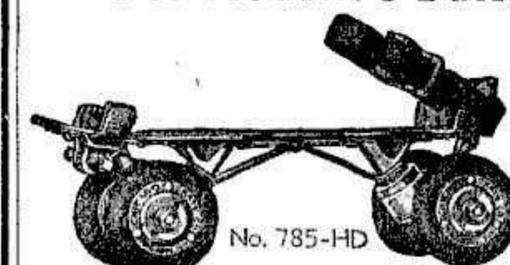
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Pa., who is host to the conventioners, Freeman announced that Mr. and Mrs. Kelly had donated the Violet Kelly Challenge Trophy as a special prize for junior pairs competition, heretofore receiving only medallions.

Among those introduced were Otto Albrecht, Cleveland, president of Ohio Skating Association and past secretary of the Amateur Skating Union, who was chief clerk for speed skating competitions at the meet; L. W. Going, president of Portland (Ore.) Figure Skating Club; Theresa Weld Blanchard, Skating Club of Boston and 10 years women's senior figure champion on ice, and Charles Peffers, St. Lidwina Club, Oakland, Calif., all of whom were judges. Not requiring formal introduction was Perry B. Rawson, Deal, N. J., called the dean of roller-skating championships and roller dancing in this country. Others were George Hietzler, assistant assignment commissioner, Cincinnati, RSROA official; Pat Hodus, assistant prosecutor for the city of Cleveland and past president of the ASU; Thomas Gilmore, Lima, O.; Lawrence Hujo, Fourth Avenue Roller Rink, Louisville, and Hugh Shively, Arena Roller Skating Club, Detroit, also RSROA officials.

"The RSROA is now five years old," said Freeman. "When we started, roller skating was merely an infant rolling aimlessly around the floor. Today we find that the infant is actually walking. And five years hence we expect to see that same infant running."

DOT EATON brings her roller-skating specialty to Howard Johnson's Royal Cafe, Merchantville, N. J.

SKATELAND in Willow Grove Park, Philadelphia, reopened for the season on April 18, operating every weekday night and Saturday and Sunday afternoons.

WHIRLING B's recently played Sleepy Hollow Rink, Quakerstown, Pa., for an afternoon and night show. They are booked for Keystone Club, Allentown, Pa., April 26.

SKATING PALACE, located in Thomas Martin's Amusement Park, Key West, Fla., has been enlarged with an additional building to accommodate hundreds of soldier and sailor skaters in that area.

LEBNADROME Roller Rink, Lebanon, Pa., Wayne C. Stoyer, owner-manager, is giving \$1 in War Savings Stamps daily and \$5 in stamps weekly as prizes. These Boom Nights have helped bolster business.

SKATELAND, Geauga Lake (O.) Park, formerly a dance pavilion and recently converted into a rink, is one of the largest in Northeastern Ohio. New floor was installed, with women's lounge, soda fountain and modernistic decorations and lighting effects. William Kuhlman is manager and Larry Urban organist.

TEXAS Ice Palace at Beaumont is presently being converted into a roller skating rink, with reopening set for May 15. C. E. (Doggy) Ward, operator, announces. The rink will be converted again to ice skating in the fall. The floor is 51 by 200 feet and will be air-conditioned, with three skating sessions daily, one in afternoon. Music will be Hammond organ.

RIALTO and Skateland, Springfield, Mass., have started late skating sessions for war workers. Rialto is running an 11:30 p.m. to 2:30 a.m. session Friday nights, with the same program as at regular sessions. Management said hundreds of requests from defense workers caused it to start the new session. Skateland's defense workers' special is also on Fridays, but is called a "dawn skate." Women are admitted free.

FINALS in the fifth annual roller-skating contest sponsored by *The Philadelphia Daily News* were staged on April 16 in Adelphia Rink, Philadelphia. Eleven rinks were represented, with 11 couples in each of the two divisions, waltzing and most graceful dancing. Finals in juvenile tests were held on April 18 in the rink. Twenty-two sets of prelim competitions were conducted by the 11 affiliated rinks for the contest, finalists selected from 1,660 skaters. Judges were headed by Harold (Buzz) Davis, sports commentator and program director of Station WDAS.

LEO SELTZER, roller derby promoter, San Francisco, who had hoped to get construction under way soon, is awaiting a change in city building laws before proceeding with alterations of a car barn for

installation of a skating rink. His plans calling for steel reinforcements of the ceiling have been approved by the board of permit appeals, but since steel is unavailable, building ordinance revisions are being studied by city officials. City attorney said that the change as planned would allow installation with wooden trusses.

CO-ED ROLLERDROME, Allston (Boston), Mass., made its debut with capacity attendance April 8. RollerDrome is the largest roller rink in New England, with a capacity of 3,000. Personnel includes Tom Legge, formerly owner-operator of Mystic Arena, Medford, Mass., owner-manager; Bill Murdoch, "Roller Gilde Rhythm King," organist of Roller Gilde Records, formerly of Hartford (Conn.) Skating Palace; Hazel Dunne and Eddie Ford, Silver Medal dance pros, instructors. They were formerly with Hartford Skating Palace. Earl Van Horn, Mincola (L. I.) Rink, attended the opening and brought several skaters with him for exhibitions. They included Jean White, senior figure skating champion of New York; Gladys Kohler and George Werner, United States senior dance champions, Walter Bickmeyer Jr., United States junior figure skating champion, and Chad Deatrich, novice figure skating champion of New York. Hazel Dunne and Eddie Ford gave an exhibition of Westminster and free style. Among other notables present were Ozzie Nelson, president of ARSA, and Forrest McCaffery, vice-president of ARSA and president of Starlite Rollers, Boston.

L. A. BIG FOR RUSSELL

(Continued from page 38) were generous in their praise of the show and several praised it over the radio as broadcasts were from every station in the city and at intervals ranging from 60 to 90 minutes.

Show increased its menagerie while here in that Congo, a gorilla weighing over 250 pounds, was added. A camel was born in Los Angeles and two Shetland ponies later in the engagement here.

Side show line-up includes Jolly Josephine, fat girl; Ben Galli, impalement act; Josephine Helbing, snakes; Irene and Alice Rose Gibbs, Hawaiian dances; Millie DeBarrie, Australian bird circus; Prince Arthur, vent act; Joe Cogozzo, Brazilian monkey circus; Bobby Lee, accordionist; Omaha Indians; Professor Drake, Punch and Judy; Yukon, king of fire; Sally Marcius, sword walker; Scott MacDougal, bagpipes; Dixieland Minstrels; W. E. DeBarrie, announcer; Tom Murray, R. O. Brown, Norman Carroll, tickets, and Jeff Griffith, front door.

Show plays North Hollywood next week.

Circus Chatter

Jolly Josephine is telling that she'll get in the parachute unit if drafted. She'll come down in a hurry, anyway. . . . Charles Oliver, chef, prepared dinner for 30 members of the Circus Fans in Los Angeles Easter Sunday. . . . Phil Escalante, who was drafted, may return to the show. He is suffering from a leg ailment which may prevent military service. Charlie Clarke is catcher for the Escalante flying act. . . . Waldo Tupper and Inglegraph, with Bill Antes, press agent, did a good job on advertising the show in Los Angeles. Newspapers were generous with space. . . . Ray Harris, who expects to enter the army soon, was engaged to assist in seating the large crowds while the show played Los Angeles and Hollywood. . . . Cheerful Gardner had two of his elephants on the show in Los Angeles. Sgt. Phil Escalante, who had a 62-hour pass from his duties with the 19th Coast Artillery, appeared in the aerial comedy bar act Saturday night in Los Angeles. . . . Paul Eagles was a daily visitor. . . . Dick Lewis, CFA, worked nights in clown alley.

Albert Mitchell, former Al G. Barnes musician and now employed in the Los Angeles General Motors plant, is playing night in Eddie Woekener's band. . . . Mr. and Mrs. Ken Maynard visited the show several times in Los Angeles. They leave soon to play fair dates under direction of the William Morris Office. . . . Smiley B. Dailey, clown, closed with the show in Hollywood to leave for Eastern engagements. . . . Mr. and Mrs. Bill Antes entertained friends in their house trailer during the LA-H runs. . . . Mrs. C. W. Webb states that she has always wanted to live in California and that it will take more than the Japs to get her out of the notion. . . . John White received two boxes of cigars from his daughter, Dianne, while here. . . . Bertha Matlock is out again following a recent illness and made several trips to the LA lot. . . . J. King Ross, equestrian director, will work the Hugh Win-

ston seals on the show this season. . . . Charlie Clarke reveals that he always wanted to be a clown, which he is now doing in an English style with his brother, Percy. . . . Charles Post left his newly acquired olive ranch to visit Eddie Woekener. . . . Pat Ryan is back-yard policeman on the show. . . . Visitors included Mr. and Mrs. S. L. Cronin, Everett Hart, Vernis Mitchell, Mr. and Mrs. Stan Rogers, Bill Hoffman, George Perkins, Art LaRue, Mr. and Mrs. Glenn F. Harrison, Kenny and Edris Hull, Harry Chipman, George Emerson, Hugh McGill, Hurley Woodson, Phil Bailey, Mr. and Mrs. Robert Downie, Bert Chipman, Mr. and Mrs. Ken Avery, Ray Huling and Mrs. Waldo Tupper.

RB HOLDING UP TO '41

(Continued from page 38) stepping and often gripping performance the circus has given us in many seasons."

George Ritchie, *The Sun*: "A builder-upper for that flagging morale to drop into the Garden and take on a couple of flagons of nostalgia, laid down by old P. T. Barnum a belluva long time ago. If, as old P. T. insisted, there's one born every minute, count me in. The 1942 edition has undergone a further streamlining at the hands of a bunch of bright young men."

*The Post*: "The circus has gone intellectual. For those who like their circus straight there were old favorites."

Robert Coleman, *The Mirror*: "This season's 'spec' or parade is a knockout, the costliest 'flash' in circus history. It is a delight, a new high spot for the Big Show."

During opening week PM ran a five-page layout of pictures, and staff man John T. McManus said: "Altho nothing new has been added in the death-defying way, the Greatest Show on Earth is greater than ever this year. It is more colorful, better costumed and better disciplined than ever before; it is jammed with magnificent clusters of gorgeous girls, and it is certainly the first and only show in the world ever to collect under one roof four such illustrious showmen as Norman Bel Geddes, John Murray Anderson, George Balanchine and Gargantua."

Dorothy Kilgallen devoted her entire column to the show in *The Journal-American* on Tuesday and in it said: "Broadway had a hand in the circus this season, but it is still more the circus than Broadway."

Big Top-ics

Emmett Kelly was omitted from the clown list last week in error. Lola DeOca, of the DeOcas, was to have participated in turn's trampoline act, a doubling piece, but she hurt her knee some weeks ago and spot has been shelved. Not yet performed are Harry the Five-Story Clown, for which a big platform had to be revised, and the Liberty Horse display. Add to credits, tights by Kohan Manufacturing Company and horse and pony plumes by H. Schaembs. Bev Kelley and Frank Morrissey have drawn a lot of radio time, probably the peak in the educational department's thick "scrapbook." Newspaper and magazine publicity, etc., is in high gear.

WON, HORSE & UPP

(Continued from page 38) license was revoked and we drove on to camp at Steffin's Store for the night.

While the wagon train drove into Lee's Crossing Thursday morning the streets were lined with heckling natives. When Four-Horse Annie drove the pole wagon by them they yelled, "There goes Theda Bara!" They called Manager Upp "Patty Arbuckle," Co-Owner Won "Charley Chan," and the pride of our show and annex dancer, Matilda Upp, was loudly dubbed "Miss Bull Montana." Again the show played a bloomer.

On Friday the picture day and dated the show and the entire personnel attended the matinee showing. To our surprise we learned that it wasn't made into a newsreel but served as a background for a plot titled *Roadshow Rogues and the Downfall of Fanny*. To our surprise we saw 300 feet of our cook boiling his underwear in a five-gallon coffee pot, followed by 500 feet of comedy showing three natives spitting tobacco juice into 10 gallons of stew that was cooking on a campfire behind the cook-house. To add to the comedy one would point to a town girl walking by so as to get the chef to round while the others played the joke.

The plot of the play was that two musicians and a lion trainer lured a country girl away from home with the promise of placing her in Hollywood.

Measuring her for tights used up 1,000 feet of film. Her country sweetheart finally rescued her from a living wagon on a stormy night by first overpowering three guards. The show's performance wasn't used, but the arrival of our wagon train, with the Won, Horse & Upp title on every wagon, showed up like three stories of banners on a skyscraper. There were a few feet showing the big top going up and our men working without shirts. So far all the picture has done is get the cook fired.

THE CORRAL

(Continued from page 39) Burrows; fourth go-round, Bob Burrows, Buck Dowell, and Buck Wyatt. Ernie Barnett, Grant Marshall, Andy Curtis and Jack Boyd split third and fourth; fifth go-round, Buck Wyatt, Bob Burrows, Andy Curtis, Fred Faulkner; finals, Bob Burrows, Buck Wyatt, Ernie Barnett, Andy Curtis.

Bull Riding—First go-round, Pee Wee Morris, G. K. Lewellen and Fred Lorenze split second and third, Grant Marshall; second go-round, Bob Murray, Ray Wyatt, Buck Wyatt, Fred Lorenze; third go-round, Pee Wee Morris, G. K. Lewellen and Buck Wyatt split second and third, Ken Roberts and Bob Murray split fourth; fourth go-round, Ed Jorden, Buck Wyatt and G. K. Lewellen split first, second and third; Fred Faulkner and Ken Roberts split fourth; fifth go-round, Ken Roberts, Ernie Barnett, Bob Murray, Alfred McClain; finals, G. K. Lewellen, Ken Roberts, Bob Murray, Buck Wyatt.

UNDER THE MARQUEE

(Continued from page 39) advance manager; Wallace Bros.' Circus, Jack C. Grady, advance car manager; Buckeye State Shows, Percy Martin, assistant manager.

G. CORNWALL SPENCER, formerly publicity man on Cole Bros.' Circus, will not troupe this season. He is now on the editorial staff of *The Chicago Herald-American*.

LIEUT. LEE ALLEN ESTES, magician and member of Kentucky State Police, recently visited Cole Bros.' Circus quarters in Louisville, stated work was being carried on there on a big scale.

NOT long ago a truck show used so many different titles that the actors didn't know what show they were with until they arrived in town and saw the paper.

ON APRIL 8 L. W. Pickett, contracting agent for Ringling-Barnum, was in Allentown, Pa., and made arrangements for the show to exhibit there June 25 on the Union Boulevard and Irving Street lot.

CLOWNS with Garden Bros.' Grotto Circus in Hamilton, Ont., week of April 13 were Herb Taylor Trio, Rube Symonds, Buck Leahy, Bobby Carr, Bob Logan, George Grant, Bob Bailey and Claire Rouse.

O. K. ZABEL cards from Sheboygan, Wis.: "Am back in the old home town after many years of circus trouping. Have a cafe here. Many showmen around here and we put it up and take it down daily."

SINCE shelving of so many railroad and truck show titles and performers scattering to so many different branches of the profession, one doesn't know whether to write them as circus, carnival, night club or free-act actors.

CHARLES SIEGRIST Showmen's Club will send a representative group to attend opening of Mills Bros.' Circus at Painesville, O., April 25. Club members will stage a special ceremony before the performance starts. Jack Mills is a member.

FLYING ROMAS opened their outdoor season week of March 30 at Poplar Bluff, Mo., for American Legion Celebration. Personnel includes Dave Abbott, catcher; Will Atterbury, Mary and Roy G. Valentine, leapers. Act has the best line-up of dates of its career.

TRANSCONTINENTAL: Circuses in the East will head west. Those in the West will head east. Funny that there isn't enough paying territory in one section of this big, heavily populated nation without criss-crossing.

ONE of the best known billposting firms in the Detroit area, United Billposting, is being taken over by Jack Bell as sole owner. Gordon Neville takes over the other branch of the business as United Sample & Circular Distributing Company, but will continue to have the same headquarters.

Claude Ellis's

# The Editor's Desk

CINCINNATI

**Y**OU can't take it with you. And the neighbors don't want it. Sanitation and health are more than ever watch-words of the times. Outdoor shows will meet stricter regulations this season than ever before. Clean lots, which long have been a "must" with many shows, will be demanded. Gone soon will be the days when the eyes, at least, of Sunday worshippers can be offended by leftover debris on locations. In some localities last season health officers required owners of house trailers to drain water tanks before entering towns against a chance of disease being transmitted by water from one community to another. Show people are not carriers, because they lead healthy outdoor lives. But everyone should live up to the health laws of the place they are in. Dirty lots will give knockers an opportunity during these days of wartime health programs to put the zing in further. Amusement zones generally are first to suffer during any epidemic, such as the late spreads of polio. Reminiscent of the Scot who told his small son that Santa Claus had committed suicide was the crack made by the sepia mother down yonder who was troubled with the shorts and tried to discourage her pick-aninny with, "Yo' don' wanta go. Show-folks all got d'seases."

**YOU'RE** an old-timer if you can remember when the boss resembled his picture that is on the letterheads.

**BEFORE** the first World War amusements on midways and in parks and at fairs usually were presented on a big scale. Clean and worth the money were mammoth trained wild animal shows, stadium attractions, fire-fighting shows, minstrels, horse shows, Wild West shows, Frozen North exhibits and the noted Streets of All Nations with "daring" Oriental dancers in ankle-length bloomers and with enough beads, girdles and breast plates to overload a Percheron draft horse. If a collective amusement organization at that time had more than three or four rides it was something to boast about. Show business was a good business, bringing profitable returns. Concessions, almost all of the stock type, were sure fire.

After the war and the flapper era, with such songs as *How're You Going To Keep 'Em Down on the Farm?*, sex began to sneak in. Year after year young bloods and old hot bloods, too, became what was called "more broad-minded," and sex, whether demanded or not, gripped amusements tighter and tighter. Perhaps its last big grab was during depression years when high-salaried shows ceased to pay. Then came an influx of girl shows with dubious talent gathered here and yon. Automobiles, sexy films, theater girl shows and burlesque went the limit. Some former week-stand rep shows, seeing the sex possibilities, followed suit and switched from mellers to gal operys overnight. World's fairs, with sex villages, sensational dancers, strippers and what-nots, helped build greater sex-minded audiences. Reign of the G-string arrived.

War is here again—and total war. Young bloods are joining the colors. Behind will be left serious war-minded women, more elderly men and children. So what will be the demands of those who have other than sex on their minds? Will some showmen profit by discarding nudist colonies, strip teasers, dope shows, posing shows, back-curtain filth blow-offs, Hawaiian shows without one native and colored burly shows which supplanted the real minstrels? Or will they try to carry on to audiences of settled men, serious-minded women and children, who might rather skate, swim or picnic? Building midways for carnivals, fairs and parks to the liking of prospective patrons in this new period calls for deep consideration. Showgoers by the thousands now have money to spend for higher priced entertainment.

**MANY** truck showmen with ample rubber are thanking their lucky stars that they are not on rails this season, which they believe will be a tough one for moves. Some railroad showmen are thankful that they are not on trucks, because of rubber shortage. So what has the showman without either to worry about?

**H**IS name does not matter now, but he was an American of German parentage and spoke with a heavy accent. During the last war he invested his every available dollar in Liberty Bonds and entertained soldiers with his dog, pony and monkey acts. Far above military age, he was a sober, reliable family man who was proud of a son serving in our armed forces. Yet while playing in Canada with a show from the States he was fingered as a Hun by a "brother" showman. Altho innocent and proved so, as late as 1932 he was often referred to as "the guy who was arrested as a German spy during the war." The show with which he was under contract released him as being "a bit too hot to have around." Witch burners not only ruined this man professionally but branded him for his few remaining years. He and his have passed on, but the cruel and undeserved stigma followed them to their graves.

**SOME** more recently invented rides may kill off the old slogan, "Nothing too big for this show."

**I**N THE MAIL: He postcards that, after an operation, he will be in St. Luke's Hospital, Denver, for a couple of weeks, but does not sign his name. Probably Roy B. Jones. . . . Jake J. Dlsch, vet showman and clown cop, tells from Cudahy, Wis., of his re-election as alderman with the all-time top vote in the First Ward. . . . Tom and Belle Martin card from The Waves, their Mayport (Fla.) fish eatery, that they have as yet had no customers from any submarines in "the world's largest finger bowl" at their door. . . . "Why not a campaign for holding fairs each week-day from sun-up until sundown?" queries William Judkins Hewitt from Norfolk, Va. "In the old days there were no day-and-night fairs and they met all demands and prospered." Want all of the legions of lovers of night fairs, to say nothing of midway showmen, bookers, acts, revue producers (See EDITOR'S DESK on page 62)

Leonard Traube's

# Out in the Open

NEW YORK

Archie Clair

**ARCHIE CLAIR** broke into the business playing a trumpet and he died on a show train. He expired with his boots on, and with those boots went kindness, conviviality, love of life and incorruptibility that are forever lost to a show business which could stand more of those virtues.

The worst that could be said of Archie was that his heart was too big, but it wasn't big enough to overcome the grief he went thru since his wife, Mildred, a trouper if ever there was one, preceded him in death by a few years. Together they constituted one of the happiest couples in the world. Separation by death hit Archie with terrific impact.

He died on a show train as it nosed its way up from the opening stand at Augusta, Ga., to the next spot in Raleigh, N. C. But Archie never made the next stand, his great big body with its great big generosity being taken off at Columbia, S. C., and from there sent to Battle Creek, Mich., to be interred alongside the Mildred he called Dolly, because Dolly was his way of reminding her of his sentiments.

The train was that of the Johnny J. Jones Exposition, which was fitting and proper, if death could ever be called that. Archie was in the wagon of the old Johnny J. Jones Shows for many years during the big-as-life "Johnny Is Coming" era. Alfred J. Dernberger was on that show. Dernberger made a fortune with a nickel candy wheel or some such, and the way the story goes the great Alfred moved the train many a time when the mustachioed Johnny of venerable memory couldn't raise the scratch. It's an old story in show business. At any rate, Dernberger's financial aid caused him to become

Nat Green's

# The Crossroads

CHICAGO

**W**AR shows and shows with a war angle hold the center of the stage around Chicago. United Nations War Exposition, tentatively skedded for early June, promises to be the biggest one, and there are plans on foot to take the exhibits to other cities after the Chi showing. American Legion's early July show will be a big thing and will, of course, have a patriotic theme. Gene Antry rodeo is in the off-and-on stage, hinging upon whether Antry can schedule dates when he isn't busy on pictures. Then there is the Labor Day show at Soldier Field, option for which is held by George Ferguson and Dick Bergen, who staged shows the last two years with Larry Sunbrock.

There is talk of the federal government framing two or three circus-type shows to tour the country, but so far nothing definite has developed. Meanwhile circuses are starting the season optimistically. Ditto carnivals. Not many showmen will be as fortunate as Orville Crafts, who has been mopping up at San Diego and probably will keep one of his shows there all season.

**A** PERFORMER writes in to The Crossroads inquiring as to salaries paid on circuses. It would be unprofessional to quote salaries that performers are receiving—anyway, we don't know. Doubtless there have been some increases in pay during the last 10 years. Perhaps figures from one of the larger railroad shows of 1932 might be interesting. A well-known aerialist of that day was contracted at \$38.25 a week. Top clown on the show received \$45 and in addition to clowning in the big show and Wild West he was to do comedy in riding act and "make himself generally useful," a stipulation applying to nearly all performers. Second clown received \$42.50. He also was to work in Wild West, produce new and original walk-arounds and work with other clowns in production numbers. A third clown received \$34 and a fourth \$21.25. A four-people high-wire act received \$290; a girl

who did swinging ladders, worked elephants and rode menage was contracted at \$34; another who did iron jaw, swinging ladders and rode menage received \$25. The mentalist with the side show worked on a 50-50 basis, with \$15 a week for board and transportation to be deducted from the artist's half.

Tipping evidently was a troublesome problem on the show, as the following notation was attached to each contract: "Tipping employees around the show has grown to such an extent as to become an evil, therefore it has been determined to put a stop to this nuisance. Anyone giving or receiving tips will be subject to instant dismissal." The "nuisance," we understand, is still active.

**T**HE 1942 Ringling program is an interesting book, but not particularly circusy. For the New York engagement it is perfect and, according to word from the Garden, more programs are being sold than ever before—and that's what counts. Peter Arno's cartoons are in the best *New Yorker* magazine style. Nevertheless, we think Jack Tavlin's original cover and drawings were far superior for a circus program. Editorial contents leave nothing to be desired.

**F**RED H. KRESSMANN will leave book-ling worries to Mike Barnes and Sam Levy for a while after next week. The trout season opens in Michigan on May 4 and Fred is leaving on April 30 for his annual summer stay in the Wolverine State. . . . G. L. (Mike) Wright, recently recovered from an attack of the flu, has left for Hot Springs to rest for a few weeks. . . . Walter Hohenadel, *White Tops* ed. in from Rochelle on biz and doing some serious pondering on how he can keep his printery going if many more of his boys are called to service. . . . Tex Sherman planned to stop in Elmira, N. Y., on his way east to confer with H. Ward Kinley, secretary of Chemung County Fair, regarding promotional angles for the coming annual. . . . Allis-Chalmers is temporarily using buildings of Wisconsin State Fair for storage of war materials. . . . Pat Purcell, of MCA's fair department, off on a business jaunt to New York and other Eastern points. . . . The boys around the Hotel Sherman are organizing a pulmotor squad to revive outdoor booking agents who have a heart attack every time they hear of a new cancellation.

Jones show. This year he had started as concession secretary.

In between the robust Archibald had served for a term as president of the New England wing of the national amusement park body and had also dabbled in one or two commercial ventures during the off-season.

This is our last piece on Archie Clair and it has been an unhappy self-assignment. As Editor Ellis said in a note to the Jones show, "He was a friend of mine of many years' standing, a capable executive and a good pal. I was deeply grieved by the news." Claude Ellis will please permit us the great privilege of becoming the first to second the motion.

**B**ESS CASTELLO, she of the famous circus family of Henderson, N. C., where practically everyone is called Castello, is a grandmother, has been for nearly 14 years. The grandchild is Joanne, whose mother is Bebe Siegrist, whose mother is Bess. Does this put Bess Castello on the shelf? It would if she weren't ever youthful. Bess is going to Benson's Wild Animal Farm in Nashua, N. H., to put on a big riding act complete with mechanic. She's been there before. Joanne will be with her mother for a few weeks and will then join Grandma Bess as a rider in the turn. Newspapers in New England please copy.

**D**RIBBLES . . . Ralph and Molly Decker are readying three girl items with Willie Glick's Ideal midway, opening in Newport News, Va., April 20. . . . The Baushees, luncheon club composed of headliners from various pursuits, are staging a "Carnival Street" at the Waldorf-Astoria with proceeds to Navy Relief. Acts will include novelties, clowns, jugglers, side-show offerings, etc.

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Thursday for Following Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads...

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AMERICA'S FASTEST SELLERS - TRICKS, Jokes and all kinds of Novelties. LA FRANCE NOVELTY CO., 55 Hanover St., Boston, Mass. my16

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HANDLE OUR FAST SELLING PURE HERB Tablets - Substantial profits. Repeats. Write today for our eye-opening details. Address OTTO BECK, Box 343, Englewood, N. J. my2x

HOLLYWOOD STARS NECKLACES - NEW, fast sellers for salesmen, jobbers. Big profits. Particulars free. MISSION, 2328 W. Pico, Los Angeles, Calif. ap25x

KEY CHECK STAMPING OUTFITS - BIG profits stamping Checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. my16x

MacARTHUR BUTTONS - 90c, \$2.00, \$3.00 hundred. Also Patriotics. Three samples, 10c. American Leis, 25c dozen. BEDFORD, 541 S. Dearborn, Chicago.

NOVELTY - WORLD'S GREATEST SENSATIONAL novelty in generation. World's wonder trick cards. Sample, 10c coin. JOSEPH CURIN, 1807 Carpenter St., Chicago.

SELL IMPROVED, ORIGINAL; 9x11 BLUE Signs. Religious and Changeables; cost 3c, retail 25c. Write now. KOEHLERS, 335 Goetz, St. Louis, Mo. ap25x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. ap25x

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SALESMEN - AMERICA'S FINEST SIDELINE. 40% commission daily; 1,000 fast selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. WILLENS, 2130 Gladys, Dept. 54, Chicago. x

WARTIME MAKES OUR ESSENTIAL BUSINESS Necessities sell fast. Not affected by priorities. Large commissions advanced daily. Experience unnecessary. Samples free. NORTHWESTERN, 621-M Jackson, Chicago. x

BUSINESS OPPORTUNITIES

ARCHERY RANGES EARN BIG PROFITS - Last summer I averaged \$100 week with commercial range. Plans, full details for setting up, operating. STANLEY JOHNSON, Salamanca, N. Y.

FILM USERS, ROADSHOWMEN - TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

SEND 10c STAMPS FOR ILLUSTRATED CATALOG on "Hard-to-find merchandise." GOLD-SHIELD PRODUCTS, Dept. B, 350 Greenwich St., New York. ap25x

MISCELLANEOUS

APPROVED SOLAR BLACKOUT LAMPS, \$4.50 per dozen; 2 samples postpaid, \$1.00. M. R. LEVY, 316 Melwood St., Pittsburgh, Pa.

CLOSE OUT - PENNY PICTURE MACHINES, new. Including over three hundred beautiful colored comedies and views, \$17.50 each; regular price, \$33.00. 1/2 deposit. BOX 333, Billboard, 1564 Broadway, New York.

POSITIVE RELIEF FROM ATHLETES FOOT, sore toes, burning, itching feet, etc. Medicated "Foot Glove" (not a medicine) brings fast, sure, safe relief in ten days or your money refunded. Treatment Kit complete with medication, \$1.00. Specify wide, medium or narrow feet. MARTIN CO., 7431 Tulane, St. Louis, Mo. x

INSTRUCTIONS BOOKS & CARTOONS

BOOK BARGAINS! FREE CATALOGUES! Out-of-Print Books supplied, lowest prices. Write OLD PROF'S BOOK SHOP, 916 Arcadia Ct., Pontiac, Mich. ap25x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. ap25x

PRINTING

TWO COLOR FLASHY WINDOW CARDS, 14x22, \$3.00. Special prices on Heralds, Tickets. Route book free. HUBBARD SHOP-PRINT, Mountain Grove, Mo.

WINDOW CARDS - 14x22, ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

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 STEAL! - \$10.00 EACH: FOLLIES, ROTATION, Limelight, Reserve, Double Feature, Jolly, O'Boy, Spottem, Powerhouse. Ten Anti-Aircraft Guns, \$12.50 each; 6 Greyhead Track-times, \$34.50 each. SEIDEN DIST., Broadway, Albany, N. Y.

ALL KINDS OF VENDING GUMS - BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-my9x

ATTENTION, MILLS PHONOGRAPH OPERATORS - New late type Packard Adapters, \$48.50. Can also furnish new Packard Wall Boxes and Cable with Adapters. PLAYMORE DISTRIBUTING COMPANY, 424 N. Meridian St., Indianapolis, Ind. ap25

BALLY HIGH HAND, \$150.00; WITH MINT Vender, \$160.00; Keeney Super Bell, \$225.00. All above machines are combinations and in A-1 condition. Can hardly be told from new. One-third certified deposit with order, balance C. O. D. J. C. EICHE, 942A N. 10th St., Reading, Pa. x

GABEL 18 RECORD CHARME AND RAINBOW Phonographs, \$85.00. F. O. B. Chicago; original price, \$375.00. Factory inspected, nice appearing and fine sounding music machines. Natural wood finish, illuminated grill, 40-watt amplifier, magnetic pickup. Guaranteed perfect working order. CHICAGO NOVELTY CO., INC., 1348 Newport Ave., Chicago, Ill. x

CAILLE ROULETTE, 25c PLAY, SEVEN COIN; also Stand, \$99.50. SUN SALES, INC., 264 N. E. 79th St., Miami, Fla.

CLOSE OUT - TWO COLUMN STICK GUM, \$2.00; Six Column Adams, \$4.50; Two Column 1c Cigarette, \$2.00; Eight Column 15c, \$6.00; Kiddy Mutoscope, \$15.00; 5c Candy Bar, \$3.00; 1c Hot Peanut, \$3.00. EASTERN, 350 Mulberry, Newark, N. J.

FOR SALE - SEVENTY OLD ARCADE MACHINES for \$350.00 cash. No crating. Am retiring from business. Come and get them. First come, first served. Wire before coming. MANFRED M. LINICK, 70 Monroe Ave., Detroit, Mich. x

JENNINGS BOBTAIL TOTALIZERS - USED only a few days, serial above 15,500, look like new, \$119.50. One-third deposit, balance C. O. D. C. B. RHODES, 919 Pemberton Dr., Fort Wayne, Ind.

MOST COMPLETE STOCK PIN TABLES, CONSOLES and Machines in country; all makes. Write for list today. BUCKLEY TRADING POST, 4227 W. Lake St., Chicago, Ill. x

PAYOUT BARGAINS - RAY'S TRACKS. \$30.00; Peerless, Challenger, Hialeah One Ball Tables, like new, \$25.00; reconditioned, \$15.00. Third deposit. DIXIE SALES, 883 Union, Memphis, Tenn.

PHONOGRAPHS WANTED - WILL PAY CASH for Seeburg, Wurlitzer and Rockola Phonographs, Wall Boxes, Steppers and RC Units and Adapters. Buckley Adapters also wanted. Give lowest prices. GEORGIA MUSIC CO., Brunswick, Ga. x

ROCK-OLA WALL AND BAR BOXES, \$19.95 each; Keeney Wall Boxes, \$14.95 each; Wurlitzer 24 with Keeney Adapter in steel cabinet, \$199.50; Wurlitzer Twin Twelve with Keeney Adapter in steel cabinet, \$179.50. CENTRAL DISTRIBUTING CO., 916 Scioto, Indianapolis, Ind. my16x

"SPECIAL" - 25 1c PLAYBALL - POKER Counter Games, \$9.95; 50 1c Topper Nut, \$4.25; 10 1c Advance Shockers, \$7.25; 5 8-Column Cigarette, \$35.00. Counter Games wanted. CAMEO VENDING SERVICE, 432 W. 42d, New York.

TWO MILLS BROWN FRONTS, \$110.00 EACH: two Jennings Silver Chiefs, \$100.00 each. Have had little play, in good condition. GEORGIA MUSIC CO., Brunswick, Ga.

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. my2

WANTED TO BUY - BUCKLEY TRACK ODDS. Any number. Send full information in your first letter. UNITED NOVELTY CO., Delauney and Division Sts., Biloxi, Miss. ap25x

WANTED TO BUY! - LATE MODEL PHONOGRAPHS. Send your list today. Highest prices paid. BADGER SALES COMPANY, 1612 W. Pico, Los Angeles. my23x

WATLING SPRINGLESS SCALES - SMALL type, all porcelain finish, \$55.00; same type American Scales, \$27.50; International Ticket Scales, \$85.00. All perfect condition. Stewart-McGuire Adams Gum Venders, \$6.50; Rowe 1c Stick Gum, \$12.50; Seeburg Grand National Horse Race Machine, \$17.50. F. O. B. Washington. E. O. LIKENS, Bethesda, Md. x

WE BUY AND SELL PIN GAMES, ARCADE Equipment, Guns, etc. Square deals since 1912. MIKE MUNVES, 593 10th Ave., New York City. tfn

WE BUY, SELL AND EXCHANGE PIN TABLES, Consoles, Phonographs, Arcade Equipment, Guns, etc. OPERATORS' EXCHANGE, 621 Van Ness, San Francisco, Calif. ap25

WILL TRADE - 15 BALLYROLLS AND 6 Bowlettes, 14" long, for Ten Strikes or World Series. RELIABLE SKEE BALL COMPANY, 2512 Irving Pl., Chicago.

6 ROCKOLA DIALATUNE WALLBOXES AND 1 Dialatune Barbox, \$20.00 each. Guaranteed like new. Also new late type Packard Adapters for Mills Phonograph, \$48.50 each. One-third deposit. MODERN MUSIC COMPANY, 1318 11th St., Denver, Colo.

50c MILLS BLUEFRONT, CRACKLE FINISH, 50c Hand Load; Nickel Chromes, new castings and cabinets, \$179.50 each. COLEMAN NOVELTY, Rockford, Ill.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS - TWELVE Quart Popping Kettle, \$14.50; Cretors All Electric Bungalow, \$250.00. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF, Twelve-Quart Popping Kettles, \$15.00; Eight-Quart, \$7.50; Portable Gasoline Poppers, All-Electrics, Burners, Tanks, Repairs. NORTHSIDE CO., Indianapolis, Iowa. my30x

CHICAGO ROLLER SKATES - 100 PAIRS, very good condition. Regular Chicago assortment, \$2.00 per pair cash. Sample pair, \$2.25. Also some extra sevens and eights; sell separately for \$1.75 pair. BOX C-387, Billboard, Cincinnati.

COMPLETE POPCORN, CRACKER JACK Trailer - Open side, equipped with neon. All ready to operate; tires A-1. For quick sale address SAM SHOCKEY, 1311 Bowman Ave., Cincinnati.

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FILM USERS, ROADSHOWMEN - TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

ORANGE DRINK STAND, MOUNTED ON 6x4 Trailer, including equipment and formula, \$250.00. J. LITTEN, 245 N. 2d St., Philadelphia, Pa.

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ROLLER RINKS-REASON, HELP ALL DRAFTED. One 52x150, used 11 months; one 50x120, used 7 months; one 50x120, used 3 seasons. These portables available with Model B Hammond Organs or Sound. Also any amount of Skates. All equipment A-1. Shown by appointment. SILVER LEAF ROLLER RINKS, George R. King, Mgr., Box 39, Canton, Ill. x

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175 STEEL FOLDING CHAIRS - USED BUT good, 75c each. O. C. EVANS, Mt. Sterling, Ky. x

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BINGO TOP - 20x40, FLASHY AWNINGS and Bally Cloths, in good shape, only \$60.00. Free Act or Med Show complete, Top, Walls, Frame and Platform, 14x21, all mounted on 2 Wheel Trailer, in A-1 shape, \$100.00. Outfit cost \$350.00. Used only twice. TIM NOLAN, Maxahala Park, Zanesville, O. x

BUELL'S WAR SHOW FOR SALE - WILL ship as per instructions upon receipt of first \$50.00. Address BOX C-385, Billboard, Cincinnati.

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FOR SALE - COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. my9x

FOR SALE - 15 USED CONCESSION TENTS, good condition, khaki, 10x14, 10x15, \$39.50 each. Also 1,000 ft. Bally Cloth, 25c per running ft. MAIN AWNING AND TENT COMPANY, 230 Main St., Cincinnati, O.

FOR SALE OR TRADE - CAMEL CORN OUTFIT (new); 8'x10' Center Joint and Frame (new); Peanut Roaster and Warmer on wheels; Orange Barrel, ten gallons Orange Concentrate; Paper Cups. Will buy High Striker, two small Show Tops. Write P. O. BOX 6609, Pittsburgh, Pa. x

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FOR SALE - 16 AND 24 SEAT ADULT CHAIR Planes complete, LeRoi Engines. Kiddy Aero Plane Swing. CALVIN GRUNER, Pinckneyville, Ill.

NEW LAUGHING MIRRORS - GREATLY REDUCED prices. For parks, carnivals, fairs, festivals, celebrations and all large gatherings. C. J. MURPHY, Elyria, O. my9x

TRUNKS - ALL KINDS FOR CIRCUS, Carnivals. Used Fiber Sample Traveling Trunks, perfect, size 36x26x28, strong locks, keys, \$7.00. LESSER, 517 Monroe, Chicago.

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. 881, Rochester, N. Y. ap25x

DEAL WITH ORIGINATOR - FORMER Carnival Roadman. Leatherette Folders for 1 1/2x2. Price with free sample. G. GAMEISER, 146 Park Row, New York. ap25

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. ap25x

DIRECT POSITIVE SUPPLIES AND EQUIPMENT - Lowest wholesale prices. Complete line. Backgrounds. Shutter repairs. Free catalog. HANLEY'S PHOTO CO., 1207 Holmes St., Kansas City, Mo. my23x

DRAFTED, MUST SELL - 2 PHOTOMATICS, practically new, marvelous condition, \$700.00 each. Z. ROSS, 223 1/2 Capitol St., Charleston, W. Va.

FILM USERS, ROADSHOWMEN - TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. my30

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. my9x

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. my2x

ROLLS DEVELOPED - TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo. my23x

ACTS, SONGS & PARODIES

SPICY SONGS, STORIES, MONOLOGUES, Dialogues, Patriotic, Topical Scripts, Ven. triloquial Acts. Stamp for list. TIZZARD, 104 W. 71st St., New York.

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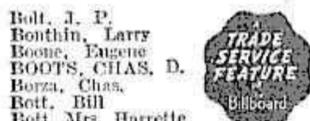
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BRAMLETT, WM. GUY  
Brandt, Nick  
Brasher, Joe E.  
Brann, Mr. Tiny  
Braverman, Barnett  
Bray, Chas. D.  
Brayzell, J.  
Breece, Del.  
Breece, Solo Mfr.  
Brenton, Brenda  
Break, Frank J.  
Briggs, Carl  
BRIGGS, WILLARD G.  
Bright, Carl M.  
BRINEGAR, FRANK JOHN  
Brisio, Miss Johnie  
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Brookway, Robt.  
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Brown, Mrs. James Jr.  
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BRUNS, WM. EARL  
Bryan, Frank O.  
Bryant, G. Hodges  
BRYSON, JOHN CHAS.  
Bucci, Tony  
BUCHANAN, LLOYD A.  
Buckley, Dick  
Buckner, Lloyd L.  
Budford, Miss D.  
Buggie, Reuben  
Bunard, Doc  
Bunard, Wain  
Burge, Shorty  
Burrus, Tony  
Burilla, Tony  
Burr, Roy  
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Burto, Leon  
BUSH, ROBT. WM.  
BUSSEY, JACK GEO.  
BUTCHER, HERBERT MERRITT  
Butler, Michael  
BUTTER, DONALD  
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Bowers, Lowrance  
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Butler, Michael  
BUTTER, DONALD  
BUZZELL, FRANK R.  
BYRD, WM. EDGAR



# 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 concerned will be repeated in the following issue.**

Bell, J. P.  
Bonthin, Larry  
Boone, Eugene  
BOOTS, CHAS. D.  
Borza, Chas.  
Bott, Bill  
Bott, Mrs. Harrette  
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BUTCHER, HERBERT MERRITT  
Butler, Michael  
BUTTER, DONALD  
BUZZELL, FRANK R.  
BYRD, WM. EDGAR

Call, Bud & Rosa  
California Rose (Atkin)  
CALLETT, EDW. WHITTE  
CALDWELL, ALDORA  
CALK, LUTHER DOUGITT  
Cameron, Mrs. R. W.  
Camp, Stanley  
Campbell, M. C.  
CAMPI, JOHN  
CANNON, FRANK JOHN  
Cann's Vaude-Pic Show  
Caper, Don  
Caresider, W. B.  
Carey, A. E.  
Carey, Al  
Carey, R. E.  
Carey, Thomas C.  
Carpenter, Charlie  
Carry, Wm.  
Carroll, Bob  
Carroll, Dave  
Carroll, Homer  
CARROLL, EDW. F.  
Carroll, Robt.  
Carson, Francis L.  
CARSON, ROBT. O.  
Carter, James W.  
Carter, Lucille  
Carver, Ella  
Caruford, Mrs. Emma  
CASEY, JOSEPH JIK  
CASPHER, JOHN  
Cassidy, Chas. Wayne  
CASTLE, CHESTER  
Castleberry, Slim  
CATLETT, CLARENCE  
Cattwall, Mrs. Bessie  
Caughy, R. J.  
Caudra, Mr.  
Chapman, Freddie  
Chapman, L.  
Chapplear, T. J.  
Charles, Jessie  
Charnes, Walter  
Chatfield, Carl  
Check, Ben  
Chico-Chico, Chief  
Childs, Eddie  
CHRISTIANSON, VICTOR M.  
Christwell, Ray  
Church, Clarence  
Ciaburri, John P.  
Cibull, Mrs. Frank  
CIGIELSKI, THEODORE  
Cisinero, Angelo  
Cisneros, (Pancho)  
Clabourn, O.  
Claire, Madam  
Clancy, Wm. H.  
Clark, Billie  
CLARK, EUGENE WM.  
Clark, Geo. W.  
Clark, Irvie  
Clark, Mexican Joe  
Clark, Robt. F.  
Clark, Steve  
Clarke, Frank X.  
Claude, Leo  
CLEM, ROBERT LIFE  
Clevenger, Orval  
CLEYTON, WM. LLOYD  
Cobb, Mrs. Wallace

Fetehit, Stephen  
Felzer, Hazel  
Fey, Wm.  
Fictum, Mrs. Cleo  
FILLMAN, HARRY A.  
Fiorella, John  
Fischer, Elliot  
Fisher, R.  
FISHER, THOS. G.  
Fisher, Tom & Mrs.  
Fitzgerald, Margaret M.  
Flannigan, Jim  
Fleming, Mrs. Tom  
FLOCK, FRANK  
Floyd, Mrs. Helen  
Floyd, Wm.  
Fly, Johnny  
Flynn, Pat  
Foley, J. N.  
Fortner, Donald  
Foss, J. D.  
Foster, Geo. E.  
Foster, Harry  
Foster, Jack  
Fowler, D. H.  
Francis, Betty  
Francis, Chas.  
Francis, Geo.  
Francis, John  
(Francis Shows)  
Frank, Betty  
Franko, Capt. A. J.  
Franks, Jessie  
FRASIER, DONALD WELLS  
Frazier, Mr. & Mrs. Bill  
FREDERICK, ALONZO GRANT  
Fredrick, Carlyle  
Fredrick, Maxine  
FREE, WM. BYRD  
Freeborn, Charlotte  
Freeze, Bob  
French, Edw. L.  
Frost, Don  
Frydco, Capt.  
FULKNER, ROBT. WM.  
Fuller, O. Tex  
Fulton, Gale E.  
Furgerson, Juanita  
Fustanio, Anthony  
Futrell, Amelia  
Gabby Bros.  
Gagnon, Ray P.  
Gaither, Woodie  
Gallagher, Frank  
GALLANT, GEO. R.  
Gardiner, Ed M.  
GARDNER, RUSSELL GEO.  
GARDNER, ANDREW ORVILLE  
GARRETTE, JAMES WILSON  
Gaunt, Wm.  
Gavin, Joe L.  
Gay, H. S.  
Gay, Miss Pat  
GER, JAMES RUSSELL  
Geissinger, Harry L.  
George, Sammy  
GEORGE, THOMAS  
Gerard, Jack  
Gesmund, Victor  
Gibbs, C. W.  
GIBBONS, JAMES  
Gibson, Margaret  
Gilbert, Art  
Gilbert, Miss L.  
GILES, RONALD D.  
Gill, Mrs. George  
Gillian, Mrs. Orvil  
Gihland, Robt.  
Gihwore, J. C. & Holley  
Givens, Geo. B.  
Glade, Pete  
Gladstone, Prof.  
GLEASON, FRANK S.  
Glinea, Morris  
Gloden, Mrs. Chas.  
GLORISO, CARMELO  
Glosser, Bea  
Glover, Don  
Glynn, Mack A.  
GOBLE, WM. HAROLD  
GODING, WARREN F.  
Goepfert, Max (Orch)  
Goforth, Bill  
Gold, Harry  
Goldberg, Bro. Arthur  
Goldsborough, P. JOHN DUVAL  
Gonder, Mrs. Cora H. Harrison, Lenard  
Gonzales, Bloddie HARRISON, THOMAS  
Goodwin, Mr. Mickey  
Gordon, H. M. HART, JAMES  
Gordon, Mr. & Mrs. Sara HENRY  
Gotta, Jack Hartman, Ed  
Gotta, Norman E. Hartman, Mrs.  
GOUDIE, FRANK Margarette  
Harvey, Earl & Ruth  
Harvey, Pearl R. HARRVILLE, ALBERT  
HARRISON, DONALD D.  
Hartness, Fredrick  
Hauck, Gene P.  
Haverstick, Geo. E.  
Hayes, Mrs. Helen  
HAYES, KAY  
Hayes, Suicide  
Hayward Jr., Joe  
HEADY, ABRAM BENJAMIN  
HEALEY, FRANK ROBT.  
Heath, Tommy  
Heddings, Mrs. Betty  
Helling, William F.  
HELMS, CHAS. PHILIP  
HELM, CHAS. R. ROBT.  
HELM, CHESTER ROBT.  
HELMS, KERMIT CLIFTON  
Hemlingway, Irene  
Henderson, Mrs. Corles  
HENDERON, EDDIE  
HENDERSON, FRANK  
Henderson, T. M.  
Hendricks, Mack  
HENDRICKS, ROBT.  
Hendricks, Mrs. Ruth  
HENDRIX, EUGENE W.  
HENLEY, ARVIL FRANKLIN  
Hennies, Mrs. Josephine  
Henry, Mrs. Mario  
Henry, Pin Head  
Henry, Vickie  
Herbert, Harry (Doc)  
Hester, Pansy F.  
HIBBARD, HAROLD BURGEN  
HICKLE, ARTHUR P.  
Hicks, Hampton  
Hicks, Marie  
HIER, JAMES FREDERICK  
Higgins, Red  
Hilburn, Dick  
Hill, Paul  
Hilton, Reeves (Whitley)  
Hobbs, Johnny & Mrs.  
HOOKADAY, LONNIE  
Hockett, Glenn  
Hodges, Ted  
Hodgin, Marvin  
Hodgini Bros.  
HOESOREN, GEO. H.  
Hoester, Thos. J.  
Hoffman, Al  
Hoffman, Mrs. Lottie  
Hoffman, Pezzy  
Hogan, Bob  
Holden, John  
Holder, Mrs. Mary K.  
Holdorf, Harry  
Holliday, Jack  
HOLMAN, THEODORE  
HOLSTON, JOHN FRANKLIN  
Holtzman, Reed  
Holtzman, P. W.  
HOOD, WOODPHINE D.  
Horty, E. R.  
HORN, JOHN T.  
Hortompo, Paul  
HORTON, WALTER  
Hosmer, Bruce  
HOUGHEN, KENNETH D.  
Houston, John  
Uvas, Louise  
Howard, Bob

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

HOWARD, CHARLIE (COL.)
Howard, Harlan
Howard J. M. (Slim)
Howard, Joe (Shackles)
Howell, Chas.
Howell, E. J. & Mrs.
Howell, Mrs. Ruby
Howell, Wm.
Howery, Wm.
Hesie, Jack
Hubbard, Charlie
Huddle, Mrs. Pearl
Hudson, Robt. (Pony Boy)
Hull, S. A.
Humes, Prof. L. E.
HUMPHREY, CHAS. HAYDEN
HUMPHREYS, ARLEE
Hunt, Chas. (Huc)
HUNT, DANIEL P.
Hunt, Thom. R. & Mrs.
HUNT, UNION BANNER
Hunt, W. S.
Hunter, Charles
Hunter, Mrs. May
HUNTER, ROY
Hunting, Mrs. Ethel
HURD, HENRY M.
Hurley, Ed (Smockey)
Hurt, Elizabeth
Hutchinson, Mr. Jessie
ISON, EARL EUGENE
IVEY, GROVER
Irwin, Bobby G.
Jacobs, Doc T. C.
JACKSON, JIMMIE B.
Jackson, Moss
Jackson, Robt. J.
Jacot, Jules
JACOBS, KENNETH JOE
James, Jacquelin
JANECEK, JOHN S.
JARRARD, WM. LUTHER
Jarvis, O. S.
Jay, James (Ferris Wheel)
JENNINGS, GROVER L.
Jewell, Mrs. Bessie
JENSEN, RALPH PALMER
Jinkens, Bgo & Gussie
Joanne, Madam
John, Betty
JOHN, EFFRIM
JOHN, NICHOLAS
John, Nido
John, Spiro
Johnson, Mrs. A. E.
JOHNSON, ALBERT JOHN
Johnson, Happy (Clown)
Johnson, J. H. (Herbert)
JOHNSON, LEE
JOHNSON, RO-LAND CARL E.
Johnson, Nesbit
JOHNSON, THOMAS F.
Johnstone, Earl V.
JOHNSTON, JOHNNIE
Jones, Miss Billie
Jones, Carl (Jimmy)
JONES, CILAS ALBERT JACK
JONES, DOUGLAS ARNOLD
Jones, Flo
Jones, Geo. W.
JONES, GERALD MICHAEL
Jones, Harry
JONES, JOE CARL
Jones, Mrs. Marie
Jones, Mrs. Patsy
Jones, R. C. (Jim)
Jones, Russ
JONES, SHIELDS ELDEN
Jones, Sparling
Jones, Stanley
Jones, Mrs. Stella
Jones, Wm. H.
JUAREZ, FRANCISCO S.
Justus, Don
KACHEL, HIRSHMAN ALTON
Kahn, Melvin L.
Kahn, M.
Kalkochano, John K.
KALEN, JAMES B.
Kalin, Moss
Kanakua, Duke
Kannin, Johanna K.
Kane, Malie
KANERVO, HENRY I.
Kantilo, Joe
Kantilo, Ed.
Kaplan, Ben
Kaplan, Sam
Karas, Mrs. Eddie
KARPENSKI, STANLEY J.
Karper, Chas. & Lucy
Karsten, Louis
KEARNES, WALTER
Kcawe, Charles
Keenan, Jimmy
KEITH, FERRELL EDW.
Kellar, Louise
KELLER, WM. A.
KELLEY, DON HERMAN

Kelley, Francis J.
Kelly, Andy
Kelly, Mrs. Leah (Toots)
Kennedy, Frances
Kennedy, Jaque
KENNEDY, JEE ROY
Kent, Jack
Kemp, Dixie
Kerlong, J. B.
Kesterson, Lenon
Keyes, Bill
Keyes, Mrs. Pearl
Key-tone, Lillian
Keith, Milgo
Kiddler, Mrs. B.
Kibe, Frank
King, Floyd
King, Happy
King, Nancy
King, Patrick T.
Kirby, Jess J.
Kirbyman, Delamero
Kistler, H. L. (Thy)
KITCHEN, JOHN Kittingh, Laredo
Knapp, Vincent
Knight, Ina
Knight, Mrs. Lottie
Knight, Richard J.
Kneiff, Mrs. Roy
Knoxon, Marion
KNOWX, FORREST DALE
Kohl, Heavey
Kongco, Leo
Kongot, Alexander
Kraeger, Walter
Krausa, Mrs. Evelyn
Kreiger, Eddie
Kriswell, Mrs. Ray
Krug, C. H.
KUBIAK, JEROME THEO.
Kuehn, Bob
KULP, CHAS. J.
Kumat, Mrs. Stanley
Kvra, Madame
LaAiga, Georgia
LaBelle, Jos. Tony
LaBoulay, Paul
LaBlanc, Conrad C.
LaChappelle, Mrs. Robt.
LaFond & LaVoie
LaForma, The Flying
LaLonde, Mrs. Lawrence
LaMarr, Gimny
LaMarr, Marguerita
LaPorte, Sargent Al
LaRoe, Cleve
LaVarre, Buddy
LaVino, Harry
Lacey, Mary Ruth
Lackey, Mrs. Shirley Ann
Ladd, Chas. H.
Ladd, Harry
Lafayette, Art E.
Laird, Mignon
Lake, Miss Billie
Lake, Georgie
Lamar, Anthony J.
Lamar, E. W.
Lamon, B. W.
Lanont, Laddie
LANNO, FRANK
Lanester, Betty
Larkin, B. W.
Larkin, Ruby
Larsen, Roger
LASLEY, BENJ. VERNON
Lassiter, Jimmie
Lattier, Harry
Laves, Claude D.
LAWLEY, ALBERT JACK
Lawrence, Mrs. Vivian
Lay Jr., Maxwell
Laye, Lillian
Layton, Frank & Via
LeRay, Dr. R. L.
LeVance, Cal
LEACH, JOHN M.
Ledair, Lilly & Babetto
Lee, Charley
LEE, EDWIN OWEN
LEE, JOE ELLISON
LEE, THOMAS
Leigh, Kay
Leiman, Francis L.
Leman, Prof. Guy E.
Leomans, Margie
Leo, Mr. Ivan
LEONE, MATTIO JOS.
Lester, Great Noel
Leverett, Robert T.
Levins, Maurice
Levitt, Ted
Lewis, Mrs. Anna
Lewis Family Show
LEWIS, HANSON HARLOW
LEWIS, ISAAO LITTLEFIELD
Mathis, Jimmie
Matthews, K. Joe
Maurice Jr., Rosco L.
Maxwell, Bernice
Maxwell, Earl
May, Elsie
Maynard, Buck
Maynard, Ken
Mendows, Mrs. D.
Medel, Ignacio
Medusa, Madam
Meek, Frank
MEEK, LAWRENCE MONDEL
MEEKLING, CHAS. KARL
MEISS, RAYMOND T.
MEGLER, CLELLAND E.
MEPORE, MATTIO JOE.

Merchant, Ted & Betty
Merriman, Joe
Merrill, Ray (Duke)
Morrow, Frank
Metcalf, Jimmie
Meyers Sr., Earl
Meyers, Frank II.
Meyers, Pauline
Michalek, J. E.
Michell, O. D. (Blinky)
MILAN, CHAS. R.
Miller, Aguna
Miller, Alice
Miller, Carroll
Miller, Bertrum
Miller, Dixie
Miller, E. L.
Miller, Eli
MILLER, GEORGE
Miller, Jack
Miller, Langstard
Miller, Nancy Lea
MILLER, ORSON A.
Miller, Peggy
MILLER, RICHARD RALPH
MILLER, ROBT. CHAS.
Miller, W. W.
MILLS, CEBRON BLAIR
MILLS, JOHN LINCOLN
MINNEAR, CARL THOS.
Mionear, Mrs. J. T.
Minsky, Morris
Miskovitz, John J.
Mitchell & Mitchell
Mitchell, G. L.
Mitchell, John C.
Mitchell Sr., L.
Mitchell, Tom
Mitchell, W. W.
Mitchell, Wm. (Curley)
Mix, Art
Moberly, Lew
Molla, Cleveland
Mullison, Henry
Monahan, Dave
Money, M. H.
Monohan, Miss Jerry
Monroe, Tex
Montague, Burt
MONTELLO, JAS. THOS.
Mouzell, Charlio
MOONEY, JOSEPH A.
Paroff Trio
Parsons, A. G.
Parson, Louislille
Partello, Dr. H. E.
Pasci, Johnny
Passo, Jimmy
Pastor, Tony
Pate, Richard
PATTERSON, JAMES N.
PATRICK, ROBT. WILSON
PATRICK, RYAN
PATRICK, THEO. ROOSEVELT
PATRISON, JAS. RUDOLPH
PATTON, JAS. CUMFORT
Paul & Quita
PAUL, RAYMOND LANCELOT
Paul, Rudolph
Paulert, Albert
PAYETTE, RAYMOND
PAYNE, WM. GREER
Payton, Charles
Pelusa, Johnny
PENNINGMAN, THOS. P.
Peoples, Wilbera
PERMENTES, HENRY F.
Perry, Ernest
PERRY, GENE
Perry, Joe
PERRY, ROBERT
Pesano, Joe
Peters, Mrs.
Peters, Mary Ellen
PETERSON, GLENN F.
PETERSON, HOWARD RAY
Petrella, Louis
Pettersson, L. W.
Potts, Margaret
Phada, Herman
PHILLIPS, RAYMOND R.
Phillipson, David
Phillips, Mrs. Jerry
Phillips, Jimmie
Piacentine, Frances
Pilot, Alexander
Pickering, Valere
Pickert, Rolly & Verna
Pickles, Louis
Pierce, Mrs. Leone E.
Pierson, Oscar
PIETRAS, WALTER J.
Pinnstink, Max
Pitmon, Smokey
Pizzo, John K.

Phada, Herman
PLEVEN, LOUIS
Plumoff, Wiffr
Plumhoff, Priscilla
Poling, Mrs. Charles
Polk, Ollie
Pollack, Robt. L.
Pomparini, Mrs. Nell
POMPONENTI, ANTHONY
PONTIUS, KENNETH WM.
POORRE, ROSCOE
Potts, Helen
Powell, Harriet
Powell, Mrs. Irene
Povey, Voss
POWELL, LOUIS C.
PRATL, RUBY C.
PRENCHAK, FRANK
PRESNELL, MICHAEL
PREVANA, MONA
Price, Edna
Price, Ray
Price, Thomas L.
Pritchard, Mrs. Helen
Priddy, F. M.
Pucket, Roy
Pugh, George
PURCELL, LEWIS WM.
QUBEN, JAS. ALEXANDER
Queen, Joe H.
Quigley, Evelyn
QUINN, CYRIL E.
Quinn, Nicholas J.
Rae, Don
Ragsdale, Loyd
Rainey, Phil
Rameau, Bessie
RAMEY, HARRY E.
RANA, BILL
RAPER, ARNOLD
Rawlins, Mrs. C. A.
Rawls, Margie
Rawson, Perry B.
Ray, Arthur
Ray, Kay Miss
RAYBURN, HAROLD
Rays, Jack
Rayette, Miss Ray
Rea, Ted
Read, Russell Roy
Rector, Richard
REDD, WM. ROBERT
Reed, Toronto
Reddig, Mrs. Lola
Redwood, Chief
Reed, Carolyn
Reed, Wm. Deborah
Rees, Mathew A.
Reeras, Buddy
REEVES, JAS. LELAND (Iron Act)
Reeves, John
Reiken, Earl
Reilly, Barney
Reimers, E. H.
Reunick, Mel
REYNOLDS, GERALD G.
Reynolds, Mrs. R. A.
Rhinschart, Miss Ollie
Rhoades, Thomas
Rhoda, Dede
Rhoul & Annette
RIBBONS, ALBERT E.
Ribeau, V. Keith
Rice, Al
RICE, CLAUDE HENRY
Rico, C. H.
Rich, Betty
Richburg, Malin O.
Richey, F. S.
Ricton
Riddle, Johnnie
Riggin, Tom
Rigas, John Luther
Rinehart Family, BYO
RINEHART, JACK L.
Ring, Bob
RIPLEY SHOWS
Ristow, Otto
RITCHEY, VERNON DEAN
Rives, Harry
ROACH, CYRUS M.
Roach, Mrs. J. S.
Roark, Mrs. Chas.
Roberts, B. C.
Roberts, Dorothy G.
Roberts, Earl
Roberts, Fats
ROBERTS, GERALD H.
Roberts, J. H.
Roberts, Kermit
Roberts, Mrs.
Roberts, Velma Boots
Robertson, Richard
Robinson, Alma
ROBINSON, ELON
Robinson, Noah

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

Roby, Wm
Roehfort, W. T. D.
Rock White, Eight
Rogers & Ravel
Rogers, Chas. Buddy
ROGERS, CLIFTON REED
Rogers, Frank
Rogers, H. H.
Rogers, Harry
Rogers, Mervin
Roland, Olfreer A.
Rollens, Mrs. Tex
Roman, Michael
Romano, Charlie
Roof, Jack
Rose, Ida
Ross, Mrs. Louis
Rosa, Pat
Rusebrook, Bob
Rosen, Herb
Rosen, H. B.
Rosen, Mike
ROSENBERG, Bert
ROSENTHAL, SAMMY
ROSS, BARNEY D.
Ross, Jack
Ross, James C.
Ross, Leonard
Ross, Maxine
Ross, Mayfra Patricia
Ross, Joe
ROTH, CLARK H.
Rowe, Robt. M.
Rowe, W. Y.
Rowland, Oliver A.
Royal, Hubert
Rucker, E. H.
Rucker, Henry
RUCKER, JOHN H.
Ruddy, Geo. (Heavy)
RUDER, CLEVE
Russell, Bert
Russell, James
Russell, Jessie
Russell, Meiba
Ryan, J. M.
Ryan, Geo.
RYAN, JOE, JOHN
Ryner, Rubin
Sabot, Chas.
SADLER, ELIAS D.
Saenz, E.
Sager, Harold
Salters, Earl
Sammone, Floyd
Sanborn, Mrs.
Sanders, O. L.
Sandera, Nelson
Sandra the
Champagne Girl
SHERMAN, Joseph
SHIRWIN, HARRY LAWRENCE
Sherwood, D. D.
Shields, L. R.
Shore, Mrs. Penny
Shotts, Cass
Showalter, Harry
Shrouse, Robt. J.
SHUFFIT, RAYMOND
Shuman, Billy
Siever, Gene
Siever, Mrs. Olga
Siel, Mrs. Ruth
SIME JR., GORDON T.
Simmons, Margie
Simon, Mrs. Lee
Simon, Willie
Simons, Homer H.
SIMONS, LEON J.
Stms, Doyle Jas.
Shk, P. J.
Sisene, Samuel
SISTRUNK, JOHNNIE
SKEENS, HERBERT SUMMERS
Sly Larks, The
Skyles, Herbert E.
SkYROCKETS, The Three
State, G. B.
Siddan, F. E.
Staan, Midge
Snall, Shirley
Smith, Major Alton
Smith, Charlie
Smith, Clyde
SMITH, ED ANDER
Smith, Eva Leo
Smith, Fannie
Smith, Floyd
SMITH, FRANK CARL
Smith, Fred
SMITH, GLEN EDW.
Smith, Gordon
SMITH, HARRY GLADE
SMITH, HARRY SCOTT
SMITH, HENRY R.
Smith, Margaret
Smith, Moss
Smith, Paul
Smith, Prevest
SMITH, RAYMOND
Smith, Richard F.
SMITH, ROLLA OTIS
Smith, Robt. Guy
Smith, Shirley
Smith, Sidney S.
SMITH, URIAL CHESTER
Smith, Vivian
Smithly, Norman
Smuek, Guy
Smuekier, Benny
Smuddon, Robert
Sneed, Bessie
SNELL, B.
SNELL, LAWRENCE R.
Snider, E. P.
Snyder, Gus
SOBEL, HAROLD
Solin, Fred G.
SORENSEN, ASGEN
Sothorn, George
Spagel, E. J.
SPARKS, CHAS. ADDISON
Sparks, Elaine
Spear, Barney B.
Spelman, Carl
Spencer, Rodney
Spencer, Zola
Spark, Joe
SPERRY, CHAS. HERBERT
Spithove, Maurice
Spitzer, Harry
Sproull, Albert
SPURLOCK, JAS. C.
St. Clair, Jerome
STACK, PORTER GRAY
STALLARD, CHAS. FAYETTE
Stanczak, Frances G.
STANLEY, CHAS. WARREN
Stanley, Inez (Frenchy)
Stanley, Mrs. Joan
Stanley, Jos.
Stanley, Mrs. Rose
Stanley, Stephen
Stanley, Steve
Stanton, Dr. L.
Stark, Bernard
Starr, Judy
Starr, Belle
Stearns, Ilasca B.
Stearns, Henry & Ted
STEBBINS, PAUL LORD
STEBEL, STARR
Steels, Buck
Stein, Chick
Stein, Leo
Steinburg, Wm.
Stelt, Henry
Stevens, Vernon
Stevens, Frank
Stevens, Homer G.
Stevens, John
Stevens, Johnnie F.
Stevens, Joseph
Stevens, Wallie
STEVENS, LLOYD T.
STEWART, JACK ALEX
STEWART, VINCENT DAVID
Stice, Lewis L.
STIMSON, JACK
Stipanovich, Milton
Stires Broc.
Stora, Geo. B.

See LETTER LIST on page 62)

1942 FAIR DATES

Alabama

Alexandria—East Ala. Fair Assn. Oct. 13-17. L. B. Dean. Athens—Limestone Co. Negro Fair Assn. Approx. Oct. 1. Maxie Allen. Attalla—Etowah Co. Fair Assn. Oct. 5-10. P. U. Logsdon. Birmingham—Alabama State Fair. Oct. 5-10. D. K. Baldwin. Center—Cherokee Co. Fair Assn. Week of Oct. 19. Dr. S. C. Tatum. Courtland—Lawrence Co. Fair Assn. Oct. 5-10. C. C. Horton. Dothan—Houston Co. Fair. Oct. 26-31. Mrs. L. J. Lunsford. Florence—North Ala. State Fair. Sept. 21-26. C. H. Jackson. Huntsville—Madison Co. Fair & Tenn. Valley Expo. Sept. 15-19. Marie Dickson. Lexington—Lexington Fair Assn. Oct. 1-3. Pearl Lanier.

Arkansas

Blytheville—Mississippi Co. Fair Assn. Sept. 22-27. J. Mell Brooks. De Queen—Dairy & Livestock Show Assn. Oct. 7-9 (tentative). Ralph B. Kite. El Dorado—Union County Livestock Assn. Sept. 28-Oct. 3. Julius Miller. Forcan—Little River Fair. Oct. 7-10. Oral H. McElroy. Fort Smith—Western Ark.-Eastern Okla. Livestock Expo. Oct. 16-18. Scott D. Hamilton. Gentry—Gentry Home Products Fair. Sept. 10-12. H. C. Sengstake. Hamburg (Crossett)—Ashley Co. Fair Assn. Oct. 22-24. Fred Greenon. Huntsville—Madison Co. Fair Assn. Oct. 9-10. Mrs. Jean Everett. Magnolia—Columbia Co. Fair. Sept. 28-Oct. 3. W. L. Jameson Jr. Malvern—Hot Spring Co. Fair Assn. Oct. 12-17. D. H. Montgomery. Marshall—Searcy Co. Fair Assn. Oct. 9-10. J. R. Tudor. Mena—Polk Co. Free Fair Assn. Oct. 14-17. Mrs. J. E. Hall. Mountain Home—Baxter Co. Fair Assn. Oct. 8-10 (tentative). B. B. Foster. Murfreesboro—Pike Co. Fair Assn. Oct. 1-3. Alfred Featherston. North Little Rock—Ark. Livestock Show Assn. Oct. 19-25. Clyde E. Bird, Little Rock. Piggott—Clay Co. Fair Assn. Oct. 1-3. V. C. Wright. Russellville—Pope Co. Fair Assn. Oct. 6-9. C. R. Turner. Salem—Fulton Co. Fair Assn. Sept. 17-19. Ida Lambach. Yellville—Marion Co. Fair Assn. Oct. 8-10. H. A. Burnes.

California

Anderson—27th Dist. Agrl. Assn. Aug. 27-30. Dudley V. Sautzer, Redding, Calif. Angels Camp—Calaveras Co. Fair. May 15-17. Carl T. Mills. Antioch—Contra Costa Co. Fair. Aug. 6-9. Alden Sutton. Bakersfield—Kern Co. Livestock Show. Sept. 16-20. Kareen Anderson. Calistoga—Calistoga Fair Assn. July 3-5. Frank Piner. Cedarville—Modoc Co. Fair. Aug. 27-30. Stewart B. White. Chico—Butte District Fair & Rodeo. Oct. 3-5. Sylvia J. Cooke. Colusa—44th Dist. Agrl. Assn. (Harvest Festival). Sept. 24-27. William S. Randall. Crescent City—41st Dist. Agrl. Assn. Sept. 16-20. C. A. Cronkrite. Del Mar—San Diego Co. Fair. Oct. 10-18 (if held). D. A. Noble. Dixon—Solano Co. Fair. May 15-17. M. E. Morgan. Eureka—Ninth Dist. Agrl. Fair. Sept. 23-27. Homer E. Wall. Ferndale—Humboldt Co. Fair. Aug. 11-16. Dr. Jos. N. D. Hindley. Fresno—Fresno Dist. Fair. Oct. 6-11. T. A. Dodge. Gall—Sacramento Co. Fair. July 29-Aug. 2. Eugene Kenefick. Grass Valley—Nevada Co. Fair. Aug. 28-30. Loyte E. Freeman. Hayford—Trinity Co. Fair. Aug. 22-23. Leonard M. Morris, Weaverville, Calif. Hollister—33d District Agrl. Assn. Oct. 9-11. Roy A. Hubbell. Lakeport—49th Dist. Agrl. Assn. Sept. 5-7. William R. McNair. McArthur—Shasta Co. Fair. Sept. 12-13. Mrs. Frances Gassaway, Pittville, Calif. Madera—21-A Dist. Agrl. Assn. Oct. 1-4. H. J. Bunce. Mariposa—Mariposa Co. Fair. May 22-24. George W. Robinson, Merced. Merced—Merced Co. Fair. Sept. 23-27. James J. Uhle. Monterey—Monterey Co. Fair. Sept. 17-20. V. V. Adams. Napa—25th Dist. Agrl. Assn. Aug. 20-23. Lowell Edgington. Orland—Glenn Co. Fair. Sept. 15-10. G. F. Cantwell. Petaluma—Sonoma-Marin 4th Dist. Agrl. Assn. July 31-Aug. 2. Dolph Young. Placerville—Eldorado Co. Fair. Aug. 21-23. J. A. Winkelman. Plensanton—Alameda Co. Fair. July 1-11. Ernest W. Schween. Plymouth—26th Dist. Agrl. Assn. July 31-Aug. 2. Mrs. Goula M. Watt. Pomona—Los Angeles Co. Fair. Sept. 18-Oct. 4. C. B. Afflerbaugh. Quincy—Plumas Co. Fair Assn. Aug. 14-16. Tulsa E. Scott. Roseville—Placer Co. Fair. Aug. 14-16. Tom J. Pugh. San Jose—Santa Clara Co. Fair Assn. Sept. 10-26. Fred Weddleton. Santa Ana—Orange Co. Fair. June 5-7. Mrs. James Irvine. Santa Barbara—Santa Barbara Fair. July 13-19. Sam E. Kramer. Santa Maria—Santa Barbara Co. Fair. July 22-26. Jesse H. Chambers. Santa Rosa—Sonoma Co. Fair Assn. Aug. 8-15 (if held). George R. Cadan. Sonoma—Toulumne Co. Fair. Sept. 18-20. Mrs. Frances M. Graham. Stockton—San Joaquin Co. Fair Assn. Aug. 21-30. E. G. Vollman. Susanville—Lassen Co. Livestock Show. Aug. 19-23. W. W. Packwood. Tulare—Tulare-Kings Co. Fair. Sept. 21-26. A. J. Elliott. Turlock—Stanislaus Dist. Fair. Aug. 17-22. W. C. Cook. Ventura—Ventura Co. Dist. Fair. Oct. 12-18. John Logomarsino. Watsonville—Santa Cruz Co. Fair Assn. Oct. 15-18. M. W. Johnson. Woodland—40th Dist. Agrl. Assn. Sept. 18-20. Harry B. Crego.

Yreka—Siskiyou Co. Fair. Sept. 18-20. W. L. Kleaver. Yuba City—Sutter-Yuba Fair. Aug. 28-30. A. E. Huckins.

Colorado

Akron—Washington Co. Fair. Aug. 19-21. Robt. W. Vance. Burlington—Kit Carson Co. Free Fair. Sept. 3-5. G. M. Baxter, Flagler, Colo. Kiowa—Elbert Co. Fair. Aug. 21-23. David Rice, Simla, Colo. Loveland—Larimer Co. Fair & Rodeo. Aug. 13-15. Jay Graham. Meeker—Rio Blanco Co. Fair Assn. Sept. 4-5. Jasper J. French. Pueblo—Colorado State Fair. Aug. 24-28. Frank H. Means. Rifle—Garfield Co. Fair Rodeo. Sept. 6-7. S. E. Oglesby. Rocky Ford—Arkansas Valley Fair. Sept. 2-4. Carl Holder. Sterling—Logan Co. Fair & Round-Up. Aug. 17-18. L. H. Smith.

Connecticut

Avon—Hartford Co. 4-H Fair Assn. Sept. 4-5. Helen Reed, Bristol, Conn. Brooklyn—Windham Co. Agrl. Soc. Sept. 24-28. Walter Bruce, Danielson, Conn. Danbury—Danbury Fair. Oct. 4-11. George M. Nevius. Durham—Durham Agrl. Fair Assn. Sept. 25-26. John A. Jackson. Fairfield—Greenfield Hill Grange Fair. Sept. 10-12. Mrs. H. B. MacQuarrie. Goshen—Goshen Agrl. Soc. Sept. 7. Mrs. Louise W. Blakeslee. Guilford—Guilford Agrl. Soc. Sept. 30. Marie E. Griswold. Haddam Neck—Haddam Neck Fair Assn. Sept. 7. Leonard J. Selden, R. D. 1, East Hampton, Conn. Harwinton—Harwinton Agrl. Soc. Oct. 3. Eloy Johnson, R. D. 2, Torrington, Conn. Hazardville—Union Agrl. Soc. Sept. 30. B. R. Grant, Melrose, Conn. Meriden—Meriden Grange Fair. Sept. 18-19. Mrs. Esther Megowan. Riverton—Riverton Fair. Oct. 12. H. P. Deming, R. R. 2, Winsted, Conn. Stafford Springs—Stafford Fair. Oct. 1-3. G. D. Benton. Woodstock—Woodstock Agrl. Soc. Sept. 15-16. Freeman R. Nelson, Pomfret Center, Conn.

Delaware

Harrington—Kent & Sussex Co. Fair. July 28-Aug. 1. Ernest Raughley.

Florida

Jacksonville—Duval-Jacksonville Fair. Nov. 5-15. E. Ross Jordan, Box 379, Macon, Ga. Jay—Jay Fair & Livestock Show. Oct. 19-24. Thos. S. Maddox, Milton, Fla. Pensacola—Pensacola Interstate Fair Assn. Oct. 27-Nov. 1. J. E. Frenkel. Ruskin—Florida Tomato Festival. April 28-May 2. George Buchanan.

Georgia

Americus—Sumter Co. Fair Assn. Week of Oct. 12. O. C. Johnson. Atlanta—Southeastern World's Fair. Sept. 25-Oct. 4. Mike Benton. Bainbridge—Decatur Co. Fair. Oct. 12-17. T. E. Rich. Baxley—Appling Co. Fair. Nov. 9-14. Chas. Hardy. Canton—Cherokee Co. Fair Assn. Sept. 23-Oct. 3. R. I. Latham. Carrollton—Carroll Co. Fair. Oct. 12-17. Frank J. Searcy. Cartersville—American Legion Fair. Sept. 21-26. Victor H. Waldrop. Conyers—Rockdale Co. Legion Fair. Sept. 21-26. L. C. Summers. Covington—Newton Co. Legion Fair. Oct. 5-10. T. C. Meadors. Eastman—Dodge Co. Fair, American Legion. Oct. 19-24. Jim Gary. Elberton—Elbert Co. Colored Fair. Oct. 5-10. Lee R. Dooley. Fitzgerald—Ben Hill Co. Fair. Oct. 19-24. Homer Waters. Gainesville—Northeast Ga. Fair Assn. Oct. 19-24. Herbert H. Adderholdt. Hawkinsville—Pulaski Co. Fair Assn. Oct. 26-31. W. M. Jennings. Macon—Georgia State Fair. Oct. 26-31. E. Ross Jordan. Macon—Middle Ga. Colored Fair Assn. Oct. 18-21. F. J. Hutchings. Madison—American Legion Fair. Sept. 28-Oct. 3. J. R. Turner. Manchester—Tri-County Fair Assn. Oct. 12-17. Welby Griffith. Marietta—Cobb Co. Fair Assn. Sept. 22-26. J. H. Henderson. Monroe—American Legion Fair. Oct. 5-10. E. C. Patilla. Sandersville—Washington Co. Fair. Oct. 19-24. G. S. Chapman. Wrightsville—Johnson Co. 4-H Club Fair. Oct. 12-17. A. L. Seckinger Jr.

Idaho

Blackfoot—Eastern Idaho State Fair. Sept. 21-25. Eric Sundquist. Boise—Western Idaho State Fair. Aug. 25-29. Ben Wood. Bonners Ferry—Boundary Co. Fair. Sept. 24-26. George J. Funke. Burley—Cassia Co. Fair & Stampede. Sept. 2-4. Saul H. Clark. Caldwell—4-H & FFA District Fair. Aug. 6-8. Charles Laursen. Coeur d'Alene—Kootenai Co. Fair Assn. Sept. 24-26. C. W. Neider. Cottonwood—Idaho Co. Stock Show. Sept. 10-12. Robt. Lightfield. Pifer—Twin Falls Co. Fair & Rodeo. Sept. 8-11. Thomas Parks. Pocatello—N. Bannock Co. Fair. Sept. 17-18. T. B. LeBailly. Jerome—Jerome Co. Fair Assn. Sept. 16-18. Floyd O. Boddall. Sandpoint—Bonner Co. Fair. Sept. 17-19. Walter F. Thomas.

Illinois

Aledo—Mercer Co. Agrl. Soc. Aug. 25-28. John W. McHard. Arthur—Moultrie-Douglas Co. Fair. Aug. 11-15. H. E. Hood. Ashley—Washington Co. Fair Assn. July 8-11. Harry T. Keen.

Augusta—Augusta Comm. Livestock Assn. Aug. 11-14. K. D. Hamilton. Belleville—St. Clair Co. Fair Assn. July 29-Aug. 1. John R. Kamper. Benton—Franklin Co. Fair. Aug. 3-7. H. W. Nolen. Breese—Clinton Co. Fair. Sept. 2-6. A. W. Grunz. Bridgeport—Lawrence Co. Fair. Aug. 24-28. Sam L. Irwin. Brownstown—Payette Co. Fair Assn. Sept. 1-5. L. A. Tudor. Cambridge—Henry Co. Fair Assn. Aug. 11-15. Harry M. Johnston. Carmi—White Co. Fair. Aug. 18-21. Max Endicott. Charleston—Coles Co. Fair Assn. Aug. 2-3. James W. Schoemaker. Chicago—International Livestock Expo. Nov. 28-Dec. 5. B. H. Heide, Union Stock Yards. Dixon—Lee Co. Fair. Aug. 28-30. Chas. Leake. Du Quoin—Du Quoin Fair. Sept. 7-12. H. E. Strong. Elgin—Elgin Agrl. Fair Assn. Aug. 4-7. A. C. Boyd. Fairfield—Wayne Co. Fair Assn. Aug. 26-29. Ralph C. Finley. Farmer City—De Witt Co. Fair. Aug. 4-7. Edwin S. Wightman. Flora—Clay Co. Fair Assn. Aug. 10-14. Edgar Booker, Louisville, Ill. Freeport—Stephenson Co. Fair Assn. Sept. 19-14. A. J. Hill. Georgetown—Georgetown Fair Assn. Aug. 24-29. N. C. Smith. Golconda—Pope Co. Agrl. Soc. July 21-25. Philip Schoettle. Greenup—Greenup—Cumberland Co. Fair Assn. Aug. 24-29. Preston H. Jenuine. Greenville—Bond Co. Fair Assn. Sept. 18-19. G. C. Clementz. Harrisburg—Saline Co. Agrl. Assn. July 28-Aug. 1. Nellary Pearson. Henry—Marshall-Putnam Fair. Sept. 8-11. R. H. Monier, Sparland, Ill. Highland—Madison Co. Fair. Aug. 27-30. Harold W. Homann. Industry—McDonough Co. Fair. Aug. 25-27. Bain Sullivan. Jerseyville—Jersey Co. Fair Assn. July 18-22. Bill Ryan, Springfield, Ill. Knoxville—Knox Co. Fair Assn. Aug. 4-7. Robt. M. Egan, Galesburg, Ill. La Fayette—La Fayette Fair Assn. July 28-31. Marvin H. Grimm. Lewistown—Pulton Co. Fair Assn. Aug. 11-14. Arthur D. Young. Lincoln—Logan Co. Fair Assn. Aug. 9-13. Wilbur E. Layman. McLeansboro—Hamilton Co. Fair. July 1-4. H. Meade. Marion—Williamson Co. Fair Assn. Sept. 1-4. Ray Miller. Marshall—Clark Co. Fair. Aug. 10-15. H. R. Bamesberger. Mason—Grundy Co. District Fair. Sept. 4-7. W. F. Carter. Monaca—Monaca-Will Co. Fair Assn. July 2-5. C. J. O'Neill. Morrison—Whiteside Co. Fair Assn. Sept. 1-4. V. M. Dearinger. Mount Carmel—Mount Carmel Fair Assn. Aug. 9-14. E. Guy Pixley, West Salem, Ill. Mount Sterling—Brown Co. Fair. Aug. 4-7. Walter Manny. Mount Vernon—Mount Vernon State Fair. Sept. 14-19. Neil K. Bond. Newton—Jasper Co. Agrl. Assn. July 13-17. Ben D. Lowe. Oblong—Crawford Co. Fair. Sept. 7-11. O. B. Price. Olney—Richland Co. Fair Assn. Aug. 31-Sept. 4. W. H. Shultz. Paris—Edgar Co. Agrl. Assn. Sept. 1-4. P. S. Henry. Peotone—Will Co. Fair Assn. Sept. 1-3. Henry S. Werner. Pontiac—Livingston Co. Fair Assn. Aug. 12. Mrs. Jennie Hanson. Princeton—Bureau Co. Fair. Aug. 25-28. Wayne Slutz. Roseville—Warren Co. Agrl. Fair. Aug. 18-21. E. H. Kirkpatrick. Salem—Marion Co. Agrl. Soc. July 1-4. C. Glenn Jones. Sandwich—Sandwich Fair Assn. Sept. 2-4. C. R. Brady. Stronghurst—Henderson Co. Fair Assn. Aug. 12-14. Ralph Butler. Taylorville—Christian Co. Agrl. Assn. July 19-24. C. C. Hunter. Tuscola—Tuscola Home-Coming Assn. July 23-25. Clyde M. Larimer. Urbana—Champaign Co. Fair Assn. July 28-31. Carl A. Parks. Vienna—Johnson Co. Fair. Aug. 18-21. George Gray. Warren—Warren Fair. Aug. 19-22. J. W. Richardson.

Indiana

Anderson—Anderson Free Fair. June 29-July 4. Earl J. McCarel. Auburn—De Kalb Co. Fair Assn. Sept. 29-Oct. 3. H. E. Hart. Bluffton—Bluffton Free Street Fair Assn. Sept. 22-26. Carl Helms. Boonville—Boonville Fair Assn. Aug. 3-6. Albert C. Derr. Boswell—Benton Co. Fair. July 1-4. Edgar Burnett. Bourbon—Bourbon Fair Assn. Sept. 15-19. P. B. Good. Brownstown—Jackson Co. Fair Assn. Aug. 17-22. Richard Elliott. Cayuga—Vermillion Co. Fair Assn. Aug. 19-23. V. N. Asbury, Newport, Ind. Centerville—4-H Fair & Old Settlers' Picnic. Aug. 5-8. Elizabeth Hatfield. Columbus—Bartholomew Co. Fair Assn. July 19-25. F. M. Overstreet. Converse—Miami Co. Agrl. Assn. Aug. 25-29. D. E. Warnock. Corydon—Harrison Co. Agrl. Soc. Aug. 24-28. Dr. L. B. Wolfe. Covington—Covington Free Fair. Aug. 31-Sept. 5. J. L. Morton. Crown Point—Lake Co. Agrl. Soc. Aug. 16-22. Julius Neilsen. Decatur—Decatur Free Street Fair & Agrl. Show. Aug. 17-22. Arthur E. Voglewede. Fairmount—Grant Co. Fair Assn. Aug. 30-Sept. 3. Dr. H. D. Carter. Frankfort—Clinton Co. Fair Assn. Aug. 16-21. Will G. Ross. Franklin—Johnson Co. Free Fair. July 8-17. William H. Clark.

Hartford City—Farmers-Merchants' Agrl. Fall Festival Assn. Sept. 15-19. Robt. L. Newbauer. Huntington—Huntington Co. 4-H Fair. Middle of Aug. Fred A. Loew. Kendallville—Kendallville Fair. Aug. 17-21. U. C. Brouse. Kentland—Newton Co. Fair. Sept. 15-18. A. M. Schuh. La Porte—La Porte Co. Fair Assn. Aug. 25-29. James A. Terry. Lawrenceburg—Dearborn Co. Fair Assn. Aug. 24-29. Leonard Haag. Linton—Linton Ind. Community Fair. Aug. 24-29. Lexie Smith. Logansport—Cass Co. Fair Assn. July 26-31. William (Babe) Thomas Jr. Lyons—Lyons Community Club Fair. Sept. 9-12. Arthur Foster. Mentone—Mentone Community Fair Assn. Aug. 19-22. A. F. Mollenhour, Akron, Ind. Milford—Milford Street Fair. Aug. 5-8. Eugene W. Felkner. Muncie—Muncie Fair. Aug. 2-7. A. G. Norrick. North Vernon—Jennings Co. Fair Assn. July 27-31. S. B. Berkshire. Osgood—Ripley Co. Fair. Aug. 4-8. H. L. Jenkins. Portland—Jay Co. Fair Assn. Aug. 9-14. Orten E. Holsapple. Princeton—Gibson Co. Fair Assn. Aug. 31-Sept. 5. Chas. A. Steele. Rensselaer—Jasper Co. Fair. Sept. 1-4. George M. Reed. Rising Sun—Ohio Co. Farmers' Fair Assn. Aug. 19-22. E. V. Menefee. Rochester—Fulton Co. 4-H Fair Assn. Aug. 11-14. Herbert Zimmerman. Rockport—Spencer Co. Fair Assn. July 29-31. F. J. Fella. Rockville—Parks Co. Fair. Aug. 24-29. George Schwin Jr. Rushville—Rush Co. Free Fair. Aug. 3-7. E. J. Knecht. Shelbyville—Shelby Co. Fair Assn. Aug. 9-14. Harry D. Melks. Spencer—Owen County Fair. Sept. 16-19. Lester Litten. Sunman—American Legion Free Fair. Sept. 10-12. Ernest W. Howrey. Terre Haute—Vigo Co. Fair. Aug. 22-27. E. J. Aerec. Wabash—Wabash Co. Draft Horse Assn. Aug. 11-14. W. K. Delaplane. Warsaw—Kosciusko Co. Fair Assn. Sept. 1-5. John Holm. Washington—Graham Farms Fair Assn. July 4. Robt. C. Graham Jr. Winamac—Pulaski Co. 4-H Fair. Aug. 13-15. Donald L. Crise.

Iowa

Ackley—Four-County Fair. Nov. 33-25. Joe W. Coble. Adel—Dallas Co. Fair. Aug. 20-23. Roger W. Leimbach. Abia—Monroe Co. Agrl. Soc. Aug. 17-19. Mrs. Mrs. L. R. Clarke. Algona—Kossuth Co. Fair. Aug. 22-26. E. L. Vincent. Allison—Butler Co. Fair. Aug. 19-22. Virgil E. Shepard. Alta—Buena Vista Co. Fair. Aug. 11-14. G. A. Soderquist. Atlantic—Cass Co. 4-H Fair. Aug. 12-14. Lester F. Soukup. Audubon—Audubon Co. Fair. Sept. 7-11. W. G. Wilson. Avoca—Pottawattamie Co. Fair Assn. Sept. 7-10. R. F. McKinley. Bedford—Taylor Co. Fair. July 28-Aug. 1. C. N. Nelson. Bloomfield—Davis Co. Fair. Aug. 18-21. G. C. Wagler. Boone—Boone Co. Achievement Show. Aug. 24-26. C. E. Judd. Carroll—Carroll Co. Expo. Assn. Aug. 25. Walter E. Wegner. Cedar Rapids—All-Iowa Fair. Aug. 16-21. C. D. Moore. Centerville—Appanoose Co. Fair Assn. Aug. 5-8. Al M. Farber. Central City—Linn Co. Fair. July 31-Aug. 2. F. O. Saiter. Clarinda—Page Co. Fair Assn. Aug. 12-14. C. B. Strong. Colfax—Jasper Co. Agrl. Soc. Aug. 17-19. Ivan Hinchaw, R. R. 1, Newton, Ia. Columbus Junction—Lousia Co. Fair. Aug. 11-14. H. E. Northey. Coon Rapids—Four-County Fair Assn. Sept. 8-12. Dennis Brannon. Corydon—Wayne Co. Fair. Aug. 24-26. G. L. Clark. Cresco—Howard Co. Fair. Sept. 1-4. C. O. Nichols. Davenport—Mississippi Valley Fair. Aug. 9-15. George Kirby. Decorah—Winneshek Co. Agrl. Assn. Aug. 20-23. Leon R. Brown, Cresco, Ia. Derby—Derby District Agrl. Assn. Sept. 8-11. O. W. Morris. Des Moines—Iowa State Fair. Aug. 26-Sept. 4. L. B. Cunningham. Des Moines—Polk Co. 4-H Assn. Aug. 8-8. Donald E. Gardner. Donnellson—Lee Co. Fair Assn. Aug. 4-7. John W. Penn. Eagle Grove—Eagle Grove Dist. Junior Fair. Aug. 24-26. M. K. Frey. Eldon—Wapello Co. Fair Assn. Aug. 24-27. Lyie W. Hall. Eldora—Hardin Co. Fair. Aug. 10-14. C. W. Haase. Elkader—Elkader Fair. Aug. 26-28. Pat O'Brien. Emmetsburg—4-H Achievement Assn. Aug. 17-19. H. E. Barringer. Estherville—Emmet Co. Agrl. Show. Aug. 30-Sept. 2. M. A. Balkema. Fonda—Pocahontas Co. Agrl. Soc. Aug. 15-18. B. F. Barber. Garner—Hancock Co. Agrl. Assn. Aug. 17-18. T. C. Peterson. Grundy Center—Grundy Co. Fair. Sept. 8-11. C. S. May. Greenfield—Adair Co. Fair. Aug. 18-20. H. W. Crooks. Guthrie Center—Guthrie Co. Fair. Sept. 23-26. M. L. Branson. Hampton—Franklin Co. Fair Assn. Aug. 24-27. Glenn D. Craighton. Harlan—Shelby Co. Fair Assn. Aug. 10-14. Fred Louis Jr. Humboldt—Humboldt Co. Fair. Aug. 24-27. Walter Orissey. Ida Grove—Ida Co. Agrl. Soc. Aug. 11-13. C. A. Van Grielhuysen. Independence—Buchanan Co. Fair Assn. Aug. 16-21. B. O. Gates. Indianola—Warren Co. Fair. Aug. 3-8. E. H. Felton. Jefferson—Greene Co. Fair Assn. Sept. 21-24. George A. Stone, Grand Junction, Ia.

Keosauqua—Van Buren Co. Fair. Aug. 6-7. A. J. Secor. Knox—Marion Co. Fair Assn. Aug. 13-16. A. C. Milner. Leon—Decatur Co. Fair Assn. Aug. 24-26. W. B. Halstead. Lorimer—Lorimer Agrl. Fair. Aug. 17-20. W. L. Means. Malvern—Mills Co. Fair Assn. Aug. 11-13. D. M. Kline. Manchester—Delaware Co. Fair. Aug. 11-14. E. W. Williams. Manson—Callhoun Co. Fair. Sept. 3-6. Sara S. Klotz. Marshalltown—Central Iowa Fair. Sept. 22-25. W. A. Buchanan. Mason City—North Iowa Fair Assn. Sept. 3-7. R. V. Wilkinson, Rock Falls, Ia. Missouri Valley—Harrison Co. Fair Assn. Sept. 1-4. Frank C. Burke. Monticello—Jones Co. Fair. Aug. 25-28. Harry I. Rodman. Mount Ayr—Ringgold Co. Fair. Aug. 12-15. Milton Henderson. Mount Pleasant—Henry Co. Fair. Aug. 24-26. Nashua—Big 4 Fair Assn. Aug. 24-28. Norton Bloom. National—Clayton Co. Agrl. Soc. Aug. 31-Sept. 3. F. L. Lau, Garnaville, Ia. Nevada—Story Co. 4-H Fair Assn. Aug. 11-17. Glenn Z. Randau, R. P. D. 3, Ames, Ia. Northwood—Worth Co. Fair Soc. Aug. 17-19. Courtney Sawyer, Manly, Ia. Onawa—Monona Co. Fair Assn. Aug. 11-14. Harold J. McNeill. Orange City—Sioux Co. Agrl. Assn. Aug. 17-20. Gerrit Van Stryland. Osage—Mitchell Co. Agrl. Soc. Aug. 21-23. C. E. Juhl. Oskaloosa—Southern Iowa Fair Assn. Aug. 10-13. Clyde A. Hanna, New Sharon, Ia. Postville—Big 4 Fair. Sept. 4-7. A. S. Burdick. Primghar—O'Brien Co. 4-H Show. Aug. 20-22. M. G. Birlingmaier. Rock Rapids—Lyon Co. Fair. Sept. 1-4. John T. Prior. Rockwell City—Rockwell City 4-H Fair. Aug. 12-14. D. E. Harding. Sioux City—Sac Co. Fair. Sept. 7-9. Ray Delbert. Sibley—Osceola Co. Livestock Show. Sept. 8-11. Sam D. Robinson. Spencer—Clay Co. Fair. Sept. 14-19. J. H. Peterson. Spirit Lake—Dickinson Co. 4-H Club Congress. Sept. 10-12. L. E. Hendricks. Tipton—Cedar Co. Fair Assn. Sept. 1-4. C. S. Miller. Vinton—Benton Co. Fair. Aug. 4-7. W. J. Campbell, Jesup, Ia. Waterloo—Dairy Cattle Congress. Sept. 28-Oct. 4. E. S. Estel. Waukon—Allamakee Co. Fair. Sept. 8-11. E. M. Phipps. Webster City—Hamilton Co. Fair. Sept. 7-10. L. L. Lyle. West Liberty—West Liberty Fair. Aug. 24-27. Jay L. Duncan. West Union—Fayette Co. Fair. Aug. 24-28. Ed Bauder. What Cheer—Keokuk Co. Fair. Aug. 23-25. E. P. Lally.

Kansas

Ablene—Central Kan. Free Fair Assn. Aug. 24-29. Ivan Roberson. Anthony—Anthony Fair Assn. July 14-18. C. P. Morrison. Auburn—Auburn Grange Fair. Oct. 2-3. Mrs. Ina Cellers. Barnes—Washington Co. Fair. Sept. 23-25. D. Lynn Livers. Belleville—North Central Kansas Free Fair. Aug. 31-Sept. 4. Homer Alkire. Beloit—Mitchell Co. Free Fair Assn. Sept. 1-3. Frank L. Hill. Berryton—Berryton Grange Fair Assn. Sept. 13-19. Mrs. Bessie H. Sowers. Big Spring—Douglas Co. Fair Assn. Aug. 26-28. Pete Bahnmair, LeCompton, Kan. Blue Mound—Blue Mound Fair. Sept. 17-19. Harry E. Morrow. Buhler—Buhler Community Fair Assn. Oct. 28-30. J. A. Johnson. Burlington—Coffee Co. Fair. Aug. 3-7. John Redmond. Caldwell—Sumner Co. Fair Assn. Sept. 9-11. George W. Murray. Chanute—Neosho Co. Fair Assn. Aug. 18-21. B. Karl Baker. Cheney—Sedgewick Co. Fair Assn. Oct. 1-3. Ivan L. Farris. Cimarron—Gray Co. Fair Assn. Aug. 20-21. Chas. S. Starveant. Clay Center—Clay Co. Free Fair Assn. Sept. 8-11. Loren Law. Coffeyville—Interstate Fair. Aug. 3-7. Elton Weeks. Colby—Thomas Co. Free Fair. Aug. 18-21. J. B. Kuska. Conway Springs—Conway Springs Fair Assn. Oct. 8-9. R. H. Chue. Cottonwood Falls—Chase Co. Fair Assn. Sept. 30-Oct. 3. C. A. Baltweg. Council Grove—Morris Co. 4-H Club Fair. Aug. 19-20. Walter O. Scott. Delphos—Ottawa Co. Fair Assn. Aug. 25-28. J. S. Old. Dighton—Lane Co. Free Fair. Aug. 12-14. G. R. Dodge. Dodge City—Great Southwest Fair Assn. Sept. 2-5. Robt. G. Geoffroy. Downs—Downs Fair. July 23-25. Jos. W. Asper. Effingham—Atchison Co. Fair Assn. Aug. 18-21. C. J. Hegarty. Ellis—Ellis Co. Jr. Free Fair Assn. Sept. 3-5. Jack R. Nicholson. Eureka—Greenwood Co. Fair. July 28-31. Harrison Brookover. Fredonia—Wilson Co. 4-H Fair. Aug. 21-22. John Slover. Garden City—Finney Co. Fair. Oct. 1-2. O. V. Nanninga. Gardner—Johnson Co. Free Fair Assn. Sept. 10-13. Dale Baker. Garnett—Anderson Co. Fair Assn. Sept. 3-4. Fred L. Coleman. Girard—Crawford Co. Fair Assn. Aug. 17-21. Lon Hartong. Glasco—Cloud Co. Fair. Sept. 8-11. R. M. Sawhill. Goodland—Northwest Kan. Dist. Free Fair Assn. Aug. 25-28. H. R. Shuevell. Greensburg—Kiowa Co. Free Fair Assn. Aug. 28-29. C. A. Cochran. Hardtner—Barber Co. Fair Assn. Sept. 1-4. J. M. Molk. Harper—Harper Co. Fair Assn. Sept. 29-Oct. 2. R. E. Dresser. Hartford—Lyon Co. Hartford Fair Assn. Sept. 24-26. W. K. Thomas. Havensville—Havensville Community Fair Assn. Sept. 24-25. Harley A. Blanks.

Hillsboro—Marion Co. Fair. Oct. 6-9. Dr. G. S. Klansen. Holton—Jackson Co. 4-H Fair. Aug. 19-21. Matt McAsay. Horton—Tri-Co. Fair Assn. Sept. 9-11. F. J. Henney. Hugoton—Stevens Co. 4-H Club Fair. Aug. 21-22. Z. W. Johnson. Hutchinson—Kansas State Fair. Sept. 19-25. S. M. Mitchell. Independence—Montgomery Co. Farm Bureau Fair. Aug. 26-29. Mrs. Frank Johnson. Inman—Inman Community Fair. Oct. 15-17. Wm. J. Braun. Iola—Allen Co. Fair Assn. Week of Aug. 31. N. C. Kerr. Junction City—Geary Co. 4-H Club Show. Sept. 1-3. Paul B. Gwin. Kingman—Kingman Co. Fair Assn. Oct. 14-17. Arthur Goenner, Zenda, Kan. Kincaid—Kincaid Farmers Fair Assn. Sept. 24-26. W. R. Brown. Kinsley—Edwards Co. 4-H Club Fair. Aug. 26-27. H. A. Borgelt. Lane—Lane Agrl. Fair Assn. Aug. 14-15. Maynard C. Taylor. Lindsborg—Lindsborg District Fair Assn. Oct. 14-15. S. E. Dahlsten. Lyons—Rice Co. 4-H Fair. Probably Aug. 20-22. Thorpe Menn. Minneapolis—Ottawa Co. Fair Assn. Aug. 26-28. Willis Hogarty. Mound City—Linn Co. Fair Assn. Sept. 2-5. John H. Morse. Neodesha—Neodesha Junior Fair. Sept. 25-26. H. E. Simpson. North Topeka—Indian Creek Grange Fair. Oct. 2-3. Mrs. Ralph Kimbal. Norton—Norton Co. Agrl. Assn. Sept. 7-11. W. W. Isaac. Onaga—Pottawatomie Co. Fair Assn. Aug. 26-28. Howard Haughawout. Osage City—Osage Co. 4-H Fair Assn. Aug. 28-29. W. E. Noller. Oswego—Labette Co. Free Fair. Aug. 24-29. Joe A. Carpenter. Ottawa—Franklin Co. Fair. Aug. 26-28. John R. Thompson. Overbrook—Overbrook Free Fair Assn. Aug. 27-29. Dwight Payton. Richmond—Richmond Free Fair Assn. Aug. 19-21. John H. Roeckers. Rush Center—Rush Co. Fair Assn. Aug. 31-Sept. 3. Roy Peterson. Salina—Salina Co. 4-H Club Fair. Sept. 2-4. H. N. Eller. Sedan—Chautauqua Co. Free Fair. Sept. 30-Oct. 3. J. O. Tulloss. Silver Lake—Silver Lake Grange Fair. Aug. 26-28. V. P. Fritz. Smith Center—Smith Co. Fair Assn. Sept. 23-25. Melvin A. Collier. Stafford—Stafford Co. Fair Assn. Sept. 1-4. E. B. Weir. Stockton—Rooks Co. Free Fair. Sept. 1-4. W. McCaslin. Sylvan Grove—Sylvan Grove-Lincoln Co. Fair. Sept. 15-18. Ira C. McKay. Thayer—Thayer Picnic & Fair Assn. Sept. 2-4. H. M. Minnich. Tonganoxie—Leavenworth Co. Fair Assn. Sept. 2-4. Henry P. Geib. Topeka—Kansas Free Fair. Sept. 13-19. Maurice W. Jencks. Uniontown—Bourbon Co. Fair Assn. Aug. 25-28. W. A. Stroud. Wakeeney—Trego Co. Free Fair. Aug. 25-28. Lew H. Galloway. Wakefield—Wakefield Fair Assn. Oct. 1-2. Joe Mason Jr. Washington—Washington Co. Fair Assn. Sept. 17-19. A. O. Fuhrken. Wellsville—Wellsville Picnic Fair. Sept. 4-5. J. H. Cramer. West Mineral—Mineral District Free Fair. Sept. 9-12. R. O. Misner. Wetmore—Nemaha Co. Free Fair Assn. Aug. 20-22. Howard Bixby. Wichita—Kansas Nat'l Livestock Show. Second week in Oct. Conlee Smith. Winfield—Cowley Co. Fair Assn. Oct. 6-9. G. B. Woodcell.

Kentucky

Alexandria—Alexandria Fair. Sept. 5-7. J. W. Shaw, Newport, Ky. Bowling Green—Warren Co. Fair Assn. Sept. 9-12. W. H. Richeson. Brodhead—Brodhead Fair. Aug. 12-15. W. O. Yaden. Edmonson—Metcalf Co. Agrl. Fair. Sept. 13-19. James M. Ennis. Falmouth—Falmouth Fair. Aug. 6-8. D. Barnett Casey. Germantown—Germantown Fair. Aug. 13-15. C. D. Asbury, Augusta, Ky. Harrodsburg—Mercer Co. Fair. July 28-Aug. 2. John S. Buster. Lawrenceburg—Lawrenceburg Fair. Am. Legion. July 22-25. J. Leslie Shelburne. Lebanon—American Legion Fair. Aug. 18-22. B. G. Spalding. Lexington—Lexington Colored Fair Assn. Aug. 24-29. John B. Caulder. Louisville—Kentucky State Fair. Sept. 5-12. Robert B. Jewell. Murray—Calloway Co. Fair Assn. Sept. 30-Oct. 2. J. T. Cochran. Paducah—West Kentucky Fair. Aug. 25-28. Clay Kidd. Russell Springs—Russell Co. Fair Assn. Aug. 5-8. W. W. Owens. Shelbyville—Shelby Co. Agrl. Assn. Aug. 5-8. T. R. Webber. Somerset—Pulaski Co. Fair Assn. Aug. 25-29. Robt. J. Smith. Springfield—Washington Co. Fair Assn. Aug. 27-29. Joseph Polin.

Louisiana

Alexandria—Rapides Parish Fair. Oct. 4-10. B. W. Baker. Coushatta—Red River Parish Fair Assn. Sept. 22-26. W. H. Tyler. De Ridder—Beauregard Parish Fair Assn. Oct. 13-17. C. J. Ledoux. Donaldsonville—Vichit La. State Fair. Oct. 4-11. R. S. Vickers. Eunice—Tri-Parish Fair Assn. Oct. 15-18. Mrs. R. S. Parrott. Franklinton—Washington Parish Fair Assn. Oct. 14-17. L. Ray Mills, Bogalusa, La. Greensburg—St. Helena Parish Free Fair Assn. Oct. 15-17. L. M. Quin Jr. Hahnville—St. Charles Parish Fair. Sept. 25-29. W. E. Simmons. Haynesville—Claiborne Parish Fair Assn. Oct. 8-11. Joe R. Jones. Houma—Terrebonne Lafourche Parish Fair. Sept. 21-23. Peter Bourgeois. Independence—Tangipahoa Parish Fair. Oct. 9-11. Thos. Patrick, Amite, La. Jennings—Jefferson Davis Parish Fair Assn. Oct. 29-Nov. 1. J. C. Barman. Leesville—Vernon Parish Fair. Oct. 6-10. M. N. Oakes.

Manfield—De Soto Parish Fair. Oct. 5-10. Mrs. Margaret B. Holcomb. Many—Sabine Parish Fair. Oct. 13-17. Byron P. Bellisle. Marksville—Ayoelles Parish Fair Assn. Oct. 9-11. Earl Edwards. Monterey—Concordia Parish Fair Assn. Oct. 16-17. Julius H. Scott. New Roads—Pointe Coupee Parish Fair Assn. Oct. 2-4. J. Wade LeBeau. Oberlin—Allen Parish Fair Assn. Oct. 1-3. G. C. Meaux. Olla—North Central La. Fair. Oct. 6-10. H. Vinyard. Plain Dealing—Bossier Parish Fair. Oct. 15-17. Mrs. J. B. Turnley. Port Allen—West Baton Rouge Parish Fair Assn. Sept. 24-27. A. E. Camus. Shreveport—State Fair of La. Oct. 24-Nov. 2. W. R. Hirsch. Shreveport—Caddo Parish 4-H Show. Oct. 23-23. Neal Dry. Sulphur—Calcasieu-Cameron Fair. Oct. 30-31. Dr. A. H. Lafargue. Tallulah—Louisiana Delta Fair. Oct. 6-9. P. O. Benjamin. Verda—Grant Parish Fair Assn. Oct. 15-17. Odella Purvis, New Verda, La.

Maine

Athens—Wesserrunnett Valley Fair. Sept. 25-26. Lee W. Foss. Bangor—Eastern Me. Fair Assn. Aug. 2-3. John W. Moran. Blue Hill—Blue Hill Fair. Sept. 7-9. Edward G. Williams. Cherryfield—Cherryfield Fair Assn. Sept. 23-24. C. H. Small, Addison, Me. Cornish—Cornish Agrl. Assn. Sept. 29-Oct. 3. Leon M. Ayer. Danabrisco—Lincoln Co. Fair Assn. Aug. 24-26. Wilnot Dow, New Castle, Me. Dover-Foxcroft—Piscataquis Valley Fair. Aug. 29. Frank A. Pierce. Farmington—Franklin Co. Agrl. Soc. Sept. 23-24. Frank E. Knowlton. Fryeburg—Fryeburg Fair. Oct. 6-8. G. Myron Kimball. Leeds—Leeds Agrl. Assn. Oct. 8. Mrs. Beatrice M. Safford, R. F. D. 1, North Leeds. Monmouth—Cochenewagon Agrl. Assn. Sept. 23-24. Clement H. Smith. North New Portland—New Portland Lions' Fair. Sept. 26. Warren B. Clark. North Waterford—World's Fair Assn. Oct. 2-3. R. G. Wardwell. Presque Isle—Northern Maine Fair. Aug. 31-Sept. 3. Clayton H. Steele. Skowhegan—Skowhegan Fair. Aug. 16-23. George M. Davis. South Paris—Oxford Co. Agrl. Soc. Sept. 15-19. Elmore C. Edmunds. Springfield—North Penobscot Agrl. Soc. Sept. 7-9. L. A. Averill, Prentiss, Me. Topsham—Sagadahoc Agrl. Soc. Oct. 13-15. Samuel Woodward, RFD 2, Brunswick, Me. Union—North Knox Fair Assn. Aug. 25-28. H. L. Grinnell. Unity—Unity Fair. Sept. 15-16. E. S. Farwell. Windsor—Windsor Fair. Sept. 4-7. E. R. Hayes.

Maryland

Cumberland—Cumberland Fair Assn. Aug. 10-15. Harry A. Manley. Frederick—Frederick Fair. Oct. 6-9. Guy K. Motter. Hagerstown—Hagerstown Fair. Sept. 22-26. C. W. Wolf. Taneytown—Carroll Co. Fair. Aug. 9-14. George E. Dodder. Timonium—Maryland State Fair. Aug. 30-Sept. 10. Matt L. Daiger, Pimlico Race Course, Baltimore.

Massachusetts

Blandford—Union Agrl. Soc. Sept. 7-8. O. R. Ripley. Bridgewater—Plymouth Co. Agrl. Soc. Oct. 12. Elisha Ellis. Brockton—Brockton Agrl. Soc. Sept. 13-19. Frank H. Kingman. Cummington—Hillside Agrl. Soc. Sept. 29-30. Leon A. Stevens. Great Barrington—Barrington Fair Assn. Sept. 28-Oct. 3. Paul W. Foster. Greenfield—Franklin Co. Agrl. Soc. Sept. 14-16. Whitman B. Wells. Littleville—Littleville Community Fair. Oct. 2-3. Elmer O. Olds, Huntington, Mass. Marshfield—Marshfield Agrl. Soc. Sept. 1-7. Horace C. Keene. Middlefield—Highland Agrl. Soc. Sept. 4-5. Willard A. Pease, Chester, Mass. Northampton—Hampshire, Franklin & Hampden Agrl. Soc. Sept. 9-13. John L. Banner. Rehoboth—Rehoboth Fair. Sept. 9-12. Mrs. D. Lee Johnson, RFD 1, Attleboro, Mass. Spencer—Spencer Fair. Sept. 5-7. R. F. Kittredge. Springfield—Eastern States Expo. Sept. 20-26. Chas. A. Nash. Sterling—Sterling Fair. Sept. 23. Chas. W. Wiles. Topsfield—Essex Co. Fair. Sept. 9-13. Robt. P. Trask.

Michigan

Adrian—Lenawee Co. Fair. Sept. 21-26. F. A. Bradish. Allegan—Allegan Co. Agrl. Soc. Sept. 21-26. E. W. DeLano. Ann Arbor—Washtenaw Co. Fair Soc. Aug. 4-7. F. W. McLane, Ypsilanti, Mich. Armada—Armada Agrl. Soc. Aug. 27-30. Roy Conner, Richmond, Mich. Bay City—Bay Co. Agrl. Assn. Aug. 19-23. Harry Hough, R. 1, Munger, Mich. Big Rapids—Mecosta Co. Fair Assn. Aug. 25-29. Chas. Midgley, Paris, Mich. Cadillac—Northern Dist. Fair Assn. Sept. 15-18. P. R. Biebschelmier. Caro—Caro Fair. Aug. 24-29. Carl F. Mantey. Cassopolis—Cass Co. Fair Assn. Sept. 8-12. Harry Ibbotson, Dowagiac, Mich. Centerville—St. Joseph Co. Fair Assn. Sept. 21-26. Lester R. Schrader. Charlotte—Eaton Co. 4-H Agrl. Soc. Sept. 1-5. Hans Kerdel. Clare—Clare Isabella Agrl. Soc. Nov. 4-5. Arthur Steeby. Coldwater—Branch Co. 4-H Fair. Sept. 16-19. Gordon R. Schulzatis. Coopersville—Coopersville Agrl. Assn. Oct. 9-10. Duane W. Dalgleish. Crosswell—Crosswell Agrl. Soc. Sept. 1-4. Paul Helm. Detroit—Michigan State Fair. Sept. 2-13. Bernard J. Youngblood. East Jordan—Charlevoix Co. Agrl. Soc. Sept. 9-12. Lorence O. Isaman, Ellsworth, Mich. Escanaba—Upper Peninsula State Fair. Sept. 3-7. H. P. Lindsey.

Fowlerville—Fowlerville Agrl. Soc. Aug. 5-8. C. L. Lepard. Harrison—Clare Co. Fair Assn. Aug. 27-29. John W. Bell, Clare, Mich. Hart—Oceana Co. Agrl. Assn. Sept. 9-12. W. H. Churchill, New Era, Mich. Hartford—Van Buren Co. Agrl. Soc. Oct. 5-10. Paul F. Richter. Hastings—Barry Co. Fair. Aug. 11-15. Chas. W. Sherwood. Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 27-Oct. 3. H. B. Kelley. Inlay City—Lapeer Co. Agrl. Soc. Aug. 11-13. James Dunn. Ionia—Ionia Free Fair. Aug. 17-22. Rose Sarlo. Ironwood—Gogebic Co. Fair. Aug. 17-19. W. B. Faulh, Bessemer, Mich. Ithaca—Gratiot Co. Free Fair. Sept. 1-3. James O. Peel. Jackson—Jackson Co. Fair Assn. Sept. 1-5. E. R. Hively. Kalamazoo—Kalamazoo Co. Agrl. Soc. Sept. 15-19. Hartman Kakabaker. Ludington—Western Mich. Fair Assn. Aug. 25-28. Irving Pratt, Scottsville, Mich. Marne—Berlin Fair. Sept. 1-4. Richard M. Ossewaarde, R. 1, Coopersville, Mich. Marshall—Calhoun Co. Fair Assn. Aug. 25-29. B. D. Carpenter. Mason—Ingham Co. Fair. Aug. 11-15. Joy O. Davis. Midland—Midland Farm & Youth Fair. Sept. 3-8. H. D. Parish. Northville—Northville Wayne Co. Fair Assn. Aug. 19-23. Wm. E. Forney. Norway—Dickinson Co. Fair Assn. Sept. 4-7. Art Lonsdorf, Iron Mountain, Mich. Peck—Peck Agrl. Soc. Oct. 1-2. Louis Reuter. Petoskey—Emmett Co. Fair. Sept. 15-18. Wilson J. McDonald. Pinconning—Pinconning Community Fair Assn. Oct. 2-3. M. A. Bird. Saginaw—Saginaw Co. Agrl. Soc. Sept. 13-19. Clarence Harnden. Sandusky—Sanilac Co. 4-H Agrl. Soc. Aug. 27-29. Clarence E. Prentice. Saint Clair Shores—S. Macomb Co. Fair. July 23-26. D. C. Wood, Port Huron, Mich. Sault Ste. Marie—Chippewa Co. Agrl. Soc. Sept. 4-7. C. G. Walker. Stalwart—Stalwart Agrl. Soc. Sept. 23-25. Robt. B. Crawford. Traverse City—Northwestern Mich. Fair Assn. Sept. 1-4. Arnel Engstrom. Utica—Utica Free Fair. Aug. 15-22. West Branch—Ogemaw Agrl. Soc. Aug. 25-28. R. B. Coulter.

Minnesota

Ada—Norman Co. Fair Assn. June 28-July 1. A. C. Pederson. Aitkin—Aitkin Co. Agrl. Soc. Aug. 20-22. T. H. Arens. Albert Lea—Freeborn Co. Fair. Aug. 24-25. Andrew C. Hanson. Alexandria—Douglas Co. Agrl. Assn. Aug. 25-28. R. S. Thornton. Appleton—Swift Co. Fair Assn. Aug. 27-30. J. G. Anderson. Arlington—Sibley Co. Agrl. Assn. Aug. 7-9. Louis Kill. Austin—Mower Co. Fair. Aug. 12-16. P. J. Holand. Bagley—Clearwater Co. Agrl. Soc. Aug. 13-16. P. L. Renne. Barnesville—Clay Co. Fair Assn. July 9-11. P. O. Solum. Barnum—Carlton Co. Agrl. Assn. Aug. 21-23. A. H. Dath. Baudette—Lake of Woods Co. Fair Assn. Aug. 6-8. John F. Clark. Bemidji—Beltrami Co. Fair Assn. Aug. 17-19. Mrs. Emil Padria, Solway, Minn. Bird Island—Renville Co. Agrl. Soc. Sept. 14-16. Paul Kolbe. Blue Earth—Faribault Co. Agrl. Soc. Sept. 9-11. L. B. Erdahl, Frost, Minn. Brainerd—Crow Wing Co. Fair Assn. Aug. 12-15. B. C. Wilkins. Caledonia—Houston Co. Agrl. Soc. Sept. 2-4. Ed Zimmerhaki. Cambridge—Isanti Co. Agrl. Soc. Sept. 9-11. L. O. Carlson. Canby—Yellow Medicine Co. Fair Assn. Aug. 31-Sept. 2. J. L. Thiessen. Cannon Falls—Cannon Valley Agrl. Assn. July 2-4. R. J. Goodwin. Clinton—Big Stone Co. Agrl. Soc. Aug. 27-30. Robt. L. Wells. Detroit Lakes—Becker Co. Fair. Aug. 5-6. George W. Peoples. Faribault—Rice Co. Fair. Aug. 13-16. Dr. Carl Hansen. Farmington—Dakota Co. Agrl. Soc. Aug. 17-19. A. H. Ehlers. Ferguson Falls—Otter Tail Co. Fair Assn. Sept. 2-5. Knute Hanson. Fertile—Polk Co. Fair Assn. July 13-15. Jc Reseland. Fosston—W. Minn. Agrl. Assn. July 30-Aug. 2. H. Aignard. Garden City—Blue Earth Co. Agrl. Soc. Aug. 24-26. A. D. McCormack. Glenwood—Pope Co. Fair Assn. Sept. 17-20. J. A. Leedahl. Grand Marais—Cook Co. Agrl. Soc. Sept. 1-18. Olga Soderberg. Grand Rapids—Itasca Co. Agrl. Assn. Aug. 20-23. Allen J. Doran. Hallock—Kittson Co. Agrl. Soc. July 2-4. Duffie Larson. Herman—Grant Co. Agrl. Assn. Aug. 20-23. G. I. Haney. Hibbing—St. Louis Co. Fair Assn. Aug. 21-22. J. J. McCann. Howard Lake—Wright Co. Agrl. Soc. Aug. 1-17. R. H. Gallup. Hutchinson—McLeod Co. Agrl. Assn. Sept. 2-24. Everett Oleson. Jackson—Jackson Co. Fair Assn. Aug. 27-30. Anton C. Geiger. Jordan—Scott Co. Good Seed Assn. Sept. 1-19. Herbert G. Strull. Kasson—Dodge Co. Fair. Aug. 24-27. O. Erickson. Le Center—LeSueur Co. Fair Assn. Aug. 1-16. W. J. Baker. Little Falls—Morrison Co. Fair Assn. At 7-9. W. G. Lundquist. Long Prairie—Todd Co. Fair. Aug. 10-10. Logan O. Scow. Luverne—Rock Co. Agrl. Soc. Aug. 13-19. Albert J. Christensen. Madison—Lac qui Parle Co. Agrl. Soc. Sept. 16-19. Olaf T. Mork. Mahanomen—Mahanomen Co. Agrl. Soc. July 24-26. E. A. Rumreich. Marshall—Lyon Co. Fair. Sept. 8-11. Roy Williams. Montevideo—Chippewa Co. Fair Assn. Sept. 21-23. Carl Engstrom. Mora—Kanabec Co. Agrl. Soc. Aug. 6-9. V. tor Elfrum.

Morris-Stevens Co. Fair Assn. Sept. 4-7. E. E. Grace, Donnelly, Minn.  
 Nevis-Hubbard Co. Agrl. Assn. Sept. 10-12. Mrs. John Anverson, Park Rapids, Minn.  
 New Ulm-Brown Co. Agrl. Soc. Aug. 20-23. Wm. A. Lindemann.  
 Northome-Kooschiching Co. Agrl. Soc. Aug. 10-12. C. W. Bray.  
 Owatonna-Steele Co. Free Fair. Aug. 13-23. C. A. Tinscher.  
 Pequot Lakes-Crow Wing Co. Agrl. Soc. Aug. 13-15. A. C. Larson.  
 Perham-Perham Agrl. Soc. Aug. 2-4. C. W. Lotterer.  
 Pine City-Pine Co. Agrl. Soc. Aug. 20-22. Frank P. Gettly.  
 Pine River-Cass Co. Fair Assn. Aug. 17-29. G. P. Rognlie.  
 Pipestone-Pipestone Co. Agrl. Soc. Aug. 25-27. E. F. Anderson.  
 Preston-Phillmore Co. Agrl. Soc. Aug. 27-30. Chas. H. Utley.  
 Princeton-Mille Lacs Co. Agrl. Soc. Aug. 27-30. R. C. Angstman.  
 Proctor-St. Louis Co. Fair. Aug. 13-16. A. J. Sundquist.  
 Redwood Falls-Redwood Co. Agrl. Soc. Sept. 17-19. W. A. Hauck.  
 Roseau-Roseau Co. Agrl. Soc. July 20-22. Chas. Christianson.  
 Rush City-Chisago Co. Agrl. Soc. Aug. 13-15. George W. Larson, North Branch, Minn.  
 St. Charles-Winona Co. Agrl. Assn. Aug. 21-23. L. M. Dixon.  
 St. Cloud-Sauk Rapids-Benton Co. Agrl. Soc. Aug. 20-23. C. H. Varner, St. Cloud.  
 St. James-Watonwan Co. Agrl. Assn. Aug. 28-30. E. C. Veltum.  
 St. Paul-Minnesota State Fair. Aug. 29-Sept. 7. Raymond A. Lee.  
 St. Peter-Nicollet Co. Agrl. Soc. Aug. 27-30. H. E. Miller.  
 St. Vincent-St. Vincent Union Indust. Assn. Sept. 16-18. L. C. Ward.  
 Sauk Centre-Stearns Co. Agrl. Soc. Aug. 13-16. J. A. Schoenhoff.  
 Slayton-Murray Co. Agrl. Soc. Aug. 27-30. W. M. Leebens, Fulda, Minn.  
 Thief River Falls-Pennington Co. Fair Assn. July 29-Aug. 1. A. P. Berge.  
 Two Harbors-Lake Co. Agrl. Soc. Sept. 1-4. Fred D. W. Tibias.  
 Tyler-Lincoln Co. Fair Assn. Aug. 20-23. Jens S. Bollesen.  
 Waconia-Farmers Co-Op. Agrl. Soc. Aug. 19-22. W. J. Scharner.  
 Warren-Marshall Co. Agrl. Assn. July 16-18. O. M. Mattson.  
 Waseca-Waseca Co. Agrl. Soc. Aug. 14-16. E. H. Smith.  
 Wheaton-Traverse Co. Agrl. Assn. Sept. 10-13. A. W. Vye.  
 White Bear Lake-Ramsey Co. Agrl. Soc. Aug. 13-16. Robt. Freeman, Court House, St. Paul.  
 Willmar-Kandiyohi Co. Fair Assn. Sept. 16-19. Wm. O. Johnson.  
 Winona-Cottonwood Co. Fair Assn. Aug. 24-27. Theo. Dockendorf, Bingham Lake.  
 Worthington-Nobles Co. Fair Assn. Aug. 24-26. W. W. Brammer.  
 Zumbrota-Goodhue Co. Fair Assn. Aug. 13-16. George W. Freeman.

Mississippi

Charleston-Tallahatchie Co. Fair Assn. Sept. 21-26. Jack Demange.  
 Corinth-North Miss. Fair & Stock Show. Week of Sept. 14. E. D. Watkins.  
 Forest-Scott Co. Colored Fair Assn. Oct. 5-10. Ananias Ware.  
 Jackson-Mississippi State Fair. Oct. 12-17. Mabel L. Stire.  
 Laurel-South Miss. Fair. Sept. 28-Oct. 3. Hurdis Whitaker.  
 Louisville-Winston Co. Fair Assn. Oct. 5-10. Mrs. R. W. Boydston.  
 Meridian-Mississippi Fair & Dairy Show. Oct. 19-24. Hillman Taylor.  
 Sebastopol-Sebastopol Community Fair. Sept. 1-5. L. R. Anthony.  
 Tupelo-Mississippi-Alabama Fair. Sept. 29-Oct. 3. James M. Savery.  
 Water Valley-Water Valley Fair Assn. Late in Sept. Jack P. Dale.  
 Yazoo City-Yazoo Co. Fair Assn. Sept. 21-26. J. N. Ballard.  
 Yazoo City-Yazoo Negro Fair Assn. Oct. 12-17. R. J. Pierce.

Missouri

Albany-Genity Co. Fair Assn. Sept. 2-5. Stanley Robertson.  
 Appleton City-Appleton City Fair Assn. Aug. 26-28. A. N. Brownberger.  
 Ava-Douglas Co. Fair Assn. Sept. 10-12. J. E. Curry.  
 Bethany-Bethany Fair. Sept. 7-12. T. R. Nickerson.  
 Brunswick-Brunswick Fair. Sept. 17-19. Harold Boucher.  
 California-Moniteau Co. Agrl. Soc. Sept. 1-4. Toby Lademann.  
 Kahoka-Clark Co. Agrl. Assn. July 28-31. Lynne Gregory.  
 Kansas City-American Royal Livestock & Horse Show. Oct. 24-31. A. M. Paterson.  
 Lamar-Lamar Farm & Indust. Expo. Sept. 16-19. Marion E. Moore.  
 Mansfield-Ozark Summit Expo. Aug. 3-5. W. C. Goday.  
 Mexico-Audrain Co. Fair Assn. Aug. 18-21. Ross C. Ewing.  
 Mound City-Holt Co. Fair. Aug. 18-20. P. R. Black.  
 Ozark-Christian Co. Fair. Sept. 7-12. Joe C. Howard.  
 Prairie Home-Prairie Home Fair. Aug. 5-6. Dr. A. L. Meredith.  
 Sedalia-Missouri State Fair. Aug. 23-30. Ernest W. Baker.  
 Springfield-Ozark Empire District Fair. Sept. 1-7. G. B. Boyd.

Montana

Baker-Fallon Co. Fair. Aug. 29-31. George S. Severson.  
 Billings-Midland Empire Fair & Rodeo. Aug. 10-15. H. L. Fitton.  
 Chinoock-Blaine Co. Fair. Sept. 6-7. Floyd Bowen.  
 Choteau-Teton Co. Junior Fair. Aug. 26-29. Joseph M. Lindseth.  
 Forsyth-Rosebud Co. Fair Assn. Aug. 26-28. H. L. Dusenberry.  
 Glendive-Dawson Co. Fair Assn. Sept. 6-8. Claude Utterback.  
 Great Falls-North Montana State Fair. Aug. 3-8. Dan P. Thurber.  
 Hamilton-Ravalli Co. Fair. Sept. 2-4. Mary R. Hieronymus.  
 Havre-Hill Co. Fair. Aug. 18-20. Earl J. Bronson.  
 Lewistown-Central Montana Fair. Sept. 3-5. Hall Clement.

Miles City-Eastern Montana Fair. Sept. 6-9. J. H. Bohling.  
 Shelby-Marias Fair. Aug. 14-16. Gladys Dahl.  
 Sidney-Richland Co. Fair. Sept. 3-5. W. H. Stewart.

Nebraska

Albion-Boone Co. Agrl. Assn. Sept. 11-13. E. J. Mille.  
 Arlington-Washington Co. Agrl. Soc. Sept. 22-25. H. C. McClellan.  
 Aurora-Hamilton Co. Agrl. Soc. Aug. 31-Sept. 3. H. E. Toof.  
 Bartlett-Wheeler Co. Fair Assn. July 30-Aug. 2. C. L. Bishop.  
 Biaden-Webster Co. Agrl. Assn. Aug. 19-21. I. R. Andrews.  
 Bloomfield-Knox Co. Fair Assn. Aug. 16-18. P. E. Steppe.  
 Bridgeport-Morrill Co. Fair Assn. Sept. 7-9. J. Cedric Conover.  
 Broken Bow-Custer Co. Fair. Aug. 11-15. P. G. Richardson.  
 Burwell-Garfield Co. Fair & Rodeo. Aug. 5-7. Edward F. Sims.  
 Chambers-Holt Co. Fair. Sept. 8-11. E. A. Farrier.  
 Columbus-Platte Co. Agrl. Soc. Aug. 26-28. Joe B. Meyer.  
 Concord-Dixon Co. Agrl. Soc. Aug. 26-28. Roy E. Johnson.  
 David City-Butler Co. Agrl. Assn. Aug. 30-Sept. 2. Edgar V. Thomas.  
 Deshler-Thayer Co. Agrl. Soc. Aug. 17-20. E. J. Grube, Byron, Neb.  
 Elwood-Gosper Co. Agrl. Soc. Sept. 16-18. M. R. Morgan.  
 Fairbury-Jefferson Co. Fair. Sept. 16-18. C. B. Callaway.  
 Fremont-Northeast Neb. 4-H Club Fair. Aug. 12-14. C. W. Motter.  
 Fullerton-Nance Co. Fair Assn. Aug. 16-21. E. M. Black.  
 Gordon-Sheridan Co. Fair & Rodeo. Aug. 26-28. Wm. A. Morey.  
 Grant-Perkins Co. Fair Assn. Aug. 26-28. W. E. Cannady, Madrid, Neb.  
 Harrisburg-Banner Co. 4-H Fair. Sept. 7-8. Mrs. Victor J. Johnson, Pottier, Neb.  
 Harrison-Sioux Co. Agrl. Assn. Aug. 27-29. V. E. Marsteller.  
 Hartington-Cedar Co. Agrl. Soc. Sept. 5-8. Edgar M. Hear.  
 Hastings-Adams Co. Agrl. Soc. Aug. 11-14. Henry R. Pausch.  
 Hemingford-Box Butte Co. Agrl. Soc. Sept. 10-12. Frank Dee.  
 Holdrege-Phelps Co. Junior Fair. Aug. 26-28. A. F. Johnson, Funk, Neb.  
 Homer-Dakota Co. Fair. Sept. 10-12. Vern H. Kerchberger, Dakota City, Neb.  
 Hyannis-Grant Co. Fair Assn. Aug. 30-Sept. 1. R. W. Bonfield.  
 Kearney-Buffalo Co. Agrl. Assn. Aug. 24-26. I. A. Wilson.  
 Kimball-Kimball Co. Fair. Aug. 26-28. Vert B. Cargill.  
 Lewellen-Garden Co. Agrl. Soc. Sept. 10-12. Paul Temple.  
 Lincoln-Nebraska State Fair & Expo. Sept. 6-11. E. J. Mille.  
 Lincoln-Lancaster Co. Agrl. Soc. Aug. 30-Sept. 5. B. P. Preston, R. F. D. 5.  
 Mitchell-Scottsbluff Co. Agrl. Assn. Sept. 15-19. Harold Ledingham.  
 Nelson-Nuckolls Co. Fair Assn. Last week in Aug. Wm. A. McHenry.  
 Norden-Keya Paha Co. Fair Assn. Sept. 9-11. L. E. Turner, Sparks, Neb.  
 North Platte-Lincoln Co. Agrl. Assn. Aug. 31-Sept. 2. Mrs. O. H. Covell.  
 Oakland-Burt Co. Fair. Aug. 16-19. C. H. Walton, Lyons, Neb.  
 Ogallala-Keith Co. Fair Assn. Aug. 19-22. F. J. Sibal.  
 Omaha-Ak-Sar-Ben Livestock & Horse Show. Oct. 4-10. J. J. Isaacson.  
 Orleans-Harlan Co. Junior Fair. Sept. 15-16. M. A. Lennemann.  
 Osceola-Polk Co. Fair Assn. Aug. 10-14. L. A. Hasbert, Shelby, Neb.  
 Pierce-Pierce Co. Agrl. Soc. Aug. 23-25. E. G. Schellpeper.  
 St. Paul-Howard Co. Agrl. Soc. Sept. 8-11. Chas. Dobry.  
 Sargent-Sargent Community Fair Assn. Sept. 7-9. W. G. Birginal.  
 Seward-Seward Co. Agrl. Soc. Aug. 27-29. Clyde A. Hardin.  
 Spencer-Boyd Co. Agrl. Soc. Sept. 16-18 (tentative). Louis W. Klusna.  
 Stanton-Stanton Co. Fair. Aug. 23-25. Ervine E. Pont.  
 Stapleton-Logan Co. Agrl. Soc. Aug. 28-30. R. E. Brown.  
 Syracuse-Otoe Co. Agrl. Assn. Aug. 25-27. Robt. L. McKissick, Dunbar, Neb.  
 Valentine-Cherry Co. Agrl. Soc. Sept. 7-9. E. E. Brickley.  
 Walthill-Thurston Co. Fair. Sept. 2-5. Alfred D. Raun.  
 Waterloo-Douglas Co. Fair. Sept. 16-19. Robt. D. Herrington.  
 Weeping Water-Cass Co. Agrl. Soc. Sept. 13-18. Paul E. Fauquet.  
 West Point-Cuming Co. Fair. Aug. 30-Sept. 3. Ed M. Baumann.

New Hampshire

Canaan-Mascoma Valley Fair. Sept. 1-3. Wm. A. Shepard.  
 Center Sandwich-Sandwich Fair Assn. Oct. 12. W. Leroy White.  
 Contoocook-Hopkinton Fair. Sept. 29-Oct. 1. Harold R. Clough.  
 Lancaster-Cosco & Essex Agrl. Soc. Sept. 5-7. Carroll Stoughton.  
 Pittsfield-Pittsfield Fair Assn. Sept. 10-12. Wm. Osgood.  
 Plymouth-Union Grange Fair Assn. Sept. 15-17. W. J. Neal, Meredith, N. H.  
 Rochester-Rochester Fair. Sept. 22-26. Ralph E. Caine.

New Jersey

Flemington-Flemington Fair Assn. Sept. 1-7. Major E. B. Allen.  
 Trenton-New Jersey State Fair. Sept. 27-Oct. 3. Harry E. LaBreaque.  
 Troy Hills-Morris Co. Fair Assn. Aug. 25-29. Kenneth E. Kostenbader, Morristown, N. J.

New Mexico

Albuquerque-New Mexico State Fair. Sept. 27-Oct. 4. Leon H. Harris.  
 Portales-Roosevelt Co. Fair Assn. Sept. 30-Oct. 3 (tentative). W. G. Vinnant.  
 Roswell-Eastern N. M. State Fair. Oct. 7-10. E. E. Patterson.  
 Taos-Taos Co. Fair Assn. Sept. 29-30. C. M. Trujillo.  
 Willard-Torrance Co. Fair Assn. Oct. 1-5. Leo P. Padilla.

New York

Alton-Alton Agrl. Assn. Aug. 18-22. Harry G. Horton.  
 Albion-Orleans Co. Fair Assn. July 29-Aug. 1. Earl P. Strickland, Kent, N. Y.  
 Altamont-Albany-Schenectady Co. Fair. Aug. 10-15. Roy F. Peugh.  
 Avon-Genesee Valley Breeders' Assn. Sept. 4-5. John Steele.  
 Ballston Spa-Saratoga Co. Agrl. Soc. Aug. 25-29. A. M. Garrison.  
 Batavia-Genesee Co. Agrl. Soc. Aug. 10-15. Glen W. Grinnell.  
 Bath-Stauben Co. Agrl. Soc. Sept. 15-19. J. Victor Faucett.  
 Boonville-Boonville Fair Assn. Aug. 3-8. E. R. Harrgrave.  
 Brookfield-Madison Co. Fair. Sept. 7-10. C. C. Craine.  
 Caledonia-Caledonia Fair. Aug. 4-8. G. H. Cullings.  
 Cambridge-Cambridge Valley Agrl. Soc. Aug. 18-22. P. J. Houlton, Hoosick Falls.  
 Chatham-Columbia Co. Agrl. Soc. Sept. 5-9. Wm. A. Dardess.  
 Cobleskill-Cobleskill Agrl. Soc. Sept. 21-26. Wm. H. Golding.  
 Cortland-Cortland Co. Agrl. Soc. Aug. 31-Sept. 7. Harry B. Tanner.  
 Dunkirk-Chautauque Co. Agrl. Corp. Sept. 7-12. C. C. Cain.  
 Elmira-Chemung Co. Agrl. Soc. Aug. 23-30. H. Ward Kinley, Horseheads, N. Y.  
 Fonda-Montgomery Co. Agrl. Soc. Sept. 5-9. Edward Rothmeyer, Tribes Hill, N. Y.  
 Gouverneur-Gouverneur Fair. Aug. 11-15. Bligh A. Dodds.  
 Hamburg-Erie Co. Agrl. Soc. Aug. 24-29. J. C. Newton.  
 Hemlock-Hemlock Lake Union Agrl. Soc. Sept. 9-13. Glenn C. McNinch, Conesus, N. Y.  
 Ithaca-Tompkins Co. Agrl. Soc. Aug. 17-22. Leon C. Rothermich.  
 Little Valley-Catteraugus Co. Agrl. Soc. Aug. 18-21. J. W. Watson.  
 Lockport-Niagara Co. Fair. Aug. 17-23. F. E. Pease.  
 Lowville-Lewis Co. Agrl. Soc. Aug. 18-22. Cyril L. Seymour, R. 1, Turin, N. Y.  
 Malone-Franklin Co. Agrl. Soc. Aug. 24-29. H. B. Kelley.  
 Middletown-Orange Co. Fair. Aug. 17-22. Alan C. Madden.  
 Mincola L. I.-Mincola Fair. Sept. 15-19. Fred D. Baldwin.  
 Nassau-Rensselaer Co. Agrl. Soc. Aug. 5-8. Harry M. Pockman, E. Schodack, N. Y.  
 Norwich-Chenango Co. Fair. Aug. 11-14. F. B. Littlefair.  
 Palmyra-Union Agrl. Soc. Sept. 23-30. W. Ray Converse.  
 Penn Yan-Yates Co. Agrl. Soc. Aug. 26-28. Oliver Wilcox.  
 Rhinebeck-Dutchess Co. Fair. Sept. 1-4. Benson R. Frost.  
 Riverhead-Suffolk Co. Agrl. Soc. Sept. 7-12. Cort R. Hincken.  
 Schaghticoke-Schaghticoke Fair. Sept. 7-10. Carl W. Lohnes.  
 Trumansburg-Union Agrl. Soc. Sept. 30-Oct. 3. Mary E. Cronk.  
 Vernon-Vernon Agrl. Soc. Sept. 15-19. Chas. Warren, Sherrill, N. Y.  
 Walton-Delaware Co. Fair. Aug. 25-28. Paul G. Williams.  
 Waterloo-Seneca Co. Agrl. Soc. Aug. 11-14. Mrs. Nellie Douglass.  
 Watkins Glen-Schuyler Co. Agrl. Soc. Sept. 8-11. Milo Hitchcock, Odessa, N. Y.  
 Westport-Essex Co. Agrl. Soc. Aug. 26-29. L. H. Laddell, Wadhams, N. Y.  
 Whitney Point-Broome Co. Agrl. Soc. Aug. 4-7. C. R. Johnson.

North Carolina

Ahoscie-Atlantic District Fair. Oct. 13-16. E. M. Weaver.  
 Albemarle-Stanly Co. Fair Assn. Oct. 5-10. C. A. Skidmore.  
 Apex-Apex & Fuquay Five-Co. Fair. Sept. 21-26. Dr. S. H. Baldwin.  
 Asheboro-Randolph Co. Fair. Sept. 21-26. Waldo C. Cheek.  
 Asheville-Buncombe Co. District Fair. Aug. 24-29. E. W. Pearson.  
 Carthage-Moore Co. Fair Assn. Week of Sept. 29. Paul H. Waddill.  
 Charlotte-Southern States Fair. Oct. 20-24. Dr. J. S. Dorton.  
 Cherokee-Cherokee Indian Fair. Oct. 6-10. J. L. Walters.  
 Durham-Durham Co. Fair & Tobacco Festival. Last week in Oct. Mel J. Thompson.  
 Enfield-Firemen's Agrl. Fair. Sept. 28-Oct. 3. George R. Ivey.  
 Gastonia-Gaston Co. Fair. Oct. 12-17. F. A. Whiteside.  
 Greensboro-Greensboro Fair. Sept. 28-Oct. 3. Norman Y. Chambliss.  
 Henderson-Golden Belt Fair. Oct. 5-10. C. M. Hight.  
 Hickory-Catawba Fair Assn. Oct. 6-10. John W. Robinson.  
 High Point-High Point Fair. Sept. 21-26. A. C. Ingram.  
 Lenoir-Rockingham Co. Fair Assn. Aug. 31-Sept. 5. S. M. Harris.  
 Littleton-Littleton Tri-Co. Fair. Oct. 26-31. T. R. Walker.  
 Lumberton-Robeson Co. Fair Assn. Sept. 22-25. R. A. Hedgpeh.  
 Mount Airy-American Legion Fair. Sept. 21-26. W. L. Sydnor.  
 North Wilkesboro-Great Northwestern Fair. Sept. 15-19. W. A. McNeil.  
 Raleigh-North Carolina State Fair. Oct. 13-17. Dr. J. S. Dorton.  
 Reidsville-Reidsville Fair Assn. Sept. 28-Oct. 3. Aaron Weinstein.  
 Rocky Mount-Rocky Mount Fair. Oct. 6-10. Mrs. Norman Y. Chambliss.  
 Rutherfordton-Rutherford Co. Fair. Sept. 21-26. F. E. Patton.  
 Shelby-Cleveland Co. Fair. Sept. 20-24. J. S. Dorton.  
 Spring Hope-Nash Co. Fair. Sept. 31-26. Hobart Brantley.  
 Spruce Pine-Toe River Fair Assn. Sept. 8-12. W. M. Wiseman.  
 Troutman-Iredell Co. Agrl. Fair. Sept. 28-Oct. 3. C. O. Hadley, Statesville, N. C.  
 Warrenton-Warren Co. Fair Assn. Week of Oct. 12. R. H. Bright.  
 Warsaw-Duplin Co. Agrl. Fair. Nov. 9-14. R. D. Johnson.  
 Williamston-Martin Co. Agrl. Fair. Sept. 28-Oct. 3. W. E. Dunn.  
 Wilson-Wilson Co. Fair. Oct. 19-24. W. H. Dunn.  
 Winston-Salem-Winston-Salem & Forsyth Co. Fair. Oct. 6-10. G. C. McNair.  
 Woodland-Roanoke-Chowan Fair. Oct. 12-17. T. R. Walker, Littleton, N. C.

North Dakota

Bottineau-Bottineau Co. Agrl. Soc. Sept. 22-24. Dr. J. C. Jirikovic.  
 Cando-Towner Co. Fair Assn. June 29-July 1. Mont. Bacon.  
 Fargo-Red River Valley Fair. Aug. 31-Sept. 5. A. D. Scott.  
 Fessenden-Weils Co. Free Fair. July 7-10. E. W. Vancouver.  
 Grand Forks-Greater Grand Forks State Fair. June 22-27. Ralph Lynch.  
 Hamilton-Pembina Co. Fair Assn. July 16-18. Franklin Page.  
 Jamestown-Stutsman Co. Fair Assn. July 2-4. Dr. G. A. Ottinger.  
 Langdon-Cavalier Co. Fair Assn. July 13-15. Dick Forkner.  
 Minot-North Dakota State Fair. June 30-July 5. H. L. Pinko.  
 Mott-Hettinger Co. Fair Assn. Sept. 11-12. Mrs. Thilma Oleson.

Ohio

Andover-Andover Fair. Sept. 11-12. E. G. Haas.  
 Ashland-Ashland Co. Agrl. Soc. Sept. 23-26. James S. Atterholt.  
 Ashley-Ashley Ind. Agrl. Soc. July 15-18. Harry S. Wigton.  
 Athens-Athens Co. Agrl. Soc. Aug. 24-27. L. C. Baker.  
 Attica-Attica Fair. Sept. 30-Oct. 3. Carl B. Carpenter.  
 Barlow-Barlow Agrl. Assn. Sept. 24-26. C. E. Lawton.  
 Bellefontaine-Logan Co. Agrl. Soc. Sept. 22-25. Carl C. Kirk.  
 Bellville-Bellville Ind. Agrl. Soc. Sept. 16-19. E. O. Kochheiser.  
 Berea-Cuyahoga Co. Agrl. Soc. Aug. 19-23. William H. Kroesen.  
 Bluffton-Bluffton Agrl. Soc. Dec. 9-11. Harry F. Barnes.  
 Burton-Geauga Co. Agrl. Soc. Sept. 4-7. Charles A. Riley.  
 Cadiz-Harrison Co. Agrl. Assn. Oct. 7-9. Lance H. Barger.  
 Caldwell-Noble Co. Agrl. Soc. Sept. 2-4. O. J. Lorenz.  
 Canfield-Mehoning Co. Agrl. Soc. Sept. 5-7. E. R. Zieger, Youngstown, O.  
 Canton-Stark Co. Agrl. Soc. Sept. 7-10. Ed S. Wilson.  
 Carrollton-Carroll Co. Agrl. Soc. Sept. 30-Oct. 3. Leonard George, Harlem Springs, O.  
 Carthage-Cincinnati-Hamilton Co. Agrl. Soc. Sept. 16-19. D. R. Van Atta, 410 Court-house, Cincinnati.  
 Celina-Mercer Co. Agrl. Soc. Aug. 16-21. W. F. Archer.  
 Circleville-Pickaway Co. Agrl. Soc. (Pumpkin Show). Oct. 7-10. Mack D. Parrett.  
 Columbus Grove-Putnam-Allen Co.'s Ind. Agrl. Soc. Dec. 16-18. Amos L. Goodwin.  
 Coshocton-Coshocton Co. Agrl. Soc. Oct. 6-10. C. V. Croy, Dresden, O.  
 Croton-Hartford Ind. Agrl. Soc. Sept. 9-12. Clell H. Sinkey, Centerburg, O.  
 Dayton-Montgomery Co. Fair. Sept. 7-10. R. C. Haines.  
 Delaware-Delaware Co. Agrl. Soc. Sept. 22-25. John Wagner.  
 Delphos-Allen Co. Agrl. Soc. Aug. 25-29. Art O. Wulforst.  
 Dover-Tuscarawas Co. Agrl. Soc. Sept. 23-26. S. O. Mase.  
 Eaton-Preble Co. Agrl. Soc. Sept. 15-18. Wm. B. Pryor.  
 Findlay-Hancock Co. Agrl. Soc. Sept. 9-12. Orvell Crates, Jenera, O.  
 Fredericktown-Fredericktown Comm. Agrl. Soc. Sept. 17-19. Irl Willis.  
 Fremont-Sandusky Co. Agrl. Soc. Sept. 8-11. Russell S. Hull.  
 Gallipolis-Gallia Co. Agrl. Soc. Sept. 23-26. Dorothy L. White.  
 Georgetown-Brown Co. Fair. Oct. 7-9. William M. Warner.  
 Greenville-Darke Co. Fair. Aug. 23-28. Frank Hiestand, Rossburg, O.  
 Hamilton-Butler Co. Agrl. Soc. Sept. 27-Oct. 3. John W. Cochran, Sevenmile, O.  
 Hicksville-Defiance Co. Agrl. Soc. Aug. 25-28. E. Mentzer.  
 Hilliards-Franklin Co. Agrl. Soc. Aug. 18-20. Arch A. Alder.  
 Jefferson-Ashtabula Co. Agrl. Soc. Aug. 19-21. E. W. Lampson.  
 Kenton-Hardin Co. Agrl. Soc. Sept. 30-Oct. 2. Charles R. Fulton.  
 Lancaster-Fairfield Co. Agrl. Soc. Oct. 14-17. Russell W. Alt, R. 1, Baltimore, O.  
 Lebanon-Warren Co. Agrl. Soc. Sept. 22-25. John T. Gorman.  
 Lisbon-Columbiana Co. Agrl. Soc. Sept. 15-18. J. H. Sinclair, Hanoverton, O.  
 Logan-Hocking Co. Agrl. Assn. Sept. 16-19. D. Melvin Heft.  
 London-Madison Co. Agrl. Soc. Aug. 33-27. Fred M. Guy, Irwin, O.  
 Loudonville-Loudonville Agrl. Soc. Oct. 6-8. Charles Bernhard Jr.  
 Lucasville-Scioto Co. Agrl. Soc. Aug. 4-7. H. T. Caldwell, Portsmouth, O.  
 McConnelsville-Morgan Co. Agrl. Soc. Sept. 16-18. Ray G. Smith.  
 Mansfield-Richland Co. Agrl. Soc. Aug. 25-28. R. D. Hale.  
 Marietta-Washington Co. Agrl. Assn. Sept. 7-9. L. E. Apple.  
 Marion-Marion Co. Agrl. Soc. Aug. 25-28. William K. Davis.  
 Marysville-Union Co. Agrl. Soc. Oct. 6-9. Harry A. Taylor.  
 Medina-Medina Co. Agrl. Soc. Sept. 10-12. Jay V. Elmhart.  
 Middleport-Meigs Co. Fair. Sept. 16-18. Charles Radford Jr., Minersville, O.  
 Millersburg-Holmes Co. Fair. Sept. 8-11. H. O. Logsdon.  
 Montpelier-Williams Co. Agrl. Soc. Sept. 15-19. G. V. Lockhart.  
 Mount Gilead-Morrow Co. Agrl. Soc. Sept. 10-12. A. A. Brollier.  
 Mount Vernon-Knox Co. Agrl. Soc. Oct. 14-17. Henry G. Richards.  
 Napoleon-Henry Co. Agrl. Soc. Sept. 2-5. James D. Murray.  
 Newark-Licking Co. Agrl. Soc. Oct. 1-3. D. E. Bebout.  
 Norwalk-Huron Co. Agrl. Soc. Sept. 1-4. Mrs. Effreda Grayton.  
 Old Washington-Guernsey Co. Agrl. Soc. Sept. 16-18. J. F. St. Clair.  
 Ottawa-Putnam Co. Agrl. Soc. Oct. 6-10. Jos. L. Brickner.  
 Owensville-Clermont Co. Agrl. Soc. Aug. 18-21. J. W. Evans.  
 Painesville-Lac Co. Agrl. Soc. Aug. 25-28. Mrs. Eva S. Merrill.  
 Paulding-Paulding Co. Agrl. Soc. Sept. 23-26. O. C. Lehman, Payne, O.

Piketon—Pike Co. Agrl. Soc. Aug. 11-14. Frank B. Cooper. Plain City—Plain City Ind. Agrl. Soc. Aug. 6-9. H. S. Foust. Proctorville—Lawrence Co. Agrl. Assn. Aug. 19-21. D. E. Lewis, Ironton, O. Randolph—Randolph Agrl. Soc. Sept. 18-19. R. P. Hamilton. Richwood—Richwood Tri-C. Fair. July 31-24. Ralph B. Vestal. St. Clairsville—Belmont Co. Agrl. Soc. Sept. 9-12. William R. Butcher Jr. Shelby—Shelby Comm. Street Fair Assn. Sept. 9-12. Carl L. Wenzel. Sidney—Shelby Co. Agrl. Soc. Sept. 15-18. Ben O. Harmon, Anna, O. Smithfield—Jefferson Co. Agrl. Soc. Sept. 23-25. W. E. Rose, R. 1, Rayland, O. Smyrna—Tri-Co. Ind. Agrl. Soc. Sept. 24-26. H. M. Fitch, Moorefield, O. Tiffin—Seneca Co. Agrl. Soc. Aug. 25-28. C. B. Baker. Toledo—Lucas Co. Agrl. Soc. Sept. 17-20. Charles Glenn, 411 Michigan St. Troy—Miami Co. Agrl. Soc. Aug. 18-21. E. O. Ritter. Upper Sandusky—Wyandot Co. Agrl. Soc. Sept. 15-18. H. A. Hudson. Urbana—Champaign Co. Agrl. Soc. Aug. 10-14. John W. Yoder. Van Wert—Van Wert Co. Agrl. Soc. Sept. 7-11. N. E. Stuckey. Wapakoneta—Auglaize Co. Agrl. Soc. Aug. 30-Sept. 4. Harry Kahn. Warren—Trumbull Co. Agrl. Soc. Aug. 10-15. Donald R. Baker. Washington C. H.—Fayette Co. Agrl. Soc. July 28-Aug. 1. George L. Gossard. Wauseon—Fulton Co. Agrl. Soc. Sept. 7-10. C. C. Ackerman. Wellington—Lorain Co. Agrl. Soc. Aug. 25-27. Clair L. Hill. Wellston—Jackson Co. Agrl. Soc. Aug. 13-20. Charles N. Gaskill. West Union—Adams Co. Agrl. Assn. Aug. 18-21. Charles S. Kirker. Wilmington—Clinton Co. Agrl. Soc. Aug. 10-14. Gertrude Hanks. Woodsfield—Monroe Co. Fair. Sept. 9-11. Ralph Schumacher. Wooster—Wayne Co. Agrl. Soc. Sept. 15-19. W. J. Buss. Xenia—Greene Co. Agrl. Soc. Aug. 4-7. Mrs. J. Robert Bryson. Zanesville—Muskingum Co. Agrl. Soc. Aug. 18-21. Perl D. Elliott, New Concord, O.

Oklahoma

Anadarko—Caddo Co. Free Fair. Sept. 16-19. E. T. Cook. Beaver—Beaver Co. Free Fair Assn. Sept. 16-19. Mrs. Leitha Howe. Blackwell—Kay Co. Free Fair Assn. Second week in Sept. W. R. Hutchison, Newkirk. Chandler—Lincoln Co. Free Fair. Sept. 16-19. A. M. Jarvis. Cushing—Cushing District Fair. Sept. 10-12. D. H. Fisher. Dewey—Washington Co. Free Fair. Sept. 8-10. V. Long. Duncan—Stephens Co. Fair Assn. Sept. 8-12. Tom Divine. Enid—Garfield Co. Free Fair Assn. Oct. 26-30. J. B. Hurst. Fairview—Major Co. Free Fair. Sept. 22-25. W. B. Hanly. Hennessey—Hennessey Free Fair. Sept. 1-3. Art Walkers. Hydro—Hydro District Fair. Sept. 3-5. Grace R. Felton. Miami—Ottawa Co. Free Fair. Sept. 7-13. George H. Merriam. Muskogee—Oklahoma Free State Fair. Oct. 4-11. Ethel Murray Simonds. Oklahoma City—Oklahoma State Fair & Expo. Sept. 26-Oct. 3. Ralph T. Hemphill. Pauls Valley—Garvin Co. Free Fair. Sept. 14-19. Russell Pierson. Pawhuska—Osage Co. Free Fair Assn. Sept. 14-17. Fred Ahrberg. Pond Creek—Grant Co. Free Fair. Oct. 13-16. Dr. Gale. Poteau—Le Flore Co. Free Fair Assn. Sept. 15-19. Harold V. Yerby. Purcell—McClain Co. Free Fair. Sept. 10-12. Forrest Nelson. Tulsa—Tulsa State Fair. Sept. 6-11. Wm. B. Way. Watonga—Blaine Co. Free Fair. Sept. 8-11. Floyd D. Dowell. Waurika—Jefferson Co. Free Fair. Sept. 17-19. Robt. S. Connock. Wewoka—Seminole Co. Free Fair. Sept. 8-12. L. H. Stinnett.

Oregon

Burns—Harney Co. Fair. Sept. 18-20. D. C. Jordan. Eugene—Lane Co. Fair Assn. Sept. 23-26. Fred G. Knox. Fossil—Wheeler Co. Fair. Sept. 11-12. Arnold C. Ebert. Gresham—Multnomah Co. Fair Assn. Aug. 24-30. A. H. Lea, 319 Oregon Bldg., Portland. Hillsboro—Washington Co. Fair. Sept. 3-5. Mrs. Leon S. Davis. Hood River—Hood River Co. 4-H Club Fair. Aug. 26-27. A. L. Marble. La Grande—Union Co. Fair Assn. Latter part of Sept. W. R. Gekeler. Lakeview—Lake Co. Fair. Sept. 5-7. E. A. Patsch. Monmouth—Polk Co. Fair. Aug. 28-29. Josiah Wills, Dallas, Ore. Myrtle Point—Coos Co. Fair Assn. Sept. 16-19. L. H. Pearce. Newport—Lincoln Co. Fair. Aug. 27-29. H. G. Smith, Toledo, Ore. Ontario—Malheur Co. Fair & Rodeo. Aug. 30-Sept. 1. Thadene Osborn, Nyssa, Ore. Portland—Pacific Internat'l Livestock Expo. Oct. 3-10. O. M. Plummer, 305 Wilcox Bldg. Salem—Oregon State Fair. Sept. 7-13. Leo G. Spitzbart. Tygh Valley—Wasco Co. Fair. Sept. 25-27. Floyd Kelly, Maupin, Ore.

Pennsylvania

Abbottstown—United Farmers Fair Assn. Aug. 18-22. C. J. Meckley. Allentown—Allentown Fair. Sept. 22-26. M. H. Beary. Arendtsville—South Mountain Fair Assn. Sept. 9-12. A. D. Sheely. Bedford—Bedford Fair Assn. Aug. 25-29. A. C. Brice. Bloomsburg—Bloomsburg Fair. Sept. 23-Oct. 3. Harry B. Correll. Butler—Butler Fair & Expo. Aug. 11-14. C. M. Miller. Centre Hall—Grange Encampment & Centre Co. Fair. Aug. 22-28. Mrs. Samuel Grove. Clearfield—Clearfield Co. Fair. Aug. 3-8. Wm. Brice Jr., Bedford, Pa.

Cochranon—Cochranon Community Fair. Sept. 17-19. A. N. Shaffer. Conneautville—Conneautville Community Fair Assn. Sept. 10-12. Kenneth Mowry. Conshohocken—Spring Mill Fair. July 5-16. Samuel M. Glass. Cookport—Green Township Community Fair Assn. Sept. 17-19. F. P. Walker, Commodore, Pa. Doylestown—Doylestown Fair. Aug. 23-29. J. Allen Gardy. Edinboro—Edinboro Community Fair. Sept. 17-19. Norman P. Manners. Ephrata—Ephrata Farmers Day Assn. Sept. 30-Oct. 3. Ira E. Pasnacht. Fawn Grove—Fawn Grove Improvement Assn. Aug. 5-8. L. M. Brown, Bridgeton, Pa. Forksville—Sullivan Co. Agrl. Soc. Sept. 2-5. J. R. Whiteley. Graetz—Graetz Fair Assn. Sept. 22-26. Guy R. Klingner. Greensburg—Harrod Community Fair. Aug. 20-22. J. H. Shlvis Jr. Hanover—Forest Park Free Fair. Sept. 8-13. A. F. Karst. Harford—Harford Agrl. Soc. Sept. 9-11. J. A. Williams. Hatfield—Montgomery Co. Fair. Sept. 7-12. Alton F. Kinsey. Honesdale—Wayne Co. Agrl. Soc. Sept. 23-25. R. W. Gammell. Hughesville—Lycoming Co. Fair Assn. Sept. 14-19 (tentative). Elton B. Edkin. Huntingdon—Huntingdon Co. Fair Assn. Aug. 31-Sept. 5. Kermit L. Laney. Indiana—Indiana Co. Fair Assn. Aug. 24-27. B. H. Lichteberger. Jeannette—Jenners Fair Assn. Sept. 1-4. A. O. Lape, Jenners, Pa. Kutztown—Kutztown Fair. Aug. 17-22. Claude L. Bordner. Laurelton—Union Co. West End Fair Assn. Sept. 9-12. Wm. D. Bauserman. Lehighton—Lehighton Fair. Sept. 7-13. Frank R. Diehl. McConnellsburg—Fulton Co. Fair Assn. Sept. 9-12. Frank H. Johnston, Webster Mills. Manheim—Manheim Community Farm Show. Oct. 1-3. E. Allan Auld. Martinsburg—Morrison Cove Community Fair. Oct. 23-24. Ella S. Ebersole, Curryville. Mechanicsburg—Grangers (Picnic) Fair. Aug. 21-Sept. 7. Roy Richwine. Meyersdale—Somerset Co. Fair Assn. Aug. 18-21. Clarence P. Rowe. Montrose—Susquehanna Co. Agrl. Soc. Aug. 26-28. Paul C. Harrison. Newfoundland—Greene-Dreher Fair Assn. Sept. 3-5. Henry G. Bojer, Greentown, Pa. Newville—Mifflin Agrl. Assn. Sept. 16-20. E. Lee Oller. Pleasant Valley—Springfield Farm Show. Nov. 19-22. Roy H. Giesmann. Port Royal—Juniata Co. Agrl. Soc. Sept. 7-12. J. H. Book. Reading—Reading Fair. Sept. 13-20. Chas. W. Swayer. Red Lion—Gala Week Fair. July 20-25. R. M. Spangler. Selinsgrove—Selinsgrove Night Fair. Week of July 20. Roland E. Fisher. Stoneboro—Stoneboro Fair. Sept. 2-7. Walter B. Parker. Sugar Grove—Sugar Grove Fair. Sept. 17-19. T. R. Sponsler. Tioga Junction—Tioga Valley Fair Assn. Aug. 6-9. Carl H. Forrest, Lawrenceville, Pa. Troy—Troy Agrl. Soc. Aug. 18-22. H. D. Holcombe. Tunkhannock—Wyoming Co. Fair Assn. Sept. 15-19. B. O. Sheldon, Laceyville, Pa. Turbotville—Turbotville Fair Assn. Oct. 7-10. Calvin W. Menges, R. D. 3, Watsontown, Pa. Unionville—Unionville Community Fair. Oct. 29-31. Roland Conard, R. D. 6, W. Chester. Waterford—Waterford Community Fair Assn. Sept. 9-12. Ray J. Salmon. Wattsburg—Wattsburg Agrl. Soc. Sept. 1-5. H. M. Burrows. Wind Ridge—Jacktown Fair. Aug. 25-27. O. I. Dille. Wooddale, Mt. Pleasant—Pleasant Valley Grange Fair. Oct. 6-10. Eugene V. Keefer, R. D. 2, Box 242, Conneautville. Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 15-17. Howard F. Fox, Loysburg, Pa. York—York Interstate Fair. Sept. 15-19. John H. Rutter. Youngsville—Youngsville Community Fair Assn. Sept. 9-12. E. L. Albright.

South Carolina

Anderson—Anderson Fair. Nov. 2-7. J. A. Mitchell. Brunson—Hampton Co. Fair Assn. Nov. 23-28. W. P. Hogarth. Central—Pickens Co. Fair. Oct. 12-17. L. S. Griffin. Charleston—Charleston Agrl. Fair. Oct. 26-Nov. 1. W. McLeod Frampton. Columbia—South Carolina State Fair. Oct. 19-24. Paul V. Moore. Dillon—Dillon Co. Fair Assn. Week of Oct. 19. L. B. Rogers. Greenville—Greenville Co. Fair. Oct. 19-24. C. A. Herlong. Greenville—Greenville Colored Fair Assn. Oct. 19-24. U. S. G. Sweeney Jr., R. 3, Simpsonville. Greenwood—Greenwood Co. Fair. Oct. 19-24. E. B. Henderson. Manning—Clarendon Co. Fair. Oct. 5-10. Harry P. Thames. Newberry—Newberry Co. Fair Assn. Oct. 26-30. H. T. Cannon. Orangeburg—Orangeburg Co. Fair Assn. Oct. 27-31. J. M. Hughes. Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 13-16. W. G. Lewis. Owings—Mt. Carmel Fair. Oct. 14-17. A. N. Saxon. Rock Hill—York Co. Fair Assn. Week of Oct. 12. Miss F. M. Fewell. Spartanburg—Spartanburg Co. Fair Assn. Oct. 5-10. D. C. Todd. Sumter—Sumter Co. Fair. Oct. 13-17. J. Cliff Brown. York—York Co. Colored Fair. Oct. 19-24. L. A. Wright, R. 3, Clover, S. C.

South Dakota

Clear Lake—Deuel Co. Fair Assn. Sept. 16-18. Fred Seeger. Gettysburg—Potter Co. Fair. Aug. 21-22. James J. O'Connell. Huron—South Dakota State Fair. Sept. 7-12. C. B. Hansen. Mitchell—Corn Palace Festival. Sept. 21-26. E. A. Kirkpatrick. Murdo—Jones Co. Fair. Aug. 27-29. M. E. Sanderson. Nisland—Butte Co. Fair. Aug. 27-29. Beyer Aune, Newell, S. D.

Onida—Sully Co. Fair Assn. Aug. 27-29. John E. Jeremiason. Parker—Turner Co. Fair. Aug. 17-19. J. C. Jensen. Pine Ridge—Oglala Sioux Fair & Festival. Aug. 20-22. M. G. Ripke. Rosebud—Rosebud Sioux Indian Fair. Aug. 28-29. Carl B. Aasmott. Sioux Falls—Sioux Empire Fair. Aug. 24-30. John P. White. Tripp—Hutchinson Co. Fair Assn. Sept. 21-24. John H. Craig.

Tennessee

Alexandria—De Kalb Co. Fair. Sept. 2-5. Rob Roy. Ashland City—Cheatham Co. Fair Assn. Oct. 1-3. Ewell Perry. Bolivar—Hardeman Co. Colored Fair Assn. Oct. 8-10. W. B. Hunt, Box 43, Grand Junction. Camden—Benton Co. Fair Assn. Sept. 16-19. R. L. Davis. Carthage—Carthage Agrl. Assn. Aug. 19-22. W. B. Robinson. Clarksville—Montgomery Co. Colored 4-H Fair. Oct. 2-3. James A. Belle. Columbia—Middle Tenn. Fair. Week of Aug. 24. George L. Buchnau. Cookeville—Putnam Co. Fair. Sept. 10-12. O. D. Massa. Erin—Houston Co. Fair. Sept. 24-26. W. B. Price. Gainesboro—Jackson Co. Fair Assn. Oct. 1-3. S. J. McFall. Gallatin—Sumner Co. Colored Fair. Aug. 27-29. Edw. V. Anthony. Hartsville—Hartsville Colored Fair Assn. Aug. 6-8. Price Valentine, RFD 3, Bethpage, Tenn. Huntingdon—Carroll Co. Fair Assn. Sept. 29-Oct. 3. J. F. Walters. Huntingdon—Carroll Co. Colored Fair Assn. Oct. 7-10. W. A. Cox. Jackson—Madison Co. Colored Fair. Sept. 22-26. J. E. McNeely. Jamestown—Fentress Co. Fair Assn. Sept. 3-5. Carl V. Wright. Knoxville—Tennessee Valley Fair. Sept. 23-Oct. 3. Charles A. Brakebill. Lebanon—Wilson Co. Fair. Sept. 16-19. A. W. McCartney. Lexington—Henderson Co. Colored Free Fair. Sept. 14-19. Prof. C. C. Bond. Linden—Perry Co. Fair Assn. Sept. 10-12. Tom Godwin. McMinnville—Warren Co. Fair Assn. Aug. 13-15. John W. Nelms. Manchester—Coffee Co. Fair Assn. Sept. 24-26. David W. Shields Jr. Memphis—Mid-South Fair. Oct. 10-17. Henry W. Beaudoin. Memphis—Colored Tri-State Fair. Oct. 23-24. Dr. L. G. Patterson. Murfreesboro—Mid-State Colored Fair. Aug. 19-22. Dr. James R. Patterson. Nashville—Tennessee State Fair. Sept. 21-26. Phil O. Travis. Oneida—Scott Co. Fair. Sept. 10-12. E. O. Terry. Pikeville—Bledsoe Co. Fair Assn. Sept. 24-26 (tentative). Roy Cooper. Santa Fe—Santa Fe Fair Assn. Sept. 10-12. J. D. Fitzgerald. Tracy City—Grundy Co. Fair Assn. Aug. 20-22. Victor Gross. Trenton—Gibson Co. Fair. Sept. 23-26. John R. Wade. Union City—Obion Co. Colored Fair Assn. Sept. 23-26. Rev. M. L. Young. Westmoreland—East Sumner Co. Fair. Sept. 4-5. Miss Gustine Simmons. Winchester—Franklin Co. Fair Assn. Aug. 28-29. Floyd Anderson. Woodbury—Cannon Co. Fair Assn. Sept. 17-19. Mrs. J. H. Cummings.

Texas

Angleton—Brazoria Co. Fair Assn. Sept. 29-Oct. 3. J. S. Hostetter. Bartlett—Bartlett Community Fair. Oct. 1-3. Lee Janke. Bellville—Austin Co. Fair Assn. Oct. 8-10. Albert Sander Jr. Boerne—Kendall Co. Fair Assn. Aug. 25-30. A. Mc.D. Gilliat. Bowie—Bowie Fair Assn. First week in Oct. Henry Moore. Breckenridge—Stephens Co. Fair Assn. Sept. 24-26. E. R. Maxwell. Center—Shelby Co. Fair Assn. Oct. 6-10. Guy Cowser. Conroe—Montgomery Co. Fair. Oct. 19-24. Oscar B. Jones. Corsicana—Corsicana Dist. Fair & Rodeo. Sept. 29-Oct. 3. R. W. Knight. Crockett—Houston Co. Fair. Oct. 12-17. J. H. Reimcke. Dallas—State Fair of Texas. Oct. 10-25. Roy Rupard. Denton—Denton Co. Fair. Sept. 29-Oct. 3. O. L. Fowler. Eagle Pass—Eagle Pass International Fair. Oct. 21-25. J. M. Mabe. Eastland—Eastland Co. Fair Assn. Sept. 24-26. H. J. Tanner. Franklin—Robertson Co. Fair Assn. Sept. 30-Oct. 3. V. M. Harris. Fredericksburg—Gillespie Co. Fair Assn. Aug. 28-30. Otto H. Burdorf. Giddings—Lee Co. Fair Assn. Oct. 8-10. W. F. Kieck. Gonzales—Gonzales Co. Fair Assn. Oct. 20-24. E. C. Mueller. Graham—Possum Kingdom Fair & Rodeo. Sept. 15-19. Melvin Slav. Greenville—Hunt Co. Fair. Aug. 24-29. C. A. Duck. Hallettsville—Lavaca Co. Fair. Sept. 4-5. Haskell—Central West Texas Fair. Oct. 7-10. Homer Neal. Henderson—Rusk Co. Fair Assn. Sept. 28-Oct. 3. Ben C. Marable. Iowa Park—Wichita Co. Free Fair. Sept. 23-26. Mrs. Lucy Dale. Jasper—Jasper Co. Fair Assn. Oct. 13-17. J. Paul Hardin. Jefferson—Marion Co. Fair. Sept. 15-19. C. R. Heaton. Johnson City—Blanco Fair & Rodeo. Aug. 7-9 (tentative). Ross B. Jenkins. LaGrange—Fayette Co. Fair Assn. Oct. 2-4. Marshall H. Holloway. Leonard—Leonard Fair Assn. Sept. 22-26. Clay Dodson. Liberty—Trinity Valley Expo. Oct. 22-24. Milton Sipes. Linden—Ocas Co. Fair. Sept. 22-26. W. D. Berry. Livingston—Polk Co. Fair Assn. Oct. 13-17. B. B. Martin. Lubbock—Panhandle South Plains Fair Assn. Oct. 5-10. A. B. Davis. Luftkin—Texas Forest Festival. Oct. 5-10. W. R. Beaumier.

McKinney—Collin Co. Fair Assn. Sept. 23-Oct. 2. W. Hammond Moore. Marshall—Central East Texas Fair. Sept. 21-26. Edward Stone. Nacogdoches—Nacogdoches Co. Fair. Oct. 13-17. Joe L. Mock. New Braunfels—Comal Co. Fair Assn. Sept. 25-27. H. H. Wittenborn. Orange—Orange Co. Fair. Oct. 26-31. T. O. Landrum. Palestine—Anderson Co. Fair. Oct. 5-10. C. O. Miller Jr. Quintan—Quintan Fair Assn. Sept. 7-12. Robert Lytal. Richardson—Richardson Community Fair. Sept. 10-12. Mrs. Jackie Huffines. Richmond—Rosenberg—Fort Bend Co. Fair Assn. Oct. 8-11. C. I. Spedecor, Needville. Rising Star—Rising Star Free Fair. Sept. 15-18. J. F. Robertson. San Augustine—San Augustine Co. Fair Assn. Sept. 22-26. J. J. Mitchell. Seminole—Galves Co. Fair. Oct. 30-31. Roy K. Shifflet. Snyder—Scurry Co. Products Show. Oct. 7-16. Robt. G. Dillard. Tyler—East Texas Fair Assn. Sept. 14-19. V. F. Fitzhugh. Wharton—Wharton Co. & Gulf Coast Expo. Oct. 13-17. H. C. Copenhagen. Yoakum—Agrl. & Livestock Show. First week in June. Yorktown—Yorktown Fair Assn. Oct. 14-17. Paul A. Schmidt.

Utah

Coalville—Summit Co. Fair. Sept. 14-16. K. B. Hixson. Farmington—Davis Co. Fair. Aug. 25-28. Ellen Agren. Fillmore—Millard Co. Fair. Sept. 3-5. June Gordon. Logan—Cache Co. Fair & Rodeo. Sept. 15-17. N. J. Crookston. Morgan City—Morgan Co. Fair Assn. Sept. 3-4. Gilbert Francis. Murray—Salt Lake Co. Fair. Sept. 2-5. Chester G. Bello, Magna, Utah. Nephi—Juab Co. Fair. Sept. 3-5. LaVon Harris. Tremonton—Box Elder Co. Fair. Aug. 27-29. Guy Johnson.

Vermont

Barton—Orleans Co. Fair. Aug. 20-22. F. C. Brown. Essex Junction—Champlain Valley Expo. Aug. 30-Sept. 5. H. K. Drury. Hartland—Hartland Fair. Aug. 26-30. P. C. Burlington, Windsor, Vt. Lyndonville—Caledonia Co. Fair Assn. Aug. 27-29. A. E. Donahue. Morrisville—Lamoille Valley Fair. Aug. 5-8. Erwin H. Olmstead. Rutland—Rutland Fair. Sept. 7-12. Tunbridge—Union Agrl. Assn. Sept. 22-24. Edw. R. Flint.

Virginia

Abingdon—Southwest Va. Fair Assn. Aug. 25-29. G. Y. Booker. Amherst—Amherst Co. Fair Assn. Oct. 7-9. L. H. Shrader. Berryville—Clarke Co. Horse & Colt Show Assn. Aug. 30-31. A. B. Hummer. Bland—Bland Co. Fair Assn. Sept. 4-5. T. E. Mallory. Chesterfield—Chesterfield Co. Fair Assn. Oct. 14-17. J. C. McKesson, RFD 3, Richmond. Clintwood—Farmers' Fair Assn. Sept. 3-5. W. H. McCoy. Covington—Alleghany Co. Fair Assn. Sept. 7-12. Thomas B. McCaleb. Danville—Danville Fair Assn. Oct. 6-9. C. I. Booth. Dungannon—Scott Co. Fair Assn. Sept. 9-12. Charles W. Compton, Wood, Va. Farmville—Five-County Fair Assn. Sept. 21-26. J. C. Erickert. Fincastle—Botetourt Co. Fair Assn. Sept. 28-Oct. 3. G. T. McFerran. Galax—Galax Fair. Sept. 7-12. G. P. Carr. Keller—Eastern Shore Fair Assn. Aug. 18-22. J. Milton Mason. Luray—Page Co. Fair. Aug. 24-29. Amos Cave. Lynchburg—Lynchburg Legion Agrl. Fair Assn. Sept. 14-19 (tentative). Abe Cohen. Manassas—Manassas Fair Assn. Sept. 7-8. James M. Baucum. Martinsville—Henry Co. Fair Assn. Sept. 14-19. O. B. Hensley. Martinsville—Martinsville Colored Fair. Aug. 24-29. D. O. Baldwin. Orange—Orange Firemen's Fair. July 4-11. E. H. Rouse. Petersburg—Southside Va. Fair. Oct. 5-10. R. Willard Eanes. Richmond—Virginia State Fair. Sept. 28-Oct. 3. Charles A. Somma. Roanoke—Roanoke Fair. Aug. 24-29. Lester Hutson. Suffolk—Tidewater Fair Assn. Oct. 20-23. H. C. Holman. South Boston—Halifax Co. Fair. Oct. 13-17. W. W. Wilkins. Staunton—Staunton Fair. Sept. 7-12. C. B. Ralston. Warsaw—Northern Neck Fair Assn. Sept. 21-26. L. F. Altaffer. Wise—Wise Co. Fair Assn. Aug. 27-29. B. F. Gilliam. Woodstock—Shenandoah Co. Fair Assn. Sept. 15-18. Frank M. Pravel.

Washington

Battle Ground—Clark Co. Fair Assn. Aug. 20-22. E. C. Durdle, Vancouver, Wash. Chehalis—Centralia—Southwest Wash. Fair Assn. Aug. 26-30. Thomas E. Wood, Chehalis. Cheney—Cheney Community Fair. Sept. 17-19. Mamie Ottomeier. Colville—Stevens Co. Grange Fair Assn. Sept. 10-12. A. K. Millay. Davenport—Lincoln Co. Fair Assn. Sept. 18-19. Edward Heinemann. Langley—Island Co. Fair. Sept. 11-12. E. E. Nobel. Lynden—Northwest Wash. District Fair. Sept. 2-5. Dr. A. E. Rusco. Olympia—Thurston Co. Fair. Approx. Aug. 25-26. Mary Ann Paletto. Port Angeles—Clallam Co. Fair Assn. Sept. 10-13. W. C. Geller. Puyallup—Western Wash. Fair Assn. Sept. 21-27. A. E. Bartel. Ritzville—Adams Co. Junior Fair Assn. Sept. 11-12. Mrs. Walter Meyer. Skamokawa—Wahkiakum Co. Fair Assn. Sept. 10-12. R. E. Roffler, Cathlamet, Wash. Walla Walla—Southeastern Wash. Fair Assn. Sept. 3-5. Leslie L. Stewart.

Waterville—Douglas Co. Fair. Sept. 11-13. William Volz.
Yakima—Central Wash. Fair Assn. Sept. 17-20. J. Hugh King.

West Virginia

Clay—Clay Co. Fair Assn. Sept. 16-19. C. W. Thornley.
Dunbar—West Va. Free Fair. Sept. 5-13. T. H. McGovran, Charleston, W. Va.
Elizabeth—Wirt Co. 4-H Fair. Aug. 19-21. Paul M. Hess.

Wisconsin

Antigo—Langdale Co. Agrl. Soc. Aug. 14-15. John T. Omernik.
Baraboo—Sauk Co. Fair. Aug. 31-Sept. 3. M. H. Sehey.
Beaver Dam—Dodge Co. Fair Assn. June 30-July 5. J. F. Malone.

Black River Falls—Jackson Co. Fair Assn. Sept. 12-15. Douglas J. Curran.
Bloomington—Blakes Prairie Agrl. Assn. Aug. 28-30. B. J. Oates.
Cedarburg—Ozaukee Co. Agrl. Soc. Aug. 14-16. H. F. Kaul, Thiensville, Wis.

De Pere—Brown Co. Fair. Aug. 25-30. W. S. Klaus.
Durand—Pepin Co. Junior Fair. Aug. 28-29. Oscar G. Wolfel.
Eagle River—Vilas Co. Agrl. Soc. Aug. 21-23. Chas. A. Bethke.

Green Lake—Green Lake Junior Fair. Aug. 14-16. A. D. Carew.
Hammond—St. Croix Co. 4-H Club Fair. Aug. 17-19. Raymond J. Sorensen.
Hayward—Sawyer Co. Agrl. Soc. Sept. 4-7. J. K. Walker.

Iron River—Bayfield Co. Fair. Aug. 28-30. R. J. Holvenslot, Washburn, Wis.
Janesville—Rock Co. 4-H Junior Fair. Aug. 17-20. R. T. Glassco.
Jefferson—Jefferson Co. Fair. Aug. 6-9. Horace L. Burt.

La Crosse—La Crosse Interstate Fair. Aug. 11-15. J. J. Frisch.
Ladysmith—Rusk Co. Fair. Aug. 20-23. F. J. Manning.
Luxemburg—Kewaunee Co. Fair. Sept. 4-7. Julius Chhn.

Sturgeon Bay—Door Co. Fair Assn. Aug. 27-30. John H. Miles.
Superior—Tri-State Fair Assn. Aug. 10-16. Max H. Lavinie.
Tomah—Monroe Co. Fair Assn. Sept. 4-7. L. W. Kenny.
Union Grove—Racine Co. Agrl. Soc. Sept. 1-3. E. A. Polley, Rochester, Wis.

Wyoming

Afton—Lincoln Co. Fair. Sept. 2-3. Orin Jenkins.
Douglas—Wyoming State Fair. Sept. 5-7. Lem Carmin.
Powell—Big Horn Basin Fair. Aug. 26-29. R. A. Roney.

Canada

ALBERTA

Calgary—Calgary Exhn. & Stampede. July 6-11. J. Chas. Yule.
Edmonton—Edmonton Exhn. Assn. July 13-18. P. W. Abbott.
Lacombe—Lacombe Agrl. Soc. July 29-30. J. Stewart Fraser.

BRITISH COLUMBIA

Abbotsford—Central Fraser Valley Fair. Sept. 18-19. L. J. Kettle.
Agassiz—Agassiz Agrl. Assn. Sept. 16. Kathleen M. Harris.
Armstrong—Interior Provincial Exhn. Sept. 22-24. Met Hassen.

MANITOBA

Brandon—Provincial Exhn. of Man. June 29-July 3. Miss B. M. Benson.
Carman—Dufferin Agrl. Soc. June 29-July 1. Gordon Peck.
Dauphin—Dauphin Agrl. Soc. July 16-18. Jessie A. McGuirk.

NOVA SCOTIA

Windsor—Windsor Exhn. Sept. 22-25. M. G. Hanson.

ONTARIO

Alliston—Alliston Agrl. Soc. Sept. 17-18. G. M. Lawrence.
Avonmore—Roxborough Agrl. Soc. Sept. 24-25. E. R. McMillan.
Aylmer—Aylmer & E. Elgin Agrl. Soc. Oct. 1-3. H. R. Lashbrook.

Beachburg—North Renfrew Agrl. Soc. Sept. 22-23. B. H. Brown.
Belleville—Belleville Agrl. Soc. Sept. 21-23. E. S. Denyes.
Carp—Carp Agrl. Soc. Sept. 25-26. A. E. Cavanagh.
Collingwood—Nottawasaga & Great Northern Exhn. Sept. 24-26. O. G. Bernhardt.

Niagara-on-the-Lake—Niagara Town & Tp. Agrl. Soc. Sept. 17-18. Kathryn Burbach.
Orangeville—Orangeville Fair. Sept. 15-16. Jos. E. Cooney.
Oshawa—South Ontario Agrl. Soc. Sept. 14-16. R. B. Faith.
Ottawa—Central Canada Exhn. Assn. Aug. 17-22. H. H. McElroy.
Owen Sound—Owen Sound Agrl. Soc. Sept. 26-30. Otto Johann.

PRINCE EDWARD ISLAND

Charlottetown—Charlottetown Driving Park & Provincial Exhn. Assn. Aug. 10-14. J. W. Boulter.

QUEBEC

Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 27-29. Homer G. Curtis, Stanstead, Que.
Bedford—Missisquoi Agrl. Soc. Sept. 3-5. P. O. Rey.
Cookshire—Compton Co. Agrl. Soc. No. 1. Aug. 24-26. J. A. Bourgaill.

SASKATCHEWAN

Estevan—Estevan Industrial Exhn. July 2-4. Irwin Dean.
Lloydminster—Lloydminster Agrl. Exhn. Assn. July 27-29. Gordon M. Cook.
Melfort—Melfort Agrl. Soc. July 23-25. Wm. Rodger.
Moose Jaw—Moose Jaw Exhn. July 8-11. George D. Mackie, E. Moose Jaw.

TRADE SERVICE FEATURE Billboard Dog Shows

These Dates Are for a Five-Week Period

California

Los Angeles—May 2-3. Mrs. Irene Onstad, Box 162, Glendale, Calif.
San Francisco—May 16-17. Nat T. Messer, 443 Front St.
Santa Cruz—May 31. Mrs. Emma G. Pieper.

Illinois

Rock Island—April 25-26. Mrs. S. J. Dclarue, 1229 Scott St., Davenport, Ia.

Indiana

Port Wayne—May 3. A. W. Bow, 2806 12th St., Detroit, Mich.
Indianapolis—May 31. Albert G. Meyer, 2645 Madison Ave.

Kentucky

Louisville—May 30. Mrs. E. Louis Morris, 2203 Edgehill Road.

Maryland

Pikesville—April 26. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.

Massachusetts

Boston—May 9. Margaret C. Donini, 42 Anderson St.

Missouri

Columbia—May 3. Mrs. Sherman P. Lawton, Springfield—May 5. Mary E. Jones, 1046 W. Walnut St.

New Jersey

Morristown—May 22. Foley, Inc., 2009 Ranstead St., Phila. Pa.
South Orange—May 9. Foley, Inc., 2009 Ranstead St., Phila. Pa.
Trenton—May 10. Foley, Inc., 2009 Ranstead St., Phila. Pa.

New York

Cedarhurst, L. I.—May 17. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.

Garden City, L. I.—May 15-16. Foley, Inc., 2009 Ranstead St., Phila. Pa.
Port Chester—May 24. Foley, Inc., 2009 Ranstead St., Phila. Pa.

North Carolina

Greensboro—May 23. Edgar A. Moss.

Oklahoma

Oklahoma City—May 17. Paul W. Berlowitz, 1612 Classen St.
Tulsa—May 8. Sally Gaines, 1515 E. 15th St.

Pennsylvania

Bryn Mawr—May 3. Foley, Inc., 2009 Ranstead St., Phila.
Doylestown—May 30. Foley, Inc., 2009 Ranstead St., Phila.
Philadelphia—May 2. Foley, Inc., 2009 Ranstead St.

Virginia

Alexandria—April 25. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.
Lynchburg—April 22. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.
Richmond—April 24. Foley, Inc., 2009 Ranstead St., Philadelphia, Pa.

Coming Events TRADE SERVICE FEATURE Billboard

These dates are for a five-week period.

California

Fresno—Raisin Festival. May 16. M. P. Lohso.
Lodi—Legion Picnic. May 2-3. E. M. Polendord.
Oakland—Garden Show. April 28-May 3.
Oakland—Horse Show. May 16. Cornell V. N. Cress, Mills College.
Sacramento—Horse Show. April 25-26. Floyd B. Hart.

District of Columbia

Washington—National Folk Festival, April 29-May 3. M. J. Pickering, 820 18th St., N. W.

Georgia

Atlanta—Horse Show. May 8-10. Fritz Orr, Box 454.
Savannah—Livestock Show. May 7-8.

Illinois

Chicago—Great Olympia Circus in Stadium. April 17-May 3.
Chicago—Home Show. May 2-10.
Chicago—Nat'l Premium Expo. May 4-8. Howard W. Dunk, 500 Fifth Ave., New York.
Rock Island—Legion Celebration. May 24-31. Mont Chambers.

Indiana

Evansville—Food Show. April 28-30. Jerry F. Burton, care Courier-Press.
Indianapolis—Home Show. April 17-25. J. P. Cantwell, 308-C. of C. Bldg.

Iowa

Pella—Tulip Time. May 7-9. Robt. C. Lautenbach.

Louisiana

Shreveport—Horse Show, Fairgrounds. May 8-9.

Michigan

Benton Harbor—St. Joseph—Blossom Festival. May 3-10. James H. Pound.
Holland—Tulip Time. May 16-23. S. H. Houtman.

Missouri

St. Joseph—Apple Blossom Festival. May 7-9. E. H. Adams.
St. Louis—Police Circus. April 15-23. Thomas Molloy, 1200 Clark Ave.

Nebraska

Omaha—Tangler Shrine Circus. May 4-9. Rink Wright.

North Carolina

Raleigh—150th Anniversary Celebration. Week of April 26. Lester Rose, care Chamber of Commerce.
Wallace—Strawberry Festival. Last week in May.

Oregon

Cutler City—N. Lincoln Rhododendron Festival. May 9-17. L. A. Bowman.

Pennsylvania

Devon—Horse Show & Country Fair. May 25-30. St. George Bond, 801 Market St., Phila.
Philadelphia—Home Builders' Show. May 20-28. Carroll Shelton, 1708 Market St.

Tennessee

Nashville—Iris Festival. April 20-25.

Texas

Dublin—Dublin Rodeo. April 24-26. Lawrence Keller.
Houston—Nat'l Defense Expo. May 18-24. Ed G. Lenzer.
Plainview—Dairy Show. April 28-May 2. Raymond Leo Johns.
Waco—Cavalcade of Huacos. May 14-17. G. H. Patrick.

Utah

Richmond—Black & White Dairy Show. May 7. S. Milton Webb.

Washington

Dayton—Dayton Days. May 29-31. D. C. Whipple.
Spokane—Legion Thrill Circus. May 19-23. A. D. Van Dyke.
Spokane—Livestock Show. May 6-8. Russell Gladhart.
Waitsburg—Days of Real Sport. May 23-24. S. N. Horning.
(See LISTS on page 60)

# Merchandise

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## BINGO BUSINESS

By JOHN GARY

OUR PHILADELPHIA correspondent reports that major impetus to bingo in that city has been given by the Ladies' Auxiliary of the Variety Club, who have started sponsoring bingo parties. Heretofore only churches and American Legion posts have sponsored games to raise funds for charitable endeavors. But now it appears that a movement is under way to really go out strong for bingo parties. It is reported that many other groups are seriously considering sponsoring bingo parties to raise funds and to provide entertainment.

This is yet another indication of what we have stressed in this column time and time again. Bingo games will continue to increase in importance during the war period. People need relaxation and diversion, particularly families where one or more members are serving in the armed forces of the country. Bingo's contribution toward maintaining morale is a large one and, in addition, the funds raised thru the games can be put to worth-while use for community charities or for local war efforts.

Bingo operators therefore have a golden opportunity to expand their operation thru intelligent co-operation with organizations. They will be doing their bit in the war effort and at the same time enjoy increased prestige in the communities they serve. And, too, there's the all-important fact that their profits will be increased.

A STORY elsewhere on this page shows that our Canadian friends across the border also fully realize the importance of bingo games in wartime. They are quick to exploit the possibilities of the game fully. Here, too, the merchandise bingo games are one of the chief sources of raising funds for charitable purposes. As a result of the games a summer camp has been established which will take care of 200 underprivileged children.

News of the worth-while uses made of funds raised thru bingo games is one of the most effective promotional weapons for an operator contacting local organizations. The noteworthy record of accomplishments made possible as a result of bingo games is adequate proof (See BINGO BUSINESS on page 58)

## Philly Bingo Boom Is On

PHILADELPHIA, April 18.—Major impetus to bingo in Philadelphia will be given when the Ladies' Auxiliary of the Variety Club starts sponsorship of a series of bingo parties at Moose Hall. Until now, only the churches and American Legion posts have made the game available to local pin fans.

The Variety Club represents the local amusement industry, primarily the motion picture and radio fields. All prizes at the bingo parties will be in merchandise and the money realized will be used to further the various charitable endeavors engaged in by the ladies' group. Altho public bingo games are banned in Philadelphia, many other groups are seriously considering the sponsorship of bingo parties, both to provide entertainment, especially for those whose families have been depleted by the call to arms of husband and sons, and at the same time to provide funds for their charity work. The ladies of the Variety Club here look upon the bingo games as the most satisfactory diversion from the tension of the war. The parties will start late this month and interest manifest has already been very high.

## Patriotic Holiday Promotions Will Boost Sales for Workers

Many organizations planning special campaigns to stimulate greater interest in display of American flag — opportunity for specialty workers to cash in

NEW YORK, April 18.—It is reliably reported that the Veterans of Foreign Wars and American Legion posts, as well as other patriotic organizations, are taking up the promotion of patriotic holidays on a more active basis. A drive is also current to urge the public to show a greater display of the American flag. All this activity is of direct benefit to premium workers, including pitchmen, streetmen, concessionaires, bingo and salesboard operators. The uptrend in patriotic items is destined to hit new heights this year, according to reports, and there will be a grand splurge on the Fourth of July.

Some novelty workers have already capitalized on conventions of military and patriotic organizations, as well as special dates such as the Patriot's Day celebration in Massachusetts on April 19. The V. F. W. Americanization Day scheduled for April 25 is another natural for the sale of patriotic items.

This is a season for conventions and special dates and workers would do well to remember the following: Mother's Day, May 10; I Am an American Day, May 18, and Memorial Day, May 30. These holidays are observed in most States. Then there is Bunker Hill Day in Massachusetts on June 17. The celebration of these special events has a new significance since the country is now at war.

With the public actively conscious of its role in a war period and the spirit of patriotism running high, it is logical to suppose that sales of patriotic items will continue to rise. Manufacturers have shown a keen awareness of public demands and have turned out items that are timely and up-to-the-minute. From the first appearance of patriotic items, ingenuity has been effectively used to capitalize on news and catch phrases. Currently, MacArthur items are leaping to the fore. It is also an acknowledged fact that the ever-lengthening list of patriotic and military items is also doing well.

It is claimed by observers in the field that card and bingo parties also furnish a good outlet for patriotic materials, including small flags, stickers, lapel pins, napkins with patriotic designs, etc. Carnivals and fairs are other outlets for this type of merchandise, and it is expected that large quantities may be disposed of by them. Patriotic items on salesboards have also made a hit.

In addition to the long list of staple patriotic items, including banners, buttons, badges, pins, pennants, etc., there is also a very heavy demand for merchandise with patriotic imprints. Then there is the ever-growing demand for items with the insignia of all branches of the armed forces. Almost the whole category of merchandise items can be placed in this group. Men in the armed forces prefer insignia items and relatives and friends who purchase gifts are also aware of this fact.

Taken as a whole, therefore, the year 1942 may well witness very heavy activity in patriotic merchandise items and novelties of all types. It is also felt that workers who specialize in this merchandise will have one of their busiest and profitable years.

## Shore Spots Favor Added Daylight Hour

ASBURY PARK, N. J., April 18.—Concessionaires and other resort business men are fully in favor of advancing clocks another hour, in addition to the war-time boost, according to a survey of local spots. It is felt that the extra summertime hour would provide daylight until nearly 10 o'clock and, therefore, offset effects of blackouts.

The local city council is expected to approve a petition to the State Legisla-

## Post-Lent Bingo Start in Canada Promises Big Biz

ST. JOHN, N. B., April 18.—With the bars down on bingo sponsored by Catholic organizations, following the usual Lenten suspension, the bingo wave is one of huge proportions thru the maritime provinces. In addition to the Catholic units, some other sponsors held off for Lent. Despite this, the 1942 Lent can be recorded as the best for bingo in all history of the game.

Resuming with a smash in and about St. John, with weekly bingo promotion is being made by a number of parishes. The prizes consist of furniture, radios, electrical appliances, cutlery, jewelry, kitchenware, watches, auto accessories, clothing, footwear, toiletries and fixtures, millinery, fountain pen and pencil sets, etc.

There are accommodations in the parish halls for from 500 to 750 people. The proceeds are for parish purposes, including charity. One of the most effective uses for bingo profits anywhere is that of St. Peter's parish. A summer camp has been established and maintained for underprivileged children. Originally with capacity of 90, this has been increased to 200. For a month, boys are kept there and provided with free food, pestles and beds. For the second period, the girls are quartered in the camp. Bingo has also played a vital part in the establishment of a parish recreational center, a two-story brick building next to the church, containing a gymnasium and six bowling alleys. The weekly bingo is held in the gym.

If it wasn't for bingo the St. John parish activities would be reduced far below the current lines. Chiefly the expenditures for helping the poor would have to be cut and the regular parochial revenue would be decreased. The bingo parties have been the best bet in financing benevolent projects of various kinds.

## Blackout Item Demand Grows

NEW YORK, April 18.—With American cities girding for every eventuality, including air raids, practice blackouts are the order of the day. The test blackouts are creating a demand for blackout items and a number of specialty products have already appeared. Workers who have been contacting the public with these items report that interest is very high and satisfactory business is anticipated. As time goes on many additional items are expected to appear.

So far the merchandise introduced has usually been of a precautionary type. There have been paints to blackout windows as well as special shades for the same purpose. These items were not in the domain of merchandise workers, but the public interest they kindled has started the ball rolling and now a number of practical items have appeared that can be pushed by specialty men.

Luminous blackout items that glow in the dark appear to be one of the leaders in the field. In this class are arm bands, hat bands and a special safety kit that protects persons and property against accidents in blackout. The latter glows and is essential in locating persons and objects in the dark. Then there are luminous gardenias, victory buttons, plastic rings and V pins, introduced as novelties.

A blackout lamp has been manufactured with the color and current consumption in accordance with official specifications. The lamp is offered in translucent orange and opaque black and while giving light, does not give off any glare. Special blackout searchlights designed to control the beam are also being offered.

Other items are bound to appear from time to time. An interesting sidelight is the fact that identification bracelets are also in strong demand.

## DEALS

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

By BEN SMITH

Civilian Defense efforts have provided operators with many new angles for deals... the latest is the Victory Light Deal offered by Berg Sales Company. Deal offers six Victory Lights complete with "Leak Proof" batteries and \$1.50 in trade on a 1200-hole board, 2-cent straight sale, and takes in \$24. Board label, printed in three colors, illustrates all features of the light.

Victory Light is a 3-in-1 light with three interchangeable lenses... red lens to signify danger, white lens for regular use and blue lens for blackouts. Light is modern designed in metal with baked wrinkle finish, positive toggle-type on-and-off switch, unbreakable plastic lenses easily interchangeable, heavy gauge serviceable metal ball handle which can be removed if desired, and uses two Ray-o-Vac leak-proof batteries.

This is one of many items which can be offered to a good turnover in connection with Civilian Defense. Among others are regular blackout flashlights, portable battery-operated radios, blankets, weather-proofed garments, stirrup pumps, fluorescent jewelry and first-aid kits.

Here is an interesting lottery news story which comes by way of Kulbyshev, Russia: "A Victory Loan of 10,000,000 rubles was launched April 14 and Russians will have their choice of interest coupons or lottery tickets as revenue from the issue. The 20-year loan bears 2 per cent interest unless the buyer prefers to take a chance. In that case he may buy lottery tickets for huge prizes to be awarded during the next two decades. Interest bonds were favored by the collective farmers. City dwellers preferred the lottery coupons. In either case the principal is payable in 1962."

J. E., of Omaha, Neb., writes—"I have a watch deal which I intend placing in towns with populations running between 500 and 1,000 people. What type of locations would be best in towns of this size for a percentage promotion?"

Usually the best locations are found in the offices of large firms, banks, utility companies and factories. If there are no large firms in town any individual who is interested in working a

(See DEALS on page 58)

ture regarding the added summer hour. The city governments of Atlantic City, Ventnor, Margate, Longport and Brigantine are also being petitioned to advance clocks an hour ahead of other communities.

**A PENNY INSIDE OF A MINIATURE GLASSBLOWN JUG**



The first question arises, how did the penny get in there? Jug is 1 1/4 inch high.

**\$1.80 per doz.**  
**6 doz. for \$10.00**  
**1 gross for \$18.00**

With each doz. we furnish a neat little card with easel back reading:

**As long as you have me, you'll never be without a cent.**

1 doz. smallest quantity sold. C. O. D. shipments must be accompanied with 25% in cash.

**LEO KAUL IMPORTING AGENCY**  
115-119 K South Market St. CHICAGO

**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.

**Mother's Day Flowers**

Flowers have strong appeal for Mother's Day promotion and Frank Gallo offers a variety of imitation flowers that are attractive. It is said the flowers have sold very well in past seasons. Gallo states best quality cloth carnations are offered in red and white, and rosebuds in red and white. The firm also offers prepared green fern for carnations and rosebuds as well as green foliage.

**V Pin**

A V pin offered by Levin Brothers has met with strong public support, according to workers using the item. The pin is very attractive and shows the V symbol flanked by wings. This firm announces that its early bird catalog listing patriotic goods and summer merchandise is now ready and will be sent promptly on request.

**Blackout Safety Kit**

With blackouts the order of the day thruout the country blackout items are starting to appear. One of the latest practical additions in this category is the blackout safety kit produced by Mackley Trading Company. It is said the item protects persons and property against accidents in blackouts. The new item glows and locates persons and objects in the dark. The safety kit is available in two sizes.

**Mother Pins**

An item that is expected to be one of the best sellers for Mother's Day is the Mother Pin offered by Harry Pakula & Company. The firm has more than 20 attractive styles and the rolled gold wire mother of pearl pins, spelling out the word "mother." They are conservative and yet have plenty of eye-appeal. The firm also has available a catalog listing a large military jewelry line.

**Combo Tire, Wheel Locks**

A new tire and wheel lock with over 24 different combinations is being offered



**ATTENTION CARNIVAL AND BINGO OPERATORS!**

Colorful Indian Design Blankets of soft American cotton. Size 54"x72". Wt. 1 1/2 lbs. Assorted colors. No. B14759—Each \$1.45. Carton lots of 30—Each \$1.37 1/2. As above. Size 64"x76". Wt. 2 lbs.

No. B14760—Each \$1.75. Carton lots of 30—Each \$1.65.

Stainless Steel Steak Knives, green catalin handles. Close out, limited stock available.

No. B22831—Per Dozen 89¢. Per Gross \$6.50. Wm. Rogers Silver Plated Soda or Parfalt Spoons. No. B22860—\$2.00 Per Dozen Postpaid.

25% deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail.

Write for Our Catalog.

**JOSEPH HAGN CO.**

Wholesale Distributors Since 1911

217-223 W. Madison Street CHICAGO



**SEND FOR FREE BARGAIN CATALOG**

Reconditioned Watches  
**BULOVA - ELGIN - GRUEN**-Etc.  
Diamonds, Jewelry, Luggage, Etc.  
Exceptionally Low Priced.

**MIDWEST WATCH CO.**  
5 S. WABASH CHICAGO

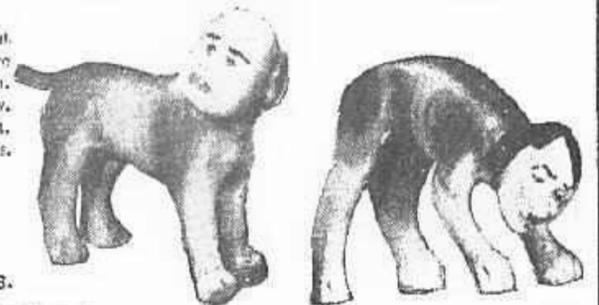
**Carnival-Bingo Operators**

When in **DETROIT** or Surrounding Territory  
Come in and look our **NOVELTY LINE** over. Low dollar, any size order. Stock on hand, any quantities.

**ECONOMY NOVELTY TRADING CO.**  
3504 Woodward Ave. DETROIT, MICH.

**HITLER-MUSSOLINI DOGS**

**SOLD IN PAIRS**  
We made Hitler-Mussolini Dogs out of a couple of hunting dogs. They're a scream. A sure hit wherever shown. To appreciate these get a pair now. Be first in your territory. Don't wait. They're hot. Size 5x7 1/2 inches. Packed one each to carton.



**SAMPLE PAIR POSTPAID \$1.50 PER PAIR**

WRITE FOR QUANTITY PRICES.



**CANNON**

No. 6 Cannon—A proven repeater. Sells on sight. Size: 10x11 inches. 12 to a carton. Doz. \$4.50. Gross \$50.00.

**SAMPLE POSTPAID \$1.00 EACH**

WRITE FOR OTHER SIZES.

WE CARRY A COMPLETE LINE OF PREMIUM AND CONCESSION MERCHANDISE. WRITE FOR 1942 GENERAL CATALOG (READY SOON). ALWAYS FIRST WITH THE LATEST.

**WISCONSIN DELUXE CORP.** 1902 NO. THIRD ST. MILWAUKEE, WIS.

**PATRIOTIC PILLOW TOPS!**

Tops in Specialty Items Throughout the Nation!

**'United We Stand'**

Beautifully illustrated, fast selling pillow top that commands volume sales. Tank, Plane, Battleship illustrations embossed in raised velvet on pure rayon satin front and back.



**'Gen. MacArthur'**

Here is the most popular pillow top we've ever offered. Gen. MacArthur set in Victory wreath of all U. S. armaments. Embossed in raised velvet illustrations on pure rayon satin front and back.

Above pillow tops in size 20"x20", including fringe, in assorted colors, \$4.00 per dozen. Packed in individual mailing containers. Also made in size 14"x14", including fringe, at \$2.50 per dozen. Sample of either size 50¢.

Write for samples of U. S. Army, U. S. Navy, U. S. Air Corps and U. S. Marine Corps Pillow Tops. We carry the complete line in stock for immediate delivery. Each sample 50¢.

Special Designs and Insignias Created To Order on Gross Lots  
JOBBER5—Write for our Special Jobber Deal!

**MILITARY PROMOTIONS, 1133 Broadway, N.Y.C.**

**HERE ARE OUR NEW BANNERS — Just Out!**



Anyone who sells banners knows they never will be satisfied until they handle our line. Words cannot describe the value and beauty of these new patriotic banners. Therefore we give you the opportunity of buying several dozen for a week's trial and **GUARANTEE** to refund your money, and pay the postage, if you're not satisfied with them. An offer such as this has never been made before!

18x20 "Keep 'Em Flying" banner, as illustrated, in three colors, Red, White and Blue, raised borders and illustrations. Heavy rayon satin. A \$1.50 seller at \$4.50 per dozen.

12x10 "Liberty Banner" in three colors, Red, White and Blue, with raised illustrations, "In God We Trust To Save America for Liberty." A 50¢ seller at \$1.75 per Dozen; \$18.00 per Gross.

11x8 "United We Stand"—130,000,000 by Hon. Franklin D. Roosevelt" Victory Banner in three colors, Red, White and Blue. Raised illustration of F. D. R. \$1.50 per Dozen; \$16.00 per Gross.

11x8 "United We Stand"—130,000,000 by Gen. MacArthur" Victory Banner in three colors, Red, White and Blue. Raised illustration of Gen. MacArthur. \$1.50 per Dozen; \$16.00 per Gross.

Send \$1.00 for Full Line of Samples!

25% with order, balance C. O. D., F. O. B. New York. Distributors wanted. REITER NOVELTY COMPANY, 1123 Broadway, Dept. J, New York, N. Y.

**Park, Carnival, Beach, Resort Concessioners**

MAKE "ACME" YOUR HEADQUARTERS. EVERYTHING YOU NEED—WHEN YOU NEED IT — PRICED RIGHT

New Bingo Novelties—New Plaster Items—Blankets—Clocks—Chrome—Lamps—Dolls—Enamelware—Glassware—Silverware—Tinware.

**A BIG VARIETY OF PATRIOTIC ITEMS**  
BANNERS — PILLOWS — TAPESTRY — WALL DECORATIONS — BUTTONS — PINS — PLASTER ITEMS — PENNANTS — JEWELRY. WRITE TODAY FOR FULL INFORMATION AND LISTINGS. State Your Business or What Concession You Operate.



**ACME PREMIUM SUPPLY CORP.**

3333 LINDELL BLVD. ST. LOUIS, MO.

**Jackmaster**

1-BLADE KNIVES Regular & Midget 12 to Display Doz. \$1.80

Include Dep. & Postage on all Mail Orders.

**PATRIOTIC**

and Novelty Brooches, Lapel Buttons, Insignias, Metal Booster Auto Plates. Send \$1 for Sample Assortment.

★ FLAG SETS FOR AUTO, BICYCLE, WINDOW—With Suction Cup, 3 Flags, \$1.60 Doz. Sets, 3 Flags with Metal Holder, \$2 Doz. Sets, With 5 Flags, \$2.50 Doz. Sets.

★ PATRIOTIC BROOCHES & BUTTONS—Big Variety—80¢ per Dozen.

★ PENCIL FLASH LITE—\$2 doz.

★ SUN GLASSES—Moth Cakes—Fly Swatters—Glass and Furniture Cleaners. Our Free Catalog shows many new Spring Items for Wagon Jobbers, House Canvassers, Premium and Salesboard Operators.

CHAMPION SPECIALTY CO., 814-T CENTRAL ST., KANSAS CITY, MO.

**BINGO SUPPLIES**

**JOBBER5: ATTENTION!**

The newest... most complete BINGO CATALOG ever printed is just OFF THE PRESS!

Write for Your FREE Copy Immediately.

JOBBER5: Your Name Is Imprinted on the New Catalog for You.

"IF IT IS BINGO EQUIPMENT OR SUPPLIES—METRO MUST HAVE IT!"

**METRO MFG. CO.** 127 W. 25 St. New York City



**ELGIN, WALTHAM BULOVA, GRUEN**

Famous make watches rebuilt by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for NEW FREE illustrated catalog.

**KANE WATCH CO.**  
104 CANAL ST. NEW YORK

**FLOWERS FOR MOTHERS' DAY**

Best Quality Cloth Carnations

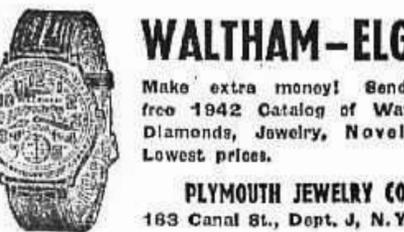
No. 51—Cloth Carnations in Red and White—\$25.00 per 1000; \$2.75 per 100.  
No. 42—Rosebuds in Red and White—\$15.00 per 1000; \$1.75 per 100.

Prepared Green Fern for Carnations and Rosebuds—Per Bunch 25¢. Three Bunches Fern required for 100 Flowers.

Prepared Green Foliage for Carnations and Rosebuds—Per Lb. 35¢. Two Lbs. Foliage required for 100 Flowers.

50% Deposit, Balance C. O. D. Sample Box Carnations, Rosebuds, Fern and Foliage sent postpaid for \$2.00.

**FRANK GALLO**  
Importer & Manufacturer  
1429 LOCUST ST. ST. LOUIS, MO.



**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

**MIDGET BIBLE**

(Over 200 pages, size of postage stamp, completely legible)

And 10¢ & 25¢ Paper Covered Books on HYPNOTISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WINNING CONTESTS, PALMISTRY, VENTRILOQUISM, MIMICRY & IMITATIONS, etc., etc. Over 100 books on unusual subjects. For premium and big-profit selling. 400% profit. Write for prices. Add this profitable side line!

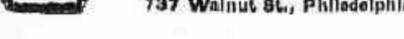
**JOHNSON SMITH & CO., Detroit, Michigan**

**ELGIN, WALTHAM, BULOVA**

Renewed Guaranteed **STARTS AT \$3.95**  
MEN'S WRIST AND POCKET WATCHES

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

**LOUIS PERLOFF**  
737 Walnut St., Philadelphia, Pa.



by Wilson Industries, Inc. With the tire shortage, rubber has become very precious and motorists are taking extra precautionary measures. It is claimed this device, made of rust-proof steel, is fool-proof since it has no tumblers to rust or stick nor keys to lose. The lock fits beneath the hub caps and only one is attached to each wheel. Installation is simple. Added advantage, it is said, is that the lock cannot be picked. The firm has locks available for all cars on the market.

**Stop Thief Auto Alarm**

An item designed to protect car owners is the Stop Thief Auto Alarm, product of North Shore Auto Supply. The pendulum-like device is attached to the lower flange of the dash and a wire connection is made from a clip provided on a fiber block to the horn ground wire. All that is required to turn on the alarm is to pull the sleeve out of a loop. Once the device is set no one can tamper with the car, for it goes into action automatically.



Harry Reiter, president of the Reiter Novelty Company, advises that demand for the firm's line of patriotic banners has soared tremendously within the past few weeks. Reiter stated: "We have never before received as many requests for samples that were followed by substantial orders, as have come in during the past few weeks. There have been at least three dozen canvassers in New York who have ordered two or three gross of a number and reordered within a week's time. This indicates that the market for banners is just beginning to come into its own and now is the time to cash in on it."

**BINGO BUSINESS**

(Continued from page 56) that bingo does perform a worth-while service in addition to its entertainment value.

AN IMPORTANT point for bingo operators to remember is that too many specials may be harmful. We do not maintain that this practice should be abandoned, but it certainly should be used with discretion. Specials are good because they do hold the interest of the audience, but if they are overdone the exact opposite is the result. Here again it's a case of killing the goose that lays the golden eggs by overworking her, and the wise operator knows just the right proportion of specials to offer and never exceeds a predetermined maximum.



Communications to 25 Opera Place, Cincinnati, Ohio.

J. WEBER... met little Joe Miller in Kansas City selling glass cutters and doing fine. Weber says he was the only worker in Kaycee.

The new baseball season reminds us that you can't hit a home run every time you come up to bat. But, remember that a good pitcher can keep the guys from running home if he gives them something to think about. Pitch 'em boys and don't let 'em knock you out.

RICTON, BARNUM OF THE STICKS... writes that he is mopping up in daytime in schools in Georgia. He will invade Alabama soon. "Our wonder dog circus," he says, "is doing fine everywhere."

LAUGHTER SATIE... and husband are in Virginia, with the World's Fair Carnival, managing a girl revue. Ricton reports that Satie is one of the girls in the line.

The guy who can't stand the hotels in the sticks is missing many a good bet. The small towns often yield the best takes. Especially since the stick-ters are not using any of their rubber to go to the big city.

ERNEST RICTON... son of the "Barnum of the Sticks," is at Camp Blanding—expecting to get the go-sign at any time.

CHARLES V. McCORMICK... pipes in to report that everything is fine with him. Let's have some pipes, he says—the more pipes the better. Especially from Lee Crowley and the Mrs., from Johnny Melkie Jr. and David Sax. "Pipe in," says Mac.

What are priorities and war doing beside making MacArthur pins good items. Pipe in specialty men and let's hear what the situash is.

W. C. HALL... in Tulsa, Okla., pipes in that "The Pitchdom Future," by Prof. Jack Scharding, inspired him to write in. "To be honest, handle clean merchandise and, most of all, to be a man among men," is the right outlook, says Hall. Hall goes on to say: "Never think that no one else is a success but yourself because your customers will purchase whatever you are selling—if you conduct yourself like a gentleman." Hall continues, declaring that he is 63 years young, in pitchdom

**MacARTHUR BUTTONS**



Buy 700 or 1,000,000

Printed in color with a clear picture of MacArthur. Every button comes completely planned. WIRE ORDERS FOR IMMEDIATE SHIPMENT. 100... \$1.25

**BENGOR PRODUCTS CO.**  
878 BROADWAY, NEW YORK, N. Y.

**ENGRAVING AND WIRE-WORKERS PEARLS**

Imported and Domestic Shells. Largest Producers. Lowest Prices. Same-Day Service.



Send \$1.00 for Wire Work Assortment—15 Pieces  
Send \$2.00 for Jewelry Assortment—15 Pieces

**MURRAY SIMON** 109 So. 5th St. Brooklyn, N. Y.

**ELGIN - GRUEN BULOVA** Start at \$2.95

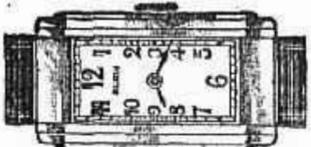
Take advantage of these re-conditioned nationally-advertized watches in new '41-'42 cases. Each is smartly styled and guaranteed as good as new! FREE CATALOG, illustrated with the latest numbers.

**STAR WATCH CO.**  
Wholesale Jewelers  
124 S. 8th STREET, PHILA., PA.

**DECLARATION OF INDEPENDENCE**

Authentic facsimile of the original document (24"x36"), beautifully printed on simulated parchment paper. 100, \$10.00; Dozen, \$2.00. Also smaller size (12"x18"): 100, \$5.00; Dozen, \$1.00. Samples of both items, 25c. Deposit with quantity orders. Stores, Business Houses, Professional Men, etc., are ready buyers.

**BROSE OFFSET LITHO COMPANY, INC.**  
441 Pearl Street New York



**WATCHES AND JEWELRY**

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

**GOODRICH HONES TOP THE FIELD EVERY \$1 BRINGS YOU \$5**

Pitchmen, window workers, jobbers, distrs. Flash demonstration sells 'em fast to the boys in camp and to every self-shaver. Made by the Goodrich Co., Est. 1864—your confidence statement. Each HONE in 60¢ Silver DeLuxe Box. Sample 10¢; low gross prices. **GOODRICH, 1500 W. Madison St., Dept. BG-4, Chicago, Ill.**



**BULOVA—ELGIN WALTHAM—HAMILTON**

GUARANTEED LIKE NEW Send for 1942 Diamond Catalog

**BERMAN GREEN CO.**  
809 Sansom St. Philadelphia, Pa.

**Help Conserve Sugar**

Patriotic, Humorous RED, WHITE AND BLUE Heavy Board SIGN, 4 1/2 x 7 1/2. "Be Patriotic, Use Less Sugar. Stir Like Hell. We Don't Mind the Noise." Sample, postpaid, 10¢; 1 Doz., 60¢; 50, \$2.25; 100, \$4.00. 1/3 with order, bal. C.O.D.

**PATRIOTIC SPECIALTIES MFG. CO.**  
1013 Sixth Ave. NEW YORK, N. Y.

America speaks! Answer the call of your country by buying Defense Bonds and Stamps.

**MAN'S WRIST WATCH**

American made in 6/10 line size. Chromium plated case. Curved back. Silvered dial. Unbreakable crystal. Leather strap or link bracelet.  
BB705—Each Slightly \$2.05  
In Lots of 50—Each \$1.95  
Send for New Catalog.  
**ROHDE-SPENCER CO.**  
223 W. MADISON CHICAGO, ILL.

**DEALS**

(Continued from page 56) card is potentially a prospect. The operator on the spot is in a better position than anyone to judge the suitability of the locations available, and the only way to prove out his judgment is to test them.

We understand that trade-card stimulators rate as premium coupons under laws applying to premiums. Whatever regulations, restrictions or prohibitions that apply to premiums given thru coupons by retailers also apply to trade cards. The trade card when punched is equivalent to the corresponding value in coupons.

**New! P. D. Q. AUTOMATIC PHOTO MACHINE**  
*Today's Big Money Maker!*

Takes and Finishes Black & White, or Sepia Photographs IN ONE MINUTE.

This amazing ONE MINUTE PHOTO MACHINE 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. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos. It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE Information.

**P. D. Q. CAMERA CO.**  
109 E. 35th St., Dept. BB-4, Chicago, Ill.

**NOW!**  
Smash hits for "MUGGERS." Snappy, smart, colorful post-cards for mounting. 1 1/2 x 2 in. and 2 1/2 x 3 1/2 in. photos. Send \$1.00 for liberal supply.

**FORE-GROUNDS**  
7 "HOT" numbers. Comic billboards. 36x48 in. Adds \$5 \$5 to your profits. DETAILS FREE.

Complete outfit costs about \$60. That's all you require to start This Big Money Business.

**AMERICA! KEEP 'EM FLYING!**  
NO. 5563 RUBBER SUCTION CUP FLAG HOLDER SETS \$10.50 PER 100 SETS

New type suction cup holder attaches quickly to headlights, windshield or other smooth surface on any car. No bolts or other attachments required. Made of black rubber with three evenly spaced holes holding flags as illustrated. Complete with three 4x6 inch cotton flags mounted on sticks with gilt spear-heads.

Our new 1942 GENERAL CATALOG will be ready about May 1st. SEND FOR YOUR FREE COPY TODAY!

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**COMPLETE STOCK OF PATRIOTIC GOODS**

Order your needs from one house! Why shop around? Levin's offer you 55 years of Service and Price!  
WRITE FOR EARLY BIRD CATALOG TODAY SHOWING PATRIOTIC GOODS AND SUMMER MERCHANDISE!

12 ON DISPLAY CARD N1534—Per Dozen 40c

**LEVIN BROTHERS** Established 1886 Terre Haute, Indiana

**No Charge**

**SALESBOARD ABC's**

for this excellent reprint from The Billboard. Article covers the sales-board field clearly and concisely. It has many valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

**REPRINT EDITOR, THE BILLBOARD,**  
25 OPERA PL. CINCINNATI

Reprint Editor, The Billboard  
25 Opera Place, Cincinnati

Please send me my free copy of Salesboard ABC's. You may send it to—

Name .....

Address .....

City..... State.....

4-25

# Get Ready Now! "Mother Pins" for Mother's Day!



## MOTHER-OF-PEARL PINS

Over "20" Styles

Get set now—with the hottest Mother Day item of them all. Rolled gold wire "Mother-of-Pearl" Pins. Priced remarkably low for volume sales; over 20 new styles. Write or wire for special "Pearl Mother Pin Circular" today!

## BIG MILITARY JEWELRY LINE!

For a complete line of Military Jewelry—Rings, Lockets, Compacts, etc.—write for Catalog M42 Today!

**HARRY PAKULA & COMPANY**  
5 N. Wabash Ave. - Chicago, Ill.

# GENERAL MacARTHUR ★ Photos ★

40x60	5x7
1—\$1.70 ea.	100 \$2.00
10—1.60 "	250 4.00
25—1.45 "	1000 9.50 per M.
50—1.20 "	5000 8.75 per M.

If you send purchase price with order we will pay the shipping expense. Otherwise C.O.D.-F.O.B. N. Y.

**FREDRICK PHOTOGELATINE PRESS, INC.**  
438 West 37th St., New York, N. Y.

## IDENTIFICATION NECKCHAINS

"Dog Chains"



Glass Dog Chains, Crystal and Assorted Colors.

Sterling Silver Dog Chains, 25 1/2" Length, Medium Weight. Also Heavy Weight.

A UTILITY FOR ALL SERVICE MEN.  
**Bieler-Levine, Inc.**  
37 South Wabash Ave. CHICAGO, ILL.

## FOUNTAIN PENS

NOW! New Winchester line. Push-Button, Lever-Fill Combinations. Ideal for pitchmen and DEMONSTRATORS. Write for new PRICE LIST.

**STARR PEN COMPANY, Dept. C**  
500 N. Dearborn, Chicago

## IDENTIFICATION BRACELETS



Demonstrators! Pitchmen! Military Jewelry, Signal Pins, Rings, Bracelets, suitable for engravers; Lockets, Roller Skate Pins, White and Yellow Identification Bracelets. Immediate delivery. Samples \$2.  
**JACK ROSEMAN CO.**  
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for 40 years and that he thinks Schardling's advice, repeated here, is good for the young pitchman.

Oh, woe is me, if I should see—  
A woofus or a snickersee.  
There's only one thing worse,  
That's when they close the purse—  
And walk out the door on me.

**GEORGE (DOC) BYERS . . .**  
and wife are purveying jewelry in the H. L. Green Store in Dayton, O.

**MAE DOEBBER . . .**  
pipes in from Muskogee, Okla., with a few notes about the pitch boys and girls there. Frank Johnston, of solder fame; Jimmy Williams, coil worker; Murrel Webster, med man, and Duke Doebber, block and blade worker, are all working on defense work in Muskogee for the duration, she infos. Elmer Kane and Rusty Rusilmer have headed north. Tommy Cooper, med man, has been in and out. Quite a few jackpots are cut up on Saturdays and Sundays, Mae reports, adding that the Yellow Cab corner is the meeting place for the road boys and girls going thru.

Famous Last Words: "What would you do with the money if you had it?"

**BUDDA . . .**  
scribbles from New York that the town is still open to the pitchfolks. He says 14th Street is workable and the following are good Sunday spots: 34th Street, 42d Street and 96th Street at Broadway.

**JACK SEAMORE . . .**  
tells how it feels to be 70 years young and a pitchman for 40 years. His advice to pitchmen is to work every day, give the public something for its money, don't argue with your tip, be a clean worker, help your brother pitchman—"and you'll be a successful pitchman," he declares. Seamore concludes: "If I had my life to live over again I would prefer to be a pitchman."

The ability to make a good pitch is like going to church on Sunday. Many never do.

**BELLE ARKELLS . . .**  
mentalists, is now writing Western stories.

**PRIVATE ROY WILEY . . .**  
once known as Hal Montell on Rolling Cloud Med Opry with Joe and Pearl Aredo, with Cal Townsend from '28 to '30, and as Roy Wiley with the Orpheum Players, has been inducted into the army and is at Jefferson Barracks, Mo. Reason for this note, he says, is that he hopes it will be noticed by those mentioned and by Buzz Brown, "\$500" Hodies, Happy Phillipson, Paul Dreher, Doc (Jam) C. Johnston and others. "Oh, yes," says Wiley, "and last but by no means least, I hope Russel (Jonsey) Jones will see this pipe." Wiley says that many "natives" whose names are tucked away in the holes of his skull and who knew him as a take-it-or-

leave-it comic, would appreciate the humor of his change of pace as an army man. "Let us hope that the so-so comic will make a so-so soldier," he continues.

**BUDDA REPORTS . . .**  
he has learned from a reliable source that Baltimore is open and that the market there is a good pitch location.

**J. ARTHUR McCOOL . . .**  
writes: "I have seen on several occasions where fellows have written their farewells to the pitch business. I hope this is not mine. When war broke out I considered it my patriotic duty to enter the navy, inasmuch as I was in that branch of the service during the last war and sort of knew my way around. So here I am at

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- 36 other styles from \$5.40 to \$36.00 doz.
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the U. S. Naval Hospital, Annapolis, Md. I am thankful that my wife felt that I was doing right to sign up again. As far as the pitch business is concerned, it has been very good to me and most of the people I have met in it were tops in their lines and in character. You can bet that if I am lucky enough to come out of this fracas with my life I shall be right back pitching med on the old stamping grounds. My wife and daughter are to join me here soon and stay as long as I am stationed here—nobody knows how long that will be. Letters from friends are at a premium here. Bill, if you can find room to print this and if they send me to sea, I hope the next pipe I mail in can be written in a mixture of our enemies' blood."

PROF. EDWARD TURNER . . . pipes in after a long absence to report that he has stopped pitching wonder mice long enough to expand his show print shop in Philly and to open up a magic shop in Germantown, Pa. "It won't be long before I'll get out the trapes and start trapesing," he says. "Had planned on springing an illusion show this summer, but my tires are only fair and I don't know any congressmen, so I guess it will be more mice again. Boys are always welcome to stop in my shops and cut it up (on rainy days only!)," says Turner. "The rest of the time I am busy making a lot or two in this vicinity. Pipe in, mouse and card workers."

LISTS

(Continued from page 55)

- Wisconsin**  
Sheboygan—Turner Indoor Circus. May 6-9. Ervin P. Lange.
- Canada**  
Amherst, N. S.—Motor Show. May 8-9. Frank J. Elliott.  
Montreal, Que.—Shrine Circus. May 9-16. J. Harry Spence, 1559 St. Mark St.

RUBIN GRUBERG PASSES

(Continued from page 30)

in the lobby kibitzing with Fred Spear, whom he had known for many years and who used to manage the Exchange Hotel in Montgomery when Rubin lived there. There were several showmen in the lobby when Rubin prepared to go up to his room, they being Archie and Milton Paer and Murray Polans. Rubin called to them and said: "Fellows, come up to the room with me while I shave and clean up, and then we'll all eat together."

They all went up to Rubin's room. Rubin unlocked the door and fell to the floor. The boys picked him up, put him on the bed and summoned medical aid, but he was pronounced dead immediately. Ben Weiss, who was occupying a room down the hall, was quickly called by one of the boys, and he immediately went to Rubin's assistance, but it was too late.

Rubin, as most folks knew him, came to this country from Austria when a boy of 16, and made his first stab at show business during the St. Louis World's Fair, selling confetti and serpentine. Rubin admired the beautiful side-show fronts that adorned the midway of the fair and hoped some day that he would be able to own a show himself. His dream came true, but only after years and years of hard work, struggling, and ups and downs.

In 1932 at the peak of his rise in the outdoor show world, he had amassed many railroad cars of show paraphernalia that represented a tremendous investment. His shows were then known as the Rubin & Cherry Exposition, and the Model Shows of America. Since that time Rubin joined the Amusement Corporation of America as director, and show bearing his name is at present showing in Phoenix, Ariz.

Rubin, tho almost constantly on the road, called Montgomery, Ala., home, and had a beautiful home there where he would spend each winter while the shows were quartered there for the winter.

There was perhaps no better known figure in the show world than Rubin. One of his lifelong friends that he admired greatly was the late Bibb Graves. Rubin was a colonel on his staff.

Rubin will be missed by the many who knew him. He was a man that could always attract and hold a crowd; he knew many stories, and funny ones, too, and wherever Rubin centered the crowd around him was generally chuckling at his antics. Just a few minutes before his untimely passing he was in the hotel lobby kidding with Fred Spear. He died happy, just as he had lived. He was about to enter his 39th year in the business.

Rubin was a staunch supporter and a life member of the Showmen's League of America.

"The show must go on," but the show world has lost a great person and that loss will be felt in many walks of life. To include everything interesting that could be said about him would take a voluminous obituary. As one who worked closely with him, all I can say is that he was as fine a person as I ever met, a swell fellow to work for and a figure that showdom will surely miss. There will never be another man just exactly like him.

Word came that Mrs. (Miss Annie) Gruberg, who was with the Rubin & Cherry Exposition, which was showing in Phoenix, Ariz., was leaving for Montgomery to attend the funeral on April 20.

astically received. It was said the run of about 45 minutes was too long and would be trimmed.

Circus staff includes Producers Arthur Wirtz and William Burke for the Stadium, and Sam J. Levy for Barnes-Carruthers; equestrian director, Leon Hamilton; announcer, Jack Kline; publicity, Jack Burnett; band, Izzy Cervone; boss of props, Whitey Wilbur. Costumes are by Lanquay. Only 24 sheets are being used in billing this year, heavy use being made of radio. Newspapers have been generous with stories and art. Show, with daily matinees, will run thru May 3.

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Saugus, Rodeo, 25-26.  
GA.—Rome, Livestock Show, 21-22.  
ILL.—Chicago, Olympia Circus at Stadium, 17-25.  
Rock Island, Dog Show, 25-26.  
IND.—Indianapolis, Home Show, 17-25.  
LA.—Shreveport, Dog Show at Fairgrounds, 26.  
MD.—Pikesville, Dog Show, 26.  
MO.—St. Louis, Police Circus, 20-28.  
N. Y.—Buffalo, Food Show, 20-23.  
OKLA.—Guthrie, '89er Celebration, 21-22.  
PA.—Altoona, Moose Circus, 24.  
TENN.—Nashville, Iris Festival, 20-25.  
TEX.—Dubin, Rodeo, 24-26.  
VA.—Alexandria, Dog Show, 25.  
Lynchburg, Dog Show, 22.  
Richmond, Dog Show, 24.  
Roanoke, Dog Show, 20.
- CALIF.—Lodi, Legion Picnic, 2-3.  
Los Angeles, Dog Show, 2-3.  
Oakland, Garden Show, 28-May 3.  
D. C.—Washington, Folk Festival, 28-May 2.  
IND.—Evansville, Food Show, 28-30.  
Fort Wayne, Dog Show, 3.  
MO.—Columbia, Dog Show, 3.  
N. C.—Raleigh, Celebration, 26-May 2.  
OKLA.—Guyton, Rodeo, 2.  
PA.—Bryn Mawr, Dog Show, 3.  
Philadelphia, Dog Show, 2.  
TEX.—Plainview, Dairy Show, 28-May 2.

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CHI CIRCUS BIG

(Continued from page 3)

ingly varied, including some beautiful flash acts and a number of thrillers. Capt. Terrell Jacobs is top feature with his large mixed wild animal group. Zacchinas' double cannon act and the Great Peters also are featured in the billing, and among outstanding attractions are Peaches O'Neill's Sky Revue; Eric Troupe, riders; La Tosca, bounding rope; the Atenos, novelty act, and the Antaleks, along with half a dozen others of exceptional merit. For an opening performance the show ran smoothly and was enthusi-

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WANT

COOK HOUSE, privilege in tickets. Wanted at  
once—Man to take complete charge of MONKEY  
SHOW. Want Partner to operate GIRL SHOW.  
New top and banners for both shows. WANT sober  
and reliable RIDE HELP. Ira Reeser and Howard  
Wagner, come at once. All address:

**JACOB PRYOR, Smithers, W. Va.**

## VICTORY SHOWS

WANT

Cook House, Mill Camp, Photo Gallery, Pan Joint,  
Girl Show, Pit Show and Athletic Show. Ride  
Help, Motor Drome, Fair Secretaries, we have  
open dates. Sellersburg, Ind., Apr. 27-May 2.

Your original investment in Defense  
Savings Bonds, Series E, will increase  
33 1/3% in 10 years.

## Uncle Don for N. Y. With Hunt's Circus

TRENTON, N. J., April 18.—Uncle Don,  
of Station WOR kid-program fame, has  
been signed by Charles T. Hunt to appear  
on Hunt's Circus while the outfit is within  
about 100 miles of New York. It's in-  
dicated that the popular radioist will be  
seen mainly at afternoon performances  
to build kid patronage.

Hunt's opens here on April 27 and a  
week later (May 4) George Hanneford will  
join at Madison with three principal rid-  
ing acts and a five-people comedy turn.

## Briefs From Bette Leonard

WICHITA, Kan., April 18.—Jimmy  
O'Dell left Dailey Bros.' Circus and re-  
turned to Yoakum, Tex. Jack Harrison,  
Pratt, Kan., former clown on Harley  
Sadler Circus, recently visited Fred and  
Bette Leonard here. Mr. and Mrs.  
Clarence Kachel, Whitewater, Wis., added  
a parade to their model circus. Al G.  
Kelley-Miller Bros.' Circus added another  
horse to its menage act and a lion and  
puma to the menagerie. Show will fea-  
ture a spec this season. Baraboo Bill  
Kasiska is slowly recovering from a  
serious illness. Fred Gollmar, former  
owner of Gollmar Bros.' Circus, sold his  
home, as did Mrs. Whalen, who will  
move to Adam, Wis. Charlie Hampton,  
former elephant trainer, returned to  
Baraboo, Wis., from Sarasota, Fla. Frank  
Larkin, former Cole show billposter, is  
working in Baraboo. Dr. E. N. Olzen-  
dam, Manchester, N. H., plans to visit  
Hunt Bros.' Circus when it opens its  
50th season. While en route he will at-  
tend the graduation exercises of his  
daughter, Harriett, at Hartford, Conn.,  
May 17.

## New Members for Consolvo

NORFOLK, Va., April 18.—Six new  
members were initiated into Charles H.  
Consolvo Tent, Circus Saints and Sinners  
Club, at the annual banquet in the Nan-  
semond Hotel. New members are W. F.  
MacGarvie, W. B. Plaine, W. B. Copeland,  
W. W. Manning, Lt. Comdr. John Quincey  
Adams and A. E. Krise Jr. R. L. Arnold,  
Petersburg, Va., past president of the  
national organization, was honor guest,  
and W. Shepherd Drewry, retiring presi-  
dent, was presented with a gold watch.  
Art Lewis, manager of the Art Lewis  
Shows, arranged the entertainment pro-  
gram.

## Cole Press Staff on Road

LOUISVILLE, April 18.—Cole Bros.'  
press agents left here Wednesday for  
their opening stands, after meeting at  
winter quarters with General Press Re-  
presentative Ora O. Parks and General  
Agent J. D. Newman. A. E. (Buck)  
Waltrip's opening stand is Owensboro,  
Ky. C. Foster Bell went to Anderson,  
Ind., and Harry Chipman to Lafayette,  
Ind. Parks will cover the opening at  
Louisville and will also make Indian-  
apolis and Cincinnati, both of which are  
three-day stands for the show. Newman  
made a rush trip to Chicago to negotiate  
railroad contracts, but will return to  
Louisville for the opening.

## NSA

(Continued from page 31)

Garto, Roger Littleford Jr., Justin  
Wagner.

Lunch counter and main lodge room  
are closed for the season. Members vis-  
iting the rooms during the summer may  
utilize the board room for a card room,  
and Ladies' Auxiliary quarters for lounge.  
Brother Alex (Shorty) Brown is again  
in Queens Central Hospital, Jamaica,  
L. I., and his condition is fair. Brother  
Morris Sklar is in Kings County Hospi-  
tal, Old Building, Brooklyn, N. Y., con-  
dition critical. Members and friends  
are requested to communicate or pay a  
visit.

Birthday congratulations to: Louis  
Decker, Charles Rubenstein, Paul Benlu-  
tende, Frank Clandorf, Bernie Mendel-  
son, April 21; Harry Haddad, Harry La-  
Bregue, Edward J. Madigan, John Bur-  
ton, Eddie Gabryn, 23; Louis Sage, Louis  
Light, Charles S. Stone, 24; Dr. Frank  
E. Rahn, David Mordecai, Raymond A.  
Young, 25; Hyman Schutts, Carl A.  
Turnquist, 26; Lewis Arons, Leonard  
Traube, George Harris, 27.

JACK HALLIGAN, side-show operator  
on Conklin Shows, accompanied by Eddie  
Hagen, talker, Francis Murphy and other  
members of his troupe, passed thru Cin-  
cinnati last week en route from Miami  
to Chicago.

# The Billboard

READERS "PREFER THE \$10 QUESTION"

The Billboard subscription rates will be  
increased midnight, April 30

## NEW SUBSCRIPTION RATES

	Until April 30	After April 30	You Save
One Year . . . . .	\$ 5.00	\$ 7.50	\$2.50
Two Years . . . . .	8.00	12.50	4.50
Three Years . . . . .	10.00	16.50	6.50

Announcement of new rates has been made in the last two  
issues of The Billboard. Readers faced with the question  
of spending \$5, \$8 or \$10 to extend their subscriptions at  
the old rates have preferred the 3-year \$10 extension term.

"Answers" to date indicated by the hundreds of orders for  
extension of subscriptions at old rates stack up as follows:

- 55.66% extended for 3 years at \$10
- 15.09% extended for 2 years at \$8
- 29.25% extended for 1 year at \$5

**SOLDIERS** ★ Ask your friends to  
**SAILORS** ★ send The Billboard to  
**MARINES** ★ you at the HALF-PRICE  
subscription rate for  
men in the armed  
forces.

**USE ORDER FORM  
BELOW NOW**

## ORDER FORM

The Billboard  
25 Opera Place  
Cincinnati, Ohio

Please enter my subscription for  
1 year . . . . . \$ 5.00  
2 years . . . . . \$ 8.00  
3 years . . . . . \$10.00

BEFORE NEW RATES TAKE EFFECT MIDNIGHT, APRIL 30

Name .....

Address .....

City ..... State .....

New ..... Extend ..... Occupation .....

WANTED

Merry-Go-Round Foreman for Three-Abreast Machine. Also high-class Singing and Dancing Girls for Girl Revue. Address:

J. M. SHEESLEY
Mighty Sheesley Midway

Decatur, Ala., week of April 20th;
Huntsville, Ala., April 27th.

WANTED FOREMAN

For new Hey-Dey. Must be capable.
Top wages and percentage in cash
every week.

ART WALSH

Care Strates Shows,
Wilmington, Del., This Week.

HEAVY RIDES

Arcade and Roller Rink

This is a new Park, with City Bus Service and a
big defense payroll. Wichita is producing one-
fourth of America's planes.

WE NOW HAVE 8 RIDES.

VICTORY PARK

2201 S. BROADWAY WICHITA, KANS.

Buy U. S. Defense Savings Bonds and
Stamps

EDITOR'S DESK

(Continued from page 46)

and fair secs, to go gunning for you, Bill?
... "I thought that after the circuses
which the North boys and Terrell gave the
public in 1941 the critics were all dead—
or should be," chirps Ed Ohland from
Saginaw, Mich. "But there probably are
some soreheads who would not go with-
out a pass, anyway. I've seen as much
circus as any man and sure got more
than I paid for last season. So let's keep
on boosting the circus and not look in
the ash can, where we might find another
critic. We could use more Norths and
Terrells." ... The Jeffersonville (Ind.)
circus historian, Charles Duble, admits
he is in a quandary what to tell a young
circus fan who wants to know who were
the owners of the ORIGINAL Howe's
Great London Show. ... "I never had
a better friend than the late Arch Clair,"
mourns a showman. Neither had any
man. On January 29, 1932, Archie wrote
in a letter to me: "For years I was a lover
of music and I still am and I used it as
a side activity until about 12 years ago,
when I dropped it and have never re-
turned to the fold. I count among some
of my best friends the trouping musicians
of the old school. The musical connec-
tion was really the cause of my entry
into the outdoor amusement business—
and I wouldn't change it for any other
business in the world."

THOSE much-written-about "beehives
of activity" should soon be producing
some honey. Why worry about a sugar
shortage?

LETTER LIST

(Continued from page 50)

- WILSON, Hester
WILLS, CLAUDE
WILSON, VERNON
WILSON, ALFRED
WILSON, JONES
Wilson, Mrs. Dave
Wilson, Dianne
Wilson, Mrs. Emily
Wilson, Frank
WILSON, FRED
WILSON, HARRY JNO.
Wilson, James
Wilson, Mrs. May
Wilson, Mrs. Rosci
Wilson, Russell
Wilson, Mrs. Wm.
WIMMER, ORMAN
WINDSOR, HARVEY
WINSLOW, EDDIE
WINTERS, SALLY
WIPF, ROBT. D.
Wiscom, Mrs.
Withers, Howard
Wolfe, Billie L.
Wolfe, H. C.
WOLLARD, ROBT. LEE
WONG, GEORGE
Wood, H. Earle
Woodley, F. J.
Woodlands, J. C.
WOODARD, RAY
Woodin, Jessa
Woods, Mrs. Burt
Wozniak, Frank
WRAY, JOHN
WRIGHT, HENRY
WRIGHT, HENRY BROWN
Wright, Jimmy
Wright, Ted
WYATT, THOS.
Wyatt, Mrs. Mabel
Yates, Eddie
YOUNG, DONALD
Young, Eddie
Young, Ernest
Young, Fay
Young, Flo
YOUNG, J.
Youngs, Leona
Young, Mrs. Nancy
Youngblood, Zeko
Zaino, Count Jos.
Zavatta Troupe
Zeta, Madam
ZUCKER, MORTIMER
Avery, Joseph
Bainchett, Raymond
Barnett, Ben
Barnett, Lester
Bartlett, Lois
Barton, Gerald
Bell, Mrs. E.
BOISNEAU, CHARLES
Bradley, Philip
Brenner, Helen
Brouder, Leo
Buchanan, Thomas
CAREY, WILLIAM P.
Carles, Miss
Carney, Robert
Carronies, Los
CARRIGAN, EDWARD
Cartier, Del
Chapman, Joan
Clemens, John &
Cnetta, Betty
Colangelo, J. J.
Cole, Gertrude
Cole, Walter
Cook, Bobby
Corrigan, Charles
CORTEZ, GENE
CORWIN, GEORGE
Cowan, Tom &
Crocket, Fred
Crump, Helen
Dalmar Girls
Daly, Joe
Damiani, Ross
Davis, Ches
Davis, George H.
Day, O.
Deauville Boys,
DeLane, David
Dell & Hamory
Delassio, Pete
Duirio, Bobby
Demarest, W. T.
DEMITRO, EPHRIAM
Deters, Florence
Devant, J. Burton
DOODY, ARTHUR
Eagle Eye, Chief
Edwards & Ardou
Elaaser, Carol
Falls Sisters
Farmer, William E.
FARRELL, FRANCIS
Fleher & White
Flaroch, J. V.
Flinch, Bob
Ford, Miss Billy
Fowler, Ollie
Fraser, Billie
Gabriels, Paul
Gale, Frank
Garay, Peter
Gearbarts
Genevive, Jon
Germain, Art
Gilstraf, Abraham
Goodner, Jeanne
GOODWIN, MICHAEL
Graces, The Six
Grands, The Four
Grant, Louis
Greenwell, Elsa
Griffin, Benny
Griffin, W.
Griffiths, Melvin
Grimes, Frank
Grove, Joseph
GUTHRIE, JOHN
Hamid, Sweeney
Harrison, Robert
Hartley, John
Hartman, Alfred
HEAGNEY, PAUL GEORGE
Healy, Martin J.
Hegner, Arthur
Hislop, Wm.
Honey, Sisters
Horn, Rudy
Hubbard, Harlin
Hyde, William E.
International Trio
Jahn, Francis C.
Jayne, Estelle
Jeffcott, Thomas
Johnstone, Barbara
Julien, Leo Pat
Jones, Flo
Kass, Dorothy
KELLY, BRANDON
KING, HAROLD
King, Frankie
King, Johnnie
Kirchoff, Mary E.
LA MOTTE, JOHN C.
LA MOTTE, JOHN F.
LaRue, D. P.
Larue, Jim
Eagle Eye, Chief
Edwards, Charley
Egan, Joseph T.
Ernest, Miss Ora
Evans, Robert Lee
FOGLESONG, FREDERICK E.
FROHOOT JR., BERT CHARLES
FUNDERBURG, QUINTON
GRAHAM, JOHN
GREENE, KENNETH A.
Gunn, Mr. & Mrs.
HARRIS, JOHN
HARRISON, ELBERT
HARRISON, ERNEST
Hager, Jas. R.
Harvey, Jack S.
Hiestand, Col.
Frank L.
HUGAMAN, CLARENCE
Hugo, Charles C.
Indeston, R. H.
Jones, Little
Johnny
KENNESLY, JERRY
Kerrigan, Jerry B.
LaRue, Joan
Lanin, Viola
LEE JR., HARRY
Lee, June
Lee, Miss Sen
Lee & Poppy
Lewis, Stan
Littlejohn, Frank
McGrath, John
McKIDDIE, JASPER
Mack, Mrs. Cuban
Marshall, Mrs. F.
Martin, T. Bradley
Mathews, Whitely
Miller, John
Morgan, Charles
Myers, Tim
O'Donnell & Layco
Raj, Yogi
Re, John Joseph
Reeves, H. N.
Rock, Mildred
Rouchello, Polly
Ryan, Jack
Samarra, Miss Vera
Smith, Harry
Starns, Harry
Steel, Gene
Stephens, Al
Stopp, Al
SUTTON, WILLIE
Teeter, Jaqueline
Thilstrom, Burr
Tint, Mrs. Mabel
Valentino, Wm.
Wallam, Fay
Warshaw, Akbar
Wendt, Charley E.
Wernuth, Natalie
Arlan, Bea
Barnett, Chester
Barnett, O. H.
BINGAMAN, CLARENCE
BLACKWELL, HUBERT
Blaskoff, William
Boyd, Laverne
Broadwell, Mrs. D. M.
Brown, Mrs. Hallie
Byden, Dorothy
Carson, June
Carter, Mr. E. J.
CARTER, THOMAS
Clemont, Violet
Covsons, The
Craven, Ruth
Davis, Frank H.
DeWolfs, Linton
Dickerson, Harry
Dixon, Joe
DOERING, HERBERT
Downs, Geo. Red
Drake, Jim
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COCOANUT CHAMPAGNE
90c PER POUND, 100 LB. DRUMS
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For lots in and around PITTSBURGH
Wanted: Shows, Rides, Concessions, Penny Arcade, Harry Lewiston, Johnny Rea, Tex Rose, write.
Want Cookhouse, Frozen Custard, Photos, Fish Pond, Devil's Bowling Alley, Palmistry, Hoopla,
Shooting Gallery, Cane Rack or any other 10¢ legitimate Stores, Dutch Lane, Walter Valencia,
J. E. Harper, Stanley Reed, Jack Nation, write. We open May 18th in the heart of the city.
Everybody Address: W. J. MURPHY, 323 Third Avenue, Pittsburgh, Pa.

MIGHTY MONARCH SHOWS WANT
For Blackstone, Virginia, largest defense project in east. Legitimate Concessions of all kinds. Want
Penny Arcade and set of Diggers. Want Performers and Musicians for Minstrel, also Girls for Revue.
Ride Help wanted, top salaries. Best industrial route in country. Address:
THIS WEEK, JACKSONVILLE, N. C.

B AND V SHOWS
GARFIELD, N. J., TILL 26; THEN HACKENSACK, N. J.
Want Cookhouse, Penny Arcade, Want Grind Stores, no Wheels. Can place Rides that
do not conflict. Want Foreman for Wheel, Merry-Go-Round and Chair Plane Ride Help.
Want Shows with own outfits. Girl Show. Want General Agent.

Hughey & Gentsch Shows
Want to join at once—Operators for Smith & Smith Chairplane and Eli Wheel. Want Man
for Fun House. Cuy Odom, wire again. Want Drummer with full set of Traps for jig
Show. Salary and percentage. Gilbert Scott in charge of show 3rd season. FRANK
SPARKS wants Cook House Help and Stum Store Agents, also Percentage Agent. Harry
Lamon, wire. All address:
Pontotoc, Miss., this week; New Albany, Miss., Apr. 27th to May 2nd; then north.

W. C. KAUS SHOWS, INC.
Want Octopus or any other Flat Ride. Legitimate Concessions. Want Photos, Custard and other
Grind Store. Bingo Callor with plenty of experience. Shows with or without own outfit. Brownie,
write. George Baldwin wants for his Swing Band Revue one Trombone Player, one Tenor Sax, one
Blues Singer, also a Trumpet Player—Fat Scott, write. For communications write or wire
RUSSELL OWENS, Manager, W. C. Kaus Shows, Williamston, North Carolina.

SCOTT EXPOSITION SHOWS WANT
One more major Novelty Ride, Grind Shows with or without outfits. Have Ten-in-One
outfit open. Want legitimate Concessions. No racket. Penny Pitch and Ball Game Agents.
Dalton, Georgia, this week; Kingsport, Tennessee, next; ten West Virginia million-dollar
coal fields, then 14 fairs.

ENDY BROS.' SHOWS, INC.
WANTS
Long-Range Gallery, Wheel Agents, Novelties, Legitimate Concessions. Chorus
Girls. Office pays top salary. Want Motordrome Riders, Talker and Help.
Also Semi Drivers. Have Whip and Kiddie Ride for sale.
ENDY BROS.' SHOWS, INC., Baltimore, Md.

ROUTES

(Continued from page 14)

Paulson, Lehua (Lexington) NYC, h.
Payne, Frank (Rice) Houston, Tex., h.
Peaches Sky Revue (Olympia Circus, Sta-

Rae, James (Palmer House) Chi, h.
Rae & Rudels (Stanley) Pittsburgh, t.
Raye, Martha (Oriental) Chi, t.

Robinson, Robert (Sportsman's Circus) Fitch-
burg, Mass., 20-23.
Rochelle, Ben, & Jane Beebe (Beverly Hills)
Newport, Ky., cc.

Sh. Clair Sisters & O'Day (Circus at Sta-
dium) Chi 20-May 3.
St. Claire & Day (Earl Carroll's) Hollywood,
nc.

VOCAL-INSTRUMENTAL QUARTETTE
THE STYLISTS
Featuring MARJORIE HYAMS
currently 20th Century Club, Philadelphia, Pa.

Sullivan, Joe (Cafe Society Uptown) NYC, nc.
Sullivan, Maxine (RKO-Keith) Boston, t.

Tamiris, Helen (Rainbow Room) NYC, nc.
Tarasova, Nina (Casino Russe) NYC, nc.
Taylor, Key (Chez Paree) Chi, nc.

Valdez, Vern (Wonder) New Orleans, nc.
Vallee, Edee (Jimmie Dwyer's Sawdust Trail)
NYC, nc.

Wade, Bill & Betty (New Yorker) NYC, h.
Wade, Stuart (Waldorf-Astoria) NYC, h.

White, Danny (Iceland) NYC, re.
White, Jack (18 Club) NYC, nc.
White, Jerry (Bill's Gay '90s) NYC, nc.

Yos's, Ben, Quartet (Diamond Horseshoe)
NYC, nc.
Youngman, Henry (Glenn Rendezvous) New-
port, Ky., nc.

Zorita (Famous Door) NYC, nc.

CARNIVAL

(Routes are for current week when no dates
are given. In some instances possibly
mailing points are listed.)

Alamo Expo.: San Angelo, Tex.
All-American: Lawton, Okla., 30-May 3.
American Expo.: Terre Haute, Ind., 23-May 2.

Bright Lights Expo.: Stony Creek, Va.
Brodbeck: Guthrie, Okla.; Kingfisher 27-
May 2.
Buck, O. C.: Trenton, N. J.
Buckeye State: Jackson, Tenn.; Milan 27-
May 2.

Crystal Expo.: Lancaster, S. C.
Denton, Johnny J.: Celina, Tenn.; Rockwood
27-May 2.
Dick's Paramount: Port Reading, N. J.

Florida Expo.: Alken, S. C.; Bath 27-May 2.
Four Star Expo.: Carbondale, Ill.
Frisk Greater: (4400 N. Broadway) St. Louis,
Mo.

Greater United: Coleman, Tex.
Groves Greater: Newbern, Tenn.
Hall Bros.: Morehouse, Mo.

Lang's, Dec: Columbia, Mo.
Lake State: (8 Mile Road & Tanney) Detroit,
Mich., 20-26.
Lane, C. E.: Russell, Ark., 20-May 2.

Manning, Ross: Poughkeepsie, N. Y., 30-
May 9.
Marks: Richmond, Va.
Merit: Fall River, Mass.

Shugart, Doc: Hooks, Tex.; New Boston 27-
May 6.
Silk City: South Amboy, N. J., 25-May 2.

World of Fun: Coeburn, Va.
World of Pleasure: Dearborn, Mich.
World of Today: Wichita, Kan.
Wright's United: Rock Hill, S. C.

Beers-Barnes: Westminster, N. C., 21; High-
lands 22; Franklin 23; Bryson 24; Sylva 25.
Cole Bros.: Louisville, Ky., 23-28.
Hamid-Morton: Hartford, Conn., 20-25.

Birch, Magician: Atlanta, Tex., 22; Texar-
kana 23.
Campbell, Loring, Magician: Sistersville,
W. Va., 22; Normantown 23; Belle 24;

Chandler, Magician (Glenn's) Gallatin, Pa.,
20-25.

CONCESSIONAIRES
—WRITE NOW—
For New 1942 Spring Flyer and Price List.
We still have—at present—plenty of
Lamps, Clocks, Smoking Stands, Stools,

CONTINENTAL
DISTRIBUTING COMPANY
ORIENTAL CREWS
15 pcs. - 100 pgs. 4.25

DELIGHT SWEETS, INC. 50 EAST 11th STREET, NEW YORK CITY
ALL TYPES OF BOXED CANDY POPULAR PRICES
CHOCOLATES, GUMS, CHEWS. WILL STAND ALL KINDS OF WEATHER
FREE CATALOG ON REQUEST @ 20% DEPOSIT ON ORDERS

JAMES E. STRATES SHOWS, INC.
CAN PLACE
Ride Foreman and Help on following Rides: Boomerang, Ferris Wheels, Merry-Go-Round, Hey Day
and Scooter. Can place experienced Neon Men and Tower Men. Have complete, beautiful outfits

Daniel, B. A., Magician: Sidney, O., 22;
Urbana 23; Bellefontaine 24.
DeCloe, Harry, Magician: Columbus, O., 20-25.
Lee's Colored Minstrels: Mobile, Ala., 20-30.
Levine Am. Co. (K. of P. Hall) Columbus,
O., 29-30.

Everett & Conway (Amato's Night Club) As-
toria, Ore., 20-25.
Grace & Scotty (Garde Hotel) New Haven,
Conn., 20-May 16.
Jaxon, Great, & Jerry (White Swan Club)
Canton, O., 20-25.

Woods & Bray (Cocoanut Grove) Boston 20-26.

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# Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. HURD, Editor  
The Billboard, Ashland Bldg., 155 N. Clark St.,  
Chicago, Ill.

## Record Supplies

The phonograph record business made the headlines recently with the issuance of a priorities order limiting the use of shellac. This order M-106 is general in its terms and the use of shellac in phonograph records is only a part of the many provisions of the order.

The order does not apply directly to the production of records but does limit the use of shellac in records. Records may still be made in any quantity if substitutes are available.

The Wall Street Journal, in reporting the news of the shellac order, was careful to devote an entire paragraph to explaining that the order is not likely to cut down record production as much as it might first appear. It explained that record manufacturers have for some time been experimenting with substitutes for shellac. "While the industry keeps its formulas as secret as its sales figures, reports indicate that successful substitutes and methods of using less shellac in phonograph record manufacture have been found. In addition the industry has been successfully reclaiming old records," says The Journal.

That there will be some adverse conditions resulting from the shortages and limitations of shellac goes without saying. Record manufacturers will soon be announcing their plans to cope with the situation and to keep the supply of records as complete as possible.

We publish in the phonograph section this week a warning that music operators had best hold on to their supplies of old records because there is a possibility that it may eventually be necessary to turn in an old record in order to purchase a new one. This suggestion should be followed until further announcements are made as to future supplies of records.

In any adverse situation there are also new responsibilities and new opportunities. If any shortage develops in the supply of records it will serve to focus attention upon records and their place in our national life as never before. Sometimes a scarcity of something is the thing that makes it become all the more important. Popular records have come to fill a great place in supplying the people with music, but many may not realize how important such records are until the future supply is threatened.

If a shortage should develop, then automatic phono-

graphs will have a big responsibility to the people and to the music world to help supply popular music in those thousands of small establishments that have made music a part of their attraction to customers. With limitations already placed on phonographs and radio for the home, these small public establishments will need more than ever to maintain their popular music.

Small establishments are sure to be hit harder and harder as the war continues, and the increasing adversity will make music mean all the more to the owners of these places and also to the people who patronize them.

Music operators and record manufacturers must take seriously the job of helping to maintain the national morale. The music industry has talked a lot about helping to maintain morale and the real test may come when adverse conditions begin to come home to the music industry itself. Closer cooperation between music operators and the record manufacturers and distributors will help to overcome many of the difficulties that arise in the record field.

If the supply of records decreases there will be less recorded music for the home, and the public phonographs will need to fill in the gap. The public phonograph can maintain the present high state of public interest in popular music for the duration, a service that will enable the music industry to assume full business

activity soon after victory is won. The opportunity thus presented to the phonograph industry may be the biggest opportunity that has yet come its way.

Present trends are already helping to remove certain competitive evils from the phonograph industry, and the field will offer better results to all operators who adapt themselves to new opportunities and who fulfill their obligation to supply the best music services that conditions permit. Record manufacturers and distributors share in this opportunity to maintain the best possible music services in public phonographs for the duration.

No one in the music business questions the necessity of the priorities order. In the April 4 issue of The Billboard we published a notice that shellac had important uses in military and naval equipment and that a priorities order was planned. Now the phonograph and record industry will show its ability to carry on and also help win the war.



All-out effort by every citizen is needed so that America and her allies may be able to take the offensive at the earliest possible moment. (Cartoon from the St. Louis Star-Times.)

**Trend of the Times**

DES MOINES, April 18.—That bit of femininity (usually wearing slacks) dashing around the more exclusive restaurants here playing nurse to phonos is Mrs. Lu Jean Schuster, who is now servicing a route for the Gibson Distributing Company.

Mrs. Schuster is the daughter of C. Aubrey Gibson, head of the firm, and wife of Dick Schuster, who formerly operated the route in Des Moines.

Schuster, however, is now in the Coast Guard, and his wife is pinching for the duration.

**Clarification Order Issued**

**First explanatory order gives more details about inventories, repair parts**

WASHINGTON, April 18.—The War Production Board April 14 issued its first clarification order since the issuance of the general limitation order L-21-a which stops the production of most types of coin machines by May 1. The new order is known as Interpretation Order No. 1 and clarifies some of the points on which the coin machine manufacturing industry had asked for more information.

Among other things the order is said to give more complete information on the subject of repair parts for coin machines. The official order is reprinted in full as follows:

**AMUSEMENT MACHINES**  
Title 32—National Defense, Chapter IX—War Production Board; Subchapter B—Division of Industry Operations, Part 1020—Automatic Phonographs and Weighing, Amusement and Gaming Machines.

Interpretation No. 1 of supplementary general limitation order L-21-a.

The following interpretation is hereby issued by the director of industry operations with respect to Section 1020.2, supplementary general limitation order L-21-a, dated March 16, 1942:

No manufacturer of automatic phonographs or of weighing or amusement machines is prohibited by the terms of subparagraph (a) (2) (i) of supplementary general limitation order L-21-a from using in the production of such equipment or of parts therefor, any piece of copper wire which was cut into the required length prior to March 16, 1942, provided that such production is not prohibited by any other provision of order L-21-a and applicable conservation orders.

No manufacturer of automatic phonographs or of weighing or amusement machines is prohibited by the terms of subparagraph (a) (2) (iv) from selling, transferring or delivering any part of his inventory held for use in the production of repair parts exclusively, except repair parts the manufacture of which is prohibited by subparagraph (a) (2) (i) or (ii), or by any other order of the director of industry operations.

In order to comply with the provisions of paragraph (c) of order L-21-a, a manufacturer need not make an exact physical check of his inventory of materials on hand on March 16, 1942, the effective date of the order. It is sufficient for him to file with the WPB on or before April 6, 1942, his most accurate estimate possible of the critical materials, in the form of raw and semi-processed materials and finished parts, which were in his inventory on the effective date of order L-21-a.

Issued this 13th day of April, 1942.

(Signed) J. S. Knowlson,  
Director of Industry Operations.

**PINBALL CRUSADES**

**Stamps for Prizes**

CHICAGO, April 18.—The air, which has been fairly thick with schemes using War Stamps as bait, was cleared recently when the United States Treasury Department issued the following statement of policy:

"Use of War Savings Bonds and Stamps is prohibited if such use is contrary to the federal or State statutes governing games of chance, lotteries and chain letters.

"The use of bonds and stamps is discouraged in any commercial or merchandising scheme which tends to cheapen United States Government obligations by questionable use as bait.

**Purpose Is Emphasized**

"Any use of the stamps as currency defeats the purpose of the savings program—they merely pass from hand to hand as money.

"It is recognized, however, that bonds and stamps may properly be used as gifts and awards in bona fide contests involving skill."

**Churches and Bingo Put Crimp in Drive on Games**

**Two leaders of opposition come face to face with big questions**

MILWAUKEE, April 18.—The history of the recently proposed Milwaukee coin machine license ordinance, which passed the common council by a vote of 18 to 7, shows how much political ado can be made over pinball games. By the time this issue goes to press the Milwaukee council is scheduled to vote again (April 20) on the pinball ordinance, deciding whether to pass the license plan over the former mayor's veto. Adding to the political melee in the Milwaukee situation was the entry of the young

mayor into the naval service, taking a leave of absence for the duration. The president of the council succeeds him to become acting mayor.

As a grand gesture, before leaving for the navy, Mayor Zeidler vetoed the ordinance which had been passed by a big majority in the council. He made the typical crusader attack on pinball games and added a note that has been agitated in Milwaukee for some years as a reason for not licensing or permitting amusement games. He argued that letting the pinball games run would open the way for outside elements and racketeers to enter the city. The argument of the opposition here for many years has been that "racketeers from Chicago" come into the city when games are permitted to run.

**Deeply Involved Issue**

It is not easy to explain how deeply involved is the present noise being made about a proposal to license pinball games and other coin machines by the city. The coin machine trade itself may object to including music boxes and vending machines in the plan, but the real point made by the opposition has been an attack on pinball games. Agitation against pinball games here goes back over a considerable period of time and has many political ramifications.

One of the very interesting sidelights in every crusade against pinball games has been the fact that bingo games, especially those conducted by churches, seems to become involved sooner or later. That always brings the churches into the situation and perhaps no city in the United States has debated the subject of church bingo more than has Milwaukee.

More than once the city crusaders have taken a position against bingo games, only to have some of the churches openly rebel against the idea of stopping the games. Prominent church leaders (See PINBALL CRUSADES on page 80)

**News Highlights April 13-18 . . .**

WASHINGTON.—Tax hearings continued thru the week, with representatives of the coin machine industry attending some hearings and also representatives of vending supplies trades.

WASHINGTON.—Two important priorities orders were issued during the week. M-106 limits the use of shellac in phonograph records; records can be made in unlimited quantity if substitutes are available. The order definitely limits the use of shellac, however.

The first explanatory order on coin machine manufactures, clarifying inventory rules and also the making of repair parts, was issued on April 13.

MINNEAPOLIS.—A U. S. district attorney announces he will seek legislation to ban the making of metal tokens or slugs that may be used for coins in machines. This action follows the recent dismissal of a test case on the making of tokens for coin machines.

CINCINNATI.—The city council passed a pinball license ordinance on April 15, to take effect in 30 days.

**BRIEFS OF THE WEEK**

**Deaths**

George Freeman, Philadelphia Decca Distributing Company head, in Philadelphia April 9 from heart attack.

Walter C. Jantz, Denver music machine operator, in an automobile accident.

Max Harrison, Minneapolis operator, at Osakis, Minn., on April 13 after an extended illness.

**Births**

A boy to Mr. and Mrs. Richard Gelsinger, Pittston, Pa., on April 11. Father is a coin machine operator.

A boy, Sheldon, to Mr. and Mrs. Alfred Bergman, Buffalo, N. Y., on March 25. Father is an operator and also operates a retail music store.

**Personnel**

Ben Palastrant has been appointed Eastern district sales manager for the Charm Cabinet Company, Chicago.

High Point Amusement Company, Philadelphia, headed by Maurice Finckel, reports appointments of Bill (Red) Apt as manager, Howard Kauffman as assistant manager and Buddy Rothstein as salesman.

J. Gordon Thornton, formerly with Decca in New York, succeeds the late George Freeman as manager of the

Decca Philadelphia office.

Ed Kitchmaster has joined the Wellcome Music Company, Spokane, Wash., as bookkeeper.

**In Military Service**

David Carmosin, Raymond Rosen Company, Philadelphia, to the army.

John W. Barnes Jr., Wellcome Music Company, Spokane, Wash., to the army.

Earl Jones, of Benjamin Sterling Jr. Company, Meosic, Pa., to the army.

**New Addresses**

A branch office of the Modern Music Company, Philadelphia, has been opened at 910 Chestnut Street, same city.

Decca Distributor Corporation has opened a new office in Buffalo, N. Y., at 1233 Main Street.

**Firm Changes**

Crest Novelty Company has been purchased by Arthur C. Rud from William H. Paradise. The latter continues phonograph and pinball operations.

James Gaddis, formerly Denver distributor for Seeburg, has taken over all machines operated by A. P. Bales in Colorado. Bales is a Cheyenne, Wyo., operator. He in turn has taken over machines of Jack Schuman, also of Cheyenne.

**The Billboard Subscription Rates Upped**

Only one week remains to stock up on *The Billboard* subscription copies at old prices. In keeping with the new single-copy price the subscription rates have been revised as follows:

	Until April 30	After April 30
One Year	\$5	\$7.50
Two Years	\$8	\$12.50
Three Years	\$10	\$16.50

A 30-day grace period has been allowed to enable readers to subscribe or extend their subscriptions NOW before the new rate goes into effect mid-night, April 30. Many subscribers have already extended their subscriptions at the old three-year rate, which cuts the cost of *The Billboard* to less than 6½ cents a copy. A convenient order form is printed on page 61.

**Pool Idea Gains In Chicago Area; War Orders Grow**

One of the first industrial pools formed in Chicago to secure defense orders from the government, was organized during 1941 by a group of small business men on Chicago's West Side, headed by O. D. Jennings & Company, coin machine manufacturer. Other pools have been formed since then and other coin machine manufacturers have become members of the pools.

The pool idea is now beginning to bring war orders to the Chicago area. The first prime contract in the Chicago Ordnance District to be awarded to a diversified production pool of small manufacturers has been received by the Chicago Defense Association, Inc., an association of 120 firms. It was announced April 1 by Alfred Rodriguez, manager.

The order will keep the participating companies busy thru December and will put to work for the first time a number of screw machines which have been on the ordinance district's critical list for some time. While the order is substantial in volume, it nevertheless occupies only the screw machinery of the plants involved and can not be distributed among all the 120 firms in the pool, Rodriguez said. Considerable assembly and other machinery is still idle.

**22 Pools in District**

The ordinance district, which consists of Northern Illinois, Indiana, Wisconsin, Upper Michigan, Minnesota, North and South Dakota and Iowa, contains 22 pools, all formed within the last year as a means of combining the facilities of numerous small producers in order to aid the war effort.

Rodriguez cited as an example of the conversion required to handle the contract, the work of one manufacturer who is constructing a six-spindle screw machine from the base of an old discarded (See POOL IDEA GAINS on page 67)

# Phono Assn. Plans Aggressive Public Relations Program

**Aims to co-ordinate individual operator efforts—to stress public services being rendered by industry and thereby offset unfavorable publicity**

PHILADELPHIA, April 18.—Plans for a two-fisted public relations program to promote the interests of the automatic phonograph industry are being formulated here by the Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey. It was disclosed here this week by Jack Cade, business manager of the group. Primary objective of the campaign will be to acquaint the public with the valuable services being rendered by the industry during these trying times and thereby counteract the unfavorable publicity that's been heaped on the industry here since Pearl Harbor.

### Had "Good Press"

Prior to the outbreak of war, the industry enjoyed what is commonly known as a "good press" here. Since the War Production Board curtailed the production of music machines, however, local newspapers have been pinning many wrongs and ills on the music machines, apparently for no other reason than the fact that they have no other scapegoat. In both editorials and feature stories the music machines have been blamed for everything from the shortage of rubber to the submarine menace.

Since the distorted stories may cause alarm among an impetuous public during these times, Cade figured it was time for the industry to "take the bull by the horns" and show that the industry is giving its all-out aid to the war effort the same as any other industry.

Another impression the campaign

aims to correct is that the music machine operators are literally "coining money." One story in the local papers claimed that a music machine brings the operator a profit of \$50 to \$100 a week. Altho the operators know that this is all "tommyrot," Cade is afraid that the public will begin to believe such falsehoods. "In fact," said Cade, "if the music machine operators made half as much money as the newspapers would lead you to believe, I'd be operating machines myself and so would all those newspapermen writing such stories."

### Industry-Wide Help Sought

Co-operation will be sought from operator associations thruout the country, Cade aiming to pool all ideas into a workable campaign that might be adopted by the entire industry. Cade is convinced that it is necessary to publicize the industry's public service, feeling that all efforts should be made now.

In the proposed campaign, special emphasis will be placed on the patriotic effort. Plans will be worked out in conjunction with the "Bonds for Victory" committee here. Going beyond the placing of patriotic records in the machine, it is planned to have stickers in the patriotic colors placed on all machines, reading: "Buy Bonds for Victory." Moreover, music machines will be donated to the USO centers in the area in the name of the music machine industry. In short, instead of each operator doing his share in his own way, the public service efforts of each operator will be co-ordinated in an all-industry effort that will result in a more forceful impression on both the press and the public. Every medium of advertising, promotion and publicity will be utilized to get across the industry's message.

### Pa. Music Operators To Confer With Neighbors

PHILADELPHIA, April 18.—The Phonograph Operators' Association of Eastern Pennsylvania and Southern New Jersey will confer with the Cleveland Phonograph Operators' Association in drawing up plans for a promotion and publicity campaign to be conducted here to offset adverse and incorrect stories regarding the industry in the local press. A committee headed by Jack Cade, business manager of the association, will go to Cleveland to confer with officials of the association in that city. The committee also includes William King, president of the association; Philip Frank, a past president and member of the board; Sam Stern and Meyer Cowan, also members of the board.

The group plans to arrive in Cleveland on April 27 to attend the banquet of that association in the evening at the Hotel Statler. Meetings between the two association groups will begin the following morning. In view of the fact that the Cleveland group has been sponsoring various promotion and good-will ideas, it is felt by Cade that some of those ideas may be adapted for use in the proposed Philadelphia campaign.



**GANO SENTER DOES HIS PART** during War Bond sales drive. One of his Panorams was set up in the May Department Store, Denver, and ran free when stamps or bonds were purchased. Left to right: Ralph Nicholas, collector internal revenue, Denver; Ross Ward, War Bond girl; A. Triefus, May company manager; Gano Senter, president Rocky Mountain Soundies, and Representative Gerald Whitney. (M.R.)

### International and Foreign Record Hits of the Month

(Note: Here are the most popular international and foreign recordings of the past month. Similar lists will be published in this section once every month.)

**INTERNATIONAL RECORDINGS:** Lo-Lo-Lita (The Girl Friend of the Army), Cuckoo Waltz, Pound Your Table Polka, Misirlou, Squeeze the Bottle, Middletown Polka, Swinging Elmer, The Scissor Grinder.

**FOREIGN RECORDINGS:** Bohemian, Dzuleida, Schledani, Bezejmena, Zvadla Ruse; Croatian-Serbian, Sustar, Ti Nexnas Stoje Ljubav, Kukavica, Oj Kaduno, Kad Ja Gledam Zoru; German, Isarwinkler Schuetzenparade, Erika, Kornblumenblau, Das kannst du nicht ahnen, Du kannst nicht treu sein; Hebrew-Jewish, Mein Yiddische Mame, Misirlou, Dem Nayem Sher, Der Alter Zigeuner, Belz; Hungarian, Szere-ted-e meg a kek ibolyat, Juliette, Mit susog a feher akac, Fehér selyem csipkes szelu kendo; Italian, Lombardi—O Signor Che Dal Tetto—Natio, Nabucco—Va Pensiero Sull'Ali Dorate, Chitarra Sola, Bionda Biondina, Ill Rossetto; Norwegian, Den Siste Vognmann, Baerpeller, Gamle Norge; Polish, Rum, Cium, Cium, Poznajcie Naszych Muzykantow, Siedem Kawalerow, Ktoz Tu Tancuje, Juz Trabka Zagrala, Wroc Do Mnie Kochanie; Russian-Ukrainian, Ciom Ta Lullie, Korobushka, Dve Gitary, Ochi Chornya; Scandinavian, Blonda Charlie, Dina Bia Ogon, Bohusland-ska Sjomansvalsen; Swedish, Bland Kobbar Och Skar, Clittrande Vag, Jungman Jansson, En Sjomann Alskar Havets Vag.

### Denver Firm Plans Big Repair Trade

DENVER, April 18 (DR).—Closing of the San Francisco office of the Wolf Sales Company, Wurlitzer distributor, for the duration has been announced by Al Roberts, manager.

The San Francisco plant is being taken over by the Golden Gate Novelty Company. Dan Brennan, of the San Francisco office, is being transferred to Denver.

Roberts also announced that some of the equipment of the San Francisco set-up is being shipped to Denver, where the shop facilities of the company are being greatly enlarged. Taking a tip from automobile dealers and their troubles with priorities, the company plans to concentrate heavily on repairing and rebuilding machines for operators in the Rocky Mountain area.

Roberts said that the shop will be the most complete in the West. In addition, he announced the firm is stocking up heavily on all available repair parts in order to help operators continue in business thru the war.

At present operators are clamoring for every available machine, as the business outlook, particularly in Eastern Colorado, is very good. At Denver the ordinance plant and Lowry Field, an air corps technical school, are undergoing major expansions. At Colorado Springs construction has begun on a big army cantonment. Several military projects are being started in the Pueblo area.

### Florida Race Track Take at New Peak

MIAMI, April 18.—The Miami Herald, long a crusader against pinball games, on April 11 made a front-page feature of the racing receipts for the past season. It reports that State revenue from racing in Florida the past year set a new peak and that it made a nice fund for old-age payments in the State.

The races during the past season showed a sharp reduction both in attendance and in mutuel play, yet it set the record in revenue returns. The report shows that besides the horse-race track there are nine greyhound tracks operating and that jai alai games are also going.

This report rekindles the bitter crusade The Miami Herald has waged against licensed pinball games in the State. The former owner of The Herald, just before he sold the paper, realized that he had been duped by racing interests into opposing licensed pinball games. But the new management apparently did not learn anything from the former owner. It has continued to fight licensed pinball and at the same time boosts revenue from racing and other forms of gambling.

In other words, the old records may have a much greater value to the operator in keeping himself in business thru some plan of exchanging old records on the purchase of new ones than they could possibly thru their sale at the present time, it was stated.

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**CONSOLES**

(FREE PLAYS)

JUMBO PARADE	..... \$ 99.50
JUMBO PARADE (Fac. Rebuilt)	119.50
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(PAYOUTS)	
JUMBO PARADE	..... \$92.50
1938 TRACKTIME	89.50
1937 TRACKTIME (Rebuilt)	35.00
1938 BANGTAIL	57.50
SUGAR KING (Like New)	62.50
GRAND STAND	80.00
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Each Machine Cleaned and Checked—Ready To Place on Location.

WRITE FOR COMPLETE PRICE LIST OF FREE PLAY PIN GAMES & SLOTS.

Terms: 1/3 Deposit, Balance C. O. D.

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Big Parade ..	72.50	Double Play ..	30.00
Star Attrac. ..	37.50	Metro .....	19.50
Big Time ..	22.50	West Wind ..	37.50
Show Boat ..	36.50	Victory .....	72.50
Sky Ray .....	24.50	Horoscope ..	37.50
Legionnaire ..	39.50	Miami Beach ..	32.50
Hi Hat .....	29.50	League Lead ..	24.50
Spot a Card ..	59.50	Vacation .....	17.50
Champs .....	49.50	Yacht Club ..	19.50
Knockout .....	72.50	Formation .....	23.50
4 Diamonds ..	32.50	Hi Stepper .....	19.50
Jungle .....	52.50	Snappy .....	37.50
Czpl. Kidd ..	49.50		

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**STOP AND LOOK!**

1 Four Roses ..	\$32.50	1 Slugger .....	\$32.50
2 Big Chief, Ea.	24.50	1 Sport Parade ..	34.50
2 Sunbeam, Ea.	34.50	2 Metro, Ea. ....	27.50
1 Fleker .....	24.50	2 School Days ..	32.50
1 Stars .....	32.50	1 Salute .....	22.50
1 Attention .....	29.50	1 Cross Line .....	22.50
1 Formation .....	24.50	2 Landslide .....	14.50
4 Red, White, Blue, Ea.	24.50		

**ARCADE EQUIPMENT**

2 Ace Bombers, Ea. .... \$189.50

6 Anti-Aircraft Guns, Ea. .... 39.50

1 1937 Western Baseball .. 44.50

**SLOTS**

10 War Eagles, Ea. .... \$44.50

15 Jennings 1¢ Dukes, Ea. .... 14.50

Send Deposit! Write! Wire! Phone! Quick!!

**Seiden Distributing Co., 1230 Broadway, Albany, N.Y.**

# MOVIE MACHINE REVIEW

## Program 1064

Produced by Minoco and RCM Productions, Inc. Released by Soundies Distributing Corporation of America, Inc. Release date, April 20.

Standard program with a noticeable improvement seen in the production shots by Minoco. Again leg art is used generously, displayed by some gorgeous shapiles. Talent is okeh but not all of it exploitable.

**SHEP FIELDS** and his "new" orchestra, with Ken Curtis, solid baritone, on the vocal, offer a good, action interpretation of *The Caissons Go Rolling Along*. Flashes of armed forces, later augmented with a parade of beauties in brief military costumes, are sandwiched in between bandstand scenes. (Minoco)

**YVONNE DE CARLO**, sexy brunette working in a nightgown thruout the short, sings *The Lamp of Memory* and dreams of her romance with **RUSSEL MERCER**. Montage shots picture the couple in a light dance routine. (RCM)

**BARRY WOOD**, making only a fair appearance as a Spanish rancher, gives out with the familiar *El Rancho Grande*. Predominant here are the lively production backgrounds, gay and interesting. A short man on a jackass is used for

comedy effect. (Minoco)  
**SAVANNAH CHURCHILL**, smooth-colored vocalist, does a good job on *The Devil Sat Down and Cried*, a popular spiritual. A tavern set with amusing Negro characters are employed. **LES HITE** and his orchestra are billed, altho the boys themselves are not seen. (Minoco)

**WILL BRADLEY** and five of his boogie-woogie musicians are featured in *Basin Street Boogie*. It is loud music, featuring **RAY MCKINLEY** on drums and a group of jitterbugs in a zany dance number. Good stuff for boogie fans. (Minoco)

**NORO MORALES** and his Latin band, plus the dancing of **NINO AND LENORA**, are featured in *Ella*, a Latin rhythm interpreted in the background of a native cafe. The comedy sequence between a seltzer-sputting drunk and an exasperated female, altho foreign material for this subject, is the highlight of the entire short. (Minoco)

**AILEEN SHIRELY**, a torso-shaking cutie, leads an all-girl beauty band in *I'm Coming Virginia*. It is obvious that the girls themselves don't play a note, altho they make a good attempt at fakery. However, they dress up the set in short costumes, revealing their shapely limbs. (Minoco)

**CHIQUITA**, Spanish dancer, interprets *My Shawl* with a line of girls, to the harmonica music of Borrah Minevitch's Rascals. Short is rather dull. The boys should have added some comedy touches for purpose of balance. **DON WILSON** introduces the performers in the opening. (RCM)



PAUL NELSON, DES MOINES MUSIC MERCHANT (left), placing an order for Wurlitzer Victory Model phonographs, with Irving Sandler, branch manager, and Sam Taran, general manager of Mayflower Novelty Company, accepting the order. (MR)

## Road Building In So. America Will Help Trade

Future trade with South American countries is being boosted thru the signing by Bolivia and the United States of an agreement to spend \$25,000,000 to rebuild Bolivian roads, including those across virgin wilderness.

It would be possible to build all sorts of roads, in all directions, in Bolivia. The country is almost entirely undeveloped and is completely landlocked by Brazil, Argentina, Chile, Peru and Paraguay. Its high plateaus, rising precipitately almost three miles above its low plains, make it geographically ideal for civil war, which could spread to neighboring countries easier than it could be stopped at home. Which is why the Germans called Bolivia "the contact country" and tried so hard to dominate it—first by military missions, then by commercial air lines, then by immigration from Germany just before the war, and finally by outright revolutionary plotting which resulted in the expulsion of German Minister Ernst Wendler.

### Supplement Panama Canal

But the most important road in Bolivia, the one the whole populace talks about to strangers, is one surveyed but never built between the Andes and Corumba on the border of Brazil.

This road is the only road ever designed to cut straight across the waistline of the South American Continent. It was declared by the Havana Conference of 1940 to be vital to defense of the New World because it could be used to supplement or as a substitute for the Panama Canal.

It could not fully replace the canal, but it could carry men, munitions and supplies from the Atlantic to the Pacific if Panama Canal were closed or if a sudden emergency were to require a greater movement than the canal alone could accommodate.

Defense needs of Bolivia, and thru it of the United States, is a great stimulant in agitation for completion of the road now. The United States, it is planned, would loan money and send material aid in other ways to promote road building in that country.

### Coin Machine Export Prospects

A number of large coin machine manufacturers have expressed the opinion that coin machine exports after the war will exceed the domestic trade. They are vitally interested in all industrial developments to the South.

The United States has many plans for extending roads and even railroads thruout South America and all of this will return many benefits in trade to our country in the future. Another result of such deals is that they influence South America to send us vital war materials now.

## Joe Goodman Joins Tri-Way

NEW YORK, April 18.—Joe Goodman has joined Tri-Way Products Company, Inc., according to a firm announcement. He will cover the New England States as district manager. "He brings a wealth of experience in aiding operators increase profits, and has been impressed with the reception given Singing Picture Illuminated auxiliary speakers by operators, distributors, jobbers and location owners," a Tri-Way official declared.

"Wherever I've visited Singing Picture locations, I have heard only praise," Joe said. "The speakers are attractive and have helped obtain locations where automatic music was never before featured. They have maintained and brought new locations for operators."

Executives of Tri-Way stated: "We feel certain New England operators will find Joe Goodman a fine man to deal with. They will find him honest and conscientious and that he has their interests at heart."

## Detroit

Michael Savich, salesman for Atlas Automatic Music Company, is turning his talents to the organization of a company selling home defense materials "for the duration."

Earl Pettig, music and pin game operator from Bay City, has returned from a winter vacation in Cuba.

Ben Newmark, assistant manager of the Atlas Automatic Music Company, was recently married at Napoleon, O., to Leba Mendelson, Detroit. Louis Markovich, Detroit operator, accompanied the couple on the trip to Napoleon.

J. Paris & Sons, tobacco jobbers and cigarette machine operators, are adding to their route with new venders.

Russell Wagner, Loren Stover, Constantine Savros and Abe Kaufman are adding new Wurlitzers to their route.

Private Leo Weinberger, of the Air Corps, formerly in the business with his father, returned with him for a 10-day furlough.

Albert Kaufman, music operator, has moved headquarters from Chicago Boulevard to La Salle Boulevard.

William J. Patterson, Dearborn, Mich., is buying a large consignment of cigarette venders from U-Need-a-Pak.

## POOL IDEA GAINS

(Continued from page 65)

machine and a self-gauging automatic screw machine. To get delivery of these two machine from a manufacturer of new equipment would take from seven to eight months, according to Rodriguez. This pool, formed last September and

legally cleared by the Department of Justice in January, 1942, also has a coin-machine manufacturer member, the A. B. T. Manufacturing Company.

Also included are such firms as Allied Screw Machine Company, Interstate Metal Products, James Metal Company, St. Charles Manufacturing Company and Rembrandt Lamp Company.

## NEW GAMES IN STOCK—IMMEDIATE DELIVERY

Jobbers, Write for Special Quotations.

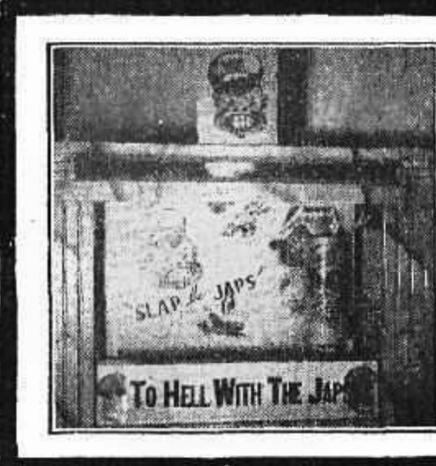
<b>GENCO PLAYBALL, '42.</b>	Daval's Keep 'Em Bombing, List .....	\$ 22.75
Special .....	Baker's Bomb-Hit, List .....	17.50
<b>\$299.50</b>	Towers Strength Tester, 3-Way Gripper,	
<b>TEST PILOT, new airplane</b>	1¢, List .....	59.50
game. List .....	7 Bally Hi Hands, F.P. & Cash, Special	199.50
<b>345.00</b>	2 Bally Club Bells, Special .....	304.50
Bally Torpedo Guns, Special .....	2 Bally Club Bells Mint Vender, Special	314.50
279.50	2 Bally Club Bells, Touch Button, Special	314.50
Bally King Pin Bowling Alley, Special ..	Exhibit Air Circus Machine, in Orig. Carton	119.50
299.50	10 Mills Blue & Gold, 5¢ .....	47.50
Scientific Batting Practice, Special .....	10 Mills Chrome, 5¢ .....	52.50
169.50	10 Mills Chrome, 5¢ Plus .....	55.00
Scientific Baseball, 1 or 5¢, List .....		
139.50		
Scientific Basketball, 1 or 5¢, List .....		
139.50		
Baker's Kicker and Catcher, 1¢, Special ..		
27.50		

<b>USED EQUIPMENT RECONDITIONED</b>			
6 Evans Ten Strikes .....	\$74.50	10 Texas Leaguers,	
10 Seeburg Parachutes .....	84.50	1 or 5¢ .....	\$35.00
5 Rapid Fires .....	174.50	2 Groetochon Metal	
1 Bally Sky Battle .....	199.50	Typers .....	79.50
3 Bally Defenders .....	199.50	1 Exhibit Vitalizer .....	69.50
1 Mutoscope Ace		1 Set Exhibit Whntsis,	
Bomber .....	189.50	3 on Base .....	69.50
5 Batting Practice .....	135.00	5 Bomb Hitlers, 1¢	
15 Holly Hand Grip-		Pistol Game .....	19.50
pers, 1¢ .....	9.50	10 New Chrome Spear-	
10 Keeney Air Aircraft		mint 1¢ Gum Mach.	2.00
Guns .....	44.50	10 Unedapak 5¢ Gum or	
15 A.B.T. Jungle Hunt	24.50	Mint Mach., 9 Col.	
10 A.B.T. Mod. F Target	24.50	Slug Proof on Metal	
10 A.B.T. Challengers .....	24.50	Bases .....	15.00
<b>GENCO</b>		<b>Wild Fire .....</b>	<b>\$34.50</b>
Victory .....	\$74.50	Sky Ray .....	34.50
Defense .....	98.50	Volvet .....	28.50
Argentine .....	54.50	Stoner's Click .....	49.50
Bosco .....	64.50	Target Skill .....	29.50
Capt. Kidd .....	54.50	Red, White &	
Gun Club .....	49.50	Blue .....	24.50
Jungle .....	59.50	Big Time .....	24.50
Ten Spot .....	34.50	Towers .....	64.50
Hi Hat .....	39.50	<b>CHICAGO COIN</b>	
Big Chief .....	24.50	Home Run '42 .....	\$69.50
Band Wagon .....	24.50	Bowlaway .....	49.50
Biondie .....	19.50	Star Attrac. .....	42.50
Cadillac .....	15.00	Major '41 .....	39.50
<b>KEENEY</b>		Snappy '41 .....	47.50
Twin Six .....	\$34.50	Sports Parade .....	27.50
<b>Sports .....</b>	<b>\$10.00</b>	<b>Do Re Mi .....</b>	<b>35.00</b>
Sporty .....	12.50	Duplex .....	24.50
Legionnaire .....	42.50	Wings .....	12.50
<b>GOTTIEB</b>		Big Parade .....	74.50
ABC Bowlers .....	\$49.50	<b>BALLY</b>	
Mustang .....	48.50	Pursuit .....	\$35.00
Spot a Card .....	69.50	Playball .....	24.50
Spot Pool .....	49.50	Fleet .....	27.50
Horoscopes .....	39.50	Flicker .....	24.50
Sea Hawk .....	29.50	Mystic .....	24.50
Old Champ .....	34.50	Attention .....	24.50
Stoner New		Cross Line .....	18.50
3 Ups .....	49.50	Moniker .....	64.50
New Champ .....	49.50	Vacation .....	14.50
<b>EXHIBIT</b>		Masnet .....	12.50
Double Play .....	\$34.50	Air Force .....	59.50

TERMS: 1/3 Cash, Balance C. O. D. Full Cash All Orders Under \$25.

Give 2nd and 3rd Choice.

K. C. NOVELTY CO., 419 Market Street, Philadelphia, Pa. Phone Market 4641



## KEEP TOKYO BOMBED

A complete Jap changeover with striking battle scene background consisting of 4 Jap cutouts and streamer, each separate and quickly attached on location does the trick. Volume production now permits new low price of \$5.00 COMPLETE EACH MACHINE. LOTS OF 5 OR MORE \$3.50 EACH. Terms: Full cash with order.

## THE BEVERATOR COMPANY

CAMBRIDGE, OHIO, U. S. A.

**FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS**

## SAVE ON ARCADE MACHINES—BUY BONDS WITH YOUR SAVINGS

We carry complete lines of Automatic Payouts, Free Play Pin Games, Consoles and Parts. Also Mutoscope Sky Fighters, Drive-Mobiles, Post Cards and Post Card Machines. See Us Before You Buy—Buy It on the West Coast.

**Southwestern Vending Machine Co.**  
2833 W. PICO  
LOS ANGELES, CALIF.

# MUSIC MERCHANDISING

## DISKERS READY NEW PLANS

### WPB Order Only Limits Use of Shellac; No Ceiling on Disks

Phono operators not to be slighted in supply of records—possible price rise

NEW YORK, April 18.—Recording industry was still in the throes of reorganization at the end of the week following the actual issuing of the War Production Board's shellac conservation order M-106. Rumors were flying thick and fast, but the three major disk companies were calmly and speedily setting themselves to the task of absorbing the dislocation and getting on with the job of putting out disks. Biggest rumor immediately dispelled by the WPB order itself was that the record firms would have to cut production 70 per cent. What the order actually calls for is the diskers' holding down their consumption of shellac to 30 per cent of the past rate of consumption. None of the major disk firm execs expected to cut production of records to 30 per cent, all of them feeling that the new shellac ceiling could be stretched to get a substantial production quota out for at least the next few months.

WPB showed by its order that it was interested only in conserving shellac, so if by substitutions or any other means not interfering with other priority listings diskers can continue to keep high production schedules, it will no doubt be okay with the WPB. However, a check-up at Columbia, Decca and Victor this week revealed that all of them anticipated paring their disk outputs, but none would hazard a guess at this point on how far the cut would go.

#### Operators Reassured

Spokesmen for Decca, Victor and Columbia said this week that the coin phonograph operators had nothing to fear as far as being slighted in the coming reduced disk production. A Decca executive pointed out that his firm operated thru branch offices rather than distributors and would take care of the operators as always. He also said that Decca would continue to devote the major part of its production to popular and standard stuff which has always been designed for the automatic phonographs.

Altho Victor and Columbia distribute thru distributors and jobbers, both firms stated that there was no reason to believe that the operators would not get equal service thru these points along with all other consumers. In figuring future production schedules, Victor and Columbia face a tougher problem because of their extensive classical catalogues. (See *DISKERS' PLANS* on page 74)

### Shellac Facts

#### What Is It?

Found only in India and Siam, shellac is the secretion of countless millions of insects ("Lac") which fix themselves to the branches of trees, suck in the sap and later exude it in the form of a red gumlike substance. This substance hardens to form a shell over the insects. ("Shell" plus "Lac" equals "Shellac.")

#### How Is It Processed?

Natives break off the branches encrusted with Lac, scrape the stuff off with knives and then wash it in order to remove the bark, the red dye and other impurities. The pure substance is then put into bags and warmed over charcoal fires, after which it is squeezed thru the cloth and worked into the proper consistency, much as American housewives work taffy. After this is done the shellac is ready for export.

#### What Are Its Uses?

It is used in painting, decorating, sculpture, varnishing, metal work, electric wiring and foundry patterns. It is an important ingredient of buttons, telephones, billiard balls, poker chips, playing cards, pianos, and, of course, phonograph records.

In wartime it is particularly important for use in airplane construction, for electric wiring and for bullet coating.

#### How Much Is There?

In normal times the inexhaustible Indian and Siamese resources provide the entire world's supply, about 42,000,000 pounds per year. United States has always led in consumption, with Great Britain second. Efforts to produce shellac outside of India and Siam have been fruitless so far, and no consistently satisfactory substitute has yet been found. However, now that it will be difficult to procure as much shellac from India and Siam, the resourcefulness of American science is expected to produce either satisfactory substitutes or new sources of the shellac substance. The Belgian Congo and South American jungles are thought to be possible sources.

### Official W. P. B. Shellac Order

Title 32—National Defense  
Chapter IX—WAR PRODUCTION BOARD  
Subchapter B—Division of Industry Operations  
Part 1123—SHELLAC CONSERVATION ORDER M-106

The fulfillment of requirements for the defense of the United States has created a shortage in the supply of shellac, as hereinafter defined, for defense, for private account and for export, and the following order is deemed necessary and appropriate in the public interest and to promote the national defense:

Section 1123.1—CONSERVATION ORDER NO. M-106—(a) DEFINITIONS. For the purpose of this order:

(1) "Shellac" means lac of all grades produced from the secretions of tachardia lacca, including seedlac, but not including such lac which has been bleached, cut or incorporated in protective or technical coatings.

(2) "Inventory" of a person includes all shellac to or in which such person has any title or equity of redemption or which he has purchased for future delivery, as well as the inventory, as so defined, of affiliates and subsidiaries of such person.

(b) RESERVED INVENTORY. Until further order by the director of industry operations:

(1) Each person who on the effective date of this order has an inventory of shellac of ten thousand (10,000) pounds or more shall set aside and hold intact an amount of shellac equal to fifty per cent (50%) of all shellac imported by him after the effective date of this order.

(3) With respect to shellac required to be reserved pursuant to subparagraphs (b) (1) and (2) hereof:

(i) Insofar as practicable, each person shall reserve an amount of shellac of each grade in an amount equal to fifty per cent (50%) of the amount of shellac of such grade held by such person on the effective date of this order and shall substitute shellac received subsequent to the effective date of this order for shellac of corresponding grades and quantities which have been reserved longest by such person pursuant to this order, and

(ii) No person shall use, process, sell or deliver shellac hereinabove required to be reserved except as specifically authorized by the director of industry operations; provided, however, that nothing contained in this paragraph (b) shall prevent the sale or delivery of shellac to the Defense Supplies Corporation or to any person designated thereby who shall purchase such shellac for resale to the Defense Supplies Corporation.

(4) The provisions of paragraph (c) hereof shall have no application to shellac required to be reserved pursuant to this paragraph (b).

(c) USE OF SHELLAC NOT RESERVED. Except as specifically authorized by the Director of Industry Operations, no person shall hereafter consume shellac in any quantity by cutting, bleaching, processing or otherwise using it; provided, however, that subject to the limitations of paragraph (b) hereof:

(1) Any person may use shellac in any quantity where required for use in:

(i) Electrical equipment, where shellac is required for its dielectric properties.

(ii) Coatings for munitions, where such coating is necessary for military effectiveness.

(iii) Military explosives and pyrotechnics.

(iv) Navigational and scientific instruments.

(v) Communication instruments.

(vi) Marine paints for vessels other than pleasure craft.

(vii) Grinding wheels.

(viii) Wood patterns for metal castings.

(ix) Health supplies as defined in general preference order No. P-29, as now or hereafter amended.

(x) Scientific research by any research or control laboratory, where the aggregate amount of shellac consumed by such laboratory during the calendar year shall not exceed one hundred sixty-five (165) pounds;

(2) Any person during the period from the effective date hereof to June 30, 1942, may consume shellac for any purpose except the manufacture of recording and transcription materials, in an amount not to exceed seventy-five per cent (75%) of the amount of shellac consumed by such person during the corresponding period of 1941, or seventy-five per cent (75%) of one-fifth of the amount of shellac consumed by such person during the calendar year 1941, whichever ever is greater, and during each calendar quarter thereafter in an amount not to exceed thirty-five per cent (35%) of the amount of shellac consumed by such person during the corresponding quarter of 1941;

(3) During the period from the effective date hereof to June 30, 1942, and during each calendar quarter thereafter, any person may consume shellac in the manufacture of recording and transcription materials in an amount not to exceed thirty per cent (30%) of the amount of shellac consumed in such manufacture by such person during the corresponding period of 1941; and

(4) Each person shall calculate his permitted consumption of shellac separately with respect to each different use thereof, by applying the percentage restriction, if any, applicable to such use to the amount of shellac consumed in such use by such person during the base period.

(d) INVENTORY LIMITATION. No manufacturer shall accept delivery of shellac if, upon such delivery, he would have on hand a total amount of shellac (as defined in paragraph (a) hereof) and of shellac and seedlac which have been cut, bleached or incorporated in protective or technical coatings, in excess of a sixty-day supply, having regard to the orders placed with such manufacturer, his current method and rate of operation, and the grades and conditions of shellac required by him, and having regard to the limitations imposed by this order; provided, however, that the restrictions of this paragraph (d) shall not prevent the acceptance by an importer of delivery of shellac authorized by the director of industry operations. (See *WPB SHELLAC ORDER* on page 74)

### Attention!

Many newspapers and trade papers erroneously interpreted the WPB shellac order last week. These stories gave the impression that the record companies were being cut to 30 per cent of their 1941 production.

This is not true!

As stated in the original order above, the WPB order limits the recording companies consumption of shellac to 30 per cent of what they used last year. It also freezes half of their shellac stock on hand.

This means that by stretching their shellac, using substitutes, reclaiming old disks, etc., they may turn out as many records as they wish, just as long as they do not exceed the shellac quota.

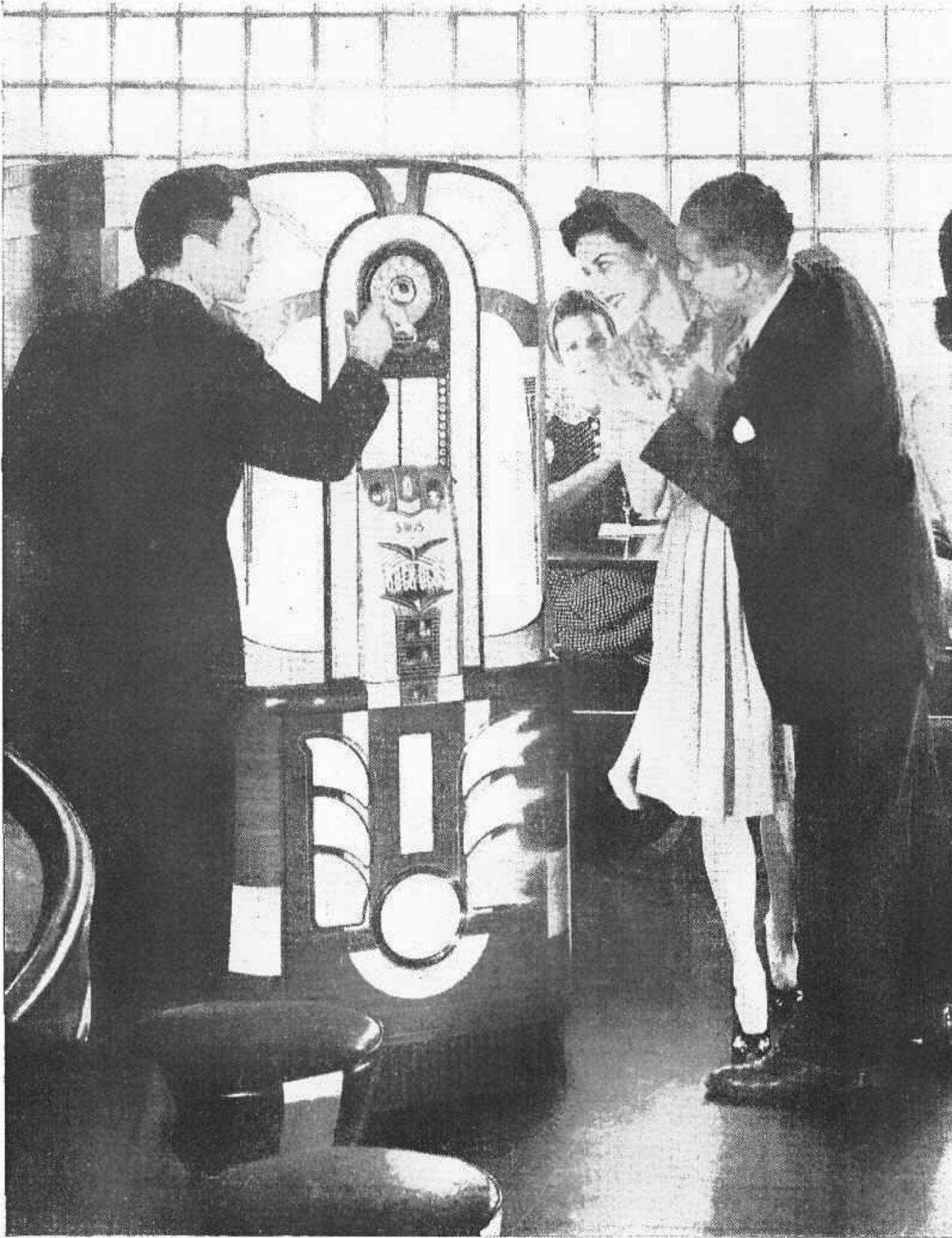
### Warning!

It is quite possible that in the very near future all automatic phonograph operators will be required to turn in a used record for every new one purchased. Such a policy may be necessary to insure operators a constant supply of records thruout the emergency.

For that reason the record manufacturers and The Billboard urge holding all used records until this point is definitely settled.

For their own protection operators are warned to turn a deaf ear to the attractive offers now being made for used records. Naturally, a lot of sharpshooters are trying to buy up all the old records they can find right now in hopes of being able to corner the market at some future date and do a profitable scalping business.

Used records may soon be as valuable as new ones. HANG ON TO THEM!



## *1942 PREMIER... the Finest We Have Ever Built!*

### ONLY ROCK-OLA GIVES YOU ALL THESE FEATURES:

**1. TALL GRACEFUL MODERN DESIGN**—ablaze with color and moving lights—easy on the eyes—towers above the heads of the crowd so all eyes can see its beauty.

**2. TAKES SMALL FLOOR SPACE**—the busiest locations like this great feature because floor space is valuable.

**3. DIAL-A-TUNE ELECTRIC SELECTOR**—the extra fascination of DIALING a tune brings many extra plays from the public. An exclusive Rock-Ola feature that means more profits.

**4. ADAPTER IS STANDARD EQUIPMENT**—ready for remote control—nothing extra to buy and install.

**5. EQUIPPED FOR 5 OR 24 WIRE REMOTE**—this

makes your new 1942 Rock-Ola PREMIER adaptable for practically all makes of wall boxes and bar boxes, with slight variations made by your service man in the wiring, etc.

**6. TONE FROM THE TOP**—dual tone chambers in the new PREMIER project the tone to the ceiling where it is evenly diffused throughout the room. No blasting across the floor or into patrons' ears.

**7. ALL-IN-ONE COMPLETE IN EVERY RESPECT**—has the famous Rock-Ola 20-record changer within the tone column—equipped with a "record now playing" indicator—also automatic play register—and a master veeder counter which counts the coins played, not the mechanical plays.

# ROCK-OLA

MANUFACTURING CORPORATION • 800 N. KEDZIE AVE. • CHICAGO, ILL.

NOW—

# VICTOR RECORD

Hit of the Week  
for your Coinograph



## ARTIE SHAW'S terrific tuning of "NEEDLENOSE"

This is the sort of record every jitterbug in town would give his last nickel to hear.

It's a killer of a tune, and only an artist like Artie could do it full jive justice. Strictly jam session—swingeroo—the sort of pep-up music folks need, for all-important recreation, in these hard-working times.

Just to make it an even bigger seller on your Coinograph, Artie—himself—swings out, on his clarinet . . . wraps out a hot chorus that will reap in the nickels like rain.

And you've got another nickel-nabber on the other side—by the same popular maestro,

### "Carnival"

Better make a place for this one on your Coinograph at once! Order Victor Record No. 27860.



## ART JARRETT and his orchestra

Three Little Sisters  
Heavenly Hideaway  
27857



Order them today from your

# VICTOR-BUEBIRD RECORD DISTRIBUTOR



BUY U. S.  
WAR BONDS!

# 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 ●

**JERSEY BOUNCE** . . . . . BENNY GOODMAN (No Vocal) . . . . . Okeh 6590

For the first time in years we find two jive numbers without vocals showing enough strength to crash Going Strong. Besides this one there is *A String of Pearls*. Extraordinarily, both the tunes are on one Goodman disk. This week's reports show *Bounce* as one of the two or three hottest machine items of all.

**BLUES IN THE NIGHT** . . . . . WOODY HERMAN (Woody Herman) . . . . . Decca 4030  
(11th week) . . . . . DINAH SHORE . . . . . Bluebird 11436  
JIMMIE LUNCEFORD (Ensemble) . . . . . Decca 4125  
CAB CALLOWAY (Cab Calloway-Palmer Brothers) . . . . . Okeh 6422

**DEEP IN THE HEART OF TEXAS** . . . . . ALVINO REY (Bill Schallen-Skeets Herfurt) . . . . . Bluebird 11391  
(8th week) . . . . . BING CROSBY (Woody Herman-Muriel Lane) . . . . . Decca 4163  
HORACE HEIDT (Ensemble) . . . . . Columbia 36525

**I DON'T WANT TO WALK WITHOUT YOU** . . . . . HARRY JAMES (Helen Forrest) . . . . . Columbia 36478  
(7th week) . . . . . DINAH SHORE . . . . . Bluebird 11423  
BING CROSBY . . . . . Decca 4164  
GUY LOMBARDO (Carmen Lombardo) . . . . . Decca 4104

**MOONLIGHT COCKTAIL** . . . . . GLENN MILLER (Ray Eberle-Modernaires) . . . . . Bluebird 11401  
(6th week) . . . . . TOMMY TUCKER (Don Brown-Voices Three) . . . . . Okeh 6526  
HORACE HEIDT (Charles Goodman) . . . . . Columbia 36512

**A STRING OF PEARLS** . . . . . GLENN MILLER (No Vocal) . . . . . Bluebird 11382  
(6th week) . . . . . BENNY GOODMAN (No Vocal) . . . . . Okeh 6590

**SOMEBODY ELSE IS TAKING MY PLACE** . . . . . BENNY GOODMAN (Peggy Lee) . . . . . Okeh 6497  
(4th week) . . . . . RUSS MORGAN (Morganaires) . . . . . Decca 4098  
VAUGHN MONROE (Vaughn Monroe) . . . . . Bluebird 11454

## ● COMING UP ●

**TANGERINE** . . . . . JIMMY DORSEY (Bob Eberly-Helen O'Connell) . . . . . Decca 4123

Its second week in Part 1 of the Guide finds this swell picture novelty tune the strongest challenger for Going Strong honors. It is quite possible that next week will find it in the upper story, altho few ditties ever make such rapid progress.

**MISS YOU** . . . . . DINAH SHORE . . . . . Bluebird 11322  
BING CROSBY . . . . . Decca 4183  
FREDDY MARTIN (Clyde Rogers) . . . . . Bluebird 11286

Reports show that this oldie is really Going Strong in many localities. All that stops it from national ranking is the fact that its popularity is not spread evenly enough. Some operators list it as Going Down, and others don't mention it at all.

**DON'T SIT UNDER THE APPLE TREE** . . . . . GLENN MILLER (Tex Beneke-Marian Hutton-Modernaires) . . . . . Bluebird 11474

Last week we told you that this Miller disk looked like a certainty. The operators from Coast to Coast bear out that statement this time and tell us that another two weeks should find the number in Going Strong. It is catching hold everywhere.

**SKYLARK** . . . . . GLENN MILLER (Ray Eberly) . . . . . Bluebird 11462  
HARRY JAMES (Helen Forrest) . . . . . Columbia 36533  
DINAH SHORE . . . . . Bluebird 11473

The James disk picked up a lot of steam this week and helped the lovely ballad hold its own. As we have pointed out before, this is the type of tune that must be given plenty of time to gather momentum. At this writing everything is going according to Hoyle, and the song figures to do all right.

**A ZOOT SUIT** . . . . . KAY KYSER (Sully-Trudy-Jack-Max) . . . . . Columbia 36517  
ANDREWS SISTERS . . . . . Decca 4182  
BOB CROSBY (Nappy Lamare) . . . . . Decca 4169

This screwball novelty did very well for a time, and even threatened to crash the inner circle. All that is past, however, and while it continues to garner nickels, its period of growth is over and the only direction it can move is down.

**SLEEPY LAGOON** . . . . . HARRY JAMES (No Vocal) . . . . . Columbia 36549  
JIMMY DORSEY (Bob Eberly) . . . . . Decca 4304  
VAUGHN MONROE (Vaughn Monroe) . . . . . Bluebird 11496

This hauntingly beautiful melody has been given a surprisingly enthusiastic reception by bands, vocalists and the people who do the listening. The situation on the music moxes is similar, and we find the thing starting a climb to the top. Its future is uncertain, but here it is, and the rest is up to the public. An ex-Possibility.

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."

**HOW ABOUT YOU?** . . . . . TOMMY DORSEY (Frank Sinatra) . . . . . Victor 27749  
(6th week) . . . . . EDDY DUCHIN (June Robbins-Johnny Drake) . . . . . Columbia 36501  
Over the hill.

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

to play up  
on your Coinograph



Mark this one with a star



## "FATS" WALLER at the organ, playing "THE JITTERBUG WALTZ"

When "Fats" lets fling at the keyboard, everyone within hearing gets fidgety feet. And here he is, at the Hammond organ, playing a tune cram-ful of rhythm and jive. It's irresistible—the kind of music your customers crave to keep them going in these hard-working times—the kind they'll gladly pay to hear, again and again. On the other side "Fats" sings, to his own hot piano work—

"We Need a Little Love"  
Get it whirling without delay!  
B-11518



They'll shell out to hear these  
new ones, too

**BOB CHESTER'S**  
"There Are Rivers To Cross,"\* coupled with "I Do"—B-11513.

**FRANK SINATRA**  
singing

"The Lamplighter's Serenade" and "The Song Is You" (from Music in the Air)—B-11515.

**ALVINO REY**  
"Music 'Til Dawn" (vocal refrain by the Four King Sisters) and "My Buddy"—B-11517.  
\*Vocal Refrain.



Keep Your Coinograph cashing  
in with the latest

# VICTOR-BUEBIRD RECORDS



BUY U. S.  
WAR BONDS!

The one and only  
**KATE SMITH**



presenting

two great hits on  
one new record—

COLUMBIA 36552

**I THREW A KISS  
IN THE OCEAN**

—a Kate Smith natural introduced by her  
at the Navy Relief Show in New York.

AND

it's backed by another new hit—

**SOMEBODY ELSE IS  
TAKING MY PLACE**

AND

here's another MUST for your machines—  
another stirring patriotic number in that  
grand Kate Smith style—

**THE MARINES' HYMN**  
COLUMBIA 36540

Kate Smith on the Air—CBS every Friday,  
8-8:55 p.m. Eastern Time, sponsored by  
Grape Nuts and Grape Nuts Flakes. Re-  
broadcast for Pacific Coast: 12 Midnight,  
Eastern Time.

Personal Management  
**TED COLLINS**

# TALENT and TUNES ON MUSIC MACHINES

By HAROLD HUMPHREY

### News Notes

Dinah Shore will hop out to Holly-  
wood this summer after the Eddie Cantor  
air shot takes its annual recess and talk  
picture contracts. It's reported that RKO  
is angling for the songstress to team up  
with Bob Hope in a flicker. . . . Jerry  
Wald's band has signed with Decca, get-  
ting in just under the shellac priority wire.  
Maestro's first studio session will no doubt  
be held up, tho, until the disk company  
gets set on its new plan of operation.  
. . . Special promotion of Cab Calloway's  
"Nain Nain" on the Okeh label has rolled  
up a sale of 65,000 disks already. . . .  
Victor label will preem David Rose and His  
California Melodies Orchestra. Maestro is  
the musical director of the Don Lee Broad-  
casting System. . . . Cootie Williams  
cut his first four sides for Okeh since going  
out on his own from the Bonny Goodman  
band. . . . Eli Oberstein has obtained the  
new Chico Marx band for some Elite label  
recordings. . . . When Tommy Dorsey  
was held over this week at New York's  
Paramount for a fourth week it jammed  
up a series of benefit performances for  
Navy Relief. To make amends, Dorsey is  
donating his entire final week's salary to  
the navy. It comes to \$7,500. . . .  
Glenn Miller will take the stand at the  
Sherman Hotel in Chicago in July. . . .  
Korn Kobblers are busy distributing auto-  
graphed copies of their Okeh release of  
"When the Circus Comes to Town" to  
shut-ins around New York who can't see  
the Big Show this spring. . . . Carson  
Robison's success on the coin phonographs  
with "Get Your Gun and Come Along" and  
"1942 Turkey in the Straw" forced Victor  
to switch the listings of these disks from  
its Western and Hillbilly catalog to the  
popular Bluebird catalog. . . . Elite label  
has released some standard tunes by  
Sammy Kaye and Harry James. Disks were  
cut in the days of the now defunct U. S.  
Records Company, which was also headed  
by Eli Oberstein.

### Release Prevues

Barry Wood's first sides on the Blue-  
bird label will include *Johnny Doughboy*  
*Found a Rose in Ireland*, *Don't Tell a Lie*  
*About Me*, *Put-Put-Put Your Arms*  
*Around Me* and *When the Red, Red Robin*  
*Comes*. Dinah Shore has cut *One Dozen*  
*Roses*, *Three Little Sisters*, *Sleepy Lagoon*  
and *All I Need Is You* for Bluebird. . . .  
Count Basie's latest session for Okeh in-  
cluded *Flo-Flo*, *Sand*, *Lose the Blackout*  
*Blues*, *On the Outskirts of Town* and  
*Knock Me a Kiss*. . . . Vaughn Monroe  
just waxed for Bluebird *All I Need Is You*,  
*The Waltz of Memory*, *Nightingale*, *A Sol-  
dier's Dream* and *Doodle La Doo Da*.

### Note

FOR a comparative listing of songs  
broadcast most often over the networks  
during the week ended April 18 and the  
week before, ended April 11, see the Music  
Popularity Chart in the Music Depart-  
ment in this issue.

# ONE OPERATOR TELLS ANOTHER: HERE'S THE GREATEST RECORDING OF THE DAY!

## THE SPIRIT OF AMERICA



by • PHIL



# SPITALNY

## AND HIS HOUR OF CHARM ALL-GIRL ORCHESTRA

# COLUMBIA NO. 36550

FOR THE YOUNG AND OLD!

First Recording of

# "THE TALE OF PETER AND THE WOLF"

From the Orchestral Fairy Tale by SERGE PROKOFIEFF

Waxed by SHEP FIELDS and his NEW MUSIC

• BLUEBIRD No. B-11510 •

OPERATORS! Your Machines Need This Delightful New Novelty.

HARMAN MUSIC, Inc., 1619 Broadway, New York City

HARRY GOODMAN, General Manager

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



Says  
**WALTER WINCHELL**  
DAILY MIRROR, April 17, 1942

... "Irv Berlin's song,  
**I Threw a Kiss in  
the Ocean** is beautiful  
when **TOMMY TUCKER'S** crew  
plays it and the **VOICES 5** and  
**AMY ARNELL** lullaby it. It's  
selling big, too."

and

**It's backed by another\*\*\*winner!**  
**"OH, HOW I MISS YOU TONIGHT"**  
Vocals by **DON BROWN** and the **Voices 5**  
**OKEH 6645**

**Cash in on the heavy demand  
to hear this HIT record by**

# TOMMY TUCKER AND HIS ORCHESTRA

Currently **ESSEX HOUSE**, New York,  
On **Blue Network**  
**Charles Stone** - Publicity      **Carlyle Hall** - Arranger  
**Lige McKelvy** - Special Material

Personal Manager: **Joe Galkin**  
Exc. Mgt.: **Music Corporation of America**

## 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.

**HERE YOU ARE** ..... **FREDDY MARTIN** (Stuart Wade) .... Bluebird 11509  
**TONY MARTIN** ..... Decca 4310

This is an exceptionally fine ballad from the 20th Century pic *My Gal Sal*. Is given excellent treatment by both Martins, figures to get plenty of radio play and might develop into the breed of hit that such other high-class tunes as *The Way You Look Tonight* were. A bow is due Stuart Wade for his swell singing on the Freddy Martin disk.

**THREE LITTLE SISTERS** .. **VAUGHN MONROE** (The Four V's) .. Bluebird 11508

This catchy novelty about three sisters, each of whom loved a member of a different branch of the service, is due for plenty of etherizing by major bands. Monroe is the first to get it on wax and therefore will have a head start on the boxes. Melody is simple and catchy. Lyrics pack plenty of present-day wallop. Is best compared to the other newie, *One Dozen Roses*, except that it has a war theme to go with the happy tune.

**DON'T LEAVE NOW** ... **INK SPOTS** ..... Decca 4303

The Spots are about due for another music box rage, and in this ballad of hillbilly origin they may have it. The plattermate, *Foo-Gee*, is also a hot prospect. *Don't Leave Now* is tailor-made for the Ink Spots' song-selling methods, and, while it loses all its hill flavor, it emerges as potent stuff for all machines.

**WHO WOULDN'T LOVE YOU?** ..... **KAY KYSER** (Trudy-Harry) ..... Columbia 36526

This tune has been out for quite a while and is already doing a bang-up job in a lot of phonographs. We mention it here because we feel it could make *Coming Up* with ease if the operators who aren't on it would give it a whirl. A lot of machines are using the flipover, *How Do I Know It's Real*, which is doing all right, too, but not as well as its mate. All this number needs is a bit more of a break and it will do a job, judging from the reports.

### 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.

**THREE LITTLE SISTERS**.. **VAUGHN MONROE** (The Four V's).. Bluebird 11508

This infectious ditty is unquestionably one of the best war novelties to make an appearance since Pearl Harbor started *Tin Pan Alley* on an overtime schedule. In melody it packs all the appeal of *There's Something About a Soldier* with which it has much in common musically. And considering the last line punch of the story, it should duplicate the success of *I Said No* on the machines. It's a good-natured tale of three sisters who remain true to soldier, sailor and marine. Monroe gives it plenty of rhythmic kick.

**ME AND MY MELINDA**.. **KAY KYSER** (Glee Club) ..... Columbia 36558

Irving Berlin's saga of *Melinda* is already getting a big play on the air, and Kay Kyser's rhythmic interpretation, emphasizing the vocal qualities of the ditty, is designed for a fine reception along the phono network. Equally effective for phono play is the flipover, *Johnny Doughboy Found a Rose in Ireland*, the glee club again carrying the side.

**SLEEPY LAGOON** ..... **JAN GARBER** (No Vocal) ..... Elite 5021

This gorgeous melody from an Eric Coates symphony, coupled with Jan Garber's return to the waxes, makes a happy combination and figures to make the meters click, especially in the Midwest, where the maestro enjoys a wider gulf of fans. He treats the song instrumentally, as a slow fox trot, and his smooth, sugary music accents the melody and dance qualities of the thing. Altho the tune is already in *Coming Up* of this Record Buying Guide, Garber's version is a likely choice for those locations where his name wields power.

**DON'T LEAVE NOW** ... **INK SPOTS** ..... Decca 4303

The four boys reach out into the wide-open spaces for this song. Like most of the other hillbilly heartthrobs, it's a simple melody and appealing story theme which, in more refined rhythms, adds up to a real possibility for city locations. Ever excellent on singing the torch songs, the Ink Spots find this right down their *If I Didn't Care* alley. The first spin should be the convincer. Looks as if the boys have dug up a natural for themselves.

**LET'S GET THE GUY WHO BLOWS THE BUGLE** ..... **HAROLD GRANT** (The Good-Fellows). Standard T2456

Considering the song click the bugler inspired during the last war, it's a cinch that the O-how-I-hate-to-get-up feeling in song is going to reach a fever-pitch in this war. This attractive novelty makes an auspicious start in that direction. Inspired by the familiar bugle call and following the story idea of the earlier Irving Berlin classic, Harold Grant's entry is sure to make the boys at camp and those on the home front fire steadily away at the bugler with their nickels. The spirited singing of the Good-Fellows makes the side all the more inviting.

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.



# PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

## The Filmusic Forum

### "Ship Ahoy"

Not to be outdone by Paramount in its successful exploitation of tunes from *The Fleet's In*, MGM soon will launch an equally lavish campaign on melodies from *Ship Ahoy*. Film, to be released about May 15, featured Tommy Dorsey and his orchestra as chief song-salesmen and their products seem cinched to become music machine favorites.

Line-up of new tunes from the picture that have already been recorded stands as follows: *Last Call for Love*, Tommy Dorsey (Victor), Bob Crosby (Decca) and Freddy Martin (Bluebird); *Poor You*, Tommy Dorsey (Victor), Bob Crosby (Decca), Freddy Martin (Bluebird) and Dick Jurgens (Okeh), and *I'll Take Tah-lalah*, Tommy Dorsey (Victor). Oldies heard in the film include *I'm Getting Sentimental Over You* and *Hawaiian War Chant*. Look for a complete list of recordings of these in next week's department.

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.

### Mayor of 44th Street (RKO)

Freddy Martin and Orchestra  
Release Date: May 8, 1942



### The 4 KING Sisters

LATEST BLUEBIRD RELEASES

MUSIC 'TIL  
B11517— DAWN  
MY BUDDY  
OH! HOW I MISS  
YOU TONIGHT  
B11511— DON'T SIT  
UNDER THE  
APPLE TREE

Personal Management JACK EGAN  
Direction MUSIC CORP. OF AMERICA

### RECORDINGS:

"Heavenly, Isn't It?"  
Freddy Martin (Bluebird)  
Joan Merrill (Bluebird)  
"When There's a Breeze on Lake Louise"  
Freddy Martin (Bluebird)  
Joan Merrill (Bluebird)

### MY GAL SAL

(20TH CENTURY-FOX)

Rita Hayworth-Victor Mature  
Release Date: May 8, 1942

### RECORDING:

"Here You Are"  
Freddy Martin (Bluebird)  
Sammy Kaye (Victor)  
Tony Martin (Decca)  
Glen Gray (Decca)  
"Oh, the Pity of It All"  
Freddy Martin (Bluebird)  
Glen Gray (Decca)  
Martha Raye (Decca)

### "Juke Box Jenny"

The released almost a month ago, Universal's *Juke Box Jenny* has yet to reach the neighborhood theaters. There is still time, therefore, for operators to tie up with this film story of the coin machine business.

First step in the tie-up would be to spot one or more of the recordings of the film tunes on the machines at the same time that *Jenny* opens.

Going further, operators would do well to contact the local theater manager on the matter of display posters and strips. Co-operation should be gratefully received, for the tie-up not only helps the nickel intake but it plugs a film that plugs the operator's business.

### "Yankee Doodle Dandy"

Warners' film dramatization of George M. Cohan's career, *Yankee Doodle Dandy*, strongly plugs the ever-stirring *Over There*. With the picture set for release within the next month, music machine men can expect a revival of the old war song's popularity. Recordings of *Over There* include Victor Male Chorus (Victor) and American Legion Band (Victor).

Columbia Records intends to release its version as part of a George M. Cohan album.



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

With spring and summer coming on, personal appearance tours of country and Western bands at fairs and other outdoor locations will be on the increase. Alert operators will be on the watch to tie up personals with the various outfits' disks on their machines. . . . The flood of war, draft and army tunes in the folk field has abated somewhat recently, with no disks of that type in the newest batch of releases. . . . Unbilled vocalist mentioned in a review of Charles Mitchell's version of *I Dreamed of an Old Love Affair* in the March 7 issue was not a girl, as reported, but a 13-year-old lad discovered and given a chance by Mitchell.

### Week's Best Releases

Gene Autry (Okeh 06643)  
*Deep in the Heart of Texas* and  
*Keep Rollin' Lazy Loughorns*

A special release that should delight all Autry fans. The *Texas* rage, of course, needs no introduction; Gene takes it in his top manner, with a swell band and vocal ensemble as backing, and it's an outstanding recording. *Loughorns*, on the flipover, is a swinging, rolling, very lovely melody, and if anything is even more typical of the selling that has put Autry where he is. Band breaks the vocal for the middle chorus.

Sons of the Pioneers (Decca 6035)  
*I Knew It All the Time* and  
*Salt River Valley*

Very fine contrast on this disk, with the A side, *Time*, given excellent hot string band treatment, with light tenor solo and vocal ensemble

work on choruses. Taken at a fast clip, with a heavy rhythmic beat, it's a good dance side. *Valley*, on the B side, is a soft, quiet and sweet ballad featuring vocal ensemble with fiddle obbligato and very pleasant solo tenor.

Dixie Ramblers (Bluebird B-8978)  
*I Wonder What's the Matter* and  
*Dance Away Polka*

Ballad on the A side is a pretty tune sweetly played and has a couple of vocal interludes; but it's the polka on the flipover that really stands out. It's a fast, bright and very pretty polka tune, given rousing, lilting and highly commendable treatment. Bright clip is maintained thruout, with various instruments taking leads and particular mention going to a swell squeeze-box.

Bob Wills and His Texas Playboys (Okeh 06640)

*I Knew the Moment I Lost You* and  
*Oh! You Pretty Woman*

*Woman*, a bright and fast tune with amusing words, is a novelty that should pull plenty of nickels from the tavern trade. The boys give it hot band treatment, with Leon McAuliffe's excellent vocal carrying the lyrics. Okay for dancing, too. *Moment* is a sad but pretty tune that alternates between the band and vocals by Tommy Duncan.

Denver Darling and His Texas Cowhands (Decca 6036)

*How Low Do the Blues Want To Go* and  
*You Brought Sorrow to My Heart*

*Blues*, on the A side, features a vocal and some lowdown steel guitar work that's terrific. Guitar is the feature of the side, and its top-notch work lifts the recording well above the average blues disk. *Heart*, a pretty sob ballad taken at a bright clip, also features stand-out guitar work back of a very pleasant vocal. Extremely catchy number, with a guitar chorus that's a honey.

Bill Mounce and Sons of the South (Bluebird B-8976)

*What's Bob Done?* and *I Thought About You*

A couple of hot rhythm tunes, with *Bob*, on the A side, entirely instrumental, featuring a terrific piano with guitar licks. B side also plays up stand-out hot piano work, and runs in a couple of vocal choruses. Primarily for spots that go for lowdown rhythm music

profit  
WITH THESE  
**KAY KYSER**  
HITS

ME AND MY MELINDA  
backed by  
**JOHNNY DOUGHBOY**  
FOUND A ROSE IN  
IRELAND (Columbia 36558)

WHO WOULDN'T  
LOVE YOU? backed by  
**HOW DO I KNOW**  
IT'S REAL? (Columbia 36526)

THIS TIME backed by  
**SOMEWHERE,**  
**SOMETIME** (Columbia 36551)

A ZOOT SUIT backed by  
**WHEN THE ROSES**  
**BLOOM AGAIN** (Columbia 36517)

... and get these new Kay Kyser hits as soon as they're released.

GOT THE MOON IN MY  
POCKET backed by  
**JUST PLAIN LONESOME**  
(from the new Kay Kyser RKO Radio picture, *My Favorite Spy*)

DON'T SIT UNDER THE  
APPLE TREE (With Anyone Else But Me)  
backed by  
**THERE WON'T BE A**  
**SHORTAGE OF LOVE**  
(Columbia 36567)

Order These Nickel-Nabbing Hits Today and Profit With Kay Kyser on  
**COLUMBIA**  
RECORDS

## Stock Up On This COMING HIT!

# ART JARRETT'S

"DON'T SIT UNDER THE APPLE TREE"  
"YOU CAN'T HOLD A MEMORY IN YOUR ARMS"

on

**VICTOR 27851**

Dir. Music Corporation of America

**WURLITZER**

**16 Record MARBLGLO**



Complete, Ready to Operate, Money-Back Guarantee... **\$119.50**

700, 750, 800 ..... Write for Prices  
 61 Wurlitzer, Counter ..... \$ 89.50  
 71 Wurlitzer, Counter Mod. 139.50  
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**COMPLETE REMODELING PARTS FOR WURLITZER 616. DOMES FOR 600 AND 500. WRITE FOR CIRCULAR.**

1/3 Deposit With Order.

**GERBER & GLASS**

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**Used Phonographs**

- 2 MASTER ROCKOLITES ..... \$209.50
- 3 SUPER WALNUTS ..... 209.50
- 2 SUPER ROCKOLITE ..... 219.50
- 1 WURLITZER 800 ..... 325.00
- 1 WURLITZER 600 ..... 159.50
- 1 WURLITZER 500 ..... 190.00
- MILLS GOLF BALL MACHINES .... 147.50

Over 200 Used Peanut and Gum Vendors, like new.....Write

**UNITED AMUSEMENT CO.**

3410-12 MAIN ST., KANSAS CITY, MO.

**Music Plaque Plan Introduced in Ohio**

COLUMBUS, O., April 18 (MR).—The bond booster plan originated by the National Association of 100 Per Cent for Defense Subscribers, was presented to music operators here this week by leaders in the movement and the response in two days was reported to be very encouraging. Officials of the organization here were Al Byrd, Charles W. Hughes and C. A. Shry, from Indiana, Charlie Katz, representing the Buckley Music System, Chicago, was also present. Plans are being made to present the plan to Cleveland operators at an early date. Other points in Ohio will also be visited.

The sales organization of the Buckley Music System is helping to introduce the plan to music operators because of the patriotic features in boosting the sale of U. S. War Savings Bonds. The Buckley firm announces that new service features will be added to the plan to make it of increasing benefit to music men.

Music operators in Columbus are already placing the association plaques on their music boxes and it is expected that the plans will grow as its advantages become apparent to locations.

**DISKER'S PLANS**

(Continued from page 68)

logs. However, despite the fact that per unit profit is no doubt greater on the classical stuff, the diskers may use a greater percentage of material on the pops from here on, since it is the latter that provide most of the morale function of music and the government is interested in that, too.

Disk makers this week were still cautioning the operators to hold on to their old records, because it was almost a foregone conclusion that the used platters would be used on some sort of a salvage plan. As one disk exec put it, a regular "perpetual motion" stretching of record materials could be put into effect if the manufacturers were able to get back all old disks. Such a system, it was pointed out, would also help to counter any future shortages which might hamper the record industry.

Recording execs were voluble in assuring the trade that the quality materially and musically would be better than ever. Altho no announcements were forthcoming, it was still felt by many observers that retail prices of records would rise soon, and for that reason it would be essential for the recorders to hypo the quality in every way possible. One recording exec stated flatly that there was every chance of a price rise with costs rising at the present rate.

**Future Shellac Stocks**

Altho the WPB's shellac order specifically calls for the immediate freezing of 50 per cent of all such stock of 10,000 pounds or more and a subsequent freez-

ing of that amount of future imports, the disk firms were still more or less in the dark when it came to the WPB's definition of "inventory" as applied to future delivery. According to the order, no manufacturer is to accept delivery of shellac if such delivery would run his supply over the WPB's requirement of no more than a 60-day supply at any one time, even after the 50 per cent has been frozen.

Disk execs feel that some clarification will have to be made on this point, since such a ruling (if interpreted correctly) might put them in the position of failing to meet previous commitments. Irregularity of shipments today, due to the war, might put a manufacturer in the position of refusing to accept certain shipments or run the risk of overloading his allowed WPB quota.

As the war approaches closer to India, sole shellac source, any future shellac shipments become more and more problematical. And if the war continues for another three or four years, substitutes for the now vital material will have to become the answer for more purposes than just records.

**The Music Side**

Despite at least a thousand rumors to the contrary, all major disk firms stated this week that they were going to do their utmost to keep all of the bands and recording artists intact on their lists. That this attitude is well taken can probably be attested to by the fact that competition among the disk makers will still continue to be as keen as ever and none of them would care to cut their artist rolls if it meant those artists' going over to another company. However, on the other side of the ledger there are no doubt many lesser properties which will be weeded out in the months to come, strictly on an arithmetical basis.

The double-feature disk may become a common practice—that is, selling two different artists on one disk, each to a side. Decca brought out such a combination this week on its 50-cent, pairing Frances Langford and Stan Kenton.

All three record firms plan to resume studio recording sessions within the next few days after they have completed their own quota plans for production.

**WPB SHELLAC ORDER**

(Continued from page 68)

ations pursuant to general imports order M-63, as now or hereafter amended.

(c) PROHIBITIONS OF SALES OR DELIVERIES OF SHELLAC. No person shall hereafter sell or deliver shellac to any person if he knows, or has reason to believe such material is to be used or accumulated in violation of the terms of this order.

(f) REPORTS. On or before May 9, 1942, each person who, together with his affiliates and subsidiaries, had on April 1, 1942, control or possession of five thousand (5,000) pounds or more of shellac, whether or not owned or under contract of purchase, shall file with the WPB a report on form PD-334. Each person affected by this order shall file such additional reports as may from time to time be required by the director of industry operations.

(g) MISCELLANEOUS PROVISIONS.

(1) APPLICABILITY OF PRIORITIES REGULATION NO. 1. This order and all transactions affected thereby are subject to the provisions of priorities regulation No. 1 (part 944), as amended from time to time, except to the extent that any provision hereof may be inconsistent therewith, in which case the provisions of this order shall govern.

(2) VIOLATIONS. Any person who willfully violates any provision of this order or willfully furnishes false information to the WPB in connection with this order is guilty of a crime, and upon conviction may be punished by fine or imprisonment. In addition, any such person may be prohibited from making or obtaining further deliveries of or from processing or using material under priority control and may be deprived of priorities assistance by the director of industry operations.

(3) RECORDS. Each person who shall hereafter use or participate in any transaction with respect to shellac, including bleached or cut shellac, shall keep and preserve for a period of not less than two years accurate and complete records of all such transactions and of his inventories of such shellac.

(4) APPEAL. Any person affected by the order who considers that compliance therewith would work an exceptional and unreasonable hardship upon him or that it would result in a degree of unemployment which would be unreasonably disproportionate compared with the amount of shellac conserved, or that compliance with this order would disrupt or impair a program of conversion from non-defense to defense work, may appeal to the director of industry operations by addressing a letter to the WPB, chemicals branch, Washington, D. C., ref: M-105, set-

ting forth the pertinent facts and the reasons he considers that he is entitled to relief. The director of industry operations may thereupon take such action as he deems appropriate.

(5) COMMUNICATIONS TO WPB. All reports required to be filed hereunder, and all communications concerning this order, shall, unless otherwise directed, be addressed to: "War Production Board

Washington, D. C. Ref: M-105"

(h) EFFECTIVE DATE. This order shall take effect immediately.

Issued this 14th day of April, 1942.

(Signed) J. S. Knowlton,

Director of Industry Operations.

**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.

**NEEDLES RE-SHARPENED**

1-10.....15c per needle  
 10-50.....12 1/2c per needle  
 Over 50.....10c per needle

**Re-Sharp Needle Service**

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**A Precision Service**



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- Cadet RCES ..... 289.50
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# 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 25)

**HARRY GRANT (Standard T-2056)**  
*Let's Get the Guy Who Blows the Bugle*—FT; VC. *You Can Put Your Faith in Uncle Sam*—FT; VC.

Considering how Irving Berlin eulogized the bugler in the last war, that same how-I-hate-to-get-up feeling is a cinch with the soldier-minded public today. Employing the familiar bugle call, Ira Sloan and Mart Fryberg have fashioned a most pleasing novelty in *Let's Get the Guy Who Blows the Bugle*. Grant gives it a lively beat and, after the introductory bugle call, most of the side is turned over to the harmonizing of the Good-Fellows, a spirited male quartet. Moreover, there's some effective hot bugling behind one of the vocal refrains. *Faith in Uncle Sam* is the typical flag-waver, played in rousing 6/8 march tempo, with the Good-Fellows alternating with the orchestra for the side.

For a war novelty that hits the mark and is sure-fire for a steady flow of coins, "Let's Get the Guy Who Blows the Bugle" is a natural.

**BENNY GOODMAN (Okeh 6644)**  
*We'll Meet Again*—FT; VC. *Before*—FT.

Using the same slick formula that found so much favor for his waxing of *Somebody Else Is Taking My Place*, Benny has a repeater in the sentimental *We'll Meet Again* ballad. With the swing rhythms more subtle and the knockout horn blowing subdued in favor of softer tones, the side gets under way with a highly rhythmic chorus, paced by the maestro's clarinet, with Mel Powell hot on his heels with his slick piano playing. Peggy Lee scores solid for the vocal, and Vido Musso's tenor sax joins the clarinet and piano to highlight the going-out chorus. The same rhythmic treatment for the heavy classical theme in *Before*, however, falls to jell. It's a transposition from a Rachmaninoff opus that's smothered in the rhythmic shuffle.

With Benny Goodman riding on the crest of a tidal wave in phono circles, "We'll Meet Again" is tailor-made to keep the coin flow brisk.

**JIMMY DORSEY (Decca 4304)**  
*Sleepy Lagoon*—FT; VC. *I Threw a Kiss in the Ocean*—FT; VC.

Two of the more promising ballads of the day are treated with hyper-smoothness by Jimmy Dorsey for this effective coupling. *Sleepy Lagoon* is taken at a slow and dreamy tempo. Playing the opening refrain, band sets the stage for Bob Eberly's singing of the attractive Jack Lawrence lyrics. In a similar vein, with the tempo stepped up just a bit, is Irving Berlin's patriotic opus on the B side. Here it's Helen O'Connell throwing vocal kisses to the bluejackets.

There's no discriminating between these two sides for phono operators; both will figure prominently in the play.

**DAVID ROSE (Victor 27853)**  
*Our Waltz*—W. *Holiday for Strings*—FT.

David Rose, musical director for the Don Lee radio network on the Coast, is the latest artist for the label. Identified with modernistic patterns via the radio lanes, Rose looms as a strong possibility. Richly orchestrating his strikingly different compositions here, it's a glittering array of instruments, harmonies and

rhythms for both sides. *Our Waltz*, with a haunting melodic theme, is the maestro's radio signature. *Holiday for Strings* is a colorful and fanciful opus played brilliantly by the flying pizzicatos of the fiddles and harp at a rapid tempo. Neither side is confined to the strict tempo, and the couplet shows that discophiles can expect some highly interesting and creative modern music with the Rose handle.

Appeal of these sides is primarily for counter sales. Music box play at smarter spots, especially on the West Coast, where young David Rose is widely known.

**IRV CARROLL (Bluebird 11505)**  
*Oh! Dem Golden Slippers*—FT; VC. *Let's All Snore*—W; VC.

Maestro's biggest appeal on the platters is his rendition of novelty songs. Here the novel approach is for the B side. From the beginning, it's Al Jennings and Johnny Russell singing this humorous ode to bedside manners, lyrics being replete with sound effects. Boys assume a British accent in singing a second chorus, and the band plays a third refrain. Set in the waltz tempo. Attempt of the song to be humorous is entirely forced, as is the singing, and it's still a far cry from the original snore classic—*The Sow Song*. *Golden Slippers* is the traditional music set to strict fox-trot rhythms. The maestro's solovox carries the melody, with Al Jennings contributing the lyrics in corned style, boys in the band joining in to sing the choruses.

Platter's appeal is obviously to the tap and tavern trade, where they like their music machine selections rugged. "Let's All Snore," with its doubtful humor, is the coin-styled side.

**KING SISTERS (Bluebird 11511)**  
*Oh, How I Miss You Tonight*—W & FT; V. *Don't Sit Under the Apple Tree*—FT; V.

The King Gals blend their voices in their usual effective style for a ballad rage of another day and a bright novelty of this day. Joe Burke's *Miss You*, which is running the revival wheel these days, is opened in slow waltz tempo, as it was originally favored. For the second half of the side the girls treat it as a slow fox trot. It rings true both ways. Jump tempo is applied to the *Apple Tree* novelty, with the girls turning out a spritely vocal version. As ever, the Rhythm "Reys" (Alvino Rey) provide the excellent orchestral support.

"Oh, How I Miss You Tonight" looks set for another fling in song circles and, since the vocals here are strong, it's bound to show similar strength in music boxes.

**BOB CROSBY (Decca 4305)**  
*Dear Old Donegal*—FT; VC. *You're a Darlin' Devil*—FT.

The familiar Irish reel, *Dear Old Donegal*, unreels itself in expert fashion on the A side. Taken in the lively 6/8 tempo, entire side is turned over to Muriel Lane. In keeping with the times, the lyrics have been brought up to date. Plattermate is an effective riff tune that lends itself easily to jump tempos. Moreover, it's a melodic run that could very well stand a set of lyrics to match the attractive title. Saxs in unison take it right from the edge, and band builds it up for the three choruses, tenor sax figures pacing the second stanza.

Where the wearers of the green patronize the machines, "Dear Old Donegal" is a cinch to get them loading the boxes with buffalo heads.

**RED NORVO (Columbia 36557)**  
*Arthur Murray Taught Me Dancing in a Hurry*—FT; VC. *Jersey Bounce*—FT.

This platter returns Red Norvo to the disks, and at the same time reunites the woodpile expert with Mildred Bailey for the song selling. La Bailey is as terrific as ever. While the new Norvo band doesn't pack any terrific kicks, the boys give out with a relaxed rhythmic boot that makes it all highly acceptable. The maestro himself, of course, is still the kingpin at ham-

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 JUDY GARLAND—Decca\*

### POOR YOU

Lyric by E. Y. Harburg      Music by Burton Lane  
 TOMMY DORSEY—Victor 27849      BOB CROSBY—Decca 4316  
 DICK JURGENS—Okeh 6654      JUDY GARLAND—Decca\*

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Lyric by E. Y. Harburg      Music by Burton Lane  
 TOMMY DORSEY—Victor 27869

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mering the xylophone. The *Arthur Murray* novelty, from *The Fleet's In* movie, is all Miss Bailey. Apart from her singing, she displays a fine the subtle sense of humor. Those flute obligatos to accompany her singing the verse are a tipoff as to her treatment of the song. And her ending on a wavering coloratura note is classic. Flipover is all the band. Taking it with a relaxed and unwavering bounce beat, band makes it plenty toe-tickling for the three-chorus stretch, with xylophone, getting the second chorus under way, the instrumental highlight. The combination of Red Norvo and Mildred Bailey makes the "Arthur Murray" side a stand-out. With its picture tie, it's all the more attractive for the phonos.

**TOMMY TUCKER (Okeh 6645)**  
*I Threw a Kiss in the Ocean*—FT; VC. *Oh, How I Miss You Tonight*—FT; VC.

The slow and gentle rhythms of Tommy Tucker make attractive sides with these two sentimental bits. Amy Arnell and the Voices Five make vocal sugar for the Navy lads with the Irvin Berlin *Kiss* song on the A side. Band takes the first of the two refrains. For the waltz favorite of yesteryear on the B side, Tucker sets slow fox-trot rhythm, and this time it's Don Brown with the Voices Five making a fetching revival.

Both songs are destined to mean much for phono operators. For the initial play, it's the revival of "Oh, How I Miss You Tonight."

**DUKE ELLINGTON (Victor 27856)**  
*Moon Mist*—FT. *The "C" Jam Blues*—FT.

The indigo music of Duke Ellington is enriched by the *Moon Mist* side. It's the composition of his son, Mercer. The piano introduction sets the stage for the theme. However, instead of the muted trombone, trumpet and clarinet, as in the Duke's *Mood Indigo*, the mist music is introduced by the violin playing of trumpeter Ray Nance. For the second refrain, Johnny Hodges's alto sax and Lawrence Brown's trombone improvise the theme, and Nance returns to string it out. The "C" *Jam Blues*, calling for a jam-fest in the key of C, was written by the Duke himself. Tempo is in the

jumpy groove, and all the stars in the band are given a chance to have their say, the heavy ensemble work being saved for the going out chorus. Ellington's own piano styling introduces the 16-bar strain, and then it's the fancy fingerings of fiddler Ray Nance, Rex Stewart's muted cornet, Ben Webster's gutty tenor sax, Sam Nanton's tricky tromboning and Barney Bigard's flying clarinet figures.

For the music boxes where jump tunes catch the coins, "The 'C' Jam Blues" is a major item. It's also very attractive, because of the many instrumental solos, at the locations where dance musicians gather.

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## One Cig Maker Favors Increasing Excise Tax

### Increased federal tax would help some venders, hinder others

At least one man in the cigarette manufacturing industry dares to be different, for while the industry as a whole opposed a new federal tax on cigarettes, Carl B. Robbins, president of the Axton-Fisher Company, Louisville, maker of Spuds, Twenty Grands and Zephyrs, recommended to the House Ways and Means Committee increased taxes on cigarettes even higher than those recommended by the Treasury. Robbins recommended that the increased taxes provide a differential between the rates on "economy brand" and "standard brand" cigarettes.

In order to effect this differential, Robbins suggested that the present tax of \$3.25 per thousand on all cigarettes be increased to \$3.50 per thousand on the "economy brands" and to \$6.80 per thousand on the "standard brands." He said that such an increase in cigarette prices would bring \$500,000,000 additional revenue to the Treasury annually, while the Treasury proposal to raise the tax on all cigarettes would bring an annual revenue of only \$188,000,000.

#### Tax Rate Outlined

The present tax rate of \$3.25 per thousand on all cigarettes amounts to 250 per cent of the price received by manufacturers of "economy brands" and 130 per cent of the price received by the manufacturers of "standard brands," Robbins said, in advocating that the tax be based on manufacturers' prices instead of a flat rate.

In response to questions by Chairman Doughton of the House Ways and Means Committee, who hails from the tobacco

growing State of North Carolina, Robbins said that increased taxes on cigarettes with a resultant increase in price would not reduce tobacco consumption. He added that the manufacture of lower priced cigarettes provides tobacco growers with a market for certain types of tobacco which were formerly marketed for miscellaneous purposes at very low prices.

It was stated by Robbins that the increased excise taxes on cigarettes would be an easy way to raise revenue and that the additional price increase which would result would not be a very large burden to the consumer.

#### Good and Bad Effects

Robbins's suggestion, if adopted, would help some cigarette vender operators, hurt others, depending on which States they are operating in. In States where venders now dispense cigarettes at 17 or 18 cents, such a tax would be of benefit because the operator could sell his packs at 20 cents, thus eliminating the necessity of inserting odd pennies change. But where there is no State cigarette tax and where operators are selling at 15 cents a pack, the price would go to a figure requiring odd pennies change.

Robbins, who said that manufacture of the economy brands normally constitutes about 75 per cent of his company's business, acknowledged that "the reason for my appearance is, of course, a selfish one."

But, at the same time, he argued that recognition of the differential would produce more revenue, be fairer to manufacturers and consumer and benefit the tobacco producer by maintaining "a reasonable amount" of competition between the two types of cigarettes.

At present, he said, manufacturers of the economy type were operating in many cases at a loss.

## Bunte Shifts To War Work

### Switch to light arms products planned — third of candy to government

CHICAGO, April 18.—Bunte Bros., Chicago candy-making concern, is now laying the groundwork for the conversion of its facilities, at least in part, to the production of war goods, F. A. Bunte, president, stated April 7.

The Bunte company and the Curtis company were originally among the largest makers of candy bars for vending machines, but smaller candy firms have gradually come into the field and today the volume is distributed more evenly.

Just what the government's war needs will be is not yet known, Bunte declared, but he explained that the company's plant facilities could be used for the manufacture of light products needed for active war and that, therefore, they should be used.

In part, the contemplated move reflects the precarious position of manufacturers of products rated nonessential which depend on sugar, now rationed monthly on a basis of 80 per cent of last year's consumption: "but there is a further and more urgent consideration in our present plans," Bunte explained.

#### Co-Operation Held Paramount

In his opinion, as an individual and as the ranking officer and stockholder of the company, the seriousness of the war is such that no individual or industry should wait until events compel a more co-operative attitude. He declared that industry which is not contributing actively to war needs should of its own volition make a concerted effort to do what it can to assist the military objectives of the country. "With this in mind we are going ahead with plans to find out where we can best fit into the picture," he said.

Sales in the first quarter of the year were comfortably ahead of the like 1941 period, he stated, adding that about 30 per cent of output is for the government, on which priorities outrank sugar rationing, leaving the remainder, or 70 per cent, subject to the restricted volume of sugar obtainable.

Direct sales to the government are rising, he declared, with army officials evincing a desire to have candy plentiful in the belief that it dulls the appetite for strong stimulants on the part of enlisted men.

#### Thinks It Could Be Worse

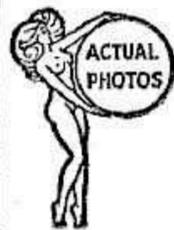
He explained that 65 per cent of the sugar consumed in this country is used in the homes and that while, so far as he knows, the prospects for obtaining sugar are no better and no worse than they were a month ago, the fact remains that the government could, if it desired, restrict buying for non-essential manufacturing purposes to zero levels. "Even with this possibility in mind," he said, "this is no time to grumble."

### It's Smart To Buy Now! Reconditioned Cigarette Machines

- 4 Col. U-Need-A-Pak "E" .....\$14.95
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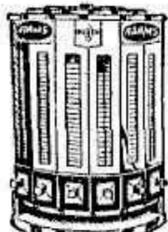
25 LBS. (3,250 BALLS) 15 1/2c LB.  
100 LBS. (13,000 BALLS) 15c LB.  
300 LBS. (39,000 BALLS) 14 1/2c LB.

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## Text of O. P. A. Cigarette Price Amendment No. 1

WASHINGTON, April 18.—Following is the text of statement of the considerations involved in the issuance of amendment No. 1 to revised Price Schedule No. 62—Cigarettes:

Revised Price Schedule No. 62 makes no provision to avoid holding manufacturers to any temporary promotion schemes which may have been in effect on the date when the Price Schedule was issued. Accordingly, Amendment No. 1 permits manufacturers to continue or discontinue, or increase or decrease existing "drop" shipments, free deals and coupon practices or values. "Drop" shipments and free deals are methods by which manufacturers temporarily boost sales of a particular product to wholesalers or boost sales to wholesalers in a particular locality by giving a bonus in goods of the same or different character.

Only one manufacturer at the present time places coupons in his cigarette packages, and the sale of these packages represents less than 10 per cent of the total quantity of cigarettes sold. Consequently, the exceptions permitted in Amendment No. 1 to Revised Price Schedule No. 62 with respect to these practices and coupon values will have no tendency to increase the general level of cigarette prices.

#### Provision for Adjustment

Revised Price Schedule No. 62 makes no provision for adjustment in the event the Federal Internal Revenue tax on cigarettes is increased. Inasmuch as this tax constitutes the largest single item in the cost of cigarettes and inasmuch

as increases in such tax have always been passed on to the consuming public, it is the administrator's opinion that provision for adjustment in this respect should be made. Accordingly, Amendment No. 1 to Revised Price Schedule No. 62 provides that in the event the Federal Internal Revenue tax on cigarettes should be increased from the existing rate of \$3.25 per thousand cigarettes, the amount of such increase may be added to the maximum delivered prices for cigarettes after the deduction of the trade and cash discounts.

JOHN E. HAMM,  
Acting Administrator.

TITLE 32—NATIONAL DEFENSE CHAPTER XI—OFFICE OF PRICE ADMINISTRATOR Part 1358—Tobacco Amendment No. 1 to Revised Price Schedule No. 61 1/—Cigarettes

A statement of the considerations involved in the issuance of this amendment has been prepared and is issued simultaneously herewith. 2/

Section 1358.1 is amended by designating the paragraph therein as (a) and adding two new paragraphs (b) and (c), and a new section 1358.9a is added, as set forth below.

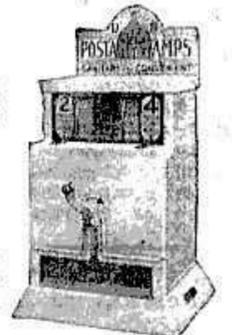
§1358.1 Maximum prices for cigarettes.  
(a) \* \* \* \*  
(b) In the event the Federal Internal Revenue tax on cigarettes should be increased from the existing rate of \$3.25 (See O. P. A. Cigarette on opposite page)

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503 W. 41<sup>ST</sup>. NEW YORK CITY

# VENDER SUPPLY NOTES

Consumer resistance to higher prices for cigarettes and other tobacco products threatens the earnings position of virtually all tobacco processing companies. With higher excise taxes assured as part of the stepped-up tax program and with higher operating costs and increased taxes in prospect for the rest of the year, decline in earnings will be inevitable unless offset by much greater sales volume than is now in prospect. Increased sales in recent years, however, have not proved adequate to completely offset higher taxes and costs.

Late news on honey says that prices have been more than doubled as sugar-cut industries (ice cream, beverage makers) grab for supplies. Boston wholesale prices of 12 to 15 cents a pound compare with 5 1/2 to 6-cent quotations of last fall and 7 1/2-cent sales two months ago. Dealers are looking into foreign supplies, especially from Central and South America. Big home producers include California, New York, Idaho, Iowa, Florida.

Refined sugar exports center increasingly in government hands. Lend-lease shipments in the first quarter accounted for 77 per cent of total exports. Present hopes are for an 800,000-ton lend-lease movement this year, but the shipping squeeze may pare that figure down. Exports of 800,000 tons would be the highest in two decades. They reached 836,000 tons in 1922.

The output of the Coca-Cola Company, which has been more than doubled since 1936, "of necessity will be interrupted by wartime restrictions affecting the use of basic materials, as was the case in the last war," the company said in its report for 1941. The report said that the volume of foreign operations as a whole was well sustained.

At a conference with Washington officials a ceiling price of \$5 a pound on peppermint oil was indicated, but farmers complained that there was little profit in the article at this figure and that such a price would discourage production.

The National Peanut Council, Inc., with headquarters at Atlanta, Ga., has appointed the J. Walter Thompson Company, New York,

to handle its advertising in the promotion of peanut consumption.

Under its war production program the alcoholic beverage industry is saving sugar at the rate of a billion and a half pounds a year thru conversion of plants to war needs.

## MARKETS IN BRIEF NUTS CHICAGO SPOT MARKET PEANUTS

	Cents per lb. in bags
Jumbos	9.85 @ 10.00
Fancies	9.75 @ 10.00
Extra large	13.75 @ 14.00
Medium	13.75 @ 14.00
No. 1 Virginia	13.75 @ 14.00
No. 2 Virginia	12.50 @ 12.75
Southeast	
No. 1 Spanish	13.75 @ 14.00
No. 2 Spanish	12.00 @ 12.25
No. 1 runner	13.00 @ 13.25
No. 2 runner	11.25 @ 11.50
Texas	
No. 1 Spanish	

## U. S. Currency Use Rises 30% in 1941 To \$11,500,000,000

WASHINGTON, April 18.—Currency in circulation in the United States increased 30 per cent last year from \$8,800,000,000 to \$11,500,000,000, the Federal Reserve Board reports. Most of the rise was ascribed to expansion of pay rolls, retail trade and services habitually settled in cash.

A part of the rise also resulted from increases in service charges by banks and other developments that have encouraged the use of cash in place of checks, it was said, but a part, if not a major part, came from hoarding, the board estimated.

The amount of hoarded currency was estimated at about \$2,000,000,000, most of it in the hands of foreigners. About \$3,100,000,000 of \$50 bills are now in circulation, compared with about \$700,000,000 before the hoarding movement began and the end of 1930, and only about 1,000,000,000 of this can be attributed to a legitimate demand for large bills.

Since the latter part of 1940, domestic hoards have increased, the board said. This is partly because of "general uncertainty" in connection with the war and partly because of unfounded rumors that hoarders of bank deposits might be required to subscribe to government bonds, it was said.

## Max Weiss Distributing Reconditioned Equipment

BROOKLYN, April 18 (DR). — Max Weiss, one of the oldest and best liked operators in the New York area, announced this week that he was offering reconditioned cigarette machines and other merchandising equipment for sale to operators thruout the country.

"I think that my 25 years' experience as an operator has given me the proper foundation to offer operators excellent service," Weiss stated. "The present emergency condition has put a premium on this type of equipment and I'm confident that I will be able to satisfy the needs of other operators everywhere with properly reconditioned and refinished equipment."

## O. P. A. CIGARETTE

(Continued from opposite page) per thousand cigarettes, the amount of such increase may be added to the maximum delivered prices for cigarettes after the deduction of the trade and cash discounts.

(c) Manufacturers may continue, discontinue, decrease or increase existing "drop" shipments, free deals and coupon practices or values.

\$1358.9a Effective dates of amendments.

(a) Amendment No. 1 (Section 1358.1a), (b) and (c) to Revised Price Schedule No. 62 shall become effective March 23, 1942. Until such date Revised

## Federal Sales Tax Might Help Repeal State Sales Taxes

Retail sales and use taxes are in the news at the present time, as the federal government considers a general retail sales tax to supply revenue for war purposes.

The vending machine trade is vitally concerned in any retail sales tax, so it is natural that vending operators will be watching the progress of the proposed federal sales tax.

Recently the American Retail Federation, representing about 400,000 retail merchants, suggested to Congress that a 5 per cent federal retail sales tax be passed. The fact that an organization representing retail locations recommends a national sales tax may have a big influence in promoting its passage.

A survey published in March indicated that 23 States now have a retail sales tax affecting various products sold at retail. The survey suggested that there was a trend toward reducing the sales tax rate in several States. Among those reducing their sales tax rate were Illinois, South Dakota, Indiana and New York City. Many of the State sales taxes were passed as temporary measures to raise relief funds, but once on the books they are hard to repeal. The most common tax rate is 2 per cent.

### State Plans Differ

Various regulations and plans for checking sales taxes are set up in the different States; Michigan requires not only registration and a fee, but in some cases even requires a bond to insure that the sales tax be paid. Nine States require the tax to be computed on the total amount of sales; six States require the tax to be computed on the amount of collections from such sales.

An interesting trend in the sales tax field is the development of what is now called a use tax. When State sales taxes were passed it was found that goods bought in another State cut down the State's revenue from the sales tax and also worked against local merchants who had to pay the sales tax within the State. So the use tax idea was developed to cover goods shipped thru from another State. Use taxes are somewhat similar in form in all States. They are imposed on the use, storage or consumption of personal property that would be subject to the sales tax if bought in the State. Such a tax can be easily evaded in many cases, hence, most States realize that it can be enforced effectively only with respect to goods that cannot be easily concealed when brought into the State. Some States exempt purchases of small amounts, for example, Oklahoma allows a monthly exemption of \$100.

The United States Supreme Court has approved the principle of the use tax and hence States seem definitely to have the legal right to assess use taxes on goods bought in other States.

### The Iowa Appeal

A case appealed from the State of Iowa in 1941 brought a decree from the United States Supreme Court which declared that the State of Iowa had the right to collect the use tax on goods shipped into the State by a mail-order firm.

The use tax has been criticized by many legal authorities and yet it seems destined to continue since it has the approval of the highest court in the land, and other legal authorities also say that it is a fair form of taxation. If a federal sales tax is applied on retail sales it is very likely to raise objections as a double system of taxation. It is natural that the people will favor the federal sales tax in order to support the war and will object more seriously than ever to a State sales tax.

Price Schedule No. 62 continues in effect as if not amended by Amendment No. 1.

Pub. No. 421, 77th Cong. 2d Sess.)

Issued this 23d day of March, 1942.

JOHN E. HAMM,

Acting Administrator.

1/ 7 P. R. 1322.

2/ The statement of considerations has been filed with the Division of the Federal Register.

## New Orleans

NEW ORLEANS, April 18.—Return of the race horse automatics has further increased patronage for coin-operated devices in the New Orleans area. Pin games of free-play type continue, however, to do best in the table field. A revival in interest in phono-movie machines is noted with indicated shortage of new stocks of pin games and phonographs. Business continues good here with heavy influx of labor as more shipyards get under way and cotton prices continue to help agricultural areas of the State.

J. H. Peres Amusement Company has taken over Louisiana distributorship for Mills Panoram with over a dozen machines already placed in downtown locations and a factory shipment due to arrive here later in the month. Jules Peres, head of the firm, looks for a great future for the Panorams in this area.

Frank King, head of Fair Play Novelty Company, accompanied by Mrs. King and their five-month-old daughter, Frankie Jean, have left for a month's vacation at Hot Springs.

Further sales of new Wurlitzer phonographs in Louisiana, Mississippi and Alabama are reported by the F. A. B. Distributing Corporation, territory Wurlitzer distributor. Frank De Barros, sales manager, is now on a business trip in Mississippi taking more orders. Fletcher Blalock, head of the firm, which operates offices at Jackson, Miss.; Mobile, Ala., and Pensacola, Fla., looks for a good parts demand even when manufacture of new machines is forced to stop late this month.

Easter Sunday witnessed the opening of the season at Pontchartrain Beach with 25,000 on hand to enjoy perfect weather. Prizes for best dressed patrons and an Easter egg hunt were features and Manager Harry Batt looks for a great season. The beach's huge coin machine playland is again in charge of Pops LeVan, former member of the great aerial performing team of the Flying LeVans.

## Birmingham, Ala.

BIRMINGHAM, Ala., April 18.—Getting used phonograph machines from unprofitable to profitable locations—that is the job of the coin machine distributor now, according to the Hurvich Bros., Birmingham Vending Company.

Nathan Allen, "the Green Mountain boy" head of Ten Ball Novelty Company, has been re-elected for the seventh time as president of the Birmingham Municipal Orchestra. Quite a tribute to one of Birmingham's most popular figures in the coin machine field.

Gus Alley, Magic City Music Company, Seeburg distributor, has moved his business to his Central Park Airport, where he also operates a flying service.

The G. & S. Distributing Company, Wurlitzer distributor, is closing up. Mr. and Mrs. Lowell E. Matthews, who operated the place, will return to their home in Nashville.

★ ★ ★ ★ ★

Order the . . .

# BEST

WRITE FOR LATEST PRICE LIST

## PAN CONFECTIONS

345 W. ERIE ST., CHICAGO, ILL.

★ ★ ★ ★ ★

**WEEKLY SPECIALS**

Bingo, \$0.50; Tot, \$3.50; Criss-Cross, \$8.50; Cub, \$3.50; Lucky Strike, \$14.50; Daval 21, \$5.00; Skilleratte, \$19.50; Pick-a-Pack, \$5.95; Baseball, \$10; Evans Ten Strike, \$79.50; Texas Loaguers, \$37.50; A.B.T. Target Skill, \$15.50. WANTED—Assorted A.B.T. Targets. Write lowest price, condition, quantity.

LINCOLN, 501 West 41st St., New York.

TRADE SERVICE FEATURE  
Billboard

# Industry Mentions Magazines -- Newspapers -- Radio

Pinball offensive by Philadelphia police was deplored in "Round the Town," local chatter column by Samuel Bushman in *The Philadelphia Morning Journal* April 12. "For the information of Captain Craig Ellis," wrote Bushman, "who has been making a terrific drive in central Philadelphia and vicinity on harmless pinball amusement machines, we wish to state that in 1941 the revenue the government received for each machine was \$10. This money was equivalent to \$5,000,000 in taxes, which could purchase 20 light bombers that we could use with great satisfaction at this time."

"Besides all this, the State received \$21.63 annually for each machine. The metal confiscated from the machines the police have been taking would not be enough to make a dash for the instruments on the planes mentioned above. The revenue of these same machines is used to help the people on relief and now will no longer be had. Thanks to Captain Ellis and his associates, this year will be short that \$5,000,000 for defense."

A group of Hazleton (Pa.) soldiers at Camp Lee, Virginia, wrote to the editor of *The Hazleton Standard-Sentinel* saying: "Dear Editor: We see by the *Standard-Sentinel* that Mayor Kilner has issued a ban on pinball machines. That's fine . . . how about sending them to us former Hazletonians now in the army. We get a great kick out of playing them."

The glorious Gloria Vanderbilt De Cicco told the world that she likes slot machines when she stated, in a magazine article: "Next to El Morocco, I like the Automat best. I like to poke nickels into the little slots and be free to move around among people unrecognized."

By AP wirephoto came a picture of fighting men in Honolulu, several sailors, playing pinball machines at the Royal Hawaiian Hotel's pinball gallery.

Every once in a while we read or hear about coin-operated machines that people in the coin machine trade have never heard of: unusual service machines or some unique type of venter, usually invented and built because of local need and never put on the market. In the *American Weekly* of April 12 we read of one that is positively startling: A divorce venter. To get a divorce in Corinne, Utah, 50 years ago all you had to do was drop \$2.50 into a slot machine and the decree popped out—signed, sealed and delivered. There was nothing phony about the papers that popped out of the slot machine—they bore the legal stamp and the signature of the local judge—all the customer had to do was to fill in the names of the divorcing persons. A blank space was left for alimony. The machine stood on the main street of the town in front of the law office of the two lawyers who owned it and probably designed and built it. It had two slots—for silver dollars and half dollars—and a lever on one side to be pulled after depositing the coins. A drawer popped out, and there were the papers. The article states that the two lawyers did such a land-office business that after a few years the Utah legislators closed their little divorce mill and nullified its decrees. Can anybody top that for an odd coin machine?

Favorable industry mention in *The Attleboro (Mass.) Sun*, April 1, came about thru a personality sketch which the newspaper published about an operator named Pat Smith, of Foxboro. The story told of the birth and growth of Smith's operation of music boxes, cigarette vendors and target guns, and of his activities in civic affairs, assisting in public events and sports promotions. A



"They'll Do It Every Time." Artist, Jimmy Hatlo. King Features Syndicate, Inc.

public figure in his locality, Smith has won respect and sanction for the coin machine industry because of his own worth-while activities. This is the kind of publicity it takes to put coin machines as an industry on equal footing with other well-regarded businesses. This is the kind of publicity it takes to counteract the unfair stand some newspapers take toward any kind of a machine with a coin chute.

Arthur (Bugs) Baer, syndicated columnist, recently wrote a poignant account of how he misses the pinball machine down at the corner cigar store since it was confiscated. Baer said he has a lifetime score average of 19,000 per nickel and "there is an empty space where the pinball machine stood like a cradle in the parlor."

Baseball players are among the most enthusiastic of pinball players and publicity on their spare-time activities usually carries some mention of pinball games. The Cincinnati Reds and Boston Red Sox, during a few hours of enforced idleness in Lexington, Ky., April 9 when their exhibition game was canceled because of wet grounds, sat around the lobby of the Phoenix Hotel until time to leave. The Lexington Herald photographer took shots of them killing time, one of the pictures showing players grouped around a pinball game while Jim Tabor, of the Red Sox, tries his hand at it.

Publicity shots of Alexis Smith and George Stevens, movie performers, taken by and published in *Parade* magazine, show the couple kissing while Stevens operates a Kiss-o-Meter, coin-operated arcade machine.

## London News Letter . . .

Renewed attempts by the Churches Committee on Gambling, cooperating with London Diocesan Church of England Temperance Society, to close London Sportlands have for the time being proved abortive. Attack began with issue of a report, backed by a London magistrate, alleging that Sportlands encourage gambling among youth and serve as an incidental training course in larceny, but admitting that the vast majority of younger boys did not play on machines, being content to watch others, finding the brightness, warmth and entertainment characteristic of the majority of Sportlands an attractive alternative to blackened streets and blasted homes.

### 69 Sportlands Functioning

Questions asked in Parliament elicited from Secretary of Home Department Morrison a reply that as against 291 Sportlands active in the metropolitan area in January, 1939, only 69 were now functioning. Pressed to take action against the Sportlands, Secretary Morrison said it must not be assumed that police had universal power to seize gambling machines, but they enforced the law within its limits. He would consider any representations received but was bound to say that he could not convince himself that they were a dramatic evil. He thought that everybody, including himself, MUST KEEP A SENSE OF PROPORTION NOT TO STOP EVERYTHING WITH WHICH SOMEONE ELSE DOES NOT AGREE.

Pressed still further Secretary Morrison said he had received and would take into account the magistrate's letter, but he was not really convinced that the general run of cases of juvenile delinquency were caused by the conditions alleged. He thought there might be exaggerations and asked that they try to preserve some degree of human toleration.

Alive to this renewed agitation, the Amusement Caterers' Association recently circulated to its members an advisory note calling for especial care in the running of their Sportlands. In particular they called for great care in the matter of digger swag values.

At a luncheon in the Hungaria Restaurant the executive of the Amusement Caterers' Association handed over to King George's Fund for Seamen a check for 1,000 pounds sterling, the proceeds of the revived annual dinner and cabaret held at Grosvenor House in February.

Doris Shefras, eldest daughter of Solly Shefras, founder of Shefras Automatics, was married on March 8. Reception at Rembrandt Hotel attended by 100 guests.

Clements, producer of penny Commercials, moving from London to Redcar, where distributor Wahles has provided factory space.

Dick Scott, expecting to leave nursing home after many long weary months of illness, will concentrate on Sportland operating until better times.

**"money talks"**  
CRACKER JACK PAYS  
**\$25**  
15

**THE ANSWER  
TO YOUR  
Profit Question!**

**FOR DEFENSE**  
BUY  
UNITED STATES  
SAVINGS  
BONDS  
AND STAMPS

Here's real money-making "oomph"! Die-Cut—Brilliant Colors! Double Step Up Jackpot with \$25 Top! Section feature. Everything to make this board go like "hot cakes".

**Order No. 1155—MONEY TALKS "A"**  
(5c Play—Special Thick—Slot Symbol Tickets)

TAKES IN: ..... \$57.75  
PAYS OUT (Average) ..... 25.42

**Average Profit ..... \$32.33**

**Order No. 1155—MONEY TALKS "B"**  
Cigarette Payout—Pays out 150 Packs

**GARDNER**  
2301 ARCHER  
CHICAGO, ILL.

## SPRING HOUSE CLEANING!!

WE WILL PROBABLY LIVE TO REGRET SELLING THE MACHINES LISTED BELOW AT SUCH UNHEARD-OF LOW PRICES, BUT THEY MUST GO, AS WE ARE OVERCROWDED. THESE ARE NOT MACHINES TAKEN IN TRADE, BUT ARE AT PRESENT BEING USED IN OUR OWN OPERATION. THESE MACHINES WILL BE MECHANICALLY PERFECT, SPOTLESSLY CLEAN AND READY TO BE PLACED ON LOCATION. ALL ARE FREE PLAY. ADD FREIGHT CHARGES AND VALUABLE TIME LOST TO EASTERN PRICES AND THEN COMPARE THEM WITH THESE.

<ul style="list-style-type: none"> <li>5 BALLY PLAYBALLS ..... @ \$24.50</li> <li>2 BALLY PAN AMERICAN ..... @ 37.50</li> <li>2 BALLY SPEEDBALLS ..... @ 39.50</li> <li>2 BALLY MYSTICS ..... @ 15.00</li> <li>3 CHI-COIN LEGIONNAIRE ..... @ 42.50</li> <li>1 CHI-COIN MAJORS OF '41 ..... @ 37.50</li> <li>5 CHI-COIN SNAPPY ..... @ 44.50</li> <li>1 CHI-COIN SPORTY ..... @ 17.50</li> <li>3 CHI-COIN SHOW-BOAT ..... @ 44.50</li> <li>3 CHI-COIN STAR ATTRACTION ..... @ 57.50</li> <li>1 EXHIBIT STARS ..... @ 32.50</li> <li>2 KEENEY WILDFIRE ..... @ 34.50</li> </ul>	<ul style="list-style-type: none"> <li>1 GENCO ARGENTINE ..... \$47.50</li> <li>1 GENCO GUN CLUB ..... @ 44.50</li> <li>2 GENCO JUNGLE ..... @ 55.00</li> <li>2 GENCO TEN SPOTS ..... @ 42.50</li> <li>3 GENCO VICTORY ..... @ 79.50</li> <li>7 GENCO ZIG-ZAGS ..... @ 37.50</li> <li>1 GOTTLIEB A.B.O. BOWLER ..... @ 47.50</li> <li>2 GOTTLIEB HOROSCOPE ..... @ 39.50</li> <li>1 GOTTLIEB SPOT POOL ..... @ 52.50</li> <li>2 GOTTLIEB SCHOOL DAYS ..... @ 30.00</li> <li>2 MILLS JUMBO PARADE (Animal Reels, Free Play) ..... @ 89.50</li> </ul>
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ONE-THIRD DEPOSIT IN CASH, CASHIER'S CHECK OR MONEY ORDER MUST ACCOMPANY ORDER. STATE METHOD OF SHIPMENT PREFERRED.

**MORRIS NOVELTY CO., INC.** 4505 MANCHESTER AVE.  
ST. LOUIS, MO. Phone: Franklin 0757

**ROYAL FLUSH**

STRAIGHT FLUSH - 50¢  
 FOUR OF A KIND - 40¢  
 FULL HOUSE - 40¢  
 FLUSH - 35¢  
 STRAIGHT - 35¢  
 THREE OF A KIND - 30¢  
 TWO PAIR - 25¢  
 ONE PAIR - 25¢  
 JOKER - 25¢

WINNING TICKETS PRINTED IN WORDS



## COMING EVENTS

- April 27—Ohio State Automatic Electric Phonograph Owners' Association annual convention and banquet. Hotel Statler, Cleveland. Business session begins at 2 p.m. Banquet dinner at 6:30 p.m.
- May 3—Annual Banquet, Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, Club Bali, Philadelphia.
- May 4-8—National Premium Exposition, Palmer House, Chicago.
- May 14-16—Tenth Annual Convention of Retail Tobacco Dealers of America, Inc., Hotel Astor, New York City.
- June 1-7—National Hotel Week.
- June 8-11—Confectionery Industries Exposition, New York.
- September 14-16—Advertising Specialty National Association, Chicago.
- November 9-13—American Bottlers of Carbonated Beverages Convention, New York.

## Two Bulletins Boost Bonds

**AOLAC members get inspiring ideas on how to help the cause**

Always in front with ideas and suggestions for the good of the coin machine industry, one of the most closely knit and hard-working organizations in any field of endeavor, the Associated Operators of Los Angeles County, Inc., recently sent to its members two bulletins on a plan for selling War Bonds and Stamps in addition to buying them. For years this association has kept timely, valuable suggestions before its members and their associates on every subject that could be used for the good of the industry; it has bettered public relations with the industry in many original plans, and it never seems to run out of ideas and enthusiasm.

So excellent are these two bulletins that we reprint them here in full:

March 30, 1942

TO ALL OPERATORS AND ASSOCIATES:

In recent conversation with a group of nationally known executives appointed by State and federal agencies to assist in the many scores of detail work, such as Civilian Defense, Red Cross and other agencies that will play the all-important part toward VICTORY, one of them bluntly asked the question: "What can I do to help my country?"

Many of us answered with "BUY WAR BONDS." Somehow, I thought, this same question must be upon every one's lips. Most of us did our bit in '17, and we're proud that our sons, friends and family are answering first call for us, while others in the family are doing their share on the production line.

It was here perhaps that I found the answer to "What can I do to help my country?" It was this—Keep that production line moving—with Bonds—with Stamps. It will take billions and billions of dollars for guns, tanks, ships, shells, planes and all the implements of war to bring the dictators to their knees. We did it before, and we'll do it again! But this time BONDS will play the important role in this drama called "VICTORY." You are investing your money with the safest bank in the world—THE UNITED STATES GOVERNMENT. You couldn't ask for more security!

"WHAT CAN I DO TO HELP MY COUNTRY?" All of you have been marvelous. You've bought Bonds—your children have bought Stamps—you've made thou-

sands of soldiers, sailors and marines happy with your music and your games, donated with the same heart that thrills for our country. For this I thank you—but, there's more work to do—more Bonds to sell—for this will help to sink many an enemy ship—down many an enemy bomber—and help our boys stop the enemy in its tracks—with the success of this plan to increase Bond and Stamp purchases. We've all got an all-out job to do. We're doing a swell job now by keeping the boys happy, but we can also help to give them the tools with which to do an all-out job for us.

Enclosed herewith is the plan to enlist your merchants in this drive for VICTORY—this added "shoulder to the wheel" gesture to those boys who are making it safe for us to "INVEST IN SAFETY." I KNOW I CAN COUNT UPON YOU!

### The Plan

**THERE IS ONLY ONE WORD FOR U. S. NOW VICTORY**

VICTORY will be won by the side with the most planes, tanks, guns, ships and morale.

In this emergency, members and associates of the Associated Operators of Los Angeles County, Inc., have contributed fully to the job that they are best fitted to perform, with their experience, resources and energy, turning out weapons of morale in the form of entertainment to those in the service of our country.

Your association asks you to put forth even a greater effort in a new field—Selling War Stamps and Bonds to the thousands of customers who patronize your merchants.

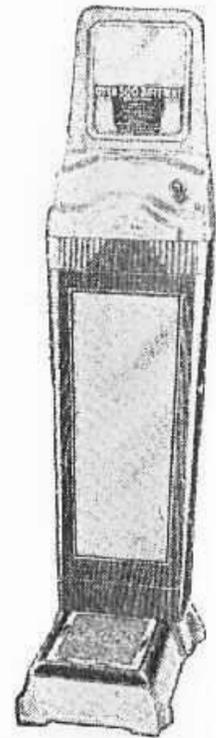
The Plan. It is requested that every merchant be contacted for his fullest co-operation in displaying one of the enclosed cards on his cash register. He should be instructed that in addition to having postage stamps for sale, that a good and sufficient supply of War Saving Stamps in denominations of 10 and 25 cents be kept on hand and that he request his customers to accept one or more in change whenever a purchase is made.

In this manner thousands of stamps will be sold and we would have fulfilled our purpose of re-dedicating ourselves to the service of our country.

Needless to say, if this movement sweeps thru our great nation in our brother organizations, we, in our humble way, will have accomplished a "service to our nation."

This is a call to serve the greatest nation on the face of the earth—a nation comprised of the most courageous people, Americans! It's common sense to fight for the American way of life. War Bonds and Stamps will protect you and yours to enjoy this forever, and the Associated Operators of Los Angeles County will do its part in the drive for victory!

## NEW 500 FORTUNE SCALE



**Operates Automatically No Springs—Balance Weight**

**30-DAY MONEY-BACK GUARANTEE**

**WATLING MFG. CO.**  
 4640-4660 W. Fulton St.  
 CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770  
 Cable Address "WATLINGITE," Chicago

## Penny Arcade Equipment OFFERED FOR QUICK CASH SALE

- 4 Rotary Merchandise Machines. Each \$150.00
  - 1 Exhibit Football Kicker . . . . . 50.00
  - 1 Seebury Hockey . . . . . 65.00
  - 5 Exhibit Diggers (Counter Models, 1¢ Play, Each . . . . . 32.50
  - 3 Evans Ton Strikes, Each . . . . . 37.50
  - 1 Exhibit 12 Slot Astrology Fortune Card Machine . . . . . 37.50
  - 1 Exhibit 12 Slot Horoscope Fortune Card Machine . . . . . 37.50
  - 1 Exhibit 12 Slot Color of Eyes Fortune Card Machine . . . . . 37.50
  - 1 Exhibit 12 Slot Color of Hair Fortune Card Machine . . . . . 37.50
  - 1 Mills Punching Bag . . . . . 50.00
  - 1 Microscope Electric Crane (Floor Model, 5¢ Play) . . . . . 40.00
  - 2 Buckloy De Luxe Diggers (Floor Models, 1¢ Play), Each . . . . . 85.00
  - 1 Gottlieb 3-Way Grip . . . . . 12.50
  - 2 Jennings Flip Skills, Each . . . . . 5.00
  - 1 Bat a Ball . . . . . 5.00
- Will properly crate and ship upon receipt of cash in full only. Subject to prior sale.

**A. N. RICE**

Shirkmoro Apts., Apt. 401 Wichita, Kansas

## Operators!!

**KEEP YOUR MACHINES PLAYING**

**WE HAVE PARTS TO REBUILD YOUR OLD MACHINES NEW**

ILLUS. CATALOG—WRITE

**HARRY MARCUS CO.**  
 1035 N. PULASKI RD., CHICAGO

## WANT TO BUY

KEEP 'EM FLYING, DEFENSE, VICTORY and 5-10-20 (All 5 Ball Free Play Games), CLUB TROPHYS and TURFS (1 Ball Free Play with J.P. feature), ALSO CHICKEN SAMS, Stato Condition and Lowest Prices. Address: BOX 121, care The Billboard, St. Louis, Mo.

## For Sale—Complete Arcade

Take over present location in Pennsylvania park. Over 50 Machines, including Athletic, Fortune, Card, Amusement, etc. Price \$1200.00.

**J. E. TUCKER**

218 Fairfield Ave. BELLEVUE, KY.

Operators from coast to coast are glad to have this new, colorful deal of a game players try to beat. Simplicity of play! Winning coupons printed in words! This is the most flashy, profitable card deal ever created.

**"ROYAL FLUSH"**  
 Takes in 1204 Coupons @ 5c \$60.20  
 Total Payouts . . . . . \$29.57  
**PROFIT (average) . . . . . \$30.63**

**ORDER TODAY!**  
 All Salesboards and Former Jar Deal Operators, send in Your Orders at once.

**SPIN-N-WIN GAMES**

**NOEL'S Gay Games INCORPORATED**  
 Murcie, Indiana

SALESBOARDS ★ BASEBALL TALLY CARDS  
 COUPON GAMES ★ EZ-PICKIN' JAR GAMES

**WANTED**

**PHONOS** All Models  
**GAMES** 1 and 5 Ball Free Play

Will Buy Routes

**MITCHELL NOVELTY CO.**  
 1629 W. Mitchell St.  
 Milwaukee, Wis.

**ARCADE MACHINES WANTED**

Will pay cash for ALL TYPES Penny Arcade Machines if prices are right. Send complete list immediately, giving condition and lowdown.

**FRANK SWAN**  
 146-39 60th Ave., Flushing, L. I.

**WANTED FOR CASH**

Drivemobiles, Rapid Fires, Defenders, Air Raiders, Sky Fighters, All kind of Arcade Machines. State best price.

**PATERSON COIN MACH. EXCHANGE**  
 209 Market Street Paterson, N. J.

**Please Take Your Change in United States Defense Savings Stamps**

**"INVEST IN SECURITY"**

FORDEFENSE

**BUY UNITED STATES SAVINGS BONDS AND STAMPS**

Compliments of

**ASSOCIATED OPERATORS OF LOS ANGELES COUNTY, INC.**

**Keep 'Em Bombing Is Big Hit—Shugy**

NEWARK, N. J., April 18 (DR).—Barney (Shugy) Sugerman, Runyon Sales Company, is enthusiastic about the game Keep 'Em Bombing, which he terms one of the most patriotic and perfect tax-free counter games. It is claimed the game is the first to allow the player to play from 1 to 25 coins at one time. The five chutes on the games are airplanes which the player loads with pennies, then pulls the bomb release. The coins bomb Jap airfields, hangars, planes, etc.

"The game is attractively decorated with War Stamps and minute man insignia," Shugy explained. "It has a pledge on it designed to win the respect of location owners and officials. A perfect patriotic game, it captures the attention of players everywhere. The escalator on the game makes it possible for the player to see how many pennies he has placed in the coin chutes before he presses the bomb release.

"All games we have placed on location are working every minute of the day with players keen for the odds of 10 to 1 and running as high as 25-1 paid out in War Stamps. In addition to the big odds the game has four loser spots and five winner spots. The game gives a perfect check-up on winners, assuring operators a perfect percentage. No cheat-proof methods are necessary, for a player who tilts loses all his possibilities for winners immediately.

"From every standpoint this game is a winner. And it will help retailers sell more stamps than ever before. We are delivering in real volume and urge op-

erators to anticipate their needs by ordering as many as they will need for the duration."

**PINBALL CRUSADES**

(Continued from page 65) have felt compelled to issue public statements in behalf of bingo. All of the arguments about bingo usually tend to draw public favor more toward the pinball games.

**Newspapers Big Crusaders**

Much of the agitation about pinball games in Milwaukee and the State has been led by at least two newspapers. The present storm in Milwaukee is largely the outgrowth of a State-wide crusade which started with the publication of lists of locations that had paid the federal excise tax on pinball games and gaming devices. With such an authoritative list available, the opposition really made hay out of it. An editor of a newspaper in the State capital took it upon himself to stir up a crusade that would cover the State, and his main efforts were in enlisting newspapers in the drive. *The Milwaukee Journal* gave strong editorial support to the movement.

**Change in-Viewpoint**

William T. Evjue, of *The Madison Capital Times*, recently seemed to get a new angle on the subject of amusement games and even slot machines, when he found that so many churches were using bingo and slot machines for financial or social purposes. His original efforts to stir up the State against slot machines and games were based on the plea that such machines are illegal in the

State. After discovering that so many churches use slot machines, he now says the "State of Wisconsin must make up its mind on what it wants to do about the slot machine and gambling question."

In his column, April 3, 1942, Evjue comments at length on the situation, all of which should be made a matter of record:

"A letter signed by William Payne who says that he is the president of the Wisconsin Home and Property Owners' Association of Racine comes to this desk. The letter states that the association is working on a State-wide program for an amendment to the State laws that would allow certain games of chance to be licensed and thereby help to reduce the property tax. Mr. Payne says: 'We are convinced that a great deal of revenue could be raised by the imposition of a tax on certain types of gambling devices. We believe that taxation of gambling devices would make better conditions possible in every community. Law enforcement officials would be freed of any taint or accusation of sharing in dishonest rewards from the so-called racketeering element. Money derived from such licensing could be returned to the local communities to lower the general real estate tax.'

**Licensing Might Help**

"*The Capital Times* is convinced that the State of Wisconsin must make up its mind on what it wants to do about the slot machine and gambling question. If it is impossible to enforce the laws against slot machines, then some form of regulation should be considered. It has been evident for years that there is a large section of the population in Wisconsin that condones or is indifferent to slot machines. The people who are against slot machines on moral grounds seem unwilling to go beyond oral condemnation or to take any positive action. The licensing of these machines would at least remove what, in our estimation, is the worst feature of these contrivances—the slot machine as a symbol of corruption. If the machines were licensed, crooked sheriffs and district attorneys could not collect tribute from the operation of the machines as they are now doing.

"*The Milwaukee Journal* announced the other day a supplementary list of 68 slot machine owners who have paid taxes on slot machines to the commissioner of internal revenue. Included in the list were the parish halls of two South Side churches. When confronted with this fact, one of the pastors said that the slot machines are used for the social events of the parish."

**The Situation Spreads**

That is the changed view of the man who probably may be given credit for stirring up Wisconsin's 1942 crusade. When such a move gets started it naturally spreads out to take in many situations. Free-play games began to be questioned by officials and a test case was instituted in Madison. This led to an adverse decision on free plays and led to complications in Milwaukee. A State's attorney inquired of the Internal Revenue Department in Washington as to whether free-play pinball games were classed under the \$10 pinball fee, or whether they were put in the \$50 gaming device class.

This brought forth the now famous reply, couched in legalistic terms, which caused trouble for free-play games in all parts of the country. When fully digested, the new ruling from Washington seemed to say about the same thing that a previous ruling on free plays had said, but legal language is frequently capable of all sorts of interpretations by laymen and the newspapers. So the newspapers announced that free plays had definitely been put in the "gaming device" class and officials, also not skilled in legal terms, decided that the new ruling actually put free-play games in the gaming class. Only a long and hard court battle would unravel this situation, unless the Internal Revenue Department itself decides to make an open and clear-cut statement for or against free-play pinball games.

**Becomes Serious in Milwaukee**

The agitation thruout the State helped to concentrate the opposition in Milwaukee as the largest city in Wisconsin. *The Milwaukee Journal*, long an editorial crusader against pinball, joined in the 1942 version with new zeal. The total influence of *The Journal* on the pinball situation has always presented a dilemma. Its editorial pages have presented a crusading opposition all along. It has maintained that pinball games really have nothing in their favor and

have all the evils known to slot machines. But as in the case of some other pinball crusading newspapers, *The Journal's* reporting staff have to their credit some of the best objective reporting on pinball and its political angles of any newspaper in the United States. If the editorial policy had been based on the information gathered by its reporters, *The Journal* might have contributed real knowledge to the clarification of the pinball issue.

That *The Journal* finds itself facing serious questions is shown by the following editorial from the issue dated April 8, 1942:

"A GRAND JURY ON GAMBLING? A grand jury investigation of law enforcement in Milwaukee County has been requested by Attorney Peter F. Leuch. The petition, filed in Municipal Judge Max W. Nohl's court, recites the fact that gambling in the form of bingo and slot machine playing exists in the city and county, and that, when this gambling is under the auspices of churches or clubs, little or nothing is being done to stop it. It recites the further fact that the Supreme Court has held gambling a violation of our basic law, even tho a "charity angle" may be claimed. Only a grand jury investigation, the petition concludes, can fix the blame for official negligence in these matters, the petitioner himself having already appealed to the persons directly concerned and having received no co-operation.

"When the petition comes up for further hearing on April 17, it may be hoped that all angles will be thoroly aired. After all, the law (bolstered by the constitution where lotteries are concerned) forbids gambling in this State, and over the years the courts have defined gambling to include the things which are now complained of. After all, too, it is the job of law enforcement officials to enforce the law as they find

**THIS PROVES WHAT WE'VE SAID ABOUT GETTING QUALITY AT NATIONAL NOVELTY!**

ARE YOU PLANNING AN ARCADE? DO YOU WANT TO CASH IN WITH THE BEST SUMMER SPOTS? THEN WHAT YOU NEED QUICK ARE

**ROTOR TABLES**  
PROVEN BIG MONEYMAKERS

Nothing ever built equals the appeal, attraction, action and moneymaking power of ROTOR TABLES! A "natural" for every single summer spot! In demand by resorts, restaurants, hotels, arcades, etc., etc., because IT HOLDS THE CUSTOMERS! ROTOR TABLES are what YOU NEED NOW to insure yourself BIGGER, BETTER, EASIER AND STEADIER PROFITS!! RUSH YOUR ORDER QUICK—they're going FAST!!



ROTOR TABLES are the Biggest Money-makers You've Ever Operated! —NUFF SED!!

**PRICES AND MODELS**

Winter Carnival	\$157.50	Confucius Say	\$107.50
Gay Nineties	134.50	Jitter Bug	84.50
Helfzapoppin'	119.50	World's Fair	69.50
		Rotor Plus	69.50

FREE PLAY GAMES AS ONLY "NATIONAL" CAN REBUILD, RECHECK, PACK, CLEAN, CONDITION AND REVITALIZE THEM!

ABC Bowler	\$49.50	Gun Club	\$58.00	Super Chubbie	\$47.50
Argentine	52.00	Entry	27.00	Sky Blazer	45.00
Bosco	64.50	Horoscope	43.00	Spot-a-Card	70.00
Belle Hop	44.50	Spot Pool	62.00	Tex. Mustang	65.00
Capt. Kidd	49.50	Star Attrac.	50.00	Venus	79.50
Click	69.50	Speed Ball	35.00	Zig Zag	39.50

**NATIONAL'S BIGGEST SPECIAL!!**

**KEENEY'S SUBMARINE GUN** USED ONLY A FEW WEEKS **\$269.50**  
BANG-A-DEER, Plus 5,000 Bullets .....\$125.00

**PERFECT PHONOGRAPHS**

WURLITZER COUNTER MOD. 61	\$84.50	MILLS THRONE OF MUSIC	\$139.50
WURLITZER 24	119.50	ROCKOLA STANDARD	141.75
WURLITZER 616A	79.50	ROCKOLA '39 COUNTER MODEL	84.50
WURLITZER 24 (Revamped)	149.50	ROCKOLA SUPER ROCKOLITE	229.50

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183 MERRICK RD., MERRICK, L. I., N.Y. All Phones FREEPORT 8320

5% DISCOUNT FOR FULL CASH WITH ORDERS!!

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**RAYOLITES** **RAPID FIRES**  
**CHICKEN SAMS** **CONVOYS**

STATE QUANTITY AND PRICE

BOX No. 519 The Billboard Chicago

**35 GOOD BUYS!**

1 Evans Lucky Star	\$ 99.50
2 Pacos Racos, Brown Cabinet	89.50
2 Baker Pacos, Like New, Jackpot	235.00
2 Pacos Racos, Red Arrow	195.00
2 Keoney Super Bells	239.50
2 Jennings Liberty Bell Consoles	22.50
1 Derby Day Console	22.50
1 Longchamp Console, 2, 5¢ Slides	35.00
5 Jennings Ciga-Rollas, 5-10 Play	89.50
4 Jennings Good Lucks	34.50
2 Mills Jumbos, New Head, Cash Payout	89.50
4 Mills Jumbos, New Head, Free Play	89.50
1 Evans Lucky Lucie	149.50
5 Pace Brown Front Comet	46.50
1 Jennings 5¢ Silver Chief, Sluggproof	105.00
3 Jennings 5¢ Silver Chiefs	94.50
10 Mills 5¢ Bwn. Frt., Club H., Lt. Cab.	114.50
1 Mills 10¢ Bwn. Frt., Club H., 25¢ Pl.	117.50
3 Mills 5¢ Cherry Bells, Club Handles, Light Cabinets, 3-10 Payout	114.50
5 Mills 5¢ Blue Fronts, Club Handles	89.50
2 Mills 3 Bells	
3 Mills 4 Bells, Ashtrays, High Serial	279.50
1 Mills 4 Bells, 3 5¢ and 1 25¢ Chute	450.00
8 Mills 1 Ball 1-2-3, Cash Payout	24.50
50 Used 5 Ball Free Play Pin Games, Write Us for Complete List	14.50
2 Mills Flashers, Cash Payout	27.50
1 Motoscope Sky Fighter	169.50
1 Seeburg Chicken Sam	59.50
1 Texas Leaguer, New	45.00
2 Evans Ten Strikes	\$ 59.50
2 Gottlieb Skee-Ball-Ettes	59.50
1 Wurlitzer 600, Marblegle	159.50
1 Gem Seeburg, Marblegle	149.50
2 Regal Seeburgs, Marblegle	159.50
1 Mills Throne of Music, Marblegle	129.50

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**STERLING NOVELTY CO.**

689-671 South Broadway LEXINGTON, KY.

**Extraordinary Values**

All A-1 Reconditioned, Ready for Locations.

COUNTER GAMES

Champion	\$12.50
Daval "21"	4.90
Pok-o-Reel	5.50
Imp (With Motors)	6.50
Klick	4.90
Liberty Bell	12.50
Mercury	12.50
Lucky Strike (New)	4.90
Skill Shot	12.50
Sparks	17.50
Wings	4.90
Kicker & Catcher (Like New)	24.75
Lucky Smoke	4.90
Flags	4.90
Races	4.90
Doughboy	4.50
American Eagle	9.50
Buckley Cigarette	4.00
Tokette	8.50
Reel "21"	2.50
Yankee	4.90
ABT Challenger	18.50
ABT Target Skill	18.50

Terms: 1/3 dep. with orders, bal. C.O.D.

**W. B. NOVELTY CO., INC.**

1803 Washington Blvd., St. Louis, Mo.

it, without exception as to persons or places.

"Today the gambling laws are enforced in Milwaukee when commercial interests are involved, but they are not enforced when certain organizations sponsor the games. A club or a church may lift its mortgage thru gambling, but an individual is not privileged to do the same thing. The discrimination here practiced was not made by the law but by the officials, apparently exercising what they feel is their discretion.

"There is no reason, of course, why these things should not be gone into by a grand jury. The court has the power to call such a jury and to direct its activities. Reason for exercise of the power would seem to exist."

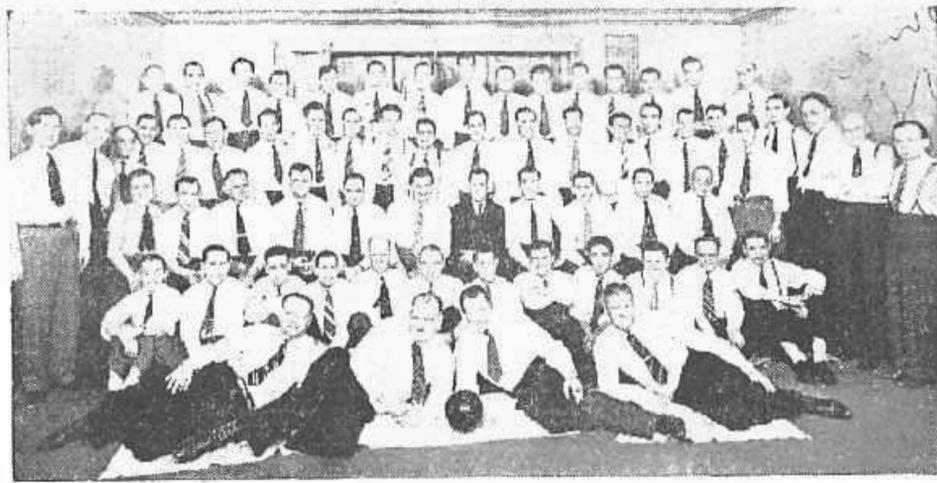
Thus, the two leading newspapers in Wisconsin crusading against pinball games have finally come face to face with some questions that are forcing them to think more seriously than they perhaps had anticipated about their crusading objectives.

**Two Main Objections**

The arguments of *The Journal* are representative of the opposition all over the State. The paper offers two main objections: (1) that the games are gambling pure and simple and hence are immoral as well as illegal; and, (2) to permit the games to run under license or otherwise would bring in racketeers from other cities, chiefly Chicago.

Since *The Journal* has discovered that churches even use slot machines, it is facing the question of who has the right to say that pinball and slots are immoral after all.

On this point the crusaders should also consider that Minneapolis, its citizens and its officials, are not any less moral than Milwaukee because pinball games have been licensed there for years. It should also be remembered that 11



ROCK-OLA BOWLING LEAGUE CLOSES another big season. David G. Rockola, president Rock-Ola Manufacturing Corporation, is seated in center of picture taken at the firm's annual bowling stag. The league consists of 70 key employees, including executives, foremen and departmental heads. (MR)

States now have pinball license laws on their statute books and are not any less moral for the fact.

The closeness of "Chicago racketeers" has always been a touchy subject in Milwaukee, of course, and is a local problem. But the backers of pinball argue that a city license is the best system to keep undesirables out of the business and reserve it for local business men. The pinball operators also belong to a local trade association and their names and addresses are open to the public on the same conditions of any legitimate trade association.

The newspaper material published on the pinball question in Milwaukee and Wisconsin recently would fill books. This review will give some idea of its many ramifications.

**Dallas**

DALLAS, April 18.—Charley Snyder, former road man for Mills Novelty Company, and Sam Yaras have formed a partnership, setting up Dallas's newest distributing firm. The firm is Southwest Amusement Company with offices at 1712 Field Street. The new firm will handle practically everything in coin-operated equipment.

Herbert Ripka, Bluebonnet Music Company, has entered the music field in several East Texas cities with a string of new Wurlitzers.

H. H. Andrews, music man of Jacksonville, Tex., is buying one War Bond for each phonograph he has operating in that East Texas city.

Remodeling and decorating of Electro-Ball Company, Inc., new home at Pacific Avenue and Olive Street is nearing completion. The company's new headquarters office and warehouse building was recently purchased as a permanent home.

All Interstate Theaters in Dallas are maintaining record shops in the lobby of each theater. Hit tunes of current and recent pix are featured, with sales girls in charge of each shop. Excellent sales are reported.

I. F. Webb, vice-president of Rock-Ola Manufacturing Corporation, was a recent Dallas visitor. Webb checked territory arrangements and discussed 1942 sales plans with George Prock, Southwestern distributor.

**Prices Speak for Themselves**

**FREE PLAY NOVELTY GAMES**

A. B. C. .... \$44.50	SOUTH PAW ... \$42.50	CONTEST (Mull.) \$119.50
MILLS OWL .... 99.50	SPORTS ..... 14.50	GOLD STAR ... 29.50
GLAMOUR ..... 22.50	JOLLY ..... 14.50	ANNABELLE ... 14.50
SPEED DEMON .. 19.50	FORMATION ... 14.50	LAND SLIDE ... 32.50
BLONDIE ..... 14.50	FLEET ..... 19.50	SUMMER TIME . 14.50

JOCKEY CLUB ... \$179.50 | THISTLEDOWN .... \$59.50

**FREE PLAY CONSOLES**

JENNINGS FAST TIME ..... \$109.50 | JUMBO PARADE, Payout. .... \$109.50  
 JENNINGS TOTALIZER (New) ... 169.50 | JENNINGS TOTALIZER (Used) .. 129.50

25 JUMBO PARADES, Free Play, \$87.50

**USED PHONOGRAPHS**

Rockola De Luxe Jr. Console	Rockolite	\$99.50
MILLS EMPRESS—LIKE NEW	\$169.50	MILLS EMPRESS with Adapter and 2 Keency Boxes \$219.50
WURLITZER, MODEL 71—Slug Proof 5c-10c-25c (LIKE NEW)	\$112.50	
WURLITZER, Model 24	\$109.50	ROCK-OLA, 1939 Standard ... \$130.00
WURLITZER, Model 500	189.50	ROCK-OLA, 1939 De Luxe .... 149.50
WURLITZER, Model 616	57.50	ROCK-OLA, '39 COUNTER MODEL 89.50
WURLITZER, MODEL 41—Slug Proof	Floor Sample	.... \$89.50
PACKARD STEEL CABINETS	\$29.50	STANDS For Wurlitzer Phonographs \$9.75

**Bush Distributing Co.**

3800 W. Wisconsin Ave. Milwaukee, Wis.

**THERE IS ALWAYS A GOOD BUY AT THE LEHIGH**

Victory ..... \$69.50	Knockout ..... \$69.50	New Am. Eagles ..... \$25.00
Big Parade ..... 69.50	Five & Ten ..... 69.50	New Kicker & Catcher .. 29.75
Spot a Card ..... 69.50	Air Circus ..... 79.50	New Game Hunters ..... 37.50
Defense ..... 79.50	Home Run '42 ..... 79.50	New Challengers ..... 37.50
New 3 Scores ..... 69.50		High Hand ..... 149.50

All Games Packed in Brand-New Cartons. Send Order and 1/3 Deposit. Mention 2nd Choice.

LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.

**FREE PLAY Decision**

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Reprint Editor, The Billboard, 25 Opera Place, Cincinnati.

Send a copy of the favorable free play decision.

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Address .....

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REPRINTS OF THE FAVORABLE CALIFORNIA SUPERIOR COURT DECISION ON FREE-PLAY GAMES ARE NOW AVAILABLE. USE THE ABOVE COUPON.

**4 Smash Hits FOR EXTRA PROFITS**

**HIT 1**  
 THICK BOARD  
 BASEBALL  
 CARTOON  
 TICKETS  
 DIE-CUT



PLAY BALL No. 920  
 5c Play 920 holes. PRICE  
 Takes in \$46.00. Average Payout \$2.98  
 Payout \$21.00, Average Gross NET  
 Profit \$25.00.

**BUY TODAY THE Pioneer WAY**



**HIT 2**  
 THIN BOARD  
 NEW Pioneer ORIGINAL INDIAN SYMBOLS DIE-CUT

TE-PEE No. 802 5c Play 834 holes. PRICE  
 Takes in \$41.60. Average Payout \$1.98  
 \$19.55. Average Gross Profit NET  
 \$22.05.

**HIT 3**

THICK BOARD  
 POPULAR SLOT SYMBOL TICKETS DIE-CUT



BANTAM GOLD No. 801 5c Play PRICE.  
 800 holes. Takes in \$40.00. Aver- \$2.25  
 age Payout \$18.88. Average NET  
 Gross Profit \$21.12.



**HIT 4**  
 EXTRA THICK BOARD NEW ORIGINAL Pioneer 3 COLOR COIN SYMBOL TICKETS PRICE \$3.08 NET

HEADS OR TAILS No. 1201 5c Play 1200 holes. Takes in \$55.00. Average Payout \$24.57. Average Gross Profit \$30.43.

**Pioneer MFG. CO.**  
 155 W. Hubbard St. Chicago, Ill.

## Trading Post on National Scale

CHICAGO, April 18 (MR).—"Barter and exchange on a national scale is what we have in the Trading Post," says H. R. Perkins, sales manager. "It is a real pleasure to read the letters we are receiving about it."

"Moving merchandise is the lifeblood of our business, and with the curtailment of manufacture of new machines we feel that we are rendering coinmen a needed service. At the same time, we realize that we have assumed an obligation in offering a means of exchanging

merchandise for merchandise or for money.

"Our for sale and wanted lists are growing rapidly. Operators should write and tell us what equipment they need. Those who have machines for sale should list them with us to be submitted to prospective buyers located near by," Perkins continued.

"The Trading Post plans to advertise continually and thus make regular contacts with every active operator in the country. This means we will always have up-to-date information.

"We cover everything in the coin machine field: music, consoles, pin games, arcade equipment and parts and supplies."

**BALLYHOO JUMBO BUMPER FAIRGROUNDS**

**ROCKET GRANDSTAND AIRWAY**

**SPOTTIEM 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**

**RAPID-FIRE CLUB-BELLS PREAKNESS**

**BALLY RESERVE**

**SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!**

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO · ILLINOIS

## Loose Talk!

By MAC CHURVIS

Grand National Sales Company

Loose talk can lose the war for us. Think it over.

Yes, in exactly 30 seconds—just about the time it takes to read this—you can inadvertently give enough information to eager Japanese ears to blow one or more of our ships to Kingdom Come—cause enough damage to delay victory for years.

Loose talk avails you nothing—may mean death and destruction to our boys and ships.

Thirty seconds—just the time it takes to shake hands and say "Hello"—may cause you to pronounce the death sentence on your fellow workers with loose talk.

This war is more than a war of men, tanks and ships; it is a war of words—words that can tear this world to bits. Watch your tongue!

Do your share in silence and remember—30 seconds of loose talk can lose this war.

## Rock-Ola Appoints Two New Distributors

CHICAGO, April 18 (MR).—Announcement has come from Rock-Ola Manufacturing Corporation, Chicago, that Southern Music Company, Orlando, Fla., has been appointed exclusive factory distributor for the State of Florida.

Southern Music Company is headed by Ron Rood, well known throuth Florida in the music operating business and active in association work.

I. F. Webb, Rock-Ola vice-president, in speaking of the appointment, stated: "We are proud to have a man of Ron Rood's reputation and standing associated closely with us as factory distributor."

New Rock-Ola factory distributor for the Detroit area and eastern half of Michigan is Motor City Music Company, Detroit, headed by David Goldman.

Able assisted by Morris Goldman and Harry Goldman, the new distributor is planning ahead with Rock-Ola for a substantial volume of business in 1942.

## Helpful Plan for Phono Operators

NEW YORK, April 18 (MR).—Dave Robbins, of D. Robbins & Company, New York City, is offering operators of automatic phonographs a plan which he says "should double the income of phonographs. It costs the operator little and I think will pay for itself the first day it is used."

"This is not an experiment," Dave stated. "I have tested my plan for several months and it proved to be highly successful. It is legal everywhere."

## PLAY SAFE! EQUIPMENT SHORTAGE COMING

FOR IMMEDIATE DISPOSAL — LIMITED QUANTITY CONSOLES — LIKE NEW — MOST OF THEM USED FEW WEEKS.

**JENNINGS SILVER MOON \$127.50**  
(Fruit Reels)

**FASTIME . . . . . \$97.50**

**SUPER BELLS . . \$229.50**  
(Fruit Reels)

**BALLY BIG TOP . \$109.50**

Terms: 1/3 Deposit, Balance C. O. D.

**S. & S. AMUSEMENT CO.**  
3817 N. E. 2ND AVENUE  
MIAMI, FLORIDA

## CENTRAL OHIO QUALITY BUYS

**80 MILLS 5¢ BLUE FRONTS, Ser.** 380,000, A-1 \$89.50  
**10 MILLS 5¢-10¢ BLUE FRONTS, Over** 400,000 99.50  
**1 Mills 5¢ Chrome Bell, 1 Cherry P.O.** 179.50

### SLOTS

1 Mills 5¢ Brown Front, Knee Action . . \$129.50  
1 5¢ Mills Roman Head, Like New . . . . 99.50  
1 1¢ Mills Blue Front . . . . . 69.50  
4 1¢ Mills Blue & Gold V. P., New . . . . 39.50  
1 5¢ Mills Blue & Gold V. P., New . . . . 59.50

### CONSOLES

10 MILLS FOUR BELLS, Serials Over 1000, With Ash Trays. \$289.50  
2 PACER REELS, Comb. F.P., Brand New, Original Crates . . 279.50  
10 Paces Saratogas, 1940 Model . . . . \$99.50  
2 Keeney Kentucky Clubs . . . . . 89.50  
3 Watling Big Games, F.P. 97.50  
3 BAKER'S PACERS, J.P. Sep., Serials Over 76000, Like New 295.00  
1 Bally Roll-Em, Like New \$215.00 | 5 Stanco Bells, A-1, 5¢ Play 99.50

### ARCADE EQUIPMENT

Mutoscope Sky Fighter . . . \$169.50  
Keeney Air Raider, Like New 139.50  
Evans Ten Strikes . . . . . 59.50  
Mutoscope Drivemobile . . . 179.50  
Mills Rotary Digger . . . . . 79.50  
Keeney Anti-Aircraft Gun, Light Cab. . . . . \$49.50  
Solentific Basketball or Baseball . . . . . Write  
Chicoin All Star Hockey, New Write

### FREE PLAY TABLES

Legionnaire . . . \$72.50	Venus . . . . . \$89.50	Spot-a-Card . . \$89.50	Gun Club . . . \$89.50
Seven Up . . . . 39.50	South Paw . . . 54.50	Star Attraction 79.50	Bosco . . . . . 79.50
Spot Pool . . . . 79.50	5-10-20 . . . . 109.50	Tex. Mustang . . 69.50	Do-Re-Mi . . . . 54.50
Hi Hat . . . . . 54.50	Snappy . . . . . 59.50	Champs . . . . . 59.50	Jungle . . . . . 79.50
Silver Skates . . 42.50	Majors '41 . . . 49.50	Double Play . . 52.50	Twin Six . . . . 59.50
Zig-Zag . . . . . 54.50	Stars . . . . . 38.50	Boom Town . . . 42.50	New Champs . . 79.50
Knockout . . . . 95.00	Metro . . . . . 35.00	Pan American 59.50	West Wind . . . 52.50
Victory . . . . . 99.50	Argentine . . . 74.50	Four Roses . . . 35.00	Sunbeam . . . . 39.50
Big Parade . . . 99.50	Capt. Kidd . . . 69.50	Duplex . . . . . 52.50	ABC Bowler . . 59.50

### IMMEDIATE DELIVERY ON THE FOLLOWING NEW GAMES:

Genco FOUR ACES      Gottlieb LIBERTY      Chicoin GOBS      Exhibit SKY CHIEF  
Half Certified Deposit With Order, Balance C. O. D.

Central Ohio Coin Mach. Exchange, Inc., 491 S. High St., Phone: Adams 7949, Columbus, Ohio

## HOW'S YOUR TERRITORY?

what is the attitude of the local paper?

Don't wait until lightning strikes—get the bulletin "Editorial Pioneers" now. It will give you tips on becoming acquainted with your local editor. Facts and figures about the industry. A "must" in your Public Relations Program.

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25 Opera Place, Cincinnati

Please send me my free copy of "Editorial Pioneers." Send it to—

Name . . . . .

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City . . . . . State . . . . .

4-25

## Milwaukee Coin Set for Duration

MILWAUKEE, April 18 (DR).—The Milwaukee Coin Machine Company announced today that all is in readiness to provide operators with as complete a service as present wartime conditions will permit.

"In anticipation of the steady demand which is certain to continue for the duration for equipment of all types, we have built up a huge stock of machines of every description," Sam London declared.

"Our stock includes everything needed to maintain operators' earnings at a profitable level. In addition to a complete assortment of games in large quantity we also offer thoro service on repairs and parts. Operators will find Milwaukee Coin servicemen exceptionally capable as well as entirely co-operative."

## Bomb-Hit Called Real Hit Machine

CHICAGO, April 18 (MR).—Bomb-Hit, new penny-play counter game released this week by Baker Novelty Company, Inc., has been termed a "real hit" by company executives.

"Intensive location tests revealed that Bomb-Hit is loaded with plenty of fun for players and exceptionally big profits for operators," said Harold Baker, company president. "It's a colorful, attractive game, sturdily built to take a lot of punishment. Bomb-Hit needs but a few square inches of space on any counter. For the amount of room it takes, it returns profits that are unusual for a game of this type. Featuring a new theme for the most popular kind of penny-play, Bomb-Hit catches the eye as well as the cash."

Baker states that production is necessarily limited and urges operators to place orders promptly to take advantage of the present low price.



## ATHLETIC GRIP MACHINE

Beautiful Design. Wood Cabinet. Size 14x11x15 Inches. Holds 3500 Pennies. Constant Money Maker. Get Yours While You Can. Limited Supply on Hand. Price \$21.75.

1/3 With Order, Balance C. O. D.

## Douglas Supply Company

46 Filch Place, S. E. Grand Rapids, Mich.

## WANTED FOR CASH

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.

## 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.

## GLICKMAN INDUSTRIES

4458-60 Griscom St. PHILADELPHIA, PA.

## 4 METER MOVIES

Like New. Guaranteed. Must Sell Quick. Going to the Army. \$475 Each Cash

C. Walters & Associates  
2220 Beverly Blvd. Los Angeles, Calif.

NEWS OF

PRIORITIES and MATERIALS

Developments of the Week in All Industries

Interest in new uses for cellophane continues at a high pitch. A thin film of cellulose material is now being tried to replace tin, steel, etc., for lining containers. Many other uses for this thin film are expected to develop.

The placing of priorities orders on fluorescent lighting recently called attention to the fact that fluorescent lighting is now four years old. Less essential war materials are used in making fluorescent than in incandescent lamps.

Future of Records

Priorities news that attracted most attention in coin machine circles was Shellac Conservation Order M-106, issued April 16. It was said that this order would limit the manufacture of records to 30 per cent of the 1941 production due to freezing of supplies of shellac and also to the uncertainty of future supplies from India. Trade reports, however, indicate that record manufacturers had anticipated a shellac shortage and have had substitutes under consideration for some time. Music operators in all parts of the country are now eagerly awaiting official announcement from record manufacturers as to new plans and materials.

The Wall Street Journal in reporting the news of the shellac order said it is not likely that the limitations on shellac will reduce record

production by anything like the percentage of the reduction on shellac.

First Explanatory Order

Another priorities order, issued April 3, important to the coin machine industry, was called "Interpretation No. 1 of Supplementary General Limitation Order L-21-a." Order L-21-a, issued March 16, is the one that brings coin machine production practically to an end by May 1. Some points in the original order were not clear to manufacturers. The new explanatory order gives more complete information about manufacturers' inventories and is said to make more clear the regulations as to the manufacture or sale of repair parts.

A release from an alloy company on plastics, now ready for the market for both war and essential civilian needs, says that the materials that go into these plastics are now plentiful and readily obtainable. It also states that while priority certificates are not absolutely necessary in some cases, ratings of A-10 or better should be had. These plastics have a wide range of uses as alternates for rubber, copper, tin, aluminum, monel metal, stainless steel and other materials. Production is under way in various forms such as threads, tubes, rods and sheets and extrusions from flexible to rigid grades, the report stated.

The WPB announced April 15 that the United States will finance a \$20,000,000 project in Cuba for production of critically needed nickel. Funds supplied by the Reconstruction Finance Corporation will build and operate the plant for the United States government, processing low-grade ores underlying a large plateau area of northeastern Cuba, WPB said.

Scrap metal hoarders hoping to pocket a profit from future price advances are in line for disappointment. Prices won't be raised, says OPA boss Henderson. What's more, the WPB will get tougher about grabbing metal scrap heaps from people who won't sell.

The Salvage for Victory program has been so successful in stimulating the movement of wastepaper back into production that paper mills thruout the country are now able to meet all current orders, Lesing J. Rosenwald, chief of WPB's Bureau of Industrial Conservation, declared April 14.

A plan whereby hundreds of small plants and machine shops in the Chicago area can insure their continued existence by serving as training centers for the skilled workers urgently needed in defense industries was advanced April 14 by Gordon L. Hostetter, director of the Employers' Association of Chicago. He contends that neither subcontracting nor the attempt to pool the facilities of small manufacturers has met with any real success.

A new tire, practically rubberless, has been developed by the Ford Motor Company. It was learned April 14. Only one-sixteenth of the rubber previously used in a tire is needed in the new one. While the process is a secret, it was learned that specially treated fabric is the main ingredient.

Richmond, Va.

RICHMOND, Va., April 18.—In addition to Joe Goolsby, sales manager, new local Decca office personnel includes H. B. (Boots) Hudson, assistant manager; J. C. Hargraves, shipping department, and Philip Levine, record recaps.

As yet Harry Moseley has not been seen riding down vending machine row on his newly acquired high-wheel bike which he recently purchased in Chicago. Maybe the hock-shop from which he bought the machine didn't believe The Billboard when we assured said pawnbroker that Harry would surely lift the machine out of the express office on its arrival in Richmond.

Former coin machine man, Judson W. Williams has just received both new uppers and lowers at Veterans' Hospital, Kecoughtan, Va.

You must make your decision NOW May 1st spells deadline —ALL BELLS AND CONSOLES ARE ORIGINAL FACTORY NUMBERS—

- BELLS Mills Original Chromes, 5c-10c-25c \$179.50 Mills Gold Chromes, 189.50 Mills Copper Chromes, 189.50 Mills Brown Fronts, 5c-10c-25c 121.50 Mills Hand Load, 25c 125.00 Mills Blue Fronts, Club Handles & New Crackle Fin.: Mills Blue Fronts, 5c \$79.50 Mills Blue Fronts, 10c 82.50 Mills Blue Fronts, 25c 85.00 Mills Blue & Brown Front, 50c Write Mills War Eagles, 5c-10c-25c 35.00 Mills O.T.'s, 1c-5c 32.50 Mills Blue Fronts, 1c 77.50 Jennings Silver Club Chiefs, 5c 99.50 Jennings Red Skins, 25c 79.50 Jennings Dixie Bells, 5c 59.50 Jennings Club Specials, 5c-25c 75.00 Jennings Chiefs, new crackle finish, 5c-10c-25c 49.50 Pace Deluxe Slug Proof, 5c-25c 79.50 Pace Rocket Bells 79.50 Pace Deluxe Non Slug Proof, 10c 49.50 Pace Cherry Bell, 5c 55.00 Pace All Stars, 5c-10c-25c 35.00 Watling Roll-a-Top 25.00 Columbus, J.P. & G.A. 35.00 Mills Blue & Gold Vest Pockets 32.50 Mills Green Vest Pockets 24.50 Mills New Gold Chrome O. T.'s Write Mills New Blue Fronts Write Mills Double Drweys, J.P., 5c-25c \$169.50 Mills Owl, Single, 5c 79.50 Mills Dewey, Single, 5c 79.50 Caille Automatics, 25c 199.50 Caille Automatics, 5c 79.50 Mills Single Owls, 25c 99.50 Mills Single Safes, Double Door \$29.50 Mills Jack-In-Box Stands 24.50 Mills Folding Stands 3.50

KEENEY'S SUPER BELLS

Conclusively proving every day to be the greatest Console. All nickel or nickel and quarter combination. We predict this machine will be worth double present price within six months. Buy now. Write for Prices.

PAY TABLES

- Grand National \$86.00 Pace Maker 65.00 Grand Stand 75.00 Thistle Down 49.50 Hawthorne 45.00 Sport Page, with J.P. 42.50 Winning Tickets 58.50 Man-o-War 37.50 Derby Clock 37.50 Full line the best 5-ball free play money-makers. Your old 5-ball games brought up to date with new style bumpers. Write.

CIGARETTE MACHINES

Complete Stock All Makes Cigarette Machines: Nationals, DuGreniers, Stuart-McGuire, U-Need-a-Paks and Rowe. Write for prices. Will swap Cigarette Machines for Consoles, Bells, Phonographs or Arcade Machines. Twenty Mills & Column Gum Venders, \$10.00 each.

CONSOLES

- Mills Three Bells, F.S. Write Mills Four Bells, Late Numbers Write Mills Jumbo Parades, Latest Model \$129.50 Mills Jumbo Parades, Latest Model, F.P. 119.50 Mills Square Bells 49.50 Evans Bang Tail, '41, J.P. 250.00 Evans Lucky Lucre, '41 219.50 Evans Lucky Lucre, '40 179.50 Evans Galloping Domino, J.P. 189.50 Evans Galloping Domino, Latest Head 75.00 Keeney's Triple Entry 149.50 Keeney's Track Time, Latest Model 109.50 Bally Hi Hand 169.50 Pace Saratoga & Reels, '41 129.50 Pace Saratoga & Reels, '39 75.00 Pace Saratoga & Reels, Comb. F.P., '41 169.50 Paces Races Factory Rebuilt Heavy Duty Motors: Paces Races, Brown Cabinet \$129.50 Paces Races, Black Cabinet 109.50 Jennings Totalizer, F.P. 149.50 Jennings Multiple Racer 49.50 Jennings Good Luck 29.50 Jennings Fast Times 75.00 Jennings Liberty Bell, Slight Top 19.50

ARCADE MACHINES

Write for prices on the following proven money-making Arcade Machines: Counter Model View-a-Scope, Hitler and Home Run Ball Gun Target, Jigger, Basketball, Gripper, Bang-a-Deer, Rock-Ola Baseball, Keeney's Texas Leaguer, Bally Bull Gun, Chicken Sam Gun with the lap insert, Anti-Aircraft Gun, Mug Joint (four pictures), Evans Ten Strike and Atlas Indicator Baseball. RADIO RIFLE.

SILENT SALES COMPANY

Silent Sales Bldg. 200 11th Ave. S. Minneapolis, Minn.

WANTED FOR CASH—LATE ONE-BALLS

- ABC Bowler \$69.50 Attention 39.50 Anabel 24.50 Argentine 79.50 Barrage 39.50 Big League 14.50 Big Chief 37.50 Boom Town 34.50 Big Parade 99.50 Bolaway 82.50 Clover, F.S. 84.50 Crossline 34.50 Capt. Kidd 74.50 Dough Boy 18.50 Dixie 31.50 Follies \$16.50 Flicker 39.50 Five & Ten 99.50 Gold Star 34.50 Gun Club 72.50 Headliner 14.50 Hi Hat 59.50 Jolly 16.50 Knockout 99.50 Leader 32.50 League Leader 32.50 Mr. Chips 17.50 Metro 39.50 Monicker 94.50 Miami Beach 62.50 Pan American \$49.50 Paradise 37.50 Play Mate 19.50 Polo 27.50 Power House 22.50 Repeater 29.50 Super Charger 14.50 School Days 42.50 Venus 84.50 Wild Fire 42.50 West Wind 62.50 Wow 34.50 Spot-a-Card 69.50 Zombie 38.50 Sun Beam 47.50 Seven Up \$47.50 Sky Blazer 69.50 Sky Ray 54.50 Ten Spot 59.50 Towers 89.50 Twin Six 57.50 Broadcast 30.50 Victory 99.50 Venus 84.50 Wild Fire 42.50 West Wind 62.50 Wow 34.50 Spot-a-Card 69.50 Zombie 38.50 Zig Zag 59.50

ARCADE EQUIPMENT

- 10 Texas Leaguers \$29.50 3-Way Grippers 17.50 10 Exhib. Card Vendors 32.50 Speed Bicycle 125.00 3 Wheels of Love 89.50 3 Monkey Meters 89.50 Foot Vitalizer 89.50 2 Cockeyed Circus, 1 Set with Stand \$79.50 Drive Mobile 189.50 Exhibit Diggers 49.50 Single Grippers 9.50 A. B. T. Guns 19.50 Exhib. Chinning Mach. 129.50 ONE BALLS Sport Special \$94.50 Record Time 104.50 Dark Horse 129.50 Sport King 149.50 Long Shot \$149.50 Blue Grass 149.50 Mills Owl 97.50 Mills 1940 1-2-3 94.50

CONSOLES

- Baker's Paces, #7400 \$239.50 Jumbo Parades 94.50 Big Game (Clock Hd.) 139.50 Pace Saratoga, conv. 129.50 Jumbo Parade, blue cab. 119.50 Silver Moon, Cash 129.50 Silver Moon, F.P. 129.50 MISL. Mills Throno \$129.50 DeL. 1c & 5c Nut Vend. 17.50 S. & McQ. 7 Col. Clg. 44.50

One-Third Deposit With Order, Balance C. O. D.

EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Avenue, Chicago, Ill. HUMboldt 6288

WE HAVE JUST RECEIVED A NEW SHIPMENT OF GAMES

Write, Wire or Phone—While They Last

- ABC Bowler \$45.50 Air Circus 119.00 Argentine 59.50 Attention 29.50 Bosco 69.50 Bolaway 59.50 Barrage 42.00 Click 65.50 Clover 84.50 Capt. Kidd 39.50 Defense \$119.50 Formation 25.50 Homerun 99.50 Five & Ten 89.50 Hi-Hat 45.50 Jungle 59.50 Knockout 69.50 Legionnaire 49.50 New Champ 85.50 Slugger 39.50 Southpaw \$49.50 Spotter Grad 69.50 Strazliner 35.50 Sunbeam 35.50 SuperChubbie 45.50 Towers 69.50 Venus 69.50 Victory 89.50 West Wind 49.50 Zig Zag 45.50

FLORIDA OPERATORS

SEE WHAT YOU BUY Come in and get acquainted. Will accept trades on any type of coin machine.

WANTED—CASH PAID FOR GUNS, ARCADE or LEGAL EQUIPMENT.

AND MANY MORE — WRITE FOR PRICES READY FOR DELIVERY GENCO FOUR ACES, CHICAGO COIN YANKS, GOTTLIEB LIBERTY 1/3 Deposit With Each Order, Balance C. O. D.

AMERICAN VENDING CO., JACKSONVILLE, FLORIDA

CASH WAITING!

WILL BUY ALL TYPES OF LEGAL MACHINES! WRITE OR WIRE COMPLETE DETAILS!

BRAND NEW CARTONS, COMPLETE WITH FILLERS—\$2.15 EACH. GEORGE PONSER CO., 11-15 E. Runyon St., NEWARK, N. J.

WHILE THE SUPPLY LASTS Was \$39.50 ONLY \$30.00 SEVEN GRAND The Everlasting Counter Game. Seven spot dice takes in Pennies, Nickels, Dimes and Quarters. Positive coin divider puts three out of every four coins played into the location owner's box, from which he takes care of all expenses, retaining balance for himself. Fourth coin goes to operator. ONLY A FEW MORE LEFT. FIRST COME, FIRST SERVED. —ONLY \$30.00 F. O. B. CHICAGO— 1/3 Must. Accompany Order, Balance C. O. D. KOPLO SALES & SUPPLY CO. 3118 Milwaukee Ave. CHICAGO, ILL.

WANT TO BUY 1 BALL FREE PLAY GAMES State condition and lowest Cash Prices in first letter. SEND FOR OUR LATEST PRICE LIST on Reconditioned Machines. WE BUY, SELL AND EXCHANGE 3147 Locust St. ST. LOUIS, MO. M<sup>rs</sup> CALL NOVELTY CO.

CORRECTION The following appeared incorrectly in the April 18, 1942, issue of Royal Distributors, 409 N. Broad St., Elizabeth, N. J.: Brand new Seeburg Super Hi-Tone with two brand new 5c Wireless Wall Boxes at \$500. Should have been listed as "Electric Selector, Remote Control" Model. Buckley Adaptors should have been listed by themselves at \$30.00 each. Impulse Steppers advertised at \$22.50 are Wurlitzer Impulse Steppers. Instead of "Sturdy Wire Cable at 20c per ft." this should have been "30 Wire Cable." The price of the Wurlitzer 600 Rotary should have been \$155.00, not \$175.00.

WHILE THEY LAST CONSOLES Jennings Free Play Fast Time \$ 95.00 Watling Big Game, Free Play 100.00 Mills Jumbo, Free Play 100.00 Mills Mint Vendors, Free Play 85.00 Silver Moon, Free Play 130.00 1/3 Deposit With Orders, Balance C. O. D. GEM VENDING CO. 808-805 Penn Ave. WILKINSBURG, PA.

LANE JASPER Or anyone knowing his present address or whereabouts. Please contact: McCALL NOVELTY CO. 3147 Locust St. ST. LOUIS, MO. (Phone: Jefferson 1644)

# West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, April 18. — Coin machine operators are still searching for a solution to the tire rationing problem, but nothing tangible has yet come to the fore. Outside of operators selecting a man in small towns to look after their equipment and then the combined forces sending up a representative once a week for the money, nothing more has been devised. Operators are meeting the problem calmly, and talk up and down coin machine lanes is that the boys will find some sort of a solution. Heretofore, on such problems, the coinmen have worked together for a solution and they are confident they will

again solve the problem. Used Penny Arcade equipment continued to move and the demand is said to be greater now than at any time since the first of the year. Good prices prevail. Routes are bringing good prices to those few operators who are in the mind to sell them. Collections are reported good from both games and phonographs.

### Badger Prepares

Badger Sales Company, which recently opened offices in Los Angeles, has its showrooms and warehouse loaded, with all available space crowded with

new replacement cabinets, reconditioned phonographs and accessories. Knowing that a price increase, as well as delay in delivery on all types of phonographs and accessories, was coming, Badger put these things away for its friends and customers. Replacement cabinets on display include Charm Cabinet, the Kleer-Tone and the New Victory Cabinet. William R. Happel, manager, said: "Our 1942 line of replacement cabinets is one of the most complete ever presented, and both operators and distributors have been giving our products an enthusiastic reception." He added that replacement cabinets give the operator an opportunity to re-establish his old machines into top money-makers on his routes. . . . Sam Coslow has started another 10 RCM Soundies with Josef Berne directing. Ann Pennington, former star of *George White Scandals* and *Ziegfeld Follies*, stars in one Soundie in which she impersonates Texas Guinan and introduces a few future "greats" in the dancing line. Aside from Miss Pennington, according to Bill Trinz, casting director for RCM, Coslow has also signed Buddy Clark, Dolly Mitchell, George Carroll, Mary Gilbert, Claudie Drake, Ed Bush, Red Harper, Lorraine Elliott, Connie Haines, Johnny Doyle and the Murrah Sisters. . . . Max Kraut, representative for U-Need-a-Pak machines, is trying to work out a way to take a vacation this summer. With business duties keeping him close in and his draft board council work also literally strapping him to a desk, he realizes he's going to have a tough time getting away—even for a few days. . . . Mac Mohr has been putting much time in acquainting this area with the Evans Automatic Bowling Alley and is doing a swell job of it. Some of the alleys are already in use and a bowling center in South Gate will soon put its center into use. Gate will soon put its center into use. of the addition.

### Kaplan on Sales

Harry Kaplan, Southwestern Vending Machine Company, is urging every coin machine operator who visits his place to buy War Savings Stamps and Bonds. . . . Associated Operators of Los Angeles County keep a supply of these stamps and bonds on hand to supply anyone who wants them. . . . Speaking of the AOLAC, Mollie Simon, secretary to Curley Robinson, managing director, has been busy notarizing State income papers. She did a rush in March when the federal income returns were due. . . . Al Berman, of Arcade Exchange, left a few days ago for Bakersfield on business. . . . Elmer Hanscomb reports that the Penny Arcade on the Patrick show is going strong. . . . Jack Lipps and Henry Lorenz, of the Penny Arcade at Camp Elliott, were in town during the week in the quest for machines.

### Slickers Broadcast

Spike Jones and His City Slickers, well known to phonograph operators, had a guest spot on the Kraft Music Hall recently. . . . Vic Ralston, Standard Phono Company, continues to make trips thru the territory. Vic is thinking of putting his car up and hoofing it and riding busses and street cars to save tires. . . . Noted at the opening party for Sonny Dunham at the Hollywood Palladium were Vic Ralston, Walt Stickel, Leo J. Meyerberg Company, and Spike Jones. . . . Walt and Loa Griffey, Tavern Amusement Company, are making the rounds to see and hear bands they hear during the day on their coin machines. . . . Sandra Cook, Judy Deats and Peggy Ales, of California Music Company's staff, are on the "regular" list at the Trianon Ballroom in South Gate, where bands well known to operators play. Current is Duke Ellington. . . . Mac Sanders reports that his Victory Garden is coming along fine despite the dive-bombing birds.

### Arcade Goes Strong

Bill Bailey and Andy Lazzareschi report that their Sportland in Stockton is coming along fine. They recently added an ABT shooting range. . . . Johnny Hawley, serviceman for Mac Sanders, is already getting set for his daughter's first birthday—in October. . . . Ray Ressel, of Riverside, Calif., tells us that music machine business in the vicinity of March Field and Camp Haan is strong. . . . C. S. Rudolph, Lompoc (Calif.) music operator, has installed a number of Packard Pla-Mor boxes. He made a trip to Hollywood to purchase them. . . . Clayton Ballard was in town recently from Oregon and visited Fred Gaunt, of the Trojan Novelty Company. . . . With summer coming on Leon (Hi-Ho) Silver is getting his Adam 1-cent venders into full swing. . . . Tony Parina, manager of the Los Angeles branch of R. A. Parina & Company, has a trip to San Francisco

on his calendar. . . . Tex Melhan, of San Jacinto and Hemet, Calif., recently made one of his infrequent trips to Los Angeles. . . . Tex Miller, of Blythe, Calif., was in the city Thursday. . . . Percy Shields made a business trip to San Diego on Thursday.

**DON'T PASS THESE BUY!**

**Marbleglow**

MILLS THRONE OF MUSIC  
**\$129.50**

WURLITZER 600  
**\$169.50**

WURLITZER 500  
**\$199.50**

1/3 Deposit, Balance Sight Draft

**SOUTHERN AUTOMATIC MUSIC COMPANY**  
542 S. Second St., Louisville, Ky.

## SUPER SPECIALS

SATISFACTION OR YOUR MONEY BACK  
1-BALL FREE PLAY

- 11-Bally Sport Special . . . . . \$ 88.50
- 1 Bally Sport Event . . . . . 89.50
- 12 Bally Dark Horse . . . . . 114.50
- 4 Bally Blue Grass . . . . . 129.50
- 3 Bally Pimlico . . . . . 259.50

### CONSOLES

- 7 Mills Jumbo Parade, F.P. . . . . \$ 97.50
- 6 Bally High Hand, Conv. F.P. & Csh. 179.50
- 5 Jenn. Bobtail Totalizers, F.P. . . . 117.50
- 2 Jenn. Bobtail Totalizers, Csh. P.O. . 104.50
- 9 Jenn. Silver Moon Totalizers, F.P. . 117.50
- 1 Jenn. Silver Moon Totalizers, Csh. P.O. 109.50
- 8-Super Bell, Conv. F.P. & Cash . . . 219.50
- 2 Mills Four Bells, Fruit Sym. . . . . 282.50
- 1 Keeney Pastime, 9 Coin Head . . . . 164.50
- 2 Jenn. Good Luck, Slug Pr., Csh. P.O. 42.50
- 1 Lincoln Field, 7 Coin Head . . . . . 79.50
- 2 25¢ Mills Square Bell . . . . . 69.50
- 2 Bally Club Bell, Brand New in Factory Sealed Crates . . . . . 334.50
- 4 5¢ and 25¢ Keeney Super Bells, Conv. F.P. & Cash, Brand New in Factory Sealed Crates . . . . . 309.50

WRITE FOR LIST OF 1,000 OTHERS.

## SILENT SALES

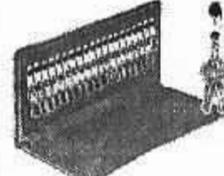
635 "D" ST., N. W., WASHINGTON, D. C.

## CONSOLES

- MILLS FOUR BELLS . . . . . \$295.00
- MILLS JUMBOS, C. P. . . . . 99.50
- MILLS JUMBOS, F. P. . . . . 99.50
- BALLY CLUB BELLS . . . . . 275.00
- JENNINGS SILVER MOONS . . . . . 135.00
- PACE REELS COMBINATION . . . . . 125.00

## ROY MCGINNIS COMPANY

2011 MARYLAND AVENUE  
BALTIMORE, MD.



**A NEW KEY PURSE**  
Genuine leather-zippered, 50 numbered key tabs. Snap off—snap on. Write for prices.  
**KELLEY-MENNES MFG. CO.**  
Rockford, Illinois

## BRAND NEW MILLS

Chrome, Bells, Brown Fronts, Vest Pockets. Also rebuilt by factory mechanics: Mills Chromes, Brown Fronts, Blue Fronts, Q.T.'s, Vest Pockets, 1940 1-2-3s, Free Play Jumbos, 50 BAYANS Galloping Dominoes, all models. Prices according to model.

## SOUTHWEST AMUSEMENT CO.

1712 Field Street DALLAS, TEXAS

## WANTED FOR CASH

PIN GAMES  
ARCADE MACHINES  
BOX 338, Billboard, 1564 B'way, New York

# THE WORLD'S GREATEST MONEY MAKERS KEENEY CONSOLES!

### 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. Order yours today.

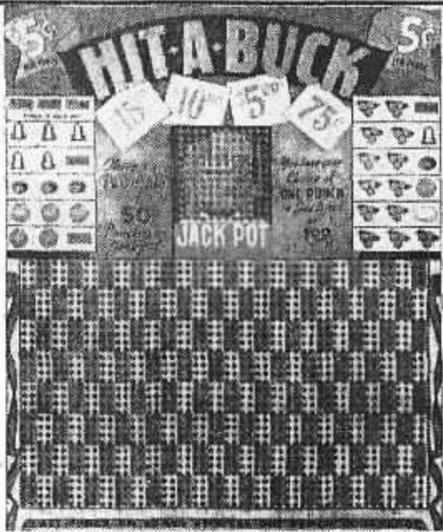
ALL CONSOLES AVAILABLE WITH SKILL FIELD AT EXTRA COST.

### Keeney's Sensational SUBMARINE GUN

Actually shoots ball-bearing bullets in rapid fire action.

**OUR SUPPLY IS LIMITED!  
ORDER TODAY**

J. H. KEENEY & CO. 6630 S. ASHLAND AVENUE  
CHICAGO, ILLINOIS



## HIT-A-BUCK

1664 HOLES 5c PER PLAY  
FEATURE: Slot machine symbols. All winning tickets have their choice of one punch in Jackpot or \$1.00, not both. There are possibly 50 punches that go into the jackpot.  
Board takes in 1664 @ 5c . . . . . \$83.20  
Pays out:

- Jackpot Average (20) 3 Bars \$18.80
- Last Punch on Board . . . . . .94
- Consolations . . . . . 26.00
- Total Average Payout . . . . . \$45.74
- Total Average Profit . . . . . \$37.46

- Lots of 25 or More . . . \$2.50 Each
- Lots of 10 . . . . . 2.75 Each
- Less Than 10 . . . . . 3.00 Each

Our selling prices are not controlled. 25% Deposit or full remittance with all orders.

## A. N. S. CO.

312 Carroll St. Elmira, N. Y.

## CLEVELAND COIN'S TRADING POST

### ARCADE EQUIPMENT

- 2 Advance Shockers . . \$10.00
- 20 Holly Grippers . . . 8.50
- 2 Seeburg Rayolite . . . 85.00
- 7 Black Anti-Aircraft. 49.50
- 2 Brown Anti-Aircraft. 59.50
- 6 Merchantmon . . . . 45.00
- 3 Buckley Deluxe Diggers 85.00
- 1 Magic Finger . . . . . 85.00
- 35 Drop Picture Machines
- Motor Type . . . . . 39.50
- 1 Jennings Barrel Roll. 95.00
- 2 1¢ Circus . . . . . 8.00
- 10 New Pikes Peak . . . 20.00
- 3 Bumper Bowling . . . 45.00
- 1 Drivemobile . . . . . 195.00
- 1 Sky Fighter . . . . . 185.00
- 1 Bally Alley . . . . . \$ 35.00
- 2 Tommy Guns, Latest 135.00
- 4 Super Bombers . . . 195.00
- Flippers . . . . . 5.00
- 1 Bally Sky Battle . . . 175.00
- 1 Keeney Air Raider. 135.00
- 1 Rapid Fire . . . . . 135.00
- 2 Battering Practices. 135.00
- 50 Gottlieb 3-Way Grippers . . . . . 14.00
- 10 Gottlieb Single Grippers . . . . . 10.00
- Scientific Baseballs . . Write
- Scientific Basketballs. . Write
- 10 Chicago Coin Hockey, Used . . . . . Write

### SLOTS

- 210¢ Blue Fronts, 400,000 Series . . \$ 85.00
- 1 5¢ Columbia Bell . . . 45.00
- 3 Green Vest Pockets. . 27.50
- 3 5¢ Melon Bells . . . . 105.00
- 1 1¢ Roman Head . . . . 35.00
- 3 Blue & Gold Vest Pockets . . . . . 39.50
- 2 1¢ Mills Q.T. . . . . 42.50
- 1 25¢ Brown Front. . . . 125.00

### VENDING MACHINES

- 350 1¢ Columbus #33 North-Western, Porc. Finish, Reg. Silver King Nut Vend. \$5.00
- 10 #33 North-Western Gum Vend. . . . . 5.00
- 6 Rows 5¢ Selective Gum & Mint Venders. . . 10.00
- 10 Esquires . . . . . 6.00
- 6 1¢ Trimount & Robbins Stick Gum Venders. 5.00

### COUNTER GAMES

- 20 1¢ Marvels, Mercury & Sports Token Ejecting Machines . . . . . \$10.00
- 1 Holke & Holke Corn Popper & Peanut Roaster in Excellent Condition . . \$150.00

WANTED TO BUY OR WILL ACCEPT IN TRADE: WALL BOXES, WIRE ADAPTERS, MUSIC MACHINES, ARCADE EQUIPMENT, CHROME BELLS, VEST POCKETS, ONE-BALL FREE PLAY, LARGE AND SMALL SKEE BALLS, SCALES, ROTARIES.  
Write or Wire, Giving Price, Condition and Quantity. One-Third Deposit, Balance C. O. D.  
**CLEVELAND COIN MACH. EXCHANGE, 2021 Prospect Ave., Cleveland, Ohio. Prospect 6316-7**

# MEN & MACHINES

Conducted by MAYNARD L. REUTER

Communications to 155 North Clark Street, Chicago

### Shellac News

News of the WPB order cutting the record manufacturers' use of shellac to 30 per cent hit the trade with numbing impact. Previous curtailments did not seem to hurt as much as this because they were anticipated; but this one was a bolt from the blue. Erroneous reports that the production of records had been cut to 30 per cent added to the confusion. The music machines department of this issue carries full details on the shellac situation. Every operator of music boxes will find it worth his time to read these stories. They're vital to the future of his business.

### More About Women Coinmen

We devoted quite a bit of space in this pillar last week to reminiscing about the women in the coin machine industry who deserved a niche in the industry's "hall of fame." Our nominations included: Helen Fuller, Babe Kaufman, Claire Grant, Blanche Bouchard, Mrs. Grace Rabkin, Alma McHugh, Helen Blindell, Mrs. William Happel Jr., Mrs. Lucille Laymon, Mrs. Therese Frey, Mrs. Lou Wolcher, Jimmie Jones, Sybil Stark and Thelma Oliver.

This week comes the first nomination from the operating ranks for additions to the above list. A Long Island operator nominates Margie Lester Lans. As her nominator (who wishes to remain unidentified) explains: "Her husband is in the distributing business here, but she does contact work for 22 operators in New York, Brooklyn and Long Island. . . . She has real ability. . . . When she goes out after a location she comes home with victory. She certainly deserves to be included in the industry's hall of fame." Okay, nominated Mrs. Lans is. Are there any more nominees?

### Decca Branch Manager Passes

In Philadelphia operators bowed their heads in tribute to George Freeman, who passed on April 9 following a heart attack. Freeman was the head of the local Decca branch since its opening and a true friend of the local phono operator trade. J. Gordon Thornton, formerly with the Decca home office in New York, is Freeman's successor.

### A Soft Spot For The Billboard

There is no wonder that Rube Gross, of Rube Gross & Company, Seattle operator, thinks kindly of *The Billboard*. A short time before the WPB order curtailing output of machines went into effect he was in the market for some new equipment. The ads in *The Bill-*

board showed him just what he wanted. So he telegraphed an order pronto that resulted in a saving of over \$800 on equipment that a few weeks later would have cost him close to \$2,000.

### Less Canadian Travel

Reports from operators in Canada say they do not expect much boost in play this summer from tourist travel. The rationing of gasoline and all the other limitations due to war conditions, it is felt, will more than offset the advantages that usually come from tourist travel. Even the currency situation is supposed to be under stress so that Canada may not have its usual advantages in the money market.

### Operators Hear Rumors

Rumors are not confined to the conduct of the war alone. They also circulate in the coin machine industry. Rumors have recently circulated in a Midwestern State to the effect that the government will soon put a ban on the operation of games and gaming devices, but that phonographs will still be permitted to operate.

Several newspaper clippings have come to us recently that try to imply the idea that the coin machine industry is completely at an end by government order. A report of a radio commentator to this effect has also been received.

These rumors are started by those who apparently want to do the business as much injury as possible. There are reform crusaders who will start rumors if they think it will hurt the industry.

The only orders issued by the government are those relating to materials as used by the manufacturing industry. The operation of games and gaming devices yields revenue to the federal government, and the moral questions are left to local authorities.

## Sends Bulletins On Army Orders

SAN FRANCISCO, April 18. — The Amusement Merchants' Association, an organization of operators here, sent special bulletins to all its members giving full details of the civilian defense instructions and orders issued by Western Headquarters of the Fourth Army in San Francisco. The association has indicated its progressiveness by working in close contact with army and civilian defense officials, issuing special bulletins to carry all this information to its members. Operators will thus be informed thru their own organization of how they may co-operate fully in carrying out defense measures.

The recent regulations concerning aliens who reside in certain areas along the Pacific Coast required the issuance of detailed regulations by army officials. The association also furnished information on these regulations to its members.

## Spokane

SPOKANE, Wash., April 18.—Dan Aukett, phonograph operator, soloed last week. Over age to be an army pilot, Dan is taking private flying lessons in the hope he may be able to help out as an instructor.

John W. Barnes Jr., head mechanic at Wellcome Music Company, has been inducted into the army. His talent is being missed plenty.

Bill Paradise has sold Crest Novelty Company to Art Rud. The deal involves the shop and equipment only, Paradise retaining his pinball and phonograph

routes. Cecil Wellwood continues as his record man and Hank Thompson as his serviceman.

## Wilkes-Barre, Pa.

WILKES-BARRE, Pa., April 18.—The town of Milton, Pa., has awarded a contract to the Michael Artz Bronze Company to install 200 parking meters.

Earl Jones, service manager for Benjamin Sterling Jr., Wurlitzer distributor in Northeastern Pennsylvania, has received his call to report to the army.

Richard Geisinger, operator in Pittston, Pa., and Mrs. Geisinger became the parents of a boy April 12.



## AL TABAKOF SAYS:

MORE PROFITS FOR YOU!— WITH GLOBE'S LATEST MONEY-MAKING DIE-CUT PROFIT BOARDS

## "LUCKY PUSS"

And lucky YOU . . . because this new Globe board is a real nickel grabber. When you see how Puss ups your profits, you'll agree it's the "cat's meow!" Over 80 winners. Slot-machine symbols. Pussy Jackpot pays out \$1 to \$15.

1290 Holes — 5c a Play  
Takes in . . . \$64.50  
Pays out (Average) . . . 28.60  
Average Profit . . . \$35.90

### FEATURES:

Pussy has moving eyes . . . and . . . a movable tail . . . made of real fur.



Write FOR OUR COMPLETE CATALOG OF MONEY - MAKING BOARDS

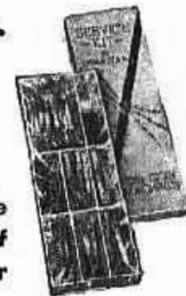


## GLOBE

PRINTING COMPANY  
1023-25-27 RACE ST., PHILADELPHIA, PA.

## PIN GAME OPERATORS!!

... GET THE GUARDIAN SERVICE KIT



STILL \$7.50 EACH ONLY COMPLETE

Before It's Too Late!! We Cannot Promise Delivery If You Delay! Buy 2, 3 or More Right Away!!

ASK FOR OUR FREE PARTS AND SUPPLIES CATALOG!

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA, PA.  
GET IT FROM BLOCK—THEY HAVE IN STOCK!

## NEW MILLS 1c-5c Q. T. BELLS

Write for Prices

KEYSTONE NOVELTY & MFG. CO.  
26th & Huntingdon Sts. Philadelphia, Pa.

# 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

## STILL DELIVERING Chicago Coin's ALL STAR HOCKEY

ALSO READY FOR IMMEDIATE DELIVERY — NEW GAME — YANKS

WANTED: ANY AND ALL MACHINES SUITABLE FOR PENNY ARCADE. WRITE IMMEDIATELY, STATING WHAT YOU HAVE AT BEST PRICE.  
SAVOY VENDING CO., 651 Atlantic Ave., Brooklyn, N. Y.

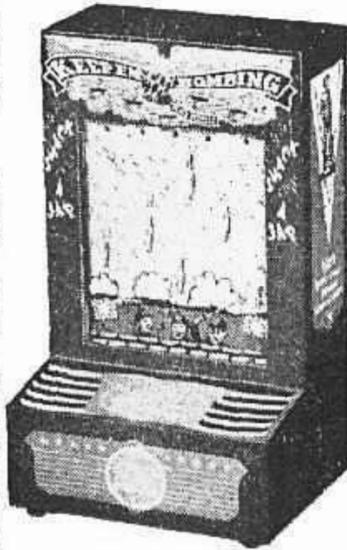


"MY PERSONAL FULL MONEY BACK GUARANTEE GOES WITH EVERY ONE OF THESE TAX FREE, SENSATIONAL, 25 COIN PLAY COUNTER GAMES YOU BUY FROM US!!" Shugy Sugerman

# 'KEEP 'EM BOMBING'

**A SENSATIONAL NEW TAX FREE COUNTER GAME WITH REVOLUTIONARY 5 COIN HEAD PLAYING FROM 1 TO 25 COINS AT A TIME!!**

Here it is!! The HIT game you've been waiting for! The game that's DIFFERENT, BETTER, ORIGINAL, FASTER, with 25 TIMES THE ACTION, 25 TIMES THE PLAY APPEAL, 25 TIMES THE THRILLS—AND—25 TIMES THE PROFITS!! The kind of counter thriller YOU NEED NOW! The player can insert from 1 to 25 pennies each time. 5 pennies to each chute. Big, juicy odds from 10 to 1 up to 25 to 1. Five award pockets—only four losers. "KEEP 'EM BOMBING" is THE GAME OF TOMORROW—TODAY!! That helps buy bombers and KEEP 'EM BOMBING—ON TO VICTORY! That helps you to help your country by arranging for the greater distribution of Defense Stamps thru the retail outlets of America wherever you locate this sensational, beautiful, thrilling, TAX FREE counter game!! RUSH YOUR ORDER NOW!! Help your country! Help yourself! Help KEEP 'EM BOMBING by helping the sale of Defense Stamps and Bonds with this great PATRIOTIC counter game!!



**Only \$22.75 EACH**

1/3 WITH ORDERS, BALANCE C. O. D.

## RUNYON SALES COMPANY

123 WEST RUNYON ST., NEWARK, N. J. (Tel.: Blgelow 3-6685)

# EASTERN FLASHES

By JOE ORLECK and BEN SMITH

Last week Meyer (Parky) Parkoff, of Modern Vending Company, was discouraged by the adverse news that was coming along. "Why don't you print some encouraging news?" Parky inquired.

The *Billboard* is a newspaper for the coin machine trade and, altho we would be more than pleased to run optimistic stories, we must let the trade know just exactly what goes on—and our readers appreciate the value of this honest reporting. HOWEVER, PARKY AND ALL MUSIC MACHINE INTERESTS—WE ARE ABLE TO REPORT A VERY ENCOURAGING DEVELOPMENT. READ HAROLD HUMPHRIES' STORY ON THE LEAD MUSIC MACHINE PAGE, "DISKERS READY NEW PLANS."

### Penny Arcades Immortalized

Freddie Martin, orchestra leader playing at the Wedgwood Room, Waldorf-Astoria Hotel in New York City, introduced a new musical number this week that should interest arcade operators. Title of the piece is *Penny Arcade*. Lyrics describe the joys of an hour spent at this type of amusement.

### Shugy Waxes Enthusiastic

Barney (Shugy) Superman, of Runyon Sales Company, is collaring all who'll listen and telling them about, in his language, "the greatest, most patriotic and perfect tax-free counter game of all time—Keep 'Em Bombing." He claims the machine has met with instant success because it permits players to play from 1 to 25 coins at one time. Machines on location are being worked night and day, Barney reports, and he also states location owners are selling more War Bonds as a result of the counter game. He promises prompt deliveries and urges all operators to investigate and stock up.

### Salesboards Active

Al Borkin, Bork Manufacturing Company, back in town from a business tour which took him thru Pennsylvania, Ohio and Illinois. Al reports he was very well received by all operators in the territory and that there is plenty of activity there. He will remain in town just long enough to take care of his correspondence and then down south to cover the Seaboard States as far as Georgia.

### Weiss Distributing Venders

Max Weiss, one of the oldest and best liked metropolitan operators, announces he is offering reconditioned cigarette machines and other merchandise equipment to operators thruout the country. He is always willing to do everything possible to co-operate with vending men and satisfy their needs.

### Arcade Biz Good

Irving Mitchell has been doing a land-office business with arcades the last month, selling the smaller type of equipment, he reports. Mitchell, who specializes in counter games and merchandise venders of all kinds, found this type of equipment fitted into his line. He claims the spring season upped business on all types of counter games.

### Palastrant With Charm Music

Ben Palastrant, who just signed up as Eastern district sales manager for Charm Music Cabinet Company, flew into Philly on his way to New York City last week and had a gabfest with Rudy Greenbaum, sales manager of Packard Manufacturing Company.

### Air Mail Memento

Dave Simon has a letter from one of his business friends in a special frame over his desk. The letter was sent air mail and the plane, on landing at La Guardia Airport, overran the runway and plunged into the bay. The government fished up the mail. When Dave got the letter it was ruffled and water-logged, but entirely perfect otherwise.

### DuGrenier War Effort

Bip Glassgold, sales manager for DuGrenier, returned from a trip to the factory and was enthusiastic over the large amount of war work being turned out by his company. Bip claims his company intends to keep in close contact with the coin machine trade thru its distributor set-up—setting up parts and repair stations to service their customers.

### Special Mission Department

Claire Grant had a patch over her right eye this week. Claire was suffering from an eye infection. Luckily, she caught it in time and the eye is healing. Along the line we ran into Elsie Cohen, of DuGrenier, who had just come from the doctor after treatment for a foot infection.

### Acme Tone-o-Matic Hit

Operators who have been dropping into Acme Sales showrooms have been properly impressed with the Ace Tone-o-Matic, according to Sam Sacks, president of the firm. "The boys have been picking them up so fast, says Sam, "I'm having trouble trying to keep a sample on the floor."

### Coming and Going

Harry Brown spent a week on Collin Row, then left for an extended trip thruout the South. Harry will visit every State during the next few weeks.

Seymour Pritch, George Ponser Company, returned to New York after a two-week trip thru the Midwest buying equipment. Seymour expects to do some extensive traveling during the next few months.

Earl Winters, International Mutoscope Reel Company, back at his desk after spending two weeks on the West Coast. He's beginning to breathe easy again after wading thru a mass of accumulated correspondence.

### Casualty

Hymie Budin is laid up at his home pretty sick and may be bedded for some weeks. You know a sick man likes to read mail . . . so send along a word or so.

### Here and There

Sam Kressberg claims there are 5,000 locations in New York City for phonographs that haven't been touched as yet.

Al Tabakoff, Globe Printing Company, played host once more to a group of out-of-town operators. Business is better than it has ever been, Al reports.

United Coin Machine Employees' Union of Greater New York, Local No. 254—U. R. & W. E. A.—CIO, claim they have signed up many of the employees of the operators in the city.

BUY WAR BONDS AND STAMPS

**Wise Operators WILL BE GOIN' OUR WAY**

1200 RE Holes . . . . 5¢ per sale . . . . Takes in \$60.00 . . . . Pays out \$31.20 . . . . Average profit \$28.80 . . . . Total average profit (including RE Arrangement) \$32.80 . . . . SEMI-THICK DIE-CUT board.

**SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.**

**★ ★ BADGER'S BARGAINS ★ ★**

Due to market fluctuations, we are not listing all prices. A card or letter to the nearest office will immediately bring our complete latest price list on all Phonographs, Adapters, Speakers, Wall and Bar Boxes of all makes. Write either office today!

<b>SEEBURG</b>	<b>WURLITZER</b>	<b>ROCK-OLA</b>
Seeburg 9800 R.C. . . . Write	Wurlitzer Model 850. . . . Write	Rock-Ola Spectravoxs. . . . Write
Seeburg 9800 Elec. Sel. . . . Write	Wurlitzer Model 870E . . . . Write	Rock-Ola Glammers . . . . Write
Seeburg 8800 R.C. . . . Write	Wurlitzer Model 850E . . . . Write	Rock-Ola Universals . . . . Write
Seeburg 8800 Elec. Sel. . . . Write	Wurlitzer Model 800. . . . Write	Rock-Ola Playmasters . . . . Write
Seeburg Colonial R.C. . . . Write	Wurlitzer Model 700. . . . Write	Super Rockolites . . . . \$219.50
Seeburg Majors, R.C. . . . Write	Wurlitzer Model 500 \$189.50	Super Walnuts . . . . 209.50
Seeburg Classics, R.C. . . . Write	Wurlitzer Model 600. 159.50	Master Rockolites . . . . 209.50
Seeburg Vogue . . . . \$194.50	Wurl. Model 616, III. 59.50	Master Walnuts . . . . 197.50
Seeburg Regals . . . . 149.50	Mills Throne . . . . 139.50	Rock-Ola DeLuxes . . . . 159.50
Seeburg Gems . . . . 139.50	Mills Empress . . . . 179.50	Rock-Ola Standards . . . . 149.50
Seeburg Roks . . . . 94.50	Mills Zephyrs . . . . 29.50	Rock-Ola Monarchs . . . . 99.50
		Rock-Ola Imperials 20 . . . . 79.50

Terms: 1/3 Deposit, Balance Sight Draft or C. O. D.

**BADGER SALES CO.** 1612 West Pico Blvd., Los Angeles, Calif.

**BADGER NOVELTY CO.** 2548 North 30th St., Milwaukee, Wis.

**L & A**

**NEW DIFFERENT EXHIBIT ARCADE MACHINES**

**TU**

RADIOGRAM STATION · THREE WISE OWLS  
MAGIC EYE · NAUGHTY PEEKS · RAMASEES  
LOVE NESTS · SCREEN TEST · MAGIC HEART  
PIKES PEAK BIKE RIDE · SMILING SAM  
BAG PUNCHING · CHINNING MACHINE  
FIST STRIKER · COCKEYED CIRCUS  
KISS-O-METER · THREE WHEELS OF LOVE  
THE GREAT WHATSIS · POST CARD VENDERS  
FOOT VITALIZER ETC · ETC · ETC · ETC.

ALL PROVEN MONEY MAKERS  
(NO LOCATION TAX ON THESE MACHINES)

WRITE · PHONE · WIRE  
for BIG ILLUSTRATED CIRCULAR

FREE PLANS FOR A MODERN  
(Small—Medium—Large) PENNY ARCADE upon request.

**EXHIBIT SUPPLY COMPANY**  
Leading Penny Arcade Equipment Manufacturer for 40 Years  
4222-30 WEST LAKE ST. · CHICAGO

**40** DIFFERENT POST CARD SERIES for EXHIBIT POPULAR CARD VENDERS Now Ready!

IT'S A HIT!



BOMB-HIT PENNY PLAY COUNTER THRILLER

FIRST IN FUN!... FIRST IN PROFITS!

A Real Money Maker! Colorful, Appealing! Compact! Requires minimum counter space. Separate compartment. Records hits.

BUILT TO OPERATE FOR THE DURATION!

NO TAX ONLY \$17.75 EA. F. O. B. Chicago

DISTRIBUTORS—WRITE! PRODUCTION IS LIMITED

ORDER NOW!

Direct or From Your Distributor

BAKER NOVELTY CO., Inc.

1700 W. Washington Blvd. Chicago

BOMB-HIT

Recommended and Distributed by

TORR 2047A-SO. 68 PHILA., PA.

This Week's Best Buys!

- Mills 4 Bell, 4 Nickels, New \$450.00
Mills 4 Bell, 3 5c, 1 25c, New 550.00
Keeney Super Bell, New 299.50
Bally Club Bell, New 295.00
Watling Big Game, P. O. 114.50
Mills Jumbo Parade, Late P. O. 114.50
Mills Jumbo Parade, Early P. O. 89.50
Mills Jumbo Parade, Early F. P. 89.50
Jennings Fast Time, F. P. 89.50
Jennings S. M. Tot., F. P. 179.50
Jennings S. M. Tot., P. O. 179.50
Pace Saratoga with Rails, P. O. 89.50
Pace Reels, P. O. 79.50
Exhibit Tanforan 39.50
Jennings Liberty Bell 34.50
Jennings Derby Day 34.50
Gretchen Sugar King 69.50
Mills Square Bell 69.50
Rays Track 74.50
Paces Races, Brown 129.50
Bally Roll Em 195.00
S M 7 Col. Cigarette Mach., new mech. 49.50
S M 9 Col. Cigarette Mach., new mech. 79.50

- PAYTABLES & CONSOLES
Gand Natl. \$89.50
Grand Stand 79.50
Pace Maker 89.50
Thistledown 69.50
Hawthorne 59.50
Seabiscuit 59.50
Gottlieb Track Record, FP \$59.50
Gold Medal or Gold Cup 49.50
Sport Page 49.50
Fairground 34.50
Preakness 29.50

To Avoid Delay Give Second Choice.

1/3 Deposit, Balance C.O.D.

MILWAUKEE COIN MACHINE CO.

3130 W. Lisbon Ave., Milwaukee, Wis.

WILL TRADE

25 Bally Rolls (14 feet long)

FOR

Ten Strikes or World Series Games

Write—Wire

L. BILOW

2512 Irving Park Road CHICAGO, ILL.

NEW BOWLING ALLEY GAME

21 Ft. Long

5c coin operated, 8 balls, manually played. Completely mechanical, simple mechanism, no electric gadgets to get out of order. Very attractive. Immediate delivery. Write

PENNY PRODUCTS CO., Lansdowne, Pa.

Dismissal Won in Minneapolis Test Case on Tokens

MINNEAPOLIS, April 18.—Charges of counterfeiting by the manufacture and sale of tokens or slugs, in a test suit against Gellman Brothers, Minneapolis, and the W. W. Wilcox Manufacturing Company, Chicago, were dismissed by Judge Gunnar H. Nordbye in Federal Court here April 9.

The Chicago firm manufactured the tokens and the Gellman firm had distributed them in this territory. Federal agents had planned an important test case based on 14 counts. All 14 counts were struck out by the court.

Legal comments on the case say that local conditions, which became part of the testimony, may have had an important bearing on the decision. The New York test case on slugs is still pending.

In dismissing the case here Judge Nordbye said: "It would seem that mere adaptation of such tokens for use in the place of genuine coins in the operation of these machines, whether in the present or absent consent of the owner, doesn't justify a finding that the tokens are manufactured or sold by these defendants for the purpose of current money or as a medium of exchange."

Used Equipment Goes on Sale

MINNEAPOLIS, April 18 (DR).—Announcement comes from Bill Cohen, head of Silent Sales Company, Minneapolis, of interest to operators of coin machines in the Northwest.

"We think our sale we are running now on used equipment is one of our best offers. Every machine has been completely reconditioned by experts in our service department.

"Machines were all made by leading coin machine manufacturers and include consoles, bells, five-ball and one-ball free-play games and payout tables.

"Cigarette vending machines of proven money-making ability will also be in this sale. For operators of the Northwest who are interested in arcade equipment, we have a complete line that it will pay them to see.

"Something new has been added to our service for operators," Cohen continued. "Now we are bringing old games up to date by equipping them with new-style bumpers."

NO USE WAITING ANY MORE

All Clean—Free Plays—In Stock

READY FOR IMMEDIATE DELIVERY!

- Anabel \$10.00
ABC Bowler 37.50
All American 16.50
Attention 16.50
Argentine 39.50
Bala Way 39.50
Bosco 49.50
Big Show 10.00
Bordertown 10.00
Champs 37.50
Cross Line 12.50
Capt. Kidd 37.50
Big Parade 65.00
Drum Major 10.00
Dble. Play 27.50
Duplex 21.50
Gun Club 39.50
Flicker 15.00
4 Diamonds 29.50
Home Run '42 69.50
Horoscope 32.50
Hi-Hat 29.50
Jungle 47.50
Knock Out 69.50
Leader \$19.50
Leag. Leader 19.50
Line Up 12.50
Monicker 55.00
Metro 19.50
Majors '41 27.50
Play Ball 22.50
Rotation 15.00
Red, White, Blue 17.50
Seven Up 20.00
Stratoliner 19.50
Star Attrac. 36.50
Stars 17.50
Sky Blazer 42.50
Sea Hawk 25.00
Sky Ray 24.50
South Paw 32.50
Sluggo 24.50
Short Stop 12.50
Silv. Skates 19.50
Snappy '41 42.50
Topie 59.50
Ten Spot 29.50
Twin Six 29.50
Wild Fire 29.00
Zig Zag 29.50

Free Play Coils, Fit any make game - \$1.00
Complete Victors, Fit any make game - 1.00
Relay Coils, Fit any make game - .35
Legs (4), Fit any make game, Set 4 - 1.00

GIVE SECOND CHOICE.

Terms: 1/3 Cash, Bal. C. O. D.

MIDTOWN VENDING CO.

698 TENTH AVE. NEW YORK, N. Y.

NEW! LEGAL!

Manufacturer offers a limited number of brand-new, deluxe floor-model, LEGAL, tax-free, nickel-operated AMUSEMENT MACHINES. This is a \$100 value. While they last the price is only \$25 each. Write for details!

BOX 285 MINNEAPOLIS, MINN.

IMMEDIATE DELIVERY 1000 BRAND NEW MACHINES

- Bally Club Bell
Bally High Hand
Chicago Coin Hockey
Evans Jackpot Domino
Keeney's Super Bells, All Models
Gretchen Columbia Bell
Baker's & Pace's Races
Mills Four Bells
Mills Three Bells
Mills Brown Fronts
Mills Gold Chromo
Mills O.T.
Mills Jumbo Parade
All Model
Mills Safe Stands

IMMEDIATE DELIVERY BALLY LONG ACRES, Either Console or Table Model—WRITE

Jobbers 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
1 Bally Play Ball \$49.50
3 Bally Spotted 19.50
5 Bally Flicker 30.00
2 Bally Mystics 34.50
1 Chicago Coin Majors, '41 57.50
1 Chicago Coin Sport Parade 42.50
1 Chicago Coin Commodore 27.50
1 Chicago Coin Sporty 17.50
1 Chicago Coin Dixie 21.50
1 Exhibit Sun Beam 42.50
1 Exhibit Zombie 34.50
2 Gottlieb Horoscopes 49.50
1 Keeney Repeater 27.50
1 Keeney Red Hot 27.50

- CONSOLES, CASH AND FREE PLAY
1 Evans '37 Reg. Domino, #2521 \$89.50
1 Evans '38 Reg. Domino, #2855 89.50
1 Evans '39 Reg. Domino, #3971 125.00
1 Evans Lucky Star 112.50
1 Evans Ten-Strike 67.50
2 Keeney '38 Skill Time 117.50
5 Keeney Kentucky Slant Head 125.00
2 Keeney Triple Entry 149.50
1 Mills Jumbo Parade, Blue Cabinet, Cash Pay, #3050 89.50
2 Mills Square Bell, CP 69.50

SPECIALS

- (Machines Used Testing Locations 15 Days)
5 Mills Four Bell, 5c, Perfect \$475.00
10 Mills Jumbo Parade, Conv. Model, Like New 174.50
10 Mills Jumbo Parade, Blue Cabinet, Cash Pay 139.50
10 Mills Jumbo Parade, FP 127.50
50 Mills Box Stands, Brand New 13.50
5 Mills Folding Stands, Brand New 6.50
10 Keeney Super Bell, 5c Play, Convertible, Like New 219.50
5 Double Safes, Revolve-a-Round Base, Brand New for Slots 89.50

NOTICE—WANTED TO BUY

- 100 Super Bells, 5c Conv. Model
100 Dominos Jackpot Model, 5c
100 Mills Jumbo Parade, All Models, Free Play, Cash and Conv., 5c
Give Serial Numbers and Lowest Cash Price, Guaranteed Condition.

\*1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and ask to be put on our mailing list. Above prices effective April 25, 1942.

MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va. Day Phone 3-4511—Night Phone 5-5328

Advertisement for Red Ball game featuring a large image of the game board and text: Hit that RED BALL! ANOTHER HARLICH BOARD SENSATION! New Action! New Appeal! Instead of tickets, jackpot has 1/2 inch colored balls that drop behind window when player punches them out. Red Ball takes top award. Big reverse number tickets. Large G. L. holes with wooden peg. Order Red Ball now and watch your profits climb.

QUALITY SPEAKS FOR ITSELF

- PAYOUTS
Four Bells \$349.50
Paces Races 149.50
Paces Races, 5c 117.50
Paces Reels, 25c 117.50
Jumbo Parade 109.50
Big Top 109.50
Spinning Reels 89.50
Derby Day, Slant Top 34.50
Derby Day, Flat Top 29.50
1938 Tracktimes 94.50
1938 Kentucky Clubs 47.50
Blue Frts, over 420,000 100.00

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVENUE CLEVELAND, OHIO

ESTABLISHED CENTRAL KANSAS ROUTE FOR SALE

Seeburgs, Wurlitzers and Rock-Ola Phonographs with several Wall Box installations. A few Marble Table locations. Route will stand inspection. Will be glad if interested to have you inspect route. Chance for more equipment to be installed on route. Will guarantee route to pay for self in one year. One service man can handle entire route. Priced to sell, \$13,500.00. Accept \$6,000.00 cash, balance in payments. Real reason for selling.

Write BOX D-202, Care of The Billboard, Cincinnati, O.

America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

**WARNING!**  
Get Chicago Coin's All Star

# Hockey

**NOW**

**BEFORE IT'S TOO LATE!**

Production is limited on the outstanding game of 1942 — so send your order without delay!

**BIG PROFITS!**

Made to last!  
100% Skill!  
100% Fun!



Buy  
U. S. BONDS  
and  
STAMPS!

**CHICAGO COIN MACHINE CO. INC.**  
1725 W. DIVERSEY CHICAGO

## Atlas Announces New Repair Service

CHICAGO, April 18 (DR).—"For the duration we intend to work with operators and assist them in maintaining their routes at peak efficiency to make the most profit out of their machines," states Eddie Ginsburg, official of Atlas Novelty Company.

"All of us in the coin machine business realize the importance of keeping every piece of equipment in operation since there will be no new machines available in the future.

"Our new repair service will help operators get the best from the games they have now," Ginsburg said. "To maintain our newly installed repair department we have stocked up with every possible part and supply that can be furnished by factories and from other sources. We have parts that are no longer possible to get and are using them to repair machines.

"Regardless of what type of equipment it is, each machine will be given a thorough reconditioning by our expert mechanics under the supervision of Frank Bach. The refinishing department, under the direction of Joe Greene, then cleans, repaints, repairs and sprays the cabinets until the games look like new."

## First Reduction On Seven Grand

CHICAGO, April 18 (MR).—Al Koplo, head of Koplo Sales & Supply Company, is running the first reduction on Seven Grand since its inception early in 1938. The game is the offspring of the popular King Six Jr., which dates back to 1935.

In discussing the game, Koplo said: "In Seven Grand operators have found a game that has enjoyed a constant run of sales and earning power.

"The three-to-one positive coin divider with two cash compartments has been a boon to the operator. While the reduction is not a closeout, we only have a few left, so why not give the operator an opportunity to buy some extra War Stamps with the difference."

Koplo says his varied line of stock designs of decalcomantas is being received with much enthusiasm.

## PLAY "BINGO"

UNIVERSAL'S NATIONWIDE POPULAR, ORIGINAL DANGLING DUCKETS!!

The Top Sellers on Every Location!!

Quick Repeats Give You Faster and Bigger Profits! Dangling Duckets Can Be Used With Any Number of Headings. Also Available in 1200 Ticket Size, Making a Net Profit of \$20.00.



Takes in 1000 Tickets @ 5¢... \$50.00  
Pays Out (Actual) ..... 40.00

Profit (Actual) ..... \$10.00  
Refills Available for Both Sizes!!

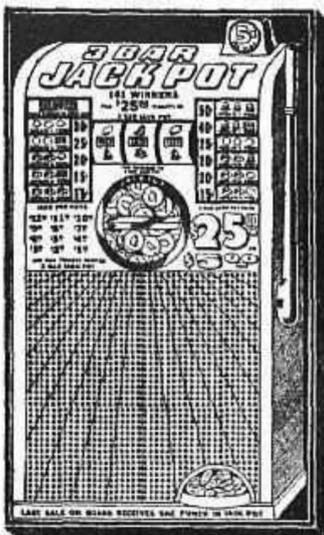
WRITE FOR OUR NEW 1942 CATALOG!  
Dept. BB-49  
Universal Manufacturing Co., Inc.  
405 E. 8th St. KANSAS CITY, MO.  
"WE MANUFACTURE ONLY"

## Slot and Console Specials

- Watling Rol-a-Tops ..... \$40.00 Up
- Mills BLUE FRONTS ..... 65.00 Up
- Jennings CHIEFS ..... 65.00 Up
- (All Refinished and 5-10-25c Play)
- FAST TIME (F.P. or Pay Outs) ... \$ 99.50
- Watling BIG GAME, F.P. .... 114.50
- CIGAROLAS, 5c Play ..... 74.50
- JUMBOS, F.P. .... 99.50
- Mills RIO, Auto. Pay ..... 52.50
- Paces Races, Auto. Pay ..... 169.50
- Saratoga Auto. Pay ..... 74.50
- Silver Moon ..... 160.00

LEGAL EQUIPMENT  
Mountain Climber ..... \$175.00  
ONE-THIRD MONEY ORDER DEPOSIT,  
BALANCE SHIPPED C. O. D.

**Southern Amusement Co.**  
628 Madison Ave. MEMPHIS, TENN.



## 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

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6320 Harvard Ave. CHICAGO, U. S. A.

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★ PROFIT-PROVEN WINNERS! ★

### PLAY BALL

Sensational manikin-baseball. Pitcher actually winds up and throws ball through air!

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New "Bomb a Jap" theme gets nickels! U. S. Bombers blow up Jap warships! Not a gun!

### TEN STRIKE

All-time manikin-bowling favorite, better than ever! Now refinements, faster play!

### TOMMY GUN

For defense-minded America . . . smallest, fastest, lightest machine gun thriller!

BUY U. S. DEFENSE BONDS TODAY!

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WEST COAST Factory Sales Representative **MAC MOHR CO.** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

FREE PLAY GAMES	FREE PLAY GAMES	MISCELLANEOUS
Schooldays ..... \$39.50	Ten Spot ..... \$39.50	Groetchen Metal Typex \$79.50
Sea Hawk ..... 39.50	Stratoliner ..... 39.50	Mills Owl ..... 94.50
Double Play ..... 44.50	Exhibit Stars ..... 39.50	Rays Track ..... 52.50
Playball ..... 32.50	Broadcast ..... 39.50	Mills 1940 1-2-3 ..... 85.00
Attention ..... 39.50	ABC Bowler ..... 64.50	Eureka ..... 39.50
Flicker ..... 42.50	Knockout ..... 109.50	Batting Practice ..... 129.50
Big Parade ..... 109.50	Airway ..... 9.50	Seeburg Classic ..... 174.50

Terms: One-Half Certified Deposit With Order—Balance C. O. D.  
Ready for Immediate Delivery—Bally Longacres, Exhibit's Air Circus and Sky Chlef.  
4848 MT. ELLIOTT AVE. DETROIT, MICHIGAN

## One Hundred Fifty FREE-PLAY GAMES

Thoroughly Overhauled by Expert; Rails Scraped; Refinished.

Games Clean and Excellently Packed.		
All American ..... \$42.50	Dixie ..... \$37.50	Attention ..... \$27.50
Ten Spot ..... 62.50	Big Chief ..... 42.50	Red Hot ..... 19.50
Metro ..... 42.50	Seven Up ..... 62.50	Vacation ..... 22.50
Gun Club ..... 75.00	Strat-o-Liner ..... 55.00	Snappy ..... 67.50
Stars ..... 59.50	Sea Hawk ..... 55.00	Double Play ..... 57.50
Big Show ..... 18.50	Line-Up ..... 32.50	Majors '41 ..... 57.50
Silver Skates ..... 55.00	School Days ..... 55.00	Fox Hunt ..... 42.50
Sport Parade ..... 55.00	Four Roses ..... 37.50	Sun Beam ..... 42.50
Horoscope ..... 57.50	(Our Stock Limited to 2 to 6 of Each)	

Counter Games, Venders and Music Machines, used, but in perfect shape  
Challengers ..... \$12.50 Refinished 24 Wurlitzer ..... \$165.00  
Holly Grips ..... 8.50 Refinished Super DeLuxe Rock-Ola. 225.00  
#33 Northwestern Peanut Venders. 5.50 Refinished Singing Towers, Like New \$37.50  
Columbus Peanut Venders ..... 3.00 One-Fourth (1/4) CASH, BALANCE C. O. D.  
Orders Under \$10.00 CASH IN FULL. Others,

## FISHER BROWN

Texas Oldest Distributing Firm  
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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

### Rapid Placing of War Orders in Chi

CHICAGO, April 18.—The rapidly increasing placement of war orders in the Chicago area is indicated by the placing of 66 new war contracts with 43 different firms here during the week ended April 10, according to Leverett S. Lyon, chief executive officer of the Chicago Association of Commerce. Of the concerns receiving orders, 15 had not previously had direct government contracts. Since June, 1940, when the armament program was launched, 6,626 direct defense contracts have been awarded to 1,443 Chicago area concerns. The total involved is \$1,462,078,000, of which \$931,428,000 was for manufactured goods and \$530,650,000 for construction of defense facilities.

In addition to these direct awards, subcontracts, industrial expansion programs, material and supply contracts, steel production and undisclosed orders placed with Chicago area firms are estimated to have totaled \$1,537,678,000.

### Rock-Ola's Team Softball Champs

CHICAGO, April 18 (MR).—The Rock-Ola Music Girls won the recent Chicago Spring Softball Tournament held in the International Amphitheater here. All Chicago newspapers carried write-ups of the tournament in deference to the tremendous public interest in girls' softball. Attendance at Chicago girls' softball games in 1941 was 270,000 paid admissions.

The winning team is sponsored by Rock-Ola Manufacturing Corporation and for the 1942 season will have practically the same line-up as in 1941 when they also won the Chicago Major League championship.

In the final game of the spring tournament Lonnie Stark, Rock-Ola star pitcher, yielded only three hits, struck out six, and did not allow a base on balls against U. S. Girls.

The team received a handsome trophy as symbol of the championship, which was presented to David C. Rockola, president of the firm, following the final game.

The Girls' Major League softball season opens in Chicago May 26 and advance indications are that this will be the biggest season of all due to concentration of home folks in the city to save on tires.

### Clayton Nemeroff At Hot Springs

CHICAGO, April 18 (DR).—Clayton Nemeroff, Monarch Coin Machine Company executive, is spending a short vacation at Hot Springs, Ark. Prior to leaving for the spa he said, "This is no vacation for the sake of getting away from it all. The relaxation I expect to obtain will tone me up for the big job ahead, the job of helping keep our customers going for the duration.

"Business has been unusually good in spite of war conditions," he continued, "and it promises to stay that way indefinitely, thanks to the preparations Monarch has made. With plenty of stock in reserve and thru the confidence we have built up in our service among the nation's coinmen, we look ahead with faith in the ability of the industry to weather the storm.

"While business may not continue as usual, we are going to do all we can to keep it at as high a level as possible, consistent with the country's war efforts," Nemeroff asserted.

**BRAND NEW MILLS JUMBO. Combination Mint Vender Free Play \$229.50 Cash and Check Payout**

**Guaranteed Like New MILLS Late Model Four \$299.50 Bells, Cash and Check.**

**Mills Late Model Jumbo \$119.50 Parade, Cash-Check Mdl.**

**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 Pky., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.

### BARGAINS FROM DAVE MARION

- Jumbo Parade, Brand New ..... \$155.00
- Exhibit Rotary, Brand New, Orig. Crato. . 275.00
- Pikes Peak, Brand New, 1 @ \$18.50;
- 3 @ \$16.50; 5 or more ..... 15.50
- 10 Gottlieb De Luxe Long Base Grips ..... 12.50
- 1¢ Q.T., A-1 ..... \$34.50
- Air Raider ..... 122.50
- Exhibit Bowling. 44.50
- Wurlitzer 412 ..... 54.50
- 1¢ Chrome V.P. 32.50
- Mercury De Luxe ..... 12.50
- 10¢ Pace Bantam 22.50
- 1¢ Little Duke ..... 14.50
- 1/3 Deposit—Draft or Money Order.

Write for Complete Bargain List. MARION COMPANY, Wichita, Kansas.

### OUR APRIL RELEASE . . .

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1140-50 N. KOSTNER AVE.

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### LAST CALL! ORDER QUICK!

EVERY GAME EQUIPPED WITH FREE PLAY ATTACHMENT! ALL GUARANTEED IN A-1 CONDITION—READY TO SHIP!!

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|---------------------------|---------------------------|---------------------------|
| ABC Bowler ..... \$39.50  | Hi-Hat ..... \$28.50      | Star Attrac. .... \$36.50 |
| Argentine ..... 39.50     | Jungle ..... 49.50        | South Paw ..... 39.50     |
| Bandwagon ..... 19.50     | Legionnaire ..... 37.50   | Sun Beam ..... 29.50      |
| Big Parade ..... 73.50    | Monicker ..... 59.50      | Seven Up ..... 27.50      |
| Blondie ..... 14.50       | Mystic ..... 23.50        | School Days ..... 21.50   |
| Capt. Kidd ..... 39.50    | Venus ..... 64.50         | Sea Hawk ..... 29.50      |
| Cadillac ..... 16.50      | Metro ..... 18.50         | Skyline ..... 16.50       |
| Dude Ranch ..... 19.50    | Play Ball ..... 19.50     | Speed Way ..... 16.50     |
| Drum Major ..... 16.50    | Super Chubbie ..... 34.50 | Target Skill ..... 22.50  |
| Baker Defense ..... 22.50 | Stars ..... 19.50         | Ten Spot ..... 37.50      |
| Duplex ..... 22.50        | Score-a-Line ..... 17.50  | Thriller ..... 12.50      |
| Fox Hunt ..... 18.50      | Snappy '41 ..... 37.50    | Zig Zag ..... 36.50       |
| Formation ..... 19.50     | Sluggo ..... 27.50        | Zombie ..... 18.50        |
| Gun Club ..... 39.50      | Sky Ray ..... 24.50       |                           |
- 1/3 Deposit, Balance C. O. D. Give 2nd and 3rd Choice. All Phones: 81-2-9435

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Everything in Coin-Operated Equipment—Phonographs — Pin Tables — Wall Boxes — Adapters — Coin Machines — Any Supplies of Accessories.

This national service is yours for the price of a 3c stamp.

If you have equipment for sale list it—describe it—and quote your selling prices.

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### BE PREPARED! KEEP 'EM PLAYING with MONARCH GAMES!

#### NEW GAMES IN STOCK FOR IMMEDIATE SHIPMENT

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| Chgo. Coin Gobs \$199.50                   | Genco Four Aces \$199.50                     | Gottlieb Keep 'Em Flying ..... \$149.50  |
| Chgo. Coin Yanks 149.50                    | Genco Defense . 149.50                       | Gottlieb Five & Ten ..... 124.50         |
| Chgo. Coin Home 119.50                     | Genco Victory . 119.50                       | Bally Pimlico . 309.50                   |
| Run, '42 ..... 94.50                       | Exhibit Sky Chief 164.50                     | Bally Longacre . 309.50                  |
| Jumbo Parade, FP 139.50                    | Exhibit Air Circus 129.50                    | Keeney Super Bell 275.00                 |
| Jumbo Parade, FP & PO . 169.50             | Baker Pacer, JP. 375.00                      | Keeney 4-Way Bell 485.00                 |
| Mills Three Bell. 575.00                   | Jonn. Bobtail, FP 159.50                     | Keeney 2-Way Bell, Comb. FP or PO 405.00 |
| Mills Four Bell . 550.00                   | Mills Club Bell, Console Mod., 50¢PI. 299.50 |  |
| Mills Orig. Chrome Bell, 2-5 Pay. . 185.00 | Gottlieb Liberty. 199.50                     |  |

- NEW MILLS SLOT MACHINE SAFE STANDS. LOTS OF FIVE ..... \$ 15.00 EA.
- MILLS OWL FIVE BALL FREE PLAY NOVELTY GAME ..... 99.50
- ROCKOLA 1941 SPECTRAVOX & PLAYMASTER PHONO COMB. .... 350.00
- WURLITZER 1939 MODEL 500A SLUGPROOF PHONO, LIKE NEW.. 185.00

- |  |  |   |
|--|--|---|
| Jennings Silver Moon, Dime Play ..... \$149.50   | Jennings Silver Moon ..... \$139.50      | Bally Big Top ... \$150.00                |
| Mills Jumbo Parade, Comb. FP & PO . 152.50   | Jennings Bobtail . 139.50                | Bally Hi-Hand ... 189.50                  |
| Watling Big Game, '41 Mod., Totalizer 114.50   | Mills Jumbo Parade 89.50                 | Bally Hi-Hand, Floor Sample ..... 209.50  |
| Mutescope Ace Bomber ..... \$210.00  | Keeney Super Bell. 229.50                | Pace Saratoga, Comb. FP & PO ..... 159.50 |
| Mutescope Drive-mobile ..... 210.00  | Jennings Fastime. 104.50                 |   |
| Mutescope Sky-fighter ..... 195.00   | ARCADE EQUIPMENT                         | Rockola World Series ..... \$ 74.50       |
| Bally Alley ..... 34.50  | Western Baseball . \$ 69.50              | Seeburg Chicken Sam 69.50                 |
| EXHIBIT ROTARY MERCHANTISERS, Reconditioned Like New   | Solentific Batting Practice ..... 129.50 | Evans Ten Strike. . 69.50                 |
| ..... \$179.50   | Evans Tommy Guns 125.00                  | Daval Bumper Bowl. 35.00                  |
| Terms: 1/3 Deposit, Balance Sight Draft or C. O. D.  | Keeney Air Raider. 144.50                | Seeburg Hockey ... 69.50                  |
| WRITE, WIRE OR PHONE FOR PRICES ON NEW AND FACTORY REBUILT SLOT MACHINES OF MILLS NOVELTY COMPANY. | Kicker & Catcher, 1¢ Play ..... 18.50    | Bally Rapid Fire. . 145.00                |

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### BEST FREE PLAY BUYS IN THE MIDDLE WEST

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|-------------------------|-----------------------|-----------------------|------------------------|
| 5 All Amer. ... \$29.50 | 5 Do Re Mi. . \$44.50 | 8 Pan-Amer. . \$37.50 | 4 Sun Beam. \$35.00    |
| 6 Band Wagon. 29.50     | 2 Fliker . . . 27.50  | 6 Repeater . . 27.50  | 2 Sport Parade 35.00   |
| 5 Big Parade. 89.50     | 9 Four Roses. 34.50   | 5 Star Attrac. 67.50  | 3 Sky Ray . . . 36.50  |
| 4 Big Chiefs. 27.50     | 3 4-Diamonds. 42.50   | 4 Spot-a-Card. 67.50  | 2 Sara Suzy . . 17.50  |
| 3 Bongo . . . 64.50     | 3 Glamour . . 16.50   | 5 Sea Hawk . . 36.50  | 6 Stratoliner. . 29.50 |
| 7 Capt. Kidd. 55.00     | 4 Hi-Hat . . . 40.00  | 5 Show Boat. . 49.50  | 6 Ten Spot. . . 47.50  |
| 7 Champs . . . 37.50    | 3 Hi-Dive . . . 45.00 | 9 Stars . . . . 29.50 | 5 Victory . . . 89.50  |
| 5 Crossline . . 18.50   | 5 Horoscope. . 47.50  | 4 Sky Blazer. . 47.50 | 8 West Wind. . 57.50   |
| 2 Commodore. 16.50      | 6 Jungle . . . 62.50  | 3 Schooldays. . 29.50 | 3 Wings . . . . 16.50  |
| 3 Dixie . . . . 29.50   | 2 Mystic . . . 24.50  | 8 Seven Up. . . 37.50 | 6 Zig Zag . . . 44.50  |

1/3 With Order, Balance C. O. D. All Reconditioned. Ref.: First Wisc. Nat'l. Bank, Milwaukee.

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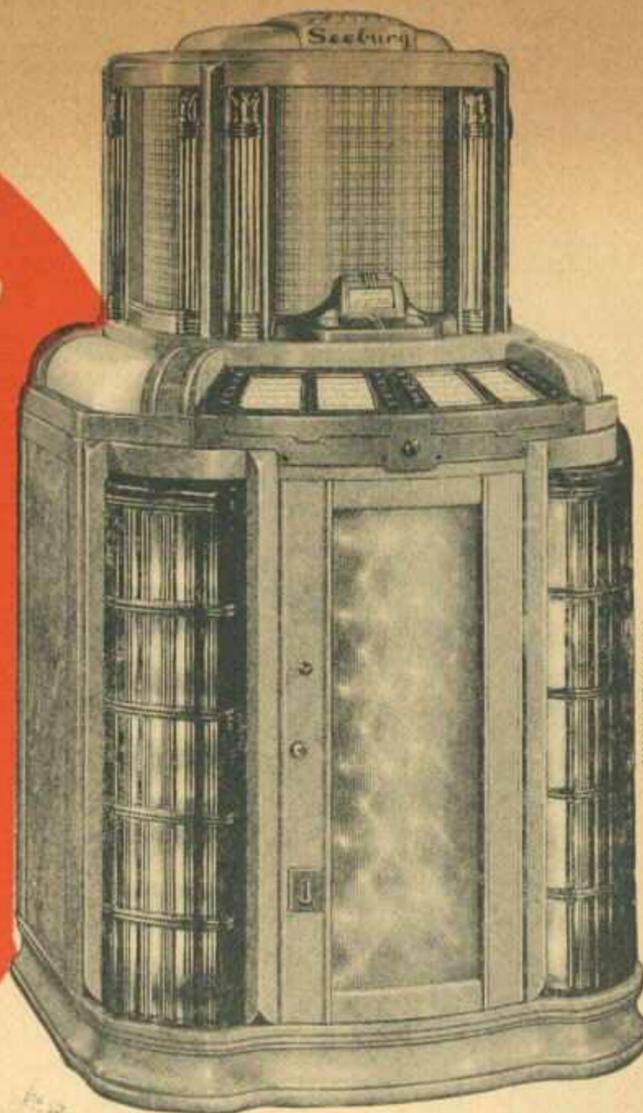
225 N. WATER STREET Phone: Broadway 8807 MILWAUKEE, WISCONSIN

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Automatic music is usually associated with entertainment and fun . . . and rightly so! Yet, automatic music has a very serious job to do . . . and a job that it is doing. That big job is keeping up morale . . . so necessary . . . when every real American is intent upon achieving a victory. Automatic music is universal in its appeal . . . automatic music with its wide selection of patriotic tunes is inspirational . . . from Whistle - Stop to Broadway . . . night and day . . . there is no other morale "lifter upper" that is so accessible and within a cost that all can afford. It is the duty of every music operator to keep his phonographs playing . . . to be particularly conscious of good service . . . because . . . music is essential to morale . . . commercial phonographs are of Service to the Nation.

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*Remember! Your Seeburg equipment is built for many years of dependable service! Take care of it and it will take care of you!*



*It works*  
**WONDERS**  
*in stimulating*



**EXTRA  
PLAY**

It's happening now in thousands of locations. The minute one of these smartly-styled Model 580 Wurlitzer Selective Speakers goes in — profits go UP.

Give these eye arresting, ear pleasing coin coaxers a chance to "do their stuff" in your locations.

They're easy to install—quick to get action—possible to obtain for a limited time only!

The Rudolph Wurlitzer Company, North Tonawanda, New York.

**A NAME FAMOUS IN MUSIC  
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**MODEL 580**

*DeLuxe Selective Speaker*

**FOR DOMESTIC SALES ONLY**



**"YOU BET WURLITZER  
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FOR ME"**

Richly fashioned cabinet features floral glass center panel with champagne bubble illumination in flower stems. Easily mounts on wall. Offers 5, 10, 25c Coin Equipment. Dual-Wire Installation. Already proven a magnificent money maker.